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AUG 12 1952

PUBLISHER'S BINDING

APRIL 7, 1952 35c PER COPY

BROADCASTING TELECASTING

THIS ISSUE:

TB's 30th Annual Convention
arts on Page 23

iates Committee To Continue
Page 23

o, TV Analyzed AAAA Sessions
Page 25

AB Completes Severance
Page 27

TELECASTING
gins on Page 73

21ST
e Newsweekly Radio and levision.
year



Are you a tight wad?

A tight wad with your client's money, we mean. Do you make every penny count when you buy radio time? Well, in Baltimore, the station for you is WITH!

Because WITH's rates are *low*—and WITH's audience is *big*, big and responsive. Even SMALL appropriations do a BIG job for you on WITH.

Here's proof: *WITH regularly carries the advertising of twice as many local merchants as any other station in town.* For just one good reason: WITH produces *low-cost results!* Get the whole WITH story from your Forjoe man today!

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

W-I-T-H

IN BALTIMORE



Woodrow Wilson served mankind



The Wilson Memorial at Poznan, Poland

Thomas Woodrow Wilson, distinguished Virginian and 28th president of the United States, was a practical idealist.

After leading the nation through the grueling years of World War 1 he fought tooth and nail to build the League of Nations as a worldwide Gibraltar of democracy.

His age predated commercial broadcasting by a few scant years. But we suspect that had radio and television been available he would have used them to the full. The persuasiveness of voice broadcasting, the remarkable ability of radio and TV to be of service, would have meant a great deal to Woodrow Wilson.

Havens & Martin Stations broadcast in the Wilson tradition — they broadcast to serve.

WMBG AM **WCOD** FM

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the South's first television station

WTVR TV

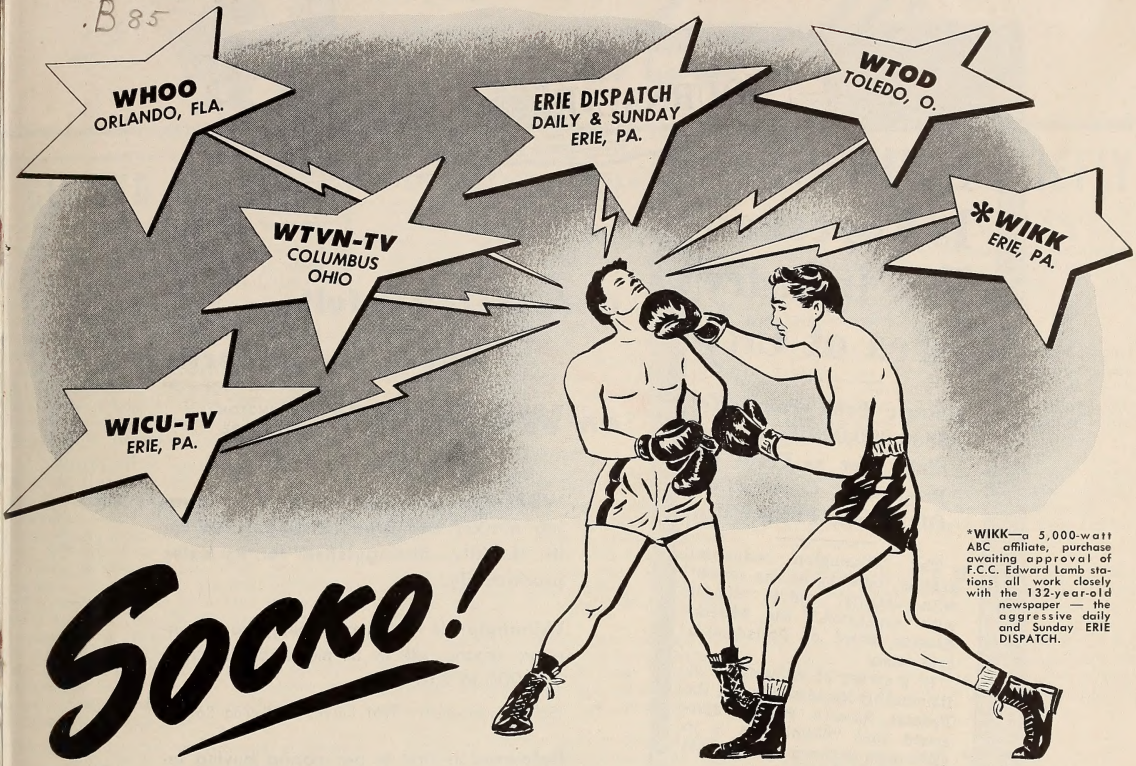
Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.

Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

TK6540
.B85



*WIKK—a 5,000-watt ABC affiliate, purchase awaiting approval of F.C.C. Edward Lamb stations all work closely with the 132-year-old newspaper — the aggressive daily and Sunday ERIE DISPATCH.

...They SELL!...they knock inventories down to size

Every Edward Lamb Enterprise is geared to produce sales for its advertisers. Lamb Stations move the goods and cut down inventories and this spells Profits for our Sponsors. Getting distribution and quick retail sales for advertisers entering the market is a primary obligation of an effective medium!

First Prize in the 1951 Colgate-Palmolive-Peet Merchandising Contest was granted to "Ted" Lamb's famous WICU-TV Station, Erie, Pa. WICU has now increased its power more than 1,000% and becomes one of the most powerful TV stations in the world!

The proven ability, facilities, experience . . . and enthusiasm . . . in delivering to advertisers the utmost in merchandising cooperation is the earmark of an Edward Lamb Station.

Ask our representatives for full information.



An Edward LAMB Enterprise

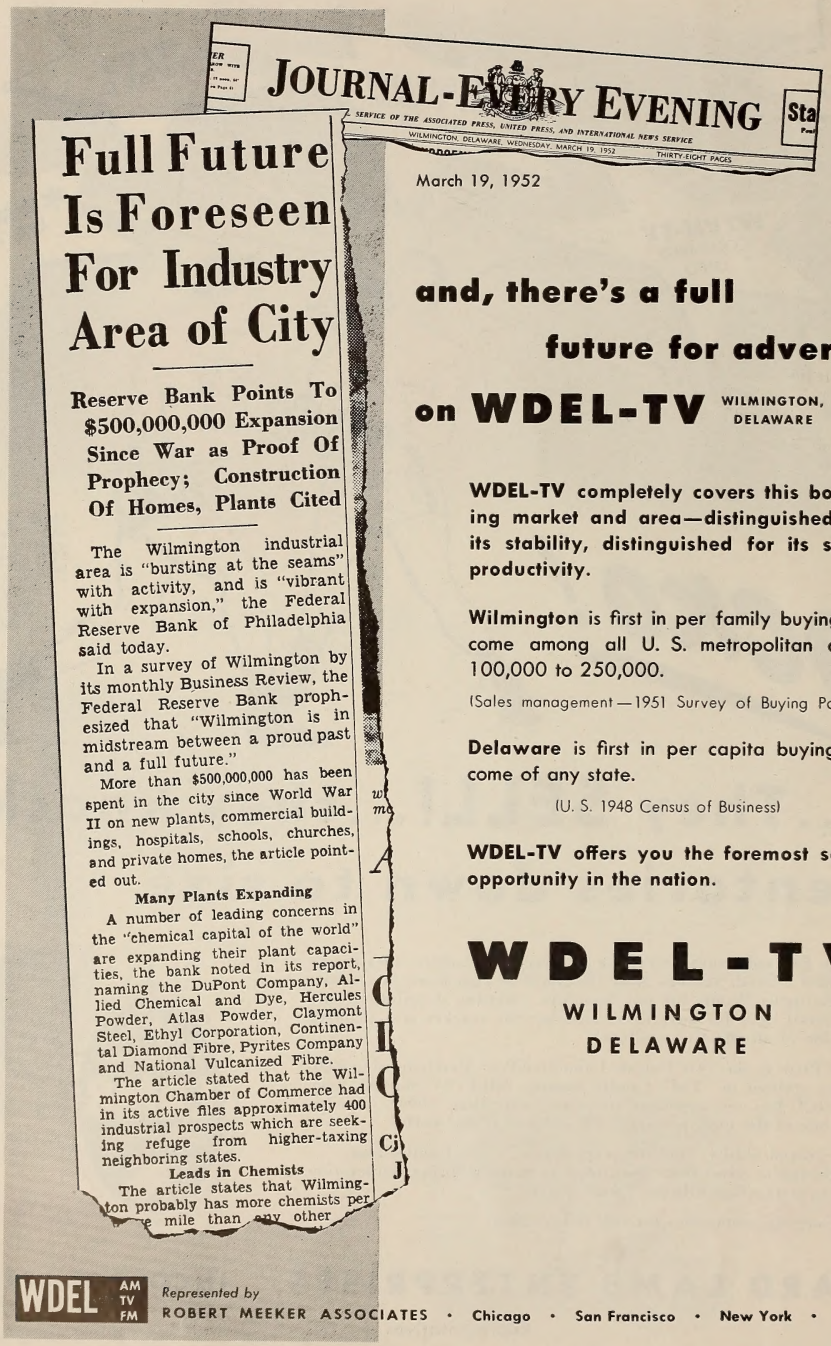
EDWARD LAMB
President

EDWARD LAMB ENTERPRISES, INCORPORATED

Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—John E. Pearson Co.
WIKK—Erie, Pa.—H-R Co.
WTOD—Toledo, O.—Headley-Reed Co.
ERIE DISPATCH, Erie, Pa—Reynolds-Fitzgerald

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JOURNAL-EVERY EVENING

SERVICE OF THE ASSOCIATED PRESS, UNITED PRESS, AND INTERNATIONAL NEWS SERVICE

WILMINGTON, DELAWARE, WEDNESDAY, MARCH 19, 1952 — THIRTY-EIGHT PAGES

Full Future Is Foreseen For Industry Area of City

Reserve Bank Points To $500,000,000 Expansion Since War as Proof Of Prophecy; Construction Of Homes, Plants Cited

The Wilmington industrial area is "bursting at the seams" with activity, and is "vibrant with expansion," the Federal Reserve Bank of Philadelphia said today.

In a survey of Wilmington by its monthly Business Review, the Federal Reserve Bank prophesized that "Wilmington is in midstream between a proud past and a full future."

More than $500,000,000 has been spent in the city since World War II on new plants, commercial buildings, hospitals, schools, churches, and private homes, the article pointed out.

Many Plants Expanding

A number of leading concerns in the "chemical capital of the world" are expanding their plant capacities, the bank noted in its report, naming the DuPont Company, Allied Chemical and Dye, Hercules Powder, Atlas Powder, Claymont Steel, Ethyl Corporation, Continental Diamond Fibre, Pyrites Company and National Vulcanized Fibre.

The article stated that the Wilmington Chamber of Commerce had in its active files approximately 400 industrial prospects which are seeking refuge from higher-taxing neighboring states.

Leads in Chemists

The article states that Wilmington probably has more chemists per [illegible] mile than any other

March 19, 1952

and, there's a full future for advertisers on WDEL-TV WILMINGTON, DELAWARE

WDEL-TV completely covers this booming market and area—distinguished for its stability, distinguished for its sales productivity.

Wilmington is first in per family buying income among all U. S. metropolitan cities 100,000 to 250,000.

(Sales management—1951 Survey of Buying Power)

Delaware is first in per capita buying income of any state.

(U. S. 1948 Census of Business)

WDEL-TV offers you the foremost sales opportunity in the nation.

WDEL-TV

WILMINGTON

DELAWARE

WDEL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles



at deadline

CLOSED CIRCUIT

IT'S NOW definite that British Broadcasting Corp., sorely in need of funds, is going to sell time, both radio and TV. Approach, to be made gingerly at start, probably will constitute watered-down spots. Emissaries in U.S., it's learned authoritatively, already observing our techniques and commercials will be smuggled to public innocuously at first. Eventual plan, it's said, is to make BBC self-sustaining which would mean transition from "British system of state monopoly" to modified American plan being used in Canada and other dominions.

ANY CONFUSION regarding meaning of FCC's oft-quoted "waiting period" following issuance of final TV report is cleared up by explanation from FCC sources: Waiting period was meant to mean that for a period of time (now believed to be 90 days) no action will be taken by Commission which would discriminate in favor of pending applicants. There was no thought of making end of that period a cutoff date. It will be recalled that Commission in March 1951 "Third Report" asked that applications be withheld until after final decision was issued, and declared that "reasonable period of time" would be provided for the filing of new applications and revisions of pending ones.

BIGGEST change in temperament of broadcasters at NARTB, it was generally noted, was that they had "gotten over their TV scare." In contrast to 1951 convention, broadcasters, instead of denouncing and fearing TV "ogre," generally sought information on when and how they could enter video field.

ASSOCIATED PRESS television news service will be announced soon. Many stations have signified their interest on basis of plans discussed privately at NARTB convention.

NBC AFFILIATES besieged network representatives at NARTB sessions in Chicago last week over failure of network to carry President Truman's sensational Jackson Day "I shall not be a candidate for re-election" speech. Network didn't pick up speech because it was classified as political and contrary to its policy in an election year. CBS, on other hand, picked it up and scooped the world, though other networks had it minutes after closing of sensational address.

THOUGH he feels he should give up chairmanship of Affiliates in 30-60 days to concentrate on operation of WTIC Hartford (story page 23), Paul W. Morency is agreeing to serve on til Radio Affiliates by-laws and constitution are prepared, system for perpetuating committee is devised, and new chairman is picked. Some members of committee have asked to be relieved, due to pressures of station operation, but most are agreed on serving for another year.

BOTH NBC and CBS found themselves confronted with clearance problems during NARTB convention. NBC met resistance from

(Continued on page 6)

BANNISTER IS V.P.; HEADS STATION RELATIONS

ELECTION of Harry Bannister as NBC vice president to head station relations department was announced by NBC President Joseph H. McConnell following monthly board meeting Friday. Move had been expected since March 12 announcement that Mr. Bannister, colorful radio figure identified with WWJ Detroit for last 20 years, was leaving WWJ general managership to join NBC in "executive capacity" on April 14 [B•T, March 24, 17]. As station relations head, he succeeds Carleton D. Smith, who becomes director of operations for NBC owned and operated stations division [B•T, March 31].

TELECAST SPORTS GAINED ATTENDANCE

ATTENDANCE at sports events in 1951 equalled pre-television year 1947—only slightly below the biggest year in history, according to figures released to RTMA today by Jerry Jordan, originator of three years' study of subject, which has been completed through cooperation of N. W. Ayer & Son Inc. [B•T, Dec. 3, 1951].

The survey indicated that hundreds more TV channels should help, not harm sports, and said "gloomy predictions" that video would cut heavily into radio and other media and threaten sports, movies and other recreation, "have not proved true."

Radio hit highest peak in history both in numbers of sets and total income, the report said. Major league clubs telecasting regularly gained 234,169 admissions over 1950 and those reducing or eliminating TV lost 1,485,070.

CBS-TV SALES UP 95.7%

CBS TELEVISION business at all time high, Fred M. Thrower vice president in charge of CBS-TV network sales, announced today (Monday). Time sales for first two months of this year were 95.7% over last year's, Mr. Thrower added. He pointed out that this does not include additional $5 million new business, including 11 quarter-hours purchased by Lever Bros. and Pillsbury Mills. Mr. Thrower made statement after widespread reports of TV sponsor cancellations.

BUSINESS BRIEFLY

DODGE CAMPAIGN ● Dodge Division of Chrysler Corp., through Ruthrauff & Ryan, New York, starts a national radio saturation spot announcement schedule ranging from two to four weeks, effective April 28. The new Dodge agency, Grant Adv., doesn't take over until August 1.

NEWS AND PARTICIPATION ● National Biscuit Co., New York (Honey Graham crackers), through McCann-Erickson, New York, lining up 5-10-15-minute news and participation programs to start in May in limited number of radio markets.

WELCH'S CAMPAIGN ● Welch's Sweet Wine, New York, using a spot announcement radio campaign for 8 weeks starting April 9 in limited market. Agency: Al Paul Lefton, New York.

DURSTINE NAMED ● Pacific Can Co., San Francisco, names Roy S. Durstine, N. Y. and S. F. to handle its advertising.

FORD ANNIVERSARY ● Ford Motor Co. expects to celebrate its 50th anniversary on June 15, 1953 with a two-hour network television show on both NBC-TV and CBS-TV,

(Continued on page 110)

WINCHELL TO BE OFF AIR INDEFINITELY

WALTER WINCHELL, who has been off the air temporarily following virus infection, has, on advice of his physicians, arranged for indefinite suspension of his Sunday evening ABC broadcasts and of his contractual relations with both network and his sponsor, Warner-Hudnut Inc. He will return to air only if his health permits. In recent weeks Mr. Winchell has been replaced by guest newscasters.

On April 13 Drew Pearson, currently 6-6:15 p.m., will take over Winchell 9-9:15 p.m. spot for Carter Products. George E. Sokolsky, currently 10:30-10:45 p.m., will be heard at former Pearson time.

P&G Renews Three Strips on CBS Radio

PROCTER & GAMBLE has renewed its three evening quarter-hour strips on CBS Radio, concluding protracted round of negotiations in which its future sponsorship of these 15 quarter-hours per week hung in balance while sponsor pressed for lower time costs [B•T, Feb. 25, et seq.].

CBS radio officials said renewals are "a big shot in the arm for radio." They are effective July 1, when present contracts expire.

Terms of contracts, which in 1951 represented more than $3.5 million in gross billings, were not divulged. There had been reports that possible expansion of CBS Radio's "transition period" rate to encompass one or all of these shows had been considered, but neither CBS Radio nor P&G officials would comment Friday after contracts were signed.

"Transition" rate applies to stations broadcasting on current New York time from 6-6:30 p.m. and to Pacific coast stations 10-10:30 p.m. and amounts to two-thirds of nighttime rate.

It was understood that P&G is considering reduction in talent costs in programming the periods involved, as means of reducing overall expenditures. Programs now are Lowell Thomas 6:45-7 p.m.; *The Beulah Show*, 7-7:15 p.m., and *The Tide Show*, 7:15-7:30 p.m., all Monday through Friday. Agency on Lowell Thomas is Compton Adv.; on *Beulah*, Dancer-Fitzgerald-Sample, and on *Tide Show*, Benton & Bowles.

for more AT DEADLINE turn page

at deadline

CANADIAN NEGOTIATIONS GO SMOOTHLY

MEETING of FCC officials with Canadian Broadcasting Corp. executives in Chicago last week resulted in no major upheavals in proposed U.S. northern border TV allocations, it was learned Friday. It was understood that negotiations worked out final arrangements and agreed to recommend them to respective governments. Official announcements of agreement are not expected to be issued until after FCC final TV report comes out (scheduled for April 14). The U.S.-Canada allocations will be noted as temporary pending official confirmation, in the final report, it is understood. Some reassignments recommended by U.S. broadcasters in comments filed during "hearings" last 1951 quarter were accepted by Canadians, it was learned, but others were not (e.g., proposal to move VHF channel from Windsor to Detroit was opposed by Canadians).

Meanwhile, FCC prepared to meet this week to decide method of processing applications following 90-day waiting period after final report is issued. So far it still looks as if frequency-by-frequency method will be chosen.

MINORITY APPEAL PROGRAMS PRAISED

NEED for additional programs with minority appeal was underscored by Louis N. Brockway, retiring president, American Assn. of Advertising Agencies, told spring meeting at Greenbrier Hotel, White Sulphur Springs, W. Va. (early story, page 25).

Mr. Brockway, also executive vice president, Young & Rubicam, stressed necessity for enlarging this kind of programming, though, he added, pattern of TV, like that of radio, is quite properly built around commercially attractive programs.

"Our association with the industry," he said, "makes it a part of our responsibility to the future of television to cooperate in working out plans to make public service shows possible."

LEVENSON WINS

CHARGES brought against CBS-TV network and Irving Mansfield, producer of *The Sam Levenson Show*, by Society for Prevention of Cruelty to Children dismissed Friday by mid-Manhattan court Judge Charles Murphy after he had seen film of disputed Feb. 17 program. Judge ruled no criminal intent in employment of three children, aged 14, 9 and 7, who, although appearing with parents, had been denied work permits on technicality of New York laws.

STUART MACHARRIE DIES

STUART A. MACHARRIE salesman for Everett-McKinney, New York, until ill health forced his retirement last August, died Thursday in New York. He was 45. In radio sales since 1935, Mr. Macharrie had been associated with WSRR Stamford, WJZ New York, WLW Cincinnati's New York office and WDOK Cleveland before joining Everett-McKinney. He is survived by his wife, Isabella, his mother and a brother, Lindsay, radio-TV production manager of Calkins & Holden, Carlock, McClinton & Smith, New York.

In this Issue—

Broadcasters came away from NARTB's highly attended 30th convention at the Conrad Hilton Hotel, Chicago, with renewed faith in the broadcast media and a feeling of stronger unity. Outshoot of actions taken was the new Radio Affiliates, successor to the all-industry Affiliates Committee *(Page 23)*. And Broadcast Advertising Bureau is on its own *(Page 27)*. A highlight at the convention was FCC Chairman Paul A. Walker's prediction that the TV freeze has another two weeks to go which brought a comment from Sen. Ed Johnson that he would hold Mr. Walker to that promise *(Page 76, 88)*. There were the usual exhibits by heavy and light equipment manufacturers interest whetted by impending thaw *(Page 48, 52)*.

While NARTB delegates were busy assessing the future of their business, the American Assn. of Advertising Agencies meeting at Greenbrier Hotel, White Sulphur Springs, W. Va., saw TV as a non-stop growing medium and thrashed through multi-ways in getting the best use out of it for the moneys spent. And the agency executives found to their surprise there's more to radio than ever before. *Page 25.*

There's something new added to NBC:—A new director of its National Spot Sales, Thomas McFadden, of KNBH (TV) Hollywood *(Page 29)* and out at Chicago, a new affiliates group, known as NBC-TV Affiliates Assn. struck out on its own *(Page 78)*.

Today marks the anniversary of long distance television *Page 82.* But there was increased activity in Washington, D. C., on the question of height—in antenna towers. For the latest on this, and an editorial, see *Page 77.*

Former FCC Chairman Wayne Coy, now a telecaster himself, warned a group of New York educators that their greatest lift to the broadcast arts would be to help improve and develop private broadcasting. *Page 89.*

A master global TV plan to span North Atlantic Treaty countries is gaining adherents. *Page 80.*

AB-PT Inc. wants no part of Paramount Pictures Inc.'s anti-trust violation burden, it was revealed at FCC hearings. *Page 109.*

On Capitol Hill, a House threat to investigate radio-TV programming was caught in the bud. *Page 28.*

Upcoming

April 8: ABC annual stockholders meeting, RCA Bldg., New York.
April 16: "Brand Names Day" conference, Waldorf-Astoria, New York.
April 16: BAB Sales Clinic, Los Angeles.
April 17-20: Ohio State U. Institute for Education by Radio-Television, Deshler-Wallick Hotel, Columbus, Ohio.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

affiliates over double-commercials in new Joy program. CBS affiliates were complaining over sale of five-minute segments, viewed as impinging upon spot time.

ABANDON any hope that FCC's AM processing line is going to move any faster than it has in past six months. Resignation of one engineer reduces technicians on line to two, but recent replacement restores roster to mere three! As of March 15, FCC had 206 applications on processing line, 100 in pending files (daytime skywave mostly), 200 in various stages of completion (in hearing status, awaiting initial and final decisions, court actions, etc.). About 30 other applications were also in pending files awaiting answers to FCC inquiries or at the request of applicants. Monthly average of completed applications: February 17, January 21, December 7, November 16, September 34.

WHILE DETAILS are highly secret it's known many convention exhibitors especially in equipment field, kept their pens hot last week drawing up contract proposals. Inquiries too, at all-time record, as potential telecasters learned facts of post-thaw life.

LOOK for FCC to call general hearing in near future to determine whether functional music operations of FM stations are broadcasting or non-broadcasting. Commission will ask for suggestions for rules if "beep" operations are considered non-broadcast. Hearing will be along lines of movie anti-trust hearings held in 1950 which resulted in Commission decision to determine each situation on a case-by-case basis.

THERE's plan afoot at International Information Administration to decentralize New York headquarter operations of Voice of America and seek "lend lease" broadcast agreements with foreign countries. Goal is more foreign program originations, with VOA buying time on domestic stations. Difficulties arise in nations where Communist Party influence is strong. Incidentially, IIA is shopping around for top level radio executive to head up Voice New York setup.

POWERFUL RCA TUBE

RCA TUBE department, Harrison, N. J., has announced its most powerful VHF power tetrode transmitting tube (RCA-6166), a forced-air-cooled "10 kw" type equipped with a thoriated-tungsten filament which, RCA explained requires less power and has greater electron-emission efficiency and longer life expectancy. Tube "is rated for operation up to 220 mc and can deliver a synchronizing-level power output of 12 kw in broad-band TV service at 216 mc," company said.

WHIL FREQUENCY

MOVE of WHIL Medford, Mass., from 1540 kc to 1430 kc was authorized by FCC Friday. WMEX Boston (on 1510 kc) claimed that 25 mv/m contours of stations overlapped and therefore were against regulations (see earlier story on page 62). WMEX appeal to U. S. Court of Appeals for injunction against FCC for not revoking WHIL program test authority was scheduled to be argued April 25, but FCC action now makes that moot—unless another station finds that its 25 mv/m contour overlaps with WHIL's new frequency. WHIL continues with 250 w, daytime.

for more AT DEADLINE see page 110

For you, the whole industry...

A. C. Nielsen Company announces the most exhaustive survey of Radio and TV audience circulation ever made:

NIELSEN COVERAGE SERVICE

A giant measurement of the weekly day and night audience coverage of radio and TV stations and networks

Ever since the last BMB report, the industry has urgently needed a comprehensive study of the true dimensions of station and network coverage.

Now, such a study has been launched. Using the meticulous accuracy that is a rigid policy of the world's largest marketing research firm, Nielsen Coverage Service will fill that pressing need...and then some!

To give stations and networks* the most comprehensive, up-to-date audience circulation data, NCS will report on *the size of weekly audiences... their composition... cumulative monthly audiences... homes reached per minute... out-of-home listening and viewing... home and automobile set ownership.*

Complete, accurate and timely, NCS Reports will be the definitive answer to your coverage measurement problems. Just as so many leading networks, advertisers and agencies have long depended on Nielsen services for factual data, so can you. Call your nearest Nielsen representative for more details.

**NBC has already subscribed.*

NIELSEN COVERAGE SERVICE

a Service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Ill.
HOllycourt 5-4400

500 Fifth Avenue, New York 36, N. Y.
PEnnsylvania 6-2850

THE WASHINGTON, D.C. METROPOLITAN NETWORK

THE SMART WAY TO BUY

THE WASHINGTON, D. C. MARKET

These are some of the experienced buyers of time who know the value of the Washington MET NET.

ACCOUNT	AGENCY
Bayer Aspirin	Dancer-Fitzgerald-Sample, Inc.
Pertussin	Irwin, Wasey & Company, Inc.
Jelke Margarine	Batten, Barton, Durstine & Osborn
Chesterfield	Cunningham & Walsh
Manischewitz wine	Donahue & Coe, Inc.
Ford Dealers	J. Walter Thompson
Florida Citrus Commission	J. Walter Thompson Company
Adam Hats	Hirshon-Garfield
Griffin Shoe Polish	Bermingham, Castleman & Pierce
Charm, Living, Mlle.	Peck Advertising
Musterole	Erwin, Wasey & Company, Inc.

THIS IS THE

MET NET

5 independents, with individual audiences, combined to give the second highest daytime Metropolitan Washington audience (Monday-Friday) Pulse, January, February, 1952.

WARL	*AM & FM, Arlington, Va. 780 KC, 1000 W.*
WFAX	*Falls Church, Va. 1220 KC, 250 W.*
WGAY	*Silver Spring, Md. 1050 KC, 1000 W.*
WPIK	*Alexandria, Va. 730 KC, 1000 W.*
WUST	*AM & FM, Bethesda, Md. 1120 KC, 250 W.*

METROPOLITAN NETWORK
Munsey Building • Washington, D. C.

Represented Nationally by
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BROADCASTING TELECASTING *

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

DEPARTMENTS

Agency Beat	14
Aircasters	64
Allied Arts	68
Editorial	58
FCC Actions	102
FCC Roundup	107
Feature of Week	12
Film Report	96
Front Office	60
New Business	18
On All Accounts	14
Open Mike	20
Our Respects to	58
Programs, Promotion, Premiums	101
Strictly Business	12
Telestatus	95
Upcoming	36

TELECASTING Starts on page 73

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Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

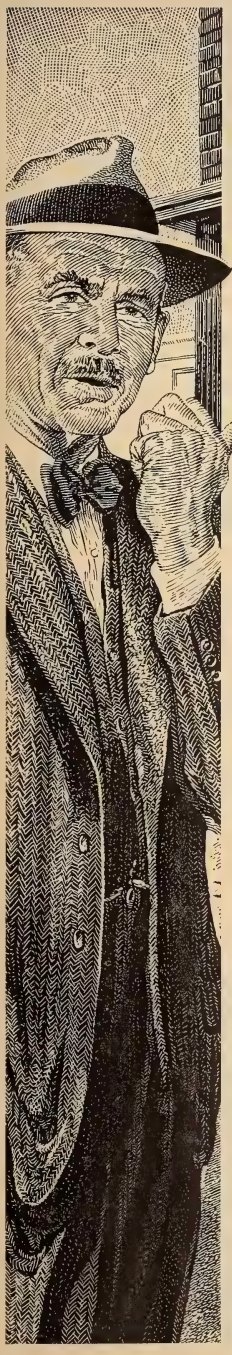
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Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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"They never missed an issue!

"Just look at that mess!

"That's what a fire, a few axes and a couple tons of water can do to a place. But you've got to give Editor Grimes and the boys a lot of credit . . . *they didn't miss an edition,* fire or no fire.

"They're over in their new home now . . . *still* printing the news, telling the truth and fighting for the people's rights like they've been doing for the last forty-two years.

"Y'know, when I look at that boarded-up door, the broken windows and the 'closed' sign, it reminds me of how newspapers in some other countries get closed down . . . *for keeps* . . . by governments that hate the idea of free press . . . that can't take criticism . . . that don't believe in free speech.

"Well, that's what happens when government of, by and for the people becomes government of, by and for the *government!* It's 'Goodbye, Freedom' then . . . and with it go Free Worship, Free Elections, Free Enterprise . . . all those Freedoms that make you glad you're a citizen of *this* country instead of a socialistic or communistic one.

"Praise the Lord, we're still a free people over here. We can still choose our own churches, our own friends, our own jobs (like mine at Republic) and our own political parties. We can praise our government for wise decisions or criticize it for reckless spending of taxpayers' hard-earned dollars . . . without fear of secret police or concentration camps.

"But . . . let's not get careless about it. After all, the people in those dictator-plagued countries used to enjoy a lot of these Freedoms. Unfortunately, some of them got careless and handed over their rights, one by one, to governments which promised to *'take care of them.'*

"Me . . . I'll take my Freedoms with no 'hand-out' strings attached. How about *you,* Friend?"

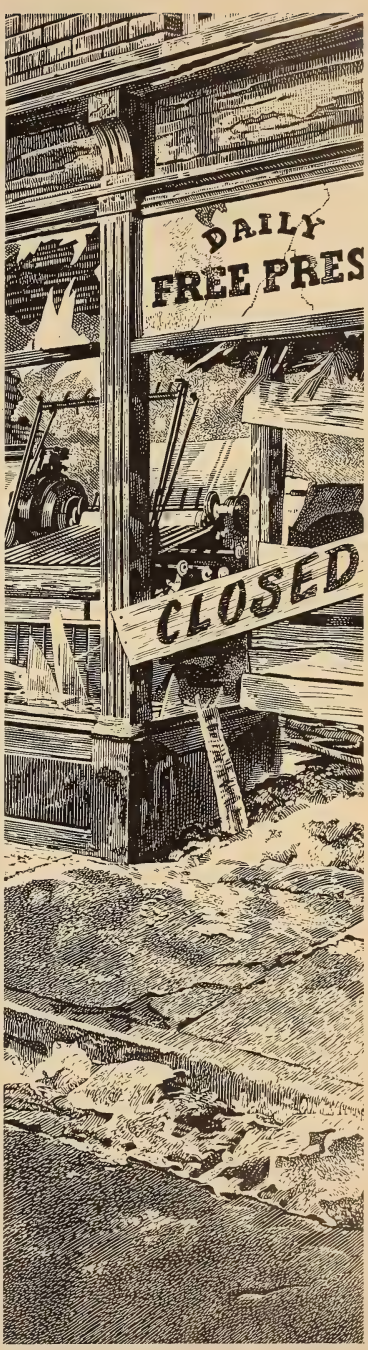
REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America whose people, farms, homes and businesses are all enriched by the chemist's magic. *And, through the Chemical Industry, Republic serves America.* Many tons of carbon, alloy and, especially, stainless steels . . . much of it from Republic's mills . . . are needed each year for chemical vats, work tables, acid tanks, centrifuges, ventilation ducts, autoclaves, tubing and countless other types of steel equipment by which steel, through chemistry, helps tap Nature's untold wealth of better living for all America.

* * *

This message is one of a series appearing in national magazines. and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.



ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

Quick as a flash . . .



The word has gotten around that SPOT radio is the quickest to start, quickest to act of any national medium an advertiser can use.

Want to start your spot commercials tomorrow afternoon? You certainly can, if you're quick about it and if there's a real need to get that fast start. And, just as you can buy it fast, you will discover that Spot is a mighty quick way to change people who are only prospects into people who become in-the-flesh cash customers.

What better way to get that fast start than on the country's great stations you see listed here.

SPOT RADIO LIST

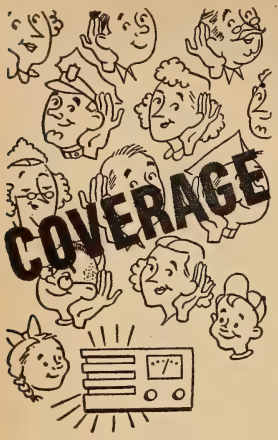
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA*	Dallas / Ft. Worth	NBC / ABC
KSO	Des Moines	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC*	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WTMJ	Milwaukee	NBC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix	ABC
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO



OVER
1,000,000
PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Represented by NBC Spot Sales



feature of the week

INTERPRETATIVE commercials as well as interpretative reporting of news events have built an enviable record for Paul Bolton, news editor of KTBC Austin, Tex., and won him a state publice office, to boot.

KTBC, CBS affiliate in the Texas capital, feels that it has a "surefire" selling formula in the technique developed by Mr. Bolton three years ago.

Mr. Bolton concocted the formula for Austin's T. H. Williams Co., one of Central Texas' largest women's fashion stores. Results have been so successful that Williams' radio budget is now spent almost exclusively on Mr. Bolton's 7:30 a. m. newscast, aired five times weekly.

By his own admission, Mr. Bolton did not know shantung from chamois skin. However, years of serving as head of newspaper wire service bureaus at the State Capitol had forged a reporter's approach. So instead of simply reading ad copy, he decided to use "reporter's approach" on commercials.

He interviewed Williams' salesgirls, buyers and executives to get the "story" behind each advertising feature. And, in the reportorial tradition, he quoted each authority for his ad statements.

With this technique, Mr. Bolton now covers the full field of feminine fashion—from perfume to foundation garments. His commercials make it clear that he is delivering a first-hand report on Williams' offering, just as he delivers a first-hand report on interpreting local news.

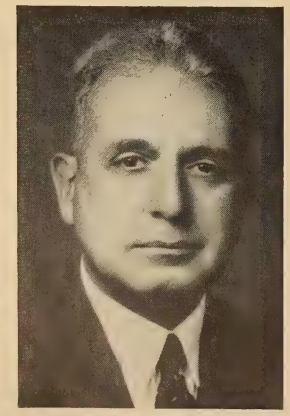
Mr. Bolton joined KTBC 10 years ago. He pioneered local "beat" coverage of Austin's news sources for radio, and today an estimated 80% of KTBC's local newscasts is the product of his personal legwork.

When first making newscasts, Mr. Bolton decided to include a regular interpretative feature on local and state issues. In these "explanation" segments, he gave listeners the "a-b-c's" on how tax rates were calculated and on school problems.

His broadcasts over KTBC about public school problems resulted in his being elected—without a campaign—to represent a 10-county central Texas district on the State Board of Education.



strictly business



GEORGE OLIVA

A MAN WHO is "not just interested in producing good advertising, but more intrested in what good advertising produces" is George Oliva of the National Biscuit Co., New York.

Another belief is that a good advertising man should know *all* media, so that each advertising form "can pull its own load and so that all media, together, do a complete job."

Mr. Oliva's evaluation of radio in these terms is obvious: National Biscuit will spend $2 million on radio broadcasting this year.

The executive is one of those successful careerists who did not have to travel to New York. He was born there in 1891. Mr. Oliva started work young and finished his education by attending night high school after he had taken his first job. That first job was as an office boy with National Biscuit Co., and, except for overseas service as a machine gunner in World War I, he has been there since.

His early work with National Biscuit was clerical, but in 1908 he transferred to the advertising department where, as he explains it, he had a few ideas and let his boss know about them. The result was that his boss, Alfred C. Mace, soon turned all promotional responsibilities over to the young man.

"He was glad to get rid of them," the quiet Mr. Oliva observes today.

National Biscuit, one of the big-

(Continued on page 106)

CLEVELAND
WSRS
"The Family Station"

CLEVELAND'S
ONLY
NEWS STATION
ON THE AIR
24 Hours daily
around the clock

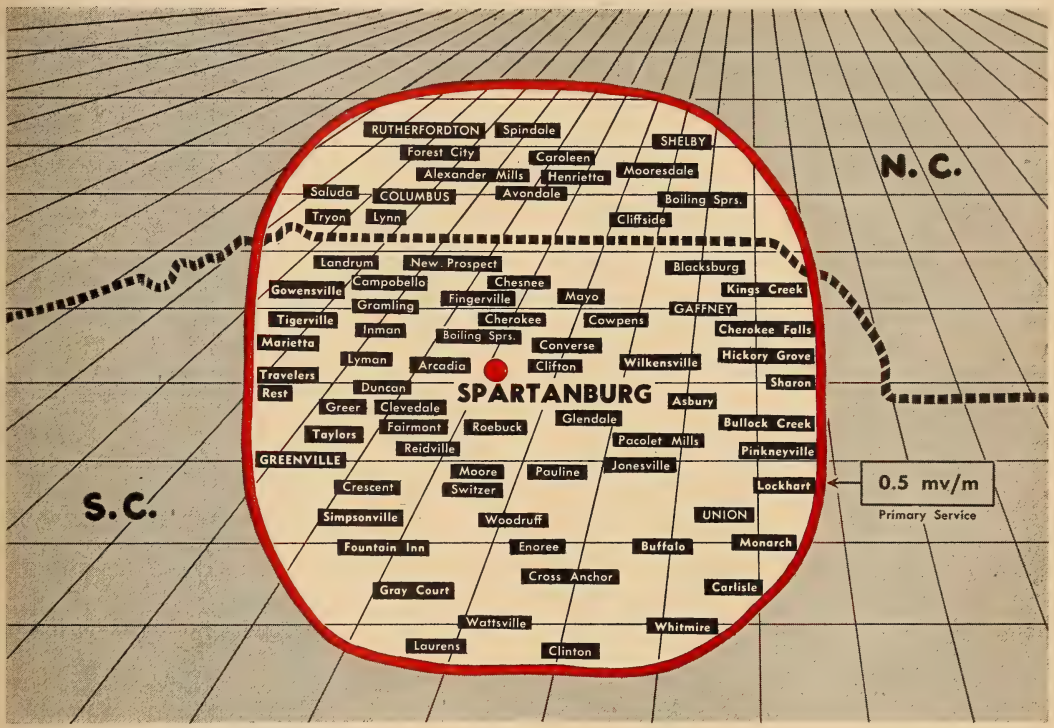
WSRS

●"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS
LOCAL NEWS
EVERY SIXTY
MINUTES ON
THE HALF HOUR
AROUND THE
CLOCK
On the air
24 hours daily
"The Family Station"
WSRS
CLEVELAND
NAT'L REP. FORJOE & CO.

get the **NEW WORD** *in the Carolinas . . .*

WORDLAND



This is the **SPARTANBURG MARKET**

. . . . . a market of half million people

In most all of these cities and towns there are one or more textile mills surrounded by fertile farm lands.

High wages from the mills and high farm income from cotton and peaches in the thickly populated Piedmont Section make Spartanburg a *top market.*

And . . . the **NEW WORD** blankets the Spartanburg Market

NOW **910 KC** WITH **NBC**

WDXY—FM Duplication • WALTER J. BROWN, Pres. • See HOLLINGBERY

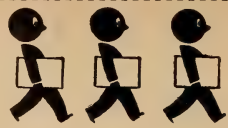


TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



agency

FRANK W. HALL and JOHN T. HANEMAN Jr., account executives with Albert Frank-Guenther Law Inc., N. Y., elected vice presidents.

HENRY FLARSHEIM, account executive with Ruthrauff & Ryan, Chicago, appointed vice president in charge of direct sales at Bozell & Jacobs, same city.

LEWIS P. OGLE, salesman on *Ladies Home Journal* for Curtis Publishing Co., to Humphrey, Alley & Richards Inc., N. Y. as account executive.

HERSCHELL GORDON LEWIS, producer-director, WKY-TV Oklahoma City, to Gershuny Assoc. Inc., Chicago, as radio-TV director.

ROBERT H. McKENNEE, Erwin, Wasey & Co., N. Y., and BENJAMIN J. MOODIE, Geyer, Newell & Ganger, that city, to Campbell-Ewald, N. Y., as assistant account executive and copy writer, respectively.

C. MURRAY CRUMMINS, WNEW New York, to Erwin, Wasey & Co., same city, as radio-TV writer-producer.



on all accounts

RICHARD I. CLARK, radio and television timebuyer for the San Francisco office of Brisacher, Wheeler & Staff, has an ambition which is shared by many men in his position: "To find a media rep that admits newspapers and magazines are still being read."

The business responsibilities of Mr. Clark's job call for the recommendation and actual purchase of all radio and television time for San Francisco as well as western media recommendations for the New York office of Brisacher, Wheeler. For such a position, he has the advantage of advertising experience on both coasts.

He was born in 1917 in Westchester, N. Y., and his education was split evenly between Champlain College, Plattsburg, N. Y., and the College of the Pacific, Stockton, Calif. His interest in advertising began at Champlain when he worked during recess periods in the merchandising department of Young & Rubicam, New York, and for a short while in the media department of Pedlar & Ryan there.

Mr. Clark's career was interrupted by 3½ years of service with the Army medical service. He had two years of overseas service in North Africa, Italy and Okinawa.

In April 1950, he joined the staff of Brisacher, Wheeler as the Pict Sweet "Telephone Quiz Man," then moved to the checking department. A year later he became director of research and space buyer for the organization. While in the media department he became assistant to the head space buyer. His next appointment was to the radio and television department.

"The deciding factor as to media selection ultimately remains in the individual market problem and in the nature of the client's product," Mr. Clark said. "However, we have found that radio and television have become increasingly more important. For that reason, we feel that the radio-TV department of this agency will expand with the growth of these media."



Mr. CLARK

Among the successful campaigns with which Mr. Clark has been associated are: Rainier beer (1951), the Van Camp Sea Food Co., Pabco floor coverings and the Contadina tomato paste, said to be the largest campaign of its kind in the country.

Mr. Clark is not married and lives in San Francisco. He is a good skier and when the snow is hard on the nearby Sierra slopes, it's not difficult to guess where he is. He is the son of Stanley I. Clark, vice president of Sterling Drug Co., New York, one of the heaviest radio and TV buyers in the country.

beat



ARNOLD DUNCAN, account executive, Hans E. Kaufmann & Co., Hollywood, and **RUSSELL L. JACOBS,** copy writer, Morgan Agency, Phoenix, to McCarty Co., L. A., as account executives.

HOWARD J. DOYLE, TV copy writer, Compton Adv., N. Y., to Ellington & Co., that city, in same capacity.

JOHN M. HOWARD, Cayton Inc., N. Y., to Humm & Johnston, same city, as writer.

BERNARD WEISS, production manager, Milton Weinberg Adv., L. A., joins production staff McCarty Co., that city.

NEIL O'BRIEN, head of radio-TV copy department, Kenyon & Eckhardt, N. Y., to Lennen & Mitchell, same city, in radio-TV copy department.

JAMES J. McCAFFERY, media director, Anderson & Cairns, N. Y., to Hewitt, Ogilvy, Benson & Mather, that city, in same capacity.

MRS. ROBERT B. CARLSON, copy writer, Ruthrauff & Ryan Inc., Chicago, to Erwin, Wasey Co., L. A., in similar capacity.

GORDON G. AGNEW Jr., executive producer-director, West Hooker Productions, to Ben Sackheim Inc., N. Y., as radio-TV director.

DAVID ANSON joins Tilds & Cantz Adv., Hollywood, as copy writer.

MITCHELL EPSTEIN appointed chief copywriter at Emil Mogul Adv., N. Y.

STANLEY GOLDSTEIN promoted to head of radio-TV department of Feigenbaum Adv., Phila.

MORT GOODMAN, publicity director, Republic Productions Inc., North Hollywood, Calif., to Stodel Adv. Co., L. A., as vice president in charge of motion picture department.

AMY G. FISHER, Ernest William Greenfield Inc., Phila., to Ray Coller Adv., that city, as chief assistant and account executive.

JANE ASHMAN, Hollywood free lance writer, to Henri, Hurst & McDonald, Chicago, in radio-TV department.

F. J. EGLIES, L. Bamberger & Co., Newark, and **JOHN W. CARBERSON** to N. W. Ayer & Son, Phila., in plans-merchandising department. **J. SANDERS HAAS** joins agency's media department.

CHARLES A. BOWES, account executive, Ruthrauff & Ryan, Hollywood, named manager of office.

AL PETCAVAGE, time buyer, BBDO, N. Y., to Ted Bates Inc., that city, in the same capacity.

STEVE GARDNER, account executive, L. A., Roche-Eckhoff & Assoc., Hollywood, to Shore Assoc. Corp., as vice president.

NATHANIEL C. DOUGHTY, Ward Wheelock Co., Phila., to N. W. Ayer & Son as service representative in Detroit.

RICHARD TALMADGE, formerly head of own agency, and **SAM NUSPLIGER,** Moser & Cotins Inc., Utica, N. Y., to G. M. Basford Co., N. Y.

RYDER & INGRAM Ltd., Oakland, Calif., elected to membership in National Advertising Agency Network.

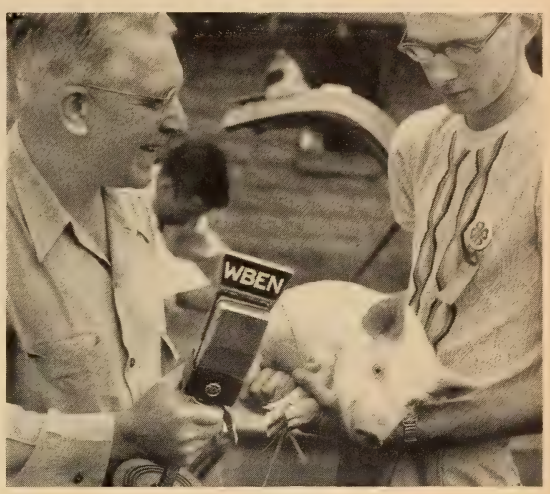
TELEVISION ADV. ASSOC., N. Y., moves offices to 1710 Broadway.

RUSE & URBAN Inc., Detroit, moves to 921 Book Tower, same city.

WIL ROBERTS Adv., Phila., moves to 1403 Fox Bldg., that city.

WILLIAM SPIRE, vice president-account executive, Sullivan, Stauffer, Colwell & Bayles, N. Y., father of boy, John Marshall, March 16.

No Pig-in-a-poke with Joe...



JOE WESP SELLS THE "WELL-FIXED" FARMERS IN THE BIG WESTERN NEW YORK MARKET EVERY DAY!

Joe Wesp is the farmers' friend . . . he speaks their language. Raised on a farm himself, Joe Wesp has made a host of rural friends with his cross-country buggy trips, helicopter adventures and recorded interviews at county fairs which are well publicized by the Buffalo Evening News and broadcast over WBEN.

Setting somewhat of a record in Buffalo, Joe recently completed 20 years as WBEN's Ironic Reporter — 16 years with one sponsor. He knows what people want — particularly farmers. His early morning show features livestock, fruit, produce and vegetable prices . . . news, music and lively interviews. Monday through Saturday. It's a friendly and profitable marketplace to sell your product or service.

Ask Petry about availabilities on WBEN's Daily Farm Program

WBEN

NBC in Buffalo



Your sales in Michigan can be bigger this summer!





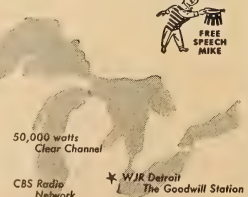
Send for this important booklet today!

GET THE FACTS CONTAINED IN THIS BOOKLET —THEY MEAN MONEY IN YOUR POCKET

WJR

the GREAT VOICE *of the* GREAT LAKES





RADIO STATION WJR—Dept. 30
Fisher Building
Detroit 2, Michigan

Please send me a copy of your Michigan Vacationland booklet.

Name_____ Title_____

Company_____

Address_____

City_____ State_____


MICHIGAN—ALWAYS GOOD
IS TWICE AS GOOD IN THE SUMMER
BECAUSE MICHIGAN IS THE MIDWEST'S
NUMBER ONE VACATIONLAND!
WJR
THE GREAT VOICE OF THE GREAT LAKES

Mr. Hayden Huddleston, WROV, *and*
Mr. Harold Woods, Sr., *President,*
Woods Brothers Coffee Company,
Roanoke, Va.



Coffee Sales at All-Time High For Fulton Lewis Sponsor

For the past twenty-five years at the Woods Brothers Coffee Company, Roanoke, Va., they have been roasting, blending, packing and selling coffee. And, since using radio for the last two years, sales are at an all-time high.

"We have been well repaid in sponsoring Fulton Lewis, Jr. on Station WROV," says Mr. Harold Woods, Sr., manager of the firm. "We feel that it is one of the outstanding programs on the air."

The Fulton Lewis, Jr. program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers in individual cities at low, pro-rated talent cost. Currently sponsored on more than 370 stations by 623 advertisers (including 16 food companies), Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your local Mutual outlet — or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, New York City 18, or Tribune Tower, Chicago 11.



new business



Spot • • •

ROCKWOOD & Co., N. Y., launching concentrated spot campaign in radio for wafers and bits using 16 major markets for 12 weeks. Agency: Young & Rubicam, N. Y.

CAMEO CURTAINS Inc., N. Y., using 15 TV stations in 14 key markets for 13 weeks. Company is sponsoring 15 minute film package titled *Comedy Cameos* which includes commercials, offers of free booklets and samples and one two-reel film classic of oldtime comedians featured on each show. Agency: Product Services Inc., N. Y.

OHIO POWER Co., Canton, Ohio, begins first radio campaign today (Monday) with 15 announcements weekly on WHBC Canton and 15 other Ohio stations for 13 weeks. Schedules are placed directly.

COTY COSMETICS, N. Y., effective today (Monday), starts radio and television saturation spot announcement campaign in New York only. Approximately 30 spots per week on radio and 25 live spots on TV will be aired by WNBC and WNBT (TV) New York. If campaign is successful, expansion nationally will most likely follow. Agency: Franklin Bruck, N. Y.

GENERAL ELECTRIC Co. sponsoring weekly half-hour musical show on six stations of Intercollegiate Broadcasting System. Shows will vary depending on local schedules. Agency: BBDO, New York.

OLYMPIC RADIO & TELEVISION Inc., Long Island City, N. Y., using 50-second film TV spots on four stations in three major TV markets. Plans call for 13 insertions two or three times a week on each outlet with expansion into New York and other markets if results are successful. Agency: Hicks & Greist, N. Y.

FLEX-LET Corp. (watchbands) began expansion of TV campaign on March 15 in several cities with new markets being added continually. Agency: Ben Sackheim Inc., N. Y.

Network • • •

PHARMACO Inc., Kenilworth, N. J. (Feen-a-Mint and Chooz), is sponsoring quarter hour segment of *Cavalcade of Stars* Fri., 10-11 p.m. on DuMont Network effective April 4. Agency: Doherty, Clifford & Shenfield, N. Y.

KITCHENAID, division of Hobart Mfg. Co., Troy, N. Y., plans national TV spot campaign for its dishwashers. Announcements will be paid for cooperatively by dealers. Agency: Buchen Co., Chicago.

A. C. WEBER & Co, Chicago (distributor of Pfaff Sewing Machines), starts *This Is My Song* on ABC-TV stations, Fri., 7-7:30 p.m. PST, for 52 weeks from April 11. Agency: Bozell & Jacobs Inc., that city.

PEARSON PHARMACAL Co., N. Y. (Ennds, chlorophyll tablets and Eye-Gene eye drops), on April 7 begins sponsorship of *Lights Out*, NBC-TV, Mondays, 9-9:30 p.m. EST, program dropped by Admiral Corp. fortnight ago. Agency for Pearson: Harry B. Cohen Adv., N. Y.

Agency Appointments • • •

ZENITH RADIO Corp., Chicago, names Robert Otto & Co., N .Y., for company's overseas advertising.

RUSTAWAY Corp., N. Y. (metal cleaner), names Duane Jones Co., same city. Radio and TV included in advertising schedule.

PERVO PAINT Co., L. A., names Hixson & Jorgensen Inc., that city. TV is being used.

PACIFIC-MERCURY TELEVISION & RADIO Corp., L. A. (radio and TV sets), names Edwards Agency, that city. Radio and TV will be used.

E. L. SCKENRODE Co., L. A. (factory representative for Sherkleen dry rug shampoo), appoints Cleveland-Collins Adv., Hollywood. TV is being used.

It's not a big story, but a long one. It began in Dallas at a little restaurant on Akard Street. The year was 1933. A salesman for Radio Station WFAA who often had lunch at the B & B Cafe was paying his check. From behind the counter, Pappa Lucas, the owner, said, "Al, I want you to be my agency! In here too many fellas come to sell me advertising—I wanta be able to tell them 'See Al, he's my agency!' If you do it for me, I buy some time on your radio station."

From that conversation evolved one one-minute radio spot a week over WFAA-820. Every week since then, for 19 years, Lucas' B & B Cafe has advertised over WFAA-820. Today Pappa Lucas has three one-minute spots each week—and a full house of customers 24 hours a day.

"You be my agency, Al..."

...and the first chapter of a success story was written

It's not a big story, but a long one. And there have been many just like it written during the thirty years WFAA-820 has been broadcasting... all of them ending on the same note of success.

The Radio Southwest story makes interesting reading, too. That's the name given WFAA-820's primary coverage area—116,000 square miles of Texas, Oklahoma, and Arkansas, including the two big metropolitan centers of Dallas and Fort Worth. With the power of 50,000 watts, WFAA-820 reaches out into 1,143,500 high-income radio homes, and sells your product to Southwesterners with over $7 billion to spend.

Begin your own success story today—over Radio Southwest—WFAA-820, Dallas!



EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS

open mike



Out on Bond

EDITOR:

Last week we were approached by [name deleted] in connection with a promotional scheme entitled "Bond a Week Club" . . .

After thorough setting up the machinery for the "Bond a Week Club" promotion and making sure that neither our advertisers nor listeners could be hurt, we authorized Mr. ——— and a crew of his salesmen to go ahead and sell the "Bond a Week Club" in our area.

Imagine our chagrin when after securing some 17 accounts, our checkback showed that Mr. ——— had offered as inducement for sales, not the plan previously worked out, but practically all of the time on the radio station. Immediately upon learning the true state of Mr. ———'s promotion we tried to contact this gentleman, only to find that he had disappeared for parts unknown.

Since then, we have found that he had collected cash payments which have not been turned over to us, making it necessary for us to turn the matter over to the authorities. Sheriff Bill Eddins of Winkler County holds a felony warrant for his arrest and will extradite should he be apprehended . . .

We feel it is our duty to inform our fellow broadcasters of this man's activities. . . .

Victor King
Station Manager
KERB Kermit, Tex.

* * *

Helpful Offer

EDITOR:

I noticed in . . . BROADCASTING • TELECASTING that the networks are planning a big "Get Out the Vote" campaign this year. WLOW has started the same kind of drive here.

I have written letters . . . to all the announced Presidential candidates, together with a "Get Out the Vote" announcement, with a request that they record the announcement for broadcast here in the Tidewater area. I have heard from them and they all think it a great idea. They will make the records as soon as time permits.

The announcements urge the people to use their American privilege of the right to vote . . . regardless of their party preference.

When the records are cut by these distinguished people, WLOW will be happy to send copies to all stations requesting them. The announcements to be recorded do not mention any particular section of the country.

I believe these discs, with other discs on the subject recorded by local civic leaders, will make quite an impression on the "lazy" voters of this nation.

Bob Drepperd
Program Director
WLOW Norfolk, Va.

* * *

Another Man's Poison

EDITOR:

I have received several calls from radio stations wanting to know whether d-Con and Dianol are the same company. They are not of the same company. They are entirely two different corporations in different parts of the country. Mr. Barnett Friedenberg is the account executive on the Dianol account and has nothing whatsoever to do with the d-Con account. Therefore we are calling your attention to the fact. Please correct the impression that people may have from reading the article [B•T, March 24].

H. A. Friedenberg
President
Marfree Advertising Corp.
New York City

[EDITOR'S NOTE: Nowhere in the story was it said that d-Con and Dianol were the same companies, but B•T is glad to publish Mr. Friedenberg's request for further emphasis.]

* * *

Commercial Plug

EDITOR:

Advertisements in your publication are quite effective. I have been besieged by requests for a set of books my outfit presumably offered in TELECASTING YEARBOOK.

I say "presumably" because I have not seen the ad, nor has the home office been kind enough to tell me what it's all about.

Apparently my copy of the YEARBOOK was lost in the mails. How about sending me a copy?

W. B. Varnum
Broadcast Equipment Sales
RCA Victor
Kansas City

NATIONAL SPOT ADVERTISER PLACES

$20,000

ANNUAL CONTRACT ON WLOF, ORLANDO, FLA.

CASE HISTORY

A National Spot Advertiser (*) bought two quarter-hour shows weekly on WLOF in February of last year. Results were wonderful so the campaign was extended for a full 52 weeks. This year the advertiser increased the budget for WLOF by more than 400% because of the fine results from the shows. This account has signed a new contract with WLOF calling for an expenditure of $20,000 in 1952.

(*) Name furnished on request.

PROOF OF WLOF RESULTS!

Place your schedule now and watch results come in.

CONTACT US DIRECT OR PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

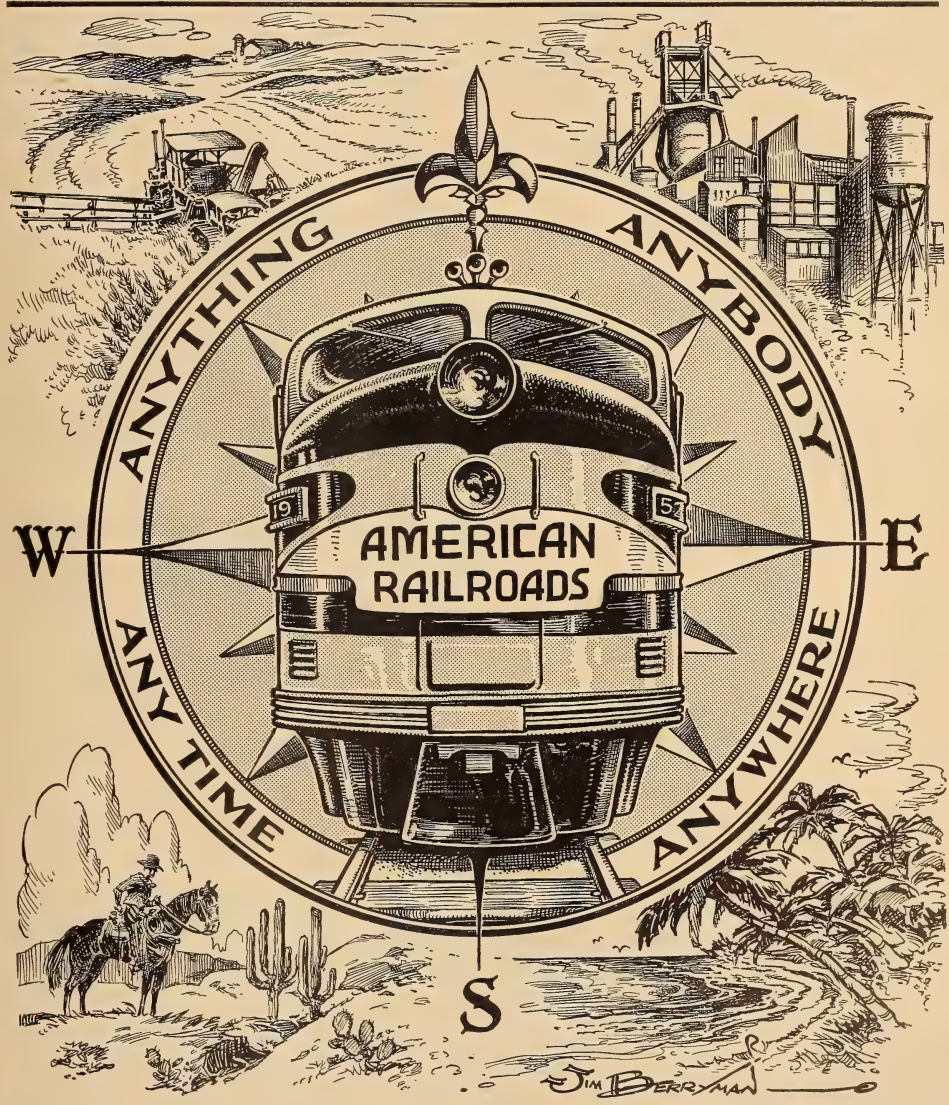
5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

J. ALLEN BROWN

VICE-PRESIDENT & GENERAL MANAGER

ENCOMPASSING ALL



for the ASSOCIATION OF AMERICAN RAILROADS

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

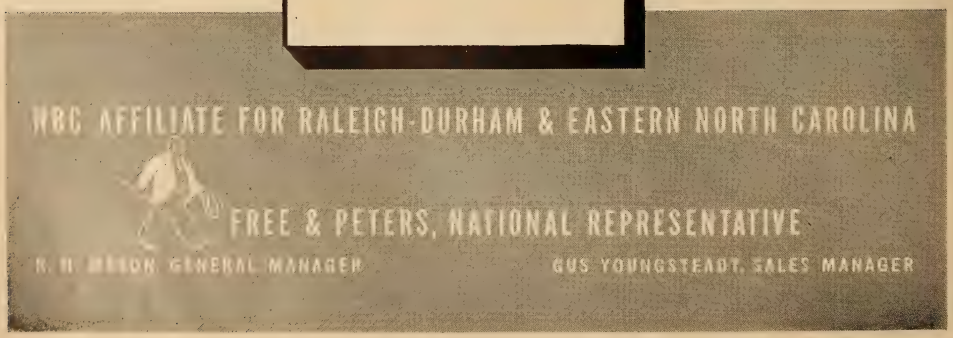
Number 1 Salesman is

WPTF

also WPTF-FM

50,000 WATTS • 680 KC.

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.



BROADCASTING

VOL. 42, No. 14 APRIL 7, 1952

RADIO-TV UNITY AFFIRMED

At 30th NARTB Convention

By J. FRANK BEATTY

RADIO and television broadcasters took stock of their advertising and program resources last week at the annual NARTB Convention and drew up plans to live together in the coming period of TV expansion.

Though it was the first no-crisis convention in many years, with few of the usual feuds, an all-time record was set in attendance at meetings.

The Chicago convention of 1952 took few unexpected actions that are likely to change the framework of radio and television to any considerable extent. Rather it was a "think session" and a consolidation of facilities in preparation for the media battle ahead.

Broadcasters acted to solidify their position in the media field by strengthening their two sales weapons — Broadcast Advertising Bureau and the new Radio Affiliates that grew out of the affiliates committee.

Telecasters, soon-to-be-telecasters and hope-to-be telecasters used their convention days and nights to advantage, learning the tricks of this new and fast-blooming advertising art from their brother broadcasters who already are adding pictures to their sound services.

Developments Denote Strength

The association itself emerged from the Chicago meeting as a stronger organization, having the support of a heavy share of the television industry. The achievement of bringing TV stations into the association during the past year and developing association unity was credited to Harold E. Fellows, who assumed the presidency last June.

These are the main developments of convention week:

● Groundwork was laid for station association structure.

● Industry lined up to put on a "Get-Out-The-Vote" campaign.

● New TV board of directors elected.

● Quick TV thaw and opening of UHF band promised by FCC Chairman Paul A. Walker.

● Panicky fears about sound broadcasting's future largely dispelled.

● Facilities set up to keep sound broadcasting strong.

● FM stations will expand promotion campaign.

● Association will fight to protect right to report legislative and judicial proceedings by microphone and camera.

* * *



PLAQUE, commemorating founding of NAB 30 years ago presented at NARTB Tuesday luncheon to William S. Hedges, NBC vice president (right) by President Justin Miller. Mr. Hedges recalls the association's organization in his booklet, *In the Beginning* [B•T, March 31].

● Affiliates association formed by NBC-TV station group to protect own interests.

● Record interest shown in TV equipment and Engineering Conference.

Many of the projects that received industry support last week will require board action. Others can be put into operation quickly by NARTB's President Fellows. Radio and television boards are not expected to meet before late spring or early summer.

There were a few partially "forgotten men" that received minimum attention. These included:

● TV code, in which little interest was shown because it is only a month old.

● Sports broadcasts—telecast rights, and there are troubles aplenty in this field.

● Research apathy, with the convention sidetracking a resolution though the new Radio Affiliates called for a frontal attack on this deep-rooted and serious media problem. The late Broadcast Audience Measurement Inc. was quietly interred.

Interest ran high in the newly-formed Radio Affiliates. Paul W. Morency, WTIC Hartford, chairman of the All-Industry Affiliates Committee, hastily formed a year ago in the panicky moments of network rate cutting, agreed to serve temporarily as head of Radio Affiliates during the organizational days. His services during the past year drew an ovation from broadcasters.

BAB, too, captured substantial support from delegates as it set out on its own, completely independent from NARTB. The BAB Sales Roundup Monday afternoon drew some 1,500 broadcasters. It was open to all stations. The Roundup was staged with elaborate trappings and used spectacular production tricks to point up the practical selling material.

NARTB and BAB both emerged strong, from a membership stand-

(Continued on page 70)

AFFILIATES COMMITTEE

Continuance Voted

By RUFUS CRATER

VOTING without exception to perpetuate their radio-wide Affiliates Committee, some 200 representatives of affiliated stations last week reaffirmed their faith in their medium, went on record against off-card sales, and called upon networks to help "re-establish the essential dignity, prestige and stability of network radio."

Acting on the recommendation of the 13-man committee set up to meet the crisis precipitated by network rate cuts a year before, the affiliates, meeting Monday in Chicago, also proposed the creation—via BAB's research committee—of an industry-wide group to pass on the "acceptability" of radio research.

Paul W. Morency of WTIC Hartford, who has headed the Affiliates Committee during the past year, won a long ovation with his report on committee activities to date. He expressed a wish to be relieved of the committee chairmanship in order to concentrate on WTIC affairs, but agreed to serve for "30 to 60 days" while a successor is being chosen.

"There is no doubt that the coming year will be a critical one in the history of radio," Mr. Morency declared in his report, calling upon all affiliates to "examine their operations critically and carefully" and to give support to the activities of both NARTB and BAB.

By unanimous action, the affiliates endorsed the four resolutions offered by the committee:

• Petitioned the networks to do nothing that "might in any respect modify the pattern of network radio or the basic arrangements between networks and their affiliates," without first discussing the move and the reasons for it with affiliates.

• Denounced off-card deals and acceptance of advertiser pressures for reductions in rates, calling upon stations individually to protect their own cards and to "use such methods of persuasion as seem most desirable" to get other broadcasters to do so, too.

• Recommended that the BAB Research Committee take steps toward "formation of a committee composed of representatives of affiliated stations, independent stations, station representatives, networks, advertisers and advertising agencies to pass on the acceptability of any research to be undertaken to insure acceptability on the part of all interested parties. . . ."

• Commended NARTB and BAB, and urged affiliates to "support both of these associations financially and through constructive help in committees and through a united industry front."

The affiliates left it to the present 13-man committee to devise the method of perpetuating the organization, suggesting only that it prepare "a simple constitution and by-laws." Any idea that it should be a one-year organization was affirmatively rejected: When Paul H. Goldman, KNOE Monroe, La., proposed from the floor that the committee be continued and used the term "for a year," the time limitation was deleted.

The committee consists of Mr. Morency; Edgar Kobak, WTWA

(Continued on page 71)

Coverage of the Chicago Convention in This Issue

To facilitate location of the various stories on Chicago activities, the following page references are given:

SUN., MARCH 30

Plans Set for News Internships 24

MON., MARCH 31

200 Vote Affiliates Committee Continuance 23
'Sales Roundup' Marks NARTB, BAB Parting 27
Engineers' Talks Open With NPA Advice (Mon. through Wed.) 32

NBC-TV Affiliates Form Own Association 78
New TV Film System Unveiled 81
FM Promotion Session 40
NARTB Observes 30th Birthday 24
"Merchandising's the Secret," Special Session Hears 29
Political Coverage Plans Outlined 28
NPA's Fowler Says Materials to Be Eased 32
Resolutions Adopted at Convention 26
BAB Adds Up Financial, Member Power 27
Three-Year-Old BAM Dissolved 70
TV Vets Asked to Help Train New Staffs 82

TUES., APRIL 1

Audience Promotion Panel 44
NARTB-BMI Luncheon 40
Management Panel 100
Radio Pioneers Annual Dinner 98
Shouse Address on Business 100

WED., APRIL 2

Walker Address on Freeze 76
Radio-TV Rights Debated 99

GENERAL

Golf Tournament 98
Good Music Stations Sales Session 98
Report on Light Exhibitors 52
Report on Heavy Exhibitors 48
MBS Pre-Convention Affiliates Session 84

NEWS INTERNSHIP
Would Expand Project

EXPANDED program of practical training in radio journalism for college teachers through summer service at broadcast stations was voted March 30 by the Council on Radio Journalism, which met during the NARTB Chicago convention.

Plans for summer internships for teachers in broadcast stations were approved by the council, comprising National Assn. of Radio & Journalism Broadcasters and American Society of Schools and Departments of Journalism.

Basket Mosse, Northwestern U., council chairman, said two-score applications for internships have been received from teachers. The council program gives teachers employment at broadcast stations, which bear the costs.

Hugh Terry, KLZ Denver, said the plan benefits both broadcasters and teachers, qualifying these teachers to train young people for the profession of radio journalism. The council plans to include TV stations in the program.

Mitchell V. Charnley, journalism professor, U. of Minnesota, reported to the council on needs and prospects in education for TV news techniques.

Attending the meeting were Prof. Charnley; Mr. Terry; Robert K. Richards, NARTB public affairs director and council secretary-treasurer; Edward Breen, KVFD Ft. Dodge, Iowa; Donald Brown, U. of Illinois; Sig Mickelson, CBS; Jim Bormann, WCCO Minneapolis, president, National Assn. of Radio News Directors; Arthur Barnes, U. of Iowa. Absent were Wilton Cobb, WMAZ Macon, Ga.; Paul Wagner, Ohio State U., and Floyd Baskette, U. of Colorado.

Miss Truman Signs

MARGARET TRUMAN will make nine guests appearances on NBC radio and TV shows during the 1952-53 season under a contract renewed last week, NBC reported. James Davidson, Miss Truman's personal manager, and Charles C. Barry, NBC vice president in charge of radio programs, negotiated the new contract, financial details of which were not disclosed.

30TH YEAR
Fellows Asks Member Support Against Industry's Shacklers

SUPPORT of the 30-year-old NARTB for common protection against those who would shackle the industry with legislative restraints and economic burdens was advocated by President Harold E. Fellows at a luncheon marking the association's anniversary.

The ceremony was held Tuesday during the NARTB Chicago convention. William S. Hedges, NBC vice president and one of the association's founders, was presented a plaque in honor of his participation in the event. Presentation was made by Judge Justin Miller, NARTB board chairman.

Judge Miller introduced Mr. Fellows, paying a tribute to his record of achievement in less than a year —a period in which television has been integrated into the association.

President Fellows recalled the five reasons behind formation of NAB three decades ago and said they apply in the same form today. The reasons, he said, were:

To oppose unseemly demands for music licensing fees.

To encourage development of an orderly system of licensing stations.

To resist through unified action any unfair or burdensome legislation.

To offset unfair public criticism and to seek public approval.

To do something about advertising to guarantee a healthy growth of the industry.

NARTB's history has been marked by three major periods of growth, Mr. Fellows said—founding to Pearl Harbor; wartime operation and reorganization period with FM, TV and granting of many new outlets. Now a fourth stage is here, he said, calling it a stage of unity. Dismissing worries over survival, he suggested there was no reason for worry because of a simple fact, "This association is essential; it is not expendable."

Industry forces produced by the association are Broadcast Music Inc., 1939; Broadcast Measurement Bureau, 1944, and Broadcast Advertising Bureau, 1949, Mr. Fellows recalled, with BMI and BAB still operating as healthy institutions.

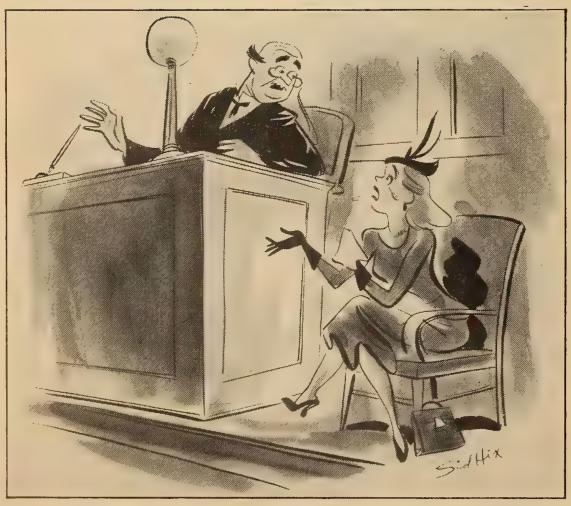
With NARTB having about half of AM stations a higher ratio of FM and over 80% of TV stations, President Fellows said the financial position also is stronger. He said pressure of regulatory and legislative problems requires sound financing and support so the association can do its normal job without special appeals for help.

In the struggle of broadcasting and television stations for survival in the 50-cent dollar era, he pointed out that the expense surge is rising faster than income. "We must correct that situation in radio," he went on, "and we must never let it happen in television." Taxes, too, are creeping upward around the nation and broadcasters must resist together these local government levies.

The final menace, he added, is reduction of "the margin of profit in radio and television to such risk limits that there will be no compelling reason to stay in business. No person can stand alone in meeting this difficulty; we have learned the hard way that independent action establishes precedents jeopardizing each of us."

Mr. Fellows referred to rising costs of equipment and said broadcasters must make their own decisions after careful study and exchange of opinions. As to legislation, he referred to 86 bills in Congress that directly affect the industry and called it "a continuing battle." He commended work of the state associations.

In concluding he called on broadcasters, as custodians of a "great, living instrument of good for mankind, something that belongs to the people," to protect this "immensely precious" property.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"No, it wasn't another woman, your honor. It was all those NARTB, BAB, BMI, state and district conventions."

Free in '53

FREE trip to the 1953 NARTB convention, to be held in Los Angeles was won at last week's convention by John W. Boler, president and general manager of KCJB Minot and president of KSJB Jamestown, N. D. As holder of the right coupon, Mr. Boler will be the guest of the Southern California Broadcasters Assn., which passed out brochures and coupons to all registered NARTB members at the Chicago convention.

AAAA MEET

Analyzes Radio-TV at White Sulphur Springs

By EDWIN H. JAMES

TELEVISION—how to produce it, how to measure it, how to pay for it—occupied a major part of the annual meeting of the American Assn. of Advertising Agencies last week.

One whole afternoon of the April 3-5 meetings held at the Greenbrier Hotel, White Sulphur Springs, W. Va., was set aside for discussion of TV. When the subject of television research came up, radio got into the talk too.

Whereas a year ago, the AAAA might easily have dismissed radio as something about which everybody knew all there was to know, last week agency research experts said there was an appalling lack of facts about it.

This change in advertiser-agency attitude was also noted earlier this week by Paul W. Morency, chairman of the all-radio Affiliates Committee, in Chicago (see story page 23).

Need for Research Dominates

As at the convention of the Assn. of National Advertisers last month [B•T, March 24], the topic that dominated media discussion at the AAAA meeting was the need for better research for all media and the expressed hope that the revived Advertising Research Foundation would be the instrument to accomplish that objective.

TV costs also figured prominently in the AAAA speeches.

Television will be advertising's No. 1 medium, but not if its costs rise beyond a guarantee of reasonable return, J. Hugh E. Davis, vice president and director, Foote, Cone & Belding, said during the Thursday afternoon session.

"We know only too well that $5 a foot for rent for a Frigidaire showroom at Fordham Road and Grand Concourse in the Bronx is a very fair price," said Mr. Davis.

"And we also know that five times that price, or $25, is impossibly out of line . . . there just aren't enough prospects who might be sold to make the $25 rent pay off."

So it is with television, said Mr. Davis.

A lot of people are worrying about the TV rent going up. But will it go beyond reach? Mr. Davis thinks not.

The reason that TV costs will be kept in line with TV advertising returns is that agencies and advertisers will not permit costs to rise that high.

"We are the buyers," said Mr. Davis, "and, as always, it is the buyer who ultimately sets the price."

He said that even when the freeze is lifted and many new stations take the air, TV rents will not go too high because, though the total bill for true national coverage may be higher, the cost per thousand will not.

"Sure," he said, "we may pay some very high prices. Maybe $5 million annually may be the time and talent bill for a half-hour weekly of night time. But we are not going to pay that price unless we get our money back and a good profit besides."

Obviously, said Mr. Davis, big-time television could be afforded only by the big advertisers. The way TV will be used, he thought, was this:

"If you are already in the big-time—that is, if you have a mass consumed product that is a leader —you will be using television in a big-time manner, just as many of your clients are now doing. If not, you will compete with your low budget in low-cost television or in other media with less coverage and less impact. . . .

"But if you do have something to offer, you can speak and even pass them (the leaders) by starting small and growing to where you, too, are in big-time. . . .

"So if you have a superior product, it is the same old story. You will go from small space to large space and a bigger and bigger sales volume. You will also go from none or small-time television to big-time television. And if your product is still better than the competition, you will be out in front."

TV Must "Get Sales"

Now if TV costs begin to go beyond even the big money that the leaders can afford, advertisers will have to pull out. If enough do, the costs will be brought down.

"You and I are not going to let the rent go too high," said Mr. Davis. "If it (TV) gets us the increased sales that we need to justify its great cost, then we will pay the price and use it.

"If it does not, the answer is simple. We won't use it."

TV networks may very well emerge from the developmental period in far different form from that of radio networks which until comparatively recently, used live programming almost exclusively, N. Neil Reagan, vice president of McCann-Erickson, Hollywood, told the AAAA.

Film, he said, will make the difference.

Though he cautioned that he was not predicting that live programming was in its death throes, Mr. Reagan advanced a number of reasons why, for many shows, film is up to live performance.

"Experience has shown," he said, "that by and large a national advertiser can do a better job of tailor-making his coverage by spot buying . . . this of course means filming his show."

Of as much importance, film also has these advantages. . . . "Low cost once second and third runs have amortized production expenditures; high quality in attaining effects not possible in live production; ease of handling for the client and agency who are freed from fear of fluffs, and shortage of live studios."

Hollywood's production facilities are huge, Mr. Reagan pointed out, and are being expanded. Additionally, "Hollywood is a beehive of activity in the field of technical development relating to television," he said.

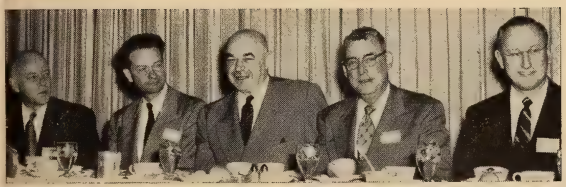
Mr. Reagan reported the development of a new film camera "that bids well to cause a stir in the field of television commercials," one which keeps both foreground and background in sharp focus.

Developed by Ralph Hogue, who invented the camera used in "Citizen Kane," the Orson Welles movie that was noted for its depths of focus, the new camera has produced sample TV commercials which Mr. Reagan said illustrated its unusual qualities by showing a close-up of detail of a ring held almost up to the lens while persons across the street in the background were in sharp focus.

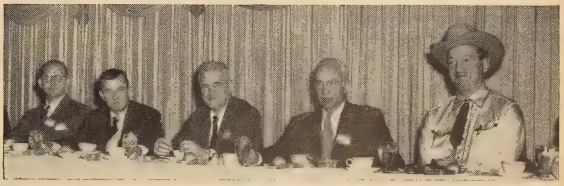
Aside from technical advantages,

(Continued on page 86)

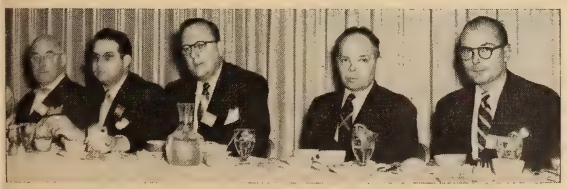
Head Table at NARTB's 30th Anniversary Luncheon Included These Four Groups:



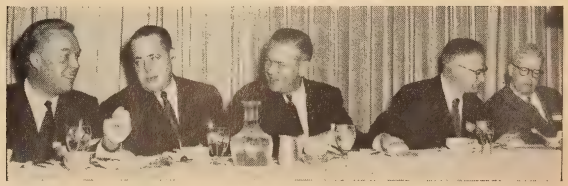
William Fay, WHAM Rochester; Orrin Towner, WHAS Louisville; Harry Bannister, WWJ-TV Detroit, soon to join NBC; Campbell Arnoux, WTAR Norfolk, Va.; E. M. Johnson, MBS.



Goar Mestre, CMQ Havana; Frank White, MBS; Paul Raibourn, KTLA (TV) Los Angeles; William B. Quarton, WMT Cedar Rapids, Iowa; William B. Ryan, BAB.



Raymond Guy, NBC; W. D. Rogers Jr., KEYL (TV) San Antonio; A. James Ebel, WMBD Peoria, Ill.; James C. McNary, engineering consultant; Richard M. Fairbanks, WIBC Indianapolis.



Chris J. Witting, DuMont TV Network; James D. Shouse, WLW Cincinnati; Harold E. Fellows, NARTB; Judge Justin Miller, NARTB; Henry H. Fowler, National Production Authority.

RESOLUTIONS

NARTB Endorses Get-The-Vote Plan

THREE-FOLD campaign to bring out the largest vote in history was endorsed last week by NARTB at its Chicago convention in a series of resolutions. An all-industry committee will be named to develop the project.

Another resolution adopted by the convention at the Wednesday luncheon called on broadcasters to oppose legislative proposals to restrict radio and TV coverage of legislative hearings (see TV debate story page 99).

All resolutions were adopted without opposition but a proposal to set up an industry yardstick of audience measurement was sidetracked after Campbell Arnoux, WTAR Norfolk, Va., moved it be referred to the board of directors. This motion was approved.

The vote-stimulating plan, originally credited to Joe Wilkins, KFBB Great Falls, Mont., who started the idea several years ago in the Montana legislature, has these three objectives:

To promote a national registration month in all states and urge all potential voters to be properly registered.

To support and take the lead in a "Get Out the Vote" campaign prior to and on election day.

To urge the members of the U. S. Congress to pass legislation now pending providing for a national election day half-holiday as an important adjunct to full voting by the people.

Behind the movement is the need "for full and informed participation by the citizens of this country this year."

Resistance to Discrimination

Strong appeal for industry action to meet the menace of radio-TV discrimination by legislative, bar and other groups was made in the resolution calling for resistance of such steps. It was pointed out that New York recently banned broadcasting of proceedings where witnesses are subpoenaed and similar prohibitions are likely to be proposed elsewhere.

This marks an "undesirable trend," it was stated, amounting to "a repudiation of those firmly established principles of the law of evidence recognized ever since the days of the Star Chamber restated by Blackstone and amplified in the present day texts of Wigmore, that the best guarantee of veracity on the part of witnesses is the presence of an informed public."

People have a right to know about the operations of their government, the resolution continued, and both radio and TV have an inherent right to equal and fair treatment in performing the news-gathering function "with the accompanying right to disseminate such information to the public through their established techniques of communication."

The proposed resolution on research said widespread confusion has come out of varying techniques, with emphasis on ratings often detrimental to best interests of both advertisers and broadcasters.

In an increasingly competitive advertising sales market, it was stated, it is necessary to present accurate information on total circulation, universally accepted, similar to information and analyses offered by other advertising media.

The fact that radio is advertising's "lowest-priced mass advertising medium and that the television consumer impact is of proportions unequaled by that of any other advertising medium" was emphasized in the proposed resolution. The proposal was rejected.

Other Resolutions

Other resolutions lauded FCC Chairman Paul A. Walker for his Wednesday luncheon speech and voiced gratitude to Vice Chairman Rosel Hyde and Commissioners George Sterling and Robert Bartley for appearing at the convention.

President Harold E. Fellows was praised for his administration since taking over NARTB's management last June. The convention committee, headed by James D. Shouse, WLW Cincinnati, was given a vote of thanks for its arrangements.

Resolution of respect to the memory of former Sen. Wallace White Jr., who died last Monday, was adopted (see story, page 30).

Other resolutions expressed appreciation of BMI's composers contest, clinics and other services as well as Foreman M. Lebold and the Library of Congress for their courtesy in providing documents for the Freedom Hall display during the convention; thanked NPA officers for their participation in the convention and Col. Ed Kirby for the Armed Forces information booth; approved the Voice of Democracy contest and extended thanks to Dwight Clark, Fort Collins, Col., one of the four national winners and a speaker at the Wednesday Luncheon.

Full confidence in Broadcast Advertising Bureau was voiced and support pledged to the sales agency in its independent status. NARTB was commended for its cooperation with Radio-Television Mfrs. Assn. in promoting FM tuners for TV sets. Manufacturers were urged to turn out auto sets capable of receiving FM.

National associations participating in development of audiences for United Nations radio programs were thanked by NARTB. The organizations are coordinated by Dorothy Lewis, UN radio official.

The Conrad Hilton Hotel was thanked for its convention arrangements.

Prospective television station operators were cautioned by veterans at the NARTB convention last week to make absolutely sure that they have as much floor space as possible, and to figure that their operating costs will depend on the type of program service they want to provide.

Small stations were advised, for the most part, to start conservatively, with programming at least five to seven days a week but perhaps for only a few hours a day, and to resist any inclinations to "go expensive."

The TV "confession" panel was supervised by Harry Bannister, WWJ-AM-TV Detroit, who confirmed that effective April 14 he will "take over station relations" at NBC[B•T March 31, 24], and consisted of Walter Compton, WTTG (TV) Washington; Walter J. Damm, WTMJ-TV Milwaukee; Thad Holt, WAFM (TV) Birmingham, Ala.; Harold V. Hough, WBAP-TV Fort Worth; Gaines Kelley, WFMY (TV) Greensboro, N. C.; Klaus Landsberg, KTLA (TV) Los Angeles; Robert Lemon, WTTV (TV) Bloomington, Ind.; Glenn Marshall, WMBR-TV Jacksonville, Fla., and Lee B. Wailes, Fort Industry Co.

The session was on a question-and-answer basis, after a brief introduction by Mr. Bannister.

In answer to a query, Mr. Wailes expressed belief that, by and large, AM experience by TV employes is often very helpful. But others, particularly Mr. Hough, felt that while radio experience is helpful in "routine" TV jobs, often it is easier to train beginners in TV than radio "oldtimers." This view appeared to be shared by Mr. Holt and others.

Mr. Marshall advanced the estimate that a station can be operated at a cost of $1,000 per employe per month, an estimate that coincided with those of other panel members including Mr. Kelley, who emphasized that station operators should not be "deluded" into thinking that they had to hire "prima donnas." At WFMY (TV), he said, some of the best employes were secured through general advertisements.

Mr. Lemon voiced the belief that a station can be operated for around $20,000 a month, while Mr. Landsberg noted that the question of costs and number of employes depend upon the type of programming which is undertaken. He also felt that in many cases radio-experienced personnel help comparatively little in TV.

Local Events More Interesting

On programming, he was confident that independents can compete successfully with network affiliates.

Mr. Damm cautioned prospective telecasters to "stay all on one floor," with the back entrance level with the ground—to move out of the downtown area, and, as most other panel members insisted, to have as much storage space as possible.

He also advised that separate contracts be written, in every case, for (1) time, and (2) all other station services.

Mr. Hough especially insisted upon stations making sure that they had adequate space, asserting that his station spent $2.4 million and discovered it still didn't have space enough.

On the source of income, Mr. Damm said WTMJ-TV's last year came 12½% from the network.

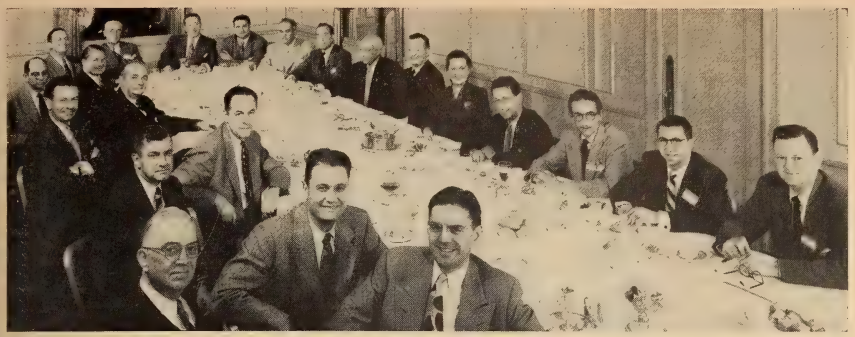
Somewhat differently, Mr. Kelley said WFMY (TV)'s came approximately one-third from network, one-third from national spot and one-third from local and regional business.

When Mr. Damm reported, in answer to a question, that WTMJ's local radio sales were holding even this year with last year's while national spot was down 16% and network business down 22%, Mr. Bannister noted that WTMJ is in

(Continued on page 108)



PANEL on management problems at NARTB convention was moderated by Chet Thomas (back row, center), KXOK St. Louis. Panel members were (seated, l to r): Richard P. Doherty, NARTB; Leslie C. Johnson, WHBF Rock Island, Ill.; Simon R. Goldman, WJTN Jamestown, N. Y. Back row, William B. McGrath, WHDH Boston; Mr. Thomas, and Robert T. Mason, WMRN Marion, Ohio.



BAB BOARD of directors met before opening of NARTB convention. At meeting were (vertical row at left, front to back): Martin Campbell, WFAA Dallas; Frank White, MBS; H. Preston Peters, Free & Peters; Lou Hausman, CBS; Clockwise around table: George Hatch, KALL Salt Lake City; Gene Cagle, president, Texas State Network; Joseph E. Baudino, Westinghouse Radio Stations Inc.; Donald W. Thornburgh, WCAU Philadelphia; T. C. Streibert, WOR New York; John F. Patt, Goodwill Stations; Ed Kobak, retiring BAB chairman; Charles C. Caley, WMBD Peoria, Ill., new chairman; Kenyon Brown, KWFT Wichita Falls, Tex.; Allen Woodall, WDAK Columbus, Ga.; Robert D. Swezey, WDSU New Orleans; William B. Quarton, WMT Cedar Rapids; William B. Ryan, BAB president; Gene Higgins, BAB; Adrian Murphy, CBS; William McGrath, WHDH Boston; Simon R. Goldman, WJTN Jamestown, N. Y.; John F. Meagher, KYSM Mankato, Minn.

BAB 'ROUNDUP'

Severs Tie With NARTB

BROADCAST Advertising Bureau marked its final divorce from NARTB March 31 with a "Sales Roundup" that occupied the first afternoon of the NARTB Chicago convention. The roundup was conducted with a Wild West theme, during which over 1,500 broadcasters filled the main ballroom of the Conrad Hilton Hotel.

The program's purpose was three-fold: Sales assistance, BAB membership solicitation and entertainment. Edgar Kobak, retiring BAB board chairman, presided beneath an Indian-style feathered head-dress. Charles C. Caley, WMBD Peoria, made his first appearance as new board chairman. William B. Ryan, BAB president, and other staff members took part in the program.

Preceding the BAB roundup, James D. Shouse, WLW Cincinnati, retiring NARTB director-at-large and chairman of the 1952 NARTB convention committee, formally opened the convention. Mr. Shouse welcomed members of NARTB and BAB as well as non-members invited to appear on the program. He spoke on behalf of the full committee, which included George B. Storer, Fort Industry stations; Harold Wheelahan, WSMB New Orleans, and Merrill Lindsay, WSOY Decatur, Ill. NARTB President Harold E. Fellows greeted delegates.

In opening the BAB program Mr. Kobak called for more and better radio salesmanship. He called on stations to stick to their rate cards. The rate-splitting idea was pointed up by Jerry Amster, national indoor archery champion, who shot a series of arrows up the middle of a rate card supplied by David Kimble, promotion manager of WBBM Chicago. Mr. Kimble later acted as volunteer stooge for Doc Conrad, whip cracker.

Mr. Caley, garbed in 20-gallon hat, said BAB has $468,000 in sight for the next fiscal year compared to $345,000 in BAB's first year, but declared this was "only a good start." He said $700,000 will be needed by Oct. 1 and compared the budget to the million-dollar-plus budget of the newspaper Bureau of Advertising. "Radio is not nearly big enough," he said.

BAB President Ryan was introduced as "Bronco Bill Ryan" by Bob Atcher, WLS Chicago artist, who served as m.c. Mr. Ryan diagnoses radio's troubles as "only a head cold" and not "cancer," as implied by competitive media. He noted a marked change in attitude toward broadcasting, calling it "the renaissance of radio advertising." Radio is growing 50 times as fast every year as newspapers, he claimed, referring to the continued public demand for sets.

Mr. Ryan urged broadcasters to hold the line on rates, even if sacrifices are required. Forty-two BAB clinics will be held this year, starting on the West Coast in April, he said.

A feature of the afternoon was a drawing for door prize. Winner was D. L. Craddock, WLOE Leaksville, N. C. who was presented a live calf.

Main sales feature was a series of short success stories narrated by a group of "three-minute men." They were Bert Banks, WTBC Tuscaloosa, Ala.; William J. Edwards, WKNX Saginaw, Mich.; Simon Goldman, WJTN Jamestown, N. Y.; Julian F. Haas, KARK Little Rock, Ark.; George J. Higgins, KMBC Kansas City; Winslow Leighton, WSNY Schenectady, N. Y.; Daniel C. Park, WIRE Indianapolis; S. John Schile, KUTA Salt Lake City; C. H. Simpson, WKBI St. Marys, Pa.; Don Sullivan, WNAX Yankton, S. D.; Elmer Wayne, WJR Detroit.

BAB sales services were spectacularly described by Kevin B. Sweeney, vice president, and John F. Hardesty, director of local promotion. Blow-ups around the balcony were described as Jerry Amster shot arrows, timed with a spotlight. The young archer showed uncanny precision in the case of a blowup showing photos of a girl with bare midriff and another depicting a bull.

Mr. Ryan wound up the program with a review of BAB's plans for the coming year. Ben Gimbel, WIP Philadelphia, dramatized the membership drive by agreeng to join BAB if the archer could hit an application blank from the back of the room. The aim was good and WIP became a member.

BAB held several private meetings during the convention, including a breakfast for state membership chairman and a board meeting at which Chairman Caley assumed office.

At its March 30 meeting the BAB board, besides electing Mr. Caley chairman, took the following actions:

(a) Established a special membership category to enable universities and colleges to have access to BAB's sales aids for instructional purposes.

(b) Approved plans for promotional services and membership solicitation during the fiscal year beginning April 1, 1952.

(c) Voiced appreciation to Mr. Kobak and commended him for his service as board chairman.

(d) Appointed BAB auditor William L. Morison as assistant secretary-treasurer of the corporation.

(e) Confirmed appointment to board of Adrian Murphy, president, CBS Radio, as replacement for Howard S. Meighan.

(f) Commended BAB president William B. Ryan and his staff for the

(Continued on page 67)



RAPID-FIRE narration of BAB services, aided by a sharp-shooting archer, was given by Jack Hardesty (l), local sales promotion director, and Kevin Sweeney, vice pres.



COWBOY DECOR prevailed at BAB sales roundup during convention. Fifty-gallon hat toters are (l to r): William B. Ryan, BAB president; Harold E. Fellows, carefully adjusting tie, NARTB president; Charles C. Caley, WMBD Peoria, Ill., new BAB board chairman, and Big Chief Edgar Kobak, retiring board chairman and an honorary member of the Pawnee tribe.



"NOW you're on your own," said Bob Atcher, WLS Chicago, and m. c. at BAB's sales roundup, to D. L. Craddock, WLOE Leaksville, N. C., winner of this calf as door prize.

CONVENTIONS

Media Coverage Plans Outlined

PLANS for the most elaborate broadcast coverage of political conventions in history were described last Tuesday afternoon at a panel session of the NARTB convention.

Chairmen of the radio and television pool committees and radio-television directors of the Democratic and Republican National Committees explained the intricate system that will be used to take the conventions to a potential television audience of 60 million and a radio audience even larger.

Sig Mickelson, CBS-TV, chairman of the television network pool committee, said that the pool would use seven cameras in the convention hall. Cost of the pool: About $150,000 which will be shared proportionately among pool participants.

Those among the seven independent TV stations in the U.S. that want to cut in on the pool will have to pay their portion of the total pool maintenance costs plus whatever AT&T charges to feed their station from Chicago. It will also cost participating TV stations about $250 each for their share of the audio costs.



POLITICAL broadcasting was discussed by Tuesday afternoon panel consisting of (seated, l to r) William McAndrew, NBC, chairman of radio pool committee for 1952 political conventions; Sig Mickelson, CBS-TV, chairman of television pool committee; Clair R. McCollough, Steinman Stations, panel chairman; standing, Edward T. Ingle, radio-television director, Republican National Committee; Kenneth Fry, radio-television director, Democratic National Committee.

* * *

Pool to Operate System

William McAndrew, NBC, chairman of the radio network pool, said the pool would install and operate the central audio system of the convention, providing mikes serving the platform and each of the individual delegations. TV, of course, will use this same audio.

Mr. McAndrew reminded the audience that though there will be an estimated 17-odd million TV homes by convention time next July, another 27 million homes would be served only by radio.

Ben Cottone, general counsel of the FCC, a member of the audience, rose to ask Mr. Mickelson whether the pool would feed theatres in cities without TV stations but within access to AT&T coaxial cables carrying the convention programs.

"We are operating a pool to feed television stations," Mr. Mickelson said. "No other kinds of outlets are contemplated."

Kenneth Fry, radio-television director of the Democratic National Committee, reminded broadcasters that after candidates have been selected and the campaigns begun, there was a good chance for broadcasters to pick up political business.

He pointed out that while the national committee would be buying radio and TV time mostly on a national basis, either on networks or through national spot, local party organizations on the state or county levels would have funds of their own to spend. He advised broadcasters to begin now to sell parties in their own areas on the use of radio and TV.

Both Mr. Fry and Edward T. Ingle, radio-television director of the Republican National Committee, said the national committees would urge local groups to buy time on behalf of local campaigns.

Ralph W. Hardy, director of the NARTB government relations department, reviewed the status of the Horan bill (HR 7602) which has been reported out by the House Interstate & Foreign Commerce Committee and which would amend the political broadcast section of the Communications Act to give broadcasters protection against libel [B•T, March 31, 17].

"This is the first time we have had a really good chance to get something done about Section 315 (the political broadcast section)," said Mr. Hardy. "I hope every broadcaster will urge his Congressional delegation to act on this."

Bill May Become Law

Mr. Hardy said that it was quite possible for the bill to be pushed through into law before the political conventions.

Clair R. McCollough, Steinman stations, chairman of the panel, opened the session with a plea to broadcasters to cooperate in a vigorous campaign to get out the vote.

"That is one of the finest things this industry could do," he said. "I hope everybody will give it a full promotion."

Orange Market Test

FLORIDA Citrus Commission will use radio and newspaper campaign between April 7 and May 30 in Memphis and Louisville for special marketing test to determine whether consumer buying habits can be changed to buying oranges by the pound instead of by size and count. J. Walter Thompson Co., New York is agency.

'REVIEW' UNIT

Rep. Gathings Proposal Snagged

RUG WAS pulled from under a House "sleeper" last week which would have established a select, 15-man committee to probe radio-TV programming. At least temporarily, the proposal is in deep water with faint chances for swimming.

Turnabout on the resolution (H Res 520), introduced by Rep. E. C. Gathings (D-Ark.), came about at the close of the week.

These were the developments:

● House Interstate & Foreign Commerce Committee huddled on the resolution which had been approved by the House Rules Committee March 28 [B•T, March 31]. It had been placed on the House calendar with chances ripe for action this week and subsequent appointment of a select committee.

● However, Rep. Robert Crosser's (D-Ohio) Commerce group noted in a session with Rep. Gathings, the resolution's sponsor, that it had not been notified that the Rules committee was reporting out the measure. Members of the commerce unit pointed out that because of radio-TV subject matter in the resolution, the legislation rightfully came within purview of Rep. Crosser's committee and it should have been consulted.

● Rep. Gathings told BROADCASTING • TELECASTING that he was "delighted" with the Commerce group's concern. He has re-introduced a new resolution (H Res 596) that would set up the select committee to probe "immoral or otherwise offensive matter" in books, magazines and comic books. Thus, in effect, this resolution and another (H Res 597), introduced by Rep. Edward H. Rees (R-Kan.), who has been working with Rep. Gathings on the matter, would be a substitute proposal to probe printed matter only.

Will Ask Approval

● The Arkansas legislator now intends to ask the Rules committee to approve a resolution he introduced last summer which would have called upon the House Commerce Committee to do the investigating of radio-TV programs (H Res 278).

● Meanwhile, the Commerce group expects to go into the matter further. It may do so today (Monday).

It was said by a close informant that it was doubtful whether the majority on the Commerce committee would be inclined to favor such a probe of the broadcast media. Should the Rules committee consider the 1951 Gathings resolution it would have to sound out the Commerce group.

Rep. Gathings has told BROADCASTING • TELECASTING that he wanted a probe "for years."

OHIO RADIO EDITORS

Meet April 19 in Columbus

ANNUAL meeting of the Ohio Assn. of Radio News Editors will be held April 19 in Columbus' Deshler-Wallick Hotel.

Meeting is open to all radio and television news editors in Ohio, including non-members of OARNE. William Crooks, WFMJ Youngstown, OARNE president, has appointed Paul Wagner, WOSU Columbus, Ohio State U., to handle arrangements for the meeting. Those wishing to attend are asked to contact Mr. Wagner.

PORTLAND LICENSE SUIT

Stations Protest City Code

SEVERAL Portland, Ore., radio stations and individuals have filed a suit in circuit court contesting part of the constitutionality of the Portland license and business code. The contested section requires a $250 annual license fee for radio stations and $15 annual fees for radio advertising solicitors, plus a $1.40 levy on each $1,000 gross receipts by such businesses.

The stations, KGW KEX KOIN KPOJ KPAM KWJJ KXL KBKO, maintain the city is violating the U.S. Constitution in taxing the stations, which the plaintiffs claim are engaged exclusively in interstate commerce. New Mexico's tax on revenue from national advertising was upheld last year as constitutional by the Supreme Court, which held that an advertising contract between parties in different states is not interstate commerce.

MERCHANDISING

Results Count, Say Experts

MERCHANDISING as a vital step in the selling cycle, profitable to both station and sponsor, was urged upon broadcasters by four experts in the field during a special session at the NARTB Convention in Chicago last week.

"Every radio station which does a good merchandising job is a profitable station—profitable to the owners—and used with profit by the advertiser," G. Richard Shafto of WIS Columbia and WSPA Spartanburg, S. C., and WIST Charlotte, N. C., told the group.

Speakers in addition to Mr. Shafto, who presided, were Lester W. Lindow, WFDF Flint, Mich.; F. C. Sowell, WLAC Nashville; and Jack Zinselmeier, WLW and WLWT (TV) Cincinnati. Robert K. Richards, director of NARTB's public affairs department, presented Mr. Shafto.

"This is the era of selective network buying—selective spot buying—selective station profits, and selective station bankruptcy," Mr. Shafto asserted. "Your local advertiser and your regional advertiser want results—and they are going to evaluate your good station on what advertising results you produce, not on what advertising offers you make.

"The trend of station income is non-network. To bolster this income you should consider doing for local and regional advertisers the same merchandising practices that have made radio economical and profitable in the sale of soap, soup, and Wheaties."

'Must Stretch Efforts'

Asserting that "the product hasn't been sold until the consumer walks out of the store with it," he told the broadcasters that radio "must stretch its efforts farther to bridge the gap between the advertiser and the consumer—and in doing so, radio will profit more."

Mr. Lindow said WFDF regards merchandising, advertising and promotion as a necessary extension of sales activity.

He displayed examples of the station's work in this field, noting that they encompass direct mail, regular bulletins to the drug and grocery trades, window displays, display advertisements in trade and general papers, bus and car cards, courtesy announcements, surveys and market studies, and the checking of product sales and distribution for the advertiser.

Most of these, he noted, "cost very little in dollars."

He advised station men to acquaint themselves especially with the product categories which supply the majority of their revenues; to develop market data, and to make sure that their customers are aware of radio's values and know how to use it to the best advantage.

Mr. Sowell held that "it is the obligation of the medium which accepts [a sponsor's] advertising appropriation to do everything within reason to fulfill his expectation" that the advertising will produce sales. WLAC, he said, spends approximately 3% (not counting manpower) of the billings figure in merchandising and promoting the advertiser's products.

WLAC concentrates its promotion work primarily on (1) direct mail, mostly open-faced cards, with one or more mailings to 450 druggists and 650 grocers each week, and (2) use of radio itself, with plugs calling attention to specific programs, and on-the-scene broadcasts when clients open new stores, etc.

Keep Advertisers Informed

"It occurs to us," he observed, "that any event that will attract great crowds of people to a given location may rightly be considered of general public interest."

Mr. Sowell stressed the importance of keeping advertisers acquainted with merchandising and promotion activities in their behalf: "There's no profit in hiding your light under a bushel."

"The secret," he declared, "lies not in how *many* listen, but how well you sell those who *are* listening."

Cites WLW, WLWT (TV)

Mr. Zinselmeier reviewed the merchandising and promotion activities of WLW and WLWT, which have a staff of 26 assigned to this work.

"The management of the Crosley Broadcasting Corp. believes that radio and television should offer to a client, in addition to the best in facilities and talent, assistance in bringing the consumer and product together at the point of sale," he said.

WLW - WLWT merchandising field work, he explained, is handled by "trained personnel [who] make regular calls on the retail grocery, retail drug, wholesale grocer, wholesale drug, drug chains, and grocery chains in the major marketing centers in the four-state area covered by WLW [and] WLW-Television. These field men build displays in retail stores, counter, floor, shelf and window displays, featuring the products of the month as featured by the merchandising department of WLW and WLW-Television."

Other services among the 25 evolved in the 12 years since WLW's merchandising operations were started, he said, include:

Checks on in-stock position of products as found at the time of field representatives' calls; surveys of dealers with respect to their attitudes toward the products involved; mailings announcing special offers, promotions, or media tieins; publication of two merchandising newspapers a month (one to the drug trade, one to grocers); preparation of display material used by some 2,500 grocery and 1,000 drug stores each month; special promotions, as in "WLW Advertised Brands Week" (which brought a 26.5% gain in sales of the products involved); trade and general newspaper advertising; window displays; cab covers and car cards, and maintenance of a complete research department. Additionally, clients and their agencies are given detailed reports on each merchandising or promotional project in their behalf.

'Radio . . . More Secure'

In opening the panel discussion, Mr. Shafto reported that the subject originally had been "Rates—Is There a Formula?", an apparent reference to NBC's attempt to adjust the rates of its radio affiliates according to formula. But, he added:

"The leading advocate of applying the slide rule to radio rates declined to participate and excused himself by stating that discussion on rate formulas would only open up old wounds.

"Thereby died the last embers of that conflagration. Radio's house is much more secure. . . ."



HIX GREEN (seated l) of Hix Green Buick Co., Atlanta, signs year's contract for weekly sports show, *Bobby Dodd Reports*, on WGST Atlanta. Onlookers are Bobby Dodd (seated), Georgia Tech's head coach; John Fulton (standing l), station manager, and Don Vance, sales manager of Hix Green Buick.

NBC POSTS

McFadden Is Successor To James McConnell

APPOINTMENT of Thomas McFadden, general manager of NBC's KNBH (TV) Hollywood, to succeed James V. McConnell as director of NBC National Spot Sales was announced last Wednesday by James M. Gaines, vice president in charge of owned and operated stations.

Donald A. Norman, commercial manager of KNBH, is slated to succeed Mr. McFadden as general manager, it was understood.



Mr. McFadden

At the same time, NBC named James Cornell, formerly manager of research and sales promotion of CBS Radio Network Sales in Chicago, as manager of NBC radio network research. He succeeds Howard Gardner, transferred to NBC radio network sales as assistant manager of sales planning.

Carl Nielsen, West Coast radio-TV representative, NBC National Spot Sales, was named TV representative, and Heber Smith of the sales staff of KNBC San Francisco, was appointed to handle radio spot sales in that area.

Maurice E. McMurray, CBS-TV network salesman, and Thomas A. Wright Jr., vice president and radio-TV director of Dundes & Frank Inc., New York, join NBC-TV as salesmen.

Mr. McFadden, with NBC since 1934 when he joined the guide staff in New York, has been general manager of KNBH since April 1950. Before that time he was successively assistant manager and manager of WNBC and WNBT (TV) New York.

His first service with the network after leaving the guide staff was as a writer in the news room. By 1938 Mr. McFadden had become a newscaster. He joined the Navy on Pearl Harbor Day, 1941, as an ensign in military intelligence, resigned upon completion of his assignment and then enlisted in the Army as a private, taking pilot training.

Released in 1945 with rank of captain after flight service in the African and CBI theatres, Mr. McFadden returned to the NBC news staff. In April 1946 he was named director of news and special events for WNBC.

His appointment as National Spot Sales director is effective immediately.

Mr. McConnell, identified with NBC spot sales activities for approximately 20 years, resigned two weeks ago to accept a vice presidency with John Blair & Co., station representation firm, effective May 1 [B•T, March 31, 24].

Mr. McFadden's new role was announced in Chicago, where he, Mr. Gaines and other NBC executives were attending the NARTB convention.

Mr. Cornell, before joining CBS, served four years as manager of radio and TV research for Foote, Cone & Belding, Chicago, and a total of 11 years with WGN and WBBM in that city.

KXOB PURCHASED

By Randau and Corwin

SALE of KXOB Stockton, Calif., by Lincoln Dellar to a group headed by Clem J. Randau, New York, and Sherrill C. Corwin, Los Angeles, was consummated last week subject to FCC approval. Price, including net quick assets, will approximate $250,000.

Mr. Dellar, president of Valley Broadcasting Co., said Mr. Randau will be controlling owner and plans to return to California to reside in Stockton. He will take over operation of the station personally. Mr. Dellar also owns KXOA Sacramento, KXOC Chico and KDB Santa Barbara.

Mr. Randau is a former vice president of United Press, former business manager of the *Chicago Sun*, which included operations of the Marshall Field radio stations in Chicago, Cincinnati, Portland and Seattle. He is a minority stockholder in WNEW New York and, for the past year, has served as assistant administrator of the Federal Civil Defense Administration, headquartering in Washington.

Mr. Corwin is operator of motion picture theatres throughout California and is president of Corwin Theatre Corp., a vice president of Screen Assoc., producer of television films. He also is former vice president of the Theatre Owners of America and presently is a member of the group's executive committee.

KXOB, a Don Lee-Mutual outlet, was established in 1947 and operates on 1280 kc with 1 kw. Transaction was handled through Albert Zugsmith & Assoc., Culver City, Calif.

ARF SUBSCRIPTIONS

Total Now Reaches 123

SUBSCRIPTIONS from 18 more organizations to Advertising Research Foundation since the beginning of the year bring total participants to 123, B. B. Geyer, board chairman, announced last week.

New members — nine advertising agencies, five media concerns and four advertisers—include Barlow Adv., G. M. Basford Co., Biow Co., Harold Cabot & Co., Fuller & Smith & Ross, H. B. Humphrey-Alley & Richards, C. J. LaRoche & Co., Needham & Groham and O. S. Tyson & Co., all agencies. Also *Fortune*, *Life*, *National Geographic*, *Time* and *Today's Woman* signed. Advertiser-subscribers are John H. Breck Inc., Continental Oil Co., Pharmaco Inc. and U. S. Steel Corp.

Circus Promotion

RINGLING Bros., Barnum & Bailey circus on March 31 launched its annual saturation radio spot announcement campaign to lure one and all to the circus which started April 4 at Madison Square Garden in New York and runs through May 11. The circus named Blaine-Thompson, New York, to handle its advertising this year. Agency placed spots on the following New York radio stations: WNBC WCBS WJZ WOR WMGM WMCA WOV.

1877 Wallace H. White Jr. 1952

FORMER Sen. Wallace H. White Jr., 74, whose stamp on communications history is the FCC and the Communications Act under which it operates, died in his sleep last Monday at his home in Auburn, Me.

Sen. White, who had been seriously ill with a heart ailment for about a year, was co-author of the Radio Act of 1927 and a prominent figure in communications throughout his 32 year tenure in the House and Senate. A Maine Republican, he retired from the Senate four years ago.

Words of tribute were sounded in both the Senate where he had been majority leader and in the House where he had been an active member before being elected to the upper chamber.

Many Senators, recalling their association with Sen. White, included reference in their speeches to his ability in the radio legislative field.

President Truman said he was "saddened" by the death of Sen. White, describing him as "my old friend . . . with whom I served in the Senate for 10 years. He was a gentleman, a fine American citizen and a good public servant who made a great contribution to our country."

Senate Resolution

The Senate unanimously adopted a resolution expressing "profound sorrow and deep regret" for the death. Vice President Alben Barkley and Sen. Margaret Chase Smith (R-Me.), joined in the tribute on the floor of the Senate.

Senate Majority Leader Ernest W. McFarland (D-Ariz.), now chairman of the communications subcommittee of the Senate Interstate & Foreign Commerce Committee, noted:

. . . he was an expert on the subject of communications. He co-authored with me legislation which provided for the merger of the domestic communication companies. It was a pleasure to work with Wallace White. His advice and counsel were always valuable.

Sen. Owen Brewster (R-Me.) said:

The amazing development of radio in the last quarter of a century in America is due in no small measure to the wise provisions of legislation formulated and sponsored by Senator White.

His pre-eminence in both these fields was universally and uniquely recognized by his selection to head American delegations at international conferences even when he was in the minority—an almost unprecedented tribute not only to his knowledge, but also to his utter objectivity where the interests of his country were concerned.

Senate Interstate & Foreign Commerce Committee Chairman Ed C. Johnson (D-Col.) pointed to "the splendid qualities he possessed." His influence on the members of the Senate Commerce Committee, when he was chairman, Sen. Johnson continued, "cannot be adequately described. He ruled with a gentle hand, and yet he ruled well."

Sen. Henry Cabot Lodge Jr. (R-Mass.) joined with: "The work he did in the field of communications will stand throughout history as a very fine monument to his intellectual powers and to his sense of dedication to public duty."



Announcement of his death was given the Senate by his successor from Maine, Sen. Smith, who said he "could truly be characterized by service, training, and background as Mr. Senate."

Sen. White was graduated from Bowdoin College in 1899. He went to Washington to study law and financed his way through law school, working as assistant clerk to the Senate Commerce Committee which he was to head years later as chairman.

Radio Commission Establishment

It was with this committee as staff member in 1899 that Sen. White amassed the information and received his interest in the communications field. While a House member, Sen. White was primarily responsible for the drafting of the 1927 act which set up the old Federal Radio Commission to bring order out of chaos that had demoralized the broadcast industry when the control was invested in the Dept. of Commerce.

This radio law, which was co-authored by former Sen. Clarence Dill of the state of Washington, was basis of the Communications Act of 1934. Repeatedly, as a key member of the Senate Commerce Committee and later as its chairman, Sen. White urged revision of the act to keep pace with the progress and modernization of the broadcast arts.

Sen. White, who first entered Congress as a member of the House in 1917 and subsequently entered the Senate in 1931, sponsored the White-Wolverton bill in 1947 and its predecessor, the White-Wheeler bill of 1943. Both bills would have brought FCC functions up to date (some of these, as in the division of operations, are now in effect).

Essentially, the McFarland bill (S 658) of 1952 is a successor to the earlier White bills. Sen. McFarland, then third ranking minority member of the Senate Commerce Committee, said at the time of Sen. White's announced retirement in 1948, the following:

When communications matters are considered in succeeding Congresses, whether Republicans or Democrats are in control, the views and opinions of the Senator from Maine, as expressed in the bill authored and reported by him in this Congress, will be reflected in whatever legislation is finally enacted.

Sen. McFarland called his Maine colleague "the father of major communications legislative policy."

In the House Monday, Rep. Robert Hale (R-Me.) said: "Sen. White was . . . a great authority on patent law and radio communications. He served as a delegate to various international [communications] conferences, at Mexico City in 1924, at Paris in 1925, at Geneva in 1927, at Washington in the same year, at London in 1929, at Copenhagen in 1931, at Cairo in 1938." In the latter International Convention of Telecommunications at Cairo, he was chairman of the American delegation. At Copenhagen, he was chairman of the U. S. delegation to the International Technical Consulting Committee on Radio Communications.

Although the Senator also was an expert on shipping legislation, he was noted in the broadcast industry as the man on Capitol Hill who helped set up the principle of private operation of broadcasting facilities under federal regulation.

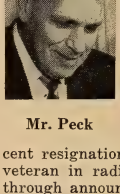
He was a grandson of Sen. William P. Frye of Maine, whose lengthy service in the upper chamber was legendary. He was born in Lewiston, Me., Aug. 6, 1877.

Sen. White is survived by his wife, Mrs. Nina Lumbard Lunn White; a son, Herbert; a sister, Mrs. Horace Stevens; five brothers, Harold, Thomas, Donald, John and William, and a stepson, Richard D. Lunn.

PECK TO WISN

Named Station Manager

APPOINTMENT of Harry D. Peck to the newly created post of station manager of WISN Milwaukee was announced Thursday by Gaston Grignon, vice president and general manager of the Hearst - owned CBS affiliate. The appointment is effective May 1.



Mr. Peck

Mr. Peck was vice president and manager of WDGY Minneapolis until his recent resignation. He is a 20-year veteran in radio, having come up through announcing, programming and sales ranks. A native of Kansas, he attended Kansas State and started in radio in 1932 in his home town, Abilene.

For the past 11 years, Mr. Peck has been identified with stations in Nebraska and, more recently, in Minneapolis. He is a former president of the Nebraska Broadcasters Assn. and was on the board of the Minnesota Broadcasters Assn.

WHO ACCLAIMED NATION'S BEST RADIO NEWS OPERATION IN 1951!

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS MAKE AWARD AT ANNUAL CONVENTION IN CHICAGO

Shelley and Veteran Staff Praised





Des Moines, Iowa (Nov. 18)—This city's famous 50,000-watt Station WHO, has been awarded one of the broadcasting industry's most coveted prizes — the 1951 Distinguished Achievement Award for Radio News, sponsored by the National Association of Radio News Directors. The presentation was made on November 17 at the NARND's Annual Convention in Chicago.

In making the award, Baskett Mosse, chairman of the judges' committee, said **"...we are happy to announce tonight that radio station WHO, Des Moines, Iowa, was selected as the outstanding radio news operation in the United States for 1951. . . . The committee felt that special recognition should be given to News Director Jack Shelley and his very fine and veteran news staff".**

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

The WHO News Bureau has an impressive physical plant: seven leased-wire machines; a portable battery-operated tape recorder; a telephone recorder; three short-wave monitors for state and city police and fire department broadcasts; a number of subscription services; and a library which includes several specialized news encyclopedia.

The seven leased-wire machines include two Associated Press, two United Press and three International News Service machines. **This is by far the greatest number of leased-wire machines servicing any radio station in this section of the country, and exceeds the leased-wire service available to many of the country's leading daily newspapers.** Only two of the seven machines are "radio" wires — the other five bring in detailed stories known as "press" wire service. Press wire service gives lengthy accounts and the three news services bring in three different versions of the big stories around the world. This necessitates constant boiling down, rewriting and sifting of details, playing up news of local interest — all tailored to fit a split-second time period.

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

The WHO News Bureau is headed by veteran Jack Shelley, and includes eight other full-time men and a secretary. Eight of the men are college-trained reporters, rewriters and broadcasters, *all of whom are heard on the air.* The ninth man is a specialist in political reporting. The ten people on the staff represent a total of 85 years' experience with WHO. Five of the News Bureau staff have been with WHO ten or more years.

In addition to the regular full-time staff, the WHO News Bureau maintains a staff of 75 correspondents — or part-time reporters — throughout Iowa and in Southern Minnesota and Northern Missouri, heavy WHO listening areas.

TELEPHONE USED EXTENSIVELY

The WHO News Bureau uses the local and long-distance telephone extensively to supplement and verify the regular news services' coverage. Staff members check directly with peace officers and hospitals each morning to get accident reports and accident victims' conditions which may have changed since the late night news reports. In many instances, the leased-wire services do not clear this type of information until too late for a 7:30 a.m. — or even an 8:45 a.m. — newscast. Telephone checks also minimize the possibility of loss of news when events take place in remote areas, distant from a news service reporter.

STAFF WORKS TWO SHIFTS

The WHO News Bureau maintains a morning and a night shift. There is a certain amount of specialization within each shift in that one man may be assigned Washington and foreign news, another Iowa news, and a third miscellaneous human-interest stories. Whatever the assignment, the reporter stays on it for an indefinite period, building up a background for that specific job, and becoming a specialized reporter on that shift. Each shift writes its news copy especially for the men who will be airing it.

$100,000 ANNUAL BUDGET

To operate its award-winning News Bureau and to provide Iowa-Plus listeners with unexcelled news coverage, WHO spends more than $100,000 annually. This figure is believed to be one of the highest figures in the Nation.

PUBLIC SERVICE EXTRAS

In addition to its regular news services, the WHO News Bureau provides its listeners with a variety of public-service extras. These include free announcements regarding public and private meetings during periods of extreme weather conditions, up-to-the-minute reports on road and weather conditions and emergency calls on newscasts to locate families or members of families who are traveling or are visiting away from home, etc. The News Bureau has also developed a system whereby a copy of each newscast mentioning an Iowa serviceman is sent to the next of kin. This service has required the cooperation of local postmasters in many cases because of the lack of a street address or the name of the next of kin. **Management at WHO considers the public service aspect . . . the many extra "little things" that WHO does for its listening public . . . to be the difference between a routine news operation and one that is contributing to the welfare of the community. This — then — is the difference between a good news operation and the "Best Radio News Operation in the United States".**

BETTER NEWS — BETTER AUDIENCES

The leadership of WHO's News Service is only one of many reasons why WHO is *Iowa's greatest advertising value.* The 1951 Iowa Radio Audience Survey, accepted by leading advertisers and agencies as a completely authoritative analysis of listening habits in this state, shows that WHO is by far the "most-listened-to" station in Iowa. Write for your copy, or ask Free & Peters.

+ WHO for Iowa Plus! +

DES MOINES . . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

NPA ADVICE

Proper Scheduling Urged In Station Building

THOUGH National Production Authority rules now permit broadcasters to "self-rate" purchase orders for construction materials up to certain amounts without NPA permission, materials available through self-authorization probably will not, in many cases, be sufficient for construction of new TV stations.

This was the prospect held out to a record-size group of engineers attending the sixth annual NARTB Broadcast Engineering Conference in Chicago last week by J. Bernard Joseph, chief of the Broadcast and Communications Equipment Section, Electronic Division, of the NPA.

Self-authorization limits, Mr. Joseph noted, are 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum per calendar quarter. While these are enough for most alteration or small construction jobs, he noted, the average TV tower requires 100 or more tons of steel.

He pointed out that normally construction takes from nine months to a year, and that if building a station can be scheduled so that steel usage will not exceed 25 tons per quarter, then it will not be necessary to go to NPA for permission to start the job.

Overall, he felt that many TV and radio construction jobs might, if properly scheduled, be completed without needing specific NPA authority.

Peak Attendance

Mr. Joseph spoke Monday on the opening day of a three-day series of technical sessions, held in conjunction with the NARTB Convention. Engineers' registration and attendance at the meetings was record-setting, with peak attendance estimated at 500.

The Monday sessions heard, in addition to Mr. Joseph, nine outstanding TV engineers present technical papers on TV studios, transmitters, antennas, cameras and projectors, while Tuesday morning meetings were concerned with AM, FM and audio—the only non-television sessions of the conference—and Tuesday afternoon was devoted to studies of TV lighting, broad-band transmission research, TV construction and operational economics, a 35 kw TV amplifier, and planning and installation of Argentina as first TV station.

The Wednesday conference featured additional technical papers on TV and symposia on UHF television and small TV operations. (For summaries of technical papers, see B•T, March 31.)

In a Tuesday speech, Robin Compton, associate of the George C. Davis firm of consulting radio-TV engineers, emphasized the "very large" technical costs of TV. Asserting that operating costs may be "fairly well defined" in relation to initial costs, he estimated that a $300,000 physical plant might expect operating costs between $200,000 and $240,000 the first year.

Rural or isolated operations (with at least one network feed) can expect the investment-to-operating cost relationship to approximate 2 or 2.5 to 1, he said, while metropolitan stations may anticipate a ratio of about 5 to 4.

Mr. Compton advised TV station planners to arrive at full understanding between engineering, management and programming personnel, recommended that adequate space be provided, and suggested that remodeling needs will probably arise after a station's first 90 to 120 days of operation.



TECHNICAL problems had their more pleasant side at NARTB engineering conference in Chicago. Caught between reading of technical papers were (l to r) Neal McNaughten, NARTB engineering director; Virginia R. Erwin; Harold E. Fellows, NARTB president; E. C. Page, consultant.

* * *

MATERIALS

Optimists Are Cautioned

EXPRESSIONS of caution designed to dilute the heady air of optimism over eased materials restrictions characterized the views of top government allocations officials last week.

These views were expounded by three key authorities as manufacturers continued a round of meetings with the National Production Authority. Within the past fortnight, discussions were held touching intimately on the welfare of AM-FM-TV receiver output, flow of component parts, future of color-casting equipment and the technical manpower shortage.

Warning Sounded

Notes of caution were sounded by Defense Production Administrator Manly Fleischmann, National Production Authority Administrator Henry Fowler and Charles E. Wilson, who resigned as defense mobilizer last Monday (see story page 72).

The consensus might best be summed up this way: the controlled materials plan is "over the hump" but "must travel a long road" before vital materials are decontrolled.

Radio-TV set manufacturers face no critical cutbacks and should be able to supply receiver demand and reach the industry's collective goal for 1952. The radio-TV station construction ban is "reasonably unfrozen," with prospect for approval of most applications "on a fairly regular scale," according to Mr. Fowler, who addressed the NARTB Convention in Chicago last week (see separate TV story).

Manufacturers have apprised NPA of the small receiving tube picture, the progress of a salvage drive for materials used in radio-TV loudspeaker magnets and the shortage of highly-skilled technical personnel. Still another field—transmitting and cathode ray tubes—will be explored in a session tomorrow (Tuesday).

With respect to the views of top officials:

Mr. Fleischmann told the American Management Assn. National Packing Exposition and Conference that a sudden deluge of materials "is not in the cards," and that expanding output will be offset by expanding military needs in the months ahead.

Mr. Fowler said there won't be any real improvement until the end of 1953 and noted a strike—such as threatened in the steel industry (April 9) "could plunge us into a period of scarcity worse than any we have known to date." Copper and nickel will remain scarce and under controls, he said. The outlook is "undeniably brighter than it was just a few short months ago," however, Mr. Fowler added.

Mr. Wilson, in his fifth and final report on mobilization, said that "in no case has the lack of materials . . . held up any military items"; military production is "beginning to roll"; the U. S. is two-thirds of the way toward peak production; all manpower requirements for the military and defense industry have been met.

Meeting Small Tube Demand

Small tube manufacturers told NPA authorities last Thursday that they are meeting all military and civilian demands. They estimated 1952 output at 310 million for small receiving tubes (video, amplifier systems, etc.) and 5.5 million for TV picture tubes. A trend toward electrostatic type-tubes also was reported.

Conference with set producers was called by NPA March 27 for the purpose of appraising the engineer scarcity problem in relation to the government's color TV manufacturing ban [B•T, March 31], and discussing materials outlook for monochrome sets during the last half of 1952.

Set-makers were advised of the quotas of steel, copper and alumi-

(Continued on page 85)

NARTB FLEA CIRCUS

Fourth Annual Scratch Held

FOURTH annual scratch of the NARTB Flea Circus, comprising those who have made district meeting tours, was held Tuesday during the NARTB Chicago convention. Neville Miller, Washington radio attorney, presided.

A feature of the scratch was unveiling of a flexibly-metered poem by Sydney M. Kaye, BMI. During the business session Robert J. Keller was named to study a proposed "flea classification" program. Dorothy Lewis, of United Nations Radio, was appointed chairman of the women's division in a move to strengthen that branch of the organization.

WPTR NEWSMAN

Elected to Congress

LEO W. O'BRIEN, news commentator at WPTR Albany, N. Y., has been elected to Congress from the 32d Congressional District to fill a vacancy caused by the death of Rep. William T. Byrne (D-N.Y.). He will continue his newscasts on WPTR from Washington, reporting by direct line.



Mr. O'Brien

Mr. O'Brien, winner of three national radio news commentary awards, has been heard on a nightly news program on the Albany station for two years. During this period, he and the station's news director, Howard W. Maschmeier, have captured a first place Sigma Delta Chi national news commentary award and two Ohio State first place awards for their radio reporting.

The new congressman has been bureau chief for INS in Albany and is a featured columnist for the *Albany Times Union, Syracuse Herald American* and other New York state newspapers.

WPJB

PROVIDENCE

The Providence Journal-Bulletin Station

in the Nation's 19th Market

announces the appointment

of

O. L. TAYLOR COMPANY

as exclusive national representatives

effective immediately



WPJB 5000 W · ABC
AM & FM

KMOX audienc larger than two stations in St. ... in metropolitan

daytime
es are

those of the next
Louis COMBINED
St. Louis alone.*

Projected to BMB (50% to 100%) listening areas. KMOX daytime audiences are bigger than those of the next 3 stations combined.

** The Pulse of St. Louis, Jan.-Feb. 1952—6:00 a.m. to 6:00 p.m., Monday through Friday*

CBS Owned · Represented by CBS Radio Spot Sales

SDX AWARDS

Monroe, Griffith, WMAQ Among Winners

SIGMA DELTA CHI, professional journalist fraternity, last week announced 1952 winners of its Distinguished Service Awards in American Journalism.

Awards were announced in 12 categories, among them radio reporting, radio news writing and public service in radio journalism. Winners were:

Jim Monroe, news director, KCMO Kansas City, Mo., radio reporting.

William E. Griffith Jr., KMBC Kansas City, Mo., radio news writing.

WMAQ-AM-FM Chicago, public service in radio journalism.

Mr. Monroe's "unusually speedy and comprehensive coverage last year of the worst flood in Kansas City's history was selected for the radio-television award," his citation reads. A graduate of Central College in Fayette, Mo., and holder of a master's degree from Northwestern U., Mr. Monroe joined KCMO in 1940.

The Kansas City flood also figured in the award to Mr. Griffith. "In his coverage of one of the great stories of 1951, . . . Mr. Griffith not only captured the dramatics of his story but also provided essential public information in time of emergency," according to his citation. Judges said his work "established new standards of excellence and maturity in the field of radio newswriting."

Born and schooled in Kansas City, Kan., Mr. Griffith holds a degree in journalism from the U. of Kansas. For 16 years he served successively as reporter and acting



Mr. Griffith



Mr. Monroe

city editor of the Kansas City *Kansan*. He began radio writing in 1935 at KCKN Kansas City, Kan., on a parttime basis. In 1944, he left the newspaper to be fulltime KCKN news editor. He joined KCMO in 1945.

WMAQ was honored for the news broadcasts on "narcotics in Chicago" and particularly for the program, *The Black Mark*, and other tape-recorded presentations by Len O'Connor.

Citation for this award reads, in part:

"Universal interest, timeliness, and effective dramatization of this program not only held the listener, but also imbued him with a strong desire to counter the problem by firm civic action.

"The stating of the case against narcotics, the manner of direct interview of witnesses and experts, and the offering of answers to the difficulty, were carefully handled and appropriately emphasized. The technical qualities of the program were excellent."

POLITICAL SHOWS

NBC Set May 1; CBS-TV Scoop

SPECIAL network program is scheduled by NBC when Presidential candidates Estes Kefauver, Robert Kerr, Harold Stassen and Earl Warren, with Paul Hoffman representing Gen. Dwight D. Eisenhower, jointly face the national convention of the League of Women Voters in Cincinnati May 1 at what may prove one of the most significant political meetings to be held before national party conventions this summer.

Another major event of the political year was delivered into American homes by CBS-TV exclusively Saturday, March 29, when President Truman issued his surprise withdrawal from candidacy during his address at the Jefferson-Jackson Day Dinner in Washington. Sunday papers, going to press with a previously released but incomplete copy of the speech, missed the news in early editions and were forced to bow to reporting by broadcast media.

Telenews Productions, New York film news service, shared in the scoop when it opened offices for work Sunday and, with special couriers, delivered coverage of the Truman statement for telecasts on local outlets Sunday evening and Monday morning.

POLITICAL LIBEL

Maryland Bill Is Signed

BILL safeguarding broadcasters and telecasters to some extent from suit as a result of remarks by political candidates was signed Tuesday by Gov. Theodore McKeldin of Maryland.

As finally enacted, the law provides about 80% of the protection asked by the Maryland-District of Columbia Broadcasters Assn., which sponsored the original bill. The proposed measure had passed both House and Senate and was on the governor's desk for signature just before the end of the legislative session when it was recalled by Sen. John Turnbull, Baltimore County. An amendment was inserted which drew protest from the broadcast association but since only a few hours were left in the session it was impossible to prevent a change.

Final version protects broadcasters against libel when a candidate libels his opponent. If the candidate libels others, the station can be held liable for compensatory but not punitive damages.

John E. Surrick, WFBR Baltimore, sponsored the original bill.

upcoming

April 8: ABC annual stockholders meeting, RCA Bldg., New York.

April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.

April 16: Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.

April 16: BAB Sales Clinic, Los Angeles.

April 16-18: American College Public Relations Assn. 36th annual convention, Carter Hotel, Cleveland.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 22d annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.

April 19: Ohio Assn. of Radio News Editors, annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.

April 19: Catholic Broadcasters Assn. midwestern regional meeting, Chicago.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

April 20: Los Angeles Advertising Women Inc., in cooperation with Advertising Assn. of the West, 6th annual Frances Holmes achievement awards, Ambassador Hotel, Los Angeles.

'CHARTER SPONSOR' CLUB

Is Promotion for KBIG

INAUGURATION of a unique "charter sponsor" plan for advertisers, along lines of special charter memberships in founding of clubs, has been announced by John H. Poole, owner-manager of KBIG Avalon, Calif., new 5 kw station on 740 kc scheduled to start operating in early May.

Advertisers signing contracts in advance of May opening will buy on a special charter rate of approximately 15% below regular card rate which takes effect when station starts operating. Charter rates to be effective for the contract lifetime, up to a maximum of one year.

FCC TRIBUTE

Sen. White Memory Honored

FOLLOWING resolution on the death of former Senator Wallace H. White Jr. March 31 (see obituary on page 30) was adopted by the FCC April 3:

The Commission notes with deep regret the death on March 31, 1952 of former United States Senator Wallace H. White Jr. at his home in Auburn, Me.

As co-author of the Radio Act of 1927, Senator White exercised a profound influence on the legislative foundation of the American system of broadcasting.

At the time this act was being considered, chaos reigned on the airwaves. The utility of this great instrument of mass communications was being effectively frustrated.

Senator White on the basis of searching sympathetic study, played a leading role in determining the broad base for the regulation of broadcasting in the public interest. He planned and fought for the maximum freedom of the broadcaster consistent with the technical requirements of orderly radio transmission.

Although technological improvements have been made since 1927, his basic premise that broadcasting must operate in the public interest endures as a sound and final principle. It has met the test of the years and has not been found wanting.

The nation's far-flung flourishing system of broadcasting encompassing 3,000 aural stations is a living tribute to the foresight of the distinguished legislator.

Senator White also performed outstanding services to his nation as her representative at important international conferences on radio.

Be it resolved: That a copy of this expression of the Commission's sorrow on the death of Senator White be entered in the permanent minutes of the Commission, and that a copy be sent to his family.

Joins Shulton Inc.

MAXINE ROWLAND, head of copy department of Abbott Kimball Co., New York, to Shulton Inc., same city (Old Spice, Friendship Garden and Desert Flower toiletries), as advertising manager. Miss Rowland succeeds Elizabeth Shoemaker Shenkin, who has resigned to do freelance writing.

NETWORK GROSS

Levelling of Sales Dip Seen—PIB

NETWORK RADIO business seems to be levelling off after a consistent decline during the past year and more, according to February figures released last week by Publishers Information Bureau. Combined gross time sales of ABC, CBS, MBS and NBC radio networks for February, PIB reports, totaled $13,560,948, a decrease of only 9.3% from the $14,958,789 gross for the same month of 1951, compared with a drop of 11.3% for the combined network billings during the first two months of 1952 from the combined gross for that period of 1951. January-February 1952 total was $28,062,498; January-February 1951 total, $31,650,667.

Correcting its January totals [B•T, March 17], PIB reported that in the opening month of 1952 ABC had gross time sales of $3,301,479, CBS of $5,164,309, MBS of $1,678,409 and NBC of $4,357,353, with a combined gross for the four radio networks of $14,501,550.

Network-by-network breakdown for February and January-February, this year compared with last, shows:

	Feb. 1952	Feb. 1951	Jan.-Feb. 1952	Jan.-Feb. 1951
ABC	$ 3,177,970	$ 2,702,721	$ 6,479,449	$ 5,802,139
CBS	4,788,561	6,097,737	9,952,870	12,931,363
MBS	1,600,399	1,426,705	3,278,808	2,969,592
NBC	3,994,018	4,731,626	8,351,371	9,947,573
Total	$13,560,948	$14,958,789	$28,062,498	$31,650,667



We nominate for

THE ORDER of the BIG HEART

Jimmy Delmont of **WTCN**

The Case History:

This is the case history of Jimmy (5x5) Delmont of WTCN-Radio in the Minneapolis-St. Paul Market.

He belongs to that rare breed of men able . . . through a big heart . . . to submerge their own troubles and help others with theirs. The tools of his trade are: a telephone, a husky voice, a turntable, sympathy, and a sure touch in using it.

His mail . . . hundreds of letters and phone calls each week . . . comes from couples on the marital rocks, from working men and women who listen as they drive to and from work. He has proof of over 30 couples happily re-united through his off-the-air help.

How he does these things is Jimmy Delmont's secret. He doesn't moralize, and doesn't hang folks' troubles on a radio laundry line.

6000 members of his 5 o'clock Club tune him in on their car radios and drive home carefully because Jimmy Delmont asked them to.

One more example of radio personalities at WTCN who become part of the lives and loyalties of the folks who live here and who can sell your products to people who believe in them. In the case of Jimmy Delmont you don't sponsor *him. HE* sponsors *YOU!*

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTCN-Radio

and WTCN-TV MINNEAPOLIS—ST. PAUL

Town Crier of the Northwest

National Representatives
FREE AND PETERS

RADIO, TV—

PEOPLE'S OR BROADCASTER'S PROBLEM

Broadcasters have problems today which are an outgrowth of our rapidly growing technological advancements in the art of mass communication. Whether it was proper for the networks to alter their time charges on a nation-wide basis when the new art of television was available in only a relatively small area of the country is beside the point. The fact remains that the alteration of time charges by the networks has changed the value of all broadcasting, in the minds of advertisers and agencies, on a station by station and market by market basis across the whole country. In some cases this change has given the network, as the seller of station time, a decided advantage. All of the changes that will be made in broadcast rates have of course not been made as of this writing. The addition of more television transmitters, new techniques in the use of both TV and Radio, changes in coverage, changes in the size and prosperity of markets and of course, the "inventors mind," will ever be a challenge to any competitive system to alter rates in its efforts to give an advertiser "his money's worth."

The immediate problem is a need for some sort of balance between what a network charges for a broadcaster's time and what the broadcaster charges for that time. This would seem an easy problem from the great amount of analytical data broadcasters have used to sell their wares but the actual solution thus far reached has, for the moment, pleased no one. Controversy has arisen from the advertiser and agency pertaining to "listenership" figures. These figures, outgrowth of acceptability because of use by broadcasters for years, are, on the other hand, contested by some broadcasters because of newer figures now available on "store traffic" created by advertising. These new advertising-created "store traffic" figures have been most complimentary to radio in its comparison with the printed word or with TV.

All of the above is purely the business side of broadcasting.

From the people's point of view, what comes out of their loudspeakers is the determining factor.

In Radio broadcasting the networks have been the primary source of fine programs. It has been the network programs, in the main, which induced people to buy radios. True, the local stations gave many local services of news, weather, civic activities, etc., but it has been the great events of the world plus the top entertainment made available by network radio, which put radios in homes and made those radios be used hour after hour. In effect, it was the QUALITY of the service which made American Radio different from all other.

At the close of major hostilities in 1945 the American Radio picture got its first change by a great influx of new Radio transmitters. Then came Television. The added competition of more than double the "time on the air" of radio programs plus "time on the air" of television programs has "watered" the radio "listening" market. The sparkle and ring of quality shows has been diluted by the great quantity of lesser shows on the air waves. Lower charges for time and announcements with constantly rising operational costs have made for a quantity instead of a quality handling of the commercial advertising messages. All this has taken place at the local and at the national level over the whole country. Local broadcasters have coped with it on a market by market basis. In growing markets prices have been raised and in some diminishing markets prices for time have been lowered. In too many markets the station has simply put into its schedule more and more commercial copy, the effect of which is merely a lowering of rates and from the listener view, a substitution of quantity for quality.

Over the quarter century of network broadcasting, stations have been affiliated with the networks in order to have available quality programs. This fine program service has been worth money to the stations affiliated with the network and they have in most cases given "free hours" to the networks for this service. Beyond the "free hours" the stations have allowed the networks to sell their time and have been compensated at a low rate for this time sold because it cost them less to operate during such network hours. Now, with greater radio competition, plus the tremendous impact of TV in areas where TV is available, we find the networks trying to find some way by which they can painlessly substitute a certain amount of "quantity" for "quality," just as most stations have already done.

This network "quantity" substitution has been and is being done in several ways. The quarter hour and three-quarter hour station break was taken from the station and became the property of the network advertiser who carried two separate programs from the hour to the half hour period or from the half hour to the hour period. Additional secondary products were run into an advertiser's program. Contiguous time was not necessary to be purchased to get a "rate." More and more short periods of 5 minutes duration are to be found in the broadcast schedule. Talent charges were sliced and even a form of participating show has been worked out where several advertisers with different products share program and talent costs. "Premium stations" are being added on a no charge basis. "Below the belt" products, previously shunned, are now heard as regular network sponsors. The low cost detective mystery and even the disc jockey is now common via network radio. On top of this, networks cut the rates of affiliated stations whether there was TV in their markets or not. The result has been less income for the stations to say nothing of less income to the networks and more and more advertising with less and less attractive programs for the listeners and the end is not in sight.

Over the years there has been talk of limitation of the amount of commercial copy in relation to the amount of time purchased by an advertiser. In fact, in our Nation's Capitol the politician has even talked about limitation of the amount of time devoted to commercial sale. Our American free enterprise system of radio can little afford political supervision of program content of each individual program and the radio people from their own selfish point of view should soon find an answer before the representatives of the people come knocking at their door.

The people's response to a program, an announcement or the printed word, whether it be on radio or in the press or on TV should be heeded in coming to a decision concerning the value of any advertising.

Ed Craney

CERTIFIED SELLING POWER!

ARBIndex

ARBIndex is the ratio of performance at the point of sale of a radio station and a newspaper. The ratio is based upon Certified ARBI surveys in which an equal expenditure is made in both media for identical merchandise and advertised simultaneously.

ARBIndex is the ratio of the radio station to the newspaper on the basis of traffic developed by each medium. The newspaper is the constant with a factor of 1. The radio station, based upon the relative performance of the two media, is in ratio to this constant. Thus, if an equal number of people respond to the advertising at the point of sale, the ratio of the radio station to the newspaper would be 1 to 1.

ARBIndex is NOT a rating of a station's popularity—it is a RATIO OF PERFORMANCE at the point of sale. ARBIndex is a MEASUREMENT OF RESULTS.

ADVERTISING RESEARCH BUREAU, INC.
Central Building
Seattle 4, Washington

KXL



KXLY



KXLF



KXLL



KXLJ



KXLK



KXLQ



The XL Stations

KXL PORTLAND • KXLY SPOKANE • KXLF BUTTE • KXLL MISSOULA • KXLJ HELENA • KXLK GREAT FALLS • KXLQ BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company



STATE broadcast association chairmen were guests of BMI and NARTB at Monday luncheon in Chicago. At table with Carl Haverlin, BMI president, and Harold E. Fellows, NARTB president, were (l to r): Sydney M. Kaye, BMI vice president-general counsel; Calvin J. Smith, KFAC Los Angeles; J. Leonard Reinsch, WSB-TV Atlanta; Mr. Haverlin; FCC Chairman Paul A. Walker; Mr. Fellows; Emmett Brooks, WEBJ Brewton, Ala., chairman of state presidents; D. Malcolm Neill, CFNB Fredericton, N. B., chairman, Canadian Assn. of Broadcasters.

FM OPERATORS

Clarify Rights, FCC Is Asked

FM STATION operators looked their financial figures in the face, appraised results of three cooperative promotion campaigns and wound up a half-day meeting at the NARTB Chicago convention by calling on FCC to clear up the rights of such supplementary services as transit and storecasting.

Contrary to custom, FM delegates overflowed the Conrad Hilton hotel meeting room, with about a hundred broadcasters turned away during the Monday morning meeting. Presiding was Ben Strouse, WWDC-FM Washington, NARTB director-at-large for FM. Michael R. Hanna, WHCU-FM Ithaca, N. Y., sat as a board observer.

A program devoted mainly to the series of promotion programs, soon to be expanded under auspices of NARTB and Radio-Television Mfrs. Assn., wound up in a brisk debate over resolutions. Members of the Resolutions Committee were Ed Wheeler, WEAW (FM) Evanston, Ill., and Ray Green, WFLN (FM) Philadelphia.

Proposal Is Tabled

Oratory broke out all over the room when a resolution proposed the FCC check FM license renewal applications of network owned stations and match applications against performance of these stations. The resolution was tabled after delegates suggested it amounted to an endorsement of FCC investigation of stations; that all stations would probably suffer were such an FCC policy adopted, and that it would arouse antagonism on the part of other groups.

Other resolutions asked radio set makers to develop auto FM sets and auto makers to install them; thanked RTMA and member manufacturers for cooperation in FM promotion and in production of FM sets, proposed FM tuners be installed in all TV sets and praised work of John H. Smith Jr., NARTB FM director.

Benefits of the NARTB-RTMA FM promotion plan in North Carolina were described by E. Z. Jones, WBBB-FM Burlington, N. C., and Joe L. Pleasants, Allison-Erwin Co., Zenith distributor in Charlotte. Mr. Jones said FM sales were stimulated though many dealers did not cooperate nor was the home demonstration idea properly developed. He said the drive increased availability of FM sets at dealers and helped listening to some extent.

Mr. Pleasants said 15 distributors took part in the North Carolina campaign, five of them actively. Despite a textile depression and other adverse factors, a group of dealers sold 4,462 sets in the five-week test period. This did not include such chains as Sears Roebuck, Montgomery Ward and Western Auto. The total actually ran well over the 5,000 mark, he believed.

Sets in D. C. Cited

Everett L. Dillard, WASH (FM) Washington, D. C., said the District of Columbia has 140,000 FM-equipped sets in 405,000 families, with FM stations having wider range than most AM outlets as well as more network on the air than AM stations. The Washington campaign, scheduled to start March 1, got under way slowly and has been extended to April 15. He played a tape of a "sales meeting of the air" conducted for the benefit of salesmen.

William Hills, managing director of the Electric Institute of Washington, said only four distributors had any FM sets in stock when the campaign started. Despite handicaps of federal income taxes, local income taxes, Easter and $88 TV set sales, he declared, 2,309 FM sets were moved in March compared to 2,480 in the same period a year ago. He contended this record was outstanding in view of the fact that appliance volume was down 25-35% at the time. He added that dealers appreciate the daily announcements by FM stations, which help FM "sink into the public mind."

David Grigsby, advertising manager of Zenith Radio Corp. and chairman of RTMA's special FM Committee, gave Mr. Smith and other NARTB officials credit for their public relations job in the campaign and contended increased selling power has been developed in the FM set field.

Henry Onorati, advertising director of radio-TV, Crosley Div. of Avco Mfg. Corp., pointed to definite sales gains in the promotion campaign and growing public awareness of FM.

Herbert Guenin Jr., advertising manager of RCA Victor Div., said manufacturers will do all they can to help promote sale of FM sets. He said the promotion drive has helped dealer-distributor relations and showed how industry groups can work cooperatively with benefit to all.

A letter from Kenneth F. Schmitt, WIBA-FM Madison, Wis., told of the promotion campaign in that state.

Mr. Smith predicted steady expansion in FM. The association is expanding its work, he added, with the set campaign a piece of evidence. He spoke of the growing spirit of harmony about stations, manufacturers and sellers of sets. More listenership is the target, he contended.

Next FM promotion drive will take place in New York state with others to follow.

West Coast NBC Salute

FOUR West Coast stations were scheduled to be saluted on the 25th anniversary of their affiliation with NBC by a special radio network program from 10:30-11 p.m. EST Saturday. The broadcast, originating in Hollywood, was titled *Operation Pacific Coast* and honored KOMO Seattle, KHQ Spokane, KFI Los Angeles and KGW Portland.

CBC Good Friday Policy

NO commercial programs will be aired on Trans-Canada and Dominion networks of Canadian Broadcasting Corp. on Good Friday. This marks first year CBC institutes same policy on Good Friday that it has used for some years on Christmas Day. CBC-owned stations will also carry no commercials that day, but no regulation has been issued regarding commercials on independent stations.

NARTB GOAL

Is Outlined by Fellows

ORGANIZATION of the United States into an overall national association and 48 autonomous state associations is the goal of NARTB, President Harold Fellows told a joint NARTB-BMI luncheon for state presidents, held during the NARTB convention in Chicago.

Growing legislative and regulatory problems among the states require careful study and cooperative action, Mr. Fellows said.

Carl Haverlin, BMI president, described progress of the BMI campaign to encourage young composers. He said 800 stations averaged over 6 hours a week of concert music under BMI encouragement.

Dan E. Jayne, WELL Battle Creek, Mich., was elected chairman of the state association group. He succeeds Emmett Brooks, WEBJ Brewton, Ala. Guest at the luncheon was D. Malcom Neill, CFNB Fredericton, N. B., chairman, Canadian Assn. of Broadcasters.

FCC Chairman Paul A. Walker, guest of honor, informally reviewed FCC's budget problems. He recalled that Congressmen talk about cutting FCC appropriations in one breath and then ask the Commission, "When the blank are you going to get television down here. If somebody doesn't appropriate funds, many parts of the country will be in a bad fix so far as television is concerned."

BMI was host Tuesday at a dinner for the BMI-NARTB boards. The BMI board met the previous Sunday, reviewing progress of the composers contest and other promotions.

The new BMI TV Clinics [B•T, March 31] will be held in New York May 19-20; in Chicago May 22-23, and in Hollywood May 26-27. Topics on the agendas will be program and production economies, public service disc jockeys, musicians, music clearance, educational programs, local TV news, camera techniques, purchase of film, film features, film operation and package-spot programs. Some of the sessions are to be held in TV studios.

The annual series of BMI broadcast clinics opens April 27 in Missoula, Mont., running through May 16. Forty-two clinics will be held, with two and three a day in different areas.

Golden Jubilee

IN HONOR of the publisher's golden jubilee, *Santa Barbara News-Press*, KTMS Santa Barbara and KCOY Santa Maria, all Calif., invited the public to an "informal open house" in the News-Press Bldg., Santa Barbara, Monday through Thursday last week. The News-Press Pub. Co. is licensee of both KTMS and KCOY. Building was formally opened and dedicated March 30.

RADIO ALONE PULLED 25,000!



Using WJW **only,** Alan Freed, emcee of "The Moondog House," pulled an overwhelming 25,000 to the Moondog Coronation Ball. Here's proof that Cleveland's Chief Station is still Cleveland's best buy. Write, wire or call for available segments on this hottest show in town, "The Moondog House." Afternoon, 5 to 6; late-night, 11:15 to 2 a. m.

CLEVELAND PRESS, PAGE ONE

"... police reserves were forced to disperse a crushing mob of 25,000 ... 30 extra firemen ... 40 extra police ..."

STAN ANDERSON, PRESS

"... radio is not a dead medium when it can singlehandedly draw 25,000 to a dance."

CLEVELAND NEWS, PAGE ONE

"... doors closed ... after turnstiles totaled 10,091 admissions and still more ticket holders began to storm the entrance."

CLEVELAND PLAIN DEALER

"People came from as far as Toledo ..."

WJW

CLEVELAND'S *Chief* STATION

5000 W. WJW BUILDING

BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.



TAKE A GOOD LOOK AT

CHATTANOOGA

FIRST IN AUDIENCE IN THE MORNING

FIRST IN COST PER LISTENER

FIRST IN LOCAL ACCEPTANCE

Outstanding Local Personalities Build an Outstanding Audience

WDEF

CHATTANOOGA

1370 KC 5000 WATTS

Carter M. Parham, President

Represented by BRANHAM

CONGRESS

Time Runs Short; Radio Legislation Pends

WITH an eye on the calendar, Washington lawmakers are hammering away at "must" measures for 1952 with remarkable force this spring. Legislators' aim on Capitol Hill is to fold the debate tent by July in time to stalk the Chicago political conventions.

In addition, there is the campaign stretch which means incumbents need and want a time grace to return to their home states to campaign for the November elections.

In effect, this puts an unpredictable stop watch on pending legislation that is concerned with broadcasters' interests.

Most important legislative actions with which broadcasters have been concerning themselves are (1) the McFarland bill (S 658), a major measure that would set up new operating guideposts for FCC, and (2) a projected study of political broadcasts, looking forward to a clarification of Sec. 315 of the Communications Act.

Capitol Hill's thrust toward adjournment has asserted itself in the past few weeks. The pace is unrelenting in the House where that chamber has been passing appropriations bills methodically and bucking them over to the Senate without a letup.

Congressmen's strategy is to quickly get these "must" measures out of the way so that the slower-moving Senate can have plenty of time to consider them. Other "musts" are the Defense Production Act renewal or modification and foreign aid. There is no tax bill this session.

Resume of Bills

Item by item, the Congressional radio-TV picture looks like this:

● McFARLAND BILL—House Interstate & Foreign Commerce Committee has reported the Senate-passed measure [B•T, March 17]. However, the House version of the communications bill has not yet been completed. A report, which may be more of a document, will accompany it. Latest guess is that the committee will attempt to have both these items out of the way before the House Easter recess. Next steps probably will be House approval, then a joint conference between the houses.

● POLITICAL BROADCASTS—Although the House Commerce Committee chairman, Rep. Robert Crosser (D-Ohio), has signified his desire to give this subject a hearing, the committee's agenda is crowded [B•T, March 31]. There has been no hearing in the Senate.

● RADIO-TV BAN—There has been no indication that the House will amend the rules so as to permit radio-TV live or tape-film coverage of its committee proceedings [B•T, March 10]. It appears at this date that Speaker Sam Rayburn's (D-Tex.) ban is here to stay at least until the 83d Congress convenes next year.

● "DRY BILL"—The clock ran out on the proposed banning of liquor advertisements on radio or TV. The Johnson-Case bill (S 2444) has been defeated in the Senate Interstate & Foreign Commerce Committee [B•T, March 31].

● PROGRAMMING—In the House, the rug has been slipped from under a proposed investigation by a select committee of radio and television programs [B•T, March 31] (see story, page 28). But in the Senate, apparently Sen. William Benton's (D-Conn.) call for a radio-TV review board has been languishing.

● CAPEHART PLAN—This concerns the cost-allowance formula in the pricing structure as spelled out in the Defense Production Act. It is one of many issues to be considered as Congress proceeds with a study of the Act in its roll toward adjournment.

● FCC AND RECRUITING FUNDS—FCC is striving for additional funds to help it break the expected application workload when the TV freeze lifts. The House has passed its recommendation, the Senate is next on the agenda. Recruiting funds for radio-TV—money to be spent by the Army and Air Force—also is included in consideration of the general appropriations.

● NARBA—A Senate Foreign Relations subcommittee has not yet considered the North American Regional Broadcasting Agreement that is pending Senate ratification.

NBC ISSUES NEW CARD

Formalizes 1951 Reductions

NBC last week issued a new rate card (No. 34) for its radio network, formalizing the 10% reduction in afternoon and evening rates and the elimination of the 5% premium charge for the 8-10 p.m. time which NBC put into effect July 1, 1951. Failure of some readers of the new card to note the effective date led to a flurry of excitement over what they thought was a new series of rate reductions which quickly subsided when the date was brought to their attention.

The new NBC radio network rate card groups the network's affiliates into "primary" and "supplemental" stations under the plan adopted by NBC last fall [B•T, Oct. 8], which the network is still vainly trying to persuade its affiliates to accept.

ACCORDING to Frederic W. Wile Jr., NBC vice president and director of TV production, *Life of Riley*, starring William Bendix, will be produced as both a radio and TV program broadcast from Hollywood commencing next fall.

Batista Interview

FORT INDUSTRY Co. has claimed for its owned radio stations the only personal interview thus far granted to any U. S. station by Gen. Fulgencio Batista since his coup d'etat in Cuba. The interview, company spokesmen reported, was secured and recorded by Mrs. Ida Faulk, Latin-American commentator of Fort Industry's WGBS Miami, for broadcast by WGBS and other Fort Industry outlets.

AWRT SESSION

Held at Detroit

SECOND annual national convention of American Women in Radio & Television, April 4-6 at Statler Hotel, Detroit [B•T, March 3], was to feature a series of workshop sessions on television, agencies and public service. According to Convention Chairman Edythe Fern Melrose of WXYZ-AM-TV Detroit's *House O' Charm*, sessions included the following:

"You Gotta Develop Your Vision in Television," was to be presided over by Miss Melrose, with panel members Susan Bartlett, continuity director, WTTV(TV) Bloomington, Ind.; Dave Green, director of television, WWJ-TV Detroit; Harry Kahler, Kenyon & Eckhardt, New York, and Duncan MacDonald, supervisor of women's programs, DuMont.

Betty Stuart Smith, J. Walter Thompson Co., N. Y., was to conduct session on "Meet the Agencies and Package Houses—We All Work Together," with panel including Anne Gleason, president, Gleason Agency, Detroit; Gladys Blair, Young & Rubicam, Chicago; Betty McCabe, Sherman & Marquette, New York, and Beulah Zachary, producer of *Kukla, Fran and Ollie*, NBC-TV Chicago.

Other Activities

In public service category, "The Public Be Served!" was to be led by Natalie Flatow, Girl Scouts of America, New York. Serving on the panel were James Hanrahan, vice president and general manager, WEWS Cleveland; Henriette Harrison, radio-TV director, WMCA New York; Kay Lardie, manager, WDTR (FM) Detroit, and supervisor of radio-TV for Detroit public schools, and William Hodapp, executive director, Teleprograms Inc.

A plaque honoring American Women in Radio and Television for its help to U.S. homemakers was to be presented at the convention by the Kellogg Co. of Battle Creek, Mich. The plaque was to be presented by Detroit's Mayor Albert E. Cobo on behalf of Kellogg's to Edythe Meserand, president of AWRT.

Each member of the AWRT receives a replica of the award suitable for framing.

Merchandising Magic in Baltimore!

Kitchen Karnival

The show that promotes at point-of-sale!



BRENT GUNTS
Baltimore's top M.C., a favorite with the ladies who pay $1.00 to see him or for the lunch (we don't know which).

JOE CROGHAN
Announcer and right hand man to Brent Gunts, has a quick sense of humor and a winning touch with commercials.

DON REDDING
WBAL's Sales Service Manager, whose primary function is to correlate the terrific power and effect of "K. K." with the effort of the manufacturers' own local broker or representative.

BILL MASON
Merchandising Manager, carefully plans the campaign and promotions for sponsors. He sets up luncheons, shows and displays, and personally visits dozens of chain and independent stores weekly.

JIM MARKIEWICZ
Another experienced grocery detail man. Full-time on the street, achieving distribution, stimulating sales, setting up displays, obtaining bona-fide orders for "K. K." products. Weekly written reports to sponsors on activities.

Kitchen Karnival, WBAL's outstanding daily half-hour festival of fun, offers participating sponsors guaranteed, concentrated merchandising for their products in the Baltimore area food stores. Your product is exposed to thousands of customers. For instance: Your product is mass displayed at luncheon broadcasts and at church and civic broadcasts in and around Baltimore; it is sampled by luncheon guests and audiences numbering over 500 each week; it is given as prizes at every broadcast; it gets special point of sale display and active in-store promotion from full-time merchandising men.

WBAL

50,000 Watts • NBC in Maryland
Nationally Represented by EDWARD PETRY & Co.

CO-OP PROMOTION Continuing Need Stressed

SUCCESSFUL selling of radio cooperatively by stations in the same city and the continuing need for audience promotion on the air and in sales presentations was outlined to NARTB conventioneers Tuesday afternoon.

Keynoted by Lee Little, general manager of KTUC Tucson, the audience promotion session concerning "The Tale of Three Cities" attracted an estimated audience of 60 broadcasters. Mr. Little, commenting on the small audience in contrast with the "3,000 attendance," termed the session "one of the two top-level discussions" at the convention.

After reprimanding broadcasters for not forwarding their successful promotion ideas to NARTB so the entire industry would benefit, Mr. Little pointed out that many stations neglect to promote good shows which they put on the air. He cited the instance when a network aired a sustainer to its affiliates for 13 weeks, learning afterwards that no stations had ever picked up the show because "they had not been advised the thing was available."

"Good, solid" promotion gets an audience for bad programs, and can also improve them. "When we tell people to listen to a radio program, they do. We in the radio business have found out that people do what we tell them to do," he said, referring to sale of products, collection of funds and tabulations on mail.

At KTUC, Mr. Little uses audience promotion schemes with every sales presentation, outlining what the station will do for the show and the client and what the client, in turn, should do to bolster the radio effort. He recommended advising the sponsor's employes through meetings or letters that radio is being used, inclusion of a box in newspaper space and display of store and window cards.

Detailing combined radio campaigns among stations in the same city were John Esau, vice president and general manager of KTUL Tulsa; Jack Knabb of the advertising agency of the same name in Rochester, N. Y., and Worth Kramer, general manager of WJR Detroit. Richard M. Allerton represented NARTB, of which he is research director.

Stress Own Assets

Broadcasters need to remind themselves of radio's assets, Mr. Esau said, naming flexibility and adaptability as primary. His station, among six radio stations and one TV outlet, helped organize the Tulsa Associated Broadcasters and hire a paid secretary.

The group initiated a radio week, blew up the mayor's proclamation for backgrounds and displays in retail store windows throughout the business district and organized all-station basketball and softball leagues with the call letters getting frequent mentions on newspaper sports pages.

The stations offered $1,000 cash to anyone who could find more than a 5% margin of error in a Tulsa radio and television survey. They also helped to revive the state radio association. Despite the group's "solid front," however, each station sells and promotes individually to retain its identity, Mr. Esau said.

KTUL has reinstated the last-minute copy change, "although it's a lot of trouble," uses a lot of names in chats with listeners and block programs the schedule with numerous giveaways, which include "giving away" an announcer to a housewife every other Thursday and a local variety of "Lonesome Gal" to women's clubs and civic groups.

Some 60 new residents in the city weekly receive personal letters from Mr. Esau, followed by another from the program director and a program schedule, and all staff members take active part in most of the local civic, fraternal and cultural groups.

"We've thrown out the word sustaining," Mr. Esau said. "The station that is never missed never dies —the station that dies is never missed."

Mr. Knabb, public relations counsel for the Radio Broadcast Management Council of Rochester, referred to the broadcast "nightmare in 1950 when ghosts of the competition haunted dreams of almost every radio man."

Purpose of Council

The group, organized to "make headway with use of headwork," has worked to maintain and improve the audience size and to sell better and more radio time. Because public relations "was the first job," speakers were sent to talk about radio positively rather than apologetically before local groups.

A screening committee was formed to handle all requests for free time, followed by approval of the Rochester Advertising Committee and various civic groups of the concept that stations were entitled to be paid the same amount as spent for newspaper space by organizations such as the Community Chest.

Mr. Knabb failed initially in convincing council members they could successfully sell as one group to an advertiser, although he later proved his theory by making two sales of four stations to a single sponsor. "It takes courage to make a profit and to try new ideas," he said, "and profit is the only thing that keeps us in business."

Mr. Kramer, also co-organizer with six other station men of the United Detroit Radio Council, asks broadcasters for "alert programming, vigorous audience promotion and strong sales efforts to get the other media dollars as well as competitive radio dollars." Station management can retain its place in the advertising picture and gain and keep the respect of its audience and advertisers by reflecting the strength and integrity of broadcasting concepts in their individual operations, he said.



SINGER Peggy Taylor pins carnations on NARTB delegates, inviting them to visit facilities of WGN-AM-TV in Chicago. With her are Charles Sherburne (l), KCBQ San Diego, and Van C. Newkirk, KHJ Hollywood.

Detroit Activities

To "re-awaken listeners and advertisers," the Detroit group conducted weekly meetings and spent $5,000 in a three-month car card and newspaper campaign backed intensively by radio, using 400 car cards and 113 cartoon ads rotating among three papers. The seven stations aired 24 radio promotion spots daily, mentions in local shows, in direct mail pieces, on envelopes and in advertisements.

The Detroit group originated the slogan which is used by industry elements throughout the country, "Wherever you go there's radio." The slogan is the title of a song written by a WJR staffer which has been recorded and distributed at cost to other stations.

Mr. Little, in recapping comments of the panelists, outlined a few of his promotions. Among them were free brake-testing and lining replacement for all residents of Tucson, use of acetate tape with "As advertised on KTUC" in sponsoring stores, gummed wrapping tape for outgoing packages in retail concerns, letters to sponsors' employes and purchase of the sponsors' merchandise.

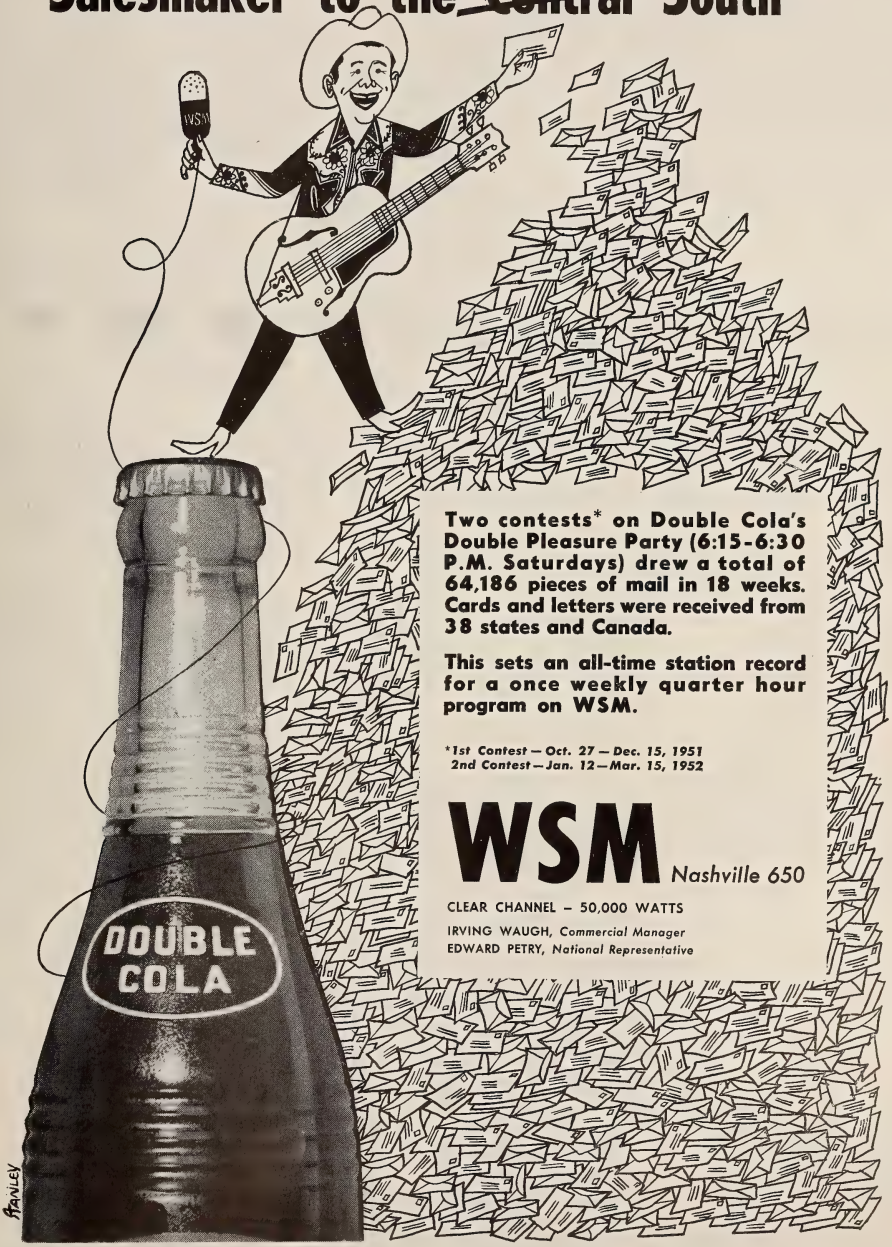
He advised station men in smaller towns to keep promotion plans simple, recommending also that network promotion men in New York send out "down-to-earth" audience material adaptable to "people west of the Hudson."

"They should get out and see what goes on there," he said.

"There is no reason for anyone to be a bad broadcaster. No matter what you do, you should do it well."



Salesmaker to the ~~Central South~~ 38 STATES



Two contests* on Double Cola's Double Pleasure Party (6:15-6:30 P.M. Saturdays) drew a total of 64,186 pieces of mail in 18 weeks. Cards and letters were received from 38 states and Canada.

This sets an all-time station record for a once weekly quarter hour program on WSM.

*1st Contest — Oct. 27 — Dec. 15, 1951
2nd Contest — Jan. 12 — Mar. 15, 1952

WSM *Nashville 650*

CLEAR CHANNEL – 50,000 WATTS

IRVING WAUGH, *Commercial Manager*
EDWARD PETRY, *National Representative*





Everything's humming here!

And there's plenty in it for you. Because the *new* BEEHIVE RADIO NETWORK is busy providing advertisers with exhaustive coverage of a billion-dollar empire (annual retail sales: $1,024,809,000) honeycombed with farms and factories. The BEEHIVE—a combination of 50,000-watt KSL plus four other busy CBS Radio affiliates in Utah and Idaho—has a potential audience of 45,740 more radio families than any competing regional network. Now, thanks to the five stations of the new BEEHIVE RADIO NETWORK, you can get *blanket coverage* of the entire Intermountain America market plus intensive *local merchandising* of your product in key population centers. To gather in the riches that are waiting for you throughout this 576,000 square-mile territory, just buzz KSL or CBS Radio Spot Sales and ask for complete information about . . .

THE BEEHIVE* RADIO NETWORK

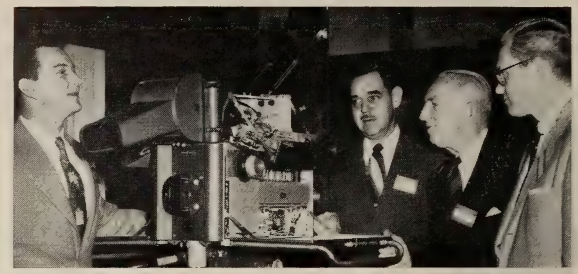
Frank B. McLatchy, Manager

KSL, Salt Lake City
KSUB, Cedar City
KEEP, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

*Symbol of the early territory of Deseret (Utah, Southern Idaho, parts of Nevada and Wyoming)



FEDERAL Telephone and Radio Corp., Clifton, N. J., was represented by (l to r): Robert Deutsch and Joe Kircher, sales engineers, and C. J. Harrison, vacuum tube sales manager.



STUDIO CAMERA manufactured by RCA is demonstrated by this group of RCA men. They are (l to r) A. Reisz, A. R. Hopkins, Al Josephsen and C. M. Lewis.

* * * * * * * * *

HEAVY EXHIBITS

Fewer Big Products Shown at Chicago

HEAVY EXHIBITS — those of station transmission and studio equipment makers—were lighter this year at the NARTB convention, with RCA again leading the field in amount of floor space and number of items displayed.

The company sent more than 60 representatives from its custom recording, engineering products and tube divisions. At the opening of its extensive display was a revolving platform with a new combination studio-field camera operated by a plaster male model before a life-size ballet dancer.

Equipment available for inspection included AM, FM and television transmitters, audio equipment, monitoring units and test apparatus for all kinds of stations. Items for TV stations included mobile equipment, cameras, control room units and distribution amplifiers.

RCA also showed AM, FM and TV antenna systems, transmission line equipment, tower lighting units and accessories.

The camera, described as TK11A for studio use and TK31A for the field, features a view-finder with a seven-inch kinescope, superior yoke design, a video amplifier with adjustable blanking and rugged construction.

Andrew Corp. featured as the central attraction of its display the new skew antenna based on an engineering principle which provides for mounting on the sides of buildings, eliminating necessity of a tower on top. Company manufactures transmission lines for VHF and UHF, antennas and mounting, dehydrating and tower lighting equipment.

Representatives of Collins Radio Co. from five cities showed convention visitors the complete line of AM and FM broadcasting installations, transmitters ranging in power from 250 w to 50 kw, FM antennas, 10 w FM educational broadcast systems, studio and accessory equipment, remote pickup amplifiers, speech input consoles, transmitter control consoles, transmitter monitoring, test and accessory equipment and custom-built studio installations.

Fully-equipped television station, with transmitter, cameras, studio, control room, film projection room, transmitter room and client's booth was installed by the Allen B. DuMont Labs. Other exhibit features—a 5 kw "Oak" air-cooled transmitter and console, a director's desk for audio and video switching and line amplifier designed to make programming more flexible and to handle special effects with finger-tip controls.

Gates Radio Co. men showed speech input equipment, including two complete console systems and a pre-set program dispatching and switching facilities. Other features were two AM transmitters and a 250 w FM relay transmitter used for STL service.

Thirty representatives of General Electric Co. manned its lower-level display of UHF TV transmitter equipment and controls, a UHF antenna, studio camera channel, film camera channel, Synchro-Lite projector, station switching equipment, synchronizing equipment, portable console and audio consolette.

General Precision Lab. presented new TV camera chains and studio field equipment as well as professional 16mm telecasting and previewing projectors. The camera has separate light indicators for each of four lenses, plus a fifth light indicating on and off.

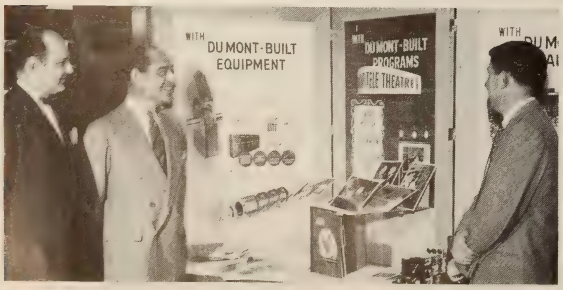
Federal Telecommunication Labs.

* * *

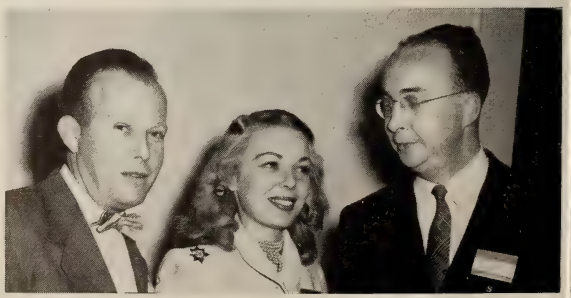


GRAYBAR's delegation included (l to r) Bob Uhrig, J. W. LaMarque and Larry O'Connell.

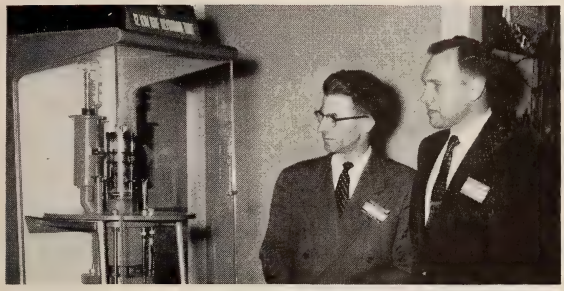
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OPERATION UHF was inspected at the Allen B. DuMont Labs. display by staff members (l to r) H. E. Taylor Jr., manager of the television transmitter division in Clifton, N. J.; Herb Bloomberg and Lew Radford Jr., district managers.



TV CAMERA chains and studio-field equipment were displayed by General Precision Lab. and its delegates (l to r): John M. Sims, Lee Matheson and Louis L. Pourciau.



INTRODUCED at the convention for the first time was General Electric's 12 kw UHF Klystron tube. Heading the GE delegation were William J. Morlock (l), general manager of the commercial equipment division, and Frank P. Barnes, sales manager for the broadcast equipment section. The new tube, which has been operated at more than 15 kw power at 750 mc during development tests, will soon be installed at GE's plant in Syracuse for propagation tests. If FCC authorizes maximum effective radiated powers above the presently proposed 200 kw, the basic design of the Klystron will make 50 kw tubes "entirely practical," company claims.

* * *

displayed, in cooperation with Graybar Electric Co., the company's new distributor. Showing items from camera to antenna, the exhibit stressed installations based on successful stations which Federal has equipped in North and South America. The company manufactures transmitting, rectifier and picture tubes, as well as magnetrons.

Graybar also distributes for Continental Electronics Mfg. Co., Blaw-Knox Co., Ampex Electric Corp. and Altec Lansing Corp., all NARTB associate members. Products include transmission and studio equipment, speech input units, tubes, tape recorders, test and measurement equipment and metal cabinets. Continental exhibited three broadcast transmitters for AM.

Switching equipment wiring devices and switchboards for TV studios, as well as related engineering services, were featured in the display space of Kliegl Bros. Universal Electric Stage Lighting Co. Another manufacturer of switchboards, lighting and equipment, remote controls and mike booms was Century Lighting Inc.

Broadcast Music Inc., cooperating with the NARTB, set up Freedom Hall with a large collection of historical documents and the original manuscript of the "Star Spangled Banner." BMI, now in its 12th year, also featured a miniature theatre with hit songs. It also displayed promotion material on the program encouraging broadcast of concert music and the young composers radio awards. The award program is conducted cooperatively with state broadcasters' associations.

Also see Light Exhibit story, page 52

Other exhibition hall booths were occupied by the Broadcast Advertising Bureau, Armed Forces Information Center, National Production Authority and NARTB Station Relations.

FCC LEGISLATION

Reaches Floor of Senate

SENATE Expenditures Committee last week approved and sent to the Senate floor a bill providing that an FCC Commissioner can be removed from office only for cause, that is, for inefficiency, neglect of duty or malfeasance [B•T, Feb. 25]. The bill (S 1139) also would permit Commissioners to stay in office after their terms expire until a successor is named and confirmed by the Senate, and place a 60-day limit on extra service.



EQUIPMENT manufactured by Gray Research and Development Co. is readied for convention visitors by Chester A. Snow (l) and Chester B. Hayes.

KLZ—30 YEARS OF SERVICE



PHILLIP X. DANIELS
President
Colo. Chamber of Commerce

"KLZ...a splendid servant of the people...a great asset to our state!"

Phillip X. Daniels, president, Colorado Chamber of Commerce, recently stated: "KLZ is a splendid servant of the people and a great asset to our state."

Mr. Daniels was analyzing KLZ's 30 year record of public service to the Rocky Mountain area and the distinguished list of national honors that KLZ has brought to its area. Leading Colorado citizens—U.S. Senators, Congressmen, Governors, Mayors—have joined publishers, businessmen and clergymen in praising KLZ's unparalleled public service record.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

'DUPLEX' DATA

Hooper Extends to Set Use

C. E. HOOPER Inc. is now using "Duplex Coincidental" data for "sets-in-use" figures as well as for "ratings" and "share-of-audience" data. Advantage of the "duplex" data, which are obtained by asking "What were you listening to 15 minutes ago?" as well as "What were you listening to when the phone rang?", is that the sample size is doubled with no increase in cost, the research firm explained.

Extension of the "duplex" data, according to a Hooper spokesman, followed extensive research authorized by Dr. Matthew N. Chappell during his analysis of methods of measuring broadcast audiences. "This research showed that there was no sacrifice of accuracy when compared with the industry standard method, namely coincidental," it was stated. The full research on "Validation of the Accuracy of the Duplex Coincidental" will be published in booklet form as the other parts of Dr. Chappell's study have been.

A sample test study conducted in New York in January showed little difference between station audience rating figures and sets-in-use data obtained by the "Duplex Coincidental" method and those obtained through the pure "coincidental" system. Morning radio sets-in-use were reported as 12.53 by the coincidental method, 12.79 by the duplex method. Afternoon radio sets-in-use were 9.97 (C.) and 9.82 (D.). Evening figures were 8.99 (C.) and 8.98 (D.).

ZENITH INCOME OFF

'51 Gross and Net Lower

ZENITH Radio Corp. had net sales of $110,022,780 for 1951 with a net income of $5,370,740 ($10.90 per share) after provision for federal income taxes of $6,400,000, company has reported in its annual statement.

This compares with sales of $134,012,595 and a net of $8,479,390 ($17.22 per share) in 1950.

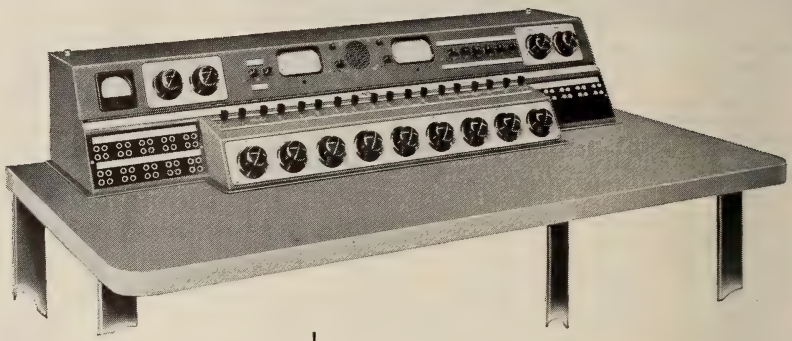
Total current assets as of the end of 1951 was $34,588,640, of which $12,942,172 was in cash, the report showed. Total current liabilities was $13,868,381.

Bowling Green Meet

COMMUNICATIONS Institute at Bowling Green State U., Bowling Green, Ohio, June 20-21 will feature as main speaker and consultant Dr. Dallas W. Smythe, research professor at the U. of Illinois Institute of Communications Research and former chief of the economics division of the FCC. Dr. Smythe's convocation address will be, "Mass Communications: What Are They Doing for Us and to Us?" The two-day program is offered as an area public service to educators and professionals in communications.

GraybaR recommends

THE NEW ALTEC 250A SPEECH INPUT CONSOLE



Here is the latest addition to Altec's new and enlarged line of speech input equipment — the 250A Console. A completely self-contained unit for AM, FM, or TV, the Altec 250A offers:

•

Two main program channels which can be operated simultaneously on separate programs.

•

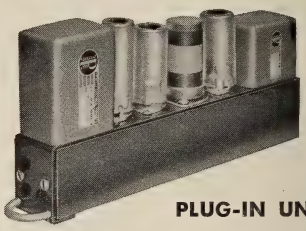
A nine-channel parallel mixer — any combination of nine inputs can be used at the same time on either channel.

•

All necessary monitoring, cue, audition, and signaling circuits.

•

Controls, keys, and pots conveniently arranged for maximum accessibility.



PLUG-IN UNITS . . .

All pre-amplifiers, line amplifiers, and power supplies are of the plug-in type . . . are compact . . . easy to change and service. (The pre-amplifier unit, for instance, is only 1⅝"x4¼"x9" in over-all size.) The plug-in units are also available for rack-mounted and custom speech input installations.

Ask your near-by Graybar Broadcast Equipment Representative for complete information on Altec speech input equipment for any requirement. He'll be glad to furnish you with data covering specifications and performance of the new Altec 250A and 230B consoles, as well as the popular 220A portable model. *Graybar Electric Company, Inc., Executive Offices: Graybar Building, New York 17, N. Y.* 242-14

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
J. J. Connolly, Exeter 2-2000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best—Amplifiers • Antennas • Attenuators • Cabinets • Consoles • Loudspeakers and Accessories • Microphones, Stands, and Accessories • Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

. . . manufactured by—Altec Lansing • Ampex • Blaw-Knox • Bryant • Cannon • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

via GraybaR

VOA 'COURIER'

Won't Broadcast at Sea, Congress Is Advised

CONGRESS has been advised by the State Dept. that its new transmitter-equipped vessel, the *U.S.S. Courier*, will not broadcast on the high seas in violation of international treaties.

The question has been raised that the floating Voice of America relay station might violate provisions of the Atlantic City Telecommunications Treaty, which specifies international wavelengths and sets certain conditions for broadcasting [CLOSED CIRCUIT, March 24].

The department's awareness of the problem involved and its desire to minimize confusion stemming from newspaper accounts were evidenced by its international broadcasting officials before a House Appropriations subcommittee studying the fiscal 1953 budget.

A sum of $6,620,312 has been approved by the full House Appropriations Committee for two additional ship-borne stations—subject to House vote last week.

Foy D. Kohler, director of State Dept.'s International Broadcasting Services, noted printed accounts suggesting that the ship (described as the Vagabond project) will be "steaming up and down the high seas, broadcasting," and explained:

"Under the international regulations we cannot operate from ships on high seas; we must identify the locations, and have a legal frequency for the use of the transmitter, and for that reason it is not practicable to contemplate operating a Vagabond on the high seas." Mr. Kohler added that "of course all rules are off in case of war."

In response to questioning, Mr. Kohler acknowledged there is nothing to prevent the ship from shifting its base of operation. Query was posed by Rep. Daniel J. Flood (D-Pa.), a subcommittee member, with the reservation that international agreements would permit such a procedure. Mr. Kohler said such a plan would mean "elasticity and security."

Mr. Kohler said that while the vessel would not bring broadcasting closer to the target than a land-based station, the department can build two floating stations for the price of a land-based operation.

The Atlantic City treaty prohibits mobile broadcasting by land, air and sea. Under the proposed plan, the *Courier* would anchor at ports under agreements with certain countries.

Despite conformance with the treaty, some authorities have expressed consternation over the possible practical effect of such an operation. The question is raised whether the Soviet would launch a similar project and open up a communication barrage, or simply choose to regard the floating VOA as an "unfriendly act."

In the former eventuality, authorities point out, the Soviet could disrupt all modes of communication, including domestic radio-TV broadcasting.

The USSR signed the 1947 Atlantic City convention but has not yet ratified radio regulations stemming from separate administrative conferences.

The State Dept. offered its views during hearings held before the subcommittee early last month and released March 25.

$1 MILLION ASKED

To Support Foreign Media

SUM of $1 million for "mass communications" is being sought from Congress by the Dept. of State to support foreign radio, press and motion picture operations by making grants to selected personnel in certain countries.

The project is designed "to localize more and more" these activities and was worked out by the department's International Broadcasting Services, Motion Picture Div., Press Div. and the Div. of Exchange of Persons.

A House Appropriations subcommittee, holding hearings on the fiscal 1953 budget, was told that the State Dept. proposes "to bring . . . certain selected people in the radio industry" under this project. This would include, among other personnel, owners, directors and workers at local broadcasting stations in the Near East, Southeast Asia and in other areas.

Such a plan, the department testified, would improve the effectiveness of the entire U. S. international information and education program, and help combat Soviet propaganda.

Specifically, the plan calls for the U. S. to bring 90 broadcast personnel from 30 "priority" countries (evenly divided among commentators, script-writers and program directors) to this country for indoctrination. They also could be used on Voice of America programs piped overseas.

WMCA Strike Looms

CONTINUITY, publicity, programming and clerical departments at WMCA New York were granted permission by their union, Newspaper Guild of New York, to call a strike against the station management in efforts to seek wage increases. A guild spokesman reported Wednesday that union members at WMCA had received only a $3 general increase since January 1950, in spite of rising living costs. Contract negotiations have been in process for some time, it was added, but refusal by the station to grant pay increases, after WMCA had granted AFRA members an increase last December, has prompted the move toward strike. Negotiations have been conducted by the guild with Nathan Straus, president and owner of WMCA.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK, FEBRUARY 17-23, 1952

Current Rank	Program	Current Rating Homes %
Evening, Once-a-Week		
	(Average for all Programs)	(6.9)
1	Jack Benny (CBS)	15.9
2	Amos 'n' Andy (CBS)	15.7
3	Lux Radio Theatre (CBS)	14.3
4	People Are Funny (CBS)	12.4
5	Charlie McCarthy Show (CBS)	12.3
6	Our Miss Brooks (CBS)	10.8
7	Dr. Christian (CBS)	10.2
8	Theatre Guild on the Air (NBC)	10.2
9	Suspense (CBS)	9.9
10	Arthur Godfrey's Scouts (CBS)	9.6
Evening, Multi-Weekly		
	(Average for all Programs)	(4.3)
1	Beulah (CBS)	7.3
2	Lone Ranger (ABC)	6.6
3	One Man's Family (NBC)	6.3
Weekdays		
	(Average for all Programs)	(4.8)
1	Romance of Helen Trent (CBS)	9.1
2	Our Gal, Sunday (CBS)	8.7
3	Ma Perkins (CBS)	8.7
4	Big Sister (CBS)	8.2
5	Wendy Warren and the News (CBS)	8.2
6	Aunt Jenny (CBS)	8.1
7	Guiding Light (CBS)	7.8
8	Perry Mason (CBS)	7.6
9	This Is Nora Drake (CBS)	7.4
10	Arthur Godfrey (Liggett& Myers) (CBS)	7.3
Day, Sunday		
	(Average for all Programs)	(3.2)
1	True Detective Mysteries (MBS)	8.3
2	Shadow, The (MBS)	7.2
3	Martin Kane, Private Eye (NBC)	5.5
Day, Saturday		
	(Average for all Programs)	(3.8)
1	Theatre of Today (CBS)	7.0
2	Grand Central Station (CBS)	6.7
3	City Hospital (CBS)	6.0

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MERCHANDISING CLINIC

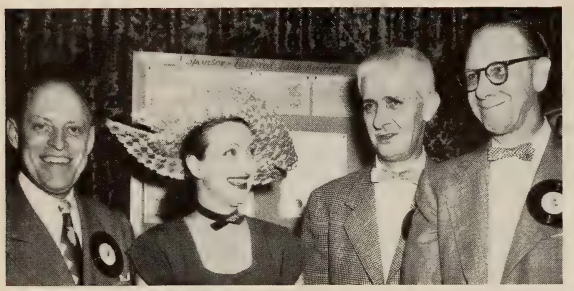
Set by N.Y. AMA, SEC

TWO-DAY Merchandising Clinic, planned by New York chapter of American Marketing Assn. with the Sales Executives Club of New York, has been announced for April 29-30 in Manhattan's Hotel Roosevelt. Ted Cott, NBC vice president, will speak at the opening day luncheon.

Media and other merchandising services will be discussed by panels in both afternoon and morning sessions, with chairmen to include W. Parlin Lillard, General Foods Corp.; J. Sidney Johnson, National Biscuit Co.; Ronald Welch, McCann-Erickson; H. Ford Perine, Time-Life Inc.; and John E. Shepherd, Fletcher D. Richards Inc.

Anti-Inflation Drive

RADIO, car cards and three-sheet posters are being used in an anti-inflation campaign inaugurated Monday as a public service campaign by the Advertising Council. Advertising materials identify inflation as a "wage-price leapfrog" and warn, "If we allow it to get out of hand, inflation can lick America, wreck our economy and crush us as individuals." Advertising materials were prepared on a volunteer basis by Dancer-Fitzgerald-Sample under direction of Samuel C. Gale, vice president of General Mills and volunteer campaign coordinator.



"GET MORE for Your Dough on Radio" was the convention theme for Standard Radio Transcription Services and its representatives (l to r): Gus Hagenah of the Chicago office; Lee Hart, Los Angeles; Alex Sherwood, New York, and Lewis TeeGarden, Los Angeles.

* * *



PITCHMEN for World Broadcasting System donned straw hats and called in conventioneers with canes plugging the new Judy Canova *Country Fair* show. Salesmen included (back, l to r) Hugh Grauel, Marq Marquardt, Bob Friedheim, Jim Weathers; front, Dick Lawrence, Pierre Weis and Cy Kaplan.

* * *



MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, checks outsize badges of John Andrus, vice president and treasurer, and Andrew M. Wiswell, vice president and recording director.

* * *

LIGHT EXHIBITS

Viewers Get Gimmicks Galore

THE LADIES—and broadcasters blessed them—shared convention attention this year with a prize-winning steer named Nobull, Captain Video's proxy who passed out "secret rings," and cane-swinging pitchman, in addition to some 40 "light" exhibits on the fifth floor of the Conrad Hilton Hotel in Chicago.

Conventioneers, playing between the heavy exhibit section in the basement Exposition Hall and the populous Famous Fifth, toted carry-alls with paper openers from Ziv, Dick Tracy pencils from Snader, bottles of wine from Capitol and memo-books from SESAC.

* * *

World dispensed walking canes bearing a plug for Judy Canova's *County Fair*, CBS-TV Film Sales gave out miniature television sets of plastic with pictures of its stars and Standard Radio Transcription Services distributed a specially-cut record. WGN-AM-TV Chicago and the Caterpillar Co. provided carnations and daisies for visitors.

RCA Record Program Services spotted two models through the halls soliciting members for the 512 Key Club. Numbers on two lucky membership cards determined winners Monday and Tuesday evenings of a home freezer filled with some 200 pounds of beef. Plugging "Thesaurus—Your Steak in Programming," the company showed a blue-ribbon steer, Nobull, in a hay-filled pen in the exhibition hall. Models displayed packages labeled "Ready for Freddy," with reference to the new *Freddy Martin Show*.

Among the transcribed packagers was the Frederic W. Ziv Co., which decorated its suite with colorful wallboards calling attention to *Bright Star*, *Cisco Kid* and *I Was a Communist for the FBI*. Company showed promotion kits, including premiums and merchandising ideas, program features.

Lang-Worth Feature Programs queried visitors with a cardboard question, "Are You Confused?", answering that they need not be in a series of disc-posters on the walls. Benefits of the transcribed service —"I'm tough, cue easily, reproduce faithfully and wear well."

Associated Program Service stressed sale of its library "for as little as $19.50" monthly on one-year minimum contracts. It detailed its catalog of 10 different library services suited to various economic, sales and programming requirements of station men.

Also see Harry Erlebert story, page 48

Standard Radio Transcription Services, which recently signed Doris Day and the Billy May band, introduced a comprehensive sales, advertising and copy service. Sales brochures, written directly to the advertiser for use by stations, included five different plans on the new attention-getter series. Central theme of its exhibit was the slogan, "Get More for Your Dough on Radio."

SESAC, marking its 21st year with more than 4,000 selections in

* * *



HEAVY promotion was given to *I Was a Communist for the FBI* in the Frederic W. Ziv Co. suite at the convention. Promotion kits, checked here by W. Bennett Philley (l) and Al Unger, were distributed for each of the featured programs.

* * *



SNADER TELESCRIPTIONS showed conventioneers 800 of its short TV musicals. Hosts included (l to r) Al LeVine, Monroe Mendelsohn, Reub Kaufman, E. Jonny Graff and George Fisher.



SESAC, which is observing its 21st year and has more than 4,000 selections in its library, was represented by (rear, l to r) Louis Tappe, Harold Fitzgerald and Robert Stone; front, Mrs. Kenneth Parker, Alice Heinecke and John Casey.



WELCOMING guests in the Capitol Transcriptions suite were (l to r) Jim Strain, Bill Finkeldey, Cliff Ogden, Jack Barton and Alvin King.

* * *

its library, called special attention to Stan Freeman's jazz quartet in its convention suite. Representatives gave red plastic-covered notebooks to visitors.

World Broadcasting System salesmen wore a pitchman's red-ribboned straw hat and carried canes, which were given to conventioneers. Its shows include *Chapel by the Side of the Road* with Raymond Massey, *Steamboat Jamboree* with Lanny Ross, *Forward America* with Walter Houston and *Freedom Is Our Business* with Robert Montgomery.

Harry S. Goodman Radio and Television Productions featured a display and brochures on the custom-built spots, radio programs ranging in length from 5 to 30 minutes, radio and TV weather forecast jingles and 16mm television film.

Gives California Wine

Bottles of varieties of California wine went to guests of Capitol Records Distributing Co. which listed features of its custom libraries for AM and FM radio and television.

CBS Television Film Sales promoted the following programs: *Gene Autry Show, Strange Adventure, Cases of Eddie Drake, Files of Jeffry Jones, Range Rider, Holiday in Paris, Vienna Philharmonic Orchestra, Hollywood on the Line* and *World's Immortal Operas.*

Snader Telescriptions Sales, in a viewing room adjacent to its suite, showed conventioneers a series of 800 short musicals filmed for TV exclusively. A Dick Tracy pencil giveaway plugged a show of the same name. Others are *This Is the Story,* Alexander Korda feature films and *Washington Spotlight.*

Screen Gems Inc. sent representatives of its television department to the NARTB convention for the first time. The company packages show for stations as well as films and commercials for sponsors.

Musicolor Inc. exhibited telecolor, "the light that dances," light mobiles which are synchronized with music for film or live television. The device is used also for advertising promotion.

Representatives of the broadcast division of Allied Radio Corp. told station men about the company's complete line of tubes, tape recorders, microphones, test units, monitor speakers, amplifiers, pickups, cartridges, turntables, pads and patch cords.

Altec Lansing Corp.'s exhibit displayed printed promotion on its speech input equipment, microphones, loud speakers, amplifiers, transformers and intermodulation test equipment.

Ampex Electric Corp. featured its high-quality magnetic tape recorders and motion picture synchronizing equipment, while Andrew Corp. called attention to its transmission line for VHF and UHF, its multi-TV antenna, the multi-V for FM broadcasting and equipment for tower lighting, mounting and dehydrating.

Audio and Video Products Corp., for the first time, showed a console cabinet model of the Ampex portable series 400-A magnetic tape recorders. Company has standard as well as custom models.

Several items in the catalog of Eitel-McCullough were displayed,

(Continued on page 54)

* * *



MAGNECORD men at the convention were (l to r) Dick McQueen, A. L. Whyte, C. G. (Spec) Barker and Dick Hornbogen.



MISS AMPEX on poster eavesdrops on the convention discussion of this trio (l to r): M. M. Newman, E. G. Swanson and Harrison Johnston.

* * *



LANG-WORTH representatives, who attended the NARTB convention, are (l to r) C. E. Langlois Jr., C. E. Langlois Sr., John Langlois and Hugh Allen.

* * *



RCA THESAURUS representatives, who enrolled members in the 512 Key Club and awarded a steer to the membership card holder with the prize number, included (back, l to r) Greg Reeser, Bill Reilly, Hank Gillespie, Bob Fender and Al Sambrook; front, Bill Gartland, George Field, Jim Davis, Ben Rosner.

* * *



FILM REEL on "The Locomotive," one of first in the series of CBS-TV *Big Town* programs which switched to film April 3, is checked in the convention suite of United Television Programs. Representatives of the TV film sales organization include (l to r): Aaron Beckwith, sales manager; Jerry King, president; Milton Blink, executive vice president, and John Rohrs, Chicago sales manager.



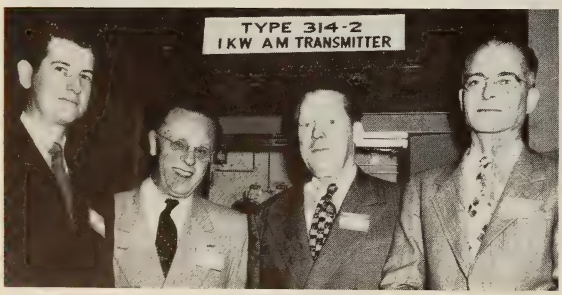
REPRESENTING Presto Recording Corp. were (l to r) Al Jorysz, Tom Aye, Tom Aldrich, Austin Sholes.

* * *



PICTURED at Kliegl Lighting Co. exhibit are (l to r) Arch Monson, West Coast distributor for Kliegl; George Gill, TV sales, Kliegl; Charles Batson, formerly NARTB and now with Broadcasting Co. of the South; Bob Langer, development engineer, Kliegl.

* * *



PICTURED inspecting Continental Electronics Mfg. Co. exhibit are: K. W. Pyle, KFBI Wichita (second from l), John Schilling WHB Kansas City (second from r), W. D. Mitchell and W. M. Witty (r) both with Continental, flank duo.

* * *



GATES Radio Co. representatives at the exhibit booth are: (l to r) R. M. Ware, F. W. Wentura, Al Krueger and Ken Neubrecht.



COLLINS RADIO Co. representatives at the convention were (l to r) Jim Flynn, Arthur Collins and R. H. Hollister, sales manager.

* * *

Light Exhibits

(Continued from page 53)

with the company introducing Eimac's new external cavity Klystron for 5 kw output in the UHF for TV. Firm also manufactures power tubes, vacuum capacitors and air system pockets.

Another exhibitor was Dresser-Stacey Co., which makes steel towers.

Federal Telephone and Radio Corp. outlined details of its line of transmitting and rectifier tubes, television picture tubes and magnetrons, while Gray Research and Development Co. representatives explained the company's research and development facilities and services. Gray makes Telop, transcription arms, equalizers, multiplexers, camera turrets and sound-effects consoles.

Magnecord, which manufactures high fidelity magnetic tape recorders, designs all equipment for use interchangeably in portable, rack or console operations. Also available are single microphone input and multi-channel amplifiers as well as zero line level amplifiers.

Presto Recording Corp. salesmen described the firm's sound record and transcription equipment, disc and tape types, amplifiers, equalizers and blank recording discs. Magnetic recording equipment was exhibited also by Stancil-Hoffman Corp., including the minitape, a self-contained battery-operated recorder.

Wincharger Corp., represented also, manufactures vertical radiator antenna towers for radio, antenna supporting towers for AM, FM and TV and tower lighting equipment.

Other exhibitors included Keystone Broadcasting System and Standard Rate and Data Service, as well as General Precision Lab., Broadcast Advertising Bureau and Graybar Electric Co., which had other displays in the "heavy" equipment section in the lower exhibition hall (see story, page 48).

* * *

URGES FULL NEWS

UN Official Lauds Radio

BYRON PRICE, assistant secretary general of the United Nations, urged broadcasters, along with press and motion pictures, to do their utmost in keeping the American public informed about international affairs. Speaking Thursday to the Radio Executives Club of New York, Mr. Price said the fate of the world and the nation may well hang on decisions of the American voter and it is of the greatest importance that he be fully informed.

Mr. Price, who was head of the wartime Office of Censorship, lauded the broadcasters for their voluntary cooperation in suppressing news which might have harmed the war effort, saying their contribution to the national welfare has never been sufficiently appreciated by the general public.

* * *



CBS TELEVISION Film Sales staffers included (l to r) Fred J. Mahlstedt, New York, with Charles Reeves, George Lyons and Walter Preston, all of Chicago.



RCA TELEVISION console and its units are examined by this group of NARTB convention delegates (l to r): Wiley D. Wenger, RCA, Dallas; Bob McRaney, WCBI Columbus, Miss.; J. F. Palmquist, RCA, Dallas; Paul Goode, KSWO Lawton, Okla.; Buck Lewis, RCA, Camden; Bill Buford, KSWO; A. R. Hopkins, RCA; Lynwood Lessig, J. Walter Thompson Co.; W. O. Hadlock, RCA, Camden.

* * *



BOARD CHAIRMAN Kevin Mallen (r) of Ampex outlines innovations in his convention display with Russell O. Hudson, vice president in charge of sales for Audio and Video Products Corp., which distributes Ampex.

GIFT OF WDET (FM)

Union Offers to Wayne U.

GIFT offer of WDET (FM) Detroit to city-owned Wayne U. was announced last week by the station owner, UAW-CIO. The station was the last labor-union-owned FM outlet in the country.

A union spokesman stated his group is "directing our energy and plan to use our finances for the processing of a television application in Detroit."

Emil Mazey, UAW-CIO secretary-treasurer, made the statement after Mrs. Millie Jeffries, WDET (FM) manager, reported that the union would dispose of the outlet.

Mr. Mazey said the union's relinquishment of control "does not in any way reflect diminishing interest on the part of the UAW in owning and operating radio and television stations."

Failure of the UAW-CIO to succeed in operating the FM station was blamed on inability to attract a sufficiently large audience and, thus, enough advertising to make the operation paying or sustaining.

The union previously had requested the FCC to allow suspension of operations April 1, but continuance another month was decided upon at the last minute, Mrs. Jeffries said. The station's monthly expenses have been about $7,000, with a deficit of about $4,000.

Van Devander Resigns

CHARLES VAN DEVANDER, publicity director for the Democratic National Committee, has resigned his post and will resume political writing and reporting. His resignation is effective April 15. No successor had been named as of late Thursday. Mr. Van Devander formerly was Washington bureau chief for the *New York Post* before he joined the committee in September 1950.



EXPLAINING the newest developments in television lighting at the Century Lighting Inc. exhibit to E. C. Swaringen (c), WTAX Springfield, Ill., were Charles Shevlin (l) and Arthur H. Menkin.

CANADIAN ASSOCIATION OF BROADCASTERS

The ONUS is On US!

The burden of telling you about ourselves falls lightly on our Canadian shoulders, for we're good and proud of Canada's recent achievements.

The latest census shows that our population has increased by about 2½ millions in the last ten years: a rise of 22% to a total of over 14 millions.

This means that ever-increasing new markets are being formed at the rate of one city the size of Bridgeport, Conn. *each year!*

These new markets mean new money and more customers. Retail Sales have risen 290%, and Gross National Product 160% since the last census.

This means CASH customers for your products. In fact, for years Canada has been your best customer abroad!

Getting back to people again, most of us live within 200 miles of the U. S. border (closer to you than some of your best domestic markets); but the population is spread out along the border and only 38% lives in cities of over 30,000.

On the face of it, that may sound as though the Canadian market is hard to reach—media-wise. Not so! Radio will do the job—does the job every day:

Canada's primary entertainment is Radio and over 94% of all Canadian homes have one!

Radio is your best salesman in Canada.

"In Canada you sell 'em when you tell 'em."

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St., West, Toronto.


NOW
Ready-to-use plans
TRANSFORMERS
VESTIGIAL SIDE
4'-0"
NOTE:-
ALL WEIGHTS
ARE APPROX.
TRANSMITTER AND CONTROL ROOM
ANNOUNCE STUDIO
PROJECTION ROOM
DIPLEXER 25LB
10'-0"
VESTIGIAL SIDE B
CEILING MOUNTED
8'-10"
TT2AL-AP
4000 LBS
300 LBS.
300 LBS.
TRANSFORMERS
18'-6"
2'-6"
CONSOLE
36x69
INPUT & MONITOR RACKS
20x44x84 HIGH
500 LBS.
500 LBS.
NOTE:-
ALL WEIGHTS
ARE APPROX.

...for any TV power up to

200 kw!*



Typical 2-kw TV station layout for VHF (ERP range, 2 to 20 kw)

A low-cost arrangement for getting up to 20 kw ERP with an RCA high-gain antenna. The installation includes: an RCA 2-kw transmitter, control console, transmitter monitoring equipment, audio equipment, sync generator, video equipment, and power supplies.

THE drawings spread across these pages are layouts of typical TV transmitter rooms using RCA equipment. They are prepared expressly for TV station planners in accordance with the best engineering practice known today. Each plan represents the basic or minimum TV transmitter room equipment needed to get "on the air" for a specific power. Each indicates the approximate space needed for the equipment—including approximate weights of individual units. Each provides wide flexibility for equipment rearrangements to meet the special or future requirements of individual stations.

"Ready-to-use" plans like these are just one of RCA's many television services now available to you—through your RCA Sales Representative. For a complete engineering analysis of your station requirements, call this expert. He can show you exactly what you will need to get "on the air" for a minimum investment.

*Effective radiated power

editorial

Compatible

LAST WEEK'S NARTB convention—marking the 30th anniversary of the trade association—was a revelation. There were no discordant notes. The association had had a good year. It has money in the bank. It parried virtually all thrusts, legislative and otherwise.

All this in another "year of decision" for radio, and on the eve of allocations designed to make provision for 2,000 more TV stations.

Harold Fellows, brought into the presidency a year ago, proved himself a broadcasters' broadcaster. He directed the business affairs of the association as he had directed a station for nearly two decades. The *esprit de corps* of the association and of its personnel has never been better.

Radio and television are living compatibly, side-by-side within the NARTB. A year ago many thought this impossible.

In its 29 years, the NAB has undergone a dozen reorganizations. As presently constituted, NARTB looks like it's here for an indefinite run.

And this proves the adage that a trade association, like government itself, is a strong as its leadership.

An Untold Story

IT WAS singularly appropriate for the NARTB convention last week to pay homage to the memory of former Senator Wallace White of Maine, who died on the eve of the Chicago convention. If it had not been for the presence of Wallace White in the House in those formative 20's, there might not have been a broadcast art as we know it today, and doubtless there would have been no 30th anniversary of NARTB.

It was Wallace White to a greater degree than any one else who was responsible for the original Radio Act of 1927, creating what was to have been a temporary Radio Commission to bring "order out of chaos." A student of communications, he was the only man in the House who had the will to tackle so complex a task. A good legislator, lawyer and statesman, Rep. White was a shy, retiring man. He feared newspaper people. The upshot was that, although he was the true author of the original law, it never carried his name. Reporters then specializing in radio gave others who talked freely, the credit for Wallace White's work.

When Wallace White transferred from House to Senate, he carried with him his interest in communications. He was largely responsible for the drafting of the Communications Act of 1934, successor to the 1927 law.

James D. Shouse, chairman of Crosley Broadcasting Corp. and vice president and director of Avco Mfg. Corp., told the story aptly to the NARTB Convention last Tuesday: Of the law, he said:

> **Those of us in broadcasting knew long before most of the rest of American business what it was to be regulated. We have been regulated by Congress since 1928, and I think it is a peculiar commentary on what has happened in this country to find that the Communications Act, under whose provisions and interpretations we have, from time to time, been restive, has through these past 24 years actually supplied us with a degree of protection from further encroachment that almost every other business wishes it had. It has been in these later years just as much a charter of freedom as it has been an act of restriction.**

We agree with Mr. Shouse. The "White Bill" was a good law. The trouble came, from time to time, with its administration.

CONCERN over apparent network invasion of national spot field through acceptance of program units heretofore classified as spot, brings problem in nomenclature too. Formally, national spot is an abstraction of "national non-network." It can't be that if networks sell it as network business and at network rates. So, at NARTB session last week where there was travail over this invasion, suggestion was made that such business (if accepted even on network owned-and-operated outlets) should be classified as "national spot network."

NARTB–No Headline

A BROADCASTER stopped us in a corridor of the Conrad Hilton Hotel last week and said: "Well, it isn't much like last year's convention, is it? No big news at all."

It all depended, we suggested, on how he defined big news. If he meant news that made splashy headlines, maybe he was right. Most big headlines are reserved for negative stories, the kind that report something unhappy or uncomfortable.

But the size of a headline is not always a measurement of the quality of the story beneath. Especially this is so of the story of the NARTB convention last week. It is a story which could be misunderstood by anyone who evaluates news by the size of headlines.

Nobody dropped a bombshell, viewed with alarm, pointed an angry finger, or resigned in disgust. The convention consisted mostly of groups of businessmen, fully aware of the seriousness of the moment and of the problems facing them, intelligently trying to find solutions. This kind of behavior may not make headlines, but it does make sense.

There was a lot of difference between the atmosphere of the 1951 convention and that of the convention last week. In 1951, panic would not have been too strong a word to use in describing the reaction of the convention to the announcement of the first radio network rate cut. In 1952, though knowing that stability still had not been fully restored, the delegates were able to look upon their problems objectively.

This change in attitude was no more conspicuous than at the meeting of the Radio Affiliates, an organization which has held only two meetings in all its life. The first occurred when the network stations spontaneously banded together in a desperate effort to shore up their defenses against depreciation of rates. The second, held last week, was no less unified and occurred under no less challenging circumstances, but none of the emotionalism that obtained at the first was evident.

Panic had been replaced by sober consideration. The second attitude guarantees a greater margin of success.

What has happened in the past year is that most broadcasters have begun to think more realistically about their business.

They know they need to know more about their business, as witness the resolutions passed by the Radio Affiliates calling for better research. They know they need equally to tell others what they know and will find out, as witness the interested and large attendance at the Broadcast Advertising Bureau hard-selling session Monday afternoon.

What kind of a headline would you write to say that in radio a significant transition has been occurring? To say that broadcasters are applying a new and more mature judgment to their trade?

Whatever headline you care to write, we suggest you examine carefully the story beneath. It is one of the most encouraging stories in the history of radio.

our respects to:



MITCHELL WOLFSON

DAMON RUNYON once said of Mitchell Wolfson: "This is the man to watch in southern politics."

Since then, however, politics has become a secondary interest with Mr. Wolfson who now is regarded by many as "the man to watch in southern television."

Television is presenting the challenge of another career for Mr. Wolfson, already a successful theatre chain operator.

He is president of Wometco, which owns the Southern Radio & Television Equipment Co., licensee of WTVJ (TV) Miami. He is also president of Theatre Owners of America, which has large-screen TV problems.

WTVJ went on the air March 21, 1949, as "Florida's First Television Station." Under Mr. Wolfson's guidance, it has become a highly successful video outlet.

Mr. Wolfson feels that "TV is, in some respects, just an extension of the theatre business.

"We built our theatre chain," he said, "around the motto, 'Courtesy, Service & Entertainment.'

"Certainly, these principles apply equally well to the television medium. Not only to the viewers but also to the sponsors, advertising agencies, networks and all other facets of the business."

WTVJ, an affiliate of ABC-TV, NBC-TV, DuMont Television Network and CBS Television, has during its three years on the air built a program structure which includes some 105 network and national shows and 92 local programs weekly—all under Mr. Wolfson's guidance.

While devoting a large portion of his seemingly endless energy to television, Mr. Wolfson also has remained loyal to his first interest—motion pictures.

He has backed his faith in theatre TV with the installation of an RCA projection unit in the Wometco's Miami Beach showplace, the Caribe Theatre.

This was installed in late December, 1951, just in time for the Orange Bowl game on New Year's Day. It drew a well-satisfied, capacity crowd and further strengthened his belief in theatre TV's future.

Mr. Wolfson was born at Key West, Sept. 13, 1900. He received early schooling in Key West and, at 14, moved with his brother, William, to New York City, where he attended Erasmus Hall and Columbia U.

After his schooling was complete, young Mr. Wolfson returned to Florida and entered business as a salesman for the East Coast

(Continued on page 69)

according to SALES MANAGEMENT figures..

CITIES WITH RETAIL SALES OF $20 MILLION OR MORE DO 60% OF THE NATION'S RETAIL FOOD BUSINESS

And—KDKA reaches more of these cities than any other medium in the Pittsburgh area

If you want **results** in the tri-state Pittsburgh market-area, better make sure your advertising reaches these important cities, each with $20 million or more retail sales. The most certain, most economical way to reach them all is through KDKA. For details, check KDKA—or Free & Peters.

CHECK THE LEADING CITIES IN KDKA'S $706 MILLION FOOD MARKET

	FOOD SALES
Pittsburgh, Pa.	$211,884,000
Erie, Pa.	42,261,000
Canton, Ohio	35,756,000
Altoona, Pa.	23,738,000
Wheeling, W.Va.	17,807,000
McKeesport, Pa.	25,815,000
Warren, Ohio	17,781,000
New Castle, Pa.	16,237,000
Jamestown, N.Y.	16,219,000
Cumberland, Md.	13,791,000
Hagerstown, Md.	12,368,000
Steubenville, Ohio	13,533,000
Clarksburg, W.Va.	9,082,000
Wilkinsburg, Pa.	8,691,000
Massillon, Ohio	10,607,000
Parkersburg, W.Va.	8,618,000
Fairmont, W.Va.	8,301,000
Sharon, Pa.	9,959,000
Aliquippa, Pa.	7,936,000
Alliance, Ohio	7,448,000
Washington, Pa.	11,223,000
Morgantown, W.Va.	6,256,000
N. Kensington, Pa.	9,869,000
E. Liverpool, Ohio	8,422,000
Butler, Pa.	9,894,000
Ashtabula, Ohio	8,057,000
Uniontown, Pa.	10,449,000
Oil City, Pa.	6,924,000
Meadville, Pa.	7,902,000
Dunkirk, N.Y.	6,913,000
Bradford, Pa.	7,230,000
Beaver Falls, Pa.	8,213,000
Chambersburg, Pa.	5,431,000
Greensburg, Pa.	7,481,000
Braddock, Pa.	7,786,000
Ambridge, Pa.	9,000,000
Marietta, Ohio	5,325,000
Cambridge, Ohio	4,162,000
Warren, Pa.	5,793,000
Lewistown, Pa.	6,239,000
Connellsville, Pa.	3,259,000
Salem, Ohio	4,667,000
Indiana, Pa.	4,852,000
Du Bois, Pa.	5,175,000
Harrisonburg, Va.	2,630,000
Homestead, Pa.	7,038,000
Charleroi, Pa.	4,750,000
Kittanning, Pa.	4,207,000

TOTAL: $706,979,000 Food Sales in **KDKA's** 97-county nighttime market

KDKA

PITTSBURGH | **NBC AFFILIATE** 50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
Serving 25 Million

WOWO • KEX • KYW • WBZ
WBZA • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM

OHIO STATE MEET

Panel Groups Scheduled

SYMPOSIUM on "Improvement of Television Programming" highlights the advance program agenda of the 22d Institute for Education by Radio-Television to be held April 17-20 at the Deshler-Wallick Hotel, Columbus, Ohio, under auspices of Ohio State U.

The general session the morning of April 18 will feature "Closed-Circuit Theatre Television—A New Mass Medium?" Robert H. O'Brien, vice president, United Paramount Theatres, is scheduled to discuss the theatre owner's viewpoint.

In a discussion April 19 on new techniques in radio-TV news, Jim Bormann, director of news and public affairs, WCCO Minneapolis, and president of National Assn. of Radio News Directors, speaks on "Radio's Defense of People's Right to Know"; John Shelly, WHO Des Moines news manager, on "News and Special Events Coverage for Radio"; James Byron, WBAP-TV Fort Worth news director, on coverage for TV, and Charles Day, WGAR Cleveland news director, on "Public Relations Function of Radio-TV Newsroom."

Another highlight that day is a session on education through commercial radio stations chairmanned by Gordon Hawkins, program and educational director, Westinghouse Radio Stations Inc.

Participants in the TV symposium, which is slated to open the general session April 17, have not been announced. However, speakers who represent commercial and educational TV, FCC and the public have been invited.

Topics to be discussed during the Institute's sessions also include, among others, broadcasting and international understanding, broadcast problems of teacher training institutions, broadcasting in school public relations, "What's Doing in School Telecasting?", progress report on teaching with tape, radio writing and production, youth discussion broadcasts, training by television, educational TV, research, student training, government and religious broadcasting.

FCC Comr. Edward M. Webster is slated to speak the morning of April 19 on "How Has International Broadcasting Been Affected by Allocations Conferences of the Last Six Years and by the Most Recent Geneva Allocations Conference? What Lies Ahead?" His talk is part of a work-study of broadcasting to foreign countries. FCC Chairman Paul A. Walker also is scheduled to take part in a work-study panel on "Are Organized Listener Groups Really Doing an Effective Job?"

Annual Institute dinner will be held the evening of April 19 featuring a special one hour symphony program illustrating both the *Standard Hour* and the *Standard School Broadcast* presented by Standard Oil Co. of California. Dinner speaker will be "Oliver J. Dragon" of NBC-TV's *Kukla, Fran and Ollie*.

Registration will be from noon to 8:30 p.m. April 17 in the main lobby of the hotel and from 9 a.m.-8:30 p.m. during the remainder of the Institute's sessions.

When measuring up the St. Louis Market...



Remember...

KWK delivers listeners in the St. Louis area at the lowest average cost per thousand* 15 out of the 18 hours of the broadcast day!

*Based on The Pulse, Inc., Jan.-Feb., 1952; and on SRDS, Feb., 1952.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

CHASE TAKES LEAVE

To Advise Eisenhower Group

HOWARD CHASE, public relations director for General Foods, has taken a leave of absence to serve as full time consultant to National Citizens-for - Eisenhower campaign, Paul Hoffman, advisory committee chairman, announced last week.



Mr. Chase

During past two years, Mr. Chase has served as consultant to the Secretary of Commerce, assistant to the first administrator of National Production Authority and assistant to the director of the Office of Defense Mobilization. He has taught international relations at Harvard, Radcliffe and Drake and has been an editorial writer for the *Des Moines Register & Tribune*. He still serves as a public relations committee member of the Association of National Advertisers.

front office

H. W. MAIER Jr., manager of Dallas office of John E. Pearsons Co., station representative, named account executive for both CBS Spot Radio and CBS Spot TV in southwestern states, with headquarters in Memphis.

DUNCAN R. BUCKHAM, former eastern sales manager for MBS, to DuMont Network sales staff as account executive.

JACK D. FREW, commercial manager, WJPS Evansville, Ind., to KITO San Bernardino, Calif., in similar capacity.

ROBERT N. WOLD, promotion manager, WTCN-AM-TV St. Paul-Minneapolis, to WBBM Chicago as sales service and merchandising manager.



Mr. Wold

ARNOLD BENUM, program director-promotion manager, KITO San Bernardino, Calif., placed in charge of station's Riverside studios and sales department. Succeeding him is **FRED REINHARDT**, station farm director.

DOUG FISHEL, assistant manager-farm director, KXO El Centro, Calif., to KGER Long Beach as account executive.

ROY MALONE, account executive of CKCK Regina, named commercial manager succeeding **GIL SEABROOK**, who resigned to become manager of CJIB Vernon, B. C.

POWELL ENSIGN, sales manager, Everett-McKinney Co., N. Y., elected vice president.

NATIONAL TIME SALES appointed station representative for WJET Erie, Pa.

Personals . . .

JOHN W. ROLLINS, president of WFAI Fayetteville, N. C., WJWL Georgetown, Del. and WRAD Radford, Va., elected vice president of Young Presidents Organization at March meeting in Boca Raton, Fla.

TED ARNOLD, local sales manager, WHBF-AM-TV Rock Island, Ill., elected exaulted ruler Rock Island Elks Lodge No. 980.

JOE FISHER, sales manager of WENR-TV Chicago, father of boy, March 1.

RALPH J. ROBINSON, executive vice president and general manager, WACE Chicopee-Springfield, Mass., father of girl, Mary, March 13. . . . **JOHN AKERMAN**, general manager of KMOX St. Louis, accepted award from Salvation Army on behalf of station's annual fund raising drive for unfortunates in the city at Christmas. Citation presented at annual dinner in St. Louis fortnight ago. . . . **TED COTT**, NBC vice president and general manager of WNBC and WNBT(TV) New York, awarded plaque last week for organization of Dean Martin-Jerry Lewis Telethon to benefit New York Cardiac Hospital.

KGW



THE *People's Choice* IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

FEE FORMULA

Canadian Court Test Seen

CANADIAN broadcasters are studying plans to court-test the ruling of the Canadian Copyright Appeal Board under which ASCAP's Canadian affiliate, Composers, Authors & Publishers Assn. of Canada (CAPAC) has been given the right to examine the books of radio stations to determine gross revenue on which their 1952 fees are based.

The Canadian Copyright Appeal Board's ruling was announced at Ottawa late March 27, last day of the annual meeting of the Canadian Assn. of Broadcasters at Toronto [B•T, March 31].

Under the new ruling, CAPAC will collect for 1952 from independent broadcasting stations 1.75% of gross revenue, which will amount to about $350,000, as compared to fees collected from these stations in 1951 amounting to $152,421. Canadian Broadcasting Corp. will pay CAPAC one cent per capita of population plus 1.75% of its gross commercial revenue. This will amount to $175,000 as compared to $152,421 in 1951. Previously the fees had been based on the number of licensed radio receiving sets at 14¢ per set, with the total divided evenly between CBC and independent stations.

Greatest increase in cost will be on the smaller independent stations, some of whose CAPAC fees will be increased tenfold. In other years under the licensed receiver formula, the major market stations had borne the bulk of the cost. The large number of small stations obtain half their revenue from non-musical programs, and Canadian stations feel that CAPAC is not entitled to revenue from such programs.

In a statement following an emergency meeting of CAB, the association stated that "the collection agency for these royalties is incorporated in Canada but is controlled abroad and is part of a gigantic international cartel of publishers. Consideration is being given by Canadian broadcasters to specific steps that might lead to litigation of this drain of Canadian dollars to foreign countries, including the decreased use of foreign music, especially that controlled in the United States."

At the Copyright Appeal Board hearings held in January, CAPAC had asked for 2.25% of gross commercial revenue and 4/5ths of a cent per capita of population. This would have brought payments from independent stations to about $562,000 for 1952. The new payments are retroactive to Jan. 1, 1952.

At the same hearings, fees were set as asked for by BMI Canada Ltd. at 2¢ per licensed receiver. Canadian broadcasters are expected to decide soon whether or not they will only play BMI Canada Ltd. music, which now has a large number of Canadian compositions on its list. They have been preparing for the current emergency by labeling all their music as under BMI, CAPAC or public domain. A number of stations are expected to start at once to use only BMI Canada Ltd. music, and will pay for CAPAC music used in the first three months of 1952 on a pro rata basis.

A test case is expected on the first request of CAPAC officials to examine any station's books.



HERE is the 1952-53 board of directors of Canadian Assn. of Broadcasters, following election at CAB annual meeting at Toronto [B•T, March 31]. Seated (l to r): Ralph Snelgrove, CKBB Barrie; Dr. Charles Houde, CKNC New Carlisle; Malcolm Neill, CFNB Fredericton, chairman; Gordon Love, CFCN Calgary; Wm. Speers, CKRC Winnipeg; standing, J. Arthur Dupont, CJAD Montreal; E. A. Rawlinson, CKBI Prince Albert; F. H. Elphicke, CKWX Vancouver, vice chairman; Finlay MacDonald, CJCH Halifax, and Henri Lepage, CHRC Quebec. Absent is Ken Soble, CHML Hamilton.

* * *

RATING STUDY

BBM to Direct in Canada

DECISION to set up an industry controlled rating organization under the Bureau of Broadcast Measurement, Toronto, was taken at a special meeting of the member stations of the Canadian Assn. of Broadcasters March 27 at Toronto.

The CAB went further than the research and development committee of BBM in its report, which recommended a research directorate be established at an annual cost of $25,000 to start to specify minimums for rating services in Canada [B•T, March 31]. Study is to be made with the Assn. of Canadian Advertisers and Canadian Assn. of Advertising Agencies, which are also partners in BBM. BBM would establish a fulltime research organization for ratings, and if necessary gather the ratings itself.

The BBM surveys on coverage are recognized as authoritative in Canada, having been worked out by a body representing advertisers, agencies and broadcasters. It is expected that such a BBM-operated service will cost about $40,000 annually.

Roy Thompson

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

NOW 5,000 WATTS

PRIMARY ONLY

813,896 Population
218,870 Homes
210,538 Radio Homes
$763,631,000 Total Sales



LANSING, MICHIGAN

SEE RAMBEAU

New York • Chicago • Los Angeles

IMPACT RADIO SALES, Detroit

TELEPHONE STATUS

Strike Would Complicate

NATIONAL telephone strike, a possibility if CIO Communications Workers are required to cross picket lines of installations and sales divisions of Western Electric Co., may add considerably to broadcasting headaches, it seemed late last week, but would not disrupt radio and television reception.

Western Electric workers—set to strike in 43 states today (Monday)—as well as any strike sympathizers would be replaced by nonunion supervisory personnel. Although television's use of telephone lines is generally handled by network personnel and would therefore be free of stoppages during this strike, radio use of telephone facilities for remote pickups might be affected, American Telephone & Telegraph officials reported.

In that case, networks would be asked to limit their number of remotes, which would, at worst, effect programming schedules but would not cause noticeable changes as far as the radio audience is concerned. Only real concern for broadcasters last week was that if a full telephone strike lasted some months, relay equipment breakdowns might take several days to repair.

WTIC Hartford, Conn., has begun broadcasting at 6:55 a.m. Sunday instead of 7:30 a.m. News and music program fill additional time.

Three $200 Wrist Watches for the Best Answers:

How Many Square Miles Will KBIG Cover?

Simple, quick and easy! Fill in below, and mail to KBIG, your estimate of how many square miles of land KBIG will cover within its half-millivolt area. Here's some information to help you make the most accurate estimate: KBIG will focus 10,000 watts of sealed-beam power on 740 kilocycles daytime, directing it across the great salt water route to Southern California from a triple-tower antenna atop Catalina Island.

We have three beautiful $200 Chronograph wrist watches (or if you prefer, 17-jewel ladies' wrist watches)—one for each of those whose estimates come closest to the actual coverage, as determined by an independent FCC-approved consulting engineer.

Any principal or employee of advertising agencies (save our own) and advertisers may enter. Entries must be postmarked no later than May 1. Judges decision final. Winner announced within two weeks after start of broadcasting in early May. If ties, duplicate prizes awarded.

---MAIL ENTRY NOW---

KBIG C
6540 Sunset Blvd.
Hollywood 28, Calif.

My Estimate is ..... Sq. Mi.

Name .....

Company .....

Address .....

City ..... State .....



SIGNING of pact for 300 spots per week in the Detroit area for Robert Hall Clothes was announced last week. Those participating include (front row, l to r) William Wardell, CKLW Windsor-Detroit; Jerry Bess, vice president, Frank B. Sawdon Inc., agency; Lee Wailes, WJBK Detroit; back row, George Millar, WKMH Dearborn-Detroit; H. Y. Levinson, WCAR Pontiac, and Harold Christian, WXYZ Detroit.

CONTROLS

Legislation Marks Time As Steel Strike Pends

CONGRESSIONAL consideration of economic controls reached an impasse on Capitol Hill last week as Senate and House committees marked time on the Capehart cost allowance formula and other unfinished business.

Deliberations on extension of the Defense Production Act beyond next June 30 were sidetracked because of the sudden resignation of Charles E. Wilson as defense mobilizer (see story page 72) and the threatened industry-wide steel strike.

The Senate Banking & Currency Committee has concluded hearings and plans to go into executive session this Wednesday, scheduling study of the Capehart advertising formula and other provisions of the controls law. Chairman Burnet Maybank (D-S. C.) hopes to report out a bill by this weekend.

The House Banking Committee, under Rep. Brent Spence (D-Ky.), has postponed hearings until after the House Easter recess, slated to end April 21. Mr. Wilson originally was scheduled as leadoff witness.

An atmosphere of pessimism has pervaded both committee quarters as a result of the steel strike, set for this Wednesday. There are predictions that continuance of wage-price controls would make economic control extension difficult. Consensus now is that the production act will be renewed for another year, as voted unanimously by the committee, rather than for two years as sought by the administration.

Cost-Allowance Formula

Fate of the cost-allowance formula, authored by Sen. Homer E. Capehart (R-Ind.) as a method of permitting manufacturers to compute advertising, selling, administration and research costs, still hangs in the balance. Sen. Capehart has shown no willingness to fight for retention of this amendment.

The Republican Senator was active, however, in attempts to ease credit restrictions for radio-TV buyers. His bid was beaten down in committee by a 7-6 margin. Sen. Capehart originally suggested abolition of Regulation W and later proposed terms calling for 10% down and 24 months to pay on set purchases. Current terms call for 15% down and 18 months maturity.

Price Stabilizer Ellis Arnall has advised the Senate group that ceiling price boosts resulting from the Capehart cost amendment totaled $806.2 million as of March 14. Increases from appliances and equipment alone (radio-TV receivers, etc.) amounted to $46,793,200 of all consumer goods price hikes over normal ceilings. Over 1,000 applications were filed for these benefits, Mr. Arnall reported.

Manufacturers have been permitted to apply for these benefits on the basis of costs accrued from the start of the Korean war to July 26, 1951, the cutoff date.

The committee, in unanimously voting extension, rejected, 9-4, a Capehart proposal for a nine-month extension.

Two Developments Involved

Meanwhile, there are two collateral developments involving Capehart ceiling price adjustments and manufacturers' warranties, hinging on actions taken by the Office of Price Stabilization.

OPS has authorized manufacturers who produce replacement parts—and who already have computed cost adjustments under the Capehart plan—to apply for adjustments on those parts. These firms are covered by general ceiling price regulations (CPR 22).

The agency also notified manufacturers they must obtain express permission before jumping ceiling prices on the basis of long-term warranties. Customary warranties are one year. OPS said it was informed that some manufacturers are violating regulations by offering two, three and five-year warranties at new low prices without applying for approval. While technically applicable to set makers, the order is aimed at air conditioning and refrigerator producers.

Authorities said they knew of such practices in the radio-TV set industry, for which tailored regulations are still under study at OPS. OPS is surveying manufacturers on warranties, model types of receivers, selling prices and other aspects.

While set manufacturers and makers of phonograph records and record players technically are bound by control laws, a substantial number have been selling their products below ceiling prices to meet competition in the industry.

TEST AUTHORITY

FCC Claims Legal Right

ALTHOUGH WHIL Medford, Mass., has applied to change from 1540 kc to 1430 kc—which would eliminate its conflict with WMEX Boston—principle of the legality of FCC program test authorizations is still being argued in U. S. Court of Appeals in Washington [B•T, March 17, 3; Feb. 18].

FCC last week replied to WMEX petition that the Commission should withdraw program authority it granted WHIL [B•T, March 3]. The Commission claimed that it has the proper legal right to issue program test grants and that WMEX's argument that such authority is illegal has no foundation.

In answer to WMEX's argument that, since the Commission accepted proof that overlap of both stations' 25 mv/m contours existed, (WMEX is on 1510 kc) program authority of WHIL should be revoked, the FCC stated that it felt the public interest required that the status quo be maintained until the issues were decided at the scheduled WHIL license hearings. These hearings were scheduled for today (April 7) but were postponed when WHIL applied to change its frequency.

Oral arguments on the questions are due to be heard by the Court of Appeals in the near future.

CHNS

HALIFAX NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask

JOS. WEED & CO.,

350 Madison Ave., New York

About the

Maritimes Busiest Station

5000 WATTS — NOW!

Query to Stalin

PREMIER Josef Stalin's statements about the imminence of a third world war—widely quoted last week and attributed to "a newsman's questions"—were prompted by radioman Ronald B. Woodyard of WONE, Mutual affiliate in Dayton. As president and general manager of WONE, Mr. Woodyard was touring Europe with 40 other newspaper and radio editors, a group which had sought permission by wire from Istanbul to interview the Russian premier. At Mr. Woodyard's suggestion, they also wired four questions from Rome, thereby cueing the official Soviet release.

FRED GRIMWOOD

Gates Sales Mgr. Dies

FRED GRIMWOOD, 42, vice president and sales manager of the Gates Radio Co., Quincy, Ill., died Tuesday.



Mr. Grimwood

Mr. Grimwood had been in Laurel, Miss., arranging for inspection and final shipment of military equipment. He became ill when returning and was hospitalized immediately upon his return to Quincy.

A consulting engineer, Mr. Grimwood went to Gates 10 years ago in the post of chief engineer. In 1946, he was made sales manager, when later the same year was elected a director and vice president.

Mr. Grimwood was a native of Terre Haute, Ind. He leaves his wife, Shirley Cleo, and his parents.

KGW HONORS CITIES

Gains Local Acceptance

CAMPAIGN of KGW Portland, Ore., to promote 13 communities in its area in a series of advertisements is gaining wide acceptance among local merchants, according to H Quenton Cox, station manager.

First community so honored—Gresham—actively participated in the promotion with the mayor and city council proclaiming "KGW Days" for a two week period. Additionally, members of leading civic groups joined in broadcasts from Gresham saluting the city and KGW. Stores used window displays and street banners flew the legend, "KGW Comes to Gresham." The advertisements, which also appear in BROADCASTING • TELECASTING, will continue through the year with possibly additional "honor" series pointing up various Portland suburbs and Oregon cities.

DR. L. W. CHUBB

Radio Scientist Dies

DR. LEWIS WARRINGTON CHUBB, 69, director emeritus of Westinghouse Research Labs., died Wednesday at his home in Wilkinsburg, suburb of Pittsburgh.

A world-renowned scientist, Dr. Chubb served Westinghouse 42 years, spending the last 20 as research director. He retired in September 1948.

During his two-score years of service, Dr. Chubb helped develop commercial radio broadcasting for the pioneer station, KDKA Pittsburgh.

In 1920, he was chosen to guide Westinghouse radio activities.

"At that time," he recalled later, "we were unable to envision the real future to radio. The state of the art indicated that there might be a few million dollars worth of business before market saturation, as radio seemed applicable only to emergency use at sea, ship-to-shore service and for telephonic communications where wires could not be used."

Among other affiliations, he was a member of the Institute of Radio Engineers.

Surviving are his wife, the former Mrs. Ora Lee McGregor of Pittsburgh; three sons, and four brothers.

ARMED FORCES DAY

Promotion Kits Are Issued

KITS containing suggested material for observance of Armed Forces Day May 17 are being mailed to radio and television stations, Charles Dillon, chief of the Radio-TV Branch, Dept. of Defense, announced last week.

In addition, the Office of Public Information is mapping plans with individual radio and video networks for paying tribute to the services, Mr. Dillon said. Information also is available from information officers at all military installations who will offer their assistance to local station managers.

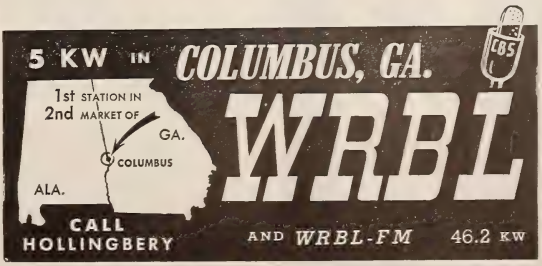
Radio folders will include a 15-minute script, statements from top defense authorities and background materials. A slide and 20-second film trailer is being sent to TV stations.

Foster May

FOSTER MAY, 46, former WOW Omaha radio newscaster and commentator and Nebraska political figure, died March 31 in San Diego, Calif., after a lengthy illness. With WOW for many years, Mr. May's specialty was man-on-the-street interviews. He ran on the Democratic ticket for U.S. Senator from Nebraska in 1942 and was a candidate for Nebraska secretary of state in 1950. He served on the Omaha *Bee-News* before entering radio. Survivors are his wife, two daughters and his parents.



WRBL delivers 18.7% MORE COVERAGE than ALL OTHER media in Columbus' 26 county trading area. This booming market with a population of 600,161 spent $310,780,000 in 1950 . . . and Columbus shows sales increases in every category for 1951. To get your share of the business at the lowest cost per thousand, there is only ONE BUY—the Champ of Columbus—WRBL, the station for audience, coverage and merchandising support.



GUEDEL, CBS

Sign Five-Year Contract

IN A deal unprecedented in radio-television, John Guedel Radio Productions and CBS have signed a five-year contract involving more than $30 million in time and talent for the first half-hour daytime strip, coast-to-coast commercial "adjacentcast" emanating from Hollywood.

Starting Sept. 1, Art Linkletter's *House Party*, packaged by Mr. Guedel's firm, will be telecast live to the full CBS-TV network, with a radio version taped at same time and released to CBS Radio immediately following. Show will originate from the Earl Carroll Theatre.

Arrangement, pioneered by Guedel Radio Productions, in producing *You Bet Your Life*, radio and TV shows with Groucho Marx, gives the advertiser complete coverage in all markets via both media with sponsor paying only TV production costs. Pillsbury Mills and Lever Bros. will split the cost under the new *House Party* arrangement, with program continuing through summer on CBS Radio.

Change in billings starts May 5, with program going to full half hour June 1.

Deal gives Mr. Linkletter six half-hours weekly on radio (including NBC *People Are Funny*) and five half hours on TV.



air-casters



DR. ROY K. MARSHALL, educational director, WFIL Philadelphia, presented first annual award of achievement by Fathers Assn. of Strawbridge School, Westmont, N. J., for popularizing scientific subjects on TV.

MANNY WRIGHT, WFMW Madisonville, Ky., to KTLW Texas City, Tex., as program director.



Mr. Wright

CLARENCE ELIASON Jr., personnel director Gunther Brewing Co., Baltimore, to CBS Hollywood in similar capacity.

TED LLOYD, announcer and radio actor, joins announcing staff of WOAI-AM-TV San Antonio, Tex.

BILL GRIBBEN joins announcing staff of WSB Atlanta.

BOB JONES, news director at WHHM Memphis, Tenn., appointed program director replacing **JACK BROOKS** who resigned because of illness.

STU WILSON, moderator ABC radio *Hollywood Flying Feet* and announcer KLAC-TV *Leo Carillo Dude Ranch Varieties*, adds daytime duties with KBIG Avalon, Calif. as producer, manager and director of special events effective May 1.

ROBERT E. LEE promoted to program operations supervisor at WAAM (TV) Baltimore, replacing **HARRIETT GEORGE** who joins Red Cross as coordinator of recreation activities in military hospitals.

PAUL LUTHER, WLWT (TV) Cincinnati, to WWJ-TV Detroit, as m.c. of daily *Open House* replacing **TED JOHNSON** who resigns because of other TV commitments.



Mr. Luther

ROBERT S. KELLER Inc., N. Y., named national sales promotion representative for WDVA Danville, Virginia.

JOHN MERRIFIELD, WWJ Detroit farm director, awarded Honorary State Farmer degree by Michigan Assn. of Future Farmers of America.

KIT FOX, director of special broadcast services, WLW Cincinnati, chosen candidate for "Advertising Woman of the Year" award by Cincinnati Advertising Club.

BOB RIERSON, assistant program director, WBT Charlotte, N. C., named director of radio there.

TEX WILLIAMS, western singing star of NBC radio *Round-Up Time* and *Western Songs and Music*, received Presidential award from Goodwill Industries of America Inc. for service in providing entertainment for handicapped.

DOROTHY MacFARLAND and **DON DAVENPORT,** both of WXYZ Detroit, will be married Sept. 6.

WALLACE G. RAY, assistant manager of KBLF Red Bluff, Calif., to KNBC San Francisco as announcer.

PETER JAMIERSON to WTTG (TV) Washington on announcing staff.

GERALD A. PIERCE, production chief, WIBU and WWCF (FM) Poynette, Wis., to KRES St. Joseph, Mo., as program director.

ALLAN CURTIS, WFGM Fitchburg, Mass., to WWNH Rochester, N. Y., as announcer-disc jockey.

RUTH ANNE FLAHERTY, WTOP-TV Washington, to WMAL-TV that city, for daily show, *Miss Ruth Anne's Kindergarten.*

CHUCK CECIL, staff announcer, KARM Fresno, Calif., to KFI Los Angeles in similar capacity.

TOM CARY, KFNF Shenandoah, Iowa, to announcing staff of KMTV (TV) Omaha, Neb.

BLAINE HANKS, announcer, KMCM McMinnville, Ore., to KOIN Portland, in same capacity.

SIDNEY NADLER, film editor, WOR-TV New York, to WXEL (TV) Cleveland in similar capacity.

GAIL POTTER, director of speech and drama, Southern College, Lakeland, Fla., to WFLA Tampa, Fla., as director of education and public service.



Miss Potter

W. T. McCLARIN, promotion and merchandising manager, KVOO Tulsa, Okla., elected president of Tulsa Optimist Club effective in June.

MARTIN BLOCK, WNEW New York disc jockey, to write monthly column in *Redbook* magazine commencing with April issue.

EARL L. DAHLSTROM, program director at KLIX Twin Falls, Ida., assumes similar duties at KRJF Miles City, Mont.

DON L. PIERCE, program director, WRRF Washington, N. C., re-elected to board of directors of Washington Junior Chamber of Commerce.

FRED HUCKMAN and **HUGH JARRETT** to WESC Greenville, S. C., on announcing staff.

CARL ZIMMERMAN, announcer, WSYR Syracuse, father of girl, Terry, March 27.

DON CLARK, director CBS Radio *Stars Over Hollywood*, father of girl, March 24.

News • • •

GEORGE SKINNER, WPTZ (TV) Philadelphia, appointed station's news editor.

PAUL LIGGITT, newscaster and director of special events, WHBF Rock Island, Ill., father of girl, Anne Christie, March 8.

MICHAEL HINN, news staff, KFI and KHJ-TV Los Angeles, to Liberty Broadcasting System, Dallas, Tex., as news editor and commentator.

MILO TOWNES, news editor, WAND Canton, Ohio, to WSRS Cleveland news staff.



Mr. Townes

BARBARA WILLIAMS joins news staff of WHAS Louisville, Ky.

CHARLES NORWOOD, WTHT Hartford, Conn., to WNHC-TV New Haven as newscaster.

ROY NEAL, news editor-producer, WPTZ (TV) Philadelphia, to NBC-TV Western Division as news director.

ATOM COVERAGE

More Reporters Allowed

ATOMIC Energy Commission is permitting 30 additional radio-TV news people to the contingent of broadcast network personnel already signed to cover the atomic explosion test in Las Vegas, Nev., set sometime after April 19.

AEC announced its plan last Monday in answer to a protest by the Radio Correspondents Assn. in Washington, D. C. The association's president, Hollis M. Seavey (MBS), and Bill Shadel, CBS, met with Charter Heslep, chief of AEC's radio-visual branch March 28.

The correspondents noted in their letter that "with a special event of this magnitude in prospect, it is reasonable to suppose that correspondents from stations throughout the country will want to report the story first-hand for their respective audiences." Deadline for radio-TV newsmen interested in taking part in the coverage was today (April 7). Contact was Mr. Heslep, AEC, Washington, D. C.

ALASKAN RADIO

Four Advertisers Buy Time

SERIES of newscasts, spot announcements and station breaks have been bought by four U. S. stateside advertisers on two Alaskan radio stations operated by the Midnight Sun Broadcasting Co.—KFAR Fairbanks and KENI Anchorage—Gilbert A. Wellington, Midnight national advertising manager, announced March 28.

Procter & Gamble will sponsor 52-week spot campaign over both stations to advertise Spic 'n' Span. Agency is the Biow Co., New York. Newscasts will be sponsored by Lang & Co., Seattle, for its Gold Shield coffee. Pacific National, same city, handles account.

Station breaks were bought for 52 weeks by Avoset Co., San Francisco, for its Avoset and Qwip. Agency is Harrington-Richards, same city. Rounding out two-station schedule is J. A. Folger & Co., which purchased 26 weeks of announcements for its Folger coffee. Raymond R. Morgan, Hollywood, is agency.

RECRUITING

Media Monies Asked

MILITARY recruiting authorities have been assured by a Congressional subcommittee that $1,050,000 sought for radio, TV and other advertising after July 1 is a "reasonable amount" and will receive favorable consideration.

Officials of the Military Personnel Procurement Service testified before a House Appropriation Army subcommittee March 26 on the Army Air Force recruitment advertising budget for fiscal 1953. Subcommittee, headed by Rep. Robert L. F. Sikes (D-Fla.), has not made its recommendations yet.

Despite this favorable development, there were no indications that Congress would lift its current freeze on current '52 monies. Additionally, about $170,000 of an estimated $900,000 remains unexpended from fiscal 1951 budget. From $530,000 to $550,000 was allocated prior to March 1 for an interim advertising campaign involving a spot campaign on some 500 Keystone Broadcasting System stations and 13 other 50 kw outlets [B•T, March 17, February 11].

The controversial '52 ban was not discussed during the brief session on Capitol Hill. Recruiting officials are thus confused over their next moves in the advertising hassle, prompted by Congressional criticism which resulted in withdrawal of network programs. Thus far, no action has been taken to lift '52 prohibition on $2.1 million for national advertising.

Before the recruiting picture clears, these steps must be taken:

(1) Authority must be obtained, first for MPPS to spend the $170,000 still unexpended from fiscal '51 funds. The current interim campaign expires July 1. Radio-TV has a stake in this sum, though its share has not been worked out. About $200,000 was spent on network shows dropped last fall.

(2) Congress must r e s c i n d Amendment 8 of the 1952 Military Appropriations Act unfreezing the $2 million-plus now tied up. Again, broadcasters' allocation hinges on this eventuality. Report that repeal would be sought in the form of a deficiency bill has not materialized yet. MPPS authorities hope for action by May 1.

Congressional Approval

(3) Congress must approve the '53 bill. Recommendations of the subcommittee will be forwarded to the full House Appropriations Committee, sent to the House floor, be taken up by a Senate subcommittee and be voted on by the Senate.

The Senate subcommittee is headed by Sen. Joseph C. O'Mahoney (D-Wyo.), under whose leadership the ban was imposed. The Senator is expected to participate in decisions involving the Pentagon's request for lifting the prohibition on the $170,000 and $2.1 million. Permission to spend the $550,000 out of '51 expenditures reportedly stemmed from conferences between Sen. O'Mahoney and Anna Rosenberg, Defense Dept. manpower specialist.

NARTB has requested a breakdown of all monies spent on radio-video since July 1, 1951. Radio is allotted about 18% of current monies and 46% of all funds spent since that date. MPPS authorities plan to submit the breakdown to NARTB President Harold E. Fellows.

Appearing for the recruiting program before the subcommittee were Brig. Gen. Omar Niergarth, MPPS chief; Col. James Banville, deputy chief, and Col. William Berkeley, publicity branch director. They spoke on behalf of voluntary recruiting, induction center and other activities.

These officials asked the subcommittee for a free rein to use '53 funds in a manner best suited to personnel needs, with directionalized allocations for radio, television and other media. Because of Congressional protests, plans now envision spot announcements rather than network productions.

CHARLES MICHELSON Inc., N. Y., transcription concern, will handle U. S. release of *The Happy Gang*, daytime musical-variety show carried on Canadian Broadcasting Corp. network by Colgate and Quaker Oats.

AD COUNCIL POSTS

Witting, Trammell Named

CHRIS J. WITTING, director and general manager of the DuMont Television Network, was named to represent the broadcasting industry as one of four new directors elected to the Advertising Council last week [B•T, March 31].

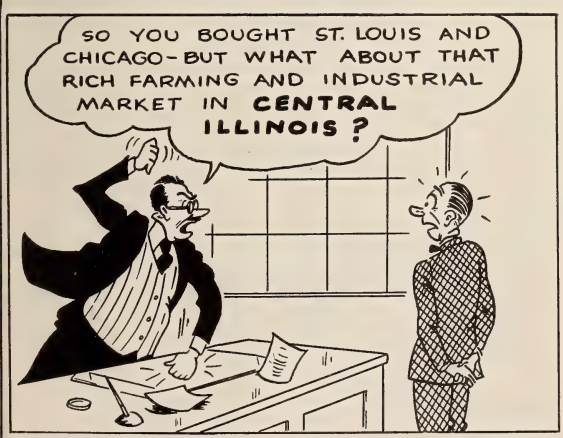
Simultaneously, Niles Trammell, chairman of the NBC board, was elected a director-at-large, with Fairfax M. Cone, president of Foot, Cone & Belding and former chairman of the Advertising Council board, and William G. Chandler, president of Scripps-Howard Supply Co., similarly designated.

Besides Mr. Witting, the new directors are Harry F. Byrd Jr., publisher of two Virginia papers, and Bennett H. Fishler, New Jersey editor and publisher, both to represent the newspaper industry, and Richard E. Deems, general advertising manager of Hearst Magazines, magazine industry representative on the Advertising Council board.

Theodore S. Repplier was re-elected president of the public service advertising organization, and Allan M. Wilson and George P. Ludlam were again named vice presidents.

KMPC Hollywood has banned Capitol Records' release of *Try* by Stan Freeberg, the voice of Cecil on KTLA (TV) *Time for Beany*.

TIME BUYING FOR '52 . . . by WSOY and WTAX





NOTE: The largest market in Illinois outside of Chicago is covered by WTAX and WSOY. This tremendous market has 261,850 families with a population of 733,900. 66,671 industrial workers earn a total of $179,602,000.00 each year. The net farm annual income is $457,403,000.00—$9,016.00 income per farm family, OVER TWICE the national average.—$782,738,000.00 total annual retail sales. This major market is YOURS AT APPROXIMATELY ONE-HALF the cost of any other major market in the U.S.

WTAX
AM and FM
CBS AFFILIATE
SPRINGFIELD

WEED & CO., National Representatives

WSOY
AM and FM
CBS AFFILIATE
DECATUR

'AMERICA'S HOUR'

Kirby Plan Aid Promised

ADVERTISING is taking up the cudgels on behalf of a campaign to recharge civilian and military morale and drive across the validity of America's fighting cause in this election year.

Progenitor of the idea is Col. E. M. Kirby, chief, Radio-TV Branch, Dept. of Army, who envisions "an antiphonal America's Hour . . . which radio with the leadership of The Advertising Council can bring to ears hoping to hear, and soon."

Col. Kirby appropriately broached the plan with Theodore Repplier, council president, at the annual Voice of Democracy contest luncheon last February. Actually, the Army radio-TV information chief had been toying with the idea since last fall when he conceived the notion of an *America's Hour* on radio [CLOSED CIRCUIT, Sept. 3, 1951].

Using simple good old-fashioned patriotism as the theme—against a "cross-fire of political battle and controversial charges" traditional in a Presidential election year—Col. Kirby has called on the broadcasting and advertising industries to approach this "two-way street" of civilian and military morale.

Already, promises of cooperation have been given fortuitously by The Advertising Council, American Assn. of Advertising Agencies, the Advertising Assn. of the West, the Assn. of National Advertisers and such organizations as the Coca-Cola Co., as well as NARTB.

Mr. Repplier has contacted Paul W. West, ANA president, and Frederic R. Gamble, AAAA president, on behalf of the Kirby proposal. The results have been gratifying.

Mr. Repplier advised Mr. West that the Army radio-TV chief has posed a "very real problem," one which concerns every citizen. He suggested the Kirby letter be circulated among ANA members. "For example, there may well be opportunities on many radio shows to introduce a spot which reminds people that there are men in American uniforms around the world protecting our right to sit home in an easy chair before a radio or television set," Mr. Repplier explained.

Another possibility, he felt, is the use of film from Korea on some shows, with the announcer reminding viewers "that we have a lot of boys in uniform doing a lot of unpleasant jobs." The boys, seeing such evidence in these shows overseas, "will feel much less like forgotten men," he added.

Mr. Repplier advised Mr. Gamble that while advertisers are the "controlling factor" in lending assistance, "certainly there are ways in which some of the agencies might help." He urged the proposal be circulated through the AAAA's. Mr. Gamble thought the idea "splendid" but suggested distribution through the ad council.

Others Interested

In point of concrete results, Robert C. Coleson, Pacific Coast representative of the Advertising Council, conferred with Neil Reagan, president of the AAW, who in turn asked 42 member ad clubs in 11 western states to publicize the plan at their luncheon sessions. In addition, Art Linkletter promised to push the idea in his network shows, Mr. Coleson reported.

Mr. West expressed interest in the proposal and promised "we will do everything we can" upon his return from the ANA convention in Hot Springs, Va., held last month [B•T, March 24].

Similar interest was conveyed by Felix W. Coste, vice president of the Coca-Cola Co. He suggested the overall project be under-written by the Advertising Council which "could do the job most effectively."

Part of the broadcast work in which Col. Kirby has continued to pioneer is reflected in the TV series, the *Big Picture*, which has expanded to some 83 TV outlets. Stations carrying the series have been given certificates and the programs enter a second phase today (April 7) [B•T, March 31].

In the letter he circulated to Mr. Repplier and others, Col. Kirby noted that "it is obvious the 'military' is caught in the increasing cross-fire of political battle and controversial charges." He termed it a "specific democratic luxury for which the military are at defense stations throughout the world today," and quoted a recent Gallup poll in which almost 60% felt the Korean action was "unnecessary."

He continued:

Somewhere a voice in the wilderness of electronic sound is needed: a voice with not political overtones, but a voice from and to the center of main street *America* that makes a man with a rifle in Korea feel that he *is* needed there, his family proud to have sent him there, and his country continuously anxious as to his whereabouts, aware of his accomplishments, his wants, and his desires. This is that two-way street we were talking about. . . .

"No one can have all the answers for radio and the Advertising Council, but it seems sure it's more than a spot announcement campaign" and news analyses, Col. Kirby said. Using fragmentary sketches as examples Col. Kirby concluded: "It's the sound of all these things, all these people, all the services, all America. . . ."

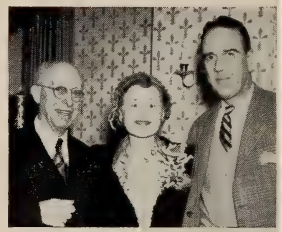
The BIGGEST rural and small town AUDIENCE in Mid-America

More rural and small-town homes are tuned in to KCMO than to any other station in the area—according to the newly-completed Conlan "Study of Listening Habits" in Mid-America. Your message on KCMO reaches them through programming planned to fit their needs. It's a big, prosperous, loyal audience—and you can reach it *best* with KCMO.



KCMO

50,000 WATTS • 810 KC.
125 E. 31st St., Kansas City, Mo.
or THE KATZ AGENCY



IT'S homecoming for Ma Perkins and "Shuffles" Shober (Virginia Payne and Charles Egelston) in Cincinnati where the two took part in WLW's 30th anniversary luncheon. L to r: Mr. Egelston; Miss Payne, and William Ramsey, Procter & Gamble's radio director. The two performers, natives of Greater Cincinnati, have starred in the *Ma Perkins* radio series more than 18 years. Show started on WLW.

RIAS EXPANDS SCHEDULE

Now on 24-Hour Basis

IN A BID to counteract all-night programming of a communist radio network in Germany, the American radio station (RIAS) in Berlin has inaugurated around-the-clock operation with addition of two extra hours, the Dept. of State has announced.

RIAS has activated a transmitter at Hof, Bavaria, and fanned out its 22-hour daily schedule through the 3-5 a.m. period, it was explained. Five-minute newscasts are aired during the extra hours. The Hof transmitter will complement RIAS shortwave and wired transmitting facilities in a move to offset programming of a five-station Soviet-zone communist network. Service is aimed at listeners in Berlin and the Soviet zone.

AIR FORCE FUNDS

Electronics Projects Asked

FUNDS for electronics—for major procurement including Air National Guard equipment and research and development projects — are contained in an Air Force appropriations bill studied by the House Appropriations Committee.

Air Force officials told an appropriations subcommittee, headed by Rep. George H. Mahon (D-Tex.), that the electronics program calls for monies for research and development, testing of airborne and ground radio, and radar equipment for piloted and pilotless aircraft.

Included in the Air Force budget are a request for laboratory funds ($14.1 million-plus), travel costs ($804,000), and research and development ($2.2 million-plus).

Sum of $3.2 million-plus is sought for the Air National Guard, covering such items as "major radio, radar, telephone and communications center equipment" with test equipment. Fiscal 1953 estimate for UHF communications equipment is $39.8 million.

An estimate which placed average cost-per-pound of airborne electronics items or similar components at $46 and average cost-per-pound of ground electronics or communications systems at $6, was revealed during the hearings.

The Air Force also requested $48.4 million for procurement of "on-base communications" equipment. These include radio relay, facsimile, and other services not provided under authorized allowances.

DEFENSE OPI

House Group Orders Slash

CONTINUING its attack on Pentagon "publicity" operations, the House Appropriations Committee last Thursday ordered the Dept. of Defense to slash its Washington public information force by over 75%. The group took this action in reporting out the department's 1953 appropriations bill, which the lower chamber will take up today (Monday).

There was no immediate indication as to how the reduction would affect media operation of each service or the Office of Public Information's Radio-TV Branch, should the House and Senate sustain the action. Also directed was a 50% cut in staffs of each service. The committee recommended sum of $312,500 for all OPI activities.

The Air Force may drop two public service radio programs as the result of reduction in similar personnel directed by Secretary Thomas Finletter [B•T, March 31].

PULSE TOP 10

Months Are Compared

TOP TEN network radio programs, comparing Jan.-Feb. multi-market ratings with those of Nov.-Dec., have been released by Pulse Inc. Listing shows evening, Monday-Friday daytime, and Saturday and Sunday daytime ratings as follows:

Evening

	Program Average Rating	
	Jan.-Feb.	Nov.-Dec.
Jack Benny (CBS)	11.8	11.4
Lux Theatre (CBS)	9.9	10.3
Bergen-McCarthy (CBS)	9.7	10.2
Amos 'n' Andy (CBS)	8.9	9.1
Bob Hope (NBC)	7.6	7.6
You Bet Your Life (NBC)	7.6	7.7
Dragnet (NBC)	7.5	..
Godfrey's Talent Scouts (CBS)	7.5	7.7
Winchell, Alsop (ABC)	7.4	9.1
Fibber McGee & Molly (NBC)	7.3	..

Monday-Friday Daytime

	Program Average Rating	
	Jan.-Feb.	Nov.-Dec.
Arthur Godfrey (CBS)	9.3	9.2
Helen Trent (CBS)	7.9	7.7
Our Gal Sunday (CBS)	7.8	7.7
Ma Perkins (CBS)	7.7	7.3
Big Sister (CBS)	7.6	7.3
Wendy Warren (CBS)	7.6	7.5
Aunt Jenny (CBS)	7.5	7.7
Grand Slam (CBS)	7.3	7.4
The Guiding Light (CBS)	7.1	..
Young Dr. Malone (CBS)	7.1	6.8

Saturday & Sunday Daytime

	Program Average Rating	
	Jan.-Feb.	Nov.-Dec.
Theatre of Today (CBS)	5.5	5.5
Grand Central Station (CBS)	5.3	5.4
The Shadow (MBS)	5.2	5.0
Stars Over Hollywood (CBS)	5.2	5.7
True Detective Mysteries (MBS)	5.1	5.1
City Hospital (CBS)	4.9	4.5
Give and Take (CBS)	4.6	4.8
Let's Pretend (CBS)	4.5	4.6
Whitehall 1212 (NBC)	4.5	..
Martin Kane (NBC)	4.4	4.0

Amer. Tobacco Sales

BOTH unit sales and dollar sales of American Tobacco Co. for the first two months of 1952 were well ahead of those for the corresponding period last year, Paul M. Hahn, company president, reported to stockholders at their annual meeting April 2, in Flemington, N. J. All directors were re-elected.

William J. Staab

WILLIAM J. STAAB, 53, media manager for Fuller & Smith & Ross, advertising agency, died Wednesday in Cleveland. Considered dean of Cleveland advertising media directors in years of service, Mr. Staab started with the firm 39 years ago as office boy.



BASEBALL SOUND EFFECT RECORDS

5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS

$10. or $2. ea.

Order C.O.D. Today While Supply Lasts

Charles Michelson, Inc.

15 West 47th St., N. Y. 36

BAB Roundup

Continued from page 27)

excellent progress recorded during the past six months.

John F. Patt becomes chairman of the Finance Commitee.

Attending were: Kenyon Brown, KWFT Wichita Falls, Tex.; Gene Cagle, KFJZ Fort Worth; Charles C. Caley, WMBD Peoria; Martin B. Campbell, WFAA Dallas; Joseph Baudino, representing Walter Evans, of Westinghouse, Baltimore; Simon Goldman, WTN Jamestown, N. Y.; George Hatch, KALL Salt Lake City; Louis Hausman, CBS New York; Edgar Kobak, WTWA Thomson, Ga.; William McGrath, WHDH Boston; John Meagher, KYSM Mankato, Minn.; Adrian Murphy, CBS New York; John Patt, WGAR Cleveland; H. Preston Peters, Free and Peters, New York; William B. Quarton, WMT Cedar Rapids, Iowa; Theodore Streibert, WOR New York; Robert D. Swezey, WDSU New Orleans; Don Thornburgh, WCAU Philadelphia; Frank White, Mutual, New York; Allen Woodall, WDAK Columbus, Ga.; William B. Ryan, president BAB Inc.

Excused were: William Beaton, KWKW Pasadena; Robert Dunville, WLW Cincinnati; Eugene Katz, Katz Agency, New York; Robert Kintner, ABC New York; Arch Morton, KJR Seattle; George B. Storer, Fort Industry, Birmingham, Mich.; Niles Trammell, NBC New York; Frederic W. Ziv, Frederic W. Ziv Co., New York.

BAB STRENGTH

Told by President Ryan

MEMBERSHIP of Broadcast Advertising Bureau totals 572 stations, four networks and a group of associates, BAB President William B. Ryan announced at the conclusion of the NARTB Chicago Convention.

This provides BAB with a $563,000 budget as a new fiscal year starts, compared to $340,000 in the past year.

Complete separation of BAB from NARTB April 1 left the sales agency without the 30% share of NARTB dues many members of that association had made available. Operating independently, BAB now charges half the highest hourly rate per month.

During the convention, BAB signed 125 station members, Mr. Ryan said. At its peak period under the NARTB dues-sharing plan, BAB had reached a March total of about 970 station members. Some of these were lost through NARTB member default, according to BAB.

Recruiting Is Under Way

Membership recruiting has started under a committee of BAB state chairmen. These chairmen will make station contacts before BAB's 42 area sales clinics open starting in mid-April. Only BAB members are eligible to attend the clinics.

"We're delighted to find that we can now proceed with our plans for an even stronger and more aggressive sales organization during the coming year," Mr. Ryan said. Station reaction during this convention was such that we fully expect to hit the $600,000 budget mark within a comparatively short time.

"As a result, we are proceeding immediately with our plans for the establishment of a Chicago office, to be headed by someone well versed in the fields of sales and promotion. We also plan to immediately strengthen sales, promotion and research staffs at BAB's New York headquarters."

'POLITICAL' ADS

'Institutional' Tag Hit

BARB at institutional advertising used for "political" purposes was thrown in the Senate last Tuesday by Sen. Hubert H. Humphrey (D-Minn.).

Sen. Humphrey said he was criticizing an "abuse" of institutional advertising—"I refer to the growing practice of institutional advertising for political purposes being used as a tax deductible business expense."

The attack by the Minnesota Democrat brings to the fore a criticism that has been heard off and on both in the Senate Finance Committee during hearings on tax measures and in Congressional chambers.

Policy now being followed by the Treasury Dept. and the Internal Revenue Bureau is to permit institutional advertising as a deductible tax expense providing the amount spent is "reasonable" in comparison with what the individual firm has spent previously.

Cites Newspaper Ads

Sen. Humphrey said that what set off his attack were two full-page advertisements appearing in a Washington paper that morning, one by McGraw-Hill Publishing Co. on wages and prices, another by Safeway Stores Inc. of Oakland, Calif., national food chain, on the price stabilization program.

Both of these advertisements, according to the Senator, had nothing to do with the actual product of these two firms.

I desire to make it perfectly clear that I am not opposing any right of a corporation or of any person to expound political views. I respect that right regardless of whether I agree with the point of view expressed. What I am saying is that it is not a legitimate business expense. It has nothing to do with the product sold by a corporation, whether it be Safeway, McGraw-Hill, Standard Oil, or any other corporation.

Sen. Humphrey said he planned to study the matter further and bring it to the attention of the Senate and to the Treasury Dept.

Sen. William F. Knowland (R-Calif.) suggested that Sen. Humphrey might also want to study publications and copy "intended to be used on billboards and presumably on television and radio programs, as well as in the form of newspaper hand-outs" by the Office of Price Stabilization to "sell" its case to the people.

Sen. Humphrey answered that Congress itself can stop any part of the government from spending money for this purpose "but I submit that advertising by a corporation is a proper legitimate tax deductible item only when it relates to its own business." The taxpayer, he noted, has no recourse to corporation "political" ads because housewives cannot "place full page ads in the 400 newspapers in the country and deduct the expense from their income tax."

Problem of institutional advertising, Sen. Humphrey said, "is a serious one in the light of recent Congressional interest in campaign expenditures. One of the loopholes in our present laws affecting campaign expenditures is the use of political advertising by business concerns who deduct the cost of this advertising from their tax returns."

'Leaky Bucket'

BOTTOM fell out of a leaky Capitol Hill information bucket last week. Report that Sen. Hubert H. Humphrey's (D - Minn.) subcommittee studying newsprint in the Senate had recommended newspapers should raise their advertising rates was "a mistake by the staff," the Senator said. Word that such a recommendation had been made leaked out over the previous week end. Sen. Humphrey termed the leak "a very tragic thing." Proposed report, he added, was a confidential committee print and "should not have leaked." He said he was not aware the language on ad rates was in the report when it was sent to the printers and in any case, it had no business being in there.

WINR

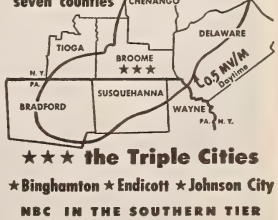
BINGHAMTON, N.Y.

Now 1000 Watts* on 680 kc

*Daytime ... 500 Watts Nights

with **COMPLETE** coverage of Southern New York — Northern Pennsylvania trading area . . .

Serving 381,700 customers with primary coverage in seven counties



★★★ the Triple Cities

★Binghamton ★Endicott ★Johnson City

NBC IN THE SOUTHERN TIER

George P. Hollingbery, Nat. Rep.

WINR

RECORD SALES

TV Seen Stimulating

TELEVISION will stimulate rather than retard demand for records by causing more people to seek entertainment at home, Glenn E. Wallichs, president of Capitol Records Inc., stated in his annual report to stockholders.

Convinced that recordings will continue to "enjoy popularity as a major form of entertainment," he revealed that Capitol Records sales and profits in 1951 were "well ahead of 1950."

Sales in the 12 months ending last Dec. 31 were $13,385,548, an increase of $1,069,229 over 1950 total. Last year's net income, he reported, after $437,000 for federal income taxes, was $408,439, reflecting somewhat higher prices and improved manufacturing and operating efficiency, Mr. Wallichs said.

The 1950 net income was $201,509, after federal income tax of $121,000.

Working capital on Dec. 31 was $2,760,475, an increase of $158,914 during the year. Compared with the preceding year-end, cash was up more than a half million dollars to $1,202,440, report said.

WGAR-FM PLANS

Now Assembling Equipment

FIRST major station in several months to enter FM, WGAR-FM Cleveland, after getting FCC approval fortnight ago for 99.5 mc (Channel 258), plans to go on the air as soon as equipment is assembled.

Carl E. George, WGAR general manager, said the FM adjunct would cost about $50,000. "This demonstrates our belief in the future of the aural medium," he said.

WGAR-FM will reverse the history of Cleveland FM, where at one time there were eight stations. Two suspended broadcasting in the last three years. WGAR-FM, CBS affiliate, will round out the FM network picture in the area. WGAR applied to the FCC for FM several years ago, but application was held up pending outcome of the lengthy G. A. (Dick) Richards case.

allied arts



JAMES M. BOERST, owner of Executives Radio-TV Service, Larchmont, N. Y., named associate publisher of monthly *Rorabaugh Report on Spot Radio Advertising.*

FREDERIC BERNER, manager of defense products, American Home Foods, to Industrial Surveys, N. Y., as supervisor of account group and **PAUL LIDEEN,** client service executive of A. C. Nielsen Co., to Industrial Surveys as account executive.

RUSSELL J. TINKHAM, co-founder and past president of Magnecord Inc., to Ampex Electric Corp., as manager of newly established Chicago office.



Mr. Tinkham

R. T. CAPODANNO, director of engineering at Emerson Radio and Phonograph Corp., N. Y., elected vice president in charge of engineering.

E. J. BAUGHMAN, electrical engineer, named West Coast representative for TV equipment sales for General Precision Labs.

CLIFFORD C. ROSE, audio-visual technician, to sound studio sales staff of Hudson Radio and Television Corp., N. Y.

SIDNEY GROVES, assistant sales manager of Macy's, N. Y., named factory representative of CBS-Columbia to cover Connecticut and New York state except metropolitan New York.

W. L. ROBERTS, Inc., Memphis, Tenn., named CBS-Columbia distributor for northern Mississippi, western Tennessee and eastern Arkansas.

ALEX THOMSON, manager of CKCL Truro, N. S., appointed representative in Atlantic provinces of S. W. Caldwell Ltd., Toronto, transcription distributor.

COL. EDWARD J. POTTER, U.S.A.F., ret., San Antonio, Tex. public relations man, named sales representative for United Artists Television, that city.

N. HINKLE BARCUS, manager of Ideal Pictures, N. Y., appointed sales manager of Visual Media Inc., that City.

ROBERT I. GAINES, head of export activities, Instrument Div., Allen B. DuMont Labs, promoted to export manager for newly created International Division.

A. M. REPSUMER appointed TV supervisor at Baker Mfg. Co., Evansville, Wis.

H. R. LETZTER appointed sales manager of industrial division of Webster-Chicago Corp., Chicago (record changers, phonographs, magnetic wire and tape recorders).

TED BOISUMEAU, Paramount Theatres, Chicago, and **TOM McMANUS,** Shell Oil sales representative, appointed to sales staff, Telenews Productions Inc., N. Y.

FRED MESSENGER, casting director, King Bros., Hollywood, and **JACK MURTON,** like capacity M-G-M, Culver City, form **TALENT ASSOC.,** (TV casting agency) at 6920 Sunset Blvd.

MITCHELL ARON, engineering staff of Hazeltine Electronics Corp., Little Neck, L. I., to technical staff of Andrea Radio Corp., Long Island City, N. Y. **S. RONALD HACKER** joins company's product design and development section.

WILLIAM E. JONES, former radio director of Henri, Hurst & McDonald, Chicago, and head of own program production group, appointed Chicago representative for Charles Michelson Inc., N. Y., TV film distributors.

FRANK COOPER, owner Frank Cooper Assoc., Hollywood (talent agency), father of girl, Pamela, March 25.

W. J. JILES, credit manager, Crosley Distributing Corp., N. Y., appointed national credit manager.



Mr. Jiles

HAROLD JOVIEN, head of West Coast radio-TV division General Artists Corp., Beverly Hills, joins radio-TV department Music Corp. of America, that city.

DAVID H. KUTNER, director of merchandising, Campbell-Ewald Co., N. Y., to Norge Div. of Borg-Warner Corp., that city, as director of advertising and public relations effective April 1. succeeding **CHARLES MacMAHON,** now eastern regional manager for Norge.

WARD PRODUCTS Corp., Cleveland, has released booklet covering its line of mobile antenna rods, bases and springs titled Form 54-153.

CBS-COLUMBIA Inc., Brooklyn, manufacturing subsidiary of CBS, names National Electronics Co., Minneapolis, as distributor for eastern Minnesota and western Wisconsin.

RALPH TAYLOR, sales promotion manager CBS-TV Hollywood, to *Long Beach Press-Telegram,* Long Beach, Calif., in similar capacity.

JAMES D. NORTH, general manager of Western Beet Sugar Producers Inc., S. F., appointed vice president in charge of western operations for Industrial Surveys Co.

KAYE-HALBERT Corp., Culver City (mfrs. TV sets), names Wholesale Radio & Electric Supply Co., S. F., as distributors in that area and San Jose Television Supply Co., San Jose, for San Benito, Santa Cruz, Santa Clara and Monterey counties area.

OTTO A. HARBACH, president of American Society of Composers, Authors & Publishers, last week named to Veterans Hospital Radio Guild's board of governors for 1952 fund drive.

BERNARD HENDEL, general manager of Hendel Fruit Co., joins United Artists Television as Pittsburgh representative.

HARRY ROE, manager media department, Foote, Cone & Belding Inc., L. A., and **HENRY ESCHEN,** manager Edward S. Townsend Co., that city (magazine representatives), form **ESCHEN & ROE Co.** (publishers' representative), at 1324 Wilshire Blvd.

EDWARD STASHEFF, TV supervisor of WNYE New York, and **EDGAR E. WILLIS,** professor of speech at San Jose State College, appointed to U. of Michigan's speech department faculty effective next fall.

Equipment • • •

AUDIO-MASTER Corp., N. Y., announces development of transcription player combined with PA system called AM 53-PA. Instrument has 12-inch detachable loudspeaker with 10-foot extention cord and plays all sizes of records and transcription from 7 to 17½ inches.

BAKER MFG. Co., Evansville, Wis., announces production of 10 AM fitted-end mast, electrically welded for strength and long life. Mast features special Baker tapered joint for stacking ten foot sections together to make higher masts.

PLASTOID Corp., N. Y., announces production of 300 ohm twin lead-in for television antennas designed to produce steadier more dependable pictures.

SIMPSON ELECTRIC Co., Chicago, announces manufacture of new oscilloscope calibrator termed Model 276, featuring direct meter readings. Unit is companion piece for Model 476 Mirroscope which features vertical mounting of cathode ray tube.

Technical • • •

KENNETH PENDLETON returns to WKBZ Muskegon, Mich., as technical director after 18 months with U. S. Navy.

PARKER L. LAVERTY to KXOK St. Louis as engineer.

WILLIAM P. ENDICOTT, engineer-announcer, KBRC Mt. Vernon, Wash., father of boy, William Paul, March 26.

PAT POLILLO, projectionist, WAAM (TV) Baltimore, appointed cameraman. **LEONARD NORINSKY,** cameraman at WTOP-TV Washington, joins WAAM's staff in same capacity.

CHARLES LIND, engineer, WSB Atlanta, and June Nixon were married last week.

SYLVANIA Electric Products is offering magnetic screwdrivers, designed especially to meet the needs of TV-radio servicemen, to service dealers who purchase 100 Sylvania receiving type tubes or four Sylvania picture tubes between April 1 and May 15.



Our Respects to . . .

(Continued from page 58)

Wholesale Co., Miami. Two years later, in 1921, he became treasurer of that firm.

In 1924, he formed the Wolfson-Meyer real estate firm with Sidney Meyer, his brother-in-law. This was the beginning of a co-equal partnership that has continued to the present time. Mr. Meyer, prior to the merger, had been general sales manager of the Old Fox Film Corp.

The Wometco Theatre Circuit (Wolfson-Meyer Theatre Co.) was established in 1925 with the erection of the Capitol Theatre in Miami. The chain now boasts 37 movie houses.

The motion picture industry, however, did not claim all Mr. Wolfson's activities. From early youth he had been interested in civic affairs. This led to his participation in local politics and his election to the Miami Beach council in 1939.

In 1943, he was re-elected to the council with the highest number of votes received by any contestant up to that time. His high returns and his service in the city council resulted in his installation as mayor of Miami Beach.

Leaves for Service Overseas

Politics were temporarily shelved in September that year when Mr. Wolfson resigned as mayor to enter the U. S. Army. Military service included duty in England, North Africa, France, Germany, Austria and Belgium. Outstanding service won him promotion to lieutenant colonel. He was decorated with the Bronze Star with Oak Leaf Cluster and the French Croix de Guerre.

The war over, Mr. Wolfson returned to Miami and the expanding theatre circuit, again becoming active in various theatre trade organizations both in Florida and nationally.

It was in 1948 that Mr. Wolfson entered the video field. He applied for and received a construction permit for WTVJ, Channel 4, in Miami. The growth of that station is Florida TV history.

In 1950 and 1951, he served as chairman of the TV committee of the Theatre Owners of America. In late 1951, Mr. Wolfson was elected president of this organization, which represents more than half of the 20,000-odd movie houses in the nation.

As TOA president, he has urged its members to "join with television to build a new medium of entertainment that will surpass anything heretofore imagined."

Mr. Wolfson married the former Frances Louise Cohen. They have three children, Louis, 24, a WTVJ public relations executive; Frances, a student at Bennington College, and Mitchell Jr., 13.

In addition to professional organizations, Mr. Wolfson is an active trustee of two hospitals; a member of the Rotary, Elks, Free & Accepted Masons, the Mahi Shrine Temple, Westview Country Club in Miami, the Harmonie Club of New York, American Legion and is first assistant barker of the Variety Club of Miami.

For recreation, Mr. Wolfson plays golf. Or rather, he formerly played golf. In the three years since Wometco entered TV, he hasn't been on a golf course.

However, Mr. Wolfson finds recreation in planning the future of WTVJ and theatre television, which to him is still an exciting threshold.



JOHN A. KENNEDY (l), chairman of the board, KFMB-AM-TV San Diego, is recipient of awards for "extraordinary meritorious service to the men and women of the Armed Forces" by the stations. George A. Scott, chairman of the San Diego Council of the U. S. O., made presentation.

WBAL Documentary

DOCUMENTARY and dramatic program was fed NBC by its affiliate, WBAL Baltimore, last Thursday 10:30-11 p.m. marking the station's 25th anniversary of its affiliation. Program, touching on historical scenes and events in the Baltimore area, illustrated service and entertainment afforded listeners by NBC and highlighted audience reaction to name NBC stars and shows. WBAL is supervised by D. L. (Tony) Provost, vice president and general manager of the Radio and Television Division of the Hearst Corp. Leslie Peerd Jr. is station manager.

Direct Mail Volume

DIRECT mail dollar volume for February 1952 was $96,355,838—a gain of 19.9% over the same month last year—according to figures released last week by Frank Frazier, executive director, Direct Mail Advertising Assn. Total for January and February was $188,256,223, a 10%-plus increase over the corresponding 1951 period.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

WKOW *Would Amend Atlass Contract, Renewal Bid Advises FCC*

OFFER to revise its management contract with Atlass Amusement Co. was made by WKOW Madison, Wis., last week in a petition to the FCC. The petition requested that the Commission reconsider its action last November in setting for hearing the station's application for renewal of license [B•T, Nov. 12, 1951].

Hearing, which was scheduled to start March 28, was postponed indefinitely.

The petition said that if the Commission feels 50% of the net profits plus travel allowances give Atlass control of the station, the contract will be revised to pay a flat $1,250 a month to the management consulting firm. It also would be revised to allow cancellation at the end of any year, upon three months' notice.

Hearing on WKOW's license renewal application was set on intimations by the FCC that Monona Broadcasting Co., licensee of WKOW, had abdicated its control through the contract with Atlass Amusement Co. The FCC also implied that WKOW secured a CBS affiliation after hiring the Atlass firm. Atlass Amusement Co. is headed by H. Leslie Atlass Jr., son of the CBS Western Division vice president.

Last week's petition recounted the early history of the Madison station, told of $154,597 in operating deficits from Jan. 1, 1948, to Sept. 30, 1950. It also pointed out that the station cost $250,000 to build, almost double the amount estimated.

Income Increase

After Atlass Amusement Co. was signed as management consultant, the station's income rose rapidly, the petition stated. In 1951, WKOW had a net operating income of $293,108.02 plus other income of $3,263.63, and an operating expense of $255,815.84.

Story of WKOW, as related by station executives in affidavits to the petition was as follows: Needs of the station in the early days were two—CBS affiliation and a competent manager. CBS told WKOW officials that its O&O Chicago station, WBBM, covered Madison adequately.

In 1950, Chicago attorney Arthur Morse tried to buy the station for a buyer later identified as H. Leslie Atlass Sr. Stockholders did not wish to sell, set price far above its value. Subsequently, WKOW officials were invited to Chicago to meet Mr. Atlass, where they discussed their need for a CBS affiliation and a manager.

Mr. Atlass turned them over to his son, who had set up as a management consultant. He also told them that recent surveys showed CBS was not being covered adequately in Madison and that it was seeking a Madison affiliate.

After signing a management contract with Atlass Amusement Co., station became a CBS affiliate. Its affiliation contract with MBS was cancelled when Mutual affiliated with WISC Madison, sharing affiliation with ABC on that station.

Mr. Atlass Jr. and members of his family acquired 180 shares of stock in the station at no par value, giving them 4% ownership. At one time, Mr. Atlass Jr. had options to buy 800 shares at $30 per share, which would have amounted to 13% to 19% of the ownership. However, he did not exercise these options.

Petition also related that a contract between Michael Henry, present manager of WKOW, and Atlass Amusement Co. was drawn up when Mr. Henry was being considered for employment by the WKOW board. It was drawn, petition stated, to show WKOW principals that Atlass Amusement Co. could deliver the services of the man it recommended to be station manager. Mr. Henry, then manager of WWXL Peoria, Ill., never worked for Atlass Amusement Co., the petition stated, and the contract lapsed when he accepted the offer to manage WKOW.

AMERICAN Newspaper Guild has applied for certification at Ottawa as bargaining agent for Canadian Broadcasting Corp. newswriters across Canada.

GATES
QUINCY, ILLINOIS
Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Radio-TV Unity Affirmed

(Continued from page 23)

point. William B. Ryan, BAB president, and his staff officers were quietly claiming their budget is heading above that of NARTB. Prior to the convention, the bulk of BAB's revenue had come via a 30% cut from NARTB member dues, if members desired the service. Now BAB membership will cost as much as NARTB in some cases, running half the highest published hourly rate per month.

Have Common Interest

The two groups are competing directly, from a membership viewpoint, but have common interests in stimulation of business for broadcast stations. BAB was separated from NARTB so it could enter the media field without trade association handicaps, and slug openly alongside printed and other advertising media. This separation is designed to strengthen the sales-promotion organization, and BAB responded to the expression of faith by promising an improved service.

Television occupied a heavier share of convention attention, with the industry heartened by the promise of FCC Chairman Walker that they probably will not have to wait much longer for the TV thaw and the new UHF band.

The chairman drew an ovation from the convention Wednesday noon after his first formal address in his new commission role.

In the manner of ex-Chairman Wayne Coy, Mr. Walker advised telecasters to avoid pressures for expediency. The TV freeze has lasted a long time, he said, because the Commission is drawing up a master plan for development of a leading industry, the dominant medium of mass communication.

His unfreezing promises were tempered by the reminder that licensing will proceed "at a snail's pace." Staff and budget shortages promise to aggravate the delays, he indicated. Chairman Walker mixed with delegates all during the convention. He made many new friends and served to bring the industry and Commission into a new understanding of common problems. Flanking the chairman at the convention were Vice Chairman Rosel Hyde and Commissioners George E. Sterling and Robert T. Bartley.

History-Making Debate

Right after Chairman Walker's address Wednesday noon a handful of delegates heard a debate that made history in the field of radio and television freedom. Two of the nation's leading lawyers debated the right of radio and television to report legislative and court proceedings.

The present trend toward curtailment of radio-TV rights to report public proceedings is dangerous and strikes at the fundamentals of free enterprise, it was pointed out in the discussion. Delegates joined James M. Landis and Louis Waldman in the arguing. Even Mr. Waldman, who argued against electronic reporting of some types of hearings and trials, agreed that radio and TV were not getting proper protection.

Many a delegate, recalling recent legislation tying the hands of radio and TV, winced as Mr. Waldman charged them with gross negligence in making their position known in legal and legislative halls.

There emerged from the meeting, however, what seemed to be general agreement that broadcasters and telecasters must wake up or they will find themselves locked out of more and more public proceedings.

Though the Wednesday afternoon program fell apart from an attendance standpoint, with the Code Review Board given only a few brief minutes, the overall programming of the meeting was praised. James D. Shouse, WLW Cincinnati, was chairman of the convention committee; Robert K. Richards, NARTB public affairs director, handled programming; Neal McNaughten, engineering director, handled the largest technical conference in association history; C. E. Arney Jr., and the business operations, and President Fellows was the executive head who kept the project moving.

While much of the convention time was devoted to workshop sessions, planning for TV's expansion, study of equipment and programming services, the public service side of broadcasting and television was given careful attention.

Besides reviewing the radio-TV reporting situation in connection with trials and hearings, the convention promised to throw full support behind the Get-Out-The-Vote Campaign. The fact that 1952 is a presidential year was emphasized and a strong resolution was adopted at the Wednesday business session. Another resolution covered the discrimination against microphones and cameras in court and hearing rooms, pointing particularly to the public's right to know how its governing agencies are operated.

In electing a new television board Monday morning, TV members elevated Robert D. Swezey, WDSU-TV New Orleans, to the chairmanship. Mr. Swezey was a driving force behind adoption of the TV Code last autumn. Two directors retired from the board. They were W. D. Rogers Jr., KEYL (TV) San Antonio, and Harry Bannister, who is leaving WWJ-TV Detroit to join NBC.

FM broadcasters had a busy meeting Monday morning, concentrating on their plan to promote the medium on a state-by-state basis. Three test drives have already been conducted. Interest ran high in the FM meeting, with 50-odd delegates turned away because of lack of seating space.

Winding up the Convention was the annual banquet, a complete sellout. The banquet program featured Patti Page, vocalist. Entertainment was supplied by ABC, BMI, CBS DuMont MBS and NBC.



ONE of two winners in RCA Thesaurus' home freezer-filled-with-beef contest at the convention was K. Cassel Thompson, president and general-commercial manager of WDAD Indiana, Pa. RCA models, roving the fifth floor, reminded conventioneers that Thesaurus is "your steak in programming."



SECOND freezer with another 200 pounds of beef went to Bill Hunt (l), chief engineer of WHIZ Zanesville, who is congratulated by Judge Justin Miller, NARTB board chairman. The giveaway gimmick included importation of a prize-winning steer, named Nobull, to the lower Exhibition Hall.

(See exhibit story page 52)

N.Y. CBS WAGES

Hike Pending WSB Okay

WAGE INCREASE of 7½% to all New York employes in the labor grade structure—non-union, non-executive staffers—was offered by CBS management during a special meeting of the employe-management committee Tuesday. Employe members accepted unanimously.

Retroactive to March 31, the plan awaits approval by the Wage Stabilization Board, although CBS agreed to start paying minimum cost-of-living increases June 1 and until WSB decision is made. If the 7½% increase is not approved, CBS will pay the difference into a merit fund, even though some 22% of labor grade employes, currently above the maximum for the classifications, would be ineligible for merit increases.

Discussions of the increase were started by the employe-management committee last November, with employes seeking a flat 10% raise in early March. Agreement, when approved, will remain in effect until March 31, 1953.

BAM IS DISSOLVED

BMB Successor Yields

BROADCAST Audience Measurement Inc., industry corporation formed in 1949 to study the radio research situation, was formally dissolved Wednesday during the NARTB Chicago convention.

Henry Johnston, WSGN Birmingham, wound up the corporation's affairs at a meeting of directors. Mr. Johnston was president of BAM.

Formed in the dying days of Broadcast Measurement Bureau after conclusion of the second BMB study, BAM served as a standby agency. When private measurement firms expanded the type and quality of their services, BAM failed to draw industry-wide support.

WE DON'T HAVE TO TELL YOU THIS:
The Green Bay Market is an uncommonly receptive market where average spendable income exceeds state and national figures

WE'D LIKE TO TELL YOU THIS
You can effectively and economically cover this Green Bay Market

With Just PG

PROGRAM POLICY:
"More Reasons for More People to Listen More Often."

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE

GREEN BAY, WIS.
McGILLVRA, Rep. N.Y. & CHI.

KLIX
IS KLICKIN'

Affiliates Committee

(Continued from page 23)

Thomson, Ga.; Clair R. McCollough, of the Steinman Stations; G. Richard Shafto, WIS Columbia and WSPA Spartanburg, S.C., and WIST Charlotte, N.C.; Hugh B. Terry, KLZ Denver; Kenyon Brown, KWFT Wichita Falls; John Patt, the Goodwill Stations; George B. Storer, Fort Industry Co.; Leonard Kapner, WCAE Pittsburgh; Richard M. Fairbanks, WIBC Indianapolis; Walter J. Damm, WTMJ Milwaukee; Ben Strouse, WWDC Washington, and Robert D. Swezey, WDSU New Orleans.

In his report, which he said represented the views of the full committee, Chairman Morency noted that the group had opposed NBC's late-1951 economic study for "several basic reasons," and said "there can be no question" that the committee's analysis of it, plus "the determined and concerted efforts" of NBC affiliates, "prevented its adoption."

Notes Committee's Objections

He felt that "no one can tell just what effect the adoption of this plan, which has since been shown to be unworkable and unsound, would have had." Committee's objections, he noted, as:

"1. Radio's effectiveness was to be measured on the basis of the presence, or non-presence, of another medium—namely, television.

"2. The reappraisal was based on BMB studies which were acknowledged by most people to be out of date and obsolete at the time they were used.

"3. The study envisioned an eventual cut in radio rates of as much as 50%, a basis, we can all agree, which if put into effect would destroy the industry, at least as we now know it."

Referring presumably to NBC's subscription to the new Nielsen survey, Mr. Morency pointed out that the network has said a new study will be made this spring "on an entirely different basis," and expressed hope that details would be given to the network's affiliates in advance. He noted, however, that the study already is "in the works," without the affiliates having been acquainted with it.



PANELISTS at the audience promotion meeting outlining "The Tale of Three Cities" included (back, l and r) John Esau, KTUL Tulsa, and Richard M. Allerton, NARTB; front, Jack Knabb, of agency of same name in Rochester; Worth Kramer, WJR Detroit, and Lee Little, KTUC Tucson, keynoter.

Although he did not mention any network by name at any time, it was obvious he was referring to CBS Radio when he pointed out that a network "is currently attempting a change in its contracts with its affiliates that would permit the network arbitrarily to change rates practically without notice." He added:

"It is the opinion of the committee that this is a very weak position from the point of view of the affiliated station and also from that of the network. Such a condition could have the direct effect of bringing increased pressures from the advertisers on the network to decrease rates, the advertiser knowing that the network has the power to decrease rates at will and without further consent or consultation with its affiliates.

"We think this is the worst position in which a network could place itself. It would invite hasty and ill-considered action. The committee strongly urges that each affiliate carefully examine the effect of any suggested modification of its network contract which might weaken his station's position and work to the detriment of the entire industry."

In its work, Mr. Morency reported, the committee has "constantly borne in mind that our end objective was to attain for radio a high degree of acceptance, stability and a real appreciation of its worth as an advertising medium. We have tried to avoid winning arguments and permanently losing friends to the industry.

"At the same time, we have been forthright, we have called a spade a spade, and we have not deviated from basic principle."

He recalled committee conferences with representatives of the Assn. of National Advertisers, which launched the attack on radio rates with its TV penetration studies approximately a year and a half ago, and said that as a result "we are quite certain that a different viewpoint is now held" by the advertiser group. He cited ANA's present insistence upon better facts on all media [B•T, March 24], and added:

"Note that a year ago all of the emphasis was placed on the effect that TV would have on only one other medium, not all."

Research, Rates Stressed

He reported that the committee's deliberations had indicated "two major fields of greatest importance"—research, and rates.

"Radio still sells merchandise at the lowest cost per dollar of sales," he asserted, "but the advertiser and the broadcaster have become so confused with the mass of contradictory research studies that both have forgotten all about sales, the only reason for the use of any medium."

He commended the ARBI studies as a good step toward measuring radio's selling power, as opposed to the "trap" of using ratings as a precise measurement.

The "popularity rating concept," he asserted, should be discarded.

"Radio should also discard the concept of radio homes and start measuring the number of people who listen to radio," he said. He singled out recent Nielsen measurements as containing "inaccuracies or distortions which are costly to radio," in that they do not, he felt, give a complete picture of listening.

Nielsen was mentioned specifically, he said, "because it is the only national rating service now available and is the one most relied upon by advertisers, agencies and networks." He added that local rating services have "important weaknesses."

Of rates and rate cutting, Mr. Morency said "what really hurts the industry are the rate cuts—package deals—the absorbing of costs and things of that nature. They are the real menace to your operation and to the health of the entire industry."

Presumably referring to General Mills' current summer saturation spot campaign, he said:

"Recently one of our largest advertisers has been offering business to stations on a basis which would mean a rate cut of about 75%. Acceptance of business on such a basis could be the most expensive dollars a station ever took in. It would seem that a broad acceptance of such terms by broadcasters might well permanently set new rates on approximately the level of that acceptance.

"This rate cutting is an insidious thing—there is no end to it—it is particularly disturbing to the users of the medium . . . Just imagine the time that could be spent on really selling radio rather than discussing just what the rate cut would be. . . .

"The networks have not a good

(Continued on page 108)

WARD PROGRAMS $OLD—ALL NEW FOR '52

SHOW	SPONSOR
Your Esso Reporter	$ Esso Standard Oil Co.
I Was A Communist	$ Tru-Ade Bottling Co.
The Fashion Reporter	$ Kline's Department Store
Voice of the Turtle	$ RCA-Victor Records
The Admiral Hour	$ Gateway Television Co.
Milkman's Matinee	$ Carling's Beer & Ale

BUT, THERE'S ROOM FOR YOU, TOO!

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

the WHLI long island story

FIRST!

WHLI 27.5

"A" Network—50 Kw	21.8
"B" Network—50 Kw	18.1
"C" Network—50 Kw	14.2
"D" Network—50 Kw	8.3
All others combined	10.1

ONE STATION WHLI DOMINATES THE MAJOR LONG ISLAND MARKET

CONLAN LATEST SHARE OF AUDIENCE: Daytime, February, 1952 Hempstead, Long Island, N. Y.

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N.Y.

PAUL GODOFSKY, PRES.

the voice of Long Island

REPRESENTED BY RAMBEAU



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If you expect to take part in planning or operating a VHF or UHF station, either independent or network, they'll give you the answers in...

PATTERN FOR TV PROFIT—Whether you are concerned with the problems of organization, costs, equipment, operation, or programming, you'll find help in...

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Here is a basic text for the guidance of executives responsible for management, sales, engineering, and programming. This series is literally crammed full of practical, factual information drawn from the personal experience of the five top television broadcast engineers.

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PATTERN FOR TV PROFIT is written by

ROY F. ALLISON
Editor, Radio Communication Magazine In Collaboration With

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General Engineering Department
Columbia Broadcasting System

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Director of Engineering
Du Mont Television Network

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Manager
Radio & Allocation Engineering
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Station WPIX

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Vice President in Charge of Engineering, American Broadcasting Company

Nothing comparable in scope or factual details has been available up to now for the simple reason that never before have the top television broadcast engineers collaborated in making their knowedge and experience available to newcomers in this industry.

For example, the first chapter, in the March issue, details four distinct types of TV stations. It explains the relation between market and area requirements and the choice of basic facilities. It presents equipment lists and costs. It gives a breakdown of management, operating, and programming personnel, and average salaries. Also, it shows how to estimate the first year's operating expense.

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NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

STEELMAN

Wilson Successor No Stranger To Radio-TV Broadcasters

THE ELEVATION of Dr. John R. Steelman to the post of acting defense mobilization director on the heels of Charles E. Wilson's resignation brings to the fore a man who has been intimately identified with broadcasting activities in the current preparedness program.

Dr. Steelman, labor advisor to President Truman and administration trouble shooter, was appointed defense chief on an interim basis after Mr. Wilson's surprise announcement during the heat of the steel squabble.

Mr. Wilson resigned at the close of business Monday, following a news conference during which he cited production achievements in the rearmament program since he took office 15 months ago.

The former president of General Electric Co. told newsmen he had no immediate plans beyond a vacation in Florida. Authorities thought it unlikely that he would return to the electronics firm and would not announce his future association until his return from Florida.

Mr. Wilson resigned his $175,000 GE post in mid-December 1950 to head the nation's mobilization program. He subsequently was succeeded at the top GE post by Ralph J. Cordiner.

Dr. Steelman, special assistant to the President and former head of the federal mediation agency, will fill temporarily the vacancy created by Mr. Wilson's departure. The suddenness of his decision invited speculation as to his permanent successor from industry. It was acknowledged that the President would sift through a list of possibilities at length and choose a top executive who has compiled a formidable production record in private industry.

As White House Liaison

Dr. Steelman is no stranger to broadcasters and, particularly, the NARTB. Acting for the Chief Executive, he has been instrumental in solidifying liaison between the White House and the trade association. Out of a series of conferences with industry grew the Broadcast Advisory Council, comprising top radio-TV executives.

The Presidential advisor, who thus ascends to the nation's No. 2 mobilization spot, also has been active on the TV program front. He has been serving as special host on NBC-TV's *Battle Report, Washington,* which has elicited widespread acclaim under White House auspices.

Mr. Wilson came into the rearmament program at a time when portent of controls first took form—when the Defense Production Administration was created to set policy for allocation of materials to broadcasters and set manufacturers.

During that 15-month period, Mr. Wilson was a protagonist in a number of continuing mobilization issues, primary of which were: (1) The color TV ban on manufacture of equipment for mass production; (2) the question of controlling all end products in radio-TV and other industries; (3) the "butter and guns" controversy on Capitol Hill involving degree of civilian cutbacks, and (4) economic controls, including the Capehart advertising cost formula (see separate stories). In the end, however, it was the wage-price dispute in the steel fight that prompted Mr. Wilson's decision to resign.

Mr. Wilson stoutly defended progress of the rearmament program under his leadership and scored those critics who complained that he has sacrificed military preparedness on the altar of civilian economy.

He consistently held out for a long-range defense production plan with a gradual adjustment of the nation's economy rather than all-out controls. In this fight, he emerged victorious, with the result that materials availability has eased appreciably in recent months and consumer goods output retained relatively high levels during his tenure.

In the color TV fight, not yet resolved, Mr. Wilson tacitly conceded that, while he felt mass production of color casting equipment should be stopped for the present emergency, regulations should not necessarily spell out a flat a prohibition on the allocation of materials for all TV end products such as existed during World War II.

In resigning, Mr. Wilson expressed belief he could not accept responsibility "for major stabilization action which I cannot control"—acceptance of proposals by the Wage Stabilization Board for settling the steel issue. Mr. Truman praised Mr. Wilson, in accepting the resignation, for his "vigor, competence and effectiveness" in carrying out the defense mobilization assignment.

In bowing out, the defense chief asserted that under the rearmament program the past 15 months the U. S. is "fast overtaking Russia in the quantity of production of war material"—in fact, "we have already overtaken them."

Much of the delay in filling military orders during Mr. Wilson's tenure stemmed from bottlenecks in the machine tool and component parts delivery fields and the complexity of new military designs, particularly in electronics.

KUTE (FM) on Air

KUTE (FM) Glendale, Calif., went on the air March 22, it was announced last week by the licensee, Robert P. Adams, 1644 Idlewood Rd., Glendale 2. The new station operates on Ch. 270 (101.9 mc) with 11.6 kw ERP, from 3-9 p.m.

APRIL 7, 1952

TELECASTING

IN THIS ISSUE:

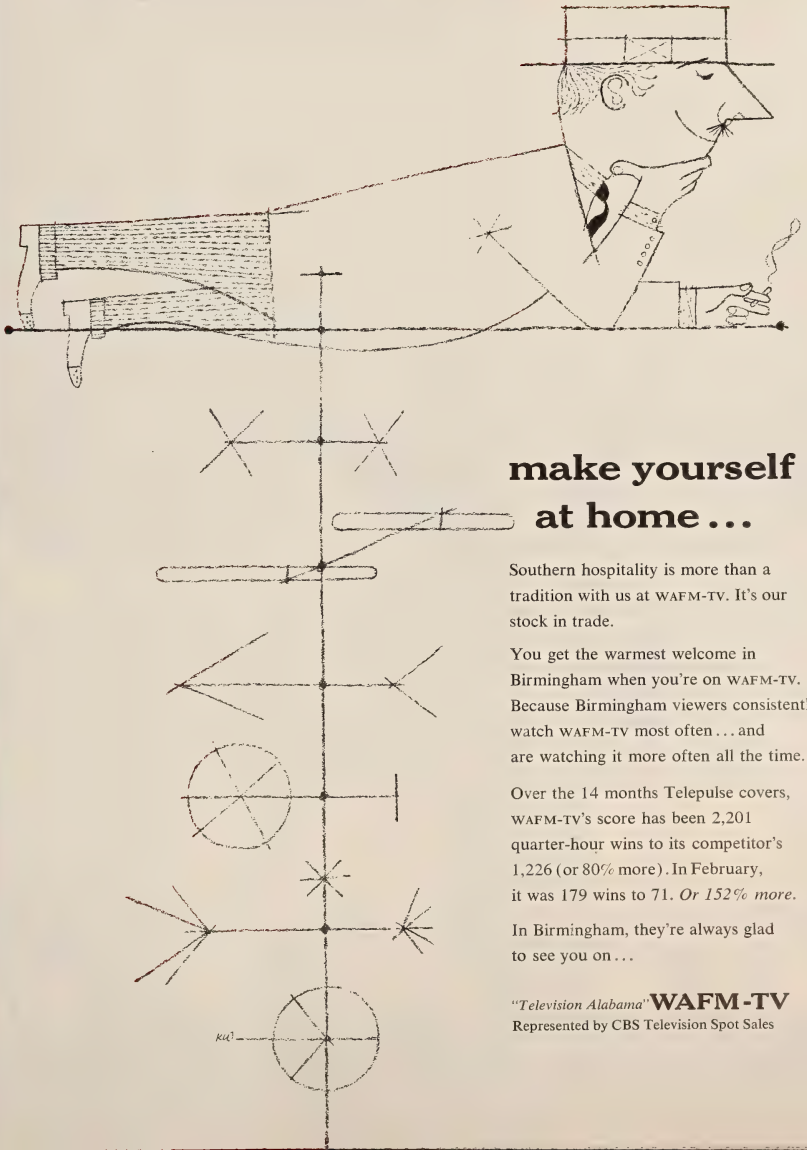
...twork Time Sales In February
Page 78

...y Describes Place ...f Educational TV
Page 89

Network Showsheet For April
Page 92

Latest Set Count By Markets
Page 95

in our 7th year



make yourself at home...

Southern hospitality is more than a tradition with us at WAFM-TV. It's our stock in trade.

You get the warmest welcome in Birmingham when you're on WAFM-TV. Because Birmingham viewers consistently watch WAFM-TV most often... and are watching it more often all the time.

Over the 14 months Telepulse covers, WAFM-TV's score has been 2,201 quarter-hour wins to its competitor's 1,226 (or 80% more). In February, it was 179 wins to 71. *Or 152% more.*

In Birmingham, they're always glad to see you on...

"Television Alabama" **WAFM-TV**
Represented by CBS Television Spot Sales



BEFORE NOON (4.8%)



NOON TO 5:00 PM (10.3%)



5:00 TO 7:00 PM (30.3%)



Count the house any way you like. Television movies in New York— big box-office for advertisers always— are better at getting an audience late at night than any other time. *And* WCBS-TV's *"Late Show" is best of all.*

Better late than ever...

In a new study of TV feature film shows in the New York metropolitan area (we'd be pleased to show you a copy), Advertest finds:

Of the 78% of New York viewers who regularly watch TV movies, more than half prefer to watch weekdays after 11 p.m.

They named* WCBS-TV *more often than all other stations combined as their first-choice station for TV movies.

More than twice as many viewers tune in* WCBS-TV's *"Late Show" as any feature film show, early or late, on any other station.

Or take the word of advertisers who have already been on "The Late Show"... like the one who recently increased his sales by 73% in just two months. *And cost is running as low as 78 cents per thousand viewers.*

You (and your product) can be the idol of this big home audience. *At amazingly little cost.* Ask WCBS-TV or your CBS Television Spot Sales representative about participations on "The Late Show" today.

WCBS-TV *CBS Owned New York, Channel 2*

Represented by CBS Television Spot Sales

TELECASTING

APRIL 7, 1952

FREEZE LIFT IMMINENT

Within Two Weeks—Walker

FCC CHAIRMAN Paul A. Walker brightened the NARTB convention last week with the assurance that the TV freeze would be lifted within the next two weeks—"barring some last-minute snag"—but he warned that licensing "will apparently proceed at a snail's pace."

Speaking to a packed ballroom at Wednesday's luncheon, Chairman Walker also won the broadcasters' commendation with his assertion of faith in the future of "that celebrated bird-in-the-hand," radio, whose local-level service, he said, makes it "the indispensable medium."

He called upon telecasters to enforce a program of strict self-discipline, and praised radio and television broadcasters alike for (1) their contributions to national security through the Conelrad plan and (2) their promotion of the democratic process in acquainting the public with current political issues and their efforts to get out the vote.

On the uppermost topic Mr. Walker said:

"Frankly, I had hoped that here at this convention I could announce the lifting of the television freeze. . . . But you will not have to wait much longer. I can give you this assurance: Barring some last-minute snag, we are going to lift the freeze within the next two weeks."

Applications May Hit 1,000

The "time table" on licensing will be slow, he cautioned. After the freeze lift is announced, three months probably will be set aside for the filing of applications. In all, he estimated, "1,000 or more" may be on hand when FCC starts processing applications "around the middle of July."

Reiterating FCC's money and personnel plight, he forecast that "Besides the work of examining and passing on uncontested applications, we will be swamped by hearing cases." He expected that hearings will be necessary "in virtually all the larger cities and many of the smaller cities."

To handle these hearings and also the hearings in all other FCC fields, he noted, the Commission now has seven examiners and similarly short staffs of engineers, lawyers and accountants.

"I know this will be a bitter pill for the many communities that have been denied television these long years and that have been hoping that the lifting of the freeze would mean a speedy end to their have-not status," he declared.

Chairman Walker, an Oklahoman who has served on the FCC since its inception in 1934, compared the imminent freeze lift with the land rush in Oklahoma in 1889.

"We are at another kind of frontier—a new frontier in the ether [with] new opportunities for fame and fortune, for adding to the real wealth of the nation, for raising our standard of living, for contributing to the general welfare, for unprecedented access to information, education and entertainment."

But, he added, after pointing out FCC's shortage of personnel:

"Unlike the break-neck speed of the great runs in Oklahoma, television will not gallop into its new frontier. It will apparently proceed at a snail's pace."

Mr. Walker noted that TV last year, with 108 stations and 14 million sets, had an income of more than $43 million before federal taxes. Independently owned stations (93) made 30 cents on the dollar, he noted, while "the networks obtained a greater proportion of their income from infant TV than they did from 30-year-old AM."

FCC's Solution 'Best'

He said it was his opinion that FCC's solution of the 3½-year-old TV freeze "will prove to be the best that could be reached at this time." It must provide for at least 2,000 assignments, recognize the needs of states for channels and of communities for local channels, while maintaining "a reasonable degree of flexibility" and reflecting "long-range thinking as a protection for the future," he declared.

Calling upon telecasters to "build for the long future" and urging "full support for efforts toward self-regulation such as your television code," Chairman Walker asserted:

"It is true that in the hurly-burly of developing any new resource or service, the public may for a time be too dazzled, too uninformed, to unorganized to realize the shortcomings and the excesses and to deal with them.

"But in the end, let me assure you, the public awakes and when that day comes, there is a day of retribution. It is a day of wailing and gnashing of teeth on the part of those who have betrayed the public interest."

He told his listeners that "the best of American broadcasting is a service in the public interest

(Continued on page 88)

Highlights of Chairman Walker's Address

". . . How much longer can the Commission stand off the thwarted applicants and the public [before lifting the TV freeze]? We might remind you that the children of Israel had to wait 40 years before they were permitted to enter the promised land. The Commission has not kept you waiting that long. It only seems that long; actually it has been three and a half years. . . .

". . . What we have been drawing up is, in effect, a master plan, comprehensive and detailed, for the development of one of America's leading industries, for her dominant medium of mass communication. When hundreds of applicants are waiting to invest hundreds of millions of dollars in this new service . . . we cannot build upon sand. . . . I say it would have been craven folly to sacrifice our chances for soundness and stability by capitulating to pressure for expediency. . . .

". . . I will state as my considered opinion that, taking all circumstances into account, the Commission's solution of the television problem will prove to be the best that could be reached at this time. . . .

". . . You will not have to wait much longer. I can give you this assurance: barring some last-minute snag, we are going to lift the freeze within the next two weeks. . . . We will then probably allow three months for the filing of applications. That would bring us up to around the middle of July before we start processing. By that time we will probably have 1,000 or more applications on file. . . .

". . . We estimate that the applications will exceed the number of available assignments in virtually all the larger cities and many of the smaller cities. This means that hearings must be held in each of these cities. We estimate hearings will be necessary for a great many of the 1,000 or more applications. . . .

"We now have seven examiners to conduct hearings. . . . Besides examiners, the Commission requires engineers, lawyers and accountants to handle these hearings. And in none of these fields do we have adequate staff. . . .

"Confronted with the biggest workload in our history, we are faced with the prospect of meeting it with hopelessly inadequate funds and staff. . . . Television will not gallop into its new frontier. It will apparently proceed at a snail's pace. . . .

"Amid all our talk of technical problems, processing procedures and construction plans, we are apt to forget the ultimate goal . . . and that is the service that will finally be delivered to the public. . . .

"On the basis of [my] experience of half a century, I respectfully urge you builders of our television industry to heed the lessons of history. . . . Turn your face resolutely against the temptation of fast, easy money through unsound practices inconsistent with the public interest. . . .

". . . I urge full support for efforts toward self-regulation such as your television code. The members who have agreed to take on the delicate and difficult task of administering this code are performing a service that needs to be performed if this industry is to realize its highest potentialities. . . .

". . . In cities where television moves in, radio does feel the effect of the new competition. The answer to that is not surrender but readjustment. . . . The truth is that some of you radio broadcasters who have been making a poor mouth about your future have not yet even begun to fight. . . .

"Both radio and television have their jobs to do. We need both systems just as we need the railroad, the airplane and the automobile. . . . I am not one of those who believe that aural radio is doomed to be transferred in time from the jurisdiction of the FCC to the Smithsonian Institution. A flourishing, far-flung system of radio is in the public interest. . . ."

HIGH TV TOWERS

Joint Meeting Is Planned

JOINT meeting of government agencies concerned with TV towers as hazards to air navigation is being planned for the near future.

Meeting is expected to include officials of the Civil Aeronautics Administration, Civil Aeronautics Board, FCC, Dept. of Defense (Army, Navy, Air Force), Treasury Dept. (Coast Guard), as well as representatives of the radio-TV broadcasting and aviation industries.

That is the latest development in a month of activities that has seen the aviation industry increasing its pressures to put restraints on the erection of tall TV towers [B•T, March 31, 17].

Summary of the proposals made by aviation interests during the last four weeks adds up to the following:

1. Request that Congress legislate an amendment to the Communications Act which specifically would give the FCC authority to deny applications whose antenna sites or heights are found to be air hazards.

2. Requirement that all TV antennas be installed on a single tower.

3. Requirement that all TV towers be localized in city sections already considered an air hazard area.

4. Requirement that the height of TV towers be limited—through FCC ruling or Congressional action.

5. Requirement that a radio warning device be installed at each antenna site.

6. Establishment of a national set of standards that all CAA regional airspace subcommittees would be required to adhere to when considering TV tower applications.

7. Requirement that TV coverage be obtained through the use of booster stations so that high towers would be unnecessary.

Most significant of the recommendations is the request of the Air Transport Assn. to the House Committee on Interstate & Foreign Commerce for legislation to specify that FCC have the power to deny applications which propose to construct TV towers believed to be hazards to air traffic.

ATA's request was made in a March 6 letter to Rep. Robert Crosser (D-Ohio), chairman of the House committee, signed by its general counsel, S. G. Tipton.

Letter recommended that the House committee include in its revision of the McFarland bill (S-658) the following additional provision to Section 303 of the Communications Act:

That the FCC shall "(s) Have authority and be required to refuse to issue or modify any license or construction permit when such license or permit would authorize the operation or construction of radio or television towers which in its judgment, after consultation with the Civil Aeronautics Administration, the Civil Aeronautics Board, the Department of Defense, and the Treasury Department, constitute, or there is a reasonable possibility that they may constitute, a hazard to air navigation."

Mr. Tipton called attention in his letter to the fact that FCC has assumed the power to deny applications proposing towers considered air hazards, but has no statutory power to back it up. He called attention to the fact, however, that the Commission has been upheld in its powers to deny an application on these grounds in one court test (*Simmons v. FCC*) in 1944.

Commission's practice of referring cases to the CAA and other agencies for tower clearances was termed advisory only by Mr. Tipton. He pointed out that the Commission was not bound by the objections of such agencies and could grant an application notwithstanding claims that a tower is an air hazard. He acknowledged that the Commission, in practice, has not gone that far.

He referred to the fact that FCC has already begun referring some applications to the airspace subcommittees and continued:

These applications will not only continue but are expected to increase when the freeze on new television licenses is lifted. Out of fairness to the applicants an early disposition of them should be made. The applicants want prompt decisions to permit them to find other locations for the tower in sufficient time to permit the operation of the broadcast stations at the earliest time authorized by the Commission.

As far as can be learned, the House Interstate Commerce Committee has not taken action on the request except to refer it to the FCC for "comments." One source on Capitol Hill admitted that recently the committee has been getting "complaints" about tall TV towers and the hazards they may be to air travel.

At present, the staff of the House committee is drafting its version of the McFarland bill, according to the committee's vote last month [B•T, March 24, 17].

The Senate Committee on Interstate & Foreign Commerce has no such proposals on its agenda.

First word of the request for legislation came at the Monday morning business meeting of the NARTB television membership in Chicago.

Thad H. Brown Jr., NARTB managing director of TV operations, said he had just learned of the request for an amendment to the McFarland bill.

It is understood that the Air Transport Assn. for several years has tried to get legislation through Congress limiting the height of all obstructions considered a menace to air traffic. It has been unsuccessful thus far.

Similar to the comments made at

(Continued on page 90)



HARRY WEISSBAUM (l), regional chairman of Damon Runyon Cancer Fund, presents Robert E. Dunville (r), president of Crosley Broadcasting Corp., a certificate of appreciation for work done by WLWT (TV) Cincinnati in helping to raise funds. John T. Murphy, vice president in charge of Crosley's TV operations, looks on as Mr. Dunville presents check to Mr. Weissbaum.

RADFORD IS APPOINTED

To DuMont Eastern Dist. Post

LEWIS C. RADFORD Jr. has been appointed eastern district sales manager for television transmitter division of Allen B. DuMont Labs, Clifton, N. J., National Sales Manager James B. Tharpe announced early last week.

The appointment, Mr. Tharpe said, is in line with DuMont's nationwide sales expansion program, calling for "greatly increased" activity for the TV transmitter group.

UTP Expands Five

SALES of five shows in six markets were completed by United Television Programs, New York, during the four-day NARTB convention in Chicago last week, Sales Director Aaron Beckwith announced Thursday. Corona Cigars extended its sponsorship of the Bing Crosby Enterprises' *Royal Playhouse* on KECA-TV Los Angeles, and Milani's 1890 French dressing bought the same package for WENR-TV Chicago. Teletronics will sponsor the Walter Schwimmer Production *Movie Quick Quiz* on WGN-TV Chicago and E & B Brewing Co. renewed *Old American Barn Dance* on WWJ-TV Detroit. Ward Drug Co. will back *Hollywood Off-Beat*, private detective show starring Melvin Douglas, on KRLD-TV Dallas, and KFMB-TV San Diego signed for a 26-week run of *Big Town*.

Trouble in the Air Space . . . . . AN EDITORIAL

TROUBLE brews again along the air lanes. The Air Transport Association is proposing legislation presumably designed to give the FCC specific authority to control antenna heights and locations—this with an eye toward the TV-freeze lift.

Under existing regulations, regional airspace committees must approve towers of more than 500 feet to eliminate air hazards. The proposal now is made that the pending McFarland bill (S-658) be amended to give the FCC legislative authority to deny applicants whose towers run afoul the CAA. The FCC has assumed this power right along and has even won a court action upholding this right.

The proposal of the Air Transport Assn., however, is only one facet of the aviation industry's recent campaign that has as its eventual aim the control of the nation's TV towers. Proposals have already been made covering such matters as single tower location for all TV stations in the same market (the Empire State approach) and even use of booster stations to reduce antenna heights.

The air belongs to the people. Broadcasting services are licensed by the FCC to use this air to provide the people with radio and television and communications services. Air lines are franchised by CAA to provide common carrier service at a fee for the people. Each government agency—FCC and CAA—functions under its own enabling act.

Over the years, the air transport people—government as well as industry—have been disposed to look with disdain upon broadcast services as in the "entertainment" field, whereas they describe their sphere as involving safety of life and defense.

The development of television should not be impeded by arbitrary restraints imposed by aviation interests through star-chamber proceedings. There were no broadcaster representatives present at the CAA sessions that already have been held on the subject. Reasonable regulations, evolved with the FCC and engineering representatives of the broadcast services exist today.

Through compliance with these regulations there have been few if any serious commercial aviation accidents resulting from tower collision. The Air Board can no more prevent erection of towers meeting FCC specifications than it can stop the construction of buildings in airport areas complying with local ordinances.

The FCC is the licensing authority from ground system to tower top. The CAA can recommend to the FCC but it cannot reverse its decision. The lines of authority should be kept that way.

NBC-TV AFFILIATES

Form Own Assn.; Damm Is Named

FORMATION of an NBC-TV Affiliates Assn., with revision of the station compensation plan as its first major project, was completed in Chicago last week under the leadership of Walter J. Damm, WTMJ-AM-TV Milwaukee, who was named chairman.

Clair R. McCollough of the Steinman Stations was elected vice chairman and Arden X. Pangborn, WOAI AM-TV San Antonio, was named secretary-treasurer of the organization, which started with some 35 station members.

In addition to the compensation question which had concerned the affiliates in prior meetings, the association adopted a resolution asking NBC to exercise greater vigilance on cow-catcher and hitch-hike commercials, inquired about the network's intentions regarding stronger morning and afternoon programming and requested that NBC, whenever the time element is not essential, place its public service TV programs in network option time rather than in station time.

The assignment of studying the compensation formula and fashioning a new payment formula was given to a seven-man committee composed of Messrs. Damm and McCollough, Raymond Welpott, WRGB Schenectady, Nathan Lord, WAVE-TV Louisville, Ky., E. R. Vadeboncoeur, WSYR-TV Syracuse, John Outler, WSB-TV Atlanta and Harold P. See, KRON-TV San Francisco.

First meeting of the committee was held Wednesday to explore the problem. When a new formula is developed, the stations will negotiate individually with NBC.

Officials of the new association expressed the view that the organization could initiate certain actions which NBC's Stations Planning and Advisory Committee cannot appropriately do, and that its formation should not be regarded as a reflection on SPAC. Activities will be channeled through SPAC. The association will meet at least twice a year, according to present plans.

Among those participating in the organization of the group were the following: Messrs. Damm, Welpott, Lord, Hoyt Andres, WKY-TV Oklahoma City; George M. Burbach, KSD-TV St. Louis; Frank P. Fogarty and Payson Hall, WOW-TV Omaha; Wilbur Havens, WTVR (TV) Richmond; Stanley Hubbard, KSTP-TV Minneapolis-St. Paul; R. B. Hanna Jr., and B. J. Rowan, WRGB (TV) Schnectady; Gaines Kelley, WFMY-TV Greensboro, N. C.

Robert Lemon, WTTV (TV) Bloomington, Ind.; Nathan Lord and John Boyle, WAVE-TV Louisville; Mitchell Wolfson and Lee Ruwitch, WTVJ (TV) Miami; Willard Schroeder, WOOD-TV Grand Rapids; Alvin D. Schrott and Frank P. Cummins, WJAC-TV Johnstown, Pa.; H. W. Slavick, WMCT (TV) Memphis; Allen Haid, WSPD-TV Toledo; W. E. Walbridge, WWJ-TV Detroit; Irving C. Waugh, WSM-TV Nashville; William Fay, WHAM-TV Rochester; A. M. Herman, WBAP-TV Fort Worth; John T. Murphy and Dwight Martin, Crosley Broadcasting Corp.; Campbell Arnoux and John Peffer, WTAR-TV Norfolk.

Jack Harris, KPRC-TV Houston; Joseph Baudino, Westinghouse Radio Stations; Martin Campbell and Ralph Nimmons, WFAA-TV Dallas; Ralph Evans and Ernie Savage, WOC-TV Davenport; John Hill, KOTV (TV) Tulsa.

MINNEAPOLIS BAN

Newsmen Protest Order

MINNEAPOLIS City Council last week issued a ban preventing cameramen of KSTP-TV there to take pictures of city employes on any city property without council permission after a protest by a union business agent.

The order, emanating from the council police committee, applies only to KSTP-TV, and followed a formal protest to the council by George Todd, business agent of Local 363 (AFL), representing state, county and city employes. He charged a cameraman and newsman from the station disturbed city laborers on the city wharves while taking pictures of an ice jam in the river.

KSTP-TV officials, as well as management of other local stations, believe the move is another flare-up from the two-year-old KSTP-TV union dispute with the International Brotherhood of Electrical Workers. The station, however, "is taking pictures as usual," one official said.

James Bormann of WCCO Minneapolis, president of the National Assn. of Radio News Directors, wrote a protest to Ald. George Martens of the police committee, saying his group was "seriously concerned" about the infringement of press freedom and free access to news.

He believes the decision "was taken without full consideration of all the points of view," and volunteered to appear before the police committee to explain the NARND position. The group has a regular meeting April 14, although a special conference may be called this week.

Biblical Brown

BIBLICAL formula for guidance of those contemplating erection of UHF TV towers was offered by Dr. George Brown, RCA research engineer, at NARTB Engineering Conference in Chicago. Using as his text St. Luke 14: 28, Dr. Brown quoted the passage as follows: "For which of you, intending to build a tower, sitteth not down first, and counteth the cost, whether he hath sufficient to finish it."

FAYE EMERSON SHOW

To Be Dropped by Pepsi-Cola

PROGRAM, *Wonderful Town* owned and produced by its star, Faye Emerson, will be dropped by Pepsi-Cola Co., according to a Thursday announcement by the company president, Alfred N. Steele, who attributed the move to "inability to obtain satisfactory time."

Sponsored by Pepsi-Cola since June 16, *Wonderful Town* is seen on CBS-TV at 9 p.m. EST Saturday. Miss Emerson has been backed by the sponsor since September 1950, and announcement bowed to her dignity and appeal in television performances and identified her personal efforts as "a contributing factor to sales growth."

It was understood that Miss Emerson's final appearance would be April 19. Pepsi-Cola was reported getting a new time slot, plus a new show, for the end of June.

Moore to CBS-TV

THOMAS W. MOORE, vice president and advertising director for Forest Lawn Memorial Park, Glendale, Calif., has been named to new post as head of West Coast sales office, CBS-TV Film Sales.

FEB. TIME SALES

TV Network Business Skyrockets—PIB

CONTINUING its skyrocketing rise, network television in February did 80.1% more business than in the same month of last year, according to figures released last week by Publishers Information Bureau. Combined gross time sales of the four TV networks for the second month of 1952 equalled $14,786,047, compared with a gross of $8,210,629 for the same month of 1951.

Two-month 1952 total (January-February) was $29,857,606, against $16,763,262 for the like period of 1951, an increase of 78.1%, PIB reported. Correcting figures reported earlier [B•T, March 17], PIB gave the individual TV network January gross billings as: ABC-TV, $2,020,461; CBS-TV, $5,074,643; DuMont, $717,148; NBC-TV, $7,259,307—a total of $15,071,559.

Gross time sales for the individual TV networks are itemized in the following table:

	Feb. 1952	Feb. 1951	Jan.-Feb. 1952	Jan.-Feb. 1951
ABC	$ 2,120,911	$ 1,254,851	$ 4,141,372	$ 2,583,570
CBS	5,103,043	2,600,339	10,177,686	5,201,504
DuMont	748,544	406,079	1,465,692	841,606
NBC	6,813,549	3,949,360	14,072,856	8,136,582
Total	$14,786,047	$ 8,210,629	$29,857,606	$16,763,262

CODE REVIEW

Only Few Complaints

ONLY a trickle of complaints about the quality of TV programming and advertising has come to the NARTB TV code review board, it was brought out at board sessions held last week during the NARTB Chicago convention.

At a Wednesday afternoon code discussion, board members said the one-month period of code existence has been too short to bring much public reaction. J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, presided. Others taking part were Mrs. A. Scott Bullitt, KING-TV Seattle; Ewell K. Jett, WMAR-TV Baltimore, and Walter J. Damm, WTMJ-TV Milwaukee, Chairman John E. Fetzer, WKZO-TV Kalamazoo, Mich., is in Europe.

Mr. Reinsch said the board is not "a super board of censors." Responsibility is clearly laid out in the code, he said. He referred station operators to the board's monthly bulletin. "Take that bulletin and flavor it with common sense," he suggested. He added that the seal "is the only real link between the code and the public. To the viewer, absence of the seal indicates absence of the code."

He complimented Thad Brown, NARTB TV director, for his management of the code project in its early days.

Answering a point raised by Clair R. McCollough, WGAL-TV Lancaster, Pa., a member of the NARTB TV board, Mr. Jett recalled instances of code complaints. In one case he said criticism had been received of lengthy coverage of an attempted suicide atop a Cincinnati building. He said a similar instance in Baltimore was covered by a two-minute film shot during a newsreel program.

Two questions that have come up in review board meetings, it was stated, centered around use of the seal in commercial programs and its use by networks. The board feels it is proper to use commercial identification in connection with the seal if it is presented in good taste, keeping the code symbol and call letters predominant.

In the case of networks, the problem of seal appearance on network affiliate station programs not subscribing to the symbol is not serious inasmuch as 90 stations are now subscribers.

Mr. Damm pleaded for cooperation. "Give us time to get organized," he said. Henry W. Slavick, WMCT (TV) Memphis, asked if the review board is interested in letters from listeners, drawing an affirmative reply. "We have many letters, particularly about religious and alcoholic matters," he said.

More than 19,000 copies of the TV code have been distributed.

PLANS have been made to televise *Life With Luigi* on CBS-TV using cast from CBS Radio version. Shows will originate from CBS Television City, L. A., this fall. Mac Benoff has been assigned to write and produce.

STATION LIMIT

Johnson Suggests Year Delay

FORGET about revising the TV multiple ownership rule for a year or so until the freeze is thawed and there are more stations on the air.

That, virtually, is what Senator Edwin C. Johnson (D-Col.) wrote to FCC Chairman Paul A. Walker last week.

In a letter dated March 31, the chairman of the Senate Interstate & Foreign Commerce Committee (which handles radio-TV legislation) admitted that raising the ownership limitation from its present five-to-a-single owner "might accelerate development of UHF, but will it be done at the terrific price of still further concentrating TV in a few powerful hands?"

Senator Johnson answered his own question thusly:

"If it appears that UHF is not developing as rapidly as desired, and if smaller communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested. . . ."

In another part of his letter, the Colorado Senator, who has actively interested himself in the freeze, color and other facets of TV, said:

"First things should come first, and the vital matter right now is the 'lifting of the freeze' and the allocation of channels to a large area of the United States long denied the benefits of this most desirable medium."

Recommendation that the FCC revise its multiple ownership rules to permit one entity to own five VHF stations and any number of UHF stations was made by NBC last January [B•T, Jan. 7]. At the present time, common ownership of TV stations is limited to five.

Sterling Suggestion

The NBC petition came two months after Comr. George E. Sterling suggested that networks be permitted to have "two or three" UHF stations in addition to the five VHF they are allowed in order to get their backing for the new channels. Comr. Sterling made the recommendation in a speech to the Armed Forces Communications Assn. in New York in November 1951 [B•T, Nov. 5, 1951].

Following the NBC petition, seconding comments were filed with the FCC by:

ABC, which urged that any one owner be permitted five VHF and 2 UHF stations [B•T, Feb. 4].

DuMont, which urged five VHF and three UHF stations [B•T, Feb. 18].

Fort Industry, which urged that the limitation rule permit "not less than seven, including five or more VHF stations" [B•T, Jan. 28].

Group of seven Mountain States radio stations, which represented that no distinction be made between limitation on AM ownership, even, and TV. The stations were KOPR Butte, Mont.; KUTA Salt Lake City; KGEM Boise, KIFI Idaho Falls, KWIK Pocatello, KLIX Twin Falls, all Idaho. [B•T, March 24].

National Appliance & Radio Dealers Assn., which claimed that retailers would benefit from the impetus given UHF through acceptance of the NBC recommendation [B•T, Jan. 28].

Opposition to lifting the limitation was expressed to the FCC by WVVW Fairmont, W. Va.; KIEM Eureka, Calif., and New England Television Co., applicant for TV stations in Fall River, Boston, Worcester and Springfield, Mass.; St. Louis and Kansas City, Mo., and Buffalo, N. Y.

On the FCC Rules book as a proposed amendment is a suggestion that one company be permitted to own in varying degrees more than five TV stations. The proposed amendment spells out degrees of ownership and the number of stations above the maximum that may be permitted. Same proposal spells out degrees of ownership to be permitted for one company to own more than the maximum of seven AM stations, six FM stations.

Text of Sen. Johnson's letter to FCC Chairman Walker follows:

During the past seven weeks I have worried a great deal about the petitions which have been filed urging revision of the Commission's multiple ownership rules which would authorize a licensee with the current limit of five VHF outlets to increase his holdings to include at least two additional UHF stations. It is said that such a concession would act as a powerful incentive in perfecting UHF for usage. I am pleased with the various steps which have been taken by the Commission and the industry to develop UHF. It is gratifying to learn that many engineers are now satisfied that high standards for UHF transmission and reception are just around the corner.

Perhaps revision of the multiple ownership rule might accelerate development of UHF, but will it be done at the terrific price of still further concentrating TV in a few powerful hands? To allot five VHF stations to one network is being most generous with the peoples' property, and it is very valuable property, too. How, in good conscience, can any network ask for more?

In any event, the monopoly problem which is inherent in the proposed revision of the multiple ownership rule should have very careful consideration by the Commission. A hearing on modification of the rule, at which time all parties would be permitted to submit comments, might develop some unexpected situations and facts.

At any rate, with all the difficult problems before it which the Commission must handle during the balance of this year, a postponement of this matter for a year or so would prove most salutary. Most of the United States does not have any kind of television. First things should come first, and the vital matter right now is the "lifting of the freeze" and the allocation of channels to a large area of the United States long denied the benefits of this most desirable medium.

I notice that some of the interests desiring to increase their TV network holdings are complaining that our current supply of electronic engineers is so short that any additional use of engineers would amount to a diversion of engineers from defense work and would seriously affect our defense production program. If there are no engineers to work on color television, how can they be spared for the proposed UHF development at this particular time?

If it appears that UHF is not developing as rapidly as desired, and if smaller communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested. I cannot see any harm in postponing action until next year when all phases of this problem can be explored and when the agenda of the Commission is not so crowded and so confused. I don't like the old rush act, and this proposal may prove to be just that.

TV BOARD

Swezey Elected Chairman At Organizational Meet

ROBERT D. SWEZEY, WDSU-TV New Orleans, was elected chairman of the television board of directors of the NARTB last Monday at the first organizational meeting of the new board elected earlier that day.

Clair R. McCollough, WGAL-TV Lancaster, Pa., was named vice president.

Also re-elected to two-year terms on the board were: Harold Hough, WBAP-TV Fort Worth; George B. Storer, Fort Industry Co. (WAGA-TV Atlanta, WJBK-TV Detroit, WSPD-TV Toledo and KEYL (TV) San Antonio), and Paul Raibourn, KTLA (TV) Los Angeles. Campbell Arnoux, WTAR-TV Norfolk, was re-elected for one year.

New members elected to one-year terms were: William A. Fay, WHAM-TV Rochester; Henry W. Slavick, WMCT (TV) Memphis; and Kenneth Carter, WAAM (TV) Baltimore.

The four networks reappointed their representatives to the board: Alexander Stronach Jr., ABC; Herbert V. Akerberg, CBS-TV; Chris J. Witting, DuMont Television Network, and Frank M. (Scoop) Russell, NBC Washington.

The election was part of a TV membership business session that also heard a report from Thad H. Brown, NARTB manager of television operations and counsel to the TV board.

Mr. Brown outlined regulatory and legislative developments in which the association had taken active interest in the past year.

He said the NARTB could take credit for speeding the end of the TV freeze "by at least 18 months" by successfully petitioning the FCC to amend the Third Notice of Further Proposed Rule Making to permit written rather than oral testimony in allocations hearings.

Campaign Is Success

The membership campaign of the past year paid off handsomely, said Mr. Brown. As of the 1951 NARTB convention, membership totaled 55 TV stations and two networks. Last week it included 88 stations and all four networks.

The NARTB soon will distribute questionnaires to members soliciting their opinion on several proposals to request an updating of FCC rules and regulations affecting TV operation.

He said some of the rules, inherited from AM operating rules and applied to TV without adaptation, needed revising to make them more compatible with TV operation. He said the FCC had advised the NARTB it was receptive to suggestions on this problem.



NEW TV BOARD of directors of NARTB is shown after election Monday. Seated (l to r): Harold Hough, WBAP-TV Fort Worth; Robert D. Swezey, WDSU-TV New Orleans, chairman; Clair R. McCollough, Steinman Stations, vice chairman; George B. Storer, Fort Industry Co. Standing (l to r): Chris Witting, DuMont Television Network; William A. Fay, WHAM-TV Rochester, N. Y.; Kenneth Carter, WAAM (TV) Baltimore; Paul Raibourn, KTLA (TV) Los Angeles; Alexander Stronach Jr., ABC; Henry W. Slavick, WMCT (TV) Memphis, and Campbell Arnoux, WTAR-TV Norfolk, Va. Two other network representatives on board, Herbert V. Akerberg, CBS-TV, and Frank M. Russell, NBC, were not present for picture.

'Culture' Competition

TELEVISION is cutting into the advancement of culture in Atlantic City, a teachers group says. Samuel Gillingham, program chairman of a winter program series sponsored by the Atlantic City Teachers Assn., blamed television for a $1,100 loss suffered by the series during the past year. He said he will recommend discontinuing the programs which are made up of lectures, dances and music, designed to further cultural entertainment in the city.

NATO TV PLAN

Movement Gathers Momentum

A MASTER global TV plan to span all NATO countries—initially revealed on Capitol Hill last year in connection with a proposed "Vision of America" project—is gathering momentum under the relatively unpublicized leadership of three U. S. communications pioneers.

Envisioned in the vast international communications blueprint are varied services—radio relay systems, television networks, AM and FM broadcast stations and facsimile—with international television as the key activity.

The promulgation of international TV is being carried out on the basis that foreign countries accept U. S. video standards (525 lines, 60 fields, 6 mc) and finance installation of equipment.

Aside from the electronics aspect, there are other facets which invite interest, among them:

● The prospect of entertainment and cultural programs on an exchange basis among foreign countries—and between those nations and the United States.

● The potentiality of sponsorship by U. S. industrial firms with a stake in foreign markets, acting through their respective advertising agencies.

● The possibility of program originations overseas and concomitant interest of Hollywood film and stage entrepreneurs in this fare.

Who are the progenitors and primemovers behind this vast new concept?

The global TV plan originally was brought to light on Capitol Hill by Sen. Karl E. Mundt (R- S. D.), co-author of the Smith-Mundt Act setting up the U. S. information program and father of a proposed Vision of America to complement the U. S. overseas radio arm. Plans laying the groundwork for a TV network among members of the North Atlantic Treaty Organization, with installations initially in Turkey, were exclusively detailed by Sen. Mundt to BROADCASTING • TELECASTING last year [B•T, July 30, 23, 1951].

Sen. Mundt has been working with the State Dept., military authorities and foreign embassy delegations in Washington, as well as Japanese communications officials on the feasibility of such a plan. They all expressed interest.

But the actual groundwork—diplomatic, engineering and electronic—has been laid by authorities with varied backgrounds. These men are: Maj. Henry F. Holthusen, a New York lawyer-diplomat-educator, who spearheads the mission, lending the diplomatic approach; William Halstead, a consultant associated with Murray Crosby, Crosby Labs. Inc., Mineola, N. Y., and co-builder of the New York State Rural Radio Network; and Dr. Walter Duschinsky, also with Mr. Crosby, a planner for UN TV facilities, who designed WWJ-TV Detroit studios. Messrs. Crosby, Halstead and Duschinsky are partners in Telecommunications Consultants Inc.

State Dept. Adviser

Maj. Holthusen also is counsel for American electronics firms, and was instrumental in laying the groundwork for the Voice of America. He consults periodically with the State Dept.

Planning for this vast global project was laid before the Senate last week by Sen. Homer E. Capehart (R-Ind.). He inserted into the *Congressional Record* copies of an article and editorial appearing in *Television Opportunities* magazine.

The editorial noted that, under the leadership of the Holthusen-Halstead - Duschinsky triumvirate, Japan had officially adopted U. S. TV standards. A bylined article by Lawrence Levey, was titled "Pathfinders for Telecommunications Blaze Tele Trails Through Europe and the Middle East."

As a result of a trip by this delegation to Japan last fall [B•T, Nov. 19, Sept. 3, 1951], the Japanese Radio Regulatory Commission Feb. 16 issued a license to the Nippon National Television Network Corp. to operate a 22-station TV network on U. S. TV standards. Mr. Halstead supervised network plans and Dr. Duschinsky studio planning. Japanese industry is sustaining the cost of installation and maintenance.

According to the editorial, two other conditions were prescribed by the New York group: Conduct of the network on private enterprise principles and permeation of network operation with the "democratic way of life." Commercial radio operation also has been authorized in Japan.

"They said it couldn't be done . . . Yet, all these obstacles were overcome by the electronic mission . . . Never has a new industry been launched on an international scale with such brilliant omens for better global relations, economic and otherwise," *Television Opportunities* remarks.

Having completed the Asiatic phase, the electronics mission then visited Turkey, Egypt and the Philippines. Since the plan was conceived, Turkey has become a member of NATO with the result that certain difficulties have been minimized.

According to Mr. Levey, these are the next steps:

The master global TV plan, embodying 11 services, but stressing TV, will span all NATO countries. It will be—100 percent—a radio relay telecommunications system combining multichannel telephone, telegraph, teletype, facsimile, FM and AM broadcasting, and TV. It will be similar to the present microwave relay now in successful operation in the United States, stretching from coast to coast, and built by the American Telephone & Telegraph Co.

The plan will provide a completely integrated telecommunications system extending nearly 2,400 miles between London, England, and Ankara, Turkey, eventually reaching east in the direction of Asia. Military and governmental authorities, here and abroad, have knowledge of the plan, which would provide a thoroughly reliable network service, 24 hours a day, for the 14 countries in NATO, and adjacent territories. Top world communication experts have expressed their unqualified enthusiasm for the plan.

The plan reportedly has been broached at Gen. Dwight Eisenhower's SHAPE headquarters [B•T, Sept. 3, 1951].

The original TV concept envisioned installation of video outlets in Turkey first at a cost to the U. S. of between $3 million and $4 million and completion of the entire project at between $30 million and $40 million. This includes transmitters, network relays and large receivers. These funds were to be made available through Congressional allocations or, in the longer range, through American advertising firms or an advertising foundation. This concept has been abandoned.

On the basis of the Japanese success, the electronics mission is furnishing the blueprint and advice and local countries the money for putting the project on a working basis. Mr. Halstead feels that "for global TV to exist and thrive, a one-world approach is necessary."

The Mundt plan envisioned manufacturers banding together under a foundation to buy time on overseas TV stations to merchandise their wares. Advertisers would receive their money back in sales revenue in an "entirely new approach to advertising on an international scale."

In return for blueprinting and

CONSTRUCTION

NPA's Fowler Gives Assurance

HENRY H. FOWLER, National Production Authority administrator, told the NARTB meeting Tuesday that materials controls would be eased enough to permit construction of new television stations "on a fairly regular scale."

Mr. Fowler's announcement, made during a speech on the general subject of the Controlled Materials Plan, confirmed earlier reports that NPA intended to approve new TV construction after the FCC freeze is lifted [B•T, March 24].

Though he emphasized that copper would remain in short supply Mr. Fowler said structural steel for building TV stations would be in good supply. He said he could not give assurances that "every application" would be "immediately approved," but he did think "the situation on approvals can be characterized as reasonably unfrozen."

DuMONT FILMS

Summer Rates Offered

FILM distribution department of DuMont Television Network last week undertook a special promotion drive involving special summer rates and bonus arrangements as well as merchandising material published in booklet form as *Summer Hiatus*.

Department offers special rates during June, July and August, ranging from 15 to 50% off regular film prices. In addition, a free feature-length film will be given with every purchase of the 13-program *Illustrious Feature Films* package as well as with every booking of the 15-minute *Pathe Hy-Lights*, human interest series. DuMont is also distributing mysteries, dramas, and the new 15-minute *Streamlined Fairy Tales*, an animated series produced especially for video.

The *Summer Hiatus* brochure —distributed to more than 1,000 agencies, sponsors and station managers to help them fill summer time spots with top quality films—provides promotion ideas, selling tips, and merchandising aids, all focused on DuMont's film department project.

CBS-TV SHOWS

Sunday Cuts Are Made

CBS-TV is dropping its Sunday afternoon program service, effective April 20, when it will begin feeding programs to its TV affiliates at 5 p.m., leaving the earlier hours free for local programming.

Move was officially unexplained by CBS-TV but was generally attributed to a variety of causes—advent of the baseball season with many TV stations preferring to telecast ball games on Sunday afternoons instead of network programs, preference of other stations for NBC-TV's commercial programs over the CBS-TV sustainers and the always good reason of "economy."

The one commercial on the CBS-TV Sunday afternoon schedule, *See It Now*, sponsored by Aluminum Co. of America, will move on April 20 from its current time of 3:30-4 p.m. to 6:30-7 p.m. The *Sam Levenson Show*, now in that spot, will be transferred to Tuesday, 8-8:30 p.m., following the withdrawal of the *Frank Sinatra Show* which was unable to weather the competition of Milton Berle on NBC-TV and Bishop Fulton Sheen on DuMont.

Program for the second half of the 8-9 p.m. hour on Tuesday is not set, but it will not be *Out There*, science fiction series which had been considered for the full hour.

Realignment of other Sunday CBS-TV shows will put *Lamp Unto My Feet* at 5-5:30 p.m. (from 5:30-6 p.m.); *What in the World?* at 5:30-6 p.m. (from 4:30-5 p.m.); *Man of the Week* at 6-6:30 p.m. (from 5-5:30 p.m.). *Mr. I Magination*, now in the 6-6:30 p.m. Sunday period, will move April 19 to Saturday, 1-1:30 p.m. None of these programs is sponsored.

Three other CBS TV sustainers now broadcast Sunday afternoon are being discontinued, for the present, at least: *Where Do You Stand?* (now on at 2:30-3 p.m.); *Quiz Kids* (3-3:30 p.m.); *Columbia Workshop* (4-4:30 p.m.).

financing the installation, the U. S. would buy times commensurate with Turkish programming hours on these stations. The programs would be cultural and educational in nature.

Mr. Levey notes that since "sponsorship is a required corollary to TV," manufacturers who advertise in foreign countries "would doubtless sponsor program series and shorts on an intercountry, worldwide scale." Some 300-plus ad agencies represent clients in the U. S. who advertise abroad (as much as 90% overseas), Mr. Levey notes, and such a plan would stimulate trade.

Other points made in the magazine article:

- Global TV would make possible "rapid transmission by FM of the new techniques of facsimile." Material facsimiled would augment TV.
- Europe is beset with lack of cohesion and uniformity in radio broadcasting. "Regional TV and FM stations atop mountains, as outlined in the Master TV plan would, of necessity, bring uniformity, better reception in homes. . . ."
- Air and surface transportation can be enhanced through use of conventional VHF.
- "Electronic experts believe that before long there will be telecasting on an international scale," with Latin and Central American countries joining the U. S. and Canada in a Latin American network.
- There is great need for "world adoption of U. S. technical standards."
- Six or seven program TV recording points could be located strategically for kinescoping or originating programs—a "solution" for Hollywood, producers, sponsors and advertising agencies.
- "Large-screen TV, on a global basis, is also in the offing. . . . Universal televising of feature films in world theatres would augment grosses of film producers, stimulate production. . . ."
- The global TV project will help unify NATO nations, assist electronic industries of other countries and open up avenues of employment, according to Maj. Holthusen.
- Other countries need only apparatus and guidance from the world's leader in electronics—the U. S.—to receive "democracy's message" and better their own welfare.

MGM TV Test

METRO-GOLDWYN-MAYER, in keeping with plans announced in mid-March [B•T, March 24], on a test basis and to promote its new movie *Singin' in the Rain*, has started using a schedule of one minute and 20-second filmed commercials on TV stations in 10 key cities. They include Memphis, Nashville, Providence, Richmond, Rochester, Syracuse, Toledo, Buffalo, Dayton, Houston and Indianapolis. Agency is Donahue & Coe, New York.

Motorola Seeking

MOTOROLA Inc., Chicago, manufacturer of radio-TV sets, is in the market for a 26 half-hour TV film series. Top dramatic talent is wanted, in addition to a narrator-m.c. Agency for Motorola is Ruthrauff & Ryan, Hollywood.

HILL TELECASTS

Who Will Pay, Celler Asks

CHAIRMAN Emanuel Celler (D-N. Y.) of the House Judiciary Committee warned that "there would be compulsion for payment somewhere" if TV covered sessions and committees of Congress, in a simulcast March 30 of the *American Forum of the Air* on NBC (Sunday, 2:30-3 p.m.).

Rep. Celler's remarks were contained in "comment" on a portion of a BROADCASTING • TELECASTING editorial read to him on the program by Producer-Moderator Theodore Granik. The editorial said "the great goal of the future . . . must be the admission of radio and television to all public meetings of the Congress, on a basis of equal access with the press." It also pointed out that in the "truest sense" it would mean "the admission of the public to public meetings, on a scale made possible only by the miracles of radio and television" [B•T, March 3].

Rep. Celler appeared on the program in debate with Sen. Charles W. Tobey (R-N. H.) on the question, "Should Congress Be Televised?" His answer to Mr. Granik's query follows:

With reference to that, the government, for example, does not subsidize the newspapers that cover the proceedings and the government does not subsidize the radio; but, when it comes to television, there would be compulsion for payment somewhere.

The government would not pay. The telecasters would be paid. Now, if you are going to subsidize the telecaster industry, then subsidize the newspaper industry that covers the proceedings; subsidize the radio people that cover the proceedings.

Sen. Tobey interjected: "The newspapers are subsidized now. They get free postage."

Question of sponsorship was in the chief argument made by Rep. Celler, who admonished: "I do not want to make a speech on the floor and before a speech have some commercial saying I should take a laxative."

Sen. Tobey quipped: "That might be true. You might need it."

Rep. Celler questioned whether telecasting of congressional investigatory hearings may not be invading rights of witnesses. An example of holding the witness up to ridicule and trying him by the public rather than by the courts was the Kefauver Crime Committee, Rep. Celler intimated.

Sen. Tobey, who served on the crime-busting committee, took exception. The Republican said he thought the gist of his argument is that "televising hearings is merely another form of reporting the hearings. . . . If the reporters can be there with their notebooks and take down the facts and put in their own words in the paper the next morning, why should not the people in the humble homes of America have a chance to see these things graphically portrayed before their own eyes, through the miracle of television. . . ."

TV FILM SYSTEM

Unveiled at Convention

NEW TV film system to be available commercially in from 18 months to two years was unveiled to NARTB delegates Monday during the Chicago convention.

The 16mm system combines advantages of the flying spot scanner TV system with continuous motion film for commercial stations, according to James B. Tharpe, national sales manager of DuMont's transmitter division. The system is being shown in advance to give broadcasters planning TV stations a chance to plan their operations "without fear of obsolescence," he said.

According to the DuMont description of the system, the flying spot tubes in DuMont scanners are far advanced. The scanners are said to require no shading or adjustments and no critical accessories as back and rim lights. In addition, they are described as gamma corrected for gray scale. Other claims include lack of intermittent film movement, use as a film recorder and adaptability to color TV.

Broadcasters and engineers alike agreed that the new system constitutes the greatest advance in TV film techniques made to date and that it might be the answer to the kinescope quality problem.

20TH CENTURY-FOX

Entering TV Production

ALTHOUGH emphatically denied, 20th Century-Fox Film Corp., one of the major holdouts on video, is reported organizing a TV film production and distributing subsidiary.

New company will not release any of the studio's current or past motion pictures to TV because of possible exhibitor reprisal, but will concentrate on making commercial spots and films to order for advertisers, BROADCASTING • TELECASTING was informed. Distribution setup will be carried through with FCC freeze lifting when more TV stations are in operation.

To keep TV subsidiary separate from 20th Century-Fox, outside studio space will be acquired, it was said.

Six-Week Seminars

SAMUEL GOMPERS Trades School, San Francisco, on recommendation of the TV Trade Advisory Committee, will sponsor two six-week video seminars, to begin April 21-22, it was announced last week. Most sessions will be held at the school itself. Demonstrators and lecturers will be from San Francisco television stations and allied industries. Initial courses are limited to those employed in TV and those referred to the school by management or unions as prospective TV employes. Enrollment will be by mail, using special postcards which are in the hands of union officials and supervisor at each TV station. There is no charge for instruction at the sessions.

PARIS TV MEET

UNESCO Advisers Attend

DAVIDSON TAYLOR, NBC-TV general production executive, and two other members of a UNESCO advisory committee left New York last week to attend an international TV meeting in Paris starting today (Monday).

They will confer with representatives of nine countries on the importance of television as a medium of communications. Meeting will be held April 7-12, the first such international conference under UNESCO auspices.

Other committee members are Richard B. Hull, director of WOI-TV Ames, Iowa, and Robert B. Hudson, Urbana, Ill., TV consultant to the Ford Foundation's Fund for Adult Education. The three members are representative of a major TV network, a university which has experimented in educational TV and a research institution which has studied influence of TV on society, UNESCO pointed out.

They were chosen by UNESCO from a 13-member advisory group "in recognition of the advanced development of television in this country," according to Luther Evans, Librarian of Congress and chairman of the U. S. National Commission for UNESCO, who made the announcement in Washington, D. C.

Purpose of Meeting

Purpose of the meeting is to furnish a forum for exchange of views among experts of countries which have experimented with video or plan to launch TV service. UNESCO is exploring ways in which television can be developed internationally for education, science and culture.

"Television itself is no panacea for achieving [these things] by means of the cathode ray tube. It has to be judged against the older-established methods of press, film and radio, and invoked only where it seems likely to secure a better result," a UNESCO statement explained. Even so, it was conceded that TV "has to be ranked with the older mediums . . . as an influence on the public that can be used to aid international understanding, or to impair it . . ."

UNESCO said it plans to concentrate on objectives which would help individual TV organizations rather than on large-scale projects by UNESCO itself.

On the agenda are questions of international TV program exchange, involving standards of definition and film; methods of circumventing language barriers, tax and customs laws, export regulations, copyright and contractual rights, and censorship or moral codes.

LONG DISTANCE TV Marks 25th Anniversary

TODAY, Monday, April 7, is the 25th anniversary of long distance television.

On April 7, 1927, Herbert Hoover, Secretary of Commerce, in Washington, was seen and heard in New York by Walter S. Gifford, AT&T president, and an audience of about 50 scientists and newsmen in the first public demonstration of simultaneous intercity transmission of voice and image.

The signals were received on two receivers, one with a picture 2x3 inches, the other 2x3 ft.

The Hoover-to-Gifford conversation was carried, sight-and-sound, over telephone wire facilities of AT&T's long lines department. The second half of the demonstration, a telecast vaudeville show, reached New York by radio from its point of origin in the Bell Telephone Labs in Whippany, N. J.

The first intercity TV program, forerunner of today's nationwide video program service, was a milepost in a continuing program of research and development carried on by Bell Labs with the goal of paralleling for vision what had already been done for voice in long distance telephony. Dr. Herbert E. Ives, director of electro-optical research for Bell Labs, was in charge of the project, which stemmed from intercity still picture transmission that the laboratories and long lines department had first demonstrated in the summer of 1924.

Sight, Sound on One Band

Within ten days of the Washington-to-New York demonstration, on April 16, 1927, AT&T transmitted both image and sound on the same frequency band by a single radio transmitter from Whippany to Bell Labs in New York. Two years later, May 23, 1929, AT&T filed the original patent application for coaxial cable, to be used as a wideband long distance transmission medium for both TV and telephony.

The next spring, April 9, 1930, two-way sight-and-sound communication was publicly demonstrated over a two-mile connection between special booths between AT&T headquarters and Bell Labs in New York. This demonstration was continued for more than a year.

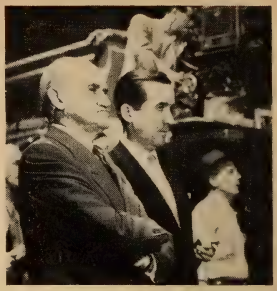
In the mid-30's AT&T installed a coaxial cable link between New York and Philadelphia over which TV images of 240 lines were transmitted on Nov. 9, 1937, a year after the cable had first been tested for multi-channel telephone use. On May 21, 1940, video pictures of 441 lines, using a frequency band of 2700 kc, were transmitted over the cable from New York to Philadelphia and back to New York, nearly 200 miles. A month later the Republican National Convention in Philadelphia was televised and transmitted over the cable for broadcast by NBC's experimental TV station in New York.

First intercity TV transmission of 525-line pictures (present standard) occurred on Dec. 1, 1945, when the Army-Navy game from Philadelphia's Municipal Stadium was sent to New York for broadcast there. Two months later, Feb. 12, 1946, Lincoln memorial services in Washington were transmitted to the New York transmitters of CBS, DuMont and NBC in a pooled telecast that inaugurated TV service between New York and Washington via coaxial cable. April 19, 1946, marked the first intercity color transmission over coaxial from New York to Washington and back—450 miles—in tests of the CBS color system.

Boston Completed Network

TV transmission between New York and Boston over a 4,000 mc radio-relay system was launched experimentally on Nov. 13, 1947. This, plus the New York-Washington coaxial system, formed the Bell System Eastern TV Network. On May 1, 1948, commercial intercity TV service was authorized; on Sept. 20 the Bell System Midwestern TV Network opened; on Jan. 11, 1949, the eastern and midwestern networks were united to connect TV stations from Boston to St. Louis. Augmenting the coaxial connections, a New York-Chicago microwave radio-relay system was put into service Sept. 1, 1950.

Coast-to-coast TV was inaugurated with telecasts of the opening of the Japanese Peace Treaty Conference in San Francisco, Sept. 4, 1951, and on Sept. 29, 1951, the first commercial transcontinental TV program was aired. Of the 66 cities with TV stations, 54 are already linked via Bell System facilities and eight more will be added in time for them to receive the telecasts of the national political conventions in Chicago this July, leaving only four of the country's 108 TV stations without interconnective TV network service.



SAM GOLDWYN (l), movie producer, and Edward R. Murrow, editor of CBS Television *See It Now*, watch filming of a scene from forthcoming movie, "Hans Christian Andersen." Documentary report on the film will be shown April 13 over *See It Now*, 3:30-4 p.m.

TV STAFFS *Help New Stations Train, Jett Suggests*

A SUGGESTION that present television broadcasters help new ones to train staffs was made last week by E. K. Jett, vice president and director of television, WMAR (TV) Baltimore.

Appearing on a television management panel Wednesday morning at the NARTB convention, Mr. Jett said that unless the 108 stations now on the air provide assistance to new stations that will spring up in numbers after the lifting of the freeze, the present stations will find their own staffs raided by new telecasters seeking trained personnel.

The question of how to recruit personnel for the expanding telecasting industry was one of several dealt with by the management panel under the chairmanship of Dwight Martin, vice president, WLWT (TV) Cincinnati.

Most of the panel members, all of whom are operating telecasters, said they acquired their own staffs mostly from radio backgrounds, and by various means gave them the additional instruction necessary to adopt their talents and training to TV.

As new TV stations are authorized, in some abundance, they saw a serious problem of personnel recruitment arising, and it was to solve this without wholesale raiding of existing stations that Mr. Jett advanced his proposal.

The union jurisdictional difficulties that beset TV were discussed by the panel, which included, in addition to Mr. Jett, Lawrence Rogers, general manager, WSAZ-TV Huntington, W. Va.; Willard Walbridge, station manager, WWJ-TV Detroit, and Victor A. Sholis, vice president and director, WHAS-TV Louisville.

Mr. Walbridge reported that at his station five different unions were represented, a situation which could create constant hazards were it not for an agreement which WWJ-TV had managed to reach with all five. The agreement is in the form of a letter to which all are signatory guaranteeing that no work stoppage will ensue from any jurisdictional dispute.

He suggested that other telecasters who were obliged to deal with so many labor groups might try to get a similar agreement.

Richard P. Doherty, employe-employer relations director of NARTB, said that all new telecasters would be well advised to do their utmost to keep the number of unions with whom they had contracts to a minimum.

As insurance against jurisdictional conflicts, Mr. Doherty suggested that telecasters try to keep all technicians within one union and seek long-term contracts with that one union to discourage encroachments by other unions.

Mr. Doherty also had a suggestion for operators of combined AM-TV properties. He said there was a growing tendency among technical unions to seek common seniority clauses in contracts covering both AM and TV technicians.

The danger in these, he said, was that if the broadcaster ever wished to reduce personnel on his AM station, he might have difficulties if technicians there had seniority over those at the TV station.

The panel members reported they followed policies of rotating technical personnel among most jobs within technical operations, to avoid attaching particular specialties to any. This is another protection against attempts at encroachment by other unions, and it also gives management greater flexibility in assigning personnel.

KHJ-AM-TV ELECTIONS

IATSE, IBEW Beat NABET

BY VOTE of 7 to 1, IATSE became bargaining agent for production-program department personnel of KHJ-TV Hollywood in an NLRB supervised election contest with NABET on March 27 [B•T, March 10].

IATSE was chosen representative for makeup and scenic artists, set erectors, stage hands, construction workers, sign painters and lighting men. One vote was challenged by NABET on the ground that the voter was not on the original list of names submitted.

IBEW Local 45 was named bargaining agency for engineers and technicians of KHJ-AM-TV the following day when 36 votes were cast in its favor as against 18 for NABET. There were two "no union" votes. Latter election also was NLRB supervised.

TVA ELECTS ON COAST

Manning Succeeds Carpenter

KNOX MANNING, TV actor and moderator, KTTV (TV) Hollywood, was elected permanent chairman of West Coast section of national board of TV Authority last Monday. He succeeded Ken Carpenter, Hollywood radio-TV announcer, who resigned.

Elected to the West Coast board of directors by the membership were Lee Hogan, star of KNBH (TV) Hollywood *Lee Hogan Presents;* Peter Prouse, radio-TV actor and former West Coast executive of TVA; Vincent Price, TV-stage-film star; Lee Millar, radio-TV actor. They will serve for an indefinite period until the future of TVA is settled.

In Philadelphia more people tune to WPTZ than any other TV Station



When ARB measured the TV viewing habits of Philadelphians *for the entire year of 1951*, WPTZ led in 48.9% of all the 15-minute periods. That's nearly as much as Philadelphia's other TV stations *combined!*

WPTZ—Philadelphia

NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales

BRINK RULING

Upsets TV Movie Royalty

BREAKDOWN of the AFM 5% royalty formula and re-recording fees for use of sound tracks of old movies released to television is seen if a ruling made March 28 by U.S. referee-in-bankruptcy Benno M. Brink is sustained.

Mr. Brink ruled that four theatrical feature films recently returned to George and James Nasser by United Artists through court order can now be released to TV without payment of the royalty formula and re-recording fees, but said AFM might seek damages it estimates are caused by recording of the sound track.

The ruling came when Mr. Brink refused to grant at AFM request an injunction restraining the brothers from selling the films to video unless union demands were met [B•T, March 17]. An upholding of the opinion possibly could see other Hollywood film producers following footsteps of the Nassers in releasing old films to television.

Mr. Brink said the 5% royalty demand was unreasonable since no percentage provision was provided in the original contract, and that an "agreement to agree" in the producer-AFM contract before the films were sold to TV was merely so stated and its ambiguity made it unenforceable.

He said the injunction could not be granted because AFM held no actual interest or property rights in the films, having failed to record any liens against them. The injunction would be inequitable, he said, because it would give AFM "a powerful weapon which in effect would require the producers to agree to any terms prescribed by AFM."

Mr. Brink said any damages sought by AFM could be estimated at prevailing rates of pay for musicians who would actually re-record the sessions demanded. An AFM appeal was expected.

Although AFM might be "deemed" to have a form of lien or mortgage against the film when the sound track is recorded, union failure to record it as provided for under California law voids any interest on its part in the pictures, Mr. Brink said. AFM attorney Leonard Horwin was granted an extension of time for reviewing the findings and the Nassers' attorney, George T. Goggin was given 10 days from filing date to answer.

KRON-TV GRANTED

Directional Antenna

KRON-TV San Francisco has become the second TV station in the country to get FCC permission for a directional antenna. The only other directional pattern used by a TV outlet belongs to WNBK (TV) Cleveland.

Directional TV operation is usually not permitted by the Commission, but KRON-TV showed that its coverage could be increased at no loss to areas now receiving service. This is the only change from omni-directional operation which the FCC allows. The Commission will not permit the use of a directional antenna to squeeze in another channel to a community.

WNBK (TV) at Parma, Ohio, was permitted to change its coverage from a circle-like area, which would waste half the signal over Lake Erie, to a directional pattern in order to cover Akron and Northern Ohio more effectively.

At the same time KRON-TV switches to its DA, its ERP will be reduced from 14.5 kw visual to 9.6 kw visual.

AFM 5% DEMAND

Elimination Requested

ELIMINATION of AFM demand for 5% of grosses realized from sale of old theatrical movies to TV and revision of its policy on payment for re-scoring of those films, have been asked for by Independent Motion Pictures Producers Assn.

J. E. Chadwick, head of IMPPA revealed last week that his group requested James C. Petrillo to name a special committee to re-negotiate AFM demands in Hollywood "where the producers reside and where facts are more obtainable."

Request was based on the decision handed down by U. S. referee-in-bankruptcy Benno M. Brink in the George and James Nasser vs. AFM hearing (see story this page.)

Mr. Chadwick pointed out that the referee-in-bankruptcy scored the looseness of the current contract calling for TV negotiations at a future time on uncertain conditions.

"It is well to understand that in the future the producer-musician agreements must be specific and conclusive," Mr. Chadwick said. "At this time it is evident that the entire matter has to be renegotiated."

INTERCONNECTION

Eight More Cities July 1

SEATTLE, Phoenix and Albuquerque. Those are the only cities which won't be TV-interconnected after July 1, when 104 of the 108 U.S. television stations will be able to receive instantaneous network service—including live coverage of the political conventions in Chicago [B•T, March 24].

On July 1, AT&T Long Lines Dept. will interconnect eight additional cities, bringing the total number of cities on the coaxial cable or microwave relay to 62 [B•T, March 24]. This number includes six cities interconnected with privately-owned radio relay microwave facilities — Lansing, Grand Rapids and Kalamazoo, Mich.; Bloomington, Ind.; Nashville, Tenn., and Huntington, W. Va.

The eight cities to be interconnected by AT&T in time for the political conventions are Miami, New Orleans, Dallas, Fort Worth, Houston, Oklahoma City, Tulsa and San Antonio.

Dallas and San Antonio will have two-channel service before the end of the year. The other six cities will have single channel circuits. Facilities for the eight southwestern cities were originally scheduled for the end of the year, but completion dates were moved up to meet the July political convention dates.

AT&T has no plans for interconnecting Seattle, Phoenix or Albuquerque this year. Of the three, Phoenix might be interconnected by year's end if interconnection is ordered by a network, since it is on the southern transcontinental coaxial cable. Albuquerque is 330 airline miles from Phoenix. There is also a coaxial cable running northward on the west coast from Sacramento to Portland, Ore. This could also be adapted for TV, but facilities from Portland to Seattle would have to be installed. Seattle is 145 miles from Portland.

Actually, there are two other TV cities not interconnected. They are Newark, N. J. (which is considered part of the New York area) and Brownsville, Tex. Brownsville's TV transmitter, however, is in Matamoros, Mexico, and the AT&T has had no discussions with the Mexican authorities.

AT&T radio relay link between Washington and Charlotte was put into service April 2 for telephone use, with TV service to be available when it is fully developed. Link is final section of a $6 million project connecting Washington, Charlotte and Atlanta. The Charlotte-Atlanta leg was opened for phone-TV service March 17.

Political Audience

SIXTY million persons—approximately 40% of the U. S. population —will be able to attend this summer's Presidential conventions via television, Sig Mickelson, CBS-TV director of news and public affairs, estimated in a speech at New York's Freedom Sales Rally for Westinghouse Electric Corp., CBS convention coverage sponsor.

MBS MEETING

Hears Television Plans

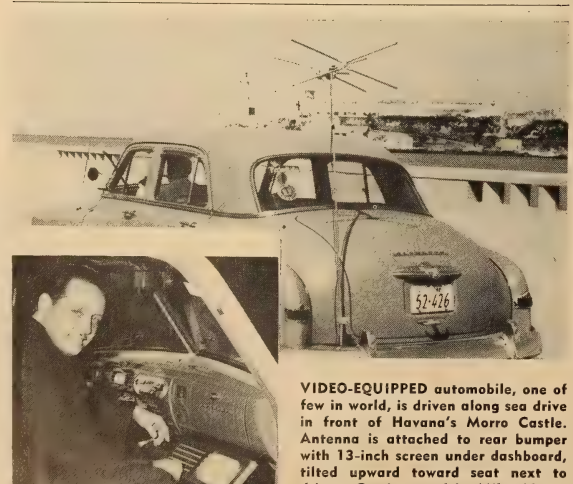
TELEVISION services being planned by MBS will offer "in many respects" the same programming advantages to small and large video stations "as are enjoyed" by Mutual radio affiliates, according to Thomas F. O'Neil, MBS board chairman [CLOSED CIRCUIT, March 31].

At a meeting of the Mutual Affiliates Advisory Committee in Chicago March 29 prior to the NARTB convention, Mr. O'Neil said studies to develop Mutual's TV service are now under way. It was his first meeting with the group since General Tire and Rubber Co. acquired a controlling interest in Mutual.

He expressed satisfaction with the manner in which Mutual, under President Frank White, "is fulfilling more than ever its primary obligation to the affiliated stations."

MBS network representives present included: Mr. White; William H. Fineshriber Jr., executive vice president; Earl M. Johnson, vice president in charge of station relations and engineering; Robert A. Schmid, vice president in charge of advertising, public relations and research, and Charles Godwin, Robert Carpenter and Roy Danish, station relations executives.

Advisory committee members included: Gene Cagle, KFJZ Fort Worth, chairman; John Cleghorn, WHBQ Memphis; Victor Diehm, WAZL Hazleton, Pa.; Fred Fletcher, WRAL Raleigh, N. C.; George Hatch, KALL Salt Lake City; Rex Howell, KFXJ Grand Junction, Col.; E. J. McKellar, KVOX Moorhead, Minn.; Robert McRaney, WCBI Columbus, Miss.; Hugh Potter, WOMI Owensboro, Ky.; Porter Smith, WGRC Louisville; Fred Wagenvoord, KCRG Cedar Rapids, Iowa; and Jack Younts, WEEB Southern Pines, N. C.



VIDEO-EQUIPPED automobile, one of few in world, is driven along sea drive in front of Havana's Morro Castle. Antenna is attached to rear bumper with 13-inch screen under dashboard, tilted upward toward seat next to driver. Car is owned by Mike Alonso (left), UP Havana correspondent.

Materials

(Continued from page 32)

num they will receive for the third and fourth quarters. While estimates for each metal are earmarked below current levels, manufacturers were assured they will receive sufficient allotments to meet industry goals and civilian demand for AM-FM-TV receivers this year. Set demand currently is being met and inventories of TV receivers are good for a two weeks' supply.

Manufacturers reported a serious shortage of senior engineers, draftsmen and semi-skilled technical help. Some firms are using up to 85% of engineering personnel on military orders, it was reported. Lowest level is 35%.

It was emphasized that military orders are not being delayed, however, for lack *per se* of engineers-technicians. Greatest bottleneck, set makers reported, is in fulfilment of orders for component parts because of the long lead-time requirement.

J. A. Milling, chairman of the Electronics Production Board and director of NPA's Electronics Division, who sat in as an observer, told the set group that industry could use at least 1,500 more highly-skilled technicians and that some companies are training semi-skilled junior engineers (processing, testing help) for senior positions.

Mr. Milling said the military electronics program was valued at $1.5 billion as of last January and now is at a going rate of $2.5 billion for mid-1952 and $3.5 billion by next January.

Set-makers will receive the following allotments for the third quarter: 55% of carbon and alloy steel (compared to 50% for the second quarter); 35% of brass (now 30%); 40% of copper wire (35%), and 45% aluminum (now 30%). Despite these and earlier cutbacks, industry has maintained high set output through conservation and substitution under impetus furnished by Radio-Television Mfrs. Assn.

At another conference March 26, under chairmanship of Ralph C. Donovan, NPA General Components Division, magnet manufacturers reported active support of a program to reclaim scrap grindings. Cobalt, nickel and other scarce materials are being re-used. These firms turn out permanent magnets for radio-TV loudspeakers, radar systems and atomic research.

The industry advisory committee also discussed further reclamation of permanent magnets from magnetron tubes, with the Air Force lending active aid by channeling magnets back to suppliers for re-use of materials. Group also suggested standardization of magnets in these tubes to conserve materials and manpower. NPA promised to take it under advisement.

RTMA TUBE DATA

Small Size TV Is Down

SUBSTANTIAL slump in sale of small radio-TV receiving tubes from a year ago and data on size of TV picture tubes sold to receiver manufacturers last February was reported by Radio-Television Mfrs. Assn. Friday.

Receiving tube sales for February 1952 reached 28,262,407 units valued at $19,923,287 compared to 36,821,794 units in the same month last year. Breakdown showed sale of 26,107,782 entertainment-type tubes and 2,154,625 allied or non-entertainment tubes for last February.

Of the 28.2 million units, 17,608,-162 tubes went into new equipment, 6,623,798 for replacements, 1,153,-270 for export and 2,877,177 to government agencies.

The TV picture tube report was highlighted with disclosure that, for the first time, tubes rectangular in shape and sized from 18 inches up represented over half of purchases by manufacturers. A year ago they represented only 6% of all sales.

RTMA reported that 53% of the tubes fell in this category. Units sold were estimated at 330,-431 with value of $7,715,256.89 compared with 634,080 tubes at $17,555,375 the same month last year. Sales for January-February 1952 now stand at 670,623 tubes with value of $15,407,115.27, RTMA noted.

GETS 'ALICE' FOR TV

Crown Pictures Buys Rights

CROWN PICTURES International, Hollywood, has acquired exclusive TV distribution rights in the western hemisphere to Lou Bunin's feature film, "Alice in Wonderland." Negotiations, representing several hundred thousand dollars, were completed last week by Maxwell J. Fenmore, president and general counsel of CPI, and Henry Souvaine of Souvaine Selective Pictures, France.

Feature, filmed in 35mm color over a period of five years and combining animated puppets with live cast of English actors, will be offered for national sponsorship this year only as Thanksgiving and Christmas programs.

Crown Pictures, formerly known as Exclusive Distributors Inc., has already subtitled prints of the film in Spanish for South American distribution.

Poole to Visit BBC

LYNN POOLE, creator and producer of the *Johns Hopkins Science Review* on DuMont TV Network, has accepted an invitation from the BBC in London to visit its studios and consult with British TV personnel. Mr. Poole is scheduled to leave April 22 and return to the U. S. late in May.

Take a good look at this area

This is the coverage area of WSAZ-TV

It is in an area of

2,000,000 Persons

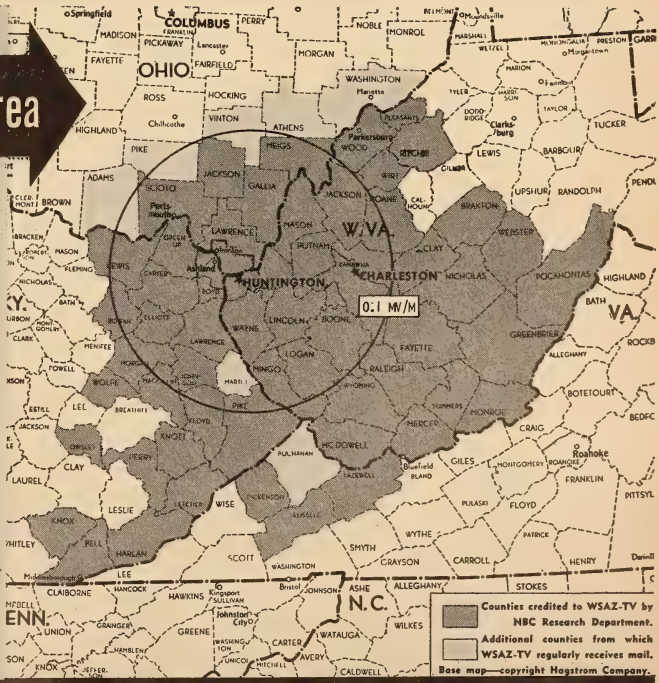
Here is a market larger than

BUFFALO

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

CHANNEL 5



For more information call . . . THE KATZ AGENCY, INC.

AAAA Analyzes Radio-TV

(Continued from page 25)

film also is better than live on other counts, he said.

"The great problem of live television is rehearsal time," he said. ". . . If you've ever attended the first rehearsal of a Broadway show, however great the cast, you know the vast difference between a well-rehearsed performance and a careless one.

"As we know, Broadway shows seldom if ever are brought into New York short of four weeks rehearsal and out of town performance time. I know of no television show that well-rehearsed."

A live TV show, he said, is by its very nature a "continuous stream of 'first takes.' Not one first take in a dozen is good enough to print in the average 'A' picture."

A live TV show "is a show that hasn't been polished or rewritten or edited for pace," he said. ". . . A filmed show is a rewritten, polished and edited show in performance form. And even the great 'spontaneous' performers, the Grouchos, Bings and Jerrys (Lewis), prefer it for that reason."

Summing up, Mr. Reagan said: "All other things being equal, a live TV dramatic show compared to the same drama with the same actors placed on film is as inferior to its celluloid counterpart as a 'B' picture is to the average 'A.' One bad break, fluff or mike boom shadow will destroy the gossamer fabric of belief on which all drama depends hopelessly and irretrievably."

Commercially speaking, TV is not show business: It's selling. And as such, it needs more advertising know-how injected into it.

This was the substance of a talk by Robert Foreman, BBDO, New York.

"We all know that one of the most obvious advantages of television is that it's the first advertising medium which comes close to the most effective type selling there is: That is, person-to-person selling," said Mr. Foreman. But too few advertisers are taking full advantage of TV's potential, he noted.

Cites Godfrey, Dick Stark

"How many announcers are there who leave us with anything but the impression, 'Here's a guy who is just able to memorize his lines and deliver them with all the conviction of P. S. 83s valedictorian?'," Mr. Foreman asked.

"How many of our announcers have that vacant stare which shows that they are reciting from a memorized script or looking at a visualizer from out of the corner of their eyes?"

Mr. Foreman cited Arthur Godfrey and Dick Stark, the announcer for Ammident commercials, as outstanding TV salesmen.

Because TV advertising is so new, the creators of TV commercials are still more concerned with technique than with advertising content, Mr. Foreman said.

One reason for this is that many TV commercial writers have come from radio and have not learned to attach proper importance and perspective to the visual part of TV advertising. Others have come from films or other entertainment fields and they are without adequate background in advertising, the speaker observed.

Optical tricks fascinate many novice TV writers, said Mr. Foreman, and they are apt to use tricks in such abundance that simplicity and clarity are lost.

Animation is another tempting device to amateurs. As for him, Mr. Foreman said he was "damn sick" of seeing "beer bottles sing and tooth paste tubes conga and soap boxes jitterbugging."

Agencies Bypass Realism

"Why do so many smart advertisers and agencies bypass realism and completely avoid demonstration of their products?" he wondered. "Why—when they've got a medium here which for the first time permits reality in motion and demonstration in product?" What is needed to improve the effectiveness of TV commercials generally, said Mr. Foreman, is the acquisition by all in the industry of this point of view:

"Television is just another advertising medium."

If that attitude is thoroughly developed, he said, "we're sure to build a sound television copy department."

"As for the copy those folks turn out, well it'll turn handsprings for our clients simply because no advertising medium had so much to do it with."

Keynoting a panel discussion of television rating services, Fred B. Manchee, executive vice president of BBDO, who made a speech on the same subject at the AAAA meeting last spring, remarked:

"A year ago we talked about two big factors that were troubling us in audience measurement research: Confusion and the frightening costs of research. Now both have mounted."

Mr. Manchee said, however, there was "one new hope" for resolving the research muddle: The Advertising Research Foundation which, he hoped, would undertake soon a study of radio-TV rating service.

Such a study received top priority among agency subscribers of ARF in a recent questionnaire asking subscribers to enumerate their preferences for a number of projects that ARF might do.

Of the 35 agencies responding, 80% puts that study at the head of the list.

Discussions by other experts on the panel, which included some of the leading agency researchers, reflected the general feeling of hopelessness over the present research situation that prevails among the customers of broadcasting.

Charles A. Pooler, vice president of marketing, Benton & Bowles, New York, said it was impossible to make a clear choice among present services "because all of them seem to have flaws."

In answer to the question: "If all have serious question marks against them, why use any?", Herbert A. Vitriol, vice president in charge of media and research, Grey Advertising Agency, New York, said that perhaps one reason that all were being used, was that:

"We're attempting to wrap up complex problems with simple yes or no answers."

That, he felt, was impossible.

The best that can be done at the moment, he thought, was to pick the service that seemed to provide the particular kind of information that was needed for a particular show.

Mr. Vitriol said that one important research project that ought to be carried out at once was that of measuring the habits of consumers before television enters their homes.

'Last Chance' Investigation

He said that once the freeze is lifted and a host of new stations go on the air, this "last chance" to make a thorough investigation of pre-TV habits will be gone. The reason for such an investigation would be to have facts on hand against which to measure habits after TV has arrived.

That is one project Mr. Vitriol would like to see ARF do.

Lyndon O. Brown, vice president in charge of media, merchandising and research, Dancer-Fitzgerald-Sample, New York, said one area in which current reading services fall down completely is in measuring radio listening in multi-set homes and out-of-home.

He said that most recent reliable information was that some 40% of radio homes have one set, 35% have two sets and 25% have three sets or more. He compared the distribution of Nielsen Audimeters with those figures and found that multiple-set homes were being short-changed.

The Nielsen sample, he said, counted far too large a percentage of homes in the one-set class.

Commenting on forthcoming cov-

TV Defined

HERE'S a new definition of the component parts of television broadcasting as given to the AAAA last Thursday by Charles L. Whittier, Young & Rubicam, New York. Television, he said, is like an "engagement ring in which the entertainment is the platinum setting and the commercial is the valuable square cut diamond." One wag remarked: "He's in the right price bracket alright."

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JOHNS HOPKINS SCIENCE REVIEW

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WAAM

TELEVISION

CHANNEL 13

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
Chicago NEW YORK San Francisco
DUMONT-ABC AFFILIATE

erage studies by Standard Audit and Measurement Bureau and A. C. Nielsen Co. [B•T, March 24], Mr. Pooler of Benton & Bowles said it was regrettable that two firms were setting out to do the same thing, though admittedly by different techniques he said.

It was to be hoped, Mr. Pooler said, that somehow Standard and Nielsen would join together in one study.

At a Friday morning session, B. B. Geyer of Geyer, Newell & Ganger, New York, and chairman of the board of Advertising Research Foundation (on which both the ANA and AAAA pin so many hopes), reported that to date ARF has 125 subscribers and an annual subscription income of $130,900.

He summed up the ARF plan and reminded AAAA that it had been given in greater detail at the recent convention of the ANA [B•T, March 24].

"What Does the Advertising Dollar Buy Today?" was the subject of Melvin Brorby, Needham, Louis & Brorby, Chicago. Answer: Ten percent less than it did a year ago.

Mr. Brorby reported on an updating of an advertising cost study done by his agency last year. He warned that this study could not be used to compare media since there was variation in the accuracy of the figure and since the study was prepared in an index form rather than with dollar figures.

Must Spend 10% More

Overall, the study shows, the advertiser must spend 10% more now to get the same advertising impressions he got a year ago.

Trends within the various media, comparing 1951 with 1952, showed that costs-per-thousand for magazines has risen 7%; for trade publications 1%; for newspapers (milline rate) 7%; for outdoor advertising 5%; for network radio time 16%; for spot radio time 22%. For network TV, cost per thousand has decreased 14% and for spot TV it has gone down 5%.

Average talent costs for radio and television have remained unchanged in 1951-52, he said, counting only the union scale talent.

Ethical problems in radio-television were discussed Friday morning by Robert D. Swezey, executive vice president, WDSU-AM-FM-TV New Orleans, chairman of the NARTB committee which drafted the television code.

The only way the code can be enforced, said Mr. Swezey, is "with the sympathetic cooperation of you advertising agencies and your clients."

Without such cooperation, he said, telecasters will be beset by a conflict of pressures — "pressures brought upon us by the public and by militant special interest groups and the pressures which we in turn will be forced to place upon you."

An omnipresent problem in broadcasting, he said, is that of trying to reconcile moral standards with economic facts of life.

"Many of us just can't seem to say no to a big name or big account, even though we are convinced in our own mind that what they asked us to do does not conform to industry standards," Mr. Swezey said.

"Sometimes this is just a fear complex, but more frequently it is tied up with economic considerations.

"It takes a lot of courage to tell a big performer that the show he's set his heart on is out; it takes a lot of courage to tell a big advertiser that you're not willing to cut your rate for him.

"I'm worried about us," he said. "No advertising standards, nor radio or television code, can be successfully observed unless all of us who participate in air programming—stations, the networks, the advertiser, and their agencies—have intelligence and mettle enough to set up appropriate standards and to enforce them . . ."

AAAA OFFICERS

Elected at W. Va. Meet

NEW officers and directors were elected by the AAAA at its spring meeting in White Sulphur Springs, W. Va., last Thursday. At the organizational meeting of the new board after the election, Frederic R. Gamble was engaged as AAAA president.

New officers and directors follow:

John P. Cunningham, executive vice president, Cunningham & Walsh, N. Y., elected chairman of the board.

Harry M. Stevens, vice president, J. Walter Thompson Co., N. Y., vice chairman.

Harold Cabot, president, Harold Cabot & Co., Boston, secretary-treasurer.

Others elected were:

Directors-at-Large

Clifford L. Fitzgerald, chairman of the board, Dancer-Fitzgerald-Sample, N. Y.; Robert E. Grove, executive vice president, Ketchum, MacLeod & Grove Inc., Pittsburgh (elected to fill Mr. Stevens' unexpired term); Henry G. Little, executive vice president, Campbell-Ewald Co., Detroit; Lawrence Valenstein, president, Grey Adv., N. Y.

Directors Representing AAAA Sectional Councils

New York Council—Marion Harper Jr., president, McCann-Erickson, N. Y.

New England Council — J. Paul Hoag, president, Hoag & Provandie Inc., Boston.

Atlantic Council—Dan W. Lindsey Jr., partner, Lindsey & Co., Richmond.

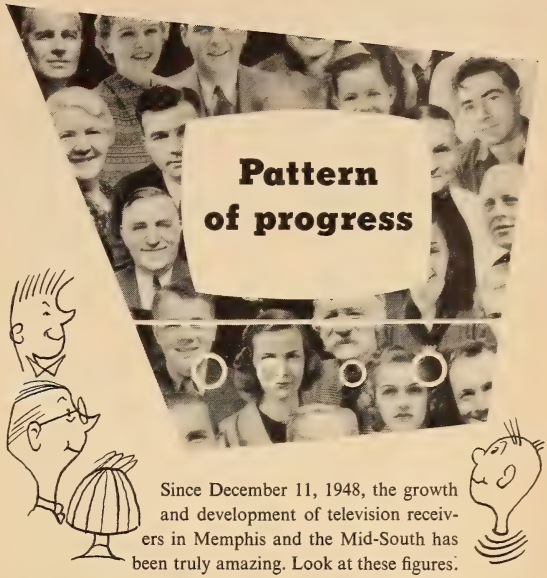
Michigan Council—Elliott E. Potter, vice president, Young & Rubicam, Detroit.

Central Council—John M. Willem, vice president, Leo Burnett Co., Chicago.

Pacific Council — Carl K. Tester, president, Philip J. Meany Co., Los Angeles.

Continuing in office are the following directors-at-large:

William R. Baker Jr., president, Benton & Bowles, N. Y.; B. C. Duffy, president, BBDO, N. Y.; Gordon E. Hyde, president, Federal Adv. Agency, N. Y.; Earle Ludgin, president, Earle Ludgin & Co., Chicago; E. E. Sylvestre, president, Knox Reeves Adv. Inc., Minneapolis.



Since December 11, 1948, the growth and development of television receivers in Memphis and the Mid-South has been truly amazing. Look at these figures.

Dec. 11, 1948 - 1444 TV Sets

March 1, 1950 - 24,172 TV Sets

Dec. 1, 1951 - 108,780 TV Sets

Feb. 1, 1952 - 118,000 TV Sets

TODAY

125,000 TV Sets

In the Memphis market area*—and this is an undivided audience, too!

WMCT is the only television station these sets can tune to. This means an undivided audience, means, too, a far better buy for your TV dollar than you would get in many multiple station markets.

*based on latest Memphis distribution figures

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WMCT

Memphis ONLY TV Station

WMC WMCF WMCT

IF NO THAW . . .

We Will Legislate, Johnson Says

CONGRESS must act if the TV freeze is not lifted within two weeks, Sen. Ed C. Johnson (D-Col.) declared last Thursday.

Sen. Johnson is chairman of the Senate Interstate & Foreign Commerce Committee which has jurisdiction over radio-TV legislation. His remark climaxed a growing demand in Congress that the freeze on new TV outlets be thawed immediately.

The Coloradan's comment came on the heels of a request from Sen. James P. Kem (R-Mo.) that (1) the Senate committee hold hearings and (2) if necessary Congress should legislate in order to break the ice. Sen. Kem is a member of the Senate Commerce Committee. His suggestion was contained in a letter last Monday to Sen. Johnson, recapitulating the predictions on the freeze lift which have come from top-level FCC officials.

At the same time, Sen. Spessard L. Holland (D-Fla.) turned over his "file" to Sen. Johnson of correspondence he has had with FCC the past two years on the freeze. Sen. Holland suggested that the committee study the files "for whatever action they deem advisable at this time."

Sen. Johnson said FCC Chairman Paul A. Walker's speech in Chicago last week indicating the freeze will be lifted in the next two weeks (see story, page 76) was being taken verbatim.

"So far as I am concerned this is the last postponement . . . if it is not lifted Congress will have to legislate," Sen. Johnson said.

Sen. Holland deplored that "it would appear that not much progress is being made by FCC toward lifting the freeze which has been imposed on the nation as a whole over a period of several years." The Senator's file revealed that three letters from FCC, two from Chairman Walker (March 28 and March 26) and one from then Chairman Wayne Coy (December 1951), contained the same language in answering the Floridian's complaints.

This was noted by both the Senator and by his office assistant who has been keeping a record of the correspondence.

Sen. Holland in his letter of March 31 to Chairman Walker said in part: ". . . this most recent letter from you is in content the same as the one which was received from the Commission in December 1951. . . ." Consequently, the Senator asserted, the FCC did not seem to be making any progress.

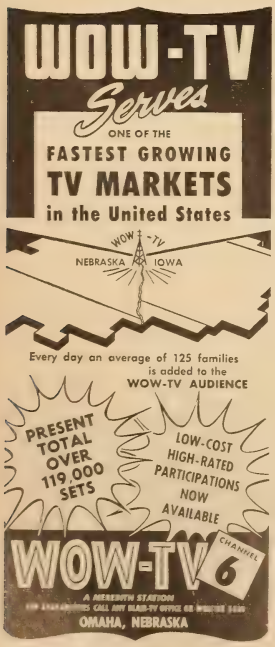
Constituents Up in Air

In his letter to Sen. Johnson, the Floridian complained that the "lifting . . . has been quite regularly postponed from one date to another until my constituents are all beginning to get up in the air about the matter. I . . . feel that the attitude taken by the FCC is not altogether necessary."

His files also revealed that the Senator on Feb. 26 had written the FCC saying the people, "particularly in the Tampa-St. Petersburg area and the Orlando - Daytona Beach area, are getting more and more exasperated about the failure of FCC to approve TV stations which would give them direct and acceptable service." The Senator concluded "delay has now become so great as to be indefensible."

Complaints to Sen. Holland were from people representing a cross-section of business pursuits ranging from broadcaster to airline operator. One of the complaints was the existence of only two TV stations in the state, both of them on the same channel. [WMBR-TV Jacksonville and WTVJ (TV) Miami, both Channel 4 (66-72 mc).]

In the House, Rep. Oakley Hunter (R-Calif.) released a statement he is circulating to his constituents explaining the current situation as described to him by the FCC.



WNBQ (TV) Sales Up

FIRST QUARTER sales this year rose 50% above sales for the same period in 1950 at WNBQ (TV) Chicago, NBC station, Sales Manager John McPartlin said last week. The three-month period was climaxed with sale of a half-hour program, *Noontime Comics*, to Jewel Food Stores five days weekly through Herbert S. Laufman Agency.



CONGRATULATIONS are extended by Sig Mickelson (r), CBS-TV news and public affairs director, to two staff members on their appointments within CBS Television Network. Francis N. Littlejohn Jr. (l) was named managing editor for CBS-TV news and Paul C. Levitan (c) was named special events producer.

Freeze Lift Imminent

(Continued from page 76)

which is unrivaled anywhere on this globe. Let us take as our standard this highest achievement of broadcasting. I know that this industry has within its ranks the vision and the statesmanship to help guide it along the high road of the future."

The FCC chief expressed certainty that "The growth of television will pose new problems affecting the public interest which the Commission must consider if it is to be faithful to its trust."

Turning to the growth of radio from less than 1,000 stations to more than 2,300, he construed it as meaning "that radio is firmly entrenched and it is entrenched because it is rendering a local service to those communities that they need and want. Radio to them is the indispensable medium. They will never again be without this ready, efficient, powerful means of local expression."

He felt that "Economically, the present overall status of radio is excellent" and that "the prospects for the future are also encouraging." He noted that radio's revenues last year were over $450 million—"almost no loss from the total of the year before"—even though TV at the same time was taking in $240 million.

Revenues—Some Up, Some Down

While revenues and profits of networks and their owned radio stations dropped "somewhat," he said, "the revenues of more than 2,200 other radio stations went up," and "more radio stations operated at a profit last year than in 1950."

Radio's answer to TV's emergence, he said, "is not surrender but readjustment," involving "more versatile programming, greater attention to local needs, and more development of the things that radio can do better than television or which television cannot do." He also suggested "a more aggressive, more daring, more realistic employment of FM."

He said he regards it as "the duty of the Commission in the years ahead to take every appropriate step to preserve, perpetuate and promote radio."

Referring to broadcasters' service in national defense through the Conelrad plan and their contributions to the education of the public on political issues, Chairman Walker said:

"These services remind us again that under the American system of broadcasting, it is primarily upon the individual broadcaster that we base our hopes for a service that will best meet the needs of the community and the nation—in peace and in war."

Tribute To Sen. White

He paid special tribute to former Sen. Wallace H. White Jr., co-author of the Radio Act of 1927, whose death occurred Monday (see story page 30).

"American broadcasting will be forever indebted to Wallace H. White Jr. for his leadership in formulating the fundamental law that has served the broadcasters and the public so well for a quarter of a century," he asserted.

He offered this credo: "To perform our respective duties according to the true voice of our conscience; To consider our mutual problems in a spirit of fairness and tolerance; To labor unremittingly to improve broadcasting as an instrument of democracy."

Chairman Walker was introduced by NARTB President Harold E. Fellows.

Preceding the FCC chief's address, Dwight Clark Jr., a high school student and an announcer for KCOL Fort Collins, Col., won an ovation with the "I Speak for Democracy" speech which made him one of four national winners of this year's Voice of Democracy contest, sponsored by the NARTB, the Radio-Television Mfrs. Assn. and the U.S. Junior Chamber of Commerce.

ASCAP, TV MUSIC

Settlement Seen Possible

PROSPECT that ASCAP will reach a settlement with the all-industry TV Music Committee developed Tuesday at a committee meeting held during the NARTB Chicago convention. Dwight W. Martin, WLWT (TV) Cincinnati, presided as committee chairman, with some two-score telecasters present.

Judge Simon Rifkind, chief counsel, and Stuart Sprague, counsel to the committee, reported on the status of litigation. The committee has applied to the U. S. District Court, Southern District of New York, for establishment of terms and conditions for TV music licensing under terms of the amended ASCAP consent decree.

The committee is going ahead with its plans to obtain court action. ASCAP is reported to have expressed a desire to settle the TV music controversy by negotiation.

COY SPEECH

Offers Educational TV Views

"FULL OPPORTUNITY for educational institutions to have use of radio and television outlets as a supplement to, but not a substitute for commercial outlets" was advocated Sunday by former FCC Chairman Wayne Coy, making his first public address since resigning that post [B•T, Feb. 25]. He spoke on "The Future of Educational Radio-TV" at New York's Cooper Union Forum.

Mr. Coy suggested that education's greatest contribution to programming might be the study of ways to improve and develop private broadcasting.

Stressing that he would vote again to reserve 200 channels for exclusively educational use, Mr. Coy nevertheless wondered if educators have considered realistically the money problems of independent TV operation and if they could find practical answers to television financing, "especially when you think of the many other unsolved problems of education."

Required Know-How

Lacking trained technicians, trained programmers, trained producers and writers—as well as money—educators must somehow acquire these technicians in competition with professional rates to produce effective TV programming, he warned, talking to radio listeners via WNYC New York.

Educators' best interests might be served, he suggested, if they get together to produce in combination programs to be made available to commercial outlets, which would be less expensive than operating individual educational outlets—even if the educators have to purchase commercial air time.

Mr. Coy suggested forming a private organization for development of arts and radio in the public interest to study improvement and development of television programs, to emphasize citizen participation in program criticism and to collect money for new programs coupling high audience interest with educational content. The group might open its fund for TV use by state and local groups educationally and even by commercial sponsors of newer program ideas.

His own programming suggestions, which Mr. Coy said he had long wanted to share, centered on the use of film to preserve and circulate "great sermons by great preachers" (as well as complete religious services), "great lectures by great university instructors" such as Albert Einstein, and "great statements by great statesmen" such as Herbert Hoover and Bernard Baruch. "There are many others," he reported, but these could contribute to "a better general understanding" if they were distributed, through a central educational TV organization, to all stations throughout the country.

At the outset of television, educational institutions were not very interested in video, to judge by the number of station applications, Mr. Coy recalled, adding that only one college (Iowa State at Ames, Iowa) currently is operating a TV outlet.

To consider the future of educational TV as very bright is, for Mr. Coy, an "impossible assertion," but he is encouraged by educators' recognition of the medium. He is more encouraged, however, by prospects of TV use as studied by the Joint Committee on Educational TV, the Ford Foundation and the proposed mid-April educators' meeting at Penn State.

Conceding "nauseating" soap operas on AM and "offensive" variety shows on TV, he nevertheless maintained that the proposed cure—operation of channels by educational institutions—is "an oversold idea."

Broadcasting Successes

"I, for one, have difficulty in accepting the thesis that radio and TV have failed," Mr. Coy asserted, "even if you admit nothing more than that broadcasting has provided news—the most unbiased in the United States—for the past 30 years." Bowing also to presentation of fine music and drama on both TV and radio, Mr. Coy identified broadcast media as having "served to extend the lives of many, many people," in terms of life span as well as intellectual outlook. A particular compliment was handed by the music-loving administrator to the "cameraman at NBC who caught Toscanini's expressions" during NBC Symphony telecasts.

Quizzed after his hour-long speech, Mr. Coy suggested that colleges and universities might meet production costs by operating commercially part of the time, an idea being considered by Michigan State. The TV consultant to Time Inc. turned thumbs down on educational TV via state or municipal channels, however, since he feared that elected politicans might be tempted to use civic outlets for political purposes.

Asked about telecasts of Congressional sessions, he doubted the feasibility of covering all meetings, but believed that the public should be allowed to attend important sessions via broadcasts and telecasts.

MULLEN, KERSTA

Form Consulting Service

TELEVISION consulting service which will include assistance in financing as well as application procurement, facility construction and detailed plans for station operation was announced last week by Noran E. Kersta and Frank E. Mullen.

The two have combined their operations to cover both the East and West Coasts with Mr. Mullen's office at 121 South Beverly Drive, Beverly Hills, Calif., and Mr. Kersta located at 143 Meadow St., Garden City, N. Y.

Mr. Kersta was director of NBC television until 1949 and was one



Mr. Mullen



Mr. Kersta

of those who developed station and network television plans. He left NBC and formed his own consultation company. Ray Kelly, former NBC production director, is associated with Mr. Kersta in New York.

Mr. Mullen, who was formerly executive vice president of NBC, has been a consultant in radio, television and motion pictures since 1949 in Los Angeles.

"In the next two years, it is probable that between $500 million and a billion dollars will be required for capital investment by the 2,000 television broadcasters in prospect," Mr. Mullen said. "The work we have already done in the field has convinced Mr. Kersta and myself that by joining our efforts we can provide a complete consulting service in all respects, not only to the new broadcasters entering television but also to the radio broadcasters now ready to get into television with both feet."

ACE Meets May 2-3

USE of television in education will be among topics discussed at the annual meeting of the American Council on Education, May 2-3 in Chicago.

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High TV Towers

(Continued from page 77)

the March 5 meeting of CAA, FCC and ATA officials, held under the aegis of the Airspace Utilization Branch of CAA [B•T, March 31], were the recommendations of the Air Line Pilots Assn. made at a March 18 meeting of the Chicago Regional Airspace Subcommittee.

"Because ALPA believes that the erection of steel 'needles' 1,000, 1,500 and 2,000 ft. above the surface . . . will seriously affect the safe and efficient operation of present and future air transportation," it proposed that all TV antennas be required to be placed on one tower and that such towers be placed in "known areas of obstructions," such as on top of buildings or within the confines of a city. It also suggested that a height limit be placed on radio-TV towers.

ALPA observed that lighting of towers was not sufficient during weather conditions requiring planes to operate on instruments. It recommended that a radio warning device "such as the 75 mc fan marker" be located at the tower site.

Fact that jet-powered planes would soon be in commercial use was stressed by ALPA. It pointed out that an aircraft travels five miles in one minute when it is flying at 300 mph; 10 miles in one minute when flying 600 mph.

"Definite Criterion" Needed

Chicago airspace subcommittee did not concur in all the ALPA recommendations, but agreed that some action was mandatory immediately to establish a "definite criterion" for radio-TV towers.

The subcommittee comment also stated that TV applicants had received quotations from tower builders for 3,000 ft. structures "and they [the broadcasters] do not consider the cost prohibitive when evaluating the anticipated results."

CAA Planning Officer D. D. Thomas, named to coordinate the CAA's study of the situation, last week wrote to all 14 of the agency's regions asking for comments and recommendations. When replies are received, they will be correlated and a specific set of criteria is expected to be evolved for the guidance of all regions.

Purpose is, according to the CAA executive, to ensure that all regions and airspace subcommittee, use the same set of standards in evaluating applications for TV towers.

As it is now, he explained, some regions are inclined to be liberal in their interpretations of existing regulations, while others are more conservative.

Mr. Thomas conferred with FCC staff officials last week in the first move of his "exploration" of the situation.

Exaggerated belief by air industry officials that immediately after the TV freeze is lifted there will be 2,000 TV stations under construction—all with 1,000-2,000-ft. antennas—is believed at the root of their activity.

Among the cities where such towers are being considered are Chicago, Boston, Norfolk, Nashville and Cincinnati. Costs generally are from $400,000 for a 1,500-ft. tower to $815,000 for a 2,000-ft. structure.

All radio-TV towers over 500 ft. have to be submitted to regional airspace subcommittees, under Part 17 of the Commission's rules.

CAA regulations require that planes fly not less than 1,000 ft. above the highest structures in the airways.

What the aviation industry has in mind was spelled out in detail in the following comments of the Air Line Pilots Assn. included in the minutes of the March 18 meeting of the Chicago Regional Airspace Subcommittee:

The number of applications for the erection of TV towers already received, plus those anticipated, will create serious hazards to enroute and terminal navigation unless some workable plan is adopted to serve as a guide in solving this problem.

Erection of steel "needles" 1,000, 1,500 and 2,000 feet above the surface, within or immediately adjacent to airport control zones and airways, will seriously affect the safe and efficient operation of present and future air transportation.

Certainly it is much easier to regulate the erection of man-made obstructions than it is to have them moved or knocked down after they have been built. The following suggestions are offered so that some plan can be adopted to prevent undue hardships on either the Television and Radio industry or the Air Transportation industry.

1. Unless from a technical standpoint it is impractical, it would be more desirable and safer for air navigation to have one tower of sufficient height to adequately serve an area with several antennae mounted thereon, than several towers of equal or nearly equal height, scattered all over the surrounding countryside. If one tower can be used by several broadcasters, the cost of erection as well as maintenance, could be shared by those companies granted FCC licenses. Television set owners would benefit from such an installation because they could tune to one tower and not have to compromise on several locations.

2. From a pilot's viewpoint, it would not be as great a hazard to have a tower located in a known area of obstructions, such as on top of a building or within the confines of a city, than to have a tower located in an area where it is the only major obstruction, and is also an added hazard to air transportation. The exception to this would be when a tower can be erected in an area where it would not become a hazard to the normal flow of traffic into or away from an airport. The thought behind this is that cities are known areas of obstructions and every effort is being made to avoid operation over congested areas.

3. A height limit should be established for TV and radio towers.

4. During weather conditions which require aircraft to operate on instruments, or during periods of reduced visibility, obstruction lighting on a tall tower is not sufficient warning. Perhaps it would be well to begin thinking about a radio warning device, such as the 75-mc fan marker, to be located at the tower site. This would serve as an obstruction warning during IFR weather conditions and during periods of low visibility when the obstruction lights are not operating.

Commercial jet aircraft will soon join the military jets now in operation and the speeds of these aircraft should serve as a guide for future planning—at 300 mph an aircraft travels five miles in one minute; at 600 mph, an aircraft travels ten miles in one minute.

If we keep these speeds in mind and also future air travel, it is not difficult to understand why serious thought should be given this problem now to restrict the erection of obstructions, which will substantially affect the safe and efficient operation of air traffic.

The minutes of the subcommittee also included the following comments:

Although the Subcommittee was not in concurrence with all the suggestions outlined above, it was in unanimous agreement that *immediate* action was *mandatory* for establishing a definite criterion for antenna erection in order that the television industry and aeronautical interest may have a guide upon which to base their decisions relative to this highly important and competitive activity [italics not supplied].

The television industry has received quotations from contractors on structures up to 3,000 feet and they do not consider the cost prohibitive when evaluating the anticipated results.

The Subcommittee has been informed that from an engineering viewpoint, one structure supporting several antennae is highly desirable in addition to placing all structures within one centralized area when separate antennae are necessary.

Text of ATA Letter

FOLLOWING is the text of the March 6 letter to Rep. Robert Crosser (D-Ohio), chairman of the House Interstate & Foreign Commerce Committee, from S. G. Tipton, general counsel of the Air Transport Assn., regarding legislation to specifically give the FCC power to deny applications which propose antenna towers which may be considered air hazards:

The . . . bill now before your Committee [S 658] permits you to deal with the hazards to air navigation created by the erection of radio and television towers. The enormous height of proposed television towers makes them a special problem, and the large number of applications now being or soon to be filed with the Federal Communications Commission for tower construction permits makes it an urgent matter requiring immediate consideration.

The Federal Communications Act in its present form does not deal directly with this problem; it provides, in Section 303, that the Commission shall "(q) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation." There is not, however, specific authority to deny permits to construct such towers, and the mere illumination of them does not necessarily eliminate the hazard. Although the Commission in at least one case denied an application for a license to reconstruct a radio station in part because the antenna would constitute a hazard to air navigation and was sustained by the courts in *Federal vs. Communications Commission*, 145 Fed. 2d 578 (1944), this was decided under the Commission's general powers to issue, renew, or modify licenses contained in Section 309 of the Federal Communications Act, and not on specific statutory authority. Congress has not specifically authorized the Commission to deny applications when such towers constitute a hazard to air navigation.

In the absence of precise statutory authorization the Commission is employing an administrative procedure of referring doubtful cases to the other government agencies interested in air safety. The agencies often hear the applicants' proposals and recommend an approval or disapproval. This procedure has little, if any, statutory basis, and is advisory only. If the recommendations by the agencies responsible for air safety are rejected by the applicant he can demand a hearing before the Commission.

I recognize that this comment on S. 658 comes late in your consideration of the bill, but the immediacy of this problem has arisen recently and will be no less within the coming months that it is urgent to consider it while this bill is before your committee. The Federal Communications Commission has already referred several proposed applications for construction permits for television towers which are now being studied by the Air Force, the Navy, the Coast Guard, the Civil Aeronautics Administration, and the Civil Aeronautics Board. These applications will not only continue but are expected to increase when the freeze on new television licenses is lifted. Out of fairness to the applicants an early disposition of them should be made. The applicants want prompt decisions to permit them to find other locations for the tower in sufficient time to permit the operation of the broadcast stations at the earliest time authorized by the Commission. At the same time, the potential hazards to air navigation should also receive the consideration to which they are entitled. We recommend, therefore, that the Communications Commission be given clear authority to deal with them by amending the Federal Communications Act by inserting a provision in this bill which would add to Section 303 of the Communications Act a new paragraph (s), which would read as follows:

> **"(s) Have authority and be required to refuse to issue or modify any license or construction permit when such license or permit would authorize the operation or construction of radio or television towers which in its judgment, after consultation with the Civil Aeronautics Administration, the Civil Aeronautics Board, the Department of Defense, and the Treasury Department, constitute, or there is a reasonable possibility that they may constitute, a hazard to air navigation."**

Such a provision would remove any doubt that the Commission could deny construction permits where towers are a hazard to air navigation after consultation with agencies responsible for air safety. Each of the departments to be consulted operate aircraft or have a responsibility for the operation of aircraft. The Treasury Department's interest is due to the Coast Guard's operation of aircraft in rescue operations, and the Civil Aeronautics Administration and the Civil Aeronautics Board are responsible for safety in civil air navigation.

WJIM-TV EXPANSION

Higher Antenna Is Planned

WJIM-TV Lansing, Mich., filed with the FCC an application to increase its tower height from 320 to 500 ft. and install a new six-bay antenna to replace its present three-bay radiator, General Manager Howard K. Finch announced last week. CAA approval has been obtained, Mr. Finch said.

Also ready to be filed with the FCC is an application to install a new 25 kw RCA transmitter, Mr. Finch said. Upon FCC approval, the higher transmitter power and antenna height and gain will improve service for the central Michigan area with approximately 25 times the present 19 kw effective radiated power of WJIM-TV, he said. What is now secondary coverage will become the single Lansing station's primary area, Mr. Finch pointed out.

Consistent noise-free reception and increased viewing power will be provided to such cities as Flint, Saginaw, Bay City, Jackson and Battle Creek, he said. Additional TV service will be provided to Dearborn, Grand Rapids, Kalamazoo, Pontiac, Midland and Ann Arbor, he added.

WAUG to Seek TV

WAUG Augusta, Ga., announced last week that it plans to file for TV but is waiting until the end of the TV freeze. Melvin Purvis, president of the 250 w daytime station on 1050 kc, said that since the formation of the company two years ago it has been a "firm objective" to apply for TV. Augusta has a population of 71,508 and is about 140 miles east of Atlanta. WJBF Augusta has a TV bid pending at FCC.

"What's Cooking"
is Hot Stuff in
FORT WORTH-DALLAS!

WBAP-TV

BOWMAN BISCUIT CO.

Last September the Bowman Biscuit Company of Texas started TV advertising on WBAP-TV exclusively in the Fort Worth-Dallas market. Only five daytime announcements weekly were used, mainly participations in WBAP-TV's own local kitchen show "What's Cooking" with Margret McDonnald, from 1:00 P.M. to 2:00 P.M. early in the afternoon.

After two months, "Four times as many Mayfair Cookies have been sold in the Dallas-Fort Worth Area as ever before during a comparable time period" reported Mr. J. J. Sanders, Vice President and Division Sales Manager of Bowman--"This record constitutes the largest output of any single item ever sold out of the Fort Worth Branch." Grocer cooperation was excellent resulting in many tie-in displays and the comment "Customers say, 'I saw it on Television, and it looked so good!'"



REPRESENTING TELEVISION STATIONS:

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	**WOC-TV***
FORT WORTH–DALLAS (STAR-TELEGRAM)	**WBAP-TV***
LOUISVILLE (WAVE, Inc.)	**WAVE-TV***
MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
SAN FRANCISCO (THE CHRONICLE)	**KRON-TV***

*Primary NBC Affiliates

Yes, Spot Television Sells Goods!

For Further Facts, Ask:

FREE & PETERS, INC.

Pioneer Station Representatives

Since 1932

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NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

COMPARATIVE NETWORK SHOWSHEET

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Ralston (alt. sp.) Space Patrol L	*Mr. Imagination*		General Foods Roy Rogers F
6:15				
6:30	Reichhold Chemicals Town Meeting L & F	*Sam Levenson Show*	*The Week in Religion*	*Those Endearing Young Charms*
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show	*Georgetown U. Forum*	U. S. Rubber Royal Showcase L
7:15				
7:30	*Foursquare Court* L	American Tobacco This Is Show Business		General Foods Young Mr. Bobbin
7:45				
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town		Colgate Comedy Hour C-P-P
8:15				
8:30				
8:45				
9:00	Arthur Murray Inc Arthur Murray Party L	General Electric Fred Waring	Clorets Chlorophyll Gum King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30		Bristol Myers Break the Bank	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00		B.F. Goodrich Celebrity Time		P&G Red Skelton Show L
10:15			Crawford Clothes They Stand Accused	
10:30	Young People's Church Youth on the March F	Jules Montenier What's My Line		*Cameo Theatre* L
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	Kellogg Space Cadet L			
6:45				
7:00			General Foods Capt. Video	RCA Kukla, Fran & Ollie Vit. Corp. of Am., The Goldbergs L
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Film (alt. sp.) Bristol-Myers Mr. D. A. L	Lever Video Theatre	*Pentagon Washington*	Crosley Speidel (alt. wks.) P. Winchell J. Mahoney
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris I Love Lucy		*Lights Out* L
9:15				
9:30	(See Note) K	General Foods Instant Maxwell Coffee Claudia		Johnson Wax alt. with American Tobacco Co. Robert Montgomery
9:45				
10:00			Co-op Wrestling with Dennis James	
10:15		Westinghouse Studio One		
10:30	No Net Service After 10 p.m.			Co-op Who Said That L
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	Natl. Biscuit Kukla, Fran & Ollie *Bob & Ray Show*
7:15				
7:30	P&G Beulah F	Columbia Records News		Chevrolet Dinah Shore L
7:45		Fatima Stork Club		Camel News Caravan L
8:00	*Film*	TBA	*Life is Worth Living Bishop Fulton J. Sheen*	Texas Oil Co. Texaco Star Theatre
8:15				
8:30	*Film*		Curtis Publishing Co. Keep Posted	
8:45				
9:00	*United—Or Not?* L	Schick Crime Syndicated (alt.) Carter Prod. City Hosptl.	Serutan Battle of the Ages	P&G Fireside Theatre
9:15				
9:30	*On Trial* L	Electric Auto-Lite Suspense	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
9:45				
10:00		Block Drug	*Not for Publication with Jerome Cowan*	P. Lorillard Original Amateur Hour L
10:15		Danger		
10:30	No Net Service After 10 p.m.		*What's the Story with Walter Kiernan*	Considine Mutual of Omaha
10:45				
11:00		(11:15-11:30) Burlington Mills Continental (off 4/15)		
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30	Kellogg Space Cadet L	
6:45		
7:00		
7:15		
7:30	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobil News
7:45		Chesterfiel Perry Com
8:00		Pillsbury Toni (alt. Godfrey &
8:15	*The Paul Dizon Show* L	His Friend
8:30		Liggett & Myers Godfrey &
8:45		His Friend
9:00	Bayuk Cigars Ellery Queen L	Colgate Strike It Rich
9:15		
9:30	*Cross Fire* L	P. Lorillard The Web
9:45		
10:00	Celanese Corp. Celanese Theatre (alt. wks.) L Frigidaire Pulitzer Prize Playhouse L	Pabst Sales Co. Pabst Blue Ribbon Bouts
10:15		
10:30		General Cigar Sports Spc
10:45		Longines Chrono-scope
11:00	Co-op Wrestling L	
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15		*Easter Services Washington Cathedral*		
9:30				
9:45				
10:00				
10:15				
10:30		*Easter Services Baltimore Cathedral*		
10:45				
11:00				
11:15				
11:30		*In The Park*		
11:45				
12:00 N	Junior Crossroads	Ranger Joe Corp. Ranger Joe		
12:15 PM	Sweets Co. Tootsie Hippodrome L	*Junior Hi-Jinx*		
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival		
12:45				
1:00	*Horizons* L & F	Susquehanna Waist Co. Easter Parade (1-13 only)		*Frontiers of Faith* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		M-Th 10-10:15 CBS News		*Breakfast Party* L
10:15		Lever-Rinso (M.Th.) Godfrey		
10:30		Gen. Mills Hudson Bride & Gr'm		*Winner Take All* L
10:45				
11:00		*Al Pearce Show*		*Prologue to The Future* L
11:15				
11:30		C-P-P (MWF) Strike It Rich		*It's A Problem*
11:45				
12:00 N		P&G (Tu.& Th.) Egg & I	*Woman's Club*	Prtcptng. Sponsors Ruth Lyons' 50 Club L
12:15 PM		Amer. Home All Products Love of Life	*Noontime News with Walter Raney*	
12:30	*The Paul Dizon Show* L	P&G Search for Tomorrow	*Take the Break with Don Russell*	
12:45				
1:00	(See Footnote)		Premier Products Rumpus Room with Johnny Olsen	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Hollywood Candy Co. (alt. wks.) Jr. Circus L Hold'erNewt			
10:45				
11:00	*Personal Appearance Theatre* F	*The Whistling Wizard*	Internatl. Shoe Co. Kids & Company	No Network Service
11:15				
11:30	General Mills Betty Crocker L	Brown Shoe Smilin' Ed McConnell		
11:45				
12:00 N	Carter Prod. City Hospital L (alt. wks.) F			
12:15 PM		National Dairy The Big Top		
12:30	*Personal Appearance Theatre* F			
12:45				
1:00				
1:15				

DA

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	*TV Tod Time* F
5:00	Super Cir (alt. sp. Canada (5-5:30
5:15	
5:30	Peter Sh Mars In (5:30-6 L
5:45 PM	

NING — FOR APRIL 1952

SUNDAY

DuMONT	NBC
General Foods Capt. Video	*Kukla, Fran & Ollie*
	The Goldbergs L
	P&G Those Two L
	Camel News Caravan L
	Reynolds Metals B.T. Babbitt Norge Kate Smith
It's a Business with Bob Haymes	
	Krafts Foods Television Theatre L
	Hazel Bishop What Shall I Do L

THURSDAY

ABC	CBS	DuMONT	NBC
		General Foods Capt. Video	Natl. Biscuit Kukla, Fran & Ollie
			Bob & Ray Show
General Mills Lone Ranger F	Columbia Records News		Chevrolet Dinah Shore L
	Fatima Stork Club		Camel News Caravan L
Toni, H. Bishop (alt.) Stop The Music L	Carnation Burns Allen (alt.) Ronson-Star of Family	*This Is Music*	DeSoto-Plymouth Groucho Marx F
Lorillard Stop The Music L	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L
Sterling Drug Mystery Theatre F	R. J. Reynolds Man Against Crime	Gruen Playhouse (alt. wks.)	L—Fatima Dragnet F (alt. wks.) Gangbusters Chesterfield
American Tobacco Meet the Champ L	Lever Rinso Big Town F		Ford Ford Festival L
Bristol-Myers Sports Show F	Philip Morris Racket Squad	Wine Corp. of America Charlie Wild Private Detective	U.S. Tobacco Martin Kane
	Carter Toni (alt.) Crime Photographer	*Author Meets the Critics*	Standard Oil Wayne King
	Burlington Mills Continental 11:15-30 pm (off 4/17)		*TV Opera* (once a month) L

FRIDAY

ABC	CBS	DuMONT	NBC
Kellogg Space Cadet L			
		General Foods Capt. Video	Kukla, Fran & Ollie
			The Goldbergs L
Green Giant Life with Linkletter K	GM-Oldsmobile News		P&G Those Two L
	Chesterfield Perry Como		Camel News Caravan L
The Hot Seat L	General Foods Maxwell House Coffee Mama	Mennen Co. Twenty Questions	RCA Victor Show L
General Mills Stu Erwin F	R. J. Reynolds My Friend Irma (eff. 4/4)	*Life Begins at Eighty*	Gulf Oil We, The People L
Packard Rebound (5 owned stations) F	Schlitz Schlitz Playhouse of Stars	Old Gold Down You Go	American Cig. & Cig. Big Story L
Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka It's News To Me (eff. 4/4)		Campbell Aldrich Family L
	Pearson Pharmacal Police Story (eff. 4/4)	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports L
	Presidential Timber (st. 4/4) S		Chesebrough Greatest Fights F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
Amend Co. Hail the Champ L	Gillette Kentucky Derby (5/3 only)		
Anthracite Int. Better Home Show L			
Saddle Pal Club F	Lambert Pharmacal The Sammy Kaye Show		*Mr. Wizard*
	Sylvania Beat The Clock	*Pet Shop*	Manhattan Soap Miles Labs. (alt. wks.) One Man's Family L
Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser		Snow Crop Pet Milk Kellogg
Sports Review F	Ken Murray		All Star Revue
TBA	Pepi-Cola Faye Emerson		Reynolds S.O.S. Benrus
	Songs For Sale	Co-op Wrestling from Chicago Jack Brickhouse	Libby, McNeill & Libby Lehn & Fink Kaiser-Frazer
			Your Show of Shows
Word of Life Song Time L			American Tobacco Your Hit Parade

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

IME

SUNDAY

CBS	DuMONT	NBC
Easter Parade /13 only)		*American Inventory* L
		Battle Report (Co-op)
Where Do ou Stand		Bohn Alum. American Forum L
Quiz Kids		Johns-Manville Fair Meadows USA L
Alcoa um. Co. It Now		*Recital Hall* L
odyear reatest Story er Told e note)		Revere Meet the Press
hat in World		Hallmark Sarah Churchill L
n of the Week		Quaker Oats Zoo Parade L
p Unto y Feet		Derby Foods Sky King Thtr., F (alt. with) Meet the Masters Lees Carpets

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	P&G First 100 Years		
	Mike & Buff Show		The Big Payoff CPP (M-W-F)
	G. Foods (W-F) Bert Parks* Cannon (Th) Give & Take		*Ralph Edwards*
			Nick Kenny L
	Arrival of Queen Juliana (4/2 only)		Participating Sponsors Kate Smith Hour
	See Footnote		Lever Hwkns. Falls (MWF) L
			Gabby Hayes*
			Mars, C-P-P Welch, Klog Int. Shoe Wander Howdy Ddy L

SATURDAY

ABC	CBS	DuMONT	NBC
			Youth Wants to Know
			Rootie Kazootie
			Morgan Beatty News

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations; S, sustaining.

ABC—Gaylord Hauser, Minute Maid (also Fri., same time, sustaining) (L).

CBS—1:30-2:30 p.m., Best Foods, General Electric, P&G, Qkr. Oats, Reynolds, Standard Brands, Stokley-Van Camp, O'Cedar, Owens-Corning, Garry Moore Show.
10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.
10:30-10:45 a.m., M-Tu., W, F, Gen. Mills sponsors The Bride & Groom; Hudson Paper on Th.
11:30-12 n, Tu. & Th., Strike It Rich, sustaining.
12-12:15 p.m., Mon., Wed., Fri., The Egg & I, sustaining.
3:30-4 p.m. Tues., Mel Torme, sustaining.
3:30-4 p.m., Mon. Bert Parks Show S.
4-4:30 p.m. Sun., Goodyear, Greatest Story Ever Told 4/27, 5/25, 6/22 only. CBS-TV Workshop, sustaining.
4-6 p.m. Sun. 5/18 only, Palm Beach Round Robin Golf Tournament; 5-6 p.m. portion sponsored by Palm Beach Fabrics.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EST & CST, 7:15-20 Wed.—Fla. Citrus, 7:45-50 Mon.—Fla. Citrus, 7:50-55 Fri.—Anahist, 8:15-20 Mon.—Kiplinger, Tue.—Fla. Citrus, Thu.—Fla. Citrus, 8:20-25 Mon.—Pure Pak, Wed.—Kenwill, Fri.—Fla. Citrus.
*Quaker Oats—Mon. & Fri.
5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

April 7, 1952 *Copyright 1952*

Want Reaction ... from the Small-Fry Faction?



Here's a constructive youth program with a strong public service angle—Bob Penny's

"ACTION UNLIMITED"

"Action Unlimited" talks on even terms with a full-sized audience of half-sized halfbacks and keen-minded teen-agers—emphasizes the importance of fair play, sportsmanship and education. Penny handles his popular sports and hobby program the way kids (and their parents) like to see it handled. Penny's pointers help realistic youngsters to understand the fundamentals of sports—the pleasures of educational hobbies. They pick up background information on class work and scout work—they get the right answers to their own questions—they see and hear big name guest stars they admire.

Thousands of these young citizens look and learn when "Action Unlimited" hits TV screens in this area from 5:30 to 5:50 p. m. Monday through Thursday. *What* they learn comes in handy when Mom's washer—or Dad's car—needs fixing. And they earn a strong vote when it comes time to replace them, too.

So here they are—an interested, influential audience of tomorrow's adults—tuned four times a week to the station that's made a name for itself with a long, long list of public service programs. They're all yours on WHIO-TV's "Action Unlimited." George P. Hollingbery, national representative for WHIO-TV, can give you market data and availabilities.

CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

telestatus



Huge Stage-Lighting Plan Set By CBS-TV

(Report 210)

CBS will install what it calls the largest stage-lighting control system at its television city in Hollywood in August for Oct. 1 operation, CBS-TV Vice President Harry S. Ackerman announced last week at the NARTB convention. Mr. Ackerman is in charge of network programs originating in Hollywood.

The C-I system, named for Century Lighting, which built it, and George C. Izenour, the inventor, is the only all-electronic system of its kind, Mr. Ackerman said. It can control 5½ million watts and achieve a gradual effect of a brilliant sunset, he said. The inventor claims the C-1 extends "the 10 human fingers many, many times," with its "memory board" enabling the operator to remain at least 10 light cues ahead of the performance at all times.

Mr. Izenour claims the system "eliminated the hit-and-miss method of light cueing, and makes possible a system of light-cue notation equivalent to that of music cues in radio." Stage designer Jo Mielziner was quoted as saying the control system "is in my opinion the most important single development that has been made in the theatre during the past 25 years." The system was designed to point up camera action and to aid the artist in his expression, Mr. Izenour said. Previewed at the NARTB convention, it was described in a paper at the engineering session Wednesday afternoon.

Late Feb. Nielsen Topped by Godfrey, 'Lucy'

CBS-TV's *I Love Lucy*, reaching 8,261,000 homes and *Arthur Godfrey's Talent Scouts*, being viewed by 57.8% of homes, were the leading programs in A. C. Nielsen's second TV report for February [B•T, March 10].

Ratings are based on two weeks ending Feb. 23. Complete ratings follow:

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	8,261
2	Red Skelton (NBC)	8,249
3	Texaco Star Theatre (NBC)	8,168
4	Colgate Comedy Hour (NBC)	7,951
5	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	7,177
6	Your Show of Shows (NBC) (Participating)	6,900
7	Philco TV Playhouse (NBC)	6,692
8	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	6,634
9	You Bet Your Life (NBC)	6,634
10	Fireside Theatre (NBC)	6,624

Rank	Program	Homes %
1	Arthur Godfrey's Scouts (CBS)	57.8
2	Red Skelton (NBC)	54.1
3	I Love Lucy (CBS)	53.7
4	Texaco Star Theatre (NBC)	51.8
5	Colgate Comedy Hour (NBC)	51.4
6	Your Show of Shows (NBC) (Reynolds, R. J., Tobacco)	47.1
7	Your Show of Shows (NBC) (Participating)	46.9
8	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	45.7
9	Philco TV Playhouse (NBC)	43.2
10	Big Town (CBS)	43.1

Copyright 1952 by A. C. Nielsen Co.

Godfrey, Lucille Ball Lead March ARB Ratings

ARTHUR GODFREY'S *Talent Scouts* was the nation's top TV show percentage-wise but *I Love Lucy*, starring Lucille Ball, reached the greatest number of homes, according to ratings for March by the American Research Bureau.

Percentage-wise, *Talent Scouts* drew a rating of 52.1; *I Love Lucy* followed closely behind with a rating to 50.6%. Difference may be traced to Mr. Godfrey's show being telecast in 25 cities, and Miss Ball's in 62.

Rank	Program	Homes %
1.	Talent Scouts (CBS)	52.1
2.	I Love Lucy (CBS)	50.6
3.	Red Skelton (NBC)	50.5
4.	You Bet Your Life (NBC)	48.6
5.	Star Theatre (NBC)	47.9
6.	Show of Shows (NBC)	45.8
7.	Blue Ribbon Bouts (CBS) (La Motta vs. Hairston)	41.0
8.	Comedy Hour (NBC) (Donald O'Connor)	39.9
9.	Cavalcade of Sports (NBC) (Young vs. Durando)	39.6
10.	Godfrey & Friends (CBS)	39.1

Rank	Program	Homes (100's)
1.	I Love Lucy (CBS)	8,260
2.	You Bet Your Life (NBC)	7,960
3.	Star Theatre (NB)	7,890
4.	Red Skelton (NBC)	7,800
5.	Show of Shows (NBC)	7,730
6.	Comedy Hour (NBC) (Donald O'Connor)	6,370
7.	Fireside Theatre (NBC)	6,130
8.	TV Playhouse (NBC)	5,980
9.	Godfrey & Friends (CBS)	5,920
10.	Cavalcade of Sports (Young vs. Durando)	5,770

Weekly Television Summary—April 7, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	88,106
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	372,937
Binghamton	WNBF-TV	53,585
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	137,000
Boston	WBZ-TV, WNAC-TV	873,761
Buffalo	WBEN-TV	258,940
Charlotte	WBTV	138,999
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,116,386
Cincinnati	WCPO-TV, WKRC-TV, WLWT	342,000
Cleveland	WEWS, WNBK, WXEL	595,015
Columbus	WBNS-TV, WLWC, WTVN	222,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	160,415
Davenport-Quad Cities	WOC-TV Include Davenport, Moline, Rock Ise., E. Moline	96,000 230,000
Dayton	WHIO-TV, WLWD	750,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	162,384
Erie	WICU	
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	160,415
Grand Rapids-Greensboro	WOOD-TV	217,081
Houston	WFMY-TV	105,740
Huntington-Charleston	KPRC-TV	127,500
Indianapolis	WSAZ-TV	80,350
Jacksonville	WFBM-TV	216,350
Johnstown	WMBR-TV	53,000
Kalamazoo	WJAC-TV	144,116
Kansas City	WKZO-TV	185,140
Lancaster	WDAF-TV	195,674
Lansing	WGAL-TV	139,552
Los Angeles	WJIM-TV	85,000
	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Total Markets on Air 64*		Stations on Air 109*

City	Outlets on Air	Sets in Area
Louisville	WAVE-TV, WHAS-TV	146,181
Matamoros (Mexico)- Brownsville, Tex.	XELD-TV	19,200
Memphis	WMCT	123,020
Miami	WTVJ	110,000
Milwaukee	WTMJ-TV	320,945
Minn.-St. Paul	KSTP-TV, WTCN-TV	318,200
Nashville	WSM-TV	65,785
New Haven	WNHC-TV	250,000
New Orleans	WDSU-TV	85,359
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,890,000
Newark	WATV	107,101
Norfolk	WTAR-TV	121,014
Oklahoma City	WKY-TV	125,171
Omaha	KMTV, WOW-TV	1,021,966
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	55,100
Phoenix	KPHO-TV	389,000
Pittsburgh	WDTV	205,000
Providence	WJAR-TV	113,505
Richmond	WTVR	138,000
Rochester	WHAM-TV	91,563
Rock Island-Quad Cities	WHBF-TV Include Davenport, Moline, Rock Ise., E. Moline	74,600
Salt Lake City	KDYL-TV, KSL-TV	71,704
San Antonio	KEYL, WOAI-TV	130,000
San Diego	KFMB-TV	348,500
San Francisco	KGO-TV, KPIX, KRON-TV	
Schenectady-Albany-Troy	WRGB	202,800
Seattle	KING-TV	135,300
St. Louis	KSD-TV	382,000
Syracuse	WHEN, WSYR-TV	171,126
Toledo	WSPD-TV	158,000
Tulsa	KOTV	109,865
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	344,004
Wilmington	WDEL-TV	96,081
	Estimated Sets in use	16,761,792

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

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film report

For the first time current TV feature films are receiving prominent motion picture awards. *Seven Days to Noon*, produced by **Alexander Korda** and distributed by **Snader Telescriptions Sales Inc.**, won recent Academy of Motion Picture Arts & Sciences "best original film story" award for 1951.

Southern California Motion Picture Council cited another **Korda** film, *Bonnie Prince Charlie*, also distributed by **Snader.** It is now being released to television.

* * *

Jerry Fairbanks' special hour-long Biblical TV programs, *Hill Number One* and *That I May See*, have been released for Easter weekend. They were filmed for *Family Theatre* and are set for 142 presentations on 86 stations. **Arthur Pierson** directed both pictures.

Films are offered without charge. Sponsorship plans have been cancelled due to religious nature of programs.

* * *

Frank Wisbar Productions, Hollywood, to film **Procter & Gamble's** *Fireside Theatre* series in approximately six months in order to cut costs. By using same production crew, additional savings will be effected.

* * *

Mel Ronson, Hollywood film writer, acquired TV film rights to *New York's Finest* from New York Police Benevolent Assn. PBA, sharing in proceeds of series, will suggest retired policemen whose stories may be film possibilities.

Production . . .

Tele-Voz Studios, at Churubusco Studios, Mexico City, plan May 6 production of *Gloria Swanson Show* on 13 half-hour TV film series. Miss Swanson, under contract to **Simmell-Meservey TV Productions Inc.**, Beverly Hills, will receive salary plus residual rights.

* * *

Hal Roach Jr. Productions signs **Joan Harrison**, producer at Universal Pictures, as associate producer on new half-hour dramatic TV film series, *Sunday Nights*, to be distributed by **Official Films.**

Mr. Roach also preparing *Guns of Destiny*, half-hour TV film series with **Kenneth Noyes** as associate producer. Format concerns gun collector dramatizing story of each gun in collection.

* * *

Official Films announces that negotiations have been completed with film stars **Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea** and **Robert Cummings** to make half-hour television films.

Messrs. Boyer, Powell and McCrea and Miss Russell will appear in Official's *Four Star Playhouse* produced by **Don Sharpe.**

The Robert Cummings Show features the actor and **Julie Bishop** in a comedy-mystery series.

Dougfair Productions has finished filming *Terry and the Pirates* for TV audiences. Dougfair and officials have concluded arrangements for distribution of the series.

* * *

Judy Canova, star of NBC radio's *Judy Canova Show*, completing TV pilot film at **Republic Studios** for proposed NBC-TV version. Cast includes **Mel Blanc, Franklin Pangborn** and **Mari Blanchard. Del Lord** is directing.

Film People . . .

George Giroux Jr., recently resigned staff director KTTV (TV) Hollywood, appointed West Coast television program supervisor **Procter & Gamble Productions Inc.** Mr. Giroux has been associated with motion pictures, radio and TV for the past 10 years.

* * *

John H. Mitchell, director of **United Artists Television**, announced that **Bernard Hendel**, general manager of the Hendel Fruit Company, has been appointed sales representative of UA-TV in Pittsburgh, Johnstown, Erie and Huntington, Pa.

Mr. Mitchell also announced that **Edward J. Potter** has been appointed sales representative of UA-TV in San Antonio.

* * *

Charles Kerr signed by **Philidan TV Productions** as production manager on half-hour film series based on Ernest Haycox stories. Mr. Kerr has been associated with RKO, Walter Wanger and Frank Melford in similar capacities.

* * *

Bob Bennet joins **Jerry Courneya Productions**, Beverly Hills, as film writer for 26 quarter-hour TV films starring **Noah Berry Jr.**

* * *

Joan Vohs, film actress, and **Allyn Smith** signed by **Scandinavian-American Television Co.**, Beverly Hills, for leads in Hans Christian Andersen film series. Films are being produced in Copenhagen by **Karl E. Moseby.**

* * *

Screen Televideo Productions, Hollywood, signed **Georgia Johnstone**, secretary to Agnes Moorehead, as casting director.

* * *

Lorraine V. Hanley, production department at WROK Rockford, Ill., to **Jerry Fairbanks Productions**, Hollywood, as research editor of creative department.

* * *

Jane Nigh (Lorelei in CBS-TV *Big Town*) married Lt. James Baker March 16.



ROLE FOR BANKS IN TV

Cited by Bankers Trust

THERE'S a place for the bank in the television industry, according to Alex Ardrey, executive vice president of Bankers Trust, New York, who said that the bank's role will not only be financing of video productions, but other business services as well.

State of the industry and lack of bank participation to date raises questions that can only be investigated now, he pointed out, but Bankers Trust is considering naming someone within the next three months—probably from among its own staff—to see what possibilities are. "The big problem is to find someone who knows about banking interests as well as television," he said, "so it may mean that only after five years' active study will we really know where we stand."

George Herliman

GEORGE HERLIMAN, 50, head of Herliman Productions, producer of films for television, died Sunday, March 30, in Doctors Hospital, New York. Mr. Herliman started his film career in 1925 when, with his brother, he operated Herligraph Studios to process motion picture film, a business sold to Consolidated Films in 1930. He moved to the West Coast where he was a producer for Republic Studios and, independently, Caledonia Films. Returning to New York, he founded Herliman Productions and Film Classics, a rental library later sold to United Artists.

NEW SERIES of 3½-minute films, *In the Fashion Spotlight*, featuring fashions of America's top designers and filmed in cooperation with leading women's magazines and fashion houses, is being distributed by DuMont TV network's film department.

PENNANT GROUP

Forms in Hollywood

INCORPORATED for $100,000, new Hollywood television-radio production and packaging company, Pennant Productions Inc., has been organized with headquarters at General Service Studios.

Ed Woodworth, formerly production supervisor for Commodore Productions Inc., who recently formed Citation Productions, heads group as president. Harrison Dunham, attorney and former general manager of KTTV Hollywood, is secretary and counsel.

New company plans four half-hour TV film series, first to be *Date With Destiny*, which was to have been produced by Citation Productions. Pennant will establish New York and Chicago offices, it was said.

Mr. Dunham also is spearheading formation of General Television Network, and reportedly backed by a group of nationally known TV station owners and financiers, has been negotiating purchase of General Service Studios from George and James Nasser for $2¼ million.

Telecourse Expands

EXTENSION to western Michigan of college courses by television given by the U. of Michigan on its *Television Hour* (Sunday, 1 p.m.), planned and taught by faculty members, has been announced. WKZO-TV Kalamazoo, in an arrangement by General Manager John E. Fetzer and WWJ-TV Detroit's Manager W. E. Walbridge, will broadcast to western Michigan. WWJ-TV, where the program originates, and WJIM-TV Lansing already carry the program.

WTVJ (TV) Expands

WTVJ (TV) Miami, Fla., is renovating the Capitol Theatre in the city to give it additional space for studio, office, storage and maintenance facilities. The structure will contain three stories when it is completed, the station has announced. It is adjacent to a three-story building which already houses WTVJ.

CBS-TV Rodeo

CBS-TV has announced plans for a weekly hour telecast of its own rodeo featuring top talent if audition passes test. Kinescope will be filmed April 13 at Knott's Berry Farm near Santa Ana, Calif.

CALIFORNIA'S Gov. Earl Warren resumes half-hour monthly KECA-TV Hollywood *Report to the People* April 16.

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THE CABLE IS COMING!



THE COAXIAL CABLE ARRIVES IN HOUSTON

JULY 1st!

KPRC-TV will carry the political conventions and campaigns during this YEAR OF DECISION! Complete coverage of these vital events will **SKYROCKET** an already booming TV market in the Great Southwest!

BEGINNING APRIL 26 and continuing through JULY 1, KPRC-TV and The Houston Post will cooperate with television distributors and dealers in a GIANT promotion and merchandising campaign to stimulate TV set sales in the Houston area.

Arrival of the Coaxial Cable Coupled with KPRC-TV Coverage of This Year's Political Events Promises a Dynamic Medium for All Wide-Awake Advertisers!

Plan Your Summer Campaign to Coincide with Houston's Vast New Audience!

KPRC-TV

Channel 2 • Houston

JACK HARRIS
General Manager

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GOLF TOURNEY

Higgins, Roche Winners

BRAVING inclement weather, more than 80 divot diggers fought the battle of Bunker Hill Country Club in Chicago March 30 to decide the champions of the 18th annual BROADCASTING • TELECASTING-NARTB golf tournament at convention opening last week.

The golfers recorded excellent scores despite the weather, with Joe M. Higgins, WTHI Terre Haute, Ind., shooting a 79 for low gross first prize and Steve Roche, NBC Chicago, scoring 61, aided by a blind bogey handicap of 30, to win low net honors.

The two received silver trophies from BROADCASTING • TELECASTING, which entertained with its annual "19th hole party." Tom O'Connell of J. Walter Thompson Co., Chicago, took second low gross score with an 80 and S. (Bud) Fantle Jr., KELO Sioux Falls, S. D., totaled 81 for third place.

The Bolling Co.'s John Coy, Chicago, shot a net 64, helped by a 30 handicap, for second low net, while Glenn Wilkinson of Wilkinson, Boyden & Crogun, attorneys, Washington, took third nêt honors with a 67.

Tom O'Neil of General Tire & Rubber Co., Akron, Ohio, and Tom Wilson of Dow, Lohnes & Albertson, attorneys, Washington, won free subscriptions to the *Golf Digest* which were donated by John Barnett, editor, for the most pars in the first nine holes.



SECOND-TIME winner Joe Higgins (r) of WTHI Terre Haute, Ind., in BROADCASTING • TELECASTING'S annual golf tourney conducted during the NARTB convention, congratulates Steve Roche of NBC Chicago, who won the low net trophy with a 61 score on a 30 handicap. Mr. Higgins took the low gross cup with a 79. The tournament took place Sunday preceding the meeting in Chicago.

POPPELE CHOSEN

Heads Radio Pioneers

JACK R. POPPELE, WOR New York, was installed as president of the Radio Pioneers Club at the club's annual dinner held Tuesday night during the NARTB Chicago convention. He succeeded Carl Haverlin, BMI, in the office.

Other officers elected were: Paul W. Morency, WTIC Hartford, first vice president; Martin Campbell, WFAA Dallas, vice president; Raymond Guy, NBC, vice president; O. H. Caldwell, *Tele-Tech*, vice president; Charles A. Wall, BMI, vice president; Samuel R. Dean, CBS, secretary; James E. Wallen, MBS, treasurer.

Citations for unusual contributions to radio were awarded Dr. Lee de Forest, radio inventor; Brig. Gen. David Sarnoff, RCA; Hon. Herbert Hoover; Dr. Alfred N. Goldsmith, consultant, and Charles Pannill, inventor. Mr. Guy made the presentations, with Mr. de Forest responding. The posthumous Radio Hall of Fame award went to Reginald Aubrey Fessenden for pioneering inventions in transmitting light, sound and electric waves. William S. Hedges, NBC, announced the selection. Dr. Christopher Crittenden, director, North Carolina Dept. of Archives and History, accepted the award.

Ex-President Hoover greeted the club by tape recording.

Mr. Haverlin announced that Victor C. Diehm, WAZL Hazleton, Pa., had been elected a life member in the club. The station staff surprised him by sending the $100 fee to the club.

Thomas K. Finletter, Secretary of the Air Force, delivered the principal address of the evening, reviewing progress of the air construction program.

CBS has donated offices in recently leased Earl Carroll Theatre, Hollywood, to Radio-Television-Recording Charities Inc.

FLORIDA BROADCASTERS

Schedule Meeting May 22-23

TWO-DAY meeting of the Florida Assn. of Broadcasters will be held May 22-23 at the Royal York Hotel, Miami Beach. Officers and two new directors will be elected for the year commencing July 1. Current president and secretary-treasurer are S. O. Ward, WLAK Lakeland, and John Browning, WSPB Sarasota, respectively.

Speakers for the Thursday night dinner meeting, Friday banquet and business sessions have not been announced. Program chairman for the meeting is George Thorpe, WVCG Coral Gables.

Sixty six of the state's 75 stations are members of the FAB, said to be the oldest state broadcasters group in the country.

Wins Scholarship

KURT F. W. MOELLER, electrical engineering major at Polytechnic Institute of Brooklyn and graduate of RCA Institutes, was announced Wednesday as winner of a four year university scholarship offered by RCA. Scholarship committee consisted of Dr. Alfred N. Goldsmith, consulting engineer; Dr. Ernst Weber of the Polytechnic Institute, and Maj. Gen. George L. Van Deusen, RCA Institutes president, with final selection approved by the RCA education committee.

Broadcasting - NARTB Golf Scores

			Gross	H	Net
Lloyd Nelson	Vogue Wright Studios	Chicago	92	18	74
Dick Hushes	Edward Petry Co.	St. Louis	86	15	71
Rollie Fishburn	Edward Petry Co.	Chicago	96	27	69
Tom O'Connell	J. Walter Thompson Co.	Chicago	80	12	68
Malcolm Sullivan	J. Walter Thompson Co.	Chicago	104	21	83
Norman C. Lindquist	Atlas Film Corp.	Chicago	112	30	82
Bob McGorrin	Quaker Oats Co.	Chicago	118	30	88
Tye Robinson	Sunbeam Corp.	Chicago	98	18	70
John Coy	Bolling Co.	Chicago	94	30	64
John T. Carey	WIND	Chicago	95	18	77
Carlton F-J Jewett	Robert Meeker Assoc.	Chicago	104	24	80
Jerry Glynn	AM Radio Sales Co.	Chicago	90	18	72
H. Leslie Atlass Jr.	WIND	Chicago	107	27	80
Joe M. Higgins	WTHI	Terre Haute	79	6	73
Harry Dieter	Foote, Cone & Belding	Chicago	107	30	77
Al Schroeder	WMAQ	Chicago	86	18	68
Steve Roche	NBC	Chicago	91	30	61
Jim Wehrheim	NBC	Chicago	98	27	71
Charles Pratt	Edward Petry Co.	Chicago	102	30	72
Joe Perry	Tatham-Laird	Chicago	99	30	69
Howard Medici	Ruthrauff & Ryan	Chicago	99	30	69
Neil Murphy	NBC	Chicago	92	21	71
Bill Mailleefert	Edward Petry Co.	New York	102	30	72
George Bachus	Edward Petry Co.	New York	103	30	73
Bill Harms	Edward Petry Co.	Chicago	94	12	82
Franklin H. Small	WNDR	Syracuse, N. Y.	101	30	71
S. (Bud) Fantle	KELO	Sioux Falls, S. D.	81	9	72
Glenn Wilkinson	Wilkinson, Boyden & Cragun	Washington	97	30	67
C. N. Layne	KID	Idaho Falls, Ida.	98	30	68
Pete Shuebruk	Fly, Shuebruk & Blume	Washington	101	30	71
Marv Rosene	WLOL	Minneapolis	94	30	64
R. Peterson	WBKB (TV)	Chicago	93	21	72
Lewis G. Green	Green Assoc.	Chicago	82	9	73
Walter Preston	WBKB (TV)	Chicago	86	15	71
Dan Meadow	RCA	Indianapolis	96	24	72
Bob J. Burow	WDAN	Danville, Ill.	88	18	70
Max Everett	Everett-McKinney	New York	89	12	77
Bob Everett	Price, Robinson & Frank	Chicago	86	21	65
Fred Klein	Toni Co.	Chicago	99	24	75
Bruce Bryant	Edward Petry Co.	Chicago	84	15	69
Bill Oldham	Edward Petry Co.	Chicago	82	12	70
Lou Smith	Edward Petry Co.	Chicago	86	9	75
Ted Jeffrey	Kraft Foods Co.	Chicago	101	21	80
Don Harding	Edward Petry Co.	Chicago	109	30	79
Jack Matthews	Edward Petry Co.	Chicago	113	30	83
Frosty Blair	Edward Petry Co.	Chicago	110	30	80
Jack Stillwell	WLS	Chicago	99	30	69
Bill Nelson	WLS	Chicago	98	30	68
Russ Jolly	NBC	Chicago	116	30	86

Rain prevented the following from finishing after playing nine holes:

			Nine Holes
Hal Holman	Hal Holman Co.	Chicago	49
Kent Holman	Hal Holman Co.	Chicago	46
Ken Ponte	WBKB (TV)	Chicago	56
Bill Ryan	WBKB (TV)	Chicago	52
Bruce Roberts	WBKB (TV)	Chicago	49
Dan O'Neil	WBKB (TV)	Chicago	48
Harold M. Gross	H. M. Gross Co.	Chicago	48
Clair L. Stout	Dow, Lohnes & Albertson	Washington	41
Tom W. Wilson	Dow, Lohnes & Albertson	Washington	38
Bob Harrington	WSVA	Harrisonburg, Va.	42
Gene Trace	WBBW	Youngstown, Ohio	40
Jack LaMarr	J. Walter Thompson Co.	Chicago	41
Bill Eberling	Monogram Pictures	Chicago	41
Bill Thompson	MBS	Chicago	44
Dick Cass	MBS	Chicago	44
Tom Henry	MBS	Chicago	44
Bill Shaw	Broadcasting-Telecasting	Chicago	39
Win Levi	Broadcasting-Telecasting	Washington	41
Maury Long	Broadcasting-Telecasting	Washington	40
Jack Evanson	Henry Atkinson Inc.	Chicago	39
Tony Weber	Henry Atkinson Inc.	Chicago	40
John Nilson	CBS	Chicago	45
Barbara Mattson	CBS	Chicago	40
Bert West	CBS	Chicago	46
Marge Flotron	CBS	Chicago	40
W. Ted Pierson	Pierson & Ball	Washington	39
Tom N. Dowd	Pierson & Ball	Washington	42
Tom O'Neil	General Tire & Rubber Co.	Akron	39
Dick Byrne	MBS	Chicago	41
Mac Chandler	CBS	Chicago	46
Paul Schlesinger	Tatham-Laird	Chicago	45
Bill Davis	CBS	Chicago	55
Jim Shaw	Henri, Hurst & McDonald	Chicago	61

GOOD MUSIC GROUP

Plans Audience Study

AUDIENCE surveys on listenership, composition, family habits and income level will be completed by the Good Music Stations which include WFLN (FM) Philadelphia, WEW St. Louis, WEAW (FM) Evanston, Ill., WQXR New York, WGMS Washington, WXHR Boston, WSNJ Bridgeton, N. J., KFAC Los Angeles, KEAR San Mateo, Calif., KIXL Dallas and WBIB (FM) New Haven, Conn.

Report will be ready in June for use by the group's national sales organization. Results of two local studies made in Philadelphia and New York will be correlated with surveys being done in St. Louis, Raymond Green, chairman, announced last week.

Sales strategy was outlined by managers of Good Music Stations who met during the NARTB convention. Meeting was centered around attracting more local and national business to the stations, seven of which are both AM and FM outlets.

Combined sales presentation will deal with "discriminating listening and buying audiences" which the group claims to have.

ALAN REED, who portrays Mr. Clyde and John Brown, who portrays Al of CBS Radio *My Friend Irma*, are partners in manufacture of new speaker housing to be demonstrated at Sound & Electronics Show in Long Beach Calif., this summer.

COVERAGE RIGHTS

Argued in Chicago

ADIO and TV are having their icrophones and cameras pushed t of court and legislative proedings but it's their own fault.

This charge spiced a wide-open bate on coverage of trials and arings as NARTB's convention ound up three days of meetings Chicago last week.

An afternoon of formal debate by o nationally known legal figures ound up with agreement that sic rights of the public to hear d see such proceedings must be otected against hasty and unfair tion by rule and law-making dies.

Pitted against each other in a ntest that was regarded as an tstanding presentation of the dio and TV case were James M. ndis, attorney, and Louis Waldn, labor attorney.

Mr. Landis argued on behalf of lio-TV reporting of proceedings. contended the public is entitled know how its judicial, regulatory d legislative bodies operate.

Taking an oratorial position ainst pickup of proceedings, Mr. aldman readily conceded in a e-for-all discussion after the rmal debate that broadcasters d telecasters have their own hts. He chided the industry for ling flat on its face in failing to ke its position known while the w York legislature was considerits recent bill banning radio--movie reporting of proceedings olving subpoenaed witnesses. e bill recently became law.

Mentions Broadcasters Rights

Mr. Waldman is chairman of the w York State Bar Assn. comtee on human rights, a comtee that endorsed the legislae position. He said he would like see "a better arrangement been broadcasters and the bar" l conceded again that broadters rights should be protected well as those of the general blic.

n a final observation, Mr. Landis med the old Mayflower decision the FCC "ridiculous." He added, can't understand it." The deci- had prevented broadcasters m taking editorial stands.

o runs-hits-errors tabulation made of the 2½-hour contest it was conceded by most of the ticipants and observers that the istry's position was greatly ngthened by the exchange of vs and the running fire of ora-. The debate started out with two chief participants taking metrically opposite views. It ed with what was described as ealthy statement of positions will inevitably clear up misceptions of the way public prolings are covered by electronic ia.

ewspapers were criticized at ral points for their unfair llines and biased presentation of hearings and trials, pointing up the relatively accurate and uncolored versions given the public when the microphone and camera are present. At the same time, Mr. Waldman made the point that stations tend to pick the exciting and the dramatic in their coverage.

Referring to Speaker Sam Rayburn's recent ruling that House of Representative rules do not permit radio-TV coverage, Mr. Waldman said he had congratulated Speaker Rayburn for the decision but added this pointed comment, "I deplore his decision."

As the debate got under way, Mr. Landis reduced the issue to this point, "Does TV create new possibilities of abuse." Then he asked rhetorically, "is there anything fairer than TV? It eliminates the possibility of misrepresenting the situation. Unlike newspapers, TV can't color proceedings. Greater publicity develops an interest in good government."

Inequities in the conduct of hearings and trials must be solved by forms in rules and laws, he said, rather than by mere suppression of publicity. He conceded there is some "hamming" by politicians and witnesses but suggested this would backfire in the end.

Actually the effect of TV coverage is "serving," he contended, serving as a protection of basic rights of the witness. He felt an innocent man would want TV coverage instead of mere reporting by the press.

Judicial proceedings are different from legislative hearings, he agreed, but predicted that if the public could see a judge asleep on the bench or watch mal-administration of justice it would bring fast reforms that are hard to accomplish by means of bar association reports and resolutions.

Kefauver's TV Success

Mr. Landis referred to the prominence Sen. Estes Kefauver (D-Tenn.) achieved as a result of TV, setting off a point that was referred to frequently. Mr. Waldman suggested the "lesson of Kefauver has not been lost on other legislators," who observed what TV could accomplish. "Where human rights are involved it's a different situation," he warned. The legal questions centering around human rights were worked over at some length by both debaters. The matter of "mike fright" was brought up, too. Mr. Waldman said the mechanics of broadcasts and telecasts can jeopardize ability of a witness "to be himself." He called the Kefauver hearings "a Barnum & Bailey performance."

Mr. Landis predicted the public will decide whether the hearings were merely a circus. "If trials are dignified, let the people know," he said. "If they are not, let the people know."

Newspapers have deadlines, Mr. Landis said, and all legislators and committee lawyers know them, arranging testimony accordingly.

"If Senator McCarthy (R-Wis.) were after me, I would want television coverage," Mr. Landis said. "If the government is run badly, put congressmen and senators on the screen where we can look at them. I'm deeply sincere in that conviction."

Mr. Waldman said protection must be given people whose lives and rights are involved. "We can't use public education as a device to kick people around," he argued.

During the question period Lester L. Gould, WJNC Jacksonville, N. C., criticized Mr. Waldman's bar group. "You acted without my consent, you deprived me of my rights," he said. Again Mr. Waldman struck at the industry, saying, "You should have insisted on public hearings in the New York legislature. You were asleep." Mr. Waldman conceded he would not have opposed telecasting of such hearings.

Due Process Clause

R. Russell Eagan, Washington radio attorney, asked how coverage could jeopardize the due process clause. Mr. Landis replied that constitutional law "is really only horse sense and statesmanship."

Mr. Waldman finally observed that the New York statute is borderline in its application though constitutional in regard to the way it was drafted.

"What power has a senator to call a witness a racketeer before 20 million people," Mr. Waldman asked, drawing a quick response from Mr. Landis who termed this one of the foundations of free government.

Rex Howell, KFXJ Grand Junction, Col., long a leader in the fight on behalf of editorializing on the air, raised this point, drawing from Mr. Landis the harsh criticism of the former FCC policy.

Ralph W. Hardy, NARTB government relations director, said there was a tendency to confuse closed and open hearings. "If a witness is subpoenaed to testify in an open hearing, is it his right to decide whether to tell his story?" he asked Mr. Landis.

"That's the committee's right," Mr. Landis replied. "If the hearing is open, open it to this means of communication." He praised *Meet the Press* and similar programs, and said he might have decided not to vote for a Presidential candidate he had watched in action on television. "It's wonderful what the public gets out of these programs," he added.

Getting back to the Kefauver hearings, Mr. Waldman called Rudolph Halley a lawyer whose television appearances had brought him into a top public position in New York City. "Halley was put in office because he cleaned up a condition that smelled to high heaven," Mr. Landis responded.

On the stage fright issue, Judge Justin Miller, who moderated the proceedings, posed this question, "Suppose a witness on the stand in a trial is embarrassed? Does that mean he is not required to testify?" Mr. Waldman thought it was a question of degree.

Don Elias, WWNC Asheville, N. C., observed it is "the fairest thing in the world to let the public hear—to let the public see your actions and note your intonations."



CEREMONY launches Hal Fellows (r), NARTB president, as commodore in the Oklahoma Navy. Doing the honors by bestowing the certificate on behalf of Gov. Johnston Murray is J. J. Bernard, KOMA Oklahoma City general manager. Presentation was made during Oklahoma Broadcasters Assn. meeting [B•T, March 24].

What Has TV Done to RADIO in Syracuse?

In spite of the fact that Syracuse is a two-TV-station city—even though 71% of the homes in the Syracuse area have TV sets—two separate surveys* show that radio is very much alive and kicking.

3.07 Hours a Day

is the average daily radio-listening time in TV homes in Syracuse. These same homes watch TV an average of 4.52 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has not replaced radio in Syracuse—merely supplements it as a source of entertainment and information.

WSYR SYRACUSE NBC Affiliate

*Write, wire, phone or Ask Headley-Reed for your FREE Copy of the Surveys

RADIO'S ECONOMIC FUTURE

'Strictly Marginal'—Shouse

RADIO, which almost alone among U.S. businesses continued to expand during the depression '30s, may now face an economic future in which its gains will be "strictly marginal," James D. Shouse, chairman of the board of Crosley Broadcasting Corp., said last week.

In a major address to the NARTB convention, Mr. Shouse saw signs of a general U.S. recession.

"I might as well come right out and say it," he said. "I do not think our economy is healthy by any standard that I can determine."

Mr. Shouse said that whereas a year ago "virtually every plant in the country was straining for capacity production rather than relying upon consumer demand as the limiting factor," now there was a definite lull in consumer industries.

"In a wide and growing range of consumer industries," he said, "plant capacities are idle. Employment and hours of work are reduced. Raw material prices have broken and now many retail prices are shaky."

Profits Compared

Generally, he said, corporate profits in the first quarter of 1952 are down about 20% from profits in the first quarter of 1951. In consumer industries "that provides your income and mine" the decline in profits has been greater than 25%.

Mr. Shouse, who is also vice president and a director of Avco Mfg. Corp., said that tax increases have slowed down consumer spending, particularly for durable goods.

"The pyramiding of two tax increases has caught the whole country completely unaware," he said. Its effect has been to hit a "really big segment of the population" with big taxes "for literally the first time in the history of the country."

In this economic atmosphere, Mr. Shouse said, broadcasters "need to exercise extreme caution, extreme care and extreme adroitness if we are to survive in the highly competitive era which I am sure we are approaching."

"I do think," he said, "that it is always well for us in broadcasting to continuously remember that we have never yet run into a really depressed year.

"The rest of the country had a depression through most of the '30s, but we were an infant industry and we continually showed gains when almost every other business was in trouble.

"That can happen only so long.

"It could be that radio broadcasting has reached something approaching a point of stabilization. We could anticipate in radio some gains in the future. My guess is that they will be strictly marginal."

Television, Mr. Shouse said, is now in a position somewhat like that of radio in the '30s: "It has more of its future ahead and lacks most of radio's 30 years of past."

Though he "would be the last person in the world to try to evaluate the ultimate future relationship between radio and television," Mr. Shouse said he was "glad that I have both kinds of stations and I am sure there will always be both kinds."

Impact of TV on Radio

One reason that radio was the first of the major media to feel the impact of TV was that "radio has had a terribly bad break from the time that television really got started," Mr. Shouse stated.

"There is literally no more reason for radio budgets to be cut in favor of television than for magazines or newspapers to be cut in order to provide funds for television," he said.

"But the tragedy has been in the sheer mechanical facts of the way advertising is bought."

At the outset of TV, television buying was taken as a prerogative of radio departments and time-buyers in advertising agencies, Mr. Shouse pointed out. Psychologically, this had a profound effect within the agencies and upon their clients, for TV interest distracted from radio interest within the time-buying departments and hence TV was emphasized. Had TV buying been lodged with spacebuyers, newspapers and magazines would have suffered instead of radio.

Mr. Shouse thought there is now a tendency to disassociate radio and television timebuying within some agencies, a trend which he hoped would be encouraged.

Mr. Shouse said the uncertainty "must arise in the minds of every one of us as to whether our advertising economy can continue to support the thousands of stations we now have in our business."

In his opinion, these stations must continue to exist if what he described as a trend toward statism in the U.S. is to be abated.

The majority of radio stations are operated as proprietorships and they, along with most newspapers, small retailers and farmers represent the "last great proprietorship class left in the United States.

"You are a part of the remaining bulwark which stands between this country and statism in whatever modified form it may appear," he told the broadcasters. "Your importance as a vital and pervading force in the small but hard core of the proprietorship class in this country cannot be overestimated."

He said that broadcasters "knew long before most of the rest of American business what it was to be regulated.

"We have been regulated by Congress since 1928 and I think it is a peculiar commentary on what has happened in this country to find that the Communications Act under whose provisions and interpretations we have, from time to time, been restive, has through these past 24 years actually supplied us with a degree of protection from further encroachment that almost every other business wishes it had. It has been in these later years just as much a charter of freedom as it has been an act of restriction."

MANAGEMENT

Panel Airs Problem

EXCHANGE of ideas on improvement of station management practices marked a forum held Tuesday afternoon during the NARTB convention in Chicago. Panel moderator was Chet Thomas, KXOK St. Louis.

The four panel members set the pace by discussing current practices. William B. McGrath, WHDH Boston, urged managers to hire carefully, pay well and make the station a happy place to work. Simon R. Goldman, WJTN Jamestown, N. Y., suggested careful checkup on costs and sales.

Robert T. Mason, WMRN Marion, Ohio, and Leslie C. Johnson, WHBF Rock Island, Ill., discussed problems in their areas.

Topics discussed included talent fees, development of personalities, special problems in different markets, impact of television, use of budgets, turnover, pooling of talent fees and pirating of personnel.

GEORGE LEWIS, director of National Assn. of Gagwriters, will address Washington, D. C., branch April 1. Founder of NAG, which sponsors comedy development centers in cities throughout the U. S., will discuss "Careers in Comedy."



ASSOCIATED PRESS Broadcasters of Arkansas elected new officers at Little Rock meeting March 16. They include (front row, l to r): Ray Dexter, station manager, KDRS Paragould, president; Oliver Gramling, AP assistant general manager for radio; Fred J. Stevenson, general manager, KGRH Fayetteville, director. Standing (l to r): W. N. McKinney, general manager, KELD El Dorado, director; L. B. Tooley, manager, KNAR Hope, director, and Mar... Weaver, news editor, KLRA Little Rock, vice president.

AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

programs promotion premiums



SUMMER in St. Louis and details of the $900,000 sale possibilities there are outlined in promotion piece issued by KMOX St. Louis. Folder points out for advertiser's benefit that "they *listen* just as much—they *buy* just as much" as during any other period of the year. Results of a market survey taken for the summer of 1951 are also stated.

LETTER PLUGS PROGRAM

REPRINT of congratulatory letter written by a satisfied sponsor has been distributed by KYW Philadelphia to promote *KYW Feature Drugs*, merchandising idea worked into a program by Hal Moore of station's staff. Copy states enthusiastic response show has received from druggists who are participating in the plan.

CONVENTION COVERAGE

FIRST hand information on goings-on at both Republican and Democratic national conventions will be supplied to listeners of WHIM Providence, R. I., by one of station's newsmen who will be present at both party meetings. Fifteen minute program daily will be tape recorded by the reporter and flown to WHIM for broadcast next day. Recorded telephone interviews have also been planned by the station.

PRO-RADIO CAMPAIGN

STANDARD Radio Transcription Services Inc., L. A., slogan, "Get More For Your Dough on Radio," is being given full promotional treatment in company's advertising. Company's newest idea is Sponsor-Tailored Idea Cards, containing suggestions for use of Standard Program Library material in its subscriber stations' campaigns.

KXOK GOES TO HOME SHOW

UNIQUE among exhibits seen at Bildors Home Show which opened March 29 in St. Louis was display devoted to KXOK-AM-FM that city as well as station's advertisers. Remotes were conducted every afternoon and two monitor-speakers carried KXOK programs throughout the show which closed April 6.

WDSM SPONSORS CONTEST

NAVIGATION Jackpot Contest has been launched by WDSM Superior, Wis., based on opening of navigation in the Duluth, Minn.-Superior, Wis. harbor. Person most closely guessing exact arrival time of the first boat entering the harbor wins $500. Registrants also have chance to win prizes valued at over $1,000 which have been contributed by local merchants. Time buyers and agency people from all over the country are also able to enter the contest to compete for special $100 navigation jackpot prize.

'RED CROSS BUN' DRIVE

RED Cross Buns instead of Hot Cross Buns proved a popular gimmick at WHAM Rochester when Bob Keefe introduced new product into the current campaign. Local supermarket chain adopted the idea and announced that all receipts from sale of the buns would be donated to the Red Cross drive.

'PROMOTION' IS DEFINED

POSTCARD promotion based on Webster's definition of the word "promote" has been issued by Robert S. Keller Inc., N. Y., radio promotion firm. Mr. Keller suggests you mail the card, if you're in the market for more national business, to his organization which has "been *contributing to the growth and prosperity of* radio clients . . . on a *promotional* level" since 1946.

STATION-LIBRARY TEAM

PROJECT designed to afford the listener an opportunity to brush up on coming radio events has been worked out by WKBZ Muskegon, Mich., and the Hackley Public Library there. Program schedule listing Metropolitan Opera selection, topic of coming *America's Town Meeting of the Air* and other ABC features are posted in the library along with references as to where information on each subject can be obtained in the library files.

TALENTED COMBINATION

COMBINING station's on-the-air personalities, KLAC Hollywood has introduced *Platter Pulse* featuring five disc jockeys, Dick Haynes, Peter Potter, Bob McLaughlin, Gene Norman and Alex Cooper playing ten top tunes each day received from Music City, Hollywood record store. The store in turn promotes the show by displaying life size pictures of the five emcees in new serve-yourself record bar.

WIP'S EXTENSIVE COVERAGE

MORNING disc show beamed by Mac McGuire to armed forces around the world from WIP Philadelphia has a varied listening audience, according to station reports. Japanese listener in Tokyo wrote in that he had heard Mr. McGuire's request for funds for the March of Dimes and sent along 200 yen to help out.

PROGRAM EXPANDS TO FM

RADIO series, *Studio Schoolhouse*, sponsored on WFIL Philadelphia by RCA Monday through Friday, has been made available for FM reception. Programs designed for in-school listening are in their ninth year on the station. Nearly 7,000 students have visited the studio for participation in the broadcast.

STATIONS UNIT OPERATION

RADIO stations in Milwaukee, Wis., combined operations for a two week period in March for the 28th annual Milwaukee Home Show held in the city auditorium. Broadcasting from the special events stage, WMAW, WISN, WFOX and WOKY interviewed show visitors and described exhibits, fashion shows, interior design and cooking demonstrations for benefit of listeners. Special feature presentations were prepared by each station providing greatest coverage by radio in home show's history.

PHOTOGRAPHY COMPETITION

CONTEST open to both amateur and professional photographers has been inaugurated by CBS at site of CBS Television City now being constructed in Los Angeles. Photographers may shoot pictures of the center from noon to 3 p.m. on three successive Saturdays. Prizes for best pictures range from TV sets to U. S. Defense Bonds.

KNX's STORE PROMOTION

CROSS promotion has been started by KNX Hollywood with a monthly salute to a "Store of the Month" ranging from grocery store to pharmacy. Selected place of business receives a printed scroll bearing its name and that of the manager. In return, store displays products it handles which are advertised on KNX.

SPOTS GET RESULTS

NINE new car dealers were brought to the microphone at WAKU Latrobe, Pa., forty times in one day in promotion carried out by the station. In connection with auto show, station had dealers transcribe announcements calling attention to time and date of showing. WAKU reports spots brought overflow crowds and one additional dealer into the station's family of sponsors.

KBIG'S COAT-OF-ARMS

COAT-OF-ARMS dignifying KBIG Avalon, Calif., new station starting May 1, consists of two crossed sticks, all that remains of two Eskimo Pies. Reason for such heraldic blazonry is that Golden State Co. Ltd., San Francisco (Eskimo Pie Co.), is station's first national sponsor with purchase of 52 minute and half-minute spot announcements through Guild, Bascom & Bonfigli Inc., that city.

ADDED ATTRACTION

NEW cast member has been added to *Paul Dixon Show* on WCPO-AM-FM-TV Cincinnati. Pamela Dixon, Mr. Dixon's daughter, has been chosen to play the part of "Miss Bonnie Nu Maid" in the Nu Maid commercials in addition to assisting her father in pantomiming of latest records. Pamela, incidentally, is three years old.

POLITICAL INFORMATION

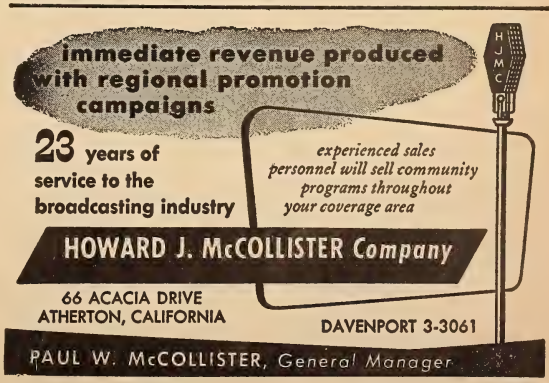
PROGRAM package designed to acquaint listeners with election mechanics from the "precinct to the national level" is being aired by WMT Cedar Rapids, Iowa. *Politics is Your Business* will be heard in 20 half-hour installments. In addition to featuring candidates from the state, 300 high schools are participating in contest conducted by the station to stimulate political interest among students.

KSL ANNOUNCES CODE

TEARSHEET has been mailed out by KSL-TV Salt Lake City picturing seal adopted by NARTB TV Code as well as reprint of text of code itself. Copy announces that KSL-TV subscribes to the code and that practices it outlines are adhered to by the station.

TELEVISION SERIES ON MAN

SIX-PROGRAM television series on general subject of "man" will be produced by NBC television network and American Museum of Natural History, New York. Scientists and explorers associated with museum are to counsel and perhaps appear on programs on physical, social and psychological aspects of man and the earth, sea and universe he lives in. Project may be completed by the end of the year.



March 28 Decisions . . .

ACTIONS ON MOTIONS

By Hearing Examiner Fanney N. Litvin

Azalea Bcstg. Co. Mobile, Alabama—Granted petition for continuance of hearing from March 28, without date and until further order of Commission, in proceeding re its application; applicant's consulting engineer is engaged in preparation of certain data which, it is alleged, may obviate necessity of hearing.

WTOD Toledo, Ohio and The Rural Bcstg. Co. Oak Harbor, Ohio—Granted motion of WTOD to file reply to proposed findings and conclusions of other parties in proceeding re its application and to Rural Bcstg. Co. of Ohio to file its answer thereto.

By Hearing Examiner Leo Resnick

Paramount Pictures Corp.—Granted petition authorizing taking of depositions on written interrogatories of certain officers of Paramount Pictures Corp. and Paramount Television Productions Inc. in proceeding re Docket Nos. 10031-10034.

By Hearing Examiner
James D. Cunningham

WKOW Madison, Wisconsin—Granted petition for continuance of hearing upon its application. Upon Commission's own motion, hearing continued until further order pending action by FCC en banc on petition for reconsideration of action ordering the hearing which petitioner alleges is being prepared for filing.

FCC CORRECTION

By Hearing Examiner
Elizabeth C. Smith

Frank D. Tefft Jr. Big Rapids, Mich.—Ordered that exhibits No. 18, 19 and 20 be received in evidence in this proceeding. Further Ordered that record be closed.

March 28 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

Paul A. Brandt, Big Rapids, Mich.—Application for CP new AM station on 1550 kc, 1 kw D, AMENDED to change frequency to 1460 kc, power to 500 w D, etc.

Application Amended

Gulf Beaches Bcstg. Co., St. Petersburg, Fla.—Application for CP new AM station on 1310 kc, 1 kw D, AMENDED to change trans. and studio locations and change from non-directional ant. to DA.

License for CP

WLCS-FM Baton Rouge, La.—License for CP, as mod., which authorized new FM station.

Modification of CP

WJJL Niagara Falls, N. Y.—Mod. CP, which authorized changes in trans. location and new ant., for extension of completion date.

License Renewal

Following stations request renewal of licenses:

WBML-FM Macon, Ga., KVOF-FM El Paso, Tex., and WMOC Covington, Ga.

TENDERED FOR FILING

AM—810 kc

WKVM San Juan, P. R. — CP to change frequency from 1070 kc to 810 kc, change trans. location and DA pattern.

AM—930 kc

KSDN Aberdeen, S. D.—Mod. license to change from DA-DN to DA-N.

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FCC actions



MARCH 27 THROUGH APRIL 3

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 107.

March 31 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Robert F. Jones

WEIR Weirton, W. Va., and WSTV Steubenville, Ohio—Granted motion of WEIR for dismissal without prejudice of its application and dismissed as moot its petition to enlarge issues in proceeding; also dismissed as moot petition of WSTV for leave to intervene in proceeding re application of WEIR.

Chief, FCC Broadcast Bureau—Granted petition for extension of time to April 4 to file exceptions to initial decision issued re application for license to cover CP for Station KCIJ Shreveport, La.

Liberty Bcstg. Co., Liberty, Tex. — Granted petition for acceptance of its late appearance in proceeding re its application and that of KTHT Houston, Tex.

By Hearing Examiner J. D. Bond

WOOK Washington, D. C.—Granted petition for leave to amend its application to show in application operation of proposed synch. amp. nighttime only and to delete all reference to daytime operation in order to give improved coverage to Washington area.

By Hearing Examiner
James D. Cunningham

KCIL Houma, La.—Ordered that record of hearing be reopened. Granted petition for leave to further amend application to correct geographical coordinates of trans. site specified therein, and record of hearing was closed.

April 1 Decisions . . .

BY FCC BROADCAST BUREAU

Extend Completion Date

WJZ-TV New York—Granted mod. CP for extension of completion date to 9-30-52.

Granted License

WCHO Washington Court House, Ohio—Granted license for new AM station; 1250 kc, 500 w D.

WKHM Jackson, Mich.—Granted license for new AM station: 970 kc, 1 kw, DA-2, unl.; cond.

KUTE (FM) Glendale, Calif.—Granted license new FM station: 101.9 mc (Ch. 270), 11.6 kw; ant. 630 ft.

WPRS-FM Paris, Ill.—Granted license new FM station: 98.3 mc (Ch. 257), 1 kw, ant. 225 ft.

KRNT-FM Des Moines, Iowa—Granted license new FM station: 104.5 mc (Ch. 283), 50 kw, ant. 530 ft.

WPAR-FM Parkersburg, W. Va.—Granted license new FM station: 106.5 mc (Ch. 293), 8.9 kw, ant. 280 ft.

WSPE Springville, N. Y.—Granted license new noncommercial educational FM station: 88.1 mc (Ch. 201), 10 w.

KWEW Hobbs, N. M. — Granted license covering changes in ant. system and change in trans. location.

Granted Modification

WPAA Mayaguez, P. R. — Granted mod. CP for approval of ant. and trans. location, and specify main studio location; cond.

WNCA Silver City, N. C.—Granted mod. CP for approval of ant. trans. and main studio locations.

KVNC Winslow, Ariz.—Granted mod. CP for extension of completion date to 8-8-52; cond.

WDMJ Marquette, Mich.—Granted mod. CP for extension of completion date to 5-15-52; cond.

WJFR Caguas, P. R.—Granted mod. CP for extension of completion date to 10-18-52.

KVOZ Laredo, Tex.—Granted mod. CP to make changes in ant. system, change trans. and extend commencement and completion dates to 2 months and 8 months from date of grant.

WBUD Trenton, N. J.—Granted mod. CP for extension of completion date to 6-1-52.

KMPC Los Angeles—Granted mod. CP for extension of completion date to 9-30-52; cond.

April 1 Applications . . .

ACCEPTED FOR FILING

AM—1430 kc

WHIL Medford, Mass.—Mod. CP, as mod., which authorized new AM station, for change frequency from 1540 kc to 1430 kc, increase D power from 250 w to 500 w, etc.

Modification of License

KWLM Willmar, Minn.—Mod. license to change studio location.

Modification of CP

KDSJ Deadwood, S. D.—Mod. CP, as mod., which authorized frequency change, power increase, DA-N, etc., to change studio location and trans.

WRDB Reedsburg, Wis.—Mod. CP, which authorized new AM station, for approval of ant., trans. and studio locations.

WTVB-FM Coldwater, Mich.—Mod. CP, as mod., which authorized new FM station to change ERP from 770 w to 311 w, ant. height from 220 ft. to 233 ft. above average terrain and type of ant.

License Renewal

Following station request renewal of license:

KWHN Fort Smith, Ark., KFFA Helena, Ark., KXAR Hope, Ark., KNBY Newport, Ark., KRLW Walnut Ridge, Ark., WIKC Bogalusa, La., KLFY Lafayette, La., WLOX Biloxi, Miss., WGVM Greenville, Miss., WJDX Jackson, Miss., WLAU Laurel, Miss., and WVIM Vicksburg, Miss.

TENDERED FOR FILING

AM—570 kc

WACL Waycross, Ga.—CP to change hours of operation from D to unl., install DA-N, using 1 kw.

AM—1060 kc

KXOC Chico, Calif. — CP to change frequency from 1150 kc to 1060 kc, increase power from 5 to 10 kw, etc.

AM—1280 kc

KTLN Denver, Col.—CP to change frequency from 1150 to 1280 kc, increase power from 1 kw to 5 kw, install DA-DN, change hours of operation from D to unl., and change trans. location, etc.

April 2 Applications . . .

ACCEPTED FOR FILING

AM—810 kc

WKVM San Juan, P. R.—Mod. CP, as mod., which authorized frequency change, power increase, DA-DN, change trans. and studio locations, etc., to change frequency from 1070 kc to 810 kc, change DA, etc.

AM—920 kc

Montezuma Bcstg. Co., Andalusia, Ala.—Application for CP, new AM station, AMENDED to change frequency from 1190 kc to 920 kc and change ant.

AM—930 kc

KSDN Aberdeen, S. D.—CP to change from DA-DN to DA-N.

License for CP

KFXD Nampa, Idaho—License for CP which authorized power increase and change from DA-DN to DA-N.

KIOA Des Moines, Iowa—License for

Allocations Supplement

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RAYMOND M. WILMOTTE
1469 Church Street, N. W. DEcatur 1231
Washington 5, D. C.
*Member AFCCE **

*Member AFCCE**

CP which authorized changes in DA-D.

KTOE Mankato, Minn.—License for CP which authorized increase in D power, etc.

KALE Yakima, Wash.—License for CP, as mod., which authorized frequency change, hours of operation, installation of DA-N, etc.

WSB-TV Atlanta—License for CP, as mod., which authorized new TV station.

WTSV-FM Claremont, N. H.—License for CP which authorized changes in FM station.

WFBC-FM Greenville, S. C.—License for CP which authorized changes in FM station.

WMRC-FM Greenville, S. C.—License for CP which authorized changes in FM station.

Modification of CP

KPOL Los Angeles, Calif.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

KNBR North Platte, Neb.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

Application Amended

WOOK Washington—Application for CP synch. amp. AMENDED to specify N operation only.

Jackson Bcstg. Co., Jackson, Miss.—Application for new TV station AMENDED to change trans. location from Lamar Life Bldg. to Deposit Guaranty Bank & Trust Co. Bldg., in Jackson.

Extension of Authority

Following request extension of authority to transmit programs from their studios and facilities to Canada:

WHYN Holyoke, Mass., to CFRA Ottawa; WITH Baltimore to CFRA, and Church of Universal Triumph, Dominion of God, Detroit, to CKLN Windsor.

License Renewal

KQ2XBH Cincinnati, Ohio—Renewal of license experimental TV station licensed to Crosley Bcstg. Corp.

APPLICATION RETURNED

Cy N. Bahakel, Roanoke, Va.—RETURNED application for new AM station on 1410 kc, 5 kw D.

TENDERED FOR FILING
AM—1450 kc

KPUY Puyallup, Wash.—Mod. license to increase power from 100 w to 250 w.

(Continued on page 107)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager-teacher to be half-time executive secretary Oregon State Broadcaster's Association and half-time teacher professional radio courses University of Oregon. Position requires solid radio-management-sales background plus at least bachelor's preferably master's degree. Up to $500 monthly salary. Write full details by April 21 to Dean Gordon Sabine, Journalism School, University of Oregon, Eugene.

General manager, functional music, transit casting, store casting background. Progressive FM station major market. East. Exceptional opportunity right man. Box 703M, BROADCASTING • TELECASTING.

Sales manager, radio experience essential. Must know New York agency and local contacts. Salary $12,000-$14,000. In reply give all details including starting salary. All replies will be held in strict confidence. Box 729M, BROADCASTING • TELECASTING.

Salesmen

Salesman. Excellent opportunity for good salesman around 30 for 5 kw independent midwest station. Guarantee during initial period. Good potential. Box 333M. BROADCASTING.

If you think sales, breathe sales, sell sales, you're the man for us. Salary plus commission. Texas ABC station. Box 563M, BROADCASTING • TELECASTING.

Can you pitch sports? Progressive station in midwest market, 250,000 population, four stations, needs salesman who is now selling sports, likes sports, lives sports and knows how to sell sports. No restricted accounts. Volume such that $8,000 to $12,000 per year could be earned. Salary and commission. Year around sports schedule, afternoon and night. If at convention, leave name at Superior 7-8177, or write Box 652M, BROADCASTING • TELECASTING.

Experienced salesman wanted to sell and service accounts for live wire suburban Chicago station. Big market, good opportunity for man who can produce. Box 697M, BROADCASTING • TELECASTING.

Salesman—Must be thoroughly experienced in competitive market selling. Immediate opening in Kentucky. Average earnings here now better than $200 weekly. Reliable man with good record only. Box 720M, BROADCASTING • TELECASTING.

50,000 watt AM, needs topflight salesman working protected accounts, in a friendly and easy to live in south Texas market. Write K-SOX, Harlingen, Texas.

Salesman, excellent opportunity for experienced salesman. WAIR, Winston Salem, N. C.

Opening branch office in neighboring city leaves immediate local salesman opening. Good opportunity. Contact Bill Tedrick, WOKZ, Alton, Illinois.

Announcers

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING • TELECASTING.

Experienced announcer by Rocky Mountain area network station. Send full particulars, audition record and salary requirement first letter. Box 399M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Combination announcer - engineer, 1st phone, needed for opening at northeastern station. This will be a permanent position for the right man, who can handle all kinds of programs capably. Starting salary $300 per month. Regular pay increases. Rush full details. Box 504M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

Combo-man, with first phone for permanent job with fulltime northeast independent. We've been enjoying the results of sound business operation for over two years. There is a good future here for a man who wants to settle down in a friendly community. Salary starts at $300 per month with regular increases. No floaters wanted. Box 564M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket, $65.00 to start. Southern network station. Opening immediate. Box 371M, BROADCASTING • TELECASTING.

Experienced news writer-announcer, midwest NBC affiliate. Must be able to gather, edit and present news. Send tape, photo, experience, references. Box 619M, BROADCASTING • TELECASTING.

Fulltime kilowatt independent in northeastern market of 300,000 wants a morning man who can air and sell top morning show. Full details and disc. Box 628M, BROADCASTING • TELECASTING.

Hillbilly and commercial man. Southwest NBC regional wants early morning hillbilly jockey and MC who can also do acceptable straight commercial. 40 hours. TV minded. Send detailed letter, photo and versatile tape or disc. Box 639M, BROADCASTING • TELECASTING.

Wanted: Announcer-salesman for ABC affiliate situated in the Rockies, serving an expanding oil city. Good opportunity for right man. Send tape or disc, photo, references all in first letter. Box 647M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket. $60.00 to start. Virginia network station. Opening immediate. Box 724M, BROADCASTING • TELECASTING.

News and special events, mike and TV experience for New York City. Must be top-notcher. Staff job on salary plus commercial fees. In reply give full details including salary required. Box 730M, BROADCASTING • TELECASTING.

Local news editor must have college and journalism background. Gather, write and broadcast local news. Up to $275.00 monthly to start. Contact Radio Station KCOW, Alliance, Nebraska.

Fine opportunity for announcer-engineer first phone. With sales ability can sell and service one station market halftime if desired. Permanent. Salary open plus commission. Send tape, particulars to KDAC, Fort Bragg, California.

Immediate opening announcer-engineer, emphasis announcing, $66.00 week start. KDKD, Clinton, Missouri.

Announcer with first phone license, emphasis announcing, news and disc shows. Send complete letter to KSUE, Susanville, California. Immediate opening, no collect phone calls, please.

Announcer: only light experience necessary if you can work in with a good staff. WBEX, Chillicothe, Ohio, 3-2244.

Good announcer who can handle programming and write local news. Excellent opportunity, immediate opening. Air mail voice disc, salary requirements, Complete personal data. Manager, WHIT, New Bern, N. C.

Help Wanted (Cont'd)

Personality plus DJ with plenty of zany promotional gimmicks for morning show. Must be strong on ad lib commercials. Send audition disc, detailed letter and photograph to WORL, Boston.

WPAZ, Pottstown, Penna., needs good matured voiced morning man who wants to sell in the afternoon and a live wire deep voiced disc jockey. You will replace an announcer going to a major network and a disc jockey called back into service. Personal interview preferred.

Staff announcer wanted. Good place for family man. Must have car, operate turntables. Prefer someone with independent station experience. Send audition, details, to WPIC, Sharon, Pa.

Technical

First class engineer. No experience required. Virginia network station. Box 236K, BROADCASTING • TELECASTING.

Pittsburgh area: Immediate opening. Permanent. First class engineer. Must have car. Transmitter work only. 250 watt non-directional daytime AM (RCA) and 1 kw FM (Westinghouse). 30 miles from Pgh. Transmitter one mile from downtown. Good living conditions. Friendly staff of 12. $55 for a five day, forty hour week. Paid vacation. One week this year. Two weeks next year. Considering small local TV but can't promise. Box 636M, BROADCASTING • TELECASTING.

First class license holder. Transmitter only. $46.00 for 44 hours. Box 677M, BROADCASTING • TELECASTING.

Engineer, first class ticket, experience unnecessary, no announcing, western Penna. 250 watter, network, $50 for 40 hours, paid vacation, address Box 701M, BROADCASTING • TELECASTING.

Engineer - announcer with first class ticket. Starting pay $65.00 weekly. Southern network station. Present opening. Box 707M, BROADCASTING • TELECASTING.

Opportunity for combo. Box 710M, BROADCASTING • TELECASTING.

Immediate opening experienced chief engineer for progressive kw station Southeast Oklahoma. Excellent working conditions, good pay. Must have car. Give complete details first letter. Box 737M, BROADCASTING • TELECASTING.

First class engineer, no announcing, state minimum salary. Box 740M, BROADCASTING • TELECASTING.

Wanted, one first class engineer. Box 742M, BROADCASTING • TELECASTING.

Permanent position for first phone engineer. Excellent equipped AM-FM network affiliate in central Texas town of 28,000 population. No announcing. Good pay. For details contact Burton Bishop, KTEM, Temple, Texas.

Excellent opportunity for engineer-announcer. Emphasis on engineering ability, offering position of chief in near future. Include all facts in first reply. KTUR, Turlock, California.

Engineer: First phone. Starting salary commensurate with ability. Contact Chief Engineer, WBCK, Battle Creek, Michigan.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

1000 watt, daytime only, needs first class engineer, some announcing. Will consider inexperienced man willing to learn. Short hours, excellent working conditions. Write or phone WFRX, West Frankfort, Illinois.

Help Wanted (Cont'd)

Immediate opening first phone engineer-announcer. Beginners considered 40 hour evening shift, mainly network Good working conditions and opportunity to advance. Air mail voice disc, salary requirements, complete data Manager, WHIT, New Bern, N. C.

Chief engineer for WKYW, 1 kw, daytime, Western Electric equipment, studio engineers, TV expansion. Want qualified, experienced working engineer. Steve Cisler, WKYW, Louisville, Kentucky. Can use one transmitter engineer. IBEW scale.

Wanted—Engineer, first phone, experience unnecessary, WLOK, Lima, Ohio.

Engineer, 1st phone, experience not necessary, immediate employment. Wire or contact Manager WMOD, Moundsville, W. Va. (phone-1730).

Wantel: Engineer, first phone. Young staff, announcing or sales. Top base with overtime and talent money. Those over 30 need not apply. Hal Benson, WMPA, Aberdeen, Mississippi.

Engineer needed, no experience necessary, immediate opening, WREL, Lexington, Virginia.

First class engineer, no experience necessary. Immediate opening. Permanent position. Wire or call, WRMN, Elgin, Illinois.

Wanted immediately, transmitter operator with first class phone license. No experience necessary. Starting salary fifty-five per week. Write Chief Engineer, WSIP, Paintsville, Kentucky.

Immediate opening for first phone. 1 kw. No experience necessary. Need car. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Production-Programming, Others

Wanted—Capable young lady for continuity. Real opportunity with network affiliates in Michigan, midway between Chicago and Detroit. Prefer someone with air work who can build daytime women's show. Kindly send details of yourself as well as disc, or tape, if available. Box 700M, BROADCASTING • TELECASTING.

News director, supervisor, 4 man sports, farm and news department. Only experienced men with journalism degree need apply. Good salary with bonus. 5 kw midwest. Box 705M, BROADCASTING • TELECASTING.

50 kw CBS affiliate, one of the nation's most progressive and outstanding stations, needs a program director with solid experience, ideas and program ingenuity. Good salary. Outstanding opportunity for right man. Box 723M, BROADCASTING • TELECASTING.

Wanted: Continuity chief. Experienced writing for all types of clients. Send letter full details, copy samples. Moderate, healthful climate. Salary according to your ability. Program Director, KCSJ, Pueblo, Colorado.

Continuity writer. Need a "take charge" guy or gal for commercial continuity department. KIRX, Kirksville, Missouri.

Situations Wanted

Managerial

Attention southern station owners. Two young men, general manager and chief engineer want to operate southern station, hard workers. Can take complete charge. Need only working interest or chance to buy in. Box 625M, BROADCASTING • TELECASTING.

Manager, available soon. Know all angles. Like to work. Prefer southwest or west. Dependable, guarantee results. Box 640M, BROADCASTING • TELECASTING.

General manager, now successful commercial manager, major market independent experience. Hard worker, Saleable ideas. Box 691M, BROADCASTING • TELECASTING.

I'm ready for manager's job. 7 years experience all phases of radio. College graduate, active in civic affairs, ready to meet competition. Want opportunity for security earned by hard work. Good potential must be present. Prefer north or midwest, but will consider all replies. Excellent references. Box 704M, BROADCASTING • TELECASTING.

Salesman

Sales or sales-management. Seven years well-rounded radio. Presently earning in excess of $7200. 32. Family. Box 693M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

alesman - salesmanager. Experienced ational, local, regional; well-known; nterested permanent position with fu- ure. Box 716M, BROADCASTING • ELECASTING.

Announcers

portscaster, baseball, football. Box- ng a speciality. 2 years experience. ingle. Box 478M, BROADCASTING • ELECASTING.

nnouncer, married, draft exempt. resently employed. Northeast pre- erred. Audition on request. Box 88M, BROADCASTING • TELECAST- NG.

nnouncer: News, DJ, console, also ood on copy. Disc speaks for me. ox 657M, BROADCASTING • TELE- ASTING.

nnouncer: 14 months experience all hases. Disc, sports, color, dance band, nmotes, news. Night turn preferred. vailable immediately. Tape on re- uest. Box 690M, BROADCASTING • ELECASTING.

nnouncer, deep clear voice, college raduate, competent, trained commer- al radio Pathfinder. 26, single. Photo id disc on request. Box 695M, BROAD- ASTING • TELECASTING.

xperienced announcer, operate board. xcel friendly, informative DJ show. ject plenty "sell" into any type com- ercial. Know-how in news. Capable ll staff duties. Presently employed, efer net affiliate. Reliable, married, aft exempt. Air check, photo, details vailable. Box 696M, BROADCAST- NG • TELECASTING.

nnouncer/copywriter would like night aff trick so he can devote daytime to cal news coverage. Six Horatio Alger ays for sixty Harry Truman dollars. college experience. Box 711M, ROADCASTING • TELECASTING.

ommercial night announcer. 8 years xperience. No DJ. Very steady. Fam- y. Now employed. $100 minimum. Box 2M, BROADCASTING • TELECAST- NG.

a progressive Florida station is in- rested in a thoroughly experienced oadcaster with successful production id sales records and the position is ermanent please write. Box 714M, ROADCASTING • TELECASTING.

en years experience, announcer. Pre- r Michigan. Available end of April. ox 715M, BROADCASTING • TELE- ASTING.

nnouncer, vet, single. Deep mature oice that sells. Two years experience. esume also, upon request. Prefer east. ox 717M, BROADCASTING • TELE- ASTING.

nnouncer, 2 years experience Armed orces Radio Service, 2½ years school- g all phases, good commercial punch, n write copy. Married. Prefer south- est. Available May 4. Box 726M, ROADCASTING • TELECASTING.

nnouncer, with nine years experience. omplete background in music, news d special events. Married, draft ferred. 27 years old, university de- ee. Excellent references. Travel for dition. Box 727M, BROADCASTING TELECASTING.

nnouncer, experienced all phases with utual affiliate. News, DJ, operate ard. Single, veteran, draft exempt. ox 728M, BROADCASTING • TELE- ASTING.

old it! More than "staff announcer". ve years experience in all phases an- ouncing, production. Currently chief nnouncer. Can deliver for you. Tape d details available. Box 733M, ROADCASTING • TELECASTING.

nnouncer, news, 2 years experience, veteran, exempt. West. Interested buying stock or small percent. Box 3M, BROADCASTING • TELECAST- G.

perienced young announcer, draft empt, seeking connection with station erested in integrity, perseverance, ality, talent. Strong on continuity, pular, classical music. Available im- diately. Moderate salary. Disc, ref- nces, photo. Box 738M, BROAD- ASTING • TELECASTING.

ailable April 12: Conscientious an- uncer six years experience all phases. gle, 27, college graduate, vet, will vel. Box 739M, BROADCASTING • LECASTING.

Situations Wanted (Cont'd)

Experienced play-by-play baseball and football sportscaster available shortly. Aud., photo and references on request. Will consider top salary offer only. Box 741M, BROADCASTING • TELE-CASTING.

Excellent radio voice, they say. First class license. Combo operation experience. Box 323, Palm Desert, California or telephone 76-2095.

Experienced announcer, single, draft exempt, serious minded. Available at once. Eugene L. Books, 1808 Summit St., Eau Claire, Wisconsin.

Announcer, experienced, operate panel, mature voice; friendly approach DJ shows, college background. Available immediately. Write Julian Bronstein, 2218-33 Street, Galveston, Texas for tape etc.

Deep-voiced graduate of SRT. College grad. Draft exempt. William Mitchell, 10619 Hamilton, Chicago. Bev 8-0288.

Announcer, operate board. Age 27, draft exempt, 2 years college. Experience foremost. Salary nominal. Contact E. H. Osborn, phone 874541, Tampa, or write P. O. Box 255, Tampa 1, Florida.

Technical

This cost a buck. I cost more. Combo job. Currently chief engineer. Box 702M, BROADCASTING • TELECAST-ING.

West coast. Five years commercial radio. Control or transmitter. Good on audio. Married, 29. Car. $65.00 minimum. Box 731M, BROADCASTING • TELECASTING.

First phone license, no experience. Radio-television school grad. Draft exempt. Will travel. Box 735M, BROAD-CASTING • TELECASTING.

Production-Programming, Others

Station or agency radio-TV production man. Experience includes 1 kw Chicago area PD, announcing, continuity, news rewrite, TV and theatre production. Married, veteran, age 27. Northwestern B.S. in Speech (Radio). Both innate and acquired production sense. Ideal production staff addition with announcing, writing and art talent to wrap up the package. Box 706M, BROADCASTING • TELECASTING.

Program director, top independent and network experience. Box 708M, BROADCASTING • TELECASTING.

Capable woman immediately available: Experienced small station sales, public relations, mike, traffic, program. Box 709M, BROADCASTING • TELECAST-ING.

Program—Music director; university graduate, married, mature; experience in 50 kw radio-television affiliate; all phases radio-TV production-direction; teaching ability; excellent music ability. Box 713M, BROADCASTING • TELE-CASTING.

Qualified program director-announcer seeks affiliation with progressive independent. Five year experience in programming, production and all phases announcing. Want solid, permanent position with outlet in east. Request it, we'll send it. Box 732M, BROAD-CASTING • TELECASTING.

Sports and news director 3 years New England metropolitan stations. Play-by-play baseball, football, basketball. Gather, edit, broadcast local and regional news. Age 28, college graduate, single, will travel. Box 744M, BROADCASTING • TELECASTING.

Vet, draft exempt, available immediately. Sports director four years, experience all phases of sport. Will travel and sell. Send full details first letter. Contact Bob French, 8817 Houston, Chicago 17, Illinois, phone Bayport 1-3694.

Television

Announcers

Experienced in TV-AM. Announcing, directing and production. Some technical. Sports a specialty. Presently with major TV station. Desire position with progressive TV operation. Will arrange personal interview. Box 627M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Technical

Recent S.R.T. graduate loking for position in small TV station. Have TV and radio servicing background and some knowledge of film and movie cameras. Veteran, age 28. Photos on request. Box 465L, BROADCASTING • TELECASTING.

TV engineer, chief or staff: 4 years TV studio and transmitter experience with network owned station. Interested in good paying opportunity. Box 722M, BROADCASTING • TELECASTING.

Licensed technician, 10 years aural transmitter experience to 10 kw. Seeking position with California television station. Knowledge of video circuits. Presently employed, married, 32, car. 22 Hanover, San Francisco.

Production-Programming, Others

Young man with unusually full radio and TV background wishes one of the top production-program positions with new TV station. College degree, 2 years radio, 2½ years TV experience. Box 692M, BROADCASTING • TELE-CASTING.

For Sale

Stations

Southwest. 250 watts. Well equipped. Gross $2500 month. Asking $35,000. Terms. Box 718M, BROADCASTING • TELECASTING.

Notice of sale. Radio Station WWXL, including license and all physical property, will be sold at public auction by William H. Young, trustee in bankruptcy, 1225 Jefferson Building, Peoria, Illinois, on April 10, 1952, at 10:00 a.m. Write trustee for terms of sale and further particulars.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

Equipment, etc.

Tower—Wincharger, model 300, galvanized, guyed triangular, good condition, including beacon, tuning unit, lightning filter, transmission lines, as is, where is, Washington D. C. area. Make us offer. Box 622M, BROADCASTING • TELECASTING.

For sale—radio towers, at bargain prices, with base insulators, lighting equipment, guy cables and anchors. 5—300 foot towers, 3—360 foot towers, 3—260 foot towers. Box 633M, BROADCASTING • TELECASTING.

For sale: 10 kw Western Electric frequency modulation transmitter, model 506 B-2. Never been used. Box 673M, BROADCASTING • TELECASTING.

RCA 70C-2 turntable, $300. MI-11304. Relay power supply, $150. MI-11850C. Recording head, new $150. Two 77-D polydirectional microphones with 90-C boom stands, $150 each complete. 44BX velocity microphone, $60. Two 90A program stands $25 each. Two Weston 861 VU meters with multipliers $30 each. All excellent or new condition. Also 40C line amplifier $50. Box 698M, BROADCASTING • TELECASTING.

Magnacorder tape recorder PT63 A2 HX—amplifier—PT7-P EV mikes and other equipment used 15 hours. Must sell. Box 736M, BROADCASTING • TELECASTING.

A 300 foot Andrew 2 inch angle wrought iron tower. Offers accepted for quick disposal. All other equipment sold from previous ad. KGKB, Tyler, Texas.

Wanted to Buy

Stations

The owners of a successful small market radio station in a middle Atlantic state desire to expand their interests through the purchase of additional properties preferably in the east or south. If you are interested in selling your station to experienced broadcasters who will operate it in the best interest of your community, please write Box 664M, BROADCASTING • TELE-CASTING and your letter will be treated in confidence.

Wanted to buy. Radio station on Florida east coast. Prefer 250 watt fulltime. All replies will be held confidential. Address Box 721M, BROAD-CASTING • TELECASTING.

Equipment, etc.

Wanted: Flasher for single tower, photoelectric control unit and 250' RG-17/U or RG-19/U coax. Box 671M, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Wanted, all or any part 1 kw equipment. Need everything. Box 694M, BROADCASTING • TELECASTING.

Wanted — FM frequency modulation monitor. Prefer Hewlett-Packard 335-B. State condition, type and price. Box 699M, BROADCASTING • TELE-CASTING.

1000 watt transmitter, coaxial cable, field intensity meter, phase monitor or microphones. Write Box 725M, BROAD-CASTING • TELECASTING.

Two RCA 70-C or 70-D turntables. WLPM, P. O. Box 626, Suffolk, Virginia.

Miscellaneous

Owner profitable western station seeks TV financing. Box 719M, BROAD-CASTING • TELECASTING.

Help Wanted

Managerial

WANTED
Local Sales Manager

5,000 watt independent needs young experienced local Sales Manager. Terrific potential as yet not wholly developed. Wonderful opportunity for the right man. Box 642M, BROADCASTING • TELECASTING.

Salesman

Now looking for replacement in our Sales Department. Must be man with proven sales record in radio. Salary and commissions should run in excess of $7,000. Reply direct to Gene DeYoung, General Manager, Radio Station KERO, Bakersfield, California.

Situations Wanted

Television

Production-Programming, others

AVAILABLE IMMEDIATELY

top tv programming executive

EXPERIENCED NETWORK AND LOCAL OPERATIONS

Formerly program manager newspaper owned station, N. Y.

Formerly program manager network flagship station, N. Y.

Head of programming midwest division of national network, Chicago

EXCELLENT REFERENCES AND RECORD:

Kefauver Hearings
Richard Rodgers Tribute Show
Top Chicago network originations
Outstanding local programs
Responsible for syndication of first major feature film package in TV and creating first International TV Newsreel

Can build impregnable network or local program structure and support same before FCC.

Please contact: Box 743M, BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

(Continued on next page)

Employment Service (Cont'd)

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Schools

NBS GRADUATES
are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting *right now* for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men Housing Arranged

Write Today for Details

NORTHWEST
BROADCASTING
SCHOOL

"One of the Nation's Great Radio-TV Schools"
531 S. W. 12th Ave., Portland 5, Ore.

RCA Exhibit

RCA exhibited industrial television and electronic metal detection equipment at the National Packaging Exposition and Conference of American Management Assn. April 1-4 in Atlantic City. Company demonstrated its small industrial TV camera—used as a monitor device—in a "see yourself" setup, enabling visitors in RCA booth to see themselves on television. Eriez Mfg. Co., national distributor for RCA electronic metal detectors, demonstrated its line of magnetic separators with RCA products.

WWL MARKS 30TH ANNIVERSARY

Ceremonies Recall Station's Humble Start

WWL New Orleans celebrated its 30th anniversary March 31 in ceremonies which recalled its growth from 10 w to its present status of a 50 kw clear-channel station.

A mere $400 and the dreams of Jesuit priests of Loyola U. were funneled into electronic ingenuity to give the station its start three decades ago. Today, WWL, a CBS affiliate, serves 659,040 homes in 330 parishes and counties within its four-state primary coverage area.

In addition, listeners have picked up WWL's signal in all 48 states, Alaska, Guam, Israel, the Aleutian Islands and aboard ship in the English Channel.

As early as 1907 the Jesuit fathers began their work in radio. The success of the pioneer station, KDKA Pittsburgh, later fired the imagination of the radio-minded faculty and plans were envisioned for a similar station to serve New Orleans.

As time went by, a radio school was set up in the physics laboratory under the direction of young Father Edward Cassidy. Father Cassidy's "hams" did their part in helping defeat the enemy during World War I.

Father Cassidy and his co-workers were determined to build a broadcasting station but they had little money. A retired sea captain who had been admiring the Jesuits' work in wireless offered $400.

A wireless trunk set discarded from an old government ship was bought by Father Cassidy. Then on March 31, 1922, when the nation was cheering Dempsey's victory over Carpentier, and still mourning the untimely death of Enrico Caruso, WWL was born. President of the university, Father Edward Cummings, made the initial broadcast. Then a phonograph record of John McCormick singing "When Irish Eyes Are Smiling" was played.

During the trying years of World War II, both Loyola and WWL had at their helm the Rev. Thomas J. Shields, S.J., who is given much credit for the station's progress.



Mr. Summerville (l), compares a tube used today with a small tube held by Mr. Bloom. WWL used the smaller tube in 1922.

WWL also has applied to FCC for TV Channel 4.

Father Shields is soon to receive a change in assignment and his duties will be shouldered by the Rev. W. P. Donnelly, S.J.

General manager of WWL is Howard (Slim) Summerville, a veteran of 28 years of broadcasting, who joined the station in 1939. Another veteran is Chief Engineer J D. Bloom, who joined the staff in 1924.

Other present staffers include Larry Baird, commercial manager; Ed Hoerner, program director; Ray Liuzza, promotion manager; Don Lewis, news director; Flo Shannon, farm director; Bill Brengle, sports director, and Jill Jackson, women's director.

ADS BELIEVED?

Test Method Suggested

QUALITATIVE and quantitative analysis, used in balance, can aid advertisers in learning whether their sales messages are believed rather than merely read.

This theme was propounded by Steuart Henderson Britt, vice president and director of research of Needham, Louis & Brorby, Chicago, as he spoke to members of the American Marketing Assn. in Toronto last Monday.

One reason for the lack of believability, he said, was "almost identical claims" made by refrigerators, beer, whiskey, soaps and cars."

After contrasting the four basic methods of market research, Mr. Britt suggested that people in advertising "almost take them too seriously."

"We like to quantify," he said, "and love to make up tables and graphs and charts. As a psychologist, I find it becomes difficult to encompass the complexities of the human mind in bar charts and statistical tables."

Strictly Business

(Continued from page 12)

gest advertisers at that time, went into radio first in 1932 with sponsorship of Ida Bailey Allen and her women's commentaries.

Today, National Biscuit products —Premium, Ritz, and Graham crackers, Triangle Thins, etc.—are represented by Arthur Godfrey on CBS. (Company salesmen, Mr Oliva reports, say he does them a lot of good.) National Biscuit also sponsors a newscast on the full Don Lee network and is planning spots on 84 local stations.

"We're new in television," the advertising head explains, but his organization sponsors *Kukla, Fran and Ollie* and was surprised at the volume of mail it received when the show was cut to 15 minutes. "We answered all letters," Mr. Oliva said, "telling them we could only buy what the network offered—and that we were taking two segments to replace our former half hour."

The advertising executive's office —located in the largest manufacturing plant in Manhattan—overlooks the Hudson River, but the busy Mr. Oliva says he doesn't look out very often. He has other things to survey, if he wants, such as the just-awarded grand medal from the Art Directors' Club, which means that one National Biscuit poster was judged best in all classes, receiving the grand award. Other company posters won first, second, and third prizes in the bake goods classification.

Mr. Oliva and his wife, the former Ruth Schiele, live in Englewood, N. J., where, in his spare time, Mr. Oliva prefers golf to other activities. They have one son, George Jr., who is working on radio - TV for McCann - Erickson, Cleveland.

A member of the Assn. of National Advertisers, Mr. Oliva serves on the steering committee of the outdoor group and has just been named a director of Traffic Audit Bureau.

'ALERT AMERICA' SPOTS

Radio and TV Being Used

SERIES of radio and TV spot announcements featuring radio-TV personalities is being distributed to stations by the Federal Civil Defense Administration to promote its touring Alert America convoys.

Transcribed and filmed spots were made by John Cameron Swayze, John Daly, Jay Jostyn, Quentin Reynolds, Lowell Thomas and others. Stations are using the 50-second announcements in advance of the arrival of the convoys in New England, the Midwest, Southwest and Far West. Produced by FCDA's Audio-Visual Division under Jesse Butcher, the spots urge local citizens to see the convoy and learn about civil defense.

BROADCAST day has been expanded one hour to 1 a.m. at CKX Brandon, Man.

Southwest Scenic Mountain Area
$65,000.00

Network station serves isolated market. Ideal living conditions. Good plant and equipment. Liberal financing. Profitable under absentee ownership.

California Independent
$95,000.00

Profitable 250-watt daytime station, serving metropolitan market. Absentee ownership by persons unfamiliar with radio.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Docket Actions . . .

FINAL DECISION

Brazosport Bcstg. Co., Freeport, Tex.—FCC adopted initial decision granting 1460 kc, 500 w, daytime (original application, filed Nov. 28, 1950 [FCC ROUNDUP, Dec. 4, 1950], asked 1490 kc, 250 w, fulltime). Estimated construction cost $9,825. Principals are Kelly Bell, 75%, 66⅔% interest in law firm of Bell & Reavley and owner KOSF Nacogdoches, and J. C. Stallings, 25%, manager KOSF. Decision and order March 27.

OPINIONS AND ORDERS

By memorandum opinion and order FCC granted petition filed by Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla., for review of ruling examiner made at hearing on its application and those of Alabama-Gulf Radio, Foley, Ala., and WEBK Tampa, Fla., denying permission to Gulf Beaches to complete its testimony at further hearing to be held April 14, 1952, on engineering matters; set aside examiner's ruling; granted permission to Gulf Beaches, at further hearing, to offer testimony of John D. Callan and J. Tweed McMullen in support of non-technical aspects of its case. (Gulf Beaches and Alabama-Gulf both seek new stations to operate on 1310 kc, 1 kw, daytime; WEBK seeks frequency change from 1590 kc to 1300 kc, with its present power of 1 kw daytime.) Opinion and order March 27.

WTUX Wilmington, Del.—FCC granted authority to continue temporary operation until June 10, pending action on petition for rehearing and other relief filed Nov. 26, 1951, directed against Commission's decision released Oct. 12, 1950, denying license renewal because station allegedly broadcast horse-racing information said to be of value to gamblers. Order March 27.

New Applications . . .

TV APPLICATIONS

Spokane, Wash. — KHQ Inc., Ch. 6 (82-88 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 941 ft. (above ground 826 ft.). Estimated construction cost $331,896, first year operating cost and revenue not estimated. Applicant is licensee of KHQ Spokane; KHQ Inc. is owned by Spokane Chronicle Co., publishers of *Spokane Daily Chronicle* (evening), the Cowles Publishing Co., publishers of *The Spokesman-Review* (morning and Sunday), and Associated Farm Papers, publishers of *The Washington Farmer, The Idaho Farmer, The Utah Farmer* and *The Oregon Farmer*. President of Spokane Chronicle Co. and Cowles Publishing Co. is William H. Cowles Jr.; general manager is Harold E. Cassill, president and general manager of KHQ Inc. is Richard O. Dunning. Filed April 4.

Dayton, Ohio—Skyland Bcstg. Corp., UHF Ch. 22 (518-524 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 500 ft. Estimated construction cost $349,377.45 First year operating cost and revenue not estimated. Applicant is licensee of WVKO-AM-FM Columbus, WONE and WTWO (FM) Dayton and WKOL-AM-FM Elyria-Lin, Ohio. Filed April 4.

Chattanooga, Tenn. — Mountain City Television Co., Ch. 3 (60-66 mc), ERP 17.205 kw visual, 8.603 kw aural, antenna height above average terrain 1010 ft. (above ground 250 ft.). Estimated construction cost $538,18.58, first year operating cost $200,000, revenue $200,000. Principals are President Ramon G. Patterson (50%), manager WAPO Chattanooga, owner 25% interest in WAPO plus 50% interest in estate which in turn owns 50% interest in WAPO; Vice President Helen H. Patterson, program director of WAPO and wife of Mr. Patterson; Treasurer Will Cummings (50%), retired farmer, and three other persons who hold no interest in station. Filed April 1.

AM APPLICATIONS

Roanoke, Va.—Cy N. Bahakel, 1410 kc, 5 kw, daytime. Estimated construction cost $31,650.45, first year operating cost $40,000, revenue $60,000. Mr. Bahakel is licensee of WKOZ Kosciusko, Miss., and WKIN Kingsport, Miss. Resubmitted April 4.

Kinston, N. C.—Edwin J. Schuffman, 1230 kc, 250 w, fulltime. Estimated construction cost $18,341.55, first year operating cost $42,500, revenue $47,000. Mr. Schuffman is program director and 10% stockholder of WELS Kinston and has 33⅓% interest in Schuffman's Furniture Store, New Castle, Ind. Filed April 4.

Jackson, Ohio—Luther M. Jones, 1280 kc, 1 kw, daytime. Estimated construction cost $23,000, first year operating cost $36,000, revenue $48,000. Mr. Jones is a retired businessman. Filed April 1.

Narrows, Va.—H. J. Romanus, tr/as Giles Bestg. Co., 990 kc, 1 kw, daytime. Estimated construction cost $23,363.25, first year operating cost $30,000, revenue $36,000. Mr. Romanus is retail dry goods merchant, owns controlling interest, manages and operates stores in Narrows and Pearisburg, Va. Filed April 1.

TRANSFER REQUESTS

KLOK San Jose, Calif.—Involuntary assignment of CP and license from E. L. Barker and Claribel Barker, general partners, and T. H. Canfield and Opal A. Canfield, limited partners, d/b as Valley Bcstg. Co., to E. L. Barker and Claribel Barker, general partners, and Paul Grim, special administrator of estate of T. H. Canfield, deceased, and Opal A. Canfield, limited partners. Interest to be transferred from Mr. Canfield, deceased, to Mr. Grim is 15%. No monetary consideration. Filed March 28.

KCSJ Pueblo, Col.—Transfer of control from The Star Bcstg. Co. Inc. to Douglas D. Kahle and Robert L. Clinton Jr. for a total consideration of $78,750. Mr. Kahle, to have 67% interest, is general manager and already owns 1% interest in KCSJ. Mr. Clinton, to have 33% interest, is commercial manager of KCSJ. The Star Bcstg. Co. Inc. is now owned by KMYR Bcstg. Co. (67%), A. G. Meyer (17%) and F. W. Meyer (17%) for total of 99% interest. Filed April 1.

KCSJ Pueblo, Col.—Assignment of license from A. G. Meyer and F. W. Meyer, d/b as The Star Bcstg. Co. Inc., to Douglas D. Kahle and Robert L. Clinton Jr., d/b as Star Bcstg. Co., under lease arrangement for ten years at base annual rental of $12,000 and with option for Messrs. Kahle and Clinton to extend terms of lease upon expiration for another decade. Contingent upon FCC grant of transfer of control of station to Messrs. Kahle and Clinton. Filed April 1.

[Note: KCSJ Pueblo, Col., transfer and assignment transaction, in two parts as noted above, will place full control of KCSJ in hands of Douglas D. Kahle and Robert L. Clinton Jr., upon FCC approval. First application is for transfer of 990 shares of stock (99%) of The Star Bcstg. Co. Inc., licensee of KCSJ, from KMYR Bcstg. Co. (650 shares), A. G. Meyer (170 shares) and F. W. Meyer (170 shares) to Messrs. Kahle and Clinton, d/b as partnership. (Remaining 10 shares [1%] now held by Mr. Kahle will be transferred to partnership so partnership will control all authorized and issued stock of company.) Second part of transaction, contingent upon FCC approval of transfer of control, is to assign license of KCSJ from The Star Bcstg. Co. Inc., all of stock of which will then be owned by partnership, to Messrs. Kahle and Clinton. Physical assets of station KCSJ are not included in the assignment. Reason for two-step transaction is because transferors desire to sell corporate stock rather than its assets. On the other hand, partnership desires to operate KCSJ as partnership licensee rather than as stockholder in corporate licensee.]

WJPS Evansville, Ind.—Acquisition of control WJPS Inc. by Robert S. Davis, Nettie R. Davis and Hazel D. Seacat. J. Porter Smith held 11,875 shares common stock, no par value; he transferred 200 shares to Mr. Davis, 250 shares to Mrs. Davis and 250 shares to Mrs. Seacat (sister of Mr. Davis), leaving Mr. Smith with 11,375 shares. While stock has actually been transferred on books of corporation, no change in management and no change in board of directors has been made or is contemplated. It was believed that no prior FCC approval was necessary because stock transfer did not give Mr. Davis control in his own right. Sale was to provide capital for construction of new residence costing $23,900 and to prevent sale of stock on open market. Filed April 1.

KUGN Eugene, Ore. — Transfer of negative control from O. E. Berke and P. R. Berke to Ewing C. Kelly. The Messrs. Berke, who each hold 25%, will sell total of 5% to Mr. Kelly for $4,602.91 (leaving them with total of 45%); in addition, Mr. Kelly has option to buy remaining 45% within the next two years for $41,426.19 plus 5% interest rate from time sale closed following FCC approval. If Mr. Kelly does not buy remaining 45% within two year period, the Messrs. Berke have option to buy the 5% interest sold to Mr. Kelly for $4,602.91. (Other 50% of KUGN owned by C. H. Fisher.) Filed April 2.

WSKB McComb, Miss. — Assignment of license from H. Bee Wood, trustee in bankruptcy, to Lester Williams for $25,800. Mr. Williams owns 73⅓% interest in and is manager of WCJU Columbia, Miss.; owns 49% interest in and is manager of Columbia Publishing Co., Columbia; is sole owner of *Rural Life* (monthly farm magazine); former owner of *Tylertown Times*, Tylertown, Miss., and former 48% owner of *Picayune Item*, Picayune, Miss. Filed April 2.

WBML-AM-FM Macon, Ga. — Relinquishment of negative control from E. D. Black and E. G. McKenzie to Allen M. Woodall through transfer of 25 shares each out of 75 shares each (or total of 50 shares out of 150 shares) from Messrs. Black and McKenzie to Mr. Woodall for $16,666.66, to be paid to each of sellers. Mr. Woodall owns ⅓ interest in WDAK Columbus, Ga., ¼ interest in WCOS-AM-FM Columbia, S. C., and 1/5 interest in WRDW Augusta. Filed April 2.

(Also see Actions of the FCC, page 102)

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH APRIL 3

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,337	2,320	93	326	220
FM Stations	642	573	81	9	10
TV Stations	108	97	11	523	183

CALL ASSIGNMENTS: KLWO Dallas, Tex. (Lakewood Bcstg. Co., 1480 kc, 1 kw LS, 500 w N); KWSK Pratt, Kan. (Pratt Bcstg. Co., 1570 kc, 250 w D); WTUS Tuskegee, Ala. (580 kc, 500 w D); WRDB Reedsburg, Wis. (1400 kc, 250 w unl.); WPDR Portage, Wis. (Portage Bcstg. Co., 1350 kc, 1 kw D); WSWF Fort Myers, Fla. (Robert Hecksher, 1410 kc, 1 kw D); WIUK Iuka, Miss. (R. W. Towery, 580 kc, 1 kw D); KSCY Searcy, Ark. (1450 kc, 250 w unl.); WCNL Central City, Ky. (Central City-Greenville Bcstg. Co., 1380 kc, 500 w D); KGMS Sacramento, Calif. (Capitol Radio Enterprises, 1380 kc, 1 kw D); WHVF Wausau, Wis. (1230 kc, 250 w unl.); WHWD Hollywood, Fla. (Circle Bcstg. Corp., 1320 kc, 1 kw D); WSHF Sheffield, Ala. (Daylight Bcstg. Co., 1380 kc, 1 kw D); WPAA Mayaguez, P. R. (Jose Ramon Quinones, 1190 kc, 250 w unl.); WKOV Wellston, Ohio (Stephen H. Kovalan, 1570 kc, 250 w D); WVKO Columbus, Ohio (Sky Way Bcstg. Co., 1580 kc, 1 kw D); WGAR-FM Cleveland, Ohio (The WGAR Bcstg. Co.); WJOI-FM Florence, Ala. (Florence Bcstg. Co.); KPOC-FM Pocahontas, Ark. (Pocahontas Radio Inc.); WCPS-FM Tarboro, N. C. (Coastal Plains Bcstg. Co.); WVLN-FM Olney, Ill. (Olney Bcstg. Co.); WPRS-FM Paris, Ill. (Paris Bcstg. Co.); WSAI-FM Cincinnati, Ohio (Buckeye Bcstg. Co.); WAUG-FM Augusta, Ga. (Garden City Bcstg. Co.); WDWD-FM Dawson, Ga. (Dawson Bcstg. Co.); WIST-FM Charlotte, N. C. (The Bcstg. Co. of the South); KXKX (FM) San Francisco (Electronic Service Corp., changed from WGSF [FM]); KEEP Twin Falls, Ida. (Radio Sales Corp., changed from KVMV); WOWL Florence, Ala. (Daylight Bcstg. Co., changed from WMFT); WICE-AM-FM Providence, R. I. (Narragansett Bcstg. Co., changed from WDEM-AM-FM); WOSA (FM) Merrill, Wis. (Alvin E. O'Konski, changed from WLIN-FM); WBRI (FM) Detroit, Mich. (Booth Radio & Television Stations Inc., changed from WJLB-FM); KTAC Tacoma, Wash. (Tacoma Bcstrs. Inc., changed from KTBI); WDBQ-AM-FM Dubuque, Iowa (Dubuque Bcstg. Co., changed from WDBQ (FM) and WKBB); WTNS Birmingham, Ala. (Pilot Bcstg. Co., changed back from WILD); KONG Visalia, Calif. (Tulare County Bcstg. Co., changed from KKIN); KCAP Helena, Mont. (Lewis & Clark Bcstg. Corp., changed from KFDW); KEAR San Mateo, Calif. (Bay Radio Inc., changed from KSMO); WIAC San Juan, P. R. (Radio Station WIBS Inc., changed from WIBS); WKAQ San Juan, P. R. (El Mundo Bcstg. Corp., changed from WIAC); WOOD-TV Grand Rapids, Mich. (Grandwood Bcstg. Co., changed from WLAV-TV), and WTIX New Orleans, La. (Royal Bcstg. Corp., changed from WHHW).

Record Brush

A SMALL record brush, which attaches to the tone arm of any pick-up and sweeps the disc clean as it is being played, is now being marketed nationally. Brushes are being made by Permo-Fideliton, Chicago, after the product was designed in collaboration with Mystik Adhesive Products, Chicago. Firm says brush is made of hair from ears of Chinese mountain goats.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Marks

YOU'RE NOT WORTH MY TEARS

On Records: Three Suns—Vic.; Jack Richards — King; Mills Brothers — Dec., Rosemarie — Mer.; Art Mooney — MGM; Dolly Dawn—Jubilee.

On Transcriptions: Mindy Carson—Associated; Dolly Dawn—Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



SEVENTH ANNUAL reunion of the U. S. Radio Mission to European Theatre of Operations was held in Chicago March 30 in connection with the annual convention of NARTB. Present were (clockwise from left) William S. Hedges, NBC vice president; Martin B. Campbell, WFAA Dallas; NARTB Board Chairman Justin Miller; J. Leonard Reinsch, managing director, Cox Radio and TV Stations; Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING; Clair R. McCollough, Steinman Stations, winner of VIP-ers award for meritorious service to radio for 1952; Joe Csida, editor, *The Billboard;* Col. Harry Wilder, WSYR Syracuse; Morris Novik, radio consultant; Col. E. M. Kirby, Army radio-television director and escorting officer of the 1945 mission; Joseph H. Ream, executive vice president, CBS; and Robert D. Swezey, WDSU-AM-FM-TV New Orleans. Not present were John E. Fetzer, WKZO Kalamazoo; Mark Woods, Woods & Warwick; Abel Green, *Variety;* and Jack Alicoate, *Radio Daily.*

Affiliates Committee

(Continued from page 71)

record in this matter of rates. In fact, some of the most important deviations are attributable to them. They are in a difficult position, it is appreciated, but this must be straightened out."

The resolution on network relationships recognized "that particularly in view of the current uncertainty among many of radio's principal clients as to the extent of the inroads which television will make upon other media including radio, there is considerable question concerning the proper steps to be taken to insure the continued strength and prosperity of radio."

Confidence Expressed

The resolution expressed confidence that affiliates "are perfectly willing to consider open-mindedly any suggestions made by the networks with a view to improving network service or increasing its value to the public and to advertisers," asking only that the networks consider affiliates' recommendations open-mindedly:

"Therefore, be it resolved, that the network affiliates . . . reaffirm their confidence in the power and efficacy of network radio, and assert their willingness fairly and objectively to consider any and all efforts reasonably calculated to strengthen, improve or protect the position of network radio as a public service and advertising medium; and,

"Be it further resolved, that said affiliates earnestly petition the networks to refrain from any action which might in any respect modify the pattern of network radio or the basic arrangements between networks and their affiliates, without full and frank consideration with their respective affiliates of the reasons for such action and the end to be attained by it, with due regard to long-term industry values as compared with immediate competitive gains or curtailment of temporary losses, and with like regard to the encouragement of the solidarity of the industry incumbent upon them as a dominant factor in it; and further petition the networks to exert their greatest efforts to re-establish the essential dignity, prestige, and stability of network radio."

The rate-card resolution noted "a tendency on the part of certain individual stations, involved in competitive situations, to look with favor on . . . proposals to desert their published rate cards, in fact in some cases to have approached both local and national advertisers with solicitations for future business at rates well below their published figures."

Such practices, the resolution continued "have as their ultimate result the depreciation of the value of individual radio stations . . . and the confirmation of the belief already held in some quarters that radio as a medium is in desperate circumstances and that individual station operators are ready and willing to prostitute their properties in order to obtain revenue, the combination inevitably leading to the ruination of the industry;

"Therefore, be it resolved that all radio station operators give thought to this dangerous situation, take effective measures to insure the maintenance of their own rate cards, and use such methods of persuasion as seem most desirable to inhibit such practices."

There was no call for further financial contributions toward committee activities, Treasurer George B. Storer reporting that $19,083 had been collected and $7,288 spent. Expenditures include fees for legal counsel and reimbursement of committee members at the rate of seven cents a mile for their most recent meetings. They paid their own expenses at initial sessions. A total of 354 stations had supported the committee financially.

Queen Juliana's Visit

QUEEN JULIANA'S arrival in the U.S. with Prince Bernhard Wednesday and her address to Congress Thursday received almost full network radio and television coverage, with only ABC-TV and DuMont not carrying the events. Arrival ceremonies for the Netherlands' Queen were carried live by CBS Radio and CBS-TV, using WTOP-AM-TV Washington facilities, and her address (also live) by NBC-TV MBS, ABC radio and WOR-TV New York. Tapes of speech were carried same day by NBC radio, CBS Radio and WJZ New York. At request of U. S. State Dept., NBC-TV made kinescope of Queen Juliana's Congressional address, had Dutch continuity dubbed in by a member of the Netherlands' New York consulate, and flew the film on a KLM plane to Europe, where it was to be shown on Dutch television Friday.

REGULATION W

Appliance Dealer Views

APPLIANCE retailers are about evenly divided on the question of whether Regulation W (consumer credit restrictions) should be extended with other controls after June 30, according to a survey by the National Appliance and Radio-TV Dealers Assn.

The membership survey revealed that 45% favored retention and 45% favored abolition of the credit regulation. The remaining 10% requested it be kept on the books as a "standby" measure. The survey was based on a questionnaire issued with NARDA's newsletter, *Appliance & Radio-TV Dealers News.*

Members also were polled on wage-price controls. A majority of 61.3% felt they no longer are necessary and only 11.3% wanted continuance. Another 27.4% favored controls on a standby basis.

Regulation W in the Defense Production Act now calls for a minimum 15% down payment and 18 months maturity on installment purchases of radio and television receivers.

KTLA (TV) Leases Films

KTLA (TV) Hollywood has leased 20 feature films, produced or released by Lippert Pictures Inc. during 1949-50, from Tele Pictures, Los Angeles, under two-year contract of unlimited runs.

Resolutions

(Continued from page 26)

a one-TV-station market and that in Detroit, where there are three stations, WWJ's radio volume was down 20% last year.

Somebody wanted to know how a TV station fixed its initial rate. Mr. Hough observed that "that's between you and God."

Mr. Compton made clear that he felt that "any man who gives in to a minimum-crew demand [by a union] is going to wreck us," and that it should be made clear to unions that "minimum or maximum crews are a prerogative of management."

RADIO'S IMPACT

Cited by Zeckendorf

"IF WE woke up tomorrow morning and found that no advertising was permitted on radio . . . we would have the greatest financial catastrophe this country has ever known," William Zeckendorf, president of Webb & Knapp, New York realtor and former driector of ABC, told the Sales Executives Club in New York Tuesday.

Mr. Zeckendorf's talk was the result of his being included in the list of "America's 12 Master Salesmen," which is the title of a book being issued by B. C. Forbes Pub. Co.

Radio's master salesman was Mary Margaret McBride, ABC commentator and the only woman included in the book, who, to prove her point that women are not necessarily "long-winded," gave a terse acceptance speech at the same luncheon meeting.

"The frontiers of business are greater now than they ever have been and are, in fact, cruelly infinite," Mr. Zeckendorf said. Citing the important role in American economy played by selling, he described salesmanship as "probably the greatest factor in this nation which raises our standard of living above that of the rest of the world."

To prove his point "in reverse," he made the supposition that advertising not be permitted on radio, which, he said, would result in economic catastrophe. Volume of cigarette sales, alone, would drop 25%, he estimated.

"I believe that the stimulant from advertising has caused and created that extra volume of business for most corporations dealing in advertised products," Mr. Zeckendorf continued. "And those who don't deal in advertised products get the benefit of the progress in success and prosperity of those who do."

Again referring to broadcast advertising, he said he could not even estimate, just in terms of employment, what would happen "if the hundreds of products that have been introduced since it's become possible to reach into a home" were denied access to radio.

ABC-UPT MERGER

Hearings Recessed

ATTEMPT to saddle American Broadcasting-Paramount Theatres Inc. directors with the burden of anti-trust violations of Paramount Pictures Inc. was angrily opposed by Leonard H. Goldenson, president of United Paramount Theatres Inc., last week at the FCC hearings on the proposed merger of UPT with the American Broadcasting Co.

Two-day cross-examination of Mr. Goldenson was marked by acrimonious exchanges between DuMont Counsel Morton R. Galane and UPT Counsel Duke M. Patrick.

FCC hearings were recessed until April 14, following the completion of Mr. Goldenson's cross-examination. When they resume, the following schedule of witnesses will be followed:

1. Gordon Brown, owner of WSAY Rochester, N. Y., and longtime foe of networks, will appear as a public witness to oppose the merger.

2. DuMont officials will appear in rebuttal to the testimony favoring the merger.

3. Witnesses in the issue concerning the transfer of Paramount Pictures, half-interest in WSMB New Orleans to UPT will be heard.

4. Cross-examination by FCC Counsel Frederick W. Ford of Paramount Pictures and UPT directors concerning specific theatre acquisitions will be undertaken.

Denies Responsibility

Denial that the responsibility of Paramount Pictures anti-trust violations can be laid to AB-PT executives was made by Mr. Goldenson on the ground that only six of the 18 AB-PT directors ever had anything to do with the producing company. They were, he said, himself, John Balaban, A. H. Blank, Walter W. Gross, Robert H. O'Brien, Robert B. Wilby.

Of the other 12 directors, five of them will come from ABC, Mr. Goldenson pointed out. They are Edward J. Noble, Robert E. Kintner, Earl E. Anderson, Robert H. Hinckley, Owen D. Young.

The other seven directors are from other industries, he emphasized. They are John A. Coleman, Adler, Coleman & Co., brokers; Charles T. Fisher Jr., president, National Bank of Detroit; E. Chester Gersten, president, Public National Bank & Trust Co., New York; Robert L. Huffines Jr., president, Burlington Mills Corp.; William T. Kilborn, president, Flannery Mfg. Co., Pittsburgh; Walter P. Marshall, president, Western Union Telegraph Co.

"ABC will have prudent business practices because of the men who are operating that business," Mr. Goldenson said. "Mr. Kintner is president and will continue to be president of the American Broadcasting division. He is subject to the control of the board of directors, composed of seven who are independent and had no previous connections with Paramount Pictures Inc., five of whom have been associated with ABC, and six of whom have been associated in the past with the management of the theatres of Paramount Pictures Inc.

"It is and has been our desire to operate our business in the spirit and in the principles laid down in U. S. v. Paramount [the consent decree] and that we will have prudent, sound and fair management operating these respective businesses—whether they be theatres or whether they be the American Broadcasting division. . . ."

During his cross-examination, Mr. Goldenson was asked how the value of $14.70 per ABC share was arrived at when its book value indicated that the stock was worth $3 per share. He answered that ABC with five TV stations in five of the six top markets was assumed to have a potential of about five times its book value.

In his answers regarding the future of radio and TV, Mr. Goldenson made these remarks:

"I think the real vitality in the future of TV is in live broadcasting. TV has the opportunity to do things I do not think any other medium has. It is unlike the stage, it is unlike motion pictures, it is unlike radio. I think it has the opportunity of getting behind the scenes, such as the Kefauver hearings indicated, such as MacArthur arriving in San Francisco, and things of that nature."

The future of radio is still bright, Mr. Goldenson declared. He repeated what he had said in his direct testimony—that there are radio sets in 22 million automobiles, that there are multiple receivers in homes, that people can listen to the radio while doing other things.

"Radio, by pinpointing itself to its particular markets, in my opinion, can develop a great vitality and serve a great need which TV cannot serve," he said.

"I find that a great number of people who formerly watched TV to a great extent are now shifting back to radio when they want to read magazines or books. They may want to do other things in the home and they may be listening to the radio while they are doing these other things."

Is it possible that TV will grow to such an extent that the broadcasting division will contribute more to the merged company's earnings than theatres, Mr. Goldenson was asked by Mr. Ford. He answered that that is possible.

In the course of DuMont counsel's position that the capital strength of the merged company would leave DuMont trailing a "bad fourth" among TV networks, FCC Hearing Examiner Leo Resnick was prompted to remark:

"I am not prepared to say that leaving DuMont a bad fourth has no effect on the competitive situation. DuMont does appear to be the remaining unmarried sister in the family of four and is objecting to the engagement of the American Broadcasting Co."

Recommendation that the FCC look into the question of whether the proposed merger of ABC and UPT violates the 1949 U. S. v. Paramount consent decree, which forbade the combination of producers and exhibitors, was made last week in a letter to FCC Chairman Paul A. Walker by the American Civil Liberties Union. The ACLU has had an observer at all the hearing sessions.

On the other hand, the ACLU also recommended that the Commission consider whether approval of the merger would strengthen ABC so that it is "better able to compete with the two dominant networks [NBC and CBS] and thus enlarge the area of diversification."

VOA MONEY

House Unit Hears Collins, Asks $27.5 Million For Voice

LARGELY on the strength of vigorous military support and radio's effectiveness in piercing the Iron Curtain, the Voice of America could be a financially stronger operation after July 1.

A glowing testimonial to the "enormous benefit" of U. S. transmitter bases abroad for military use and the effectiveness of shortwave broadcasting could very well turn the tide money-wise for the Dept. of State in fiscal 1953.

VOA transmitters would aid the U. S. armed forces and other friendly nations "in time of war" and overall are vital in the "psychological warfare for men's minds," Gen. J. Lawton Collins, Army chief of staff, had advised a House Appropriations subcommittee.

Proof of the efficacy of the Collins testimony was evidenced by the full House Appropriations Committee in a mid-week report voting more funds for VOA operation during the coming fiscal year. The House was to vote on the expenditures late Friday.

Large appropriations were approved by the House group, which noted in its report that radio broadcasting "is our most effective way of reaching the people behind the Iron Curtain." The committee allotted $27.5 million of $30 million requested for this activity. The reduction, it was explained, "will in no way interfere with the effectiveness of that operation." VOA received $19.8 million plus in regular appropriations this fiscal year.

Additionally, the committee earmarked $20.5 million for nine station projects—a paring of $16,227,086—covering two more sea-borne relay stations and five overseas transmitter projects looking toward "completion of a ring of radio broadcasting facilities . . . (in) critical target areas throughout the world." A bid for two new one-megowatt (1 million watts) home base, domestic stations at $7,280,790 each was denied. Two such transmitter units already are under construction on the east and west coast [CLOSED CIRCUIT, March 31].

The House group thus voted a substantial boost over '52 in funds for broadcasting operations and acquisition of new radio facilities.

Senate Holds Hearings

Meanwhile, a counterpart subcommittee has begun hearings on the Senate side. The House hearings were held early last month.

Budget requests were sharply criticized by Rep. Cliff Clevenger (R-Ohio). Noting that it calls for six and a half times the 1951 figure, Rep. Clevenger asserted: "If this broadcasting is the most effective medium, let us discontinue some of these other things which will not bring home the bacon."

Appearing for the State Dept. were Dr. Wilson Compton, new International Information Administrator; Foy Kohler, chief, International Broadcasting Services; George Herrick, chief engineer; Ben Gedalecia, former ABC research director and member of the OWI during World War II, and others.

NARTB was commended by Mr. Kohler for its "activities and great interest" in helping the State Dept. to enlist personnel for job gaps, especially electronics engineers whom he described as a "bottleneck" in recruitment. He lauded the association for its "generous gesture" in using its facilities "for reaching these people."

Sum of $6,550,000 was allowed by the committee for special projects and media evaluation surveys on the basis of testimony.

Radio research projects are aimed to assure that development of the "ring" project is in line "with latest scientific discoveries and inventions capable of providing more efficient means of penetrating the 'electronic curtain' of Soviet jamming."

Zenith on ABC

ZENITH Hearing Aid Division of Zenith Radio Corp., Chicago, will sponsor 10 minutes of *Monday Morning Headlines* on ABC each Sunday from April 20 through BBDO, same city. Show is broadcast for 15 minutes weekly at a different time for each zone. Seeman Bros., for Air-Wick, sponsors opening five minutes.



at deadline

HOPE TO CONSOLIDATE FILM STANDARDIZATION

INDUSTRYWIDE action by technical groups to bring all TV film standardizing studies under one roof to be started by joint committee created under NARTB auspices.

Move started by NARTB Recording and Reproducing Standards committee, revived last week with Neal McNaughten, NARTB engineering director, as chairman. Inactive several years, committee studies during last decade ended confusion in disc and tape recording by setting up uniform standards. Proposed changes in these standards based on practical use will be considered by committee.

Film standards, both optical and sound, now being worked out piecemeal by Institute of Radio Engineers, Society of Motion Picture and Television Engineers, Radio-Television Manufacturers Assn. and NARTB. Work is to be correlated and results analyzed on systematic basis.

NARTB group has created two new subcommittees covering disc and magnetic recording. Heading disc subcommittee is K. R. Smith, Allied Record Mfg. Co. Topics to be studied include thickness of pressings, fine grooves, speeds and reference discs.

W. Earl Stewart, RCA-Victor division, heads magnetic subcommittee. Topics cover timing limits, frequency response at different speeds, reel thickness, reference tape, half-track recording and signal-to-noise ratio.

THEATRE TV PLANS

REQUEST for information on plans for common carrier facilities for theatre TV was asked of AT&T, Western Union and Independent Telephone Assn. in letter from FCC last Thursday. Identical letters asked that following information be worked up for presentation at hearing, scheduled for May 5: (1) Existing or planned intercity TV links; (2) new developments in broadband transmissions; (3) ability of common carriers to expand TV networks to provide for theatre TV requirements; (4) experiences in providing theatre-TV services, and (5) intracity plans for theatre TV pickups and remote pickup facilities.

CIVIL LIBERTIES COMPLAINT

QUESTION of black listing in radio-TV because of alleged associations or beliefs will be put up to FCC in complaint to be filed this week by American Civil Liberties Union, citing specific persons, stations, and networks. Complaint, being prepared last week, is based on radio-TV blacklisting report made for ACLU by Merle Miller and being published Wednesday by Doubleday & Co. as book titled *The Judges and the Judged.*

WESTERN UNION REPORT

WESTERN UNION Telegraph Co. reported Friday February gross revenue of $16,675,319, amounting to net of $246,154 after provision of $369,000 federal income taxes, as compared to February 1951 gross of $15,314,258 with net of $471,497 after $264,000 for taxes, Revenues for first two months this year totaled $34,318,866—increase of $2,552,296 or eight per cent over comparable period last year—with net of $528,712 after provision of $767,000 for taxes.

50¢ ON RCA COMMON

FIFTY CENTS dividend on RCA common stock, payable May 29 to holders as of April 18 close, was declared by RCA board Friday. Dividend of 87½ cents per share was voted for April 1-June 30 period on first preferred stock, payable July 1 to holders as of June 9.

Business Briefly

(Continued from page 5)

8 to 10 p.m. Kenyon & Eckhardt, New York, is agency appointed to plan and prepare show.

HOPALONG ON RADIO ● General Baking Co., New York (Bond bread), through BBDO, same city, understood to be considering placing half-hour radio version of *Hopalong Cassidy*, once a week in number of non-TV markets.

JELKE CONSIDERS RADIO ● John F. Jelke Co. (Jelke margarine), division of Lever Bros., New York, through its newly appointed agency, Hewitt, Ogilvy, Benson & Mather, New York, understood to be considering quarter hour radio show five times weekly on spot basis.

KORDOL NAMES JONES ● Kordol Corp. of America, N. Y., has appointed Duane Jones Co., N. Y., to handle Dordolin, drug product to relieve arthritic and rheumatic pains. Newspapers, radio and TV spots will be used.

TODAY SPONSOR ● Mystic Foam Corp. (rug and woodwork cleaners), Cleveland, to sponsor 8:15-8:20 a.m. Wednesday segment of NBC-TV's daily *Today*, starting this week. Agency: Carpenter, Cleveland.

'VOICE' FUNDS AXED

IN SHARP reversal, House late Friday axed funds for State Dept. Voice of America and other activities. Chamber deleted $20.5 million for five new overseas stations and two sea-borne projects, and pared information budget from $133 million to $85.5 million, including VOA broadcast money. (See early story page 109.)

KENYON & ECKHARDT SHIFTS

IN REALIGNMENT of copy department at Kenyon & Eckhardt, N. Y., Garth Montgomery, vice president in charge of radio and TV, moves to copy department as one of its supervisors, retaining his vice presidency, along with Leslie Munro and Howard Wilson, who were appointed vice presidents last week. Meanwhile, Werner Michel will become acting director of radio-TV department until another appointment is made.

HICKERSON AGENCY

J. M. HICKERSON, who resigned from presidency of Albert Frank-Guenther law last month, reestablishing his own agency, J. M. Hickerson Inc., at 270 Park Avenue in New York, as a creative copy agency with efforts directed at hard selling campaigns.

PEOPLE . . .

DONALD A. NORMAN, KNBH (TV) Hollywood sales manager, appointed manager to succeed Thomas B. McFadden, new director of NBC National Spots Sales (see story, page 29), James M. Gaines, NBC vice president of owned stations, said Friday. Associated with NBC since 1943, Mr. Norman has been spot sales manager for western division, account executive in national spot sales, and sales director of WNBC and WNBT (TV) New York before being named KNBH sales manager in July 1950. Previously, he was field supervisor for A. C. Nielsen Co. and, before that, with Standard Brands for four years.

EUGENE KATZ, executive vice president of KATZ agency, station representative, to talk on film programming needs of local video outlets at Television Film Council's quarterly forum, to be held in New York Wednesday. **CAROLYN BURKE**, NBC's only woman TV producer, to speak on integrating film in live shows, and **DR. A. N. GOLDSMITH**, RCA chief consultant, to discuss future TV trends. Entire agenda of day-long forum, to be held in Warwick hotel, will be keyed to TV problems.

GEORGE DIRADO, formerly with Raytheon Co., Watham, Mass., appointed assistant to president of CBS-Columbia Inc. to succeed Mort Barron, recently appointed assistant sales manager.

JOSEF C. DINE, director of NBC press department, has been appointed director of public relations of Ziv Television Programs Inc., John Sinn, Ziv president, announced in a statement for publication today. Mr. Dine joined NBC six years ago. His successor at NBC has not been named.

O'NEIL, WHITE TO BE AT GENERAL TIRE EXHIBIT

THOMAS F. O'NEIL, General Tire & Rubber Co. vice president, president of Lee Enterprises and chairman of MBS, and Frank K. White, MBS president, are scheduled to be present in Washington tomorrow (Tuesday) at General Tire's elaborate exhibit in Statler Hotel. Day has been marked as "William O'Neil Day" honoring General Tire president. Exhibit shows various products and interests of General Tire, parent company of Lee Enterprises—Yankee, Don Lee and WOR divisions—and 58% owner of MBS. Radio-TV properties and interests occupy first spot inside exhibition door. Hidden TV camera picks up entering visitors, relays their picture to large TV receiver at one end of radio-TV display. Washington is first city to see exhibition. After April 16 it will probably go to Akron, General Tire headquarters.

EDUCATIONAL SERIES

INSIDE OUR SCHOOLS, educational series produced by local stations with *Life* magazine and currently on WNBC and WNBT (TV) New York after having been on WHAS-TV Louisville, WRGB-TV Schenectady, and KSD-TV St. Louis, to be seen on following schedules: WEWS-TV Cleveland, Friday to end of school year; WDTV (TV) Pittsburgh, April 27 to May 3; WJBK-TV Detroit April 28 to school year's end; WFBM-TV Indianapolis, April 28 to May 9, and WCPO-TV Cincinnati, May 5-11. Other stations to focus on local schools at dates to be announced, include KNBH (TV) Los Angeles, WPTZ-TV Philadelphia, WSPD-TV Toledo, WTOP-TV Washington and WLWD-TV Dayton.

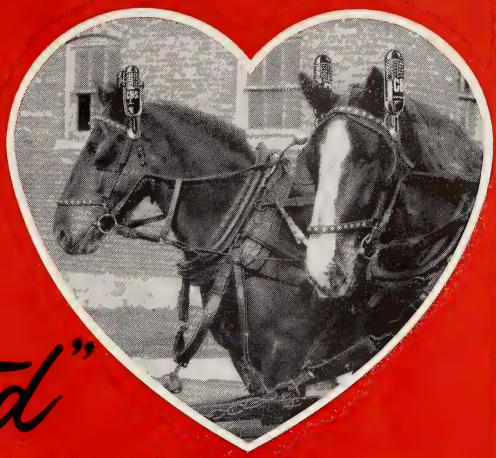
"IN THE HEART OF AMERICA . . .

It's The

KMBC KFRM

Team and It's

Wholehearted"



7½ MILLION "HANDS HIGH"...

Measurement, in equestrian vernacular, is expressed in "hands." By these standards the KMBC-KFRM Team is well on its way to 7½ million *"hands high."* Why 7½ million? Because that is the number of hands on the 3¾ million people living within the half millivolt contour of The Team – and those are the hands which daily take the measure of The KMBC-KFRM Team and which have applauded and lifted The Team to the number one spot in the Heart of America!

The tremendous lead of The Team is now being increased by the affiliation of KFRM with the CBS Radio Network. That means the addition of CBS service to the outstanding local programming of KFRM by KMBC of Kansas City that has made KFRM the favorite of the people of Kansas. It means a host of new listeners are joining the thousands who daily ride the wagon drawn by The KMBC-KFRM Team. In this step, The KMBC-KFRM Team becomes *"CBS for the Heart of America"* and in doing so brings about a greater sales potential for KMBC-KFRM advertisers, for those same measuring "hands" also hold the purse strings in the Heart of America! Write, wire or phone KMBC-KFRM, Kansas City, Missouri, or your nearest Free & Peters Colonel!





TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The **KMBC-KFRM** *Team.*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

Namesakes of a voice . . .

WWJ's "LAURA"



Lady LAURA



Baby LAURA



LAURA HEIFER

And they're all real—the thoroughbred West Highland White Terrier duly registered with the American Kennel Club as "Lady Laura"; the baby "Laura" who arrived a few hours ahead of schedule while her parents tuned in WWJ to while away anxious moments futilely waiting for a cab to take them to a hospital; the Flushing, Michigan, farmer who listened nightly and showed his appreciation by naming the queen of his dairy herd "Laura Heifer".

Real, too, are the thousands of 2:05-6:00 A.M. listeners to "Lovingly Yours, Laura". You can reach those thousands at surprisingly low cost.

Ask any Hollingbery man.

WWJ AM-FM
Basic NBC Affiliate

FIRST IN DETROIT *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

APRIL 14, 1952

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

levision's Freeze Is Lifted
Page 23

ew Battle Lines s McFarland Bill
Page 25

LU Asks FCC Probe f 'Blacklisting'
Page 25

usus Starts Radio Home Releases
Page 27

TELECASTING
gins on Page 63

21ST

he Newsweekly f Radio and elevision

year

"BROADWAY TV THEATRE"

SOLD

BROADWAY ON TELEVISION

A revolutionary new concept of tv programming. Full length, original Broadway plays on television . . . the same complete hit play — live — for five consecutive nights, Monday thru Friday . . . starting April 14.

R.J. Reynolds Tobacco Co. Cavalier Cigarettes

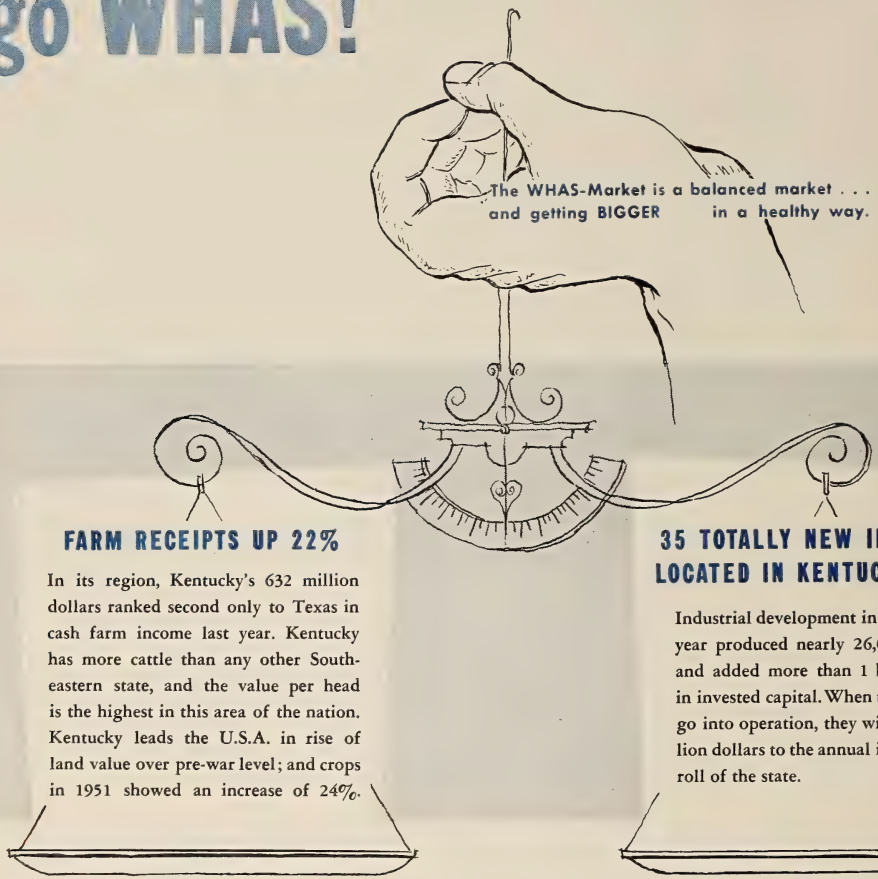
SPONSOR THE GENERAL TIRE AND RUBBER CO.

CO-SPONSOR ?

"BROADWAY TV THEATRE"
A WARREN WADE PRODUCTION
WOR-tv channel 9
1440 BROADWAY, NEW YORK. LOngacre 4-8000

NOTE: The majority of the talent costs are already underwritten. Co-sponsorship is surprisingly low.

Go where there's GROWTH... go WHAS!



The WHAS-Market is a balanced market . . . and getting BIGGER in a healthy way.

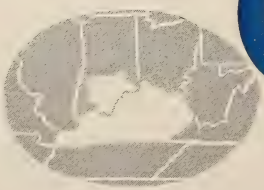
FARM RECEIPTS UP 22%

In its region, Kentucky's 632 million dollars ranked second only to Texas in cash farm income last year. Kentucky has more cattle than any other Southeastern state, and the value per head is the highest in this area of the nation. Kentucky leads the U.S.A. in rise of land value over pre-war level; and crops in 1951 showed an increase of 24%.

35 TOTALLY NEW INDUSTRIES LOCATED IN KENTUCKY IN 1951

Industrial development in Kentucky last year produced nearly 26,000 new jobs, and added more than 1 billion dollars in invested capital. When the new plants go into operation, they will add 80 million dollars to the annual industrial payroll of the state.

No other station—or group of stations in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night. (Benson and Benson Diary Study, November, December, 1951)

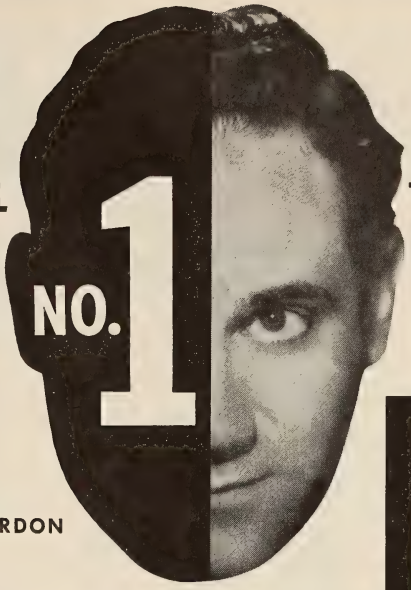


THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

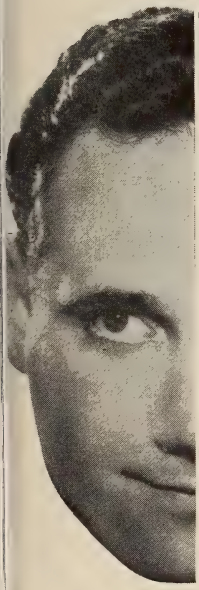
HE WINS 'EM ALL



THAT'S THE **PROOF!**

CLEVELAND'S NO. 1 DISC JOCKEY

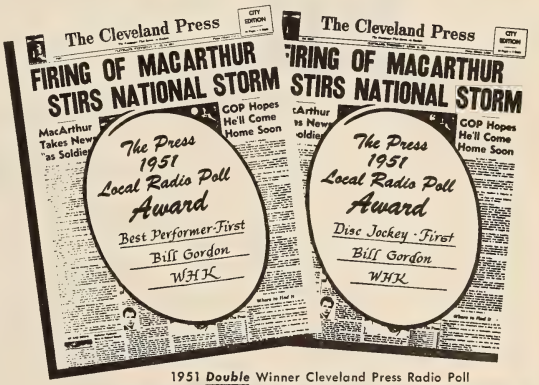
BILL GORDON



It isn't what other local stations CLAIM ... it's what Cleveland listeners KNOW... that really counts! There can only be ONE Number ONE ... and he's it! He has the awards ... the listeners ... the advertisers ... to prove it! And, with WHK's 5,000-watt coverage of 17 counties and ONE MILLION radio families ... WHAT A BUY!



1951 Winner Cleveland Plain Dealer Radio Poll



1951 **Double** Winner Cleveland Press Radio Poll



1951 A. F. R. A. Award Winner

WHK

CLEVELAND

Represented by Headley-Reed Company

blished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

ON THE MOVE...



products sponsored on

WGAL-TV LANCASTER, PA.

Advertisers, both local and national, find their products moving—rapidly, profitably—when WGAL-TV does the selling. It's the overwhelming sales favorite in the large, prosperous mid-Pennsylvania area it covers. This popularity is readily understandable because WGAL-TV gets quick results in this flourishing market. It carries top shows from four networks . . NBC, CBS, ABC and DuMont. And, its many local telecasts are carefully planned to meet the needs and interests of the communities it serves. Let WGAL-TV move your product in its wide, prosperous market area.

A Steinman Station • Clair R. McCullough, President

WGAL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles



at deadline

CLOSED CIRCUIT

WILL PRESIDENT TRUMAN become radio-TV personality after he retires next January? There are folks interested in retaining him as commentator on public affairs and he soon may be getting bid. Thus he might follow in footsteps of his daughter whose $100,000 contract makes her just about highest paid of "first year" performers in show business annals.

HOW MANY hearings will be entailed in FCC TV proceedings? It's anybody's guess but best judgment is there will be hearings involving every city of 50,000 or more having VHF assignments.

WITH FCC hard pressed because of lack of appropriations, indications are that most of hearings stemming from final TV allocations will be held in Washington. That's because FCC has limited travel expense and cannot send its task forces into field in sufficient numbers to cope with problems ahead.

LOOK FOR APPOINTMENT of Clayton B. Fritchey, civilian chief of Office of Public Information, Dept. of Defense, as public relations consultant to Democratic National Committee.

INDICATION of tribulations stemming from 1,000 ft. antenna height limitation placed on stations in new TV Zone I (See Page 23) is plight of WBEN-TV Buffalo. Station last year got grant for 1,000-ft. tower, bought land and erected transmitter building 20 miles out, spending about $200,000. Tower steel is ready, but would put antenna about 1,200 ft. above average terrain. Thus, Channel 4 station must reduce 100 kw maximum permitted power about one-third. Or it might lop off 200 ft. from tower. Alternative would be to move proposed tower to another site, and lose vast investment made in good faith.

NEWEST big-league entries in TV film syndication field expected to be *Call of the Yukon* and *The Green Hornet*, properties of Trendle-Campbell, now syndicated for radio. Programs, in pilot film, are being produced by Jack Certak at Apex in Hollywood under direction of George Trendle and H. Allen Campbell.

AMONG FIRST citizens to be served with advance copies of final TV allocation (in addition to press) were all members of Senate and House Interstate Commerce Committees in which communications legislation originates.

WITHIN week, members of American Television Society and Radio Executives Club of New York will receive ballots on which to vote for or against merger of two organizations. If approved, new organization, as yet unnamed, will start functioning with opening of 1952-53 fall-winter-spring season next October.

SUGGESTIONS for name for proposed com-

(Continued on page 6)

TV HEARING STATUS DEFINED BY FCC

TV APPLICANTS for following cities, who have been in hearing status since before the imposition of freeze Sept. 20, 1948, are being removed from hearing status today in line with decision of Commission in final TV report:

Hearings begun — Boston, Providence, San Francisco, Cleveland, Detroit, Cincinnati, Reading, Philadelphia, Harrisburg, Milwaukee, Allentown - Bethlehem, Atlantic City, San Diego.

Hearings designated, dates set, but never begun—Hartford, Atlanta, Fall River, Miami, Kansas City, St. Louis, Albany (N. Y.), Charlotte, Akron, Youngstown, Pittsburgh, Wilkes-Barre, York (Pa.), Dallas.

Hearings designated, dates never set—Fresno, Sacramento, San Jose, Denver, Waterbury, Chicago, Indianapolis, Des Moines, New Orleans, Portland (Me.), Lowell (Mass.), Springfield (Mass.), Holyoke, Worcester, Flint, St. Joseph, Omaha, Buffalo, Niagara Falls, Rochester (N. Y.), Oklahoma City, Tulsa, Portland (Ore.), Memphis, Houston, Richmond, Seattle, Wheeling, Madison.

WJBK POWER BOOST

ANNOUNCEMENT will soon be made by FCC of approval of grant to WJBK Detroit to change frequency from 1490 kc to 1500 kc and boost power from 250 w to 10 kw day, 5 kw night, directional antennas night and day, thus ending four-year-old case. Fort Industry station's move is predicated on similar move by WABJ Adrian, Mich., from 1500 kc to 1490 kc and from 250 w daytime, to 250 w fulltime, also to be approved by FCC. Among 10 stations involved in case, which went through hearings and oral argument, were KSTP Minneapolis-St. Paul and WTOP Washington. Examiner's initial decision late last year proposed to make grant, but exceptions were taken by FCC's Broadcast Bureau. WJBK's directional antenna will have eight towers.

BUSINESS BRIEFLY

WILDROOT LOOKING ● Wildroot Co., N. Y., contemplating spot announcement radio campaign on West Coast. Availabilities are being lined up with final decision expected next week. Agency, BBDO, New York.

SERUTAN ADDS ● Serutan Co., N. Y. (Serutan Geritol), to air its DuMont Network *Battle of the Ages* (Tues., 9-9:30 p.m. EST) on 12 stations with addition of WTVJ (TV) Miami and KING-TV Seattle. Agency, Franklin Bruck Adv., N. Y.

CIGAR APPOINTMENT ● La Primadora Cigar Corp., N. Y., names Monroe Greenthal Co., same city, as advertising agency.

AGENCY NAMED ● Rilling Dermetics Co., N. Y., manufacturer of cosmetics, names Ruthrauff & Ryan, same city, to handle advertising, effective May 1.

WAFFLE CORP. SPOTS ● Waffle Corp. of America, Philadelphia (frozen waffle mix), through J. M. Corn Co. there, preparing radio and TV chainbreak campaign starting April 29 for 13 weeks in half-dozen markets.

POPSICLE DISCS ● Joe Lowe Co., N. Y. (Popsicles), placing five-minute transcribed show featuring Buster Crabbe adjacent to network and local children's shows, on local station basis. Agency, Blaine-Thompson, N. Y.

SINGER IN TEXAS. ● Singer Sewing Machine Co. extending radio spot campaign to Texas, in cooperation with dealers. Agency, Young & Rubicam, N. Y.

AGENCY NAMED. ● Delaware Valley Dairy Inc., Trenton, names N. W. Ayer & Son to handle advertising. Firm distributes Sealtest products and is National Dairy subsidiary.

Liberty Seeks Last-Minute Court Relief

LIBERTY Broadcasting System slated to go into Chicago Federal District Court this morning (Monday) in effort to preserve its network structure and its major feature, baseball broadcasts. Amending its original complaint charging restraint of trade against 13 major league ball clubs, Liberty attorneys Friday filed complaint naming Western Union as co-defendant. It charges illegality on part of leagues and member clubs and Western Union, with which American and National Leagues have had contracts since 1943, paying $24,000 each per year.

According to contractual terms, clubs can control parties using Western Union wire lines from parks, complaint alleges. Liberty says Western Union is licensed as common carrier under terms of Communications Act, which provides that facilities must be unrestricted and available to anyone. Amended complaint therefore charges illegal contract terms and petitions for temporary restraining order permitting Liberty to participate in baseball season which starts Tuesday.

Liberty's plan, if relief is granted by Judge John P. Barnes, is to carry live broadcasts of Brooklyn Dodgers and Chicago White Sox, with which it has contracts, and to recreate top games of other teams in both leagues. Only remaining team not included in either category is Cincinnati Reds, expected to "go along with live broadcasts".

Liberty's main objective is to prolong suit with temporary restraining order followed by temporary injunction, latter remaining effective until outcome of conspiracy hearings. Network reportedly faces possible loss of many affiliates who signed originally for ball games.

for more AT DEADLINE turn page ➤

at deadline

REYNOLDS, GENERAL TIRE TO CO-SPONSOR DRAMAS

R. J. REYNOLDS TOBACCO Co. has signed for co-sponsorship, with General Tire & Rubber Co., of WOR-TV New York's new *Broadway TV Theatre*, which starting tonight (Monday) will present full-length Broadway dramatic successes, each of which will be carried five consecutive evenings [B•T, March 31].

This week's show is "The Trial of Mary Dugan," and will be seen at 7:30 p.m. Monday, Tuesday, Thursday and Friday and at 8 p.m. on Wednesday, featuring Ann Dvorak and Vinton Hayworth. Other Broadway hits have been lined up for showing in successive weeks.

Reynolds, sponsoring for its Cavalier cigarets, and General Tire & Rubber will alternate in taking first 45 minutes of each show. Move to present same show on consecutive nights is part of plan for general program strengthening which has been in progress since General Tire became major stockholder of WOR radio and TV properties early this year.

Agency for Reynolds, which signed for 52 weeks, is William Esty & Co., New York; for General Tire, D'Arcy Adv. Co., New York.

EDUCATORS HAIL THAW

JOINT Committee on Educational TV hailed educational reservations included in FCC's final order unthawing the TV freeze released today. Statements were issued by Ralph Steetle, executive director of JCET, and following educators: Dr. Edgar Fuller, chairman of JCET; President David Henry of Wayne U., vice chairman of JCET; President Arthur S. Adams of American Council on Education; Willard E. Givens, executive secretary of National Education Assn.; Seymour N. Siegel, president, National Assn. of Educational Broadcasters; Belmont Farley, National Education Assn. representative on JCET; James H. Denison of Michigan State College, representing land grant colleges and universities on JCET; Dr. A. N. Jorgensen, president, U. of Connecticut.

POWER OF SPOT SHOWN

ADVANTAGES of spot broadcasting as advertising to be shown in presentation by National Assn. of Radio & Television Station Representatives, slated for preview tomorrow (Tuesday) before business press in New York. Tom Flanagan, NARTSR general manager, will handle presentation following luncheon at Biltmore Hotel.

ADMIRAL SALES HOLD UP

INTEREST in political conventions will bring Admiral Corp.'s sales of radio and TV sets in first half of 1952 to about same level as last year, President Ross D. Siragusa said in Chicago at annual stockholders meeting. Admiral is sponsoring both conventions on ABC-AM-TV.

TWO NBC RADIO PROJECTS

NBC RADIO believed interested in new show, just auditioned, titled *Meet Your Match*, featuring Jan Murray. Network has taped another new program, *Word by Woolley*, quarter-hour show featuring Monty Woolley.

In this Issue—

The freeze is thawed; 2,053 TV stations assigned to 1,291 communities in the FCC's Sixth Report and Order. Of these, 242—of which 80 are VHF—are reserved for non-commercial educational use. Main story and highlights of the report on *Page 23*. Comparisons between new allocations and those proposed a year ago in the Third Report are on *Page 24*. Full text of the report is published in the special Part II of this issue. Procedures to be followed by applicants, now that TV is opened for business nationwide, are described in detail on *Page 65*. Concurring opinion of Comr. Webster and dissents of Comrs. Jones and Hennock on *Page 24*.

House version of the Senate-passed McFarland Bill, first piece of basic legislation affecting broadcasting to get this far in Congress since the Communications Act was passed in 1934, is exposed in detail. Some of its provisions give the FCC far more authority than it now has or claims. *Page 25*.

Manhattan Soap drops high-rated TV program to put the money into spot radio. It's only one of several big moves by sponsors reported in the week. *Page 29*.

Edgar Kobak is named president of the Advertising Research Foundation which is off to a well-heeled start on several vital projects. *Page 27*.

American Civil Liberties Union seeks full-dress FCC investigation of blacklisting in radio and television, charges four networks and two stations with allegedly discriminating against specific performers. *Page 25*.

U.S. Census Bureau issues first statewide report of radio and TV circulation in 1950. It's for Delaware and it shows that radio saturation rose from 87% in 1940 to 96.2% in 1950. *Page 27*.

Sen. Hubert Humphrey wants to remove from tax deductions the cost of institutional advertising that expresses political attitudes. He'll probably have a fight on his hands. *Page 31*.

One of the biggest headaches of the TV film industry is undercapitalization, but generally the future for the industry looks promising. Here's a report on a meeting of the National Television Film Council in New York. *Page 66*.

Edward J. Noble says there won't be any more radio rate cuts at ABC this year. *Page 48*.

Ohio State U. Institute for Education by Radio-Television announces 16th batch of broadcasting awards. *Page 44*.

Upcoming

April 16: "Brand Names Day" conference, Waldorf-Astoria, New York.
April 16: BAB Sales Clinic, Los Angeles.
April 17-20: Ohio State U. Institute for Education by Radio-Television, Deshler-Wallick Hotel, Columbus, Ohio.
April 19: Ohio Assn. of Radio News Editors, Deshler-Wallick Hotel, Columbus, Ohio.
(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

bined ATS-REC range from American Radio & Television Society (ARTS) to Radio & Television Executives (RATE), affording members opportunity offered by broadcast media for choosing either creative or commercial path to success.

IN ANTICIPATION of big business in TV, more than one top FCC lawyer (as well as engineer) contemplating hanging out shingle or being importuned to join existing firms. Half-dozen lawyers have left in recent weeks.

ANOTHER manifestation of anticipated TV business seen in splitting up of both law and engineering firms. So far there has been one in each field, while engineers, who have been in government or non-radio-TV practice during lean period of freeze, are re-establishing themselves in broadcast operations.

WHILE entire FCC was working overtime to meet its April 14 deadline on final TV allocations, Comr. Robert F. Jones worked practically around clock in writing his voluminous dissent protesting overall allocations. For several weeks, he took 15 minutes for desk lunch and kept away from telephones.

NBC ARRANGES SERIES OF RADIO WORKSHOPS

PLANS for four radio promotion-press-merchandising workshops between NBC network officials and affiliated stations, with first to be held in New York's Waldorf-Astoria May 1-2, announced Friday by Jacob A. Evans, NBC radio advertising and promotion manager.

Other two-day meetings—"to effect closer liaison and mutual understanding" between station officials, promotion and publicity managers and their network prototypes—to be held in Chicago, May 5-6; New Orleans, May 8-9; and Hollywood, May 12-13.

All workshops to follow same format: First day, station heads to hear of network sales, promotion, merchandising, publicity, exploitation, news and research operations, plus general network plans for rest of year. Second day, network officials and station heads to discuss means for affiliates' maximum use of those network plans. Then station members to have closed session, followed by network-station meeting for further discussion.

Network officials to participate in New York workshop include: Joseph H. McConnell, NBC president; John K. Herbert, vice president of Radio Network Sales; Charles C. Barry, vice president of Radio Network programs; William F. Brooks, vice president of public relations; Sydney H. Eiges, vice president of press and information; Mr. Evans; Clyde L. Clem, radio audience promotion supervisor; Fred N. Dodge, merchandising director; Henry Cassidy, radio news-special events director; Hugh M. Beville Jr., plans and research director; and Fred Shawn, radio station relations manager.

LORILLARD CHANGES

P. LORILLARD Co. (Old Gold cigarets) replacing its 8:30-9 p.m. portion of *Stop the Music* on ABC-TV (Thurs., 8-9 p.m.) with *Chance of a Lifetime*, starring Dennis James beginning May 1. Agency is Lennen & Mitchell, N. Y. ABC-TV planning to continue 8-8:30 p.m. *Stop* segment (being dropped by Hazel Bishop Inc. and Toni Co. in favor of another time period) while seeking new sponsor.

for more AT DEADLINE see page 98

These Accounts Know...

and year after year, more national advertisers learn...

for Successful Summer Selling in Worcester Use Independent WNEB!

Foods

Bond Bread
Borden's Instant Coffee
Chase & Sanborn Instant Coffee
Chase & Sanborn Regular Coffee
Crisco
Fleischmann's Yeast
Frostee
G. Washington Coffee
Hollywood Bread
Jelke Margarine
Jello
Kellogg's All Bran
Lettuce Leaf Salad Oil
Lipton Tea
Presto Cake Flour
Ralston Purina
Sterling Salt
Tenderleaf Tea

Drugs

Anacin
Carter's Pills
Ex-Lax
Histoplus

Soaps

Camay
Duz
Ivory Bar
Ivory Flakes
Ivory Snow
Joy
Spic and Span
Surf
Tide

Beer

Carling's
Narragansett
Schaefer
Utica Club

Gasoline

Atlantic
Esso

General

Camels
Griffin Shoe Polish
Hughes Aircraft
Ladies Home Journal
Lilt Home Permanent
Metro Goldwyn Mayer
New York Central
Quick Elastic Starch

You're in Good Company on WNEB!

The 45 National accounts listed used WNEB during June, July or August, 1951 . . . a 36% increase over 1950!

Some of the above accounts have been with WNEB for 5 consecutive summers!

Yes, there's a trend to WNEB —for reasons why—for ratings and rates—call in our representative today.



WNEB

WORCESTER MASSACHUSETTS

Represented by: THE BOLLING COMPANY, INC.



RELAX!

Let WGST handle your sales problem in the Atlanta market. 28 years of successful selling in this steadily growing area coupled with the top ABC and local shows PLUS high-powered merchandising support PLUS complete market coverage make WGST your sales tool to gain distribution and consumer acceptance. Get the full story on Atlanta's favorite station by contacting WGST or our national representatives.



BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

DEPARTMENTS

Agency Beat	12
Aircasters	58
Allied Arts	84
Editorial	52
FCC Action	90
FCC Roundup	96
Feature of Week	20
Film Report	80
Front Office	56
New Business	16
On All Accounts	12
Open Mike	18
Our Respects to	52
Programs, Promotion, Premiums	89
Strictly Business	20
Telestatus	72
Upcoming	38

TELECASTING Starts on page 63

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* **STAFF:** John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. **EDITORIAL ASSISTANTS:** Pat Kowalczyk, Don Mortimer, Jean S. Henry, Hilda Toler; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadl. Doris Kelly, Joan Sheehan; B. T. Taishoff, *Treasurer:* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P COSGROVE, *Manager;* Doris J. Buschling, Ruth D. Ebert, Madeleine Tress, Elwood M. Slee, Clyde Baker.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

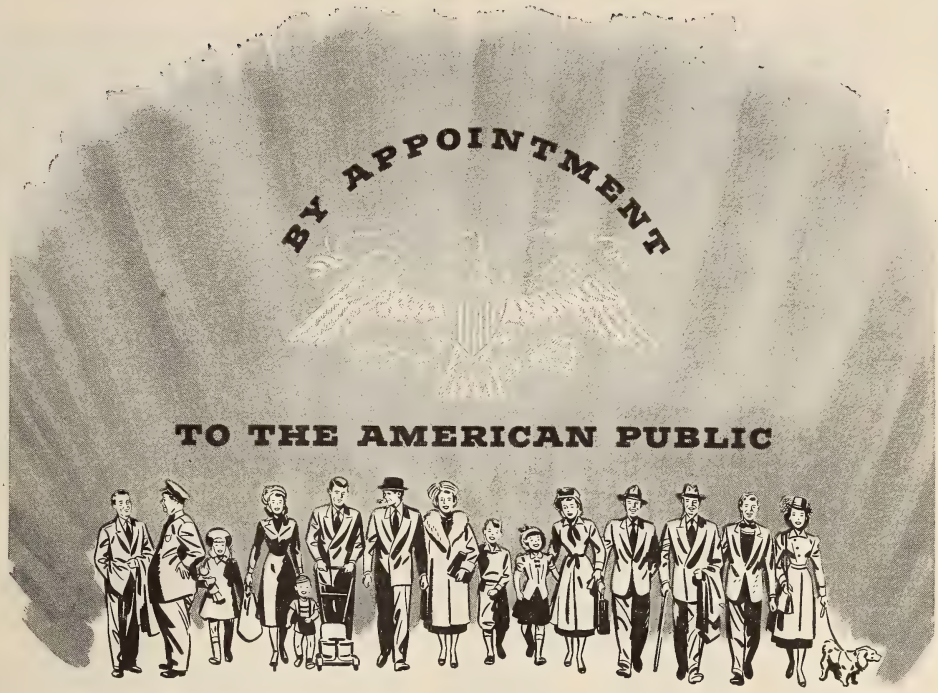
Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.



In some countries products are endorsed by the Crown, and bear the arms of the royal family. That gives them prestige which stimulates sales.

But in democratic America our products are endorsed solely by the approval of the American people, and are identified by brand names and trademarks that have won esteem the hard way.

Here every product must stand on its own feet, and fight for survival in the intense competition of the market place.

Here there is no easy road to popularity or leadership—no suggestion from government as to what you shall buy or what you shall pay. Under our brand system, which is the very keystone in the structure of our free economy, people can separate the wheat from the chaff and make their purchases solely on the basis of merit and appeal to their personal tastes and preferences.

Our system of brand names and advertising is important to the American way of life for two other basic reasons:

1. It develops broad markets for our goods, which in turn stimulate volume production. As a result, many conveniences that would otherwise be luxuries can be sold at prices almost everyone can afford.

2. Brand competition spurs our manufacturers to greater efforts to please us. And this results in constant product improvement and the birth of many new products to add to our comfort and happiness.

• • •

Getting this story across, simply, clearly, is an important job—a task that calls for the concentrated efforts of all who have a stake in the success of manufacturers' brand names.

Brand Names Foundation
INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 37 WEST 57th ST., NEW YORK 19, N. Y.

WEDNESDAY, APRIL 16TH, BRAND NAMES DAY – 1952

This space is contributed by BROADCASTING • TELECASTING

First IN RADIO IN WFIL—



for Drugs

2,300 INDEPENDENT DRUGGISTS PUSH WFIL-ADVERTISED PRODUCTS

An exclusive arrangement with the Philadelphia Association of Retail Druggists and its affiliates now makes WFIL "the voice of the independent druggist" in the heart of this rich coverage area. Here's a tailor-made plan for you to cash in on full co-operation by 2,300 druggists who account for 75 per cent of Philadelphia's retail drug volume. Here's a plan which once again gives a head start in merchandising to WFIL advertisers!

DISPLAYS!

Each week a different product will be featured on an eye-catching WFIL Spotlight Drug display set up in PARD member stores. This tremendous point-of-sale impact can be yours—exclusively—for seven days!

RADIO JACKPOT!

A daily telephone jackpot quiz is featured on the PARD-sponsored Skip Dawes disc jockey show. Cash awards go to consumers who can answer a question on the Spotlight Drug of the week, and to the druggist who submitted the winner's entry blank. A sure-fire gimmick to pull customers to your display.

DIRECT MAIL!

The Spotlight Drug of the week is promoted through PARD direct-mail product notices to members in Philadelphia and seven neighboring counties. WFIL designates the product with PARD's prior approval.

EFFECTIVE SPOTS!

Any WFIL-advertised drug product which uses the equivalent of six minute spots a week for 13 weeks is eligible for the Spotlight Drug promotion. When you schedule WFIL you hit hard in an area with 6,800,000 people and more than $9 billion in buying power.

FOR FULL DETAILS CONSUL

MERCHANDISING

adelphia

... America's Third Market

for Food



500,000 FOOD FAIR CUSTOMERS WEEKLY STOPPED BY SPECIAL MERCHANDISING DISPLAYS

Food Fair, one of the nation's leading supermarket chains, has made a special co-operative agreement with WFIL covering its Philadelphia-area stores. Now WFIL can offer advertisers valuable point-of-sale merchandising and a strong tie-in with a successful women's show. You'll reach an estimated 500,000 shoppers at point-of-sale each week under this plan. Here's another example of how WFIL leads Philadelphia radio stations in merchandising sponsors' products.

DISPLAYS!

Special merchandise displays for qualifying WFIL advertisers will be erected each week in 35 busy Food Fair markets. A different advertiser will be featured every seven days on these attractively-designed displays. It's an ideal way to put your product in position where it can't be missed by a half-million shoppers!

POINT-OF-SALE CO-OPERATION!

Wherever possible, Food Fair will use point-of-sale and other display material prepared and furnished by the advertiser. This is a worthwhile plus to the basic merchandising plan—a plan that's worth real money to every food advertiser.

COVERAGE IN 35 SUPERMARKETS!

Food Fair is one of the three leading supermarket chains in Philadelphia. You cover these markets by taking part in WFIL's merchandising plan: Philadelphia, Trenton, Chester, Wilmington, Atlantic City, Coatesville, Bryn Mawr, Jenkintown, Norristown, Camden, Collingswood, Vineland.

PARTICIPATION!

WFIL's Spotlight Foods Service is available to advertisers who buy three or more participations a week in the popular Mary Jones Show, for a minimum of 13 weeks. This show has proven pulling and selling power throughout the 14-County Philadelphia Retail Trading Area, where WFIL's voice is strongest.

HE KATZ AGENCY OR WFIL

WFIL
560 kc.
The Philadelphia Inquirer Station
An ABC Affiliate
First on the Dial
In America's Third Market
Represented by THE KATZ AGENCY

THIS APE IS NO MONKEY!



He's a chimpanzee. To monkeys and chimpanzees that makes a lot of difference.

Similarly, all radio stations are radio stations . . . . but there are some very important differences.

Take KOMA for example. We look, sound and act like most quality radio operations, but the difference is *personality!* Oklahomans have an affection for KOMA that has been carefully nurtured through years of public service by our farm, special events, marketing and charities departments. They *trust* KOMA . . . so can you.

KOMA *Avery-Knodel,* INC.
RADIO STATION REPRESENTATIVE
50,000 WATTS • CBS RADIO
J. J. BERNARD *Vice-President and General Manager*



agency

STEPHEN P. BELL, account executive, Ruthrauff & Ryan, N. Y., elected a vice president.

WALLACE L. SHEPARDSON, vice president-general manager, James Thomas Chirurg Co., Boston, elected to board of governors of New England Council, American Assn. of Adv. Agencies.



Mr. Shepardson

CHARLES HULL WOLFE, director TV commercials, McCann-Erickson Inc., N. Y., transferred to Los Angeles office in same capacity.

JOHN C. APPLETON, account executive, Gray Adv., N. Y., to Ellington & Co., that city, in same capacity.

NOEL CHARLES, British film attache in Rome, Italy, named coordinator of TV film production and personal representative in Europe for Ted Baldwin Inc.

BOB KESTEN, manager of Toronto office of O'Neil, Larson & McMahon Adv., appointed to trustee vacancy on East York Board of Education.



on all accounts

SEVEN years ago, Claire Koren decided that advertising was a fascinating field and made up her mind to be part of it all.

Canvassing the Los Angeles advertising agencies, she found an ally in Foote, Cone & Belding which recognized the initiative and determination of young, attractive Claire and promptly set her to work as a service girl on the Sunkist account.

Now media director of The Mayers Co. Inc., Los Angeles, Miss Koren has never changed her mind about advertising. To her there is still nothing so exciting as planning a campaign and seeing it through. Working on the premise of "good hard work" plus just enough "guess work" she still finds the field a constant challenge.

Six years "apprenticeship" at FC&B taught her many of the ins and outs of advertising, particularly in radio and television.

About a year after joining the agency, she was made assistant timebuyer; about a year and a half later she got a taste of other media when she was assigned to help set up a new Contract Department, acting as liaison between media and account secretaries. In June 1949, the agency timebuyer left. Miss Koren was called away from her contracts to fill the post.

In that capacity she worked on national radio and TV accounts including Union Oil, Purex, as well as Sunkist. She had the further advantage of learning about television at an early date because of an association with an agency that recognized the potentialities of the new medium almost from its start.

As timebuyer she was in on two important national debuts on television, that of Sunkist's line of frozen anud canned citrus products, and Union Oil's Royal Triton motor oil.

In October 1951, Miss Koren left FC&B to take her present position with The Mayers Co. That 37 year old agency, under the quiet direction of advertising veteran Henry Mayers, also has been alert to the potentialities in television advertising. The agency's growing television department has its own facilities for producing films, as well as its own projection room.



Miss KOREN

Recently the firm published and distrbuted to manufacturers a booklet entitled *"What Does TV Advertising Cost?"*, listing rates of local TV stations, in addition to information on how the medium can be successfully used. Quarterly revisions will be made on the well received booklet.

Among the agency's radio and television accounts are Sears, Roebuck & Co., Los Angeles, currently carrying the hour weekly *Dude Martin Show* locally on KTTV

(Continued on page 88)

beat



PAUL J. BASINGER, executive vice president, McGiveran-Child Co., Chicago, has purchased complete stock from **MILTON J. KLEE,** president, who is no longer associated with firm.

CHARLES L. MOSS to staff of Walter J. Klein Co., Charlotte, N. C.

EDGAR WILBORN to Aubrey, Finlay, Marley & Hodgson, Chicago, as member of copy staff.

ROBERT CLEAR, Young & Rubicam, N. Y., to Doherty, Clifford & Shenfield, that city, in radio-TV department.

DUDLEY N. ROCKWELL to Fuller & Smith & Ross, Chicago, as account executive, from Dallas Jones Productions, same city, where he was account executive-sales manager.

HENRY J. SENNE has purchased controlling interest in Roberts & MacAvinche, Chicago. Name will change to Roberts, MacAvinche & Senne.

JAMES BARKER, account executive, A. W. Ellis Co., Boston, to Mayers Co., L. A., in similar capacity.

JACK K. CARVER returns to traffic department, Hazard Adv., N. Y., after serving 17 months with U. S. Infantry.

JERRY CROLLARD, account executive, Ruthrauff & Ryan, Seattle, elected chairman of Puget Sound Chapter, American Assn. of Adv. Agencies. **FLOYD FLINT,** manager of Seattle office, J. Walter Thompson Co., elected vice president and **HOWARD SMITH,** Condon Co., Tacoma, is new secretary-treasurer.

THOMAS H. SHANKS, copy writer, Sears, Roebuck & Co., Chicago, and **D. JAMES DeWOLFE,** account executive, Walter J. Klein, Charlotte, N. C., join MacFarland, Aveyard & Co., Chicago, in similar capacities.

WILLIAM R. CLAXTON, formerly with Lambert & Feasley and Ruthrauff & Ryan, both N. Y., to Harry B. Cohen Adv., N. Y., as art director.

JACK KADUSON, William H. Weintraub & Co., N. Y., to Roy S. Durstine, same city, as member of executive staff.

DON C. JOHNSON, account executive, BBDO L. A., to sales staff, Reuben H. Donnelley Corp., that city.

RALPH R. LEDDER, advertising manager, W. & J. Sloane, Beverly Hills, to Walter McCreery Inc., that city, as account executive.

CRAIG MAUDSLEY, owner, Craig Maudsley Adv., Seattle, resigned as president and disposed of all interests in Maudsley-Miller Inc., Hollywood.

J. C. BALSON, director of media, Vickers & Benson Ltd., Toronto, to same position with McKim Adv. Ltd., that city.

LAURENCE E. DAVIDSON joins Botsford, Constantine & Gardner, Portland, as service-media assistant.

GENE STURM, WCCO Minneapolis, to Rand Adv., N. Y., as account executive.

GENE MASTERS, advertising manager, Denver Chemical Mfg. Co., N. Y., to Dowd, Redfield & Johnstone, N. Y., as assistant to **EDMUND F. JOHNSTONE,** executive vice president.

JULIUS HARBURGER, Warwick & Legler, N. Y., to copy staff of Pack Adv., that city.

NED WATKINS, formerly with *Camden Courier* and *Philadelphia Record,* to John LeCerda Adv., Phila.

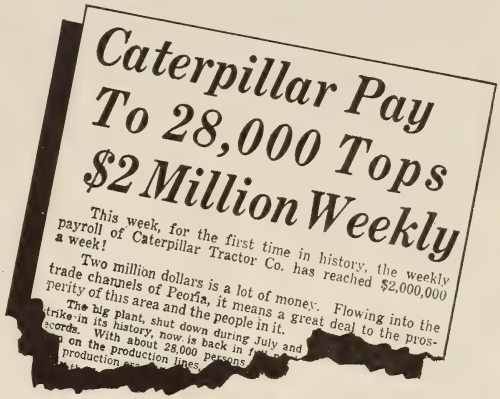
MEDBERRY & BARTH, L. A., merges with **CARSON-ROBERTS Inc.,** that city, with offices at 8811 Alden Drive under name **CARSON-ROBERTS Inc.** Telephone is Bradshaw 2-2719.

SID SLON, script editor, Ruthrauff & Ryan, N. Y., father of boy, April 7.

ED SHAPIRO Adv, Phila., moves to larger quarters in Fox Bldg., that city.

TED HAINES promoted to production manager, Adolph L. Bloch Adv., Portland. **EARL GRAY** joins agency as art director.

Obviously OUTSTANDING . . .



Proof again that the prosperous Peoriarea market is a must on your market list! One industry with 28,000 employees earning over $2 million each week—that's mass buying power . . . and when you add the $30 million that Caterpillar spent last year among 439 Peoriarea merchants for products ranging from peanuts to industrial cranes . . . and look at Peoria's many other industries and its rich agricultural market . . . you can see that PROSPEROUS must be capitalized to describe the Peoriarea market.

WMBD Dominates the Rich Peoriarea Market

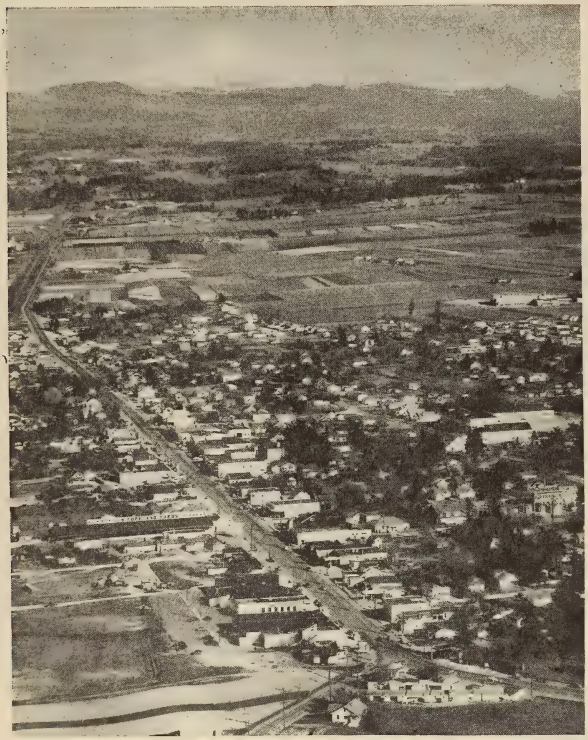
WMBD, the mass medium for Peoriarea, reaches and sells more of these people than any other radio station in the area. Advertisers use WMBD to tell their story beginning at 5:55 in the morning and don't stop until after 11:15 at night. Their commercial messages are beamed to the rich PROSPEROUS Peoriarea "mass buying power" . . . the sales results prove it!

WMBD—THE NO. 1 STATION IN THE MIDWEST'S NO. 1 TEST MARKET



See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

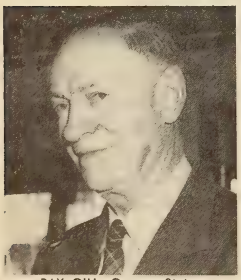


THE People's Choice* IN PORTLAND OREGON

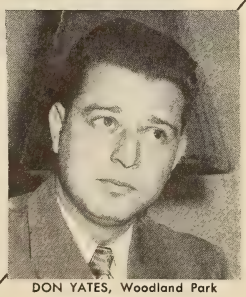
In community after community, people declare KGW is the "People's Choice"! This acceptance is no accident. More than 30 years of continuous operation plus diversified programming combine to make this pioneer station a dominant advertising medium without equal. Read what Portland area residents say about KGW and learn why you, too, will benefit by placing your copy on the station that delivers results!

PARKROSE BUSINESS DISTRICT

Merging with part of Multnomah county's fine agricultural district, it is one of the leading shopping centers in the Portland area.



RAY GILL, Oregon State Grange Leader



DON YATES, Woodland Park Booster Club President

COMMUNITY CIVIC LEADERS

Men such as these three community leaders in the Parkrose district say, "KGW is the leading station in the Portland area." With support from such well-known business leaders KGW can assure advertisers of the utmost in listener loyalty.



FRED SCHWARY, Parkrose Chamber of Commerce President

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

THESE PARKROSE PEOPLE HAIL KGW's LEADERSHIP



DRUGGIST "The most productive advertising in Portland radio is KGW... the favorite in this area," states Douglas Densem, Parkrose Pharmacy.

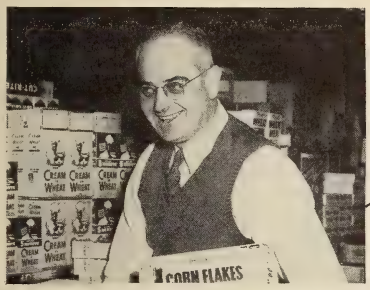


BANK MANAGER

"Definitely a good investment, whether you're a listener or have a product to sell in Portland radio," reports Arthur Damschen, manager, Parkrose branch of Portland Trust Bank.



CAREER GIRL "Prestige with local listeners makes KGW 'tops' in our area," says Clara Johnson, Parkrose resident.



GROCER "The 'Silent Salesman' in the grocery business is Radio Station KGW... really the 'People's Choice' in my store," asserts Parkrose Grocer G. R. Silverthorne.

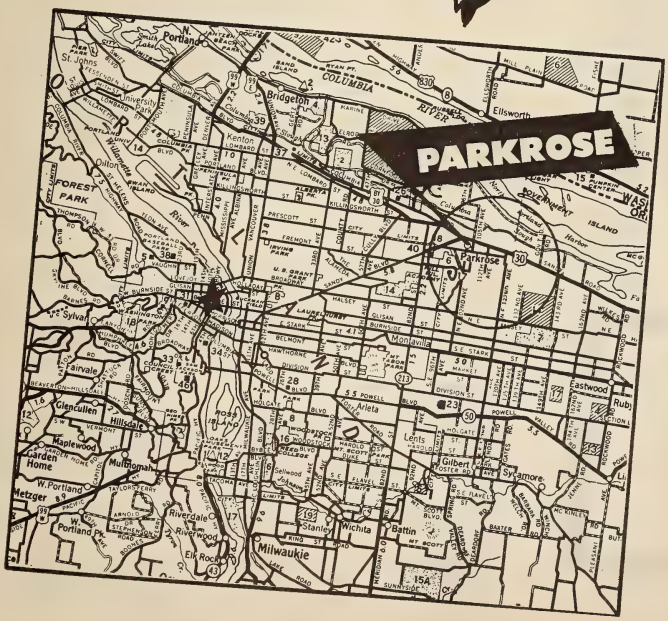
Parkrose

Where more than 60,000 people are influenced by KGW's "selling"... one of the most rapidly growing sections in the Portland area.



SCHOOL HEAD

"KGW's educational value and long-range civic efforts have brought it a place of prominence in our community," according to Don Campbell, Parkrose Superintendent of Schools.





STUDENTS "Our favorite station and programs that attract ALL age groups. Truly the best in the Portland area," declares Parkrose High School Students Diane Mahoney and Jim Sheley.

WKOW
BLANKETS WISCONSIN
and here's proof!

Since January 1, 1952, mail and actual orders were received from 447 Wisconsin cities and towns, in addition to Madison

ABRAMS
ADAMS
ADELL
ALBANY
ALBI
ALG
ALM
ALMI
ALVI
AMBE
AMHI
AMHE
ANTIG
APPLE
AREN
ARGYL
ARKDA
ARLIN
ARPIN
ASTICC
ATHEN
AUBURI
AVOCA
BABCOC
BADGER
BAGLEY
BAILEYS
BANCRC
BARABO
BARNEVE
BARUM
BASCO
BEAR CREEK
BEAVER DAM
BEETOWN
BELLEVILLE
BELMONT
BELOIT
BERLIN
BIG BEND
BIRNAMWOOD
BLACK CREEK
BLACK EARTH
BLACK RIVER FALLS
BLAIR
BLANCHARDVILLE
BLOOMER
BLOOMINGTON
BLUE MOUNDS
BLUE RIVER
BONDUEL
BOSCOBEL
BOWLER
BOYD
BRANDON
BRIDEPORT
BRIGGSVILLE
BRILLION
BRODHEAD
BROKAW
BROOKLYN
BROWNSVILLE
BROWNTOWN
BURLINGTON
BURNETT
BUTLER
CALAMINE
CALEDONIA
CALVARY
CAMBRIA
CAMBRIDGE
CAMP DOUGLAS
CAMPELLSPORT
CAROLINE
CASCADE
CASHTON
CASSVILLE
CATAWBA
CATO
CAZENOVIA
CECIL
CEDAR GROVE
CHASEBURG
CHILI
CHILTON
CHIPPEWA FALLS
CITY POINT
CLINTON
CLINTONVILLE
CLYMAN
COBB
COLBY
COLEMAN
COLFAX
COLGATE
COLOMA
COLUMBUS
COON VALLEY
COTTAGE GROVE
CRIVITZ
CROSS PLAINS
CUBA CITY
CURTISS
DALE
DALTON
DANCY
DANE
DARIEN
DARLINGTON
DE FOREST
DE PERE
DE SOTO
DEERFIELD
DELAFIELD
DELAVAN
DENMARK
DICKEYVILLE
DODGEVILLE
DOUSMAN
DOYLESTOWN
DUNBAR
DURAND
EAGLE RIVER
EASTMAN
EDEN
EDGAR
EDGERTON
EDMUND
EL DORADO
ELAND
ELDERON
ELKHART LAKE
ELKHORN
FERRYVILLE
FOND DU LAC
FOOTVILLE
FORT ATKINSON
FOX LAKE
FREMONT
FRIENDSHIP
FIRESLAND
GALESVILLE
GAYS MILLS
GENOA
GILLINGHAM
GILMAN
GLEASON
GLENHAVEN
GRAFTON
GRANDMARSH
GRANTON
GRATIOT
GREEN BAY
GREEN LAKE
GREENVILLE
GREENWOOD
GRESHAM
GRIMMS
HANCOCK
HARTFORD
HATLEY
HAZEL GREEN
HELENVILLE
HIGHLAND
HIKA
HILBERT
HILLPOINT
HILLSBORO
HINGHAM
HIXTON
HOLLENDALE
HOLMEN
HORICON
HUBERTUS
HUMBIRD
HUSTISFORD
HUSTLER
JOLA
IRON RIDGE
IXONIA
JANESVILLE
JEFFERSON
JEFFERSON JCT.
JOHNSON CREEK
JUDA
JUNCTION CITY
JUNEAU
KAUKAUNA
KENDALL
KENOSHA
KEWAUNEE
KIEL
KINGSTON
KNOWLTON
KRAKOW
LAC DU KLAMBEAU
LACROSSE
LAFARGE
LAVALLE
LADYSMITH
LAKE DELTON
LAKE GENEVA
LAKE MILLS
LAKE TOMAHAWK
LANCASTER
LARSEN
LIMERIDGE
LONDON
LONE ROCK
LOHRVILLE
MANAWA
MANITOWOC
MARATHON
MARION
MARKESAN
MARSHALL
MARSHFIELD
MATHER
MAUSTON
MAYVILLE
MAZOMANIE
MEDFORD
MEDINA
MELROSE
MENASHA
MONOMONEE FALLS
MERRILL
MERRILLAN
MERRIMACK
MIDDLETON
MIFFLIN
MILLADORE
MILTON
MILTON JUNCTION
MILWAUKEE
MINDORO
MINERAL POINT
MISHICOT
MONDOVI
MONROE
MONTELLO
MONTFORT
MONTICELLO
MORRISONVILLE
MOSINEE
MOUNTAIN
MOUNT CALVARY
MOUNT HOPE
MOUNT HOREB
MOUNT STERLING
MUKWONAGO
MUSCODA
NASHOTAH
NECEDAH
NEENAH
NEILLSVILLE
NEKOOSA
NELSONVILLE
NEOSHO
NESHKORO
NEW GLARUS
NEW HOLSTEIN
NEW LISBON
NEW LONDON
NEWTON
NORTH FREEDOM
NORWALK
OAKFIELD
OCONOMOWOC
OCONTO
OCONTO FALLS
ODDENSBURG
OKAUCHEE
OKEE
OMRO
ONALASKA
ONEIDA
ONTARIO
OOSTBURG
OREGON
ORFORDVILLE
OSHKOSH
OWEN
OXFORD
PACKWAUKEE
PINE RIVER
PITTSVILLE
PLAIN
RIPON
ROCK SPRINGS
ROCKBRIDGE
ROCKDALE
ROCKLAND
ROSENDALE
ROSHOLT
RUBICON
RUSH LAKE
SAINT CLOUD
SALEM
SAUK CITY
SAUKVILLE
SAXEVILLE
SCANDINAVIA
SCHOFIELD
SENECA
SEXTONVILLE
SEYMOUR
SHAWANO
SHEBOYGAN
SHERWOOD
SHIOCTON
SHULLSBURG
SLINGER
SOBIESKI
SOLDIERS GROVE
SOUTH MILWAUKEE
SOUTH WAYNE
SPARTA
SPENCER
SPRING GREEN
STANLEY
STETSONVILLE
STEUBEN
STEVENS POINT
STITZER
STOCKBRIDGE
STODDARD
STONE LAKE
STOUGHTON
STRATFORD
STRONGS PRAIRIE
STURGEON BAY
STURTEVANT
SULLIVAN
SUN PRAIRIE
SURING
THERESA
THORP
TIGERTON
TOMAH
TREMPEALEAU
TROY CENTER
TWIN BLUFFS
TWO RIVERS
UNION CENTER
UNITY
VALLEY
VANDYNE
VERONA
VESPER
VIOLA
VIROQUA
WALDO
WARRENS
WATERLOO
WATERTOWN
WAUKESHA
WAUNAKEE
WAUPACA
WAUPUN
WAUSAU
WAUTOMA
WAUWATOSA
WYEVILLE
WYOCENA
YUBA

WKOW
WISCONSIN'S MOST POWERFUL STATION
10,000 WATTS • 1070 K.C.
MONONA BROADCASTING COMPANY
MADISON, WISCONSIN
Represented by Headley-Reed Co.

new business



Spot • • •

SUPREME LIBERTY LIFE INSURANCE Co., Chicago, begins series of 15-minute women's shows on one station in Detroit, Cleveland, Baltimore and Washington in June for 26 weeks. Agency: Arthur Meyerhoff, Chicago.

WILLIAMSON CANDY Co., Chicago, launching first TV spot campaign for Oh Henry candy bars. Schedule calls for one spot weekly on 30 stations through May. Agency: Aubrey, Finlay, Marley & Hodgson, same city.

J. C. ENO (CANADA), Toronto (proprietary), to sponsor transcribed *I Was a Communist for the FBI* on large number of Canadian stations. Agency: Atherton & Currier Inc., Toronto.

Network • • •

PURE OIL Co., Chicago, renews *Pure Oil News Time* on 32 NBC stations for 52 weeks Monday through Friday, 6-6:15 p.m. CST from April 28. Agency: Leo Burnett, Chicago.

DERBY FOODS, Chicago, began sponsorship of *Sky King Theatre* on 26 NBC-TV stations April 13 on alternate Sundays, 4:30-5 p.m. CST. Show has been converted from AM to TV with use of specially filmed Westerns. Agency: Needham, Louis & Brorby, Chicago.

LOOZ PRODUCTS, L. A. (mfrs. dietary supplement), started *Stewart Craig*, health commentator, on 53 ABC Pacific and Mountain radio stations, Sat., 5:45-6 p.m. PST and Mon., 7:45-8 p.m. PST, for 13 weeks from April 5. Agency: Dean Simons Adv., that city.

Agency Appointments • • •

GLAMOUR PRODUCTS Inc., N. Y. (reducing aids), appoints Leonard Shane, N. Y. Radio and TV will be used. Account executive is RUDY RUDOLPH.

VENTURA COASTAL LEMON Co., Ventura, Calif. (lemon products growers), names Erwin, Wasey & Co., L. A.

WISSAHICKON YARN Co., Jenkintown, Pa., appoints Lee Ramsdell & Co., Phila., for Wyco wool and nylon hand knitting yarns.

EMERSON RADIO and PHONOGRAPH Corp., names Grey Adv., N. Y.

PEPSI-COLA BOTTLING Co., Portland, names Hal Short & Co., that city.

KITCHEN ART FOODS, Chicago, names Aubrey, Finlay, Marley & Hodgson, same city, to handle advertising on PY-O-MY mixes and other food products. Broadcast media are expected to be used.

COLONIAL DRAPERY and CURTAIN Corp., N. Y., appoints Wexton Co., that city.

DIXIE MILLS Co., East St. Louis, Ill., appoints Olian Adv., St. Louis. Radio will be used.

COCA-COLA BOTTLING Co. of N. Y. Inc., appoints Comstock & Co., Buffalo, for Western New York market areas. Extensive radio-TV campaign planned.

TELE-KING TELEVISION Corp., N. Y., appoints Monroe Greenthal Co., that city to promote company's newest TV receivers.

Adpeople • • •

F. I. MULLIN, region planning manager for eastern region of Sales Div., General Foods, N. Y., and C. E. CHRISTENSEN, same position for western region, named associate managers of sales promotion department. W. A. SCHEIBLE, supervisor of assignment and planning in sales promotion, appointed staff supervisor of sales planning.

FRITZ NEILSON, Hunt Foods Inc., appointed sales promotion manager of Arkansas Rice Growers Cooperative Assn. with offices in Stuttgart, Ark.

ABE ZIMMERMAN appointed Philadelphia-Baltimore-Washington district sales manager for Hunt's Foods, replacing FREDERICK SHOBE, now sales manager of company's mid-western sales division.



FOR

Gruen

SPOT

PROGRAMS

MAKE

TELEVISION

TICK

they started with a good program and a sound idea

THE PROGRAM: "The Gruen Playhouse," a half-hour dramatic series . . . on film.

THE IDEA: Develop broad coverage for the program . . . with stations only in markets they need . . . on a Spot basis.

On a Spot basis, Gruen cleared good time in 35 hand-picked markets, including 29 hard-to-get one- and two-station markets. In all markets, Gruen got top picture quality . . . thanks to film.

And thanks to Spot Program television, Gruen saves enough on time costs to take care of extra film prints, their handling, distribution.

What you can expect from Spot Program television is told in a new presentation, "A Better Approach to TV Advertising." A call to your Katz representative will bring it to your office. It shows why Gruen and other advertisers agree:

YOU CAN DO BETTER WITH SPOT...MUCH BETTER

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22 • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT



is a simple word . . .

but Mr. Webster takes up half a column to tell its different meanings

In this broadcasting business "FIRST" gets sort of overworked, too. Some stations enthusiastically claim to be first just because they are the oldest in the market. And other stations talk about the Number One network—also on the basis of grey hairs. We respect grey hairs (and have our share) but the Webster definition of FIRST that we want to talk about is

FOREMOST

WTAX is first with the listeners with more audience than other Springfield stations combined (see HOOPER).

WTAX is the first choice of Springfield advertisers —to the extent that spot availabilities have a habit of getting non-existent at times.

WTAX is affiliated with CBS—which has more top-20 programs than the other three major networks combined—and ranks first with national advertisers as shown by an investment of 28% more dollars in 1951 than the next ranking network.

WTAX is only 22 years old (not first in years we admit) but we won't weep over that. It's modern up-to-the-minute plant was constructed in 1947-48 and its equipment is unsurpassed. If you want to cover the Springfield market thoroughly and economically—the most listeners at the lowest cost to you—you will put WTAX on your list

FIRST

CBS WTAX

Springfield, Illinois

Represented by Weed & Company

open mike



Blue Chips in Demand

EDITOR:

The March 31 issue of your publication has an article which has aroused considerable interest here. We're speaking of the one entitled "How Leaders Play Their Blue Chips" starting on page 34.

May we have some extra copies of the article? . . .

Walter Warzbok
Research Librarian
Brooke, Smith, French & Dorrance
Detroit

* * *

Word to the Weiss

EDITOR:

Last year during the early spring an article about Courtesy Motors of Chicago appeared in your publication.

Would it be possible for us to get a copy of this article? We are conducting a survey of the used-car market and were told that your article would be most helpful to us.

Sidney P. Weiss
William N. Scheer Adv.
Newark, N. J.

[EDITOR'S NOTE: The article which appeared in the Feb. 19, 1951, issue, has been forwarded to Mr. Weiss, and with it BROADCASTING • TELECASTING's new brochure of sales success stories, which includes several case histories of auto dealers.]

* * *

Nosegays

EDITOR:

. . . We are very appreciative of the fine coverage that BROADCASTING • TELECASTING has given the [FCC] hearings [on ABC-United Paramount merger] and your fair and impartial treatment.

We are sure we are on the right side in this merger and we feel the business will be helped immeasurably. You will have played a big part in helping us get our case over. . . .

Robert E. Kintner
President, ABC
New York

* * *

EDITOR:

. . . One of the first things I read was your splendid editorial in the [March 31] issue in regard to radio card rates. It has been, and is, a wonderful thing for the radio industry that you are able and willing to be frank, outspoken and fearless in expressing your convictions about the broadcasting business' relations to government and its intra-mural problems . . .

T. F. Flanagan
Managing Director
National Assn. of Radio and Television Station Representatives
New York

Half-Time Activities

EDITOR:

KINY Juneau, Alaska . . . believes it has recruited the youngest listener in history to basketball broadcasts. It all happened when the town of Wrangell, 140 miles south of the Alaskan capital, went on the air for the first time with a broadcast of the territorial high school basketball championship series. . . . The play-by-play was carried by the Signal Corps' submarine cable to the Juneau transmitter. . . .

Mrs. Robert Whickman, wife of the town clerk, was expecting a baby but didn't intend to miss the historic broadcast. When she was taken to the [Wrangell] hospital, her radio went with her. A considerate daughter arrived at half-time so that neither Mrs. Whickman nor her husband (who had been ordered away from his wife and the radio during the delivery) missed any of the broadcast.

Baby and team both did well, Wrangell sweeping the series in two straight games. . . .

William J. Wagner
President
Alaska Broadcasting System
Seattle

* * *

Caught Napping

EDITOR:

. . . I believe the broadcasting industry was asleep at the switch when they allowed the New York legislature to put through a ban on such telecasting [of legislative hearings] without even making a fight of it. I am also confident that public opinion will be on our side of this question and the best way we can get that public opinion vocal is to let them know that there is a real chance that such television opportunities may be withdrawn through legislative action. . . .

Jack Harris
V. P., Gen. Mgr.
KPRC-AM-TV Houston

* * *

One of the Boys

EDITOR:

My article on "The Service to be Expected from UHF" which appeared on page 146 of the March 31 issue of BROADCASTING • TELECASTING seems to have inspired some editorial interpretation which I would like an opportunity to correct or at least comment upon.

The purpose of the article was to present an objective picture of the relationship between UHF and VHF. It was not my intention to

(Continued on page 94)

MORE PEOPLE listen to WOAI than live in the city of DETROIT*

Detroit is the country's fifth city. We of the Southwest are proud of the industrial giant that is the motor capital of the Nation. We're proud, too, that WOAI serves the great Southwestern area with its 50,000 watt voice. Over 834,000 families listen to WOAI nighttime*—they listen—enjoy—buy!

WOAI IS THE **MOST POWERFUL** ADVERTISING INFLUENCE IN ONE OF THE NATION'S **LEADING MARKETS**

NBC — TQN

Represented Nationally by

EDWARD PETRY & COMPANY, INC.

NEW YORK • CHICAGO • LOS ANGELES
ST. LOUIS • DALLAS • SAN FRANCISCO • DETROIT



*

DETROIT—530,400 Families
WOAI—834,100 Families

*Computed from B.M.B.—Study No. 2



WOOPS!!

Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales



feature of the week

KBKR Baker, Ore., is more than slightly proud of an advertising campaign which has won three awards in the past two years.

The sponsor, Henry Levinger, owner of a Rexall Drug Store, is highly pleased, too. Gross business has increased more than 400% in the past five years and the store now reportedly is doing more business than all other eight stores in the county combined.

Planned and supervised by Milton L. Levy, KBKR advertising manager, the campaign consisted of a twice-weekly give-away show, a weekly remote broadcast, a prescription contest and a Christmas letter-writing contest for children. In addition, spots were used.

By dint of hard work, Mr. Levy was able to get more than 25 firms to assist with cooperative advertising for the Rexall campaign.

Prizes won were the Highest Merit Certificate in the Oregon Advertising Club's annual Oregon Advertising Achievement Exposition; the Highest Merit Award in the Third Annual MacWilkins Memorial Award contest conducted by the Oregon Advertising Club, and a first prize from BAB in its "Radio Gets Results" contest.

In effect, the campaign has made of Mr. Levinger a "neighborhood druggist" for the entire county. His voice, heard throughout the remote broadcast, is a familiar one to listeners.



Mr. Levinger (l) and Mr. Levy hold the three awards.

This is what Mr. Levinger has to say about radio advertising:

"During the last 20 years we have tried all types of advertising, direct by mail, newspaper and radio. We find for a small town such as ours with a good rural trading area, the radio is by far the most effective.

"Before we concentrated on radio advertising we spent far too much time working out newspaper ads. We find that the radio is much simpler, more flexible and pulls better dollar-for-dollar of expenditure.

"We continually 'scoop' our competitors on promotions because of the speed with which we can get new items on the air. We believe changes in the programs are essential and are planning on many revisions to keep our listeners listening."

Mr. Levy reported that many radio stations and drug stores have made inquiries about his campaign.



strictly business



CARROLL LAYMAN

THE FUTURE of TV is so tremendous "we haven't even begun to see its possibilities" is the opinion of Carroll Layman, Chicago manager of Harrington, Righter & Parsons, which claims to be the first exclusive national television station representative firm.

Mr. Layman, in the near future, expects many new advertisers to go into TV, old advertisers to use TV spot in new and more effective ways, and stations to "clean up" their schedules with the advent of competition. Spot, which has been "abused locally," often has an excess of commercialism with no value "from any angle," he says.

Taking the country as a whole, TV costs are not as high as people seem to believe, he states. Mr. Layman thinks results should be reviewed on the basis of sales.

In Buffalo, for example, he said a Class A spot for $115 has a potential audience of more than 250,000, plus some 30,000 persons in Canada who are classed as a bonus.

Mr. Layman, who opened his

(Continued on page 58)

IF YOU'RE INTERESTED IN BIRTHDAYS...

This June WISN and the Milwaukee Druggists Will Celebrate the 10th Birthday of Their Popular Weekly Public Service Program "Know Your Druggist Better."

Because of This Outstanding Program Every Milwaukeean Has Come To Know His Druggist As the Real Professional Man That He Is.

That's Why WISN Means RADIO To All Milwaukee Druggists.

IN MILWAUKEE THEY LIS'N TO

WISN CBS

5000 WATTS

Represented by KATZ Agency

the big boy of tiny town





COLOSSUS OF THE CAROLINAS

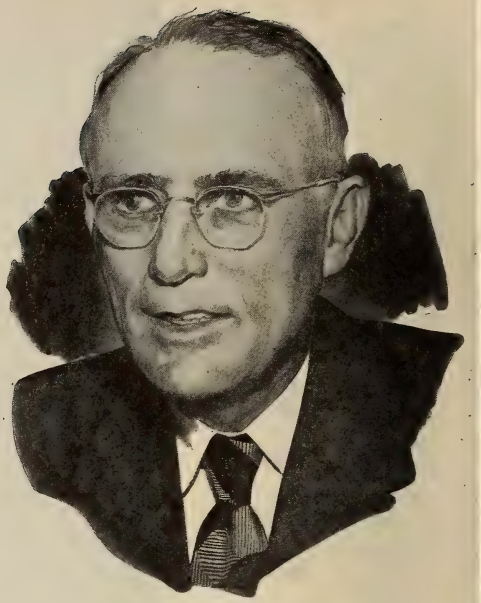
Way down west in North Carolina, the kids have their own idol of six-gun glamour. It's WBT's Fred Kirby whose Saturday morning "Tiny Town" bangs away with a 10.5 Pulse rating at 10 AM—with over 10,000 roped, branded and certified "citizens." Shooting from both hips, Fred also wings a 14.5 rating for his Saturday afternoon folk-music disc session, "Hillbilly Star Time." If you're shooting for sales in the Carolinas, use the local big gun for best results.

WBT CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

"Unfailing success with KWKH"



Says JAMES E. CAWTHON

President, Shreveport Grain and Elevator Co.

IMPORTANT LOUISIANA FEED MANUFACTURER

In addition to manufacturing and marketing their own line of stock and poultry feeds, Shreveport Grain and Elevator Co. also distributes PurAsnow Flour in the big Louisiana-Arkansas-Texas area. Mr. James E. Cawthon recently wrote us as follows:

"For several years we have used KWKH with unfailing success, for promoting our firm and the various lines of stock and poultry feeds which we manufacture. The same good results have been produced for the nationally-advertised products we distribute. Our dealings with the station have been pleasant as well as profitable, since the personnel has been most helpful. We know we can call on them at any time for fine cooperation.

(Signed) *James E. Cawthon*"



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

50,000 Watts · CBS Radio ·

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company Representatives

Henry Clay, *General Manager*

BROADCASTING

VOL. 42, No. 15—PART 1 APRIL 14, 1952

THAW JULY 1

THE FCC today (April 14) thawed the 43-month-old television freeze with the release of a ponderous "Sixth Report and Order" which establishes a national television policy for the United States.

The new allocations, providing over 2,000 stations in nearly 1,300 communities, came by a divided FCC vote, with four of the seven commissioners (Chairman Paul A. Walker, Vice Chairman Rosel H. Hyde, Comrs. E. M. Webster, George E. Sterling) giving it unqualified endorsement. Comr. Robert F. Jones bitterly dissented on all counts, and Comr. Frieda B. Hennock, victor in her crusade for educational reservations, concurred in part and dissented in part. The seventh Commissioner — neophyte Robert T. Bartley—did not participate in the final vote.

The report, destined to set off the biggest land-rush for facilities since the advent of electrical communications, does not become effective until July 1. This leaves 78 days of "waiting period" during which applications can be perfected. And it will be on the controverted "channel - by - channel" basis, as against the "one-pot" proposal.

Actually, the report does not become legally effective until 30 days following its publication in the *Federal Register*. But that is a technicality.

A temporary expediting procedure is established, with cities having no TV service to be processed first. (Detailed outlines of procedures and priorities, plus highlights of the report on this and the next page. For full text, see Allocations Supplement published with this issue.)

In its 600-plus page final report, the Commission establishes a zone system with varying spacings between stations to fit engineering or geographical conditions. Most of its conclusions followed closely the speculation that had been circulating broadcast ranks for many weeks (as depicted in issues of this publication).

On July 1, the processing actually resumes. There will be some grants — where uncontested — but most applications will go to hearing. The station population of 108 is not destined to increase by more than a handful this year, it is thought. And hearing cases may take months; even years.

With the release of the report, it now can be expected that literally hundreds of new applications will be filed. Consolidations of applicants in given areas also are anticipated, in consonance with the revelation of the table of assignments to cities, and the new rules of the game.

The FCC provided no additional VHF channels to such major "trouble" areas as Boston, Chicago, San Francisco, Philadelphia or Pittsburgh, compared with the assignments last year in the "Third Notice" [B•T, March 26, 1951].

It did, however, provide additional VHF channels in 21 cities. But this was partly offset with the deletion of one VHF channel each from 15 cities. Most of these losses were in the Gulf Area states, where wider separations were specified because of interference factors.

Educational reservations were increased from the proposed 209 to 242—11.8% of the total assignments. Among the 242 educational reservations are 80 VHF channels—13% of all VHF assignments.

Highlights of Report Ending TV Freeze

FOLLOWING are the significant highlights of the FCC's Sixth Report and Order, which sets the pattern for TV in the United States:

Number of Channels and Communities: There are 2,053 assignments made to 1,291 communities (including 51 assignments to 17 cities in the territories). This compares with 1,965 assignments made to 1,256 communities last March in the FCC's Third Report and Order [B•T, March 26, 1951].

VHF and UHF Assignments: There are 617 VHF and 1,436 UHF assignments made, of which 51 VHF channels are to territories. This compares with 608 VHF and 1,357 UHF assignments made then.

Educational Reservations: There are 242 non-commercial, educational reservations made in as many cities (including nine to territories). Of the 242 reserved channels, 80 are VHF frequencies (including the nine to territories). This compares with 209 non-commercial, educational reservations made last March, of which 82 were VHF.

Zones: The United States is divided into three zones. Zone I includes the northern part of the country to the Mississippi River. Zone III includes the southern states, from the Gulf of Mexico northward for about 150 miles. Zone II includes rest of nation.

Mileage Separations:

	I		II		III	
Zone	VHF	UHF	VHF	UHF	VHF	UHF
Co-Chan.	170	155	190	175	220	205
Adjacent Chan.	60	55	60	55	60	55

Powers: Maximum power for Channels 2-6 is 100 kw; Channels 7-13, 316 kw; Channels 14-83, 1,000 kw. Minimum power for all stations is 1 kw.

Antenna Height: Maximum antenna height permitted with maximum power is 2,000 ft. above average terrain—except in Zone I where VHF antenna maximum is limited to 1,000 ft.

Changes in Existing Stations: Only 30 of the existing 108 U. S. stations are required to change frequencies. Last March, 31 were proposed to be changed. WKY-TV Oklahoma City has been permitted to remain on Channel 4. In two other instances, changes are different from those proposed last March: WSAZ-TV Huntington changes from Channel 5 to Channel 3, instead of to Channel 8, and WTAR-TV Norfolk from Channel 4 to Channel 3, instead of to Channel 8.

Flexibility Channels: Plan to reserve 18 UHF channels for future assignment on request was abandoned. Instead some of the so-called flexibility channels were used to add UHF frequencies to some cities. The others were unassigned and will be assigned to a city upon rule-making procedure.

For city-by-city assignments see page 132, TV Allocation Supplement.

617 VHFs, 1436 UHFs in 1291 Markets; Educators Win

The voluminous report (reprinted in full in this issue's Special TV Allocations Supplement) embodied a legal, point-by-point discussion of the various proposals and counter-proposals filed in the more than 1,500 comments submitted to the FCC last fall.

Report contained discussion and decisions on the general issues and the city-by-city comments. It also contained a complete revision of the TV Rules and Engineering Standards, prediction charts, curves and tables.

Three reasons were given for the Commission's support of a table of allocations: (1) It was the most efficient technical use of the limited number of TV channels. (2) It protects the smaller cities and rural areas. (3) It eliminates procedural disadvantages and delays in processing applications.

"Assignments made upon the 'application' or 'demand' method necessarily leads to results which do not adequately reflect on a nationwide basis significant comparative needs as well as differences among communities throughout the country," the Commission stated.

Commission table of assignments uses the entire VHF and UHF bands—the latter from 470 to 890 mc.

In answer to several suggestions that commercial TV be moved to the UHF band, solely and completely, the Commission questioned whether there would be enough UHF channels to provide a nationwide service.

Former FCC Chairman Wayne Coy never made any bones about his belief that all TV should be moved to the UHF. He said as much in several public statements and speeches.

Idea of UHF flexibility channels reserved for "drop-in" purposes was abandoned. Although all 18 such channels were not assigned, those remaining can only be assigned to a community through rule-making procedure.

Table of Assignments (see page 132 of Supplement to this issue) will be in force without change for one year, the report noted. However, exceptions to this "freeze" will be made for (1) assignment of a channel where no assignment has been made in the table to a

(Continued on page 67)

DISSENTERS

Are Jones and Hennock (in Part)

OF the three separate opinions to the majority FCC final TV "freeze" report (reprinted in full in the special Supplement), Comr. Robert F. Jones was the only one who dissented in toto. He found the whole philosophy of the report distasteful—and he said so, vigorously and colorfully.

Comr. Frieda B. Hennock also objected vigorously to the lack of what she claimed was an "adequate" educational reservation plan, to the power and antenna height standards, which she claimed "enhanced VHF at the expense of UHF," and to the temporary expediting procedure. She concurred with the idea of the educational reservation plan, although re-emphasizing that she didn't think it went far enough.

Comr. Edward M. Webster issued a concurring opinion in which he declared that the Commission was forced to accept the educational reservation plan because of the lack of a case against it by commercial interests.

Blistering Attack

Blistering attack on the FCC's "Sixth Report and Order" was set down by Comr. Jones in 27 pages and 33 charts and tables. In graphic language, he declared that the report:

1. Gave the advantage to major cities to the detriment of the smaller cities.

2. Was based on administrative convenience rather than on the fair and equitable distribution of frequencies to the various cities and states.

3. Was on questionable legal ground when it included the Table of Assignments in the rules, which prohibited any changes except through rule-making procedures.

4. Was in error when it established minimum separations to assign channels throughout the United States. He said he believed that the Commission should take advantage of the flexibility provided in raising antenna heights rather than powers and use the difference in efficiency to get the equivalent of minimum co-channel separations agreed upon.

5. Gave VHF operators a greater break than UHF in station coverage. He desired, he said, regulations which would equalize the coverage of VHF and UHF stations.

"Actually, if you attribute all the selfishness charged against them in the Commission's decision, broadcasters could have done little more on an application basis, without an allocation plan, to carve out an advantage to the detriment of the smaller cities," he said.

Speaking of the high cost entailed in meeting the Commission's maximum powers and antenna heights, which he believed almost everyone will be forced to meet, Comr. Jones said:

"This means that there is a million dollar entry fee for every broadcaster to guarantee the Commission plan's efficiency. . . . This plan throws the heaviest financial burden upon those least able to pay [UHF operators]."

Other, equally vivid, passages follow:

"It [the FCC] has created a bigger Frankenstein with this artificial scarcity of channels in this plan than it is trying to avoid. . . .

"The Commission has had the paralysis of analysis for one year, not consumed in drafting the general Rules and Standards, but consumed in a search for a city-to-city allocation plan which it can freeze on the country by rule-making proceedings.

". . . the firm, fixed and final allocations plan constitutes an inefficient use of our valuable spectrum space.

". . . this dodge of mileage separations is the Achilles heel to this allocation plan's efficiency. . . . The arbitrary mileage separations . . . are not based upon engineering principles at all.

"In their Report, they [the Commission] have given only lip service to that standard [fair and equitable distribution of television service] . . . The inevitable result [of abandoning that standard] is an allocation which is neither fair nor efficient nor equitable and which so far departs from the realities as to be completely arbitrarary and capricious.

". . . by giving excessive co-channel protection to VHF stations and inadequate protection to UHF stations the Commission has arbitrarily and adversely affected the ability of UHF stations to compete."

In establishing maximum powers and antenna heights, the Commission should have limited VHF so that UHF stations could compete properly, Miss Hennock declared. She would have limited Channels 2 to 6 to 50 kw with 500 ft. antenna height, Channels 7 to 13 to 150 kw and 500 ft., and the UHF frequencies to 1,000 kw. She did not mention antenna height limitations for UHF.

The greater coverage that VHF channels will get with high powers and antenna heights were specified by Miss Hennock.

"To increase power and height now is irrevocably to cast the die in favor of the VHF and to take an unnecessary gamble with the future of our entire television system," she said.

Failure to use the flexibility channel idea was also scored by Miss Hennock. She stated that she feared that the unassigned channels will be "preempted" by the larger cities.

A "two-lump" hearing procedure —VHF and UHF—instead of the channel-by-channel procedure is best, Miss Hennock declared. "By permitting applicants to pick and seek particular VHF frequencies, the 'channel-by-channel' procedure is inconsistent with this basic allocations principle [that all VHF channels are identical]," she said. She also foresaw "multiple" VHF hearings in the same community under the Commission's plan of processing, she said, rather than any more speedy grants as it believed.

"Maximizing" the number of educational reservations should have been the program in the final Table of Assignments, Miss Hennock declared. She stated that she believed also that the reservations have "predominantly been confined to the UHF portion of the spectrum and an insufficient number of VHF reservations provided."

Her 26-page dissent went into detail as to reasons why she is opposed to the reservation methods followed in the final report.

Educational reservations are the

(Continued on page 38)

WHERE VHF CHANNELS WERE ADDED

And the Cities That Lost VHF Channels

NONE of the big city "hot spots," like Boston, Chicago, San Francisco, Pittsburgh and Philadelphia, got any more VHF channels than were proposed to be allocated to them in the Third Report last year [B•T, March 26, 1951].

However, 21 cities had a VHF channel added to the assignments proposed last year. They are: Santa Barbara, Calif.; Denver, Col.; Durango, Col.; Grand Junction, Col.; Hartford, Conn.; Champaign-Urbana, Ill.; Cedar Rapids, Iowa; Bay City, Mich.; Cadillac, Mich.; Eugene, Ore.; Altoona, Pa.; Spartanburg, S. C.; Memphis, Tenn.; Nashville, Tenn.; Lubbock, Tex.; Salt Lake City, Utah; Vernal, Utah; Harrisonburg, Va.; Bellingham, Wash.; Beckley, W. Va.; Green Bay, Wis. Additional VHF went to Sacramento, Calif., but the educational reservation shifted from UHF to VHF.

Fifteen cities lost a VHF channel. They are: San Diego, Calif.; Visalia, Calif.; New London, Conn.; Pensacola, Fla.; Tallahassee, Fla.; Tampa-St. Petersburg, Fla.; Valdosta, Ga.; Centralia, Ill.; Middlesborough, Ky.; Alexandria, La.; Lafayette, La.; New Orleans, La.; Jackson, Miss.; Columbia, S. C.; Amarillo, Tex. The following cities were left with no VHF assignments: New London, Tallahassee (VHF remaining is reserved for education), Valdosta, Centralia, Middlesborough, Lafayette.

In the following three cities the educational reservation was changed from the VHF channel to a UHF channel: Indianapolis, Kansas City, Omaha. In addition the Commission deleted the VHF reservation for Columbia, Mo., and did not change it to another channel.

In two cities, the Commission reserved VHF channels. They are Gallup and Silver City, N. M.

Among other changes made in the city-by-city assignment table, the Commission specified Brownsville, Weslaco and Harlingen, Tex., and Buffalo and Niagara Falls, N. Y., as one market cities.

Noteworthy was the lack of Commission action on Channel 5 in Ames, Iowa. This channel is now occupied by WOI-TV, owned by Iowa State College. This places the station in the commercial, rather than educational category.



NEW OFFICERS of the American Assn. of Advertising Agencies, elected at early April meeting [B•T, April 7] are (seated l to r) John P. Cunningham, Cunningham & Walsh, new board chairman; Henry M. Stevens, J. Walter Thompson Co., vice chairman; standing (l to r) are Frederic R. Gamble, AAAA, president; Harold Cabot, Harold Cabot & Co., secretary-treasurer, and George Link, Jr., AAAA legal counsel.

McFARLAND BILL

Senate Eyes House Version

FUTURE Senate conferees on the McFarland bill had a chance to see the House version in black-and-white last week and prepare strategy.

It's believed that Senators will be ready to explore carefully the House Interstate & Foreign Commerce Committee's revised bill in a move to bring it more in line with the Senate-passed original.

The House version of S 658, only major communications legislation in Congress, was released for full inspection Wednesday. It contains a rewritten section which would give to FCC powers of suspension, cease-and-desist and fine-levying to add to the agency's present authority to revoke broadcast licenses [B•T, March 24, 17].

Bill arrived on the eve of a House Easter holiday recess. The chamber convenes April 22.

Next step will be for the House Rules Committee to give the bill, which would modernize FCC functions, a go-ahead. That action will propel the bill to the House floor where it can come up for a vote at almost any time.

If amendments are to be proposed in the House they will be offered at that time. Rep. Alvin E. O'Konski (R-Wis.) already has warned he will attempt to amend the bill so as to direct the FCC to charge fees for station licenses.

Next Steps

Once the House approves the bill, it will travel to the Senate, where, if a conference is asked, both houses will appoint conferees. From there, the bill will be on its last lap toward enactment.

A clause in the bill says that the new Communications Act would take effect "on the first day of the first month which begins more than 60 days" after enactment.

There were these signs pointing to eventual joint conference:

(1) House committee has added language to the McFarland bill that was not there when the measure left the Senate. It has rewritten some Senate bill sections, deleted still others entirely.

(2) One of the sections omitted refers to "double jeopardy" in anti-trust, a pet clause of Senate Majority Leader Ernest W. McFarland (D-Ariz.).

(3) A controversial re-worked section is that of suspension-fine levying powers. Its hastened debut by the House committee brought immediate radio-TV industry opposition. Industry people say they are fearful of how these new powers could be used by FCC [see editorial, B•T, March 24]. The feeling also is rife in radio's ranks on the potential power of cease-and-desist. (The section in the House version dealing with these powers appears in context below.)

More important implications of House committee actions:

● The McFarland section on anti-trust (Sec. 311) was omitted. However, there was no explanation in the committee's report on why this was done. The report described the McFarland change saying it would have eliminated from Sec. 311 the provision "which authorizes the Commission to refuse a station license or construction permit to any person which has been finally adjudged guilty by a federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacturer or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition." Thus, the House would retain this provision.

● In explaining its section dealing with cease-and-desist, suspension, revocation and fines, the committee said its "modified section would in addition [to revocation for acts willfully, knowingly, or repeatedly committed] authorize, for certain specified reasons or grounds, (1) suspension of station licenses for not to exceed 90 days, (2) revocation of construction permits, (3) issuance of cease-and-desist orders, and (4) imposition of penalties in the nature of forfeitures. (Specified grounds appear below in text of section).

● So-called "job-jumping" clause has been eliminated from the McFarland bill. It would have barred any Commissioner from representing an individual or a firm before the FCC in a professional capacity for one year after he failed to serve out his term. It would have become effective one year from the date of enactment. Reason for this omittance, the committee said, was that similar agencies do not have such a bar.

● The same reason was given for eliminating a provision in the McFarland bill on placing certain limitations on the authority which FCC now has to issue declaratory orders. Latter orders would have been used by FCC, in the Senate version, "to terminate a controversy or remove uncertainty."

In the main, except for the section added on non-discrimination against newspaper applicants and the important changes related above, the House version is considered by observers not to basically modify the original Senate bill. Thus, the conferees can concentrate on key sections.

● Surprise new section (Sec. 6 of House version) is a provision which would permit an unsuccessful applicant for license renewal to request FCC to condition its grant to the successful applicant with right of purchase of physical facilities (plant and equipment) owned by the unsuccessful applicant. It would add a new subsection (f) to Sec. 307 of the Act.

Here is the section on suspensions, fines and cease-and-desist:

Sec. 10. Section 312 of such Act is amended to read as follows:

ADMINISTRATIVE SANCTIONS

"Sec. 312 (a) Any station license may be revoked, or may be suspended for a period not to exceed 90 days, and any construction permit may be revoked—

"(1) for false statements knowingly made either in the application or in any statement of fact which may be required pursuant to section 308;

"(2) because of conditions coming to the attention of the Commission which would warrant it in refusing to grant a license or permit an original application;

"(3) for willful or repeated failure to operate substantially as set forth in the license;

"(4) for willful or repeated violation of, or willful or repeated failure to observe, any provision of this Act or any

(Continued on page 34)

ACLU

Asks FCC Action on 'Blacklisting'

CITING four networks and two stations specifically, the American Civil Liberties Union last week called upon FCC to conduct a general investigation of "blacklisting" in radio and television and to consider adoption of rules banning the practice [B•T, April 7].

The complaint also asked FCC to refuse to renew the station licenses of the defendants—NBC, CBS, ABC, DuMont, WPIX (TV) New York and KOWL Santa Monica, Calif.—until they take an oath against discrimination because of actual or alleged associations or beliefs, past or present, and agree to insert a similar no-blacklist clause in contracts dealing with programs prepared by advertisers, agencies or others.

The "general investigation and hearing" requested by ACLU would be designed "to determine (1) the extent of such discrimination and blacklisting in the radio and television industries and (2) which appropriate measures may be necessary, including the adoption of a general rule, pursuant to . . . the Federal Communications Act . . . to insure the immediate cessation of such blacklisting."

A letter accompanying the complaint to FCC appeared to question the legality of networks permitting advertisers and agencies to produce the programs they sponsor, whether blacklisting occurs or not, but officials told newsmen that they are not concerned with this question except as it relates to blacklisting.

Officials denied that the complaint, which was prepared with the assistance of former FCC Chairman James Lawrence Fly, was "a press agent stunt" to promote the book on which it was based: *The Judges and the Judged*, a report by author and ACLU board member Merle Miller on an investigation of blacklisting which, commissioned originally by ACLU, was published last week by Doubleday & Co. (See review, this page). The book was submitted to FCC as "Exhibit A."

Whether the Commission would undertake the probe could not be foretold. At least once before, it has refused to consider the problem. That was when Rex Stout, president of Authors League of America, called for FCC hearings on blacklisting during the turmoil surrounding release of Philip Loeb from *The Goldbergs* TV show [B•T, Feb. 18].

But ACLU officials felt that although it turned down Mr. Stout's request, FCC had "practically invited a complaint of this sort."

They noted that in his letter of notification to Mr. Stout, then-Chairman Wayne Coy had said that "any specific information which might establish that a licensee has surrendered responsibility for the operation of his station would be relevant" in license-renewal proceedings and that "you may therefore desire to bring any facts which you may have relating to specific stations and licensees to the Commission, so that it can be ascertained whether any matters within the jurisdiction of the Commission are involved." (The Loeb case

(Continued on page 95)

in review...

THE JUDGES AND THE JUDGED. By Merle Miller. Doubleday & Co., 575 Madison Ave., New York 22. 220 pp. $2.50.

THIS BOOK manages a successful effort in presenting a documented, objective case history of the so-called blacklists, allegedly circulated widely in radio and television offices.

It was compiled with the assistance of the American Civil Liberties Union, which sponsored this report on blacklisting and its effects.

In closing words of the book, Mr. Miller, a former writer for *Time* and *Harper's* magazines, makes this plea:

"Freedom is expensive. In wartime it is bought at the cost of lives; in peacetime the price must be paid in terms of coolheaded courage.

"It is a price that Americans have a right to expect the leaders of one of its basic industries to pay.

"We have a right to demand moral responsibility in radio and television as well as in government."

DEMO. CAMPAIGN

Joseph Katz Co. Named

MAJOR step in media planning by the Democratic National Committee for the '52 Presidential election campaign was taken last Tuesday with the appointment of The Joseph Katz Co., New York and Baltimore, as its advertising agency.

Preliminary discussions were held among agency executives and committee officials the following day to map plans for radio-TV time buying and other media programs.

While the national committee has given no concrete figure on proposed radio and television expenditures, the overall budget calls for between $1 million and $2 million during the campaign—or substantially more than for the 1948 elections.

Kenneth Fry, radio-TV director of the committee, is expected to confer with network authorities in New York this week. Cost problems and other factors will be explored.

The Katz agency will handle all timebuying allocated by the national organization, including national network and national spot commitments. State and city Democratic organizations will purchase time for local candidates at community levels.

TV Complicates the Picture

Television complicates the picture this year because of its expansion since 1948 and high costs. Because of the latter factor alone, radio-TV's share will be substantially greater than four years ago when roughly $700,000 was expended on radio-video broadcasting through Warwick & Legler.

Joseph Katz, president of the agency bearing his name, will supervise the account. Lloyd G. Whitebrook, vice president, and Robert Swan, radio-TV director, will assist Mr. Katz and work directly with the national committee. The appointment was effective last Tuesday, concurrent with the announcement.

It was emphasized that media planning is in the formative stage and that thinking on time purchases will not firm up immediately. The bulk of the media budget—the Democrats approved a total outlay of $2.8 million for the campaign—will go to radio-TV broadcasting, with the stress on post-convention activities.

Wednesday's agency - committee session was attended by Mr. Katz and half a dozen other executives from his company, Mr. Fry and other top-level committee officials.

Funds will be available on the state or county level for broadcasters. The Democratic National Committee will urge local groups to buy time for local candidates and broadcasters were urged at the NARTB convention to canvass local organizations for paid time segments [B•T, April 7].



Drawn for BROADCASTING • TELECASTING by Sid Hix

"The network wants to put a hitchhike on that 8 p.m. cowcatcher and sell it at daytime rates."

SELL-RADIO DISCS

Distributed by NARTB

FIRST transcriptions of the radio-promotion series authorized for station use by the NARTB were sent to all stations last week by Robert K. Richards, NARTB director of public affairs.

The first release had a subscription list of 250 stations. Only subscribers will receive future monthly transcriptions.

Titled "Radio on the Record," the transcription series was approved by the NARTB board last year on recommendation of President Harold E. Fellows, who conceived the idea. It is designed to use radio to sell radio, with prominent public figures depicting the medium's solid place in the American structure.

The initial disc carries radio-promoting announcements voiced by several political leaders, including Guy George Gabrielson, chairman, Republican National Committee; Mrs. India Edwards, vice-chairman, Democratic Committee; Sen. Edwin C. Johnson (D-Colo.), chairman of the Interstate & Foreign Commerce Committee, and FCC Chairman Paul Walker.

A quarter-hour script recalling radio's growth in the news field and its development into the world's leading news medium was voiced by H. V. Kaltenborn, commentator.

Long-playing 10-inch transcriptions were pressed by Columbia. Drex Hines was producer. Future releases will include leading figures in the business world and other fields. Discs will be available to stations at a cost of $2 each.

FULTON LEWIS FILES

Seeks New AM Outlet

FULTON LEWIS jr. applied to FCC last week for a new AM station.

He requested 1370 kc with 1 kw, daytime, and would construct the station at Lexington Park, Md., near his farm at Hollywood, Md.

Mr. Lewis reported that his net worth is "in excess" of $200,000, and that his annual earnings exceed $25,000. Mrs. Lewis has 5% interest in KJBS San Francisco, but he has no radio interests.

MBS Gross Up 11.1%

GROSS billings for Mutual during the first quarter of 1952 showed an 11.1% increase over the comparable period last year, according to a network statement issued Thursday. Total for the first three months of this year was given as $5,126,201.82 in contrast to last year's $4,617,598.72.

TV Allocations Supplement

AS A service to subscribers, and in keeping with our "full text" policy on all important news events, BROADCASTING • TELECASTING is publishing in complete text the FINAL TELEVISION ALLOCATIONS REPORT.

The ALLOCATION REPORT is being delivered WITHOUT CHARGE to the 16,000 subscribers as a supplement to the regular weekly BROADCASTING • TELECASTING. Extra copies of the PRINTED text will be available as long as the supply lasts, at $3 each.

STRIKE THREAT

ABC-NBC Newsmen Ask Fees

RADIO Writers' Guild served strike notice Tuesday—"this afternoon, tomorrow, or you guess"—after ABC and NBC networks refused to grant commercial fees to news writers.

Continuity writers at both networks might also walk out, it was said, although their question concerns rights to their materials, for which the companies now claim complete ownership.

Strike date remained unspecified late last week, although RWG spokesmen underlined the sincerity of their Guild's stand. General RWG membership has voted to support the strike and the Guild's parent body, Authors League of America, gave strike approval through its council. A possibility pointed out by RWG was that the League may direct all writers—including novelists, dramatists, radio and video authors—to withhold TV material from the networks since no general TV contract with writers is in effect yet.

Newswriters on non-sponsored newscasts first raised the question of commercial fees in 1943. Their argument is that actors and announcers get the fees by contract, that engineers automatically get the higher scale, and that newswriters are only ones not paid on commercial basis. Network representatives decried the duo-structure for sustaining and commercial shows and refused to extend the structure further.

A $300 weekly maintenance was reported by RWG as pledged to its members during the proposed strike, and Guild leaders hoped to add $1,000 a week more at the RWG membership meeting Thursday.

NBC and ABC would not comment.

RADIO HOMES

B•T Estimate on Target

ESTIMATES of Delaware radio homes by counties as of 1950 [B•T, Jan. 7], as compiled by BROADCASTING • TELECASTING, are almost identical with official figures released last week by the U. S. Census Bureau (see story and table on opposite page).

The B•T county figures for 1950 were compiled by applying Broadcast Measurement Bureau figures against the number of occupied dwellings in each of the nation's 3,070 counties. These dwelling figures were made available in December by the Census Bureau.

Comparisons of the Census Bureau's official 1950 radio homes figures for Delaware and the B•T estimates follow:

	U. S. Census	B•T Estimate
Wilmington*	72,565	72,734
Kent Co.	10,400	10,301
New Castle Co.	58,815	58,883
Sussex Co.	16,560	17,309

*Standard Metropolitan Area

CENSUS' RADIO HOME COUNT

Del. First State Released

THE NUMBER of radio homes in the State of Delaware rose from 59,921 in 1940 to 85,775 in 1950, according to official U. S. Census figures. This represents 96.2% saturation in 1950 compared to 87% in 1940.

First of a series of state reports showing radio and television homes by cities and counties was made available last week by the U. S. Census Bureau. The data are based on radio and TV set ownership as of April 1950, when enumerators took the 1950 Census (see attached table).

The state had 20,405 television homes as of April 1950, according to the Census, showing 23% of all occupied homes in the state had television service at that early moment in TV history. Fewer than 5 million TV sets were in use at the time the Census figures were gathered, compared to 16,761,000 at present.

Release of the Delaware figures starts a flow of state radio-TV Census data, giving city and county radio as well as television homes. The state reports will be completed by mid-December, according to the present Census Bureau schedule.

"Release of the statewide radio and television reports will give advertisers, media and marketing organizations a true picture of broadcasting and TV circulation as of April, 1950," Dr. Roy Victor Peel, Director of the Census, told BROADCASTING • TELECASTING.

Figures Trace Growth

"In the case of television the 1950 Census provides benchmark figures that will help trace the growth pattern of this fast-developing medium. The figures showing the number of radio homes by states, counties and cities reflect a national increase in radio saturation from 91.9% in 1940 to 95.6% in 1950."

The radio-TV figures are included in tables showing diversified information on housing facilities in the nation, state by state, according to Robert C. Hamer, Chief, Quality & Equipment Statistics Section, Population and Housing Division.

Radio-TV statistics were based on a 20% sample, one out of each five returns used by enumerators having the radio-TV questions. This large sample is believed to involve only infinitesimal danger of error, giving a high degree of accuracy. In Delaware, for example, all but 1,200 of the 90,390 occupied dwellings are represented in the radio homes data, with 85,775, or 96.2% reporting radio set ownership.

The official Census data do not include extra radio sets in homes nor do they show non-home sets in autos, offices, stores, other places of business and non-home structures.

At the time the 1950 Census was taken, the bureau had anticipated the state radio-TV figures would be available within 12 months, or spring of 1951. Pressure of high-priority government work and need of countless re-checks to insure accuracy are understood to have been mainly responsible for the one-year delay in release of the figures.

The 1950 nationwide radio homes data, as released by the Census Bureau, showed a total of 40,093,000 U. S. homes equipped with radio receivers as of April, 1950 [B•T, June 11, 1951]. This represented 95.6% saturation.

As of Jan. 1, 1952 there were 42,427,000 radio homes in the nation, according to an estimate by BROADCASTING • TELECASTING [B•T, Dec. 31, 1951]. This estimate was based on the Census Bureau's official 95.6% radio saturation figure (as of April, 1950) applied against the bureau's estimate of 44,380,000 occupied dwellings at the start of 1952. By adjusting the 95.6% saturation figure upward to show the increase of radio homes since spring of 1950, it was estimated the number of homes actually had reached 43,000,000 as of Jan. 1, 1952.

The number of radio homes in the nation in 1950, by standard metropolitan areas, was estimated last December by BROADCASTING • TELECASTING [B•T, Dec. 31, 1951] by applying Broadcast Measurement Bureau percentages against new Census Bureau figures showing the number of households in 1950.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING — DELAWARE

SOURCE: Tables 13, 20, 27 Series H-A8 (and P-A8)

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio				With TV	
			Number reporting	Number	Percent	1940 Radio Homes	Number reporting	Number	Percent
The State	318,085	90,390	89,190	85,775	96.2	59,921	88,685	20,405	23.0
Urban and rural nonfarm		81,136	80,165	77,535	96.7	51,844	79,710	19,730	24.8
Urban	199,122	56,608	55,815	54,555	97.7	33,331	55,545	16,030	28.9
Rural nonfarm	118,963	24,528	24,350	22,980	94.4	18,513	24,165	3,700	15.3
Rural farm		9,254	9,025	8,240	91.3	8,077	8,975	675	7.5
Wilmington Standard Metropolitan Area	268,387	75,075	74,370	72,565	97.6	51,597	74,010	23,700	32.0
Wilmington Urbanized Area	187,359	52,807	52,205	51,210	98.1	*	51,970	17,295	33.3
Wilmington City	110,356	31,587	31,170	30,375	97.4	26,655	31,025	8,425	27.2
Counties:									
Kent	37,870	11,251	11,225	10,400	92.7	7,093	11,155	970	8.7
New Castle	218,879	60,731	60,035	58,815	98.0	41,634	59,765	18,770	31.4
Sussex	61,336	18,408	17,930	16,560	92.4	11,194	17,765	665	3.7

*Figures not available or not comparable with 1940 Census data.

THE STATISTICS in this table are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 8, for Delaware, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 30¢ per copy.

Statistics on distribution of the population in Delaware are presented in a final report of the 1950 Census of Population, Series P-A, No. 8, now available from the Superintendent of Documents at 15¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Delaware are presented in a final report of the 1950 Census of Population, Series P-B, No. 8, available from the Superintendent of Documents, at 30¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

County estimates were compiled similiarly [B•T, Jan. 7].

In starting the flow of state-county-city radio-TV homes data, the Bureau includes the following area classifications: State, urban and rural nonfarm; urban; rural nonfarm; rural farm; standard metropolitan areas; urbanized areas; cities and counties. The urbanized area figures were not compiled in the 1940 Census.

Highest saturation rate for radio homes in Delaware was found in urban or city areas, amounting to 97.7%. Lowest rate was in rural farm areas where it was 91.3%.

In Wilmington and nearby thickly populated areas there were 51,210 radio homes out of 52,807 occupied dwelling units, a rate of 98.1%. New Castle County, including Wilmington, had a saturation rate of 98%. Kent County had 92.7% and Sussex, the third county, showed a rate of 92.4%.

The Wilmington metropolitan area, including counties immediately surrounding the city showed 72,565 radio homes out of 75,075 occupied dwelling units, a rate of 97.6%.

On a statewide basis, Delaware's 23% TV saturation in the spring of 1950 compares with 33.3% in Wilmington and nearby thickly populated areas, at that early stage of TV's development when TV circulation on a national basis was less than a third of the current circulation.

ARF REACTIVATED

Kobak Elected President

ADVERTISING Research Foundation, semi-dormant all-advertising project, set out last week to attain a prominent role in the media world by starting work on four studies and electing Edgar Kobak, consultant, as president.



Mr. Kobak

Mr. Kobak, long a leading figure in the media and advertising industries, was picked by the ARF board at a Thursday meeting to direct the cooperative organization in its effort to improve advertising research and techniques. (As predicted in CLOSED CIRCUIT, March 24.)

American Assn. of Advertising Agencies and Assn. of National Advertisers have thrown their weight behind ARF, with individual media also lending their support [B•T, April 7, March 24].

The foundation already has over $125,000 in subscription income from 56 agencies, 45 advertisers and 21 media. CBS is the only broadcast member announced to date.

Basic objectives are to provide a set of research standards acceptable to the whole industry and to stimulate new techniques in advertising.

B. B. Geyer, chairman of the ARF board, announced election of Mr. Kobak following the board session.

"Appointment of Mr. Kobak as president of the foundation marks a major step forward in the new expansion program of the recently reconstituted foundation," Mr. Geyer said. "His extensive experience in business, advertising and media will be most helpful in extending the work of the foundation in better serving the advertising industry."

The new president will initiate

(Continued on page 36)

AWRT MEET

Citizenship Project Approved

THREE hundred women from all parts of the country gathered at Detroit for the first national convention of the American Women in Radio & Television, April 4-6 and all agreed that a firm step had been taken in accomplishing the organization's aim: To enable women to make a greater contribution to their industry, their station and to their own well-being.

The convention opened Friday afternoon at the Statler Hotel with a brief introduction by Edythe Fern Melrose, WXYZ Detroit, convention chairman. Gov. G. Mennen Williams made a welcoming talk and AWRT National President Edythe Meserand then addressed the group.

Before the convention opened, the national board of directors approved the first national project to be undertaken by AWRT. It will be a good citizenship project for women, to be titled "Are Women First Class Citizens?"

Material will be furnished by the Project Committee to AWRT members, enabling them to enlist the active support and understanding of the women in communities throughout the United States, to inform them of their citizenship responsibilities as women, and to stress vigorously how important they can be in the scheme of things.

Reform For Future

AWRT leaders expect this project to be very influential, in years to come, in overcoming corruption, unsatisfactory school conditions, juvenile delinquency, poor housing and generally raising living standards.

Saturday was devoted to a series of five panel discussions on different phases of telecasting and broadcasting.

In "You Gotta Have Vision in Television," chairmanned by Miss Melrose, the problems faced by a TV director, a TV network executive an advertising agency official and the operator of a small television studio were discussed. Each field was covered by someone in that field who explained how his or her problems was solved.

Esther Van Wagoner Tufty, a Washington syndicated radio news writer, led a discussion labeled "Why Not More News" in which several speakers gave their views on how radio and TV news programs could be broadened and improved. At this panel, President Meserand, a newswoman with WOR New York, explained the need of unbiased, accurate and concise news reports.

The leading address in the panel discussion "How to Sell . . . and Sell . . . and Sell" was made by Stephen Douglas, director of sales of The Kroger Co., Cincinnati, O.

Speaking at the panel "Meet the Agencies," Ann I. Gleason, owner of the Gleason Advertising Agency in Detroit, listed five "dont's" for women in TV and radio: (1) don't pack your program with too many commercials; (2) don't take a product on your program unless you believe in it; (3) don't take competitive products without allowing a reasonable time to elapse between them; (4) don't let your programs become stereotyped; (5) don't pass your fan letters on to the sponsors without answering them.

She also urged women in radio to sell their bosses on not getting panicky about the present competitive situation because the tendency to cut rates, special deals and agency-by-passing can lead to destruction.

In the discussion "The Public Be Served," Henriette Harrison, radio-TV director of the YMCA and YWCA in New York, urged her listeners to be schizophrenic, altruisitic and commercial at the same time, by participating in community organizations as much as possible.

"Ten who became tops" was a novel feature of the convention. Miss Melrose introduced 10 of the most successful AWRT members who spoke briefly.

The ten were: Gladys Blair, radio-TV account executive, Young & Rubicam, Chicago; Kathleen Lardie, WDTR Detroit; Agnes Law, CBS librarian, New York; Elizabeth Marshall, assistant director, WBEZ Chicago; Christine Miller, General Foods Corp., New York; Bette Doolittle, assistant to the director of TV, NARTB; Joyce Smith, WDSU-TV New Orleans; Josephine Wetzler, director of education, WLS Chicago; Geraldine Zorbaugh, legal counsel, ABC, and Norma Young, KHJ Hollywood.

Assistant Secretary of Defense Anna M. Rosenberg sent a message of congratulations to AWRT, cited the growth and progress of its first year as an organization. Noting the "splendid record of service to the nation" by AWRT, Mrs. Rosenberg said: "We of the Defense Dept. are deeply grateful for the support and cooperation we have always received from your members."

The seven winners of the McCall Mike awards selected for outstanding public service. were honored at the McCall award dinner Saturday night. Dr. Hale Aarnes, director of education in radio and television at Stephens College, Columbia, Mo., was dinner speaker on "The Undefined Impact."

At the convention's conclusion the AWRT national officers for the coming year were announced. Elected president was Doris Corwith, supervisor of talks and religious broadcasts for NBC. She is a past national president of the American Legion Auxiliary. New secretary-treasurer is Jane Dalton, director of women's programs, WSPA Spartanburg, S. C.

The four new area vice presidents are Dorothy Fuller, WBET Brockton, Mass.; Alice Sieberg, WCYB Bristol, Va.; Elizabeth Marshall, WBEZ Chicago, and Molly Morse, KGB San Diego.

POLITICAL TIME

Overcharging Is Hit By Rep. Mansfield

LEGISLATIVE whip may be cracked against stations which overcharge political candidates for their advertisements, Rep. Mike Mansfield (D-Mont.) cautioned Thursday.

He thus revived a complaint he made in December 1950 when he was chairman of the House Special Campaign Expenditures Committee [B•T, Jan. 15, 1951, Dec. 4, 1950].

At that time, the committee scolded certain broadcasters for charging higher rates for political advertising than for commercial advertising. NARTB (then NAB) immediately re-routed the congressman's complaint to stations. The NAB board adopted a resolution calling for the desist of such practices by stations and sent a copy of the resolution along with a statement by Judge Justin Miller, then president and now chairman of the NARTB board, to individual broadcasters.

Rep. Mansfield, however, brought the subject up again in a speech on the floor of the House warning that he "was studying legislation" in this regard. As he put it to BROADCASTING • TELECASTING later, the legislation would be directed against those stations "who charge twice as much" for political advertisements as they do for commercial advertisements.

The campaign expenditures committee, he said, had been concerned with it in its final report in 1950. While he would not specify whether new complaints of so-called rate overcharging had been received by his office, Rep. Mansfield pointed out that he remembered the "prompt" action taken by NARTB in warning stations.

Repeals Hatch Act

His speech was delivered as he introduced a bulky bill designed to amend the Federal Corrupt Practices Act. The measure (HR 7488) would repeal the Hatch Act and make it mandatory for candidates and persons spending money on behalf of candidates to reveal the amounts spent and register with an election government agency, Office of Election Records.

A catch-all bill, the new elections law proposal would affect political advertising on the airwaves indirectly, i.e., make mandatory upon candidates and persons supporting candidates to keep records and file amounts spent for radio-TV time. It would cover not only national elections but also primaries and nominating conventions.

Expenditures and contributions would be publicized through the press to the American people, Rep. Mansfield told his colleagues. It would repeal the "absurdly low financial limitations which have existed since 1925 and which are one of the main reasons for the continual evasion of the statutes by candidates."

Rep. Mansfield asked for an immediate hearing from the House Administration Committee to which the bill was referred. It's "time for Congress to put its own house in order," the congressman emphasized, noting that his measure was being offered when corruption was an issue in government.



AT formal opening of the American Women in Radio & Television convention April 4-6 at Detroit's Statler Hotel were (l to r) Edythe Fern Melrose, WXYZ Detroit, convention chairman; Gov. G. Mennen Williams; Edythe J. Meserand, national president, and Dorothy Fuller, WBET Brockton, Mass., past secretary-treasurer and elected an area vice president.

N.Y. AMA-SEC Clinic

N. Y. CHAPTER, American Marketing Assn., in cooperation with the Sales Executive Club of New York, will conduct its 1952 merchandising clinic April 29-30 in New York's Hotel Roosevelt. Conference will include panel discussions and business sessions on such topics as robot selling, media merchandising, co-op advertising, contests, test markets, and retailing trends. Joint luncheon meeting with the Sales Executive Club will be held April 29, with a closing luncheon following day.

SPRING BUSINESS

Radio, TV Report Rise

SPRING activity in both radio and TV took an unexpected leap last week.

One advertiser, Manhattan Soap Co. (Sweetheart soap), decided to drop its alternate-week NBC-TV show and put the budget into a radio campaign of news and spot announcement schedules, to be placed on a local basis. The agency, Scheideler, Beck & Werner, New York, currently is lining up availabilities in major cities to start May 12 for approximately 13 weeks. The soap firm may return to TV next fall but plans are still indefinite.

Manhattan drops its *One Man's Family* on NBC-TV (Sat., 7:30-8 p.m., alternate weeks) despite the high rating of the program, reportedly because it is unhappy with the time period. Meanwhile, Miles Labs will continue to sponsor alternate weeks and NBC, which owns the show. Network expects to line up another sponsor shortly.

At least three advertisers are understood to be interested in the television version of *Our Miss Brooks*. Colgate - Palmolive - Peet, which has first option on the show and also sponsors the radio version on CBS Radio, is expected to make a decision early this week. Both General Foods and American Tobacco Co. are said to be interested in taking over the TV version, if Colgate turns it down.

Benny Replaced

American Tobacco Co. will replace the *Jack Benny Show* on CBS Radio (Sun., 7:30-8 p.m.) for the summer season with *FBI in Peace and War*. Mr. Benny will return to the time period in the fall for Lucky Strike cigarettes. The talent cost on the show will be cut from $25,000 weekly to $18,000 in the new fall contract, it was understood. BBDO, New York, is the agency.

General Foods (Jell-O), which had been considering sponsorship of Edgar Bergen on CBS-TV, has definitely decided not to take the program.

Gulf Oil Co. for its Gulf Spray insecticide is considering a 16-week summer radio series of 2½- to 3-hour Sunday afternoon shows on CBS Radio, featuring a disc jockey. Deal late last week was still in the negotiating stage because the telephone strike had held up station clearances. The show would feature recorded and live music, with local cut-ins for reports on local weather, traffic conditions, etc. Gulf is expected to reach a final decision this week. Young & Rubicam, New York, is the agency.

Realemon-Puritan Co., Chicago (Lemon Juice), will pick up sponsorship of the 10-10:15 a.m. segment of the *Arthur Godfrey Show* on CBS Radio, which has been sponsored by Ovaltine, on May 5. Schwimmer & Scott, Chicago, is the agency.

B. F. Goodrich Co. is following the trend of sharing TV expenses via alternate - week sponsorship, with its decision to take over the George Burns and Gracie Allen TV show every other Thursday, starting next fall. Carnation Co., Los Angeles, which currently sponsors the show on alternate Thursdays, has renewed effective Oct. 2 for another 52 weeks through Erwin, Wasey & Co., New York. BBDO, New York, is Goodrich agency.

W&W DISSOLVED

Mark Woods to Retire

DISSOLUTION of the advertising agency of Woods & Warwick, New York, which was organized last fall, was announced last week.

One of the partners, Mark Woods former president and vice chairman of ABC, has retired to live in Sarasota, Fla., while the other, J. R. Warwick, joined Kenyon & Eckhardt, New York, as vice president and general executive.

Before forming his own agency with Mr. Woods, Mr. Warwick was vice president and director of Warwick & Legler, where he served such accounts as Sherwin-Williams, Vick Chemical Co., Motorola and others. He is chairman of public information of the United Negro College Fund and a member of the board of governors of the Dartmouth Club of New York.

Mr. Woods had been vice chairman of ABC for one year prior to formation of the agency and formerly had been president of the network since its inception in 1942. Before that Mr. Woods was with NBC, which formerly operated the network, as vice president and treasurer. He originally moved to the network from AT&T in 1926.

New Post For LeVally

NORMAN W. LEVALLY who retired from the agency business a year ago with dissolution of LeVally Inc., Chicago, has joined MacFarland-Aveyard, same city, as manager of the business development department. LeVally Inc. handled 12 accounts with a 4½ million yearly billing. Mr. LeVally also worked as an account executive at Leo Burnett Agency.

CUBAN NETWORK

Edmund Chester Heads $1 Million Purchase

EDMUND CHESTER, veteran CBS news executive, becomes quarter-owner and general manager of RHC-Cadena Azul under a million dollar cash transaction consummated last week, whereby a new joint Cuban-United States company takes over the operation from the Amando Trinidad interests.

Mr. Chester, director of news and public affairs for CBS Radio and well-known in Latin American radio and TV circles, left New York Saturday for Havana where formal transfer of the properties will take place.

RHC is a network of 10 standard broadcast stations covering the islands, plus two international shortwave stations. Six TV channels already have been allocated and Mr. Chester said the plan is to get their construction underway immediately. It is understood his salary will be in the neighborhood of $100,000 a year and that he also will acquire an interest in a related set manufacturing project.

Mr. Chester said he could not identify the American interests but he described them as businessmen and private investors, not now identified with broadcasting in this country. The Cuban interests are represented by Gaspar Pumarejo, former part owner of Union Radio, which placed CMUR-TV on the air in October, 1950—Havana's first TV station.

Don't Confuse With Roosevelt

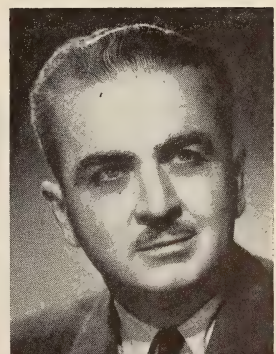
Mr. Chester told BROADCASTING • TELECASTING that the transaction is not to be confused with reports of plans of Elliott Roosevelt to enter the Cuban radio-TV field. He said his transaction was not consummated until the Roosevelt negotiations had been concluded.

A close personal friend of General Fulgencio Batista, Mr. Chester said the Cuban president is not identified with the new ownership. He had discussed the matter with Gen. Batista, however, after the leader's *coup d'etat*, and he said the Cuban executive thought the transaction "would be a good thing." It was learned that Gen. Batista, during his exile from 1944-49, spent considerable time with Mr. Chester in this country.

RHC, radio-wise, has been the top competitor to CMQ, the Goar Mestre network. CMQ, besides its key TV station in Havana, recently began operation of two additional outlets and likewise holds construction permits for an aggregate of six stations.

Mr. Pumarejo will be president of the new company, with Mr. Chester as general manager, part owner and operating head.

Mr. Chester plans to return to the United States following the meeting today (Monday) at which the transaction will be concluded. He will return to Cuba as soon as his affairs at CBS Radio can be delegated. It was expected that Wells Church, news editor-in-chief, will become acting head of CBS Radio news and public affairs.



Mr. CHESTER

Mr. Chester first went to Cuba in the early '30s to cover a Cuban revolution for Associated Press. That assignment in Havana, taken on only six hours notice, was the beginning of a career as foreign correspondent. During the succeeding eight years, Mr. Chester traveled some 250,000 miles and distinguished himself as a reporter of Latin American events.

In November 1940, he was named director of Broadcasting to Foreign Countries for CBS. In 1948, he became CBS director of news and special events. A native of Louisville, Mr. Chester is in his mid-50s. He served in 1915 under the late Gen. John J. Pershing in the Mexican Border Expedition and also is a World War I veteran.

ATOMIC TESTS

Networks Plan Coverage

MAJOR networks are planning to send as many representatives as they are allotted for the Atomic Energy Commission's "developmental activities on the weapons program"—and atomic blast—to be conducted in Nevada April 21.

ABC announced that it will attempt to bring both radio and television audiences on-scene reports of the tests and has assigned network engineers to study transmission and recording problems.

NBC television news last week scheduled its own films of the blast for 11:15-11:30 p.m., EST, April 22. Special camera crews are to rush their work to NBC West Coast television headquarters in Hollywood for processing and telecasting.

Mutual Broadcasting System spokesman said their network would carry on-scene broadcasts, if possible, or at least would have taped descriptions on the air as soon as they were passed by security checkers.

CBS Radio assigned Commentator Robert Trout as their witness of the tests, where media representatives and civil defense officials are to be admitted on a quota basis.

Plans of other radio and television networks had not been completed at the end of last week.

INFO. PERSONNEL

Radio-TV Funds Attacked

PUBLIC information personnel of the Defense Dept. drew fire again last week on Capitol Hill as House members lashed out at use of funds for radio and television programs.

Despite these criticisms, the House voted down a proposal to delete $312,000 recommended by its Appropriations Committee for the department's Office of Public Information. The overall fund cuts may mean a reduction of 75% in defense personnel and 50% in each of the services—Army, Navy and Air Force [B•T, April 7].

Rep. Pat Sutton (D-Tenn.) labeled OPI activities as "propaganda" consisting of "radio programs, with movie stars, and so forth on television at the taxpayers' expense." Rep. Sutton was advised that he unwittingly had reference to "recruiting" or perhaps the OPS' *Stars for Defense* series.

Rep. H. R. Gross (R-Iowa) injected that many performers "are paid $75 an hour, when most of the people who watch television and listen to the radio programs think they are contributing their services." He said he found no limitation in the defense bill "which would prohibit any branch of the service from paying . . . for the services of actors, singers, musicians, sports broadcasters, announcers, news commentators or script writers."

ITU TO CONVENE

Geneva Meeting Planned

SEVENTH session of the Administrative Council of the International Telecommunication Union will convene in Geneva, Switzerland, next Monday, with Francis Colt de Wolf serving as U. S. representative.

Mr. de Wolf, chief of the State Dept.'s Telecommunications Policy Staff, will be accompanied by Helen G. Kelly, also of the policy staff; Donald C. Blaisdell, U. S. representative in Switzerland, and Wayne Mason, U. S. telecommunications attache for the American legation at Bern.

The council, which comprises 18 ITU members, will discuss administrative and fiscal operations of the union in preparation for the Plenipotentiary Conference at Buenos Aires this October. A major council function is to insure efficient coordination of all ITU work.

Richter Appointed

EDWIN C. RICHTER Jr. has been appointed general manager of WKRC-FM Cincinnati, Transit Radio outlet, according to David G. Taft, managing director of Radio Cincinnati Inc., licensee of WKRC-AM-FM-TV. He succeeds Robert F. Bender, who has transferred to the sales department of WKRC-TV. Mr. Richter has been a WKRC-FM account executive since September 1950.



ATTENDING luncheon-meeting in preparation of campaign of the Elliott-Lewis Corp., Philadelphia, to sponsor five news shows weekly over WCAU there are (seated l to r) Donald W. Thornburgh, WCAU president-general manager; R. F. Pettet, vice president, Elliott-Lewis Appliance Div., and T. H. Lewis Jr., Elliot-Lewis president-board chairman; standing (l to r) are Charles Shaw and George Lord, WCAU newsmen; Earle Dietrich, account executive, Joseph Lowenthal, Adv. and Alan Scott, WCAU newsman.

DEFENSE BUDGET

Hill Cuts May Halt Paid Advertising

CONGRESS last week wielded its economy axe over military recruiting operations, with the prospect that virtually all paid radio-TV and other advertising funds may be eliminated after July 1.

The House of Representatives took a dim view of voluntary recruiting activities and lopped off a sizable chunk for Army maintenance and operation, under which recruiting monies fall. Personnel procurement authorities for both Army and Air Force thus are faced with the prospect of restudying the overall recruiting program and distributing the cuts down the line—providing the Senate goes along with the lower chamber.

Authorities noted that the axe was not aimed at advertising *per se* but the Defense Dept.'s personnel program as a whole. But, in any event, the combined Army-Air Force budget of $1,050,000 is certain to suffer unless the cut is restored.

Air Force recruiting officials said the reduction would mean "considerable curtailment of voluntary recruiting methods and perhaps complete elimination of the advertising program."

According to best estimates, overall recruiting monies of $12.5 million would be cut to the bone. The Air Force pointed out it would suffer more than the Army, which still receives manpower through selective service. The proposed $1,050,000 was earmarked for radio, TV and other media in fiscal 1953. The ad split is 60% Army and 40% Air Force.

The House Appropriations Committee had recommended that recruiting be pared $2 million. The lower chamber lowered the boom in adopting an amendment by Rep. Leroy Johnson (R-Calif.) to pare Army maintenance and operation $135.6 million out of the budget request of $4.5 billion. Another amendment completed the job, chopping pay and allowances for field recruiting stations 75%.

Last week's action, taken during debate on a Defense Dept. appropriations bill (HR 7391) aggregates an already bruised condition in which recruitment advertising has found itself in recent months [B•T, April 7].

When the current interim ad allocations program for radio-TV broadcasting and other campaigns expires, personnel procurement authorities will find the money cupboard bare. An estimated $2 million-plus of '52 funds is still frozen by Congressional mandate. The interim program is financed from '51 monies of which another $170,000 is tied up [B•T, Feb. 1].

In hearings before a House Appropriations subcommittee, Maj. Gen. G. H. Decker, Army Dept. budget division, pleaded that the freeze on current ('52) funds has curtailed local radio expenditures and "made the task of obtaining public service newspaper and radio support much more difficult." Congress has taken no action yet to rescind the ban.

An Air Force official, on the other hand, assured Congress that "we will try as far as we can go with free advertising—free space, free time" in carrying out the '53 campaign. The program called for radio and television spots "where we think we can get the best results," according to Brig. Gen. Omar O. Niergarth, chief, Military Personnel Procurement Service, USAF.

An MPPS authority acknowledged last week that "we will probably have to go on bended knee to all media" to sustain the program.

Morgan Returns

EDWARD P. MORGAN, after more than a year at the Office of Price Stabilization, leaves the government agency April 15 to return to the Washington law firm of Welch, Mott and Morgan. Mr. Morgan was national director of enforcement for the agency.

TUBE OUTPUT

Defense Orders Needed

MANY manufacturers of transmitting tubes will need additional defense orders to continue normal operations this fall, the government was told last Tuesday.

A special advisory group met with George Henyan of National Production Authority's Electronics Division, and other officials to discuss production needs.

Committee members reported some shortages of certain tube types for non-military demands but indicated that, in the main, sufficient materials have been made available to industry. Present and proposed plant facilities should meet production needs for both transmitting and special purpose tubes, NPA was advised.

Representatives of General Electric Co., Raytheon Mfg. Co., RCA, Western Electric and other firms were told that no substantial relaxation of controls is in sight [B•T, April 7]. Copper will continue scarce another year and the nickel situation will remain acute even longer. There will be sufficient copper to meet current second-quarter needs, however.

The session was called during the heat of the steel dispute last week. The government promptly froze steel supplies deliveries for civilian needs to conserve vital stockpiles for defense.

While the strike failed to materialize, production was set back by the mantling and dismantling processes at the steel companies. There were estimates that TV set production would be cut about a million receivers if it had come off. The freeze on civilian goods using steel will be maintained only long enough to permit withdrawal of stocks for defense production.

Aside from receiver production, TV broadcasters are pinning their hopes for new station construction on availability of structural steel late this year and in 1953.

NBC COMEDY PLAN

Introduced in N. Y.

NBC's Comedy Development Plan to build new comedians, new writers and new material for television has been introduced in New York studios, with the first of a series of bi-weekly revues staged for an audience of NBC executives, TV directors and program producers.

Produced by William Gargan Jr., the revues are not telecast and are actually auditions intended to introduce new talent and test new comedy possibilities, according to Joe Bigelow, producer of NBC-TV's *Royal Showcase*, who is also in charge of the development plan. The comedy tests are the first phase of an over-all talent development scheme, ultimately to include the NBC tryout theatre and the NBC variety theatre on broadway, he said. Results of comedy development should be offered on the NBC-TV network starting this summer, Mr. Bigelow added.

RADIO HELPS AP

Newsgathering Cited

ASSOCIATED Press services in the U. S. and 72 other countries were channeled to a total of 5,564 outlets by the end of 1951—with domestic radio membership alone having increased by 58 to a total of 1,126—according to a year-end report by the AP general manager, made public last Friday.

Domestic newspaper members increased by 13 to 1,733, and outlets for the news, radio and picture report outside the United States rose by more than 200 to reach 2,705.

Speaking of the radio news service—as distinguished from domestic and world newspaper service, newsphotos, features, *etc.*—the report said that, since it was impossible to give over the radio wire to individual requests for specialized coverage, radio service would operate "on the basis of the greatest good for the greatest number of subscribers."

Some station members, it was noted, had sought only football scores and game details on Saturdays during the fall, even to the exclusion of all general news, and there had also been requests for baseball play-by-play coverage and fights, round-by-round. Other stations had requested extensive coverage of special events lending themselves to sales of programs, such as the Japanese peace conference at San Francisco.

Seeking Greater Coverage

State meetings of radio members, the report continued, persisted in seeking greater coverage of the particular areas on Sundays. "Fundamentally," the general manager observed, "they are looking for something that does not exist, since people's normal activities do not make news Sunday mornings." AP tried to expand its Sunday coverage with long-distance telephone calls and telegrams, however.

General news coverage was aided and increased throughout the year by participation of radio members, it was said. Cooperation of most of the 162 radio members in localities where there are not newspaper members was particularly cited as "of noteworthy value."

Possibility of regular AP membership for qualified radio stations, suggested by the AP board of directors as early as 1950, was discussed with newspaper members and various state groups throughout the year, the report indicated, "but no definite conclusions were reached."

Radio subscribers — quoted as praising AP services highly and criticizing harshly — indicated a marked preference for straight, factual news reports and omission of slang from radio news wire, although an occasional colorfully written feature story drew member praise, it was noted. A usual criticism was that women's scripts were overly specialized, that rural radio listeners had no interest in recipes for avocado salad or in Paris styles.

Radio members of AP continued to form state associations, according to the yearly review, with a new group formed in New Mexico to bring the total to 36 state groups which cover the geographical areas of 46 states plus the District of Columbia and Alaska.

The report noted that Tom O'Neil, radio news editor of AP for 11 years, retired and was succeeded in late December by John A. Aspinwall, former general early news editor.

COLLEGE RADIO

Discussed at IBS Clinic

COLLEGE radio is still largely an untried advertising medium which should develop more facts about itself and its market but which the sponsor will be ready to use when its proves itself, an Intercollegiate Broadcasting System sales clinic was told April 4 at Columbia U., New York.

The speaker was James C. Bowling of Philip Morris & Co.'s college sales department, who outlined both advantages and disadvantages of advertising via the wired-radio campus stations.

Thomas F. Clark, national representative for the IBS group, reported "reasonable success" in sales of spot announcements, but emphasized the need for developing programs to offer agencies as well as for more audience and market data. "We are beginning to get the medium across to the advertisers," he asserted.

Other speakers in the IBS weekend sales and promotion clinic included Leslie T. Harris, radio-TV director of Colgate-Palmolive-Peet, who stressed the importance of public relations and publicity and also noted the value of campus radio experience as an "entree into radio"; Roy C. Porteous, NBC-TV account executive, who discussed "The Television Salesman"; J. Donald Foley, WCBS New York advertising and promotion director, who outlined station promotion needs and tools, and Samuel Kaufman, NBC press dept., who sketched NBC's activities in the various fields of publicity.

'POLITICAL' ADS

Humphrey Seeks Curb On Deductible Tax

FRONTAL attack on institutional advertising was promised by Sen. Hubert H. Humphrey (D-Minn.) last week which may add steam to a brewing fight on Capitol Hill with the advertising industry.

It was learned by BROADCASTING • TELECASTING that the Senator is engaged in consultation with the Bureau of Internal Revenue in an effort to determine how so-called "political" institutional advertising can be eliminated as a deductible tax expense by corporations.

This new development followed Sen. Humphrey's broadside against "political" institutional advertising in a speech on the Senate floor [B•T, April 7].

At present, the bureau's policy is to permit institutional advertising to be deducted as an expense providing the amount spent is "reasonable" in comparison with the firm's advertising budget of previous years.

Sen. Humphrey would have the bureau tighten this policy and crack down on firms which use so-called "political" advertising and mark off this expense in their income tax returns.

Over the weekend of April 5, Sen. Humphrey's Senate Small Business Subcommittee on Newsprint released a report of a study made on the problem of newsprint supply.

In the report, the subcommittee concluded that "postal subsidies and tax regulations tend to stimulate advertising that may be unnecessarily extravagant and not particularly productive. Possibly our government can give more consideration to its postal rates and tax regulations."

May Turn to Legislation

Sen. Humphrey reportedly has made his plans to first consider institutional advertising as a field where corrective administration can be applied. If the bureau is unable to tighten its hand under the law, the Senator will look into the possibility of clearing a path for the bureau through legislation.

A sentence in the report, reading: "Large publishers might help to alleviate the situation [of newsprint shortages] by voluntarily adjusting and increasing their advertising rates so as to discourage extravagant use of newspaper space for advertising," already has been disavowed by the Senator [B•T, April 7].

Sen. Humphrey said he had not been aware this language was in the report and in any case it had no business being in the report.

Should the Senator be successful in forcing the hand of the bureau in cracking down on "political" institutional advertising, the ruling would affect the funneling of ad budgets in both radio and television as well as in the printed media.

The report was delayed on Capitol Hill for a week. One paragraph was deleted when Sen. Andrew F. Schoeppel (R-Kans.) said he would criticize sections of the report which blamed the newsprint shortage on increased advertising.

Further Explanation

In the report, the Senate committee recommended legislation for the formation of publisher-owner cooperatives for the manufacture and distribution of newsprint.

In further explanation of why the Senator is against higher advertising rates, an associate explained last week that the "little fellow" would be squeezed out of the picture.

While he is not against the practice of a corporation or any person advertising in order to expound political views, Sen. Humphrey said "it is not a legitimate business expense. It has nothing to do with the product sold by a corporation. . . ."

WISMER TO LEE

To Help Guide Expansion

HARRY WISMER, radio - TV sportscaster and commentator, has joined the Thomas S. Lee Enterprises in a general executive capacity, President Thomas F. O'Neil announced Thursday.

Mr. Wismer will be assigned to work on the new and expanded program of the O'Neil radio and television stations, including WOR-AM-FM-TV New York, and the Mutual Yankee and Don Lee radio networks, and later this month will start his own series of sports broadcasts on WOR. The five-times weekly program will be sponsored by General Tire & Rubber, of which Mr. O'Neil is vice president. The sportscaster will also develop a sports feature on WOR-TV in the future, and will continue with his reporting of major athletic events, the announcement said.

Mr. Wismer had been associated with ABC as a member of its sports division and then on a free lance basis until last fall, when he moved his New York offices from ABC quarters and assumed independent operations.



HERE IS signing for new show, *Private Files of Matthew Bell*, starring actor Joseph Cotton, on MBS (4:30-4:55 p.m., Sunday), sponsored by Seabrook Farms Inc., Bridgeton, N. J. This is firm's first use of national radio. L to r: Jack Seabrook and Courtney Seabrook, vice presidents of firm; Mr. Cotten, and Frank White, MBS president.

1881 Philip J. Meyer 1952

PHILIP JOHN MEYER, 70, founder and owner of KFYR Bismarck, N. D., died April 6 following a heart attack at his winter home in Miami Beach, Fla.

Mr. Meyer, also president of the Meyer Broadcasting Co., licensee of KFYR, founded the station in 1925. He reportedly was one of the first three persons to get a station license from ex-President Herbert Hoover, who was then Secretary of Commerce. The Dept. of Commerce then governed radio.

KFYR grew from a one-man operation to its present stature as a 5 kw station on 550 kc. From the outset, Mr. Meyer aimed at improving Canadian-North Dakotan relations, once strained.

So successful was this effort that in 1932 a delegation from Winnipeg went to Bismarck to honor Mr. Meyer.

Born in Waseca, Minn., Mr. Meyer moved to Bismarck at an early age. At the time he started the radio station he was working in his father's combination florist-stationery store.

Mr. Meyer was a member of the Bismarck Chamber of Commerce, the Rotary Club, Bismarck Masonic Lodge, the Shrine at Fargo, N. D., and recently was granted a life membership to the Elks.

Surviving are his wife, the former Etta Hoskins, of Bismarck, and a daughter, Mrs. William Ekberg, whose husband is an instructor at the U. S. Naval Academy.

Funeral services were held in Miami Beach April 8.

WOPA-LBS CASE

Settlement Terms Studied

FINAL terms of the out-of-court settlement between WOPA Oak Park, Ill. and Liberty Broadcasting System were being checked last week by WOPA owners Egmont Sonderling and William L. Klein. The agreement was drawn during the NARTB convention by these men, who also own United Broadcasting Co., Chicago, and Gordon McLendon, Liberty president, and James Foster, LBS executive vice president.

Although both parties have agreed not to divulge settlement terms, it is presumed Liberty will pay a cash sum to WOPA and continue with WCFL Chicago as its affiliate. WOPA charges affiliation contract violation.

Magazine Revenues Up

MAGAZINE advertising revenues reached a new high during the first quarter of 1952, with a total of $122,941,552, up 10.1% from the $111,623,629 gross for the first quarter of 1951, according to Magazine Advertising Bureau. Pages of magazine advertising were up 3.9%, with 18,894.50 pages in the opening three months of 1952 to 18,188.13 in the same period of last year. Sunday newspaper sections are down from last year, MAB reports, with total first-quarter billings of $13,846,354 this year, down 8.5% from the $15,125,735 last year. Advertising pages in Sunday supplements for the quarter dropped to 1,160.27 this year from 1,186.34 last, a decrease of 2.2%.

Martin H. Barrett

FUNERAL services, followed by interment in Holy Cross Cemetery, Los Angeles, were held last Wednesday for Martin H. Barrett, 43, West Coast representative of Cunningham & Walsh., New York agency. He died at St. John's Hospital, Santa Monica, on April 7, after a lingering illness. Surviving are a daughter, 3½, his mother, five sisters and three brothers.

SHEA NAMED

Heads NBC Cleveland Outlets

HAMILTON SHEA, controller of owned and operated stations of NBC, was named general manager of the network's WTAM-AM-FM and WNBK (TV) Cleveland last week following the resignation of John McCormick from that post.

The appointment, announced Tuesday by James M. Gaines, NBC vice president in charge of the O&O division, is effective May 1.

Mr. Gaines predicted that Mr. Shea "will bring new excitement to radio and television in Cleveland," and said the network's stations there "will explore new formulas and devices to accentuate the vital policy of community integration."

"Mr. Shea's most important job is one of service to the greater Cleveland community," he said. "He will add to this local service the world-wide facilities of the national networks of NBC in radio and television. Thus local and national programming will stand side by side to form the strongest broadcasting partnership in Cleveland."

With NBC since 1949, when he joined as controller of the O&O division, Mr. Shea formerly was treasurer and controller of Emerson Drug Co. for five years, during which time he was closely associated with the successful Bromo-Seltzer advertising campaigns. He previously was with Chase National Bank for two years and with Tel-Autograph Corp. for six years.

His successor as operations director and controller of the O&O division was not designated.

20-Year Radio Veteran

Mr. McCormick, leaving the managership of the WTAM properties, has been in radio for more than two decades and with NBC since 1940 except for a part of 1945 when he was on leave of absence to serve as director of the radio department of the Republican National Committee.

He joined WGBS (now WINS) New York in 1930 as an announcer, engaged in free-lance program work in New York from 1932 to 1934, then moved to WKRC Cincinnati as program and production director, rising to assistant manager of the station in 1935 and manager in 1936. He joined WCCO Minneapolis in 1938 as assistant manager and two years later entered NBC service as an account executive in the central division. Except for the brief leave of absence, he remained with the central division until named manager of WTAM on Feb. 1, 1948.

WRFD HOLDS OPEN HOUSE

18,471 Visit New Radio Farm at Dedication

RURAL Ohio trekked from all the state's 88 counties when 18,471 Ohioans attended a weeklong dedication of the new WRFD Worthington studios and 260-acre Radio Farm at Powell Rd. on route 23 in Delaware County.

Greeting the rural Ohioans personally was Col. "Pop Hess," 72-year-old farm sales representative.

Some 6,000 Ohio families drove an average of 75 miles through cold wet weather to cause a traffic jam near the scene, during the first big day of the Open House week, the station noted. Highlighting the opening day was a two-hour dedication broadcast with Ohio Governor Frank J. Lausche introducing the program.

"It seemed like all Ohio came walking through our front door . . . and we like it!" said J. D. Bradshaw, WRFD manager. "Our open house success proved to all Ohio stations that 'Wherever you go there is radio!'"

Included in the mass attendance were church, school, civic and farm groups, all arriving by chartered bus and special auto tours through dedication week.

WRFD staffers and Worthington high school students greeted them with tours and gifts of baby vanda orchids flown from Hawaii, animal balloons, WRFD folders and book matches. Staff personalities entertaining included Ray Roese, with Frank LaRue and orchestra, mornings on *Hospitality House*, WRFD Women's Director Mary Lou Pfeiffer on her daily programs, *Kitchen Kettle* and *Your Home* and Allen James, staff pianist, and Floyd Mussard, baritone, in quarter-hour musicals.

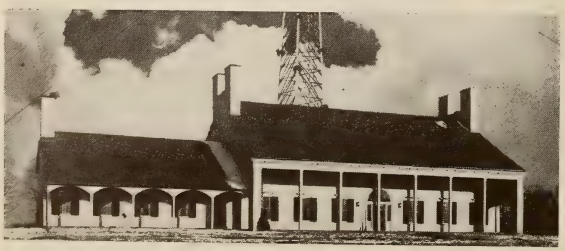
Dedicatory Speakers

Herbert E. Evans, vice president and general manager of the Peoples Broadcasting Corp., station's owner and operator, dedicated WRFD at the opening day ceremonies, and Murray D. Lincoln, president of the firm and of Farm Bureau Insurance companies, Columbus, spoke on "Peace Through Abundance."

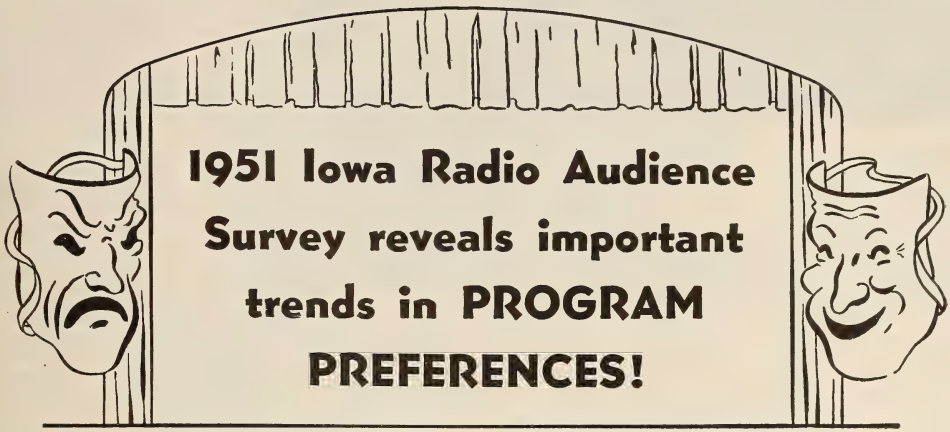
The sponsors' tour took place on the second day and at a sponsors' dinner in Columbus, 400 heard talks by Edgar Kobak, WTWA Thomson, Ga.; Joseph C. Harsch, *Christian Science Monitor*, and Liberty Broadcasting System news commentator, and A. C. Nielsen Jr., administrative vice president of the audience measurement firm.

The closing day saw WRFD presenting the first broadcast of the Columbus Little Symphony with G. E. Hardesty conducting. Before the Open House week WRFD entertained the Ohio press at a luncheon, with Mr. Evans of PBC describing the station's future development plans. The station was the cover feature of the March issue of the *Ohio Farm Bureau News* and received a seven-page spread in the *Columbus Citizen* magazine section. More than 5,000 invitations were mailed throughout Ohio.

During the Open House week WRFD sponsors furnishing special contest and door award prizes included: Meridian plastic tile, Youngstown kitchen, Gibson refrigerator, Apex washer, Norge home freezer, Hamilton clothes dryer, Tappan range, Crosley electric range, Perfection electric range, Gruen watches, Lincoln farm welder, Westinghouse roaster, Crosley radios, Columbus plastic kitchen sets, Big H feed, Purity feed, Genuine Pfister hybrid, Miami baby chicks and others.



HERE are the new studios of WRFD Worthington, Ohio, and 260-acre radio farm, dedicated during the station's weeklong Open House.



1951 Iowa Radio Audience Survey reveals important trends in PROGRAM PREFERENCES!





In comparing Iowa's "best-liked" types of radio programs in 1951 with those of 1947, 1948, 1949 and 1950, the 1951 Iowa Radio Audience Survey* highlights several important trends which might well influence your radio plans.

Here, in capsule form, is the five-year comparison for 16 program types:

MEN	1947 Survey	1951 Survey	WOMEN	1947 Survey	1951 Survey
News broadcasts	80.4%	87.1%	News broadcasts	72.1%	79.9%
Featured comedians	71.5	62.0	Featured comedians	66.3	57.6
Popular music	39.9	48.5	Popular music	44.7	51.4
Sports broadcasts	38.7	47.4	Audience participation	47.4	49.4
Audience participation	41.7	41.0	Complete drama	43.1	38.4
Market reports	25.2	30.6	Religious music or devotionals	28.5	28.2
Oldtime music	23.2	29.7	Sports broadcasts	16.6	27.4
Complete drama	32.7	28.2	Serial drama	30.5	26.7
Variety programs	29.5	20.6	Oldtime music	19.5	21.9
Religious music or devotionals	17.4	18.4	Variety programs	32.3	21.3
Talks, comment	20.5	16.4	Homemaking programs	18.2	18.8
Band music (brass)	14.5	15.3	Market reports	12.8	16.1
Talks on farming	17.0	14.3	Talks, comment	15.0	15.0
Serial drama	15.2	12.3	Classical music	20.7	14.6
Classical music	16.1	9.5	Band music (brass)	13.2	13.4
Homemaking programs	4.3	5.4	Talks on farming	8.8	8.3

Note the growing popularity among both men and women of news and sports broadcasts, popular music, market reports and oldtime music. And notice the substantial decline in popularity of featured comedians, complete and serial drama shows, classical music and variety programs. In almost every case the trend is consistent, year after year, indicating a definite pattern rather than a temporary shift in preference.

You'll find the 1951 Iowa Radio Audience Survey one of your most valuable reference books. It's packed with authentic, up-to-date information. It is one of America's most dependable radio studies. *Write us for your copy, today! — or ask Free & Peters!*

The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet — listened to by more Iowans night and day than any other station in the State.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.

National Representatives



*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

Advertisement

THE NEEDLE!

by MAURICE B. MITCHELL Vice-Pres. Gen'l. Mgr.

Associated Program Service 151 W. 46th, N.Y. 19

UNANIMOUS!

"No transcription library can approach APS." That was the unanimous verdict of broadcasters in the U. S. and Canada at both NARTB and CAB Conventions in Chicago and Toronto during the past weeks.

"It sounds better" was a frequent comment. The cumulative impact of all that fine talent . . . all that specially-arranged music . . . made a sound that broadcasters liked. And sound counts in radio.

"What a talent list" Delighted programmers revelled in that APS Talent Roster. Where many libraries have cut corners, APS has built well—with basic ingredient music. Yes—we saw the importance of commercial help as a part of library service long ago —long before the rest, but the big difference lies in the fact that we didn't borrow from the music (the heart of any library!) to pay for the sales gimmicks.

"You must be after a rate increase," was an oft-heard comment. Broadcasters were realizing that APS' overwhelming superiority as a station tool made it an outstanding value. Where good names and *"important"* music have been on the down grade in *"promotional"* libraries, they keep piling up at APS stations. And a library is never any better than its talent and its music, no matter what else you use for trimming.

"The phone rings more often since we started with APS" said many friends in Toronto and Chicago. It's true there's a startling difference in APS music—because it's so different. It's a different sound, and listeners call to ask *"Where can I get that music?"* Many APS stations proudly reply: *"Sorry, you just can't get it. That's music transcribed especially for this station."*

"We're always reading raves about your talent" said a flock of wide-awake broadcasters. We expect that. Where else can you find winners like Rosemary Clooney . . . Guy Mitchell . . . Vic Damone . . . Evelyn Knight . . . Kay Armen . . . Ted Dale . . . Glenn Osser . . . Al Goodman. . . . a flock of others . . . always in the headlines. Recently we've seen *"Four Star"* ratings for personal appearances like the Clooney current nightspot tour . . . Guy Mitchell's Toronto date . . . Evelyn Knight's superb singing at the Swank Plaza in N. Y. . . . Glenn Osser's incomparable conducting on TV . . . etc.

"How can you keep this up?" Was a frequent question. It's easy to answer. We're the music specialists of the library business. Performers like us, do their very best for us. We have the know-how, and we spend our music dollars for performances that can be used, not for musical *"gimmicks"* you can't even find once the library arrives. A library is like any other kind of entertainment material. It *"plays"* or it doesn't. Ours does.

"It's been ten years—and we use it more than ever." We heard that from many old friends. They chuckle with us at the *"two-years-and-out"* kind of library. There's only one *"best performance,"* and once you have it, there's no sensible reason for changing to second best *"just for a change."* Stations never junk top-audience shows "just for a change" and our old friends have learned that when you have a flock of solid performances all in one library it gets better and better as time goes on and new material keeps flowing in.

"How much?" We enjoy hearing that question. It's a *"closer"* for us. That's because there's an APS library service for every broadcaster. Our Specialized libraries lease at rates like these: $19.50, $22.50, $32.50, $39.50, $47.50 per month. The full basic APS library costs less than any other full-sized library on the market. A bargain? Nope! Just a sensibly priced service for broadcasters, produced by broadcasters who know broadcasting problems. We have nothing else to sell—this is a full-time business for us.

ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
PLaza 7-7710

McFarland Bill—Senate Eyes

(Continued from page 25)

rule or regulation of the Commission authorized by this Act or by a treaty ratified by the United States; and

"(5) for violation of or failure to observe any cease and desist order issued by the Commission under this section.

"(b) where any person (1) has failed to operate substantially as set forth in a license, or (2) has violated or failed to observe any of the provisions of this Act, or (3) has violated or failed to observe any rule or regulation of the Commission authorized by this Act or by a treaty ratified by the United States, the Commission may order such person to cease and desist from such action.

"(c) Before revoking or suspending a license or revoking a permit pursuant to subsection (a), or issuing a cease and desist order pursuant to subsection (b), the Commission shall serve upon the licensee, permittee, or person involved an order to show cause why an order of revocation or suspension or a cease and desist order should not be issued. Any such order to show cause shall contain a statement of the matters with respect to which the Commission is inquiring and shall call upon said licensee, permittee, or person to appear before the Commission at a time and place stated in the order, but in no event less than 30 days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety or life or property is involved, the Commission may provide in the order for a shorter period. If after hearing, or a waiver thereof, the Commission determines that an order of revocation or suspension or a cease and desist order should issue, it shall issue such order, which shall include a statement of the findings of the Commission and the grounds and reasons thereof, and specify the effective date of the order, and shall cause the same to be served on said licensee, permittee, or person.

"(d) Except insofar as other provisions of this Act provide for specific forfeitures, in any case where subsection (a) or (b) of this section authorizes the revocation or suspension of a license, the revocation of a construction permit, or the issuance of a cease and desist order, and in any case where section 303 (m) of this Act provides for the suspension of an operator's license, the Commission may, in lieu of revoking or suspending the license, or revoking the permit, or issuing the cease and desist order, or in addition to issuing the cease and desist order, direct the payment of a forfeiture to the United States of the sum of $500 for each day during which any offense specified in subsection (a) or (b) of this section, or in section 303 (m), occurred, or such lesser sum as the Commission may find appropriate in the light of all of the facts and circumstances of the particular case. Before the imposition of any forfeiture herein provided for, the Commission shall serve a notice of apparent liability for the forfeiture of a specific sum of money, which sum may be determined by the Commission on the basis of information then before it. Such notice shall give a reasonable opportunity to apply for hearing, or, if a hearing is waived, to submit a written request for remission, or reduction in the amount, of the forfeiture, such written request to be supported by a statement of the facts warranting remission or reduction. The Commission, upon final determination of the amount of any forfeiture, shall give notice thereof and specify the time, not less than thirty days after receipt of notice, within which to pay such sum into the Treasury of the United States. If not paid within the period specified, suit may be brought as provided in section 504 of this Act for recovery of a forfeiture. In any case where the Commission has served an order to show cause pursuant to subsection (c) of this section, the Commission, after hearing or waiver thereof as therein provided, may, in lieu of revoking or suspending a license, or revoking a permit, or issuing a cease and desist order, or in addition to issuing a cease and desist order, in such proceeding, impose the forfeiture provided for in this subsection. If a hearing is waived, a reasonable opportunity shall be given to submit a written request for remission, or reduction in the amount of the forfeiture, supported by a statement of the facts warranting remission or reduction. Any forfeiture ordered after the service of an order to show cause shall be collected as provided above.

"(e) In any case where a hearing is conducted pursuant to the provisions of this section, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the Commission.

"(f) The provisions of section 9 (b) of the Administrative Procedure Act which apply with respect to the institution of any proceeding for the suspension or revocation of a license or permit shall apply also with respect to the institution, under this section, of any proceeding for the issuance of a cease and desist order or for the imposition of a forfeiture."

ABC-UPT MERGER

Hearing Nears Conclusion

FINAL two- to four-week phase of the hearing on the proposed merger of United Paramount Theatres with ABC begins at the FCC today (Monday) [B•T, April 7].

First witness will be Gordon Brown, owner of WSAY Rochester, N. Y. He will appear as a public witness. Mr. Brown has been at odds with the networks—especially ABC—for some time.

Next part of hearing will bring testimony from DuMont officials, who will offer rebuttal to testimony favoring the merger.

WSMB New Orleans half-interest transfer from Paramount Pictures to UPT will be considered next.

Finally, FCC Counsel Frederick W. Ford will cross-examine Paramount Pictures and UPT directors. He is expected to delve into the propriety of certain theatre acquisitions by those companies.

The number of witnesses Mr. Ford plans to question and the manner of his interrogation will determine whether the hearing is concluded within two weeks or four weeks.

FCC Hearing Examiner Leo Resnick said that regardless of whether the proceeding is completed with two weeks or a month, he still expects to issue his initial decision by October 1.

Observers point out that if the Commission accepts Mr. Resnick's findings the final decision may be out by December 1—providing that, upon filing of the exceptions to the initial decision, the Commission proceeds promptly to oral argument.

On the other hand, if the Commission should differ with the examiner's conclusions, the final decision may not be forthcoming for a much longer period of time.

The hearing began Jan. 16.

Haber Buys WFEC

SALE of WFEC Miami, 250 w daytime station on 1220 kc, was completed last week pending FCC approval. Price is $75,000. Buyer is David Haber, of New York and Miami, who has investments in real estate and has interest in various taxicab companies including 50% of Cresent Cab Co., New York. Seller is Howard D. Steere. Transaction was handled by Blackburn-Hamilton Co.


Watch your pennies, Mister!
When you buy radio time these days, you want to make every penny count. In Baltimore, the way you do it is simple. You just buy WITH—the BIG independent with the BIG audience!
Every penny you spend on WITH helps produce exactly what you want from radio—*low cost results!* Because WITH delivers more *buying* listeners-per-dollar than any other radio or TV station in Baltimore.
No wonder WITH is so popular with the local folks! Their advertising *must* produce immediate, economical results. *And WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!*
Let your Forjoe man give you the whole WITH story today!
WITH
IN BALTIMORE
TOM TINSLEY, PRESIDENT
REPRESENTED BY FORJOE & COMPANY



To an advertiser who prefers to captivate audiences

There are no captive radio audiences in Iowa. Every set has a dial. The dials work, the radios work, and any listener is free to free lance. Apart from the totalitarian implications of the word (no self-respecting Iowan—that's the same as saying no Iowan —would sit still for being a captive anything) we figure an audience earned on program merit is more healthy for business.

Being on WMT, CBS outlet in Eastern Iowa, is like occupying a choice location on Main Street. Twenty-three of the top twenty-nine programs are on CBS. There's great customer traffic—great opportunity to reach more than 300,000 radio families in WMT-land. They're captivated by programming—CBS and local. For full details, trap a Katz Agency rep (*they* capture easy).

WMT CEDAR RAPIDS

5000 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

ARF Reactivated

(Continued from page 27)

a study of the Foundation's program and make recommendations for enlarging the service to the membership.

A complete report was made at Thursday's board meeting on the various research projects which ARF plans to undertake. It is expected that analyses of these projects will be completed within a month, so that work can be commenced without further delay. A survey of the membership showed a study of magazine ad readership measurement and one of radio-TV ratings most wanted by most subscribers, and it was indicated they will be undertaken first. The ARF research committee has also recommended two short-term projects, one of preparing analytical tabulations of the findings of ARF continuing studies, the other a study of the relationship of advertising expenditures to sales and to national income. Presumably these will also be launched promptly.

Mr. Kobak will serve as salaried president of ARF but continue his consulting practice, retaining his headquarters at 341 Park Ave., New York. He is not under contract to ARF and is to devote one day a week to the foundation once it is well under way.

Among Clients

Among his clients, it is understood, are General Mills, Knox-Reeves Adv., Miles Laboratories, Westinghouse Radio Stations Inc., A. C. Nielsen Co., Cleveland *Plain Dealer*. He also is identified with McGraw-Hill interests.

In addition Mr. Kobak is owner of WTWA Thomson, Ga., and a weekly newspaper in that city. He is an NARTB director-at-large for small stations. Just a fortnight ago he resigned as chairman of the board of Broadcast Advertising Bureau. In advertising much of his career, Mr. Kobak was president of Mutual network before becoming a consultant. Prior to that he had served in high executive capacity at NBC and McGraw-Hill as well as in the agency field.

Fred B. Manchee, executive vice president of BBDO and chairman of the ARF Projects Development Committee, reviewed survey results at the ANA convention in March.

In the survey, 72% voted for the magazine readership study and 65% wanted the radio-TV ratings study. Ranking fourth was the effect of TV on magazine and/or newspaper reading.

"We want to be sure that we can rely with confidence on the data we receive on the measurement of our radio and television advertising," Mr. Manchee had told the ANA convention. He added that agencies rated the radio-TV project first in their voting, with advertisers ranking it fourth and media fifth.

ARF will not go into the rating measurement business, according to Mr. Manchee, but try to get the answers to questions asked about present methods and techniques. This, he felt, would aid in interpreting present data and possibly lead to improved techniques. In addition it would put into force recommendations made last year by a special test survey committee which called for field testing of broadcast research methods. This committee had been formed following an advertisement in the July 10, 1950 issue of BROADCASTING • TELECASTING.

In this advertisement Stanley G. Breyer, KJBS San Francisco, pointed to confusion in radio research and proposed an impartial evaluation of techniques. The report was made March 3, 1951 by Dr. Kenneth H. Baker, then NAB research director who served as chairman of the special test survey committee.

PEABODY AWARDS

Announcement Set May 1

ANNUAL George Foster Peabody Radio and Television Awards will be announced May 1 in New York at a meeting of the Radio Executives Club of that city at the Waldorf-Astoria, Dean John E. Drewry of the Henry W. Grady School of Journalism, U. of Georgia, has announced.

The awards, given for outstanding meritorious public service during 1951, are presented to individuals, stations and/or networks as follows:

Radio—for public service by a regional station above 1 kw, public service by a local station 1 kw or under, reporting and/or interpretation of the news, drama or other non-musical entertainment, music, education, children's program or series and promotion of international understanding; television — education, entertainment, news and/or interpretation and children's program or series. Special awards also are made.

LEE ESTATE

Twin Sisters Named

TWIN sisters Marilyn Joan and Mary Jean Lee who will eventually receive nearly $1 million from the estate of the late Thomas S. Lee have been granted a monthly allowance of $150 each in Santa Monica Superior Court.

Cousins of Mr. Lee, the 16-year-old twins were among 10 persons named to share $4,788,206 remaining from $12½ million left by the heir to the late Don Lee broadcasting and automobile distribution fortune. They are daughters of the late Cupler Lee, brother of Don Lee, and reside with their mother, Mrs. Frances M. Lee in Northridge, Calif. The twins are to receive $470,000 each from estate.

1ST with TEXANS

More Texas advertisers used KMAC during the first quarter of 1952 than any other San Antonio radio station.

"Texans Know Texas!"

KMAC

25 YEARS OF SERVICE

MUTUAL ON 630
SAN ANTONIO

★ HOWARD W. DAVIS, OWNER

★ REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY Co.

Dissenters—Jones, Hennock, Sterling

(Continued from page 24)

sole basis for Comr. Webster's concurring opinion.

"The failure of the commercial interests to make a strong, positive showing with respect to educational productions leaves me with the impression that that group is not as prepared to voluntarily go forward with this type of television programming as originally indicated . . .," he said.

"But, with respect to an overwhelming majority of the 209 communities tentatively assigned educational channels by the Third Notice, support therefor by local educational organizations took, for the most part, the form of affidavits stating that reservations of such channels were desired," he continued.

". . . we are left with no alternative. Despite the inadequate showing made by the non-commercial educational group, circumstances dictate that the requested reservations be made," he concluded.

WBT's 'Mr. Dixie'

CAREER of Grady Cole, WBT Charlotte farm director, is traced in the April 19 issue of *Collier's* magazine. The article is written by William A. Emerson Jr. under the title, "Mr. Dixie." Writes Mr. Emerson: "Grady is generally recognized in the Carolinas by sight or sound. He'd be downright disheartened if a formal introduction were necessary."

upcoming

April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.

April 16: Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.

April 16: BAB Sales Clinic, Los Angeles.

April 16-18: American College Public Relations Assn. 36th annual convention, Carter Hotel, Cleveland.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 22d annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.

April 19: Ohio Assn. of Radio News Editors, annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.

April 19: Catholic Broadcasters Assn. midwestern regional meeting, Chicago.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

April 20: Los Angeles Advertising Women Inc., in cooperation with Advertising Assn. of the West, 6th annual Frances Holmes achievement awards, Ambassador Hotel, Los Angeles.

April 20-24: American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 21: BAB Sales Clinic, San Francisco.

April 21-25: Society of Motion Picture and Television Engineers, 71st semi-annual convention, Drake Hotel, Chicago.

April 21-26: Educational Television Programs Institute seminar, Pennsylvania State College, State College, Pa.

April 23: BAB Sales Clinic, Portland, Ore.

April 24: MBS stockholders annual meeting, New York.

April 24: BMI Program Clinic, Palliser Hotel, Calgary, Alta.

April 24-25: Radio-Television Mfrs. Assn. and RTMA of Canada, 9th international conference, General Brock Hotel, Niagara Falls, Ontario.

April 25: BAB Sales Clinic, Seattle.

April 25-27: Advertising Federation of America, Fourth (Florida) district, Casablanca Hotel, Miami Beach, Fla.

April 28: BMI Program Clinic, Owensboro, Ky

April 28: BMI Program Clinic, Phoenix, Ariz.

April 28: BMI Program Clinic, Missoula, Mont.

April 29: BMI Program Clinic, Nashville, Tenn.

April 29: BMI Program Clinic, Charleston, W. Va.

April 29-30: New York Chapter, American Marketing Assn.-Sales Executive Club of New York, merchandising clinic, Hotel Roosevelt, New York.

April 30: BMI Program Clinic, Sioux Falls, S. D.

April 30: BMI Program Clinic, Battle Creek, Mich.

April 30-May 2: Assn. of Canadian Advertisers, 37th annual meeting, Royal York Hotel, Toronto.

NARTB MEMBERS

Total Passes 1,500 Mark

AM STATION membership of NARTB reached the 1,000 mark last week—highest point in the last two years, according to President Harold E. Fellows. This brings the overall membership total to more than 1,500, comprising in addition to the AM group a total of 376 FM stations, 92 TV members (88 stations, four networks) and 75 associate members.

No. 1,000 in the NARTB AM directory is WOWL Florence, Ala., according to William T. Stubblefield, NARTB station relations director.

Most of the members recently signed made application during the NARTB convention in Chicago, where the Station Relations Dept. maintained a service desk. Over 1,100 service calls were handled at the desk by William Treynor, assistant station relations director, and Helen Fruth. The service desk served as a central point for phone calls, telegrams and other messages addressed to convention delegates.

Other new member stations include KLCN Blytheville, Ark.; KLO Ogden, Utah; KOJM Havre, Mont.; KSJV Sanger, Calif.; KULP El Campo, Tex.; KVNU Logan, Utah; KWKC Abilene, Tex.; KUSC (FM) Los Angeles; WACO Waco, Tex.; WANS Anderson, S. C.; WQXI Buckhead, Ga.; WVLK Versailles, Ky.; WSFA Montgomery, Ala.; WPAQ Mount Airy, N. C.; WPAL Charleston, S. C.; WNOK Columbia, S. C.; WLOK Lima, Ohio; WIBW Topeka; WGTM Wilson, N. C.; WGCM, WGCM-FM Gulfport, Miss.; WCRI Albertville, Ala.; KWCB Searcy, Ark.; KHAS Hastings, Neb.; KCKN Kansas City.

17 OUT OF 18 PREFER WDAY, FARGO!

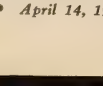


An independent survey of radio listening habits in the Red River Valley was recently made by students at North Dakota Agricultural College. The Survey covered 3,969 farm families in 22 counties within about 90 miles of Fargo. In answer to the question, "To what radio station does your family listen most?" 78.6% of the families said WDAY, 4.4% Station "B", 2.3% Station "C", 2.1% Station "D", etc. WDAY was a 17-to-1 choice over the next station . . . a *3½-to-1 favorite over all competition combined!**

It's the same story in town. Year after year, WDAY makes a run-away of the Hooper race, consistently getting a 3-to-1 greater Share of the Fargo-Moorhead Audience than *all other stations combined!*

Truly, WDAY is a colossal radio buy in a stupendous farm market. Write direct, or ask Free & Peters for all the facts.

** Competition includes local studios of the other three major networks.*



WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

WNHC TV doesn't operate  's

or  's or theaters !!

But it does run a  that feeds





DUMONT and NBC

top rated programs plus sparkling

local shows to a 

so high

that it covers all of 

plus adjacent

parts of 

and 

Bennett Blames TV For Decline In Bus Passenger Volume

State Capitol, Hartford, March 10—(Special)—Television is curtailing the number of bus riders of the Connecticut Co., Richard J. Bennett, vice president and general manager of the company told the Public Utilities Commission today.

Bennett, appearing as a witness on the company's petition for a fare increase, said that large numbers of persons who formerly came into the center of the city evenings for theaters and other recreation are now remaining at home, with their television sets.

He declared "Television has adversely affected the revenue of public service transportation companies, as it has that of the theaters."

WHAT HAPPENS?

This is a reprint from the Monday, March 10th issue of the New Haven Evening Register

WNHC TV

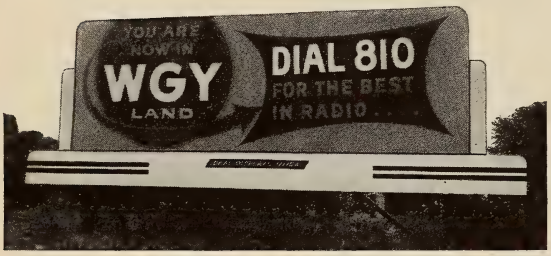
Truly Connecticut's Only Window on the World for Over 250,000 TV Homes.

Represented by the Katz Agency

Subscriber, NARTB seal and good practice

Summer

'Boom-State'



The tremendous impact of Station WGY on an enlarged summer-time audience is ably demonstrated by one of WGY's sponsors—the Catskill Game Farm. In 1951, this organization abandoned its advertising schedule in newspapers and other radio stations to use WGY *exclusively*. Through spot announcements in the morning and night-time stations breaks, the result was a 250 percent increase in attendance.

Reaching all the summer resorts in the Adirondack, Catskill and Berkshire Mountains and Vermont, sales messages carried by WGY also reach the many tourists and vacationers in Saratoga Springs, Lake George, Lake Champlain and Cooperstown, New York. The WGY area is surely one of America's foremost vacation areas.

Motorists visiting "WGY-Land" learn the station's location on the dial through seven striking, colorful 8' x 24' Scotchlite billboards which are located on the major traffic arteries leading into the "17th State."

You can realize outstanding results by doing your summer selling on Station WGY.

810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

The Capital of the 17th State

The WGY area is so named because its population exceeds that of 32 states.

Represented by NBC Spot Sales

HOW MANY COMMERCIALS AIRED IN '51?

More than 114 Million, B•T Survey Discloses

RADIO and television have had a nose-counting job performed on their commercials by BROADCASTING • TELECASTING. Here are the results, based on carefully computed estimates:

● 100,620,000 commercial messages were delivered in 1951 by all AM broadcast stations.

● 10,000,000 commercial messages were delivered in 1951 by all FM broadcast stations.

● 4,000,000 commercial messages were delivered in 1951 by all television stations.

● Grand total: 114,620,000 commercial messages delivered during the year on the three broadcast media (AM, FM, TV).

The figures came out of actual checks of radio and TV station logs, using samples believed typical in each category. In addition, the renewal applications of typical stations were checked at the FCC, with number of spot announcements projected to give total number of commercial announcements in a week.

In the case of AM stations, the number of commercial announcements (including all announcements within programs) ranged from 20,800 to 95,000 during the year for 2,236 stations. A median figure of 45,000 commercial messages per year per AM station resulted.

The FM figure was more difficult to pin-point because so many stations duplicate AM and because of the variation in number of daily operating hours. The computation produced an estimate of 10,000,000 commercial messages broadcast in a year by the 653 stations.

The check of TV commercial announcements (again including all announcements within programs, as done in the AM and FM estimates) showed 145 commercial announcements as the highest daily total for the logs selected. The total for 108 TV stations was 4,000,000.

These figures do not include free public service announcements, which in the case of AM stations range from 30 to over 200 a week.

NLRB SETS VOTE

For WGH, WNOR Employes

DIRECTIONS of election were handed down by the National Labor Relations Board last Wednesday involving the American Federation of Radio Artists (AFL) and two Virginia stations—WGH Newport News and WNOR Norfolk.

The board ordered balloting at WNOR among announcing, announcer-engineer and continuity employes, and at WGH among announcing and programming personnel. Elections will be held within 30 days.

At WNOR, the union sought a unit of announcers and announcers-engineers excluding continuity, traffic, production and commercial help. The station, licensed to Norfolk Broadcasting Corp., favored inclusion of a salesman and traffic and receptionist personnel. In including continuity help, NLRB noted "the small size of the radio station . . . and integrated nature of the employer's broadcasting operations."

WGH, licensed to Hampton Roads Broadcasting Corp., favored inclusion of its commercial manager, chief announcer, choir director, and continuity and promotion employes. The board directive included in the unit only continuity employes from this proposed group urged by WGH. AFRA would have limited the voting unit to announcers.

Paul Styles, NLRB member, dissented from the majority opinion. He contended that while "this is a small radio station" and jobs performed by announcers are integrated with other program functions, announcers perform a special kind of work involving special conditions of employment. He favored a unit of announcers, pointing out the board has so acted in other radio cases.

WCBS NARCOTICS SERIES

Gets Wide Development

WCBS New York is giving a demonstration of program and idea development, all focused on the true story of a heroin addict—known to the public as "Robert Adams"—and his 30-year struggle with drugs, first told as a two-week series on Bill Leonard's *This Is New York*.

The story was slated for further discussion last week on Dwight Cooke's *You and the World* (WCBS, weekdays, 6:15 p.m. EST) as well as for a Thursday roundtable with State Attorney General Nathaniel Goldstein and State Senator Seymour Halpern on Mr. Leonard's program.

Simon & Schuster has scheduled publication of "Robert Adams'" story, "Confessions of a Heroin Addict," and two film companies (MGM and Paramount) are listening to broadcast transcripts as possible movie story material. The addict's wife, who participated in one broadcast to explain what it meant to be married to a drug-user, is writing an article for publication in June issue of *Today's Woman*.

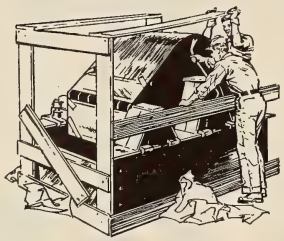
HENRY W. TYMICK, Buchen Co., Chicago, has been appointed general chairman of the 30th annual conference of National Industrial Advertisers Assn., Chicago, June 29-July 2. Debate on communications is scheduled as well as origination of ABC *America's Town Meeting of the Air*.

How you can make a profit of $27,295,971

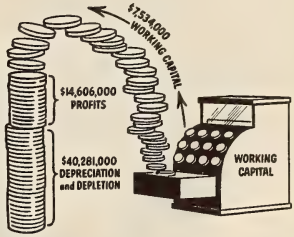
and go in the hole!



1. According to our accountants, Union Oil made a net profit during 1951 of $27,295,971. If this bookkeeping profit represented the company's actual "take" our 38,347 common share owners would be overjoyed. But after paying dividends of $11,444,259, we actually ended up on the minus side of the ledger to the sum of $7,534,000 in working capital.



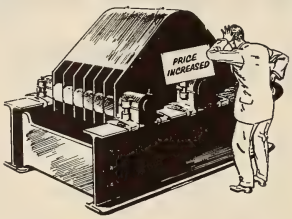
2. Here's the reason: In 1951 we had to spend $62,421,000 for replacement of worn-out equipment and oil properties and to enlarge our facilities to meet the greatly increased demand in the West for petroleum products. This money came from three sources.



3. $40,281,000 of it came from the "depreciation and depletion" allowance. (The sums a corporation sets aside each year to replace equipment and oil properties when they're worn out.) $14,606,000 of it was made up out of profits. $7,534,000 of it was taken from working capital—the "checking account" a business keeps on hand for day-to-day expenditures.



4. We obviously can't keep dipping into our working capital indefinitely and stay in business. For if we do we'll eventually run out of money to carry our receivables, inventories, etc., and pay our daily operating expenses. That's why something has to be done about a situation that affects not only us but every U. S. corporation.



5. Briefly it is this: The sums the tax collector allows you to set aside for depreciation and depletion are based on what things cost *when you acquired them*—not what it costs to *replace them today*. Since these depreciation funds aren't adequate to replace equipment and oil properties at today's prices, we have to make up the difference somewhere—or go out of business.



6. On top of this, extremely heavy taxes on corporate earnings make it almost impossible to retain enough profits to make up the difference. So we have to take it from working capital. That's why we must have a tax policy that will permit corporations to earn enough for the replacement and expansion necessary to maintain the productivity and economic growth of the nation.

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

AFRA L.A. TALKS

Open With Independents

WITH CURRENT contracts expiring April 30, American Federation of Radio Artists has started negotiating for a 10% overall wage increase and improved working conditions for staff announcers of Los Angeles area independent outlets.

Besides KFWB, KLAC, KFVD, KFAC and KRKD Los Angeles, the group includes KGIL San Fernando, KGER and KFOX Long Beach, KWKW, KALI and KXLA Pasadena.

Improved working conditions requested include a health and welfare plan which would be paid for by the station, covering each announcer and dependents, with cost to employer of $8 monthly; severance pay based on one week for each year of service, with minimum of two weeks' notice; special conditions covering employment of parttime announcers with premium pay time-and-a-half minimum call provision; and full day salary for parttime work.

AFRA also requests KGIL and KWKW to adjust $3 weekly differential to same salaries as KFOX; KLAC to increase pay to the same as KFWB, eliminating $6 differential. KMPC Los Angeles, Liberty affiliate, was put in the network category by AFRA and instead of present flat $99 per week, the union wants $100 weekly for first year men, plus commercial fees, and $115 for second year.

Announcer pay on Los Angeles independents currently varies from $75 to $99, Claude McCue, AFRA executive secretary, stated.

KBIG Avalon, Calif., has contracted for United Press news service, effective when station starts operating in early May. Teletypes will be installed in both the Avalon studio on Catalina Island and Hollywood studios at 6540 Sunset Blvd.

EDUCATION ON FM

Chicago Series Scheduled

FIVE Chicago-area colleges April 14 will begin educational programming on WBIK (FM), affiliate of WBKB (TV) Chicago, General Manager John H. Mitchell has announced.

Preliminary program plans were revealed at a press conference in the Garrick Television Center. Schools participating in the cooperative plan are Roosevelt College, the U. of Illinois, Lake Forest College, Illinois Institute of Technology and Loyola U.

Each school will broadcast its programs one day weekly for 10 weeks, furnishing educational material from 3-9 p.m. If the series, entitled *Operation New Horizon,* wins enough public response, it will be resumed in the fall on WBIK as well as on WBKB. Stations are owned by the Balaban & Katz theatre chain.

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short.* Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KDKA Aid to Blind

KDKA Pittsburgh has begun shipment of a second ton of used radio transcriptions to the American Printing House for the Blind Inc., Louisville. Shipments were started in September 1940. Transcriptions, which KDKA supplies free of charge, are re-milled, worked in with new material and used in the production of "talking books" for the blind. Officials of the printing house explained that the demand for "talking books" is increasing daily.

LIKES WNBC MUSIC

Rep. Morano Tells Cott

A CONGRESSMAN, who doesn't like "claptrap emanating from other radio stations in New York City on after-midnight programs," wrote a fan letter to WNBC New York complimenting the station on its classical music disc jockey show, *Music Through the Night.*

Rep. Albert P. Morano (R-Conn.) last week released his letter to Ted Cott, program director of WNBC. Rep. Morano created a stir last fall when he complained that WMCA New York's nighttime music m. c., Barry Gray, had made "ad-lib" remarks on his program [B • T, Oct. 29, 1951]. It was alleged that Mr. Gray had criticized a column printed in the *Greenwich* (Conn.) *Time* that had attacked government sponsorship of recruiting programs.

In his letter, Rep. Morano said in part: "This program is indeed a real public service. I am sure that the predominant majority of the radio public would much prefer to listen to the works of the great masters . . . as interpreted by the contemporary conductors . . . in marked contrast to the clatrap emanating from other radio stations in New York City on after-midnight programs."

In the WMCA incident, Rep. Morano had complained to the FCC. While praising WNBC and the program, Rep. Morano, who noted he is a frequent listener, also commended NBC for placing the show in the midnight-to-dawn period.

KFAB SCHOLARSHIPS

Offer In-Service Training

HARRY BURKE, general manager, KFAB Omaha, has announced that for the seventh consecutive year the station will cooperate with the U. of Nebraska in taking students from the university's radio department for summer training at KFAB.

In-service scholarship "graduates" include Bob Jones, KFAB staff announcer; Herm Harvey, KFAB farm field director; Myron Levenson, WOAI-TV San Antonio; John Carson, KTTV (TV) Hollywood, and Arved Christiansen and Jo Anne Mellen, KFOR Lincoln.

YOU MIGHT CAST A TROUT FLY 183 FEET*—



BUT . . .

YOU NEED THE FETZER STATIONS TO LAND SALES IN WESTERN MICHIGAN!

AM or TV, here's proof that the Fetzer stations are Western Michigan's best advertising buys.

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, deliver Western Michigan's *largest* audience, at surprisingly low cost. Each is consistently the most listened-to station in its home city, and BMB figures prove the same kind of audience in surrounding rural areas. WKZO-WJEF's unduplicated BMB Audience is up 46.7% over 1946 in the daytime—up 52.9% at night! *Yet this strong CBS combination costs 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!*

TELEVISION

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It also provides Battle Creek with intensive primary service —effectively reaches a total market with a Net Effective Buying Income of more than two billion dollars! And here's the best part of the story: A recent 24-county Videodex Diary Study made by Jay & Graham Research Corporation, using the BMB technique, shows that *WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana homes than Station "B"!*

Write direct or ask your Avery-Knodel man for all the facts.

** Dick Miller of Huntington Beach, California, holds this world's record.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

American Exhibition of Educational Radio and Television Awards

RECOGNITION is extended to local and regional television programs for the first time this year in the list of awards and honorable mentions of the 16th American Exhibition of Educational Radio and Television Programs.

The exhibition, to be announced today (Monday), is sponsored by the 22d Institute for Education by Radio-Television, which meets under the auspices of Ohio State U. at Columbus this week (see separate story).

All awards are based upon entries made by networks, stations and other organizations. Regional and local TV programs are auditioned comparatively by the same panel of judges as national network video fare. With one exception, the awards are made to series rather than individual broadcasts. Series were judged in 14 cooperating centers, one for each program class.

Radio awards are broken down into national (network or transcription) programs, regional networks, stations and organizations (including clear-channel, 5 kw to 50 kw stations) and local organizations and stations (less than 5 kw).

Television awards cover network live and kinescope fare and local and regional stations or organizations.

List of awards, honorable mentions and citations by classification follows:

RADIO AWARDS

Programs Heard Nationally by Network or Transcription

Religious—First Award, *The Ave Maria Hour*, to The Franciscan Friars of the Atonement, New York, broadcast at various times over numerous stations.

Honorable Mention, *Let There Be Light* to Broadcasting and Film Commission of National Council of Churches, New York, broadcast at various times over numerous stations.

Agricultural—(No awards).

Women's—(No Awards).

Cultural: Art, science, literature and music (but not straight music)—First Award, *Stage 52*, to Canadian Broadcasting Corp.

Honorable Mention, *CBC Wednesday Night*, to Canadian Broadcasting Corp.

Dealing with Personal and Social Problems—

Honorable Mention, *The Lonesome Road*, to Communication Materials Center, Columbia U. Press, broadcast at various times over numerous stations.

Presenting Public Issues (Forums, etc.)—First Award, *Cross Section*, to Canadian Broadcasting Corp.

News Interpretation (not straight reporting)—(no awards).

Furthering International Understanding—First Award, *Citizens of the World*, to United Nations Radio, broadcast at various times over numerous stations.

Special One-Time Broadcasts—First Award, *Arise and Go Thy Way*, to The National Society for Crippled Children and Adults, broadcast over the NBC network.

Honorable Mention, *No Escape*, to Canadian Broadcasting Corp.

Children's (for out-of-school listening)—First Award, *Bert, the Turtle*, to Audio-Visual Division, Federal Civil Defense Administration, Washington, D. C., broadcast at various times over numerous stations.

Honorable Mention, *The Children's Theatre*, to Canadian Broadcasting Corp.

Honorable Mention, *A Carol for Canada*, to Canadian Broadcasting Corp.

Teen-Agers' (for out-of-school listening)—(no awards).

Designed for in-school use by pupils in primary grades (approximately grades I-III)—no awards).

Designed for in-school use by pupils in intermediate grades (approximately grades IV-VI)—(no awards).

Designed for in-school use by pupils in junior and/or senior high schools (approximately grades VII-XII)—(no awards).

Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations (5 to 50 kw)

Religious—First Award, *The Pastor's Study*, to WSB Atlanta, Ga.

Agricultural—First Award, *McClatchy Farm Review*, to McClatchy Broadcasting Co., Sacramento, Calif., broadcast over various California stations.

Honorable Mention, *The Voice From the Farm*, to WNOX Knoxville, Tenn.

—Special Citation, *The Farm Front*, to Farm Department, the Crosley Broadcasting Corp., Cincinnati, Ohio, broadcast over WLW Cincinnati.

Women's—First Award, *Knudsen Women's Forum*, to Columbia Pacific Network, broadcast over KNX Los Angeles, Calif.

Honorable Mention, *The Barbara Welles Show*, to WOR New York.

Cultural: Art, science, literature and music (but not straight music)—First Award, *The University Hour*, to Communication Center, U. of North Carolina, Chapel Hill, broadcast over various North Carolina stations.

Honorable mention, *Critically Speaking*, to KUOM Minneapolis (U. of Minnesota).

Dealing with personal and social problems—First Award, *Minnesota Mid-Century*, to KUOM Minneapolis (U. of Minnesota) broadcast at various times over other Minnesota stations.

Honorable mention, *The Untouchables*, to WBBM Chicago.

Presenting Public Issues (forums, etc.)—First Award, *Freedom Revisited*, to WCAU Philadelphia.

First Award, *The Killers*, to Public Service Division, WMCA New York.

News Interpretation (not straight reporting)—First Award, *E. W. Ziebarth News Analysis*, to WCCO Minneapolis, Minn.

Honorable Mention. *W. S. C. Views the News*, to KWSC Pullman (State College of Washington).

Furthering International Understanding—First Award, *The Ralph Story Show*, to Columbia Pacific Network, broadcast over KNX Los Angeles, Calif.

Honorable Mention, *It's a Small World*, to WMAQ Chicago, Ill.

—Special Citation, *Japanese Peace Conference*, to KFWB Hollywood, Calif.

Special One-Time Broadcasts—First Award, *Who Killed Dr. Drew?* to KOIN Portland, Ore.

Children's (for out-of-school listening)—First Award. *Let's Listen to a Story*, to Public Service Division, WMCA New York.

Honorable Mention, *Down Story Book Lane*, to Speech Dept., U. of Michigan (Ann Arbor).

Teen-Agers' (for out-of-school listening)—Honorable Mention, *WQXR Youth Forum*, to WQXR New York, and the *New York Times*.

Honorable Mention, *Young Book Reviewers*, to Public Service Div., WMCA New York.

Designed for in-school use by pupils in primary grades (approximately grades I-III)—First Award, *Old Tales and New*, to Minnesota School of the Air and KUOM Minneapolis (U. of Minnesota).

Designed for in-school use by pupils in intermediate grades (approximately grades IV-VI)—First Award, *Let's Sing Together*, to the Departments of Education of Manitoba, Alberta, and British Columbia, broadcast over CBW Winnipeg (Manitoba) and stations in Alberta and British Columbia.

Honorable Mention. *News of the Week*, to WHA Madison (U. of Wisconsin) broadcast over the Wisconsin State FM network.

Designed for in-school use by pupils

(Continued on page 46)

American-Standard ups its sales $14,000,000

Complete story of this big increase appeared in the March 28 Printers' Ink

"But," said an official of the company, "This sales increase in 1951 is only the beginning." Now readying the program for the second year, the company believes they can parlay increased sales results in the years to come.

Pick up your copy of the March 28 issue of Printers' Ink. (If you can't find it, send us 25¢ for another). Note the first of four paragraphs that are preceded by a "Bull's Eye." The first one says, "For the first time consistent schedules of local radio and TV" were used in conjunction with other local media.

At the close of 1951, this fine company had more than 7,000 retailers in all parts of the country tied in with their overall plan of selling and consistent advertising. Last year it spent around $2,000,000 for space advertising, and another $750,000 in cooperative advertising.

You will get two benefits from reading this Printers' Ink article:

First—a sales idea that you may be able to use right now. If you didn't get any of the $750,000 spent last year, contact the nearest American-Standard dealer. About 1,200 of them are scattered all over the country, one in every major market.

And second, you'll get a good example of the kind of material we give our 23,475 subscribers every week that consistently attracts to Printers' Ink the largest combined audience of advertisers and agencies that you can reach anywhere.



Bob Kenyon

Many things are involved in making any sales drive a success. But the backbone of the most successful campaign is, as was reported in this and other Printers' Ink articles, *consistent schedules.*

You find the same thing true in advertising *to* advertisers. Each year more radio stations start to advertise in Printers' Ink. Some use but 1/6 of a page to tell with consistent schedules the story of their market. Others use full pages. Whatever your budget allows, we believe that you, too, should tell our readers—the advertising, management, sales and agency executives who make the buying decisions—the importance of *your* market. "Advertising to Advertisers" is one of the most profitable ventures you ever started.

When can we have a talk with you about what Printers' Ink can do to help you sell more advertising?

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London



"Yes, and if that's a TV antenna, you'll get a year in jail!"

Obviously neither television nor newspapers can deliver any "impact" in the 213,316 privately owned cars and trucks within 60 miles of Louisville.

But radio is at work regularly in 128,303 of them.

That's another reason why WAVE radio can deliver *1000 impressions for you, for only 37¢!*

Ask Free & Peters for all the facts!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951.

WAVE

5000 WATTS • NBC • LOUISVILLE



Free & Peters, Inc., *Exclusive National Representatives*

American Exhibition Awards

(Continued from page 44)

in junior and/or senior high schools (approximately grades VII-XII).

Honorable Mention, *Fun From the Dictionary*, to WBOE Cleveland Board of Education.

Honorable Mention, *Ecoutez!*, to British Columbia Dept. of Education (Vancouver) in cooperation with the Canadian Broadcasting Corp., broadcast over the Pacific Division of the Trans-Canada network.

Local Organizations and Local Stations (less than 5 kw)

Religious—Honorable Mention, *Our Kind of People*, to the Radio Class, Yale Divinity School, New Haven, Conn.

Agricultural—Honorable Mention, *Farmer, What's Your Problem?*, to Bureau of Publications, Government of Saskatchewan (Regina).

Women's—(no awards).

Cultural: Art, Science, Literature, Music. (but not straight music)—First Award, *Angell Hall Playhouse*, to Speech Dept., U. of Michigan (Ann Arbor).

Honorable Mention, *Sir Ernst Plays Favourites*, to CKEY Toronto, Ont.

Dealing With Personal and Social Problems—Honorable Mention, *Unfinished Business*, to WCFM Washington, D. C.

Presenting Public Issues (forums, etc.)—First Award, *Alabama Document*, to WUOA Tuscaloosa (U. of Alabama).

Honorable Mention, *Notes on Labor*, to Bureau of Publications, Government of Saskatchewan, broadcast over CKRM Regina, Sask.

News Interpretation (not straight reporting)—Honorable Mention, *Religion at the News Desk*, to New Haven Council of Churches, broadcast over WELI New Haven, Conn.

Furthering International Understanding — First Award, *Freedom Speaks*, to World Wide Broadcasting Corp., New York, broadcast over short wave WRUL Boston, Mass.

Special One-Time Broadcasts—Honorable Mention, *Strike in Danville*, to WFDR-FM New York.

Children's (out-of-school listening)—First Award, *When the World Was Young*, to Junior League of Salt Lake City and the Radio Dept. of the U. of Utah, broadcast over KSL.

Teen-agers' (for out-of-school listening)—(no awards).

Designed for in-school use by pupils in primary grades (approximately grades I-III)—Honorable Mention, *Tell Me a Story*, to Minneapolis Public Schools, broadcast over KTIS Minneapolis.

Honorable Mention, *Tell it Again*, to WABE-FM Atlanta, Ga., Board of Education.

Designed for in-school use by pupils in intermediate grades (approximately grades IV-VI)—(no awards).

Designed for in-school use by pupils in junior and/or senior high schools (approximately grades VII-XII)—First Award, *United Nations—Success Story*, to Radio Div., Dept. of Theatre Arts, U. of California at Los Angeles and the Audio-Visual Aids Section of the Los Angeles City Schools, broadcast over various local stations.

TELEVISION AWARDS

Network: Multi-Station telecast by cable, relay, or delayed video recording (kinescope)

Public Affairs: News Interpretation, Issues, Problems, etc.—First Award, *The March of Time Through the Years*, to the March of Time, telecast over numerous ABC-TV stations.

Honorable Mention, *Industry on Parade*, to Public Relations Div., National Assn. of Manufacturers, telecast at various times over numerous stations.

Special Award, *TV Spots Before Your Eyes*, to American Jewish Committee, telecast at various times over numerous stations.

Cultural: Drama, Music, Literature Science, Art.—First Award, *Zoo Parade*, to NBC-TV.

Honorable Mention, *Mr. Wizard*, to Cereal Institute, Chicago, Ill., telecast over the NBC-TV network.

Programs directed to special interest groups: Women's, Agriculture, etc.—(no awards).

Systematic instruction: TV University, Telecourses, etc.—First Award, *American Inventory*, to Teleprograms Inc., telecast over the NBC-TV network.

Children's programs (out of school)—Honorable Mention, *The Big Top*, to WCAU-TV Philadelphia, telecast over the CBS-TV network.

School Telecasts (elementary and high school)—(no awards).

Local and Regional Stations or Organizations

Public Affairs: News Interpretation, Issues, Problems, etc.—First Award, *March On*, to KING-TV Seattle, Wash.

Honorable Mention, *Your Family Doctor*, to Baltimore City Health Dept. and WMAR (TV) Baltimore.

Special Award, *Inside Our Schools*, to WHAS-TV Louisville, Ky.

Cultural: Drama, Music, Literature, Science, Art.—First Award, *Science in Action*, to California Academy of Sciences, telecast over KGO-TV San Francisco.

Honorable Mention, *KING's Community Workshop*, to KING-TV Seattle, Wash.

Programs directed to special interest groups: Women's, Agriculture, etc.—First Award, *How Does Your Garden Grow?* to WNBQ (TV) Chicago.

Systematic instruction: TV university Telecourses, etc.—First Award, *The Western Reserve University Telecourses*, to WEWS (TV) and Western Reserve U., Cleveland.

Children's programs (out of school)—First Award, *Telaventure Tales*, to KING-TV Seattle, Wash., in cooperation with Gloria Chandler Recordings Inc.

Honorable Mention, *Magic Window*, to WOI-TV (Iowa State College) Ames.

School telecasts (elementary and high school)—First Award, *Operation Blackboard*, to Philadelphia Public Schools, telecast over WPTZ (TV) Philadelphia.



Your customers are much like chickens. Their natural instinct is always to "come home" to brand names they're most familiar with.

Your job—and our job here at WIBW is to keep Kansas buyers constantly aware of your brand name and the features of your product.

This not only *keeps* your established customers, but also creates *new* ones.

In Kansas, WIBW is the greatest single sales influence you can use. The reason's simple. WIBW is the station "most listened to" by the state's biggest-spending families.*

Kansas Radio Audience '51

WIBW

Serving and Selling "THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CBS RADIO
TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

BBM Officers Elected

CHARLES R. VINT, president, Colgate-Palmolive-Peet Co. Ltd., Toronto, was re-elected president of Bureau of Broadcast Measurement, Toronto, with Horace Stovin, president of Horace N. Stovin Co., station representative firm, Toronto, as vice president. Charles J. Follett, Assn. of Canadian Advertisers, was elected executive secretary, and Athol McQuarrie, ACA, named as treasurer.

what makes WREC TOPS

FOR THE LISTENER



Quality Programming for Listeners
Mechanical Perfection
Adequate Power

FOR THE ADVERTISER

- A market of over $2,000,000,000.
- 10% less cost per thousand listeners than in 1946.
- A Hooper averaging higher than any other Memphis Station.

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

Advertisement



From where I sit *by* Joe Marsh

Handy's Cows— "Tired But Happy"

Handy Peterson is one person around here who really lives up to his name. Stopped by his fine-looking farm the other day and watched his cattle enjoying the latest brainstorm he had—a back-scratcher.

What Handy did was to cut a tractor tire in half—then he slid the open ends over the tops of two posts set in the ground—bolting the tire to the posts, making the inside edges come just about the height of a cow's back.

Handy's cattle-scratcher wasn't a very *big* idea as ideas go—but he figures the happier his cows are the better. (And he'll probably get more milk from them, too!)

From where I sit, it's important to keep your eye on the little things. They add up. For example, little differences of opinion are important. You may like a milkshake, my choice may be beer—the difference may be small in itself, but the right to have that opinion is one of the biggest *things in this democracy.*

Joe Marsh

Copyright, 1951, United States Brewers Foundation

ABC RATES

Stability This Year Seen by Noble

THERE will be no further decline in ABC's radio network rates this year, Edward J. Noble, board chairman and major stockholder in ABC, told the annual stockholders' meeting last Tuesday.

Asked about the possibility of further radio rate reductions, Mr. Noble answered, "Definitely not." On the contrary, he said, some radio rates "ought to be higher than they now are. I look for the next move to be an increase rather than a decrease."

Mr. Noble added that for the immediate future, ABC radio rates probably would remain at their present level.

Questioned as to ABC's low net income last year, less than 1% of the gross, Mr. Noble admitted the net "was not anywhere near what it ought to be." He blamed the small profit on the costs of TV operations, saying the TV network's overhead costs are as high now as they will be when there are video stations all over the country instead of in only 66 cites as at present.

Answering a query about reports of a decline in TV business, Robert Kintner, ABC president, said that "a weakness" in network TV business began to develop last December, with "the three major TV networks—NBC, CBS and ABC —the hardest hit." Shortage of TV stations, which he said has had a depressing effect on the medium, and increased costs of TV time and programs were the main causes of the decline in business, he said.

Mr. Kintner said he hoped "the period of cancellations" has ended and predicted that the end of the freeze April 14 will stimulate time sales. "I have great faith in the importance of television and in the ABC TV network and its five owned and operated TV stations," he declared. He said that the NBC and CBS head start in TV affiliations gave them a present advantage in clearing time, but that the advent of new stations will change that picture.

Asked if ABC was developing its own TV programs for sale to sponsors, Mr. Kintner replied in the affirmative but in a more limited degree than NBC and CBS, adding that after merger with United Paramount Theatres is effected "we hope to exceed those networks."

Mr. Noble indicated his unqualified belief that the merger will be approved by FCC, but regretted that the hearing has taken so long. However, he noted that with the ABC and UPT testimony concluded, the hearing is now substantially over.

Only official business of the stockholders' session was the re-election of the full slate of ABC directors: Earl E. Anderson, Alger B. Chapman, Robert H. Hinckley, Robert E. Kintner, Edward J. Noble, C. Nicholas Priaulx, Franklin S. Wood and Owen D. Young. Group will serve until the next annual meeting or until the UPT merger becomes effective.

RADIO SALES JOB

Recalled by WLS' Snyder

RADIO'S sales job today is similar to that in the late 20's and early 30's, "when we had to show people it worked," Glenn Snyder, general manager of WLS Chicago, said last week in commenting on the station's 28th anniversary.

"We had to talk hard to convince an advertiser that he should be a 52-week man, going year after year. We still have to advance the same arguments today, through it is interesting to notice how many of our year-around, long-term advertisers have grown and developed right along with radio, while the spasmodic type passed out of the picture.

"Problems we've always had with us—we welcome them as a challenge that forces us to tell and sell the full power of radio, a power that has never been equalled anywhere," Mr. Snyder said.

In April 1924, WLS housed its 500 w transmitter atop Sears, Roebuck & Co. (world's largest store, from which the call letters were taken) on the city's West Side, with a "remote" studio in the Hotel Sherman.

Sears Agricultural Foundation established the station, with Edgar Bill, retired owner-manager of WMBD Peoria, Ill., as the first station director. Prairie Farmer newspaper bought the station in October 1929 with Mr. Snyder as general manager.

ELECTRONIC FIRMS

DPA Grants Tax Writeoffs

SPEEDY tax writeoffs for a number of manufacturers turning out electronic products for the defense effort were among a list of applications approved by the Defense Production Administration from Feb. 16 to Feb 29. Certificates of necessity for plant expansion were approved for these firms making electronic equipment:

Raytheon Mfg. Co., $110,125; Superior Electric Co., $72,750; Diamond Mfg. Co., $10,019; Aerovox Corp., $118,983; Georgiana Massa, $54,000; Allied Control Co., $19,143 and $28,704; Doelcam Corp., $79,906; Kellett Aircraft Corp., $16,934; Electrical Industries Co., $4,795; Sylvania Electric Products, $85,461 and $685,582; Stackpole Carbon Co., $350,000; Bird Electronic Corp., $10,905; George W. Borg Corp., $122,118; RCA, $1,900,000; General Instrument Corp., $57,452; Operadio Mfg. Co., $23,513; Model Engine & Mfg. Co., $103,148; Electra Mfg. Co., $34,687; Canoga Corp., $12,755; Litton Industries, $6,000; Micro Precision Co., $58,093.

WKCR, educational radio outlet of Columbia U., New York, has completed tape recording of Shakespeare's "Antony and Cleopatra" which will be available to stations without charge.

FM PROGRESS
Smith Sees Strides

FM BROADCASTERS are overcoming their greatest mistake—failure to reach the public with the FM story, John H. Smith Jr., NARTB's FM director, said in an address last Monday to the National Capital Forge, American Public Relations Assn.

Mr. Smith joined with Robert Rogers, general manager of WGMS-AM-FM Washington, in pointing to the need for proper programming if listeners are to be drawn to the high-fidelity medium.

Sales of FM receivers are holding the 1951 level in Washington despite a drop of 35% in appliance lines, Mr. Smith said. He described results of the test FM promotion campaigns in Washington, North Carolina and Wisconsin. Other campaigns are to get under way soon. The three drives staged in recent months have been effective in making the public more conscious about FM, he explained.

Mr. Rogers said good-music programming had drawn many listeners to radio, with the nighttime FM-only service showing a constantly rising audience. He said good music programming "is likely to survive in the TV world." WGMS announcers, he added, are trained to a level delivery "without unusual emphasis or oil." Cards showing dial listings of all AM and FM stations are sent every family moving into the Washington area.

KSBW DRIVE
Hits 125% of ARC Goal

WHIRLWIND one-day KSBW Salinas, Calif.'s, Red Cross campaign over the seven-town Salinas Valley in March raised $48,000 or 125% of the fund quota in a nine-hour broadcast in which 1,500 workers participated in the drive among the valley's 80,000 people, the station reports.

KSBW General Manager John Cohan, fund drive chairman, and his partner, W. M. Oates, prerecorded announcements by 180 business, union, professional and other leaders calling for funds. Jaycees placed radios at 100-yard intervals in all business districts and seven sound trucks patrolled streets announcing for KSBW tune-in.

The campaign, covered by *Life*, Universal News Reel, *San Francisco Chronicle* and all wire services, featured a continuous KSBW broadcast from four pick-up points, interviewing citizens. Broadcasting also for MBS, Mr. Cohan says KSBW's build-up campaign attained one of the highest ratings ever recorded in the area.

U. S. SENATOR WILLIAM F. KNOWLAND. (R-Calif.) will conduct re-election campaign on 13 ABC California stations, Mon., May 12, 19 and 26, 9:45-10 p.m. PST, and June 2, 9:30-10 p.m. PST. Agency handling arrangements is Erwin, Wasey & Co., L. A.

WSYR's Local Radio Sales

UP 46%

WSYR---Message Form

To Caley Augustine
From W. R. Alford, Jr.
Date March 24, 1952
Subject RADIO PROMOTION

Up to March 15th, WSYR's local radio sales for 1952 are 46% more than 1951!

Local advertisers who are responsible for this increase are in the best position to test the real pulling power of all media. They know, day by day, which advertising is ringing the cash register.

And when they use WSYR almost 50% more than they did a year ago; when they prefer WSYR over any other local station — that's our best testimonial.

Bill Alford
SALES MANAGER

National Spot Advertisers

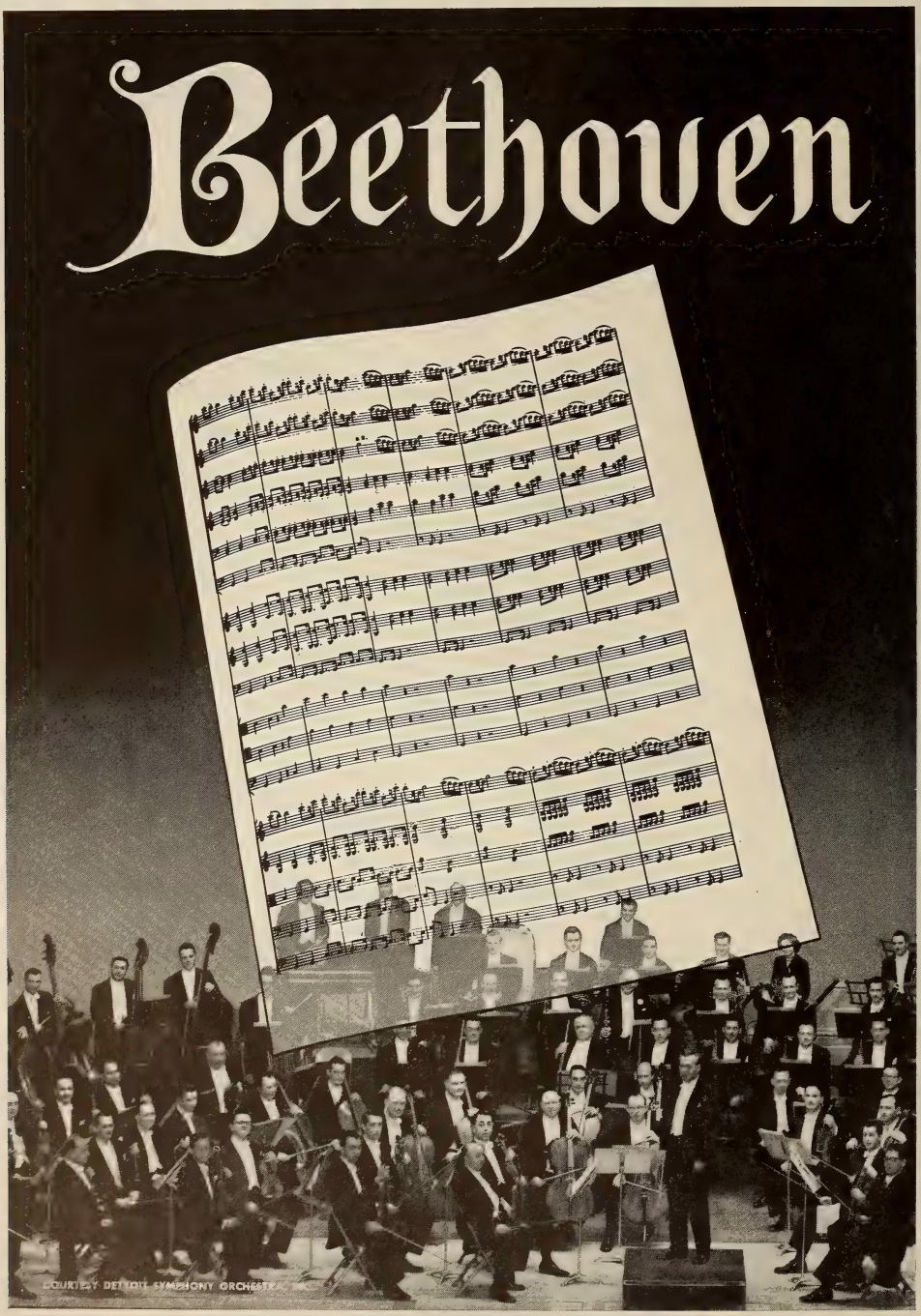
TAKE NOTE!

Central New York is a stable, diversified market—an industrial center, agricultural center, distribution center. It is a big-spending market, as is proved by booming department store sales. To reach it, do what the on-the-spot advertisers do—put your sales story on WSYR.

WSYR SYRACUSE
NBC AFFILIATE

Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV—The Only Complete Broadcasting Institution in Central New York


Beethoven
COURTESY DETROIT SYMPHONY ORCHESTRA

. . . a name to remember

To musicians the name Ludwig van Beethoven has been pre-eminent in the sphere of orchestral composition for 150 years. For real grandeur, perfect sense of beauty, and range, depth and truth of thought, Beethoven is possibly the greatest musician that ever lived. His major orchestral works, of which the Fifth Symphony is a classic example, have achieved a pinnacle of fame second to no other. Today, more than ever before, Beethoven's name is remembered for the originality and creative power of his music.

To time-buyers the name FORT INDUSTRY has been recognized as a leader in the field of broadcasting for 25 years. THE FORT INDUSTRY COMPANY is well-known, in each of the thriving markets where its stations are located, for attentive programming and high ideals of service in the public interest. Today, as in years past, FORT INDUSTRY is the name remembered by alert advertisers who want the greatest audience-response and maximum sales results.



THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WAGA,** Atlanta, Ga.
WGBS, Miami, Fla. • **WJBK,** Detroit, Mich. • **WSAI,** Cincinnati, O.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga. • **KEYL-TV,** San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

editorial

Humphrey, Drop Dat Gun

AS REPORTED elsewhere in this issue, Sen. Hubert H. Humphrey (D-Minn.) has set out to remove institutional advertising of a "political" nature from the business expenses that can be deducted from corporation taxes.

He objects in particular to those advertisements which take an attitude on political questions and which, he says, have no connection with the business of the advertisers.

Is he really confining his interest to this particular kind of advertising? Hardly.

He is chairman of a Senate Small Business Subcommittee on Newsprint which has just released a report recommending ways of conserving paper. An illuminating part of that report reads: ". . . Postal subsidies and tax regulations tend to stimulate advertising that may be unnecessarily extravagant and not particularly productive. Possibly our government can give more consideration to its postal rates and tax regulations."

The inference there, of course, is that if advertising is curtailed, so will be the use of newsprint. You can't quarrel with that conclusion, nor with the attendant fact that newspaper profits, already perilously slim, will be tragically curtailed.

Can the government, either by legislative or administrative action, curtail newspaper advertising without also curtailing advertising in all other media? Not by a long shot.

Suppose Sen. Humphrey succeeds in getting the Internal Revenue Bureau to turn thumbs down on "political" institutional advertising. Who is to be the judge of what is "political" and what is not—a government agency which is itself as political as it is possible to be? Would a pro-Administration ad receive the same judgment as one that opposed Administration policy?

Quite obviously Sen. Humphrey's proposals must be answered firmly and immediately, else everybody in advertising suffer. This is not exclusively a defense to be fought by newspapers or any other media. The whole advertising business must rise to defend itself.

Ubiquitous Mr. Kobak

THE NEWS that Edgar Kobak, a name as well known as any in broadcasting management, is to be the president of the revived Advertising Research Foundation should reassure broadcasters about the future of this tripartite effort to learn more about the advertising business.

It is no secret that broadcasters have been skittish about joining up with an organization that seemed so heavily dominated by advertisers, agencies and rival media. Their not unnatural concern was that research projects undertaken by the ARF would be loaded in favor of the competition.

Perhaps broadcasters will be more willing to subscribe to ARF now that a man of intensive experience in all phases of advertising, including broadcasting, is administering it. We hope so.

Just about the only topic on which almost everybody in radio and television is in agreement these days is that some basic research is needed to find out what is wrong with present research and with its uses. That is a job which only an ARF-kind of group can do.

In the operations of ARF there seems to be an excellent chance to at least stimulate a search for comparable information about all media. In that direction lies the greatest hope for radio. For radio has suffered because advertisers have isolated it from other media in assessing the influence of TV.

Had advertisers had in their possession equally detailed information about TV's effect on, say, newspaper readership as they had about TV's effect on radio listening, it is probable that they would not have concentrated their pressure on lowering radio rates.

The ARF provides a chance to correct these inequities and to improve knowledge about all phases of advertising. It would be shortsighted of radio and television not to give this organization their full support.

Wrong Channels

IT IS DIFFICULT in these times of emotional and intellectual strain for even the sanest and most even-tempered to keep their heads. Hence, it is not surprising to find the officers of the American Civil Liberties Union losing theirs over the blacklisting issue in radio and TV.

However commendable the intentions of the ACLU in seeking to correct what has admittedly been an awkward and regrettable situation, the decision to take the matter to the FCC was not rational.

Misunderstandings too often crop up in discussions of this kind and so we wish to make some preliminary statements before explaining why we think the FCC is not qualified to deal with blacklisting.

First, it must be understood that regardless of its legality, the Communist Party, by the proved treason of many of its members, has been clearly shown to be a menace to the security of the United States. Broadcasters must be especially wary of Red infiltration which could, at whatever D-Day the Communists pick, seize radio-TV facilities which would be of greatest value in espionage and fifth column activity.

Concurrently, however, broadcasters must do everything consistent with security to protect the cherished principles of respect for the individual which distinguish democracy from totalitarianism. It is these principles which have unquestionably suffered in the publication of *Red Channels* and the attention paid to that accumulation of innuendo and doubtful facts.

It is not irresponsible to say that a good deal of fear hysteria has been brought about within radio and television by *Red Channels*. The important thing is to remember that it has not been fear of placing subversives in positions where they endanger security but rather fear of being associated with anyone remotely "controversial" that has prevailed.

The charge cannot be avoided that broadcasters and sponsors have acted timidly in regard to *Red Channels* and *Counterattack*. But, to get to the main point of this editorial, that is none of the FCC's business.

It is, after all, the responsibility of the broadcaster and nobody else to determine who does and does not go on the air. If Actor X can prove he has been deprived of a livelihood or has otherwise been damaged as a result of his being listed in *Red Channels*, his recourse must be to the courts, not to the FCC.

Indeed the ACLU would completely negate its own purposes if it were successful in prosecuting its preposterous complaint to the FCC. For broadcasters too have liberties which would be seriously infringed upon if the FCC were able to order them to put a specific person on the air or forbid them to take another off it.

One of the greatest enemies of democratic freedom is the concentration of power in the state. It ill suits the ACLU to be petitioning an agency of the state to assume more power over broadcasters and to limit the broadcasters' own discretionary authority.

our respects to:



CHARLES LIONEL GLETT

CBS has two vice presidents in Hollywood in charge of network services and both answer to the name of Charles Lionel Glett.

And it is not a coincidence of names. It's a case of one man carrying water on both shoulders. When CBS divided its broadcasting and telecasting operations into two separate corporations, Mr. Glett was affected by the division more tangibly than most other executives and employes.

Where the services of others were channeled either into CBS Radio or CBS-TV, Mr. Glett's talents were split right down the middle. He was made vice president in charge of network service, CBS Radio, Hollywood, and separately vice president in charge of network service, CBS-TV Hollywood.

This mouthful of titles sounds like a big load for one person to carry around. Mr. Glett is a man sturdy enough to handle big loads, however. That is how he came to CBS in the first place.

The term "Network Services" is CBS-talk for describing all operational functions of production except the creative. When the network needed a top-notch production administrator for its fast expanding Hollywood operations, it found him right in its own backyard.

After more than 30 years in motion picture business, Mr. Glett in 1949 was appointed vice president in charge of television for Don Lee Broadcasting System, Hollywood. His vast production experience immediately was put to use.

When CBS bought the pioneer Los Angeles TV station KTSL (now KNXT) from Don Lee, his services were acquired too. He joined CBS as administrative consultant on Jan. 1, 1950.

Subsequently the company was split into the present two corporations. Mr. Glett was handed his two jobs and two titles on August 23, 1951.

A slim, wiry man of medium height, with great drive, vast energy and a rather intense personality, his goal is efficiency and economy of operation in production. He doesn't spare himself or anyone else in his efforts to get them.

"I abhor waste," Mr. Glett says. By that he means not only waste of dollars and time, but anything—whether words, motion or thinking—that doesn't lead directly to desired goals.

Mr. Glett likes efficiency because it saves dollars. By economy he seeks not to do a job cheaply as possible, but to make sure that dol-

(Continued on page 60)



Five Years Ago-at 9:37 a.m. On April 16, 1947-

A telephone call to the KPRC newsroom brought the first bulletin of the Texas City disaster — minutes before news was flashed over press association wires.

From that moment . . . and for the next 48 hours . . . KPRC newsmen, under the on-the-spot direction of News Editor Pat Flaherty, broadcast to the Houston area and to the entire nation via NBC accurate, up-to-the-minute reports of one of America's major tragedies.

For this brilliant radio news coverage, KPRC was lauded by Texas City officials, by NBC listeners throughout the country, by officials of the National Broadcasting Company, and by the press through the annual **Headliners Awards.**

It was No Accident that KPRC Won Local and National Acclaim for Its Coverage at Texas City.

Today, still under Pat Flaherty's direction, KPRC maintains an even larger staff than five years ago . . . men whose full-time job is covering and broadcasting the news for KPRC.

Complete, accurate, instantaneous news coverage is a KPRC tradition that has helped to make us . . .

FIRST in the South's First Market!

KPRC

HOUSTON

NBC and TQN On
The Gulf Coast

JACK HARRIS, General Manager • Represented Nationally by **EDWARD PETRY & CO.**

don't miss "MR DIXIE" in this week's

Collier's



WBT'S
FABULOUS
GRADY COLE

APRIL 19TH ISSUE
ON STANDS NOW

WBT
CHARLOTTE, N. C.

REPRESENTED NATIONALLY
BY CBS RADIO SPOT SALES

'FATHER OF RADIO' HONORED

de Forest Feted by 500 at Waldorf-Astoria

DR. LEE de FOREST, famed inventor whose invention of the audion tube in 1907 paved the way for all radio developments since that time, was guest of honor Tuesday at a testimonial dinner held at New York's Waldorf-Astoria, where some 500 top radio engineers and executives gathered in tribute to the man who is generally termed the "Father of Radio."

Dinner was organized by the de Forest Pioneers, a group of men who have been associated with the inventive genius at some stage or other of his long career in radio—50 years in which he has been granted more than 300 patents. Hosts with the de Forest Pioneers were American Institute of Electrical Engineers, American Radio Relay League, Institute of Radio Engineers, NARTB, RTMA, SMPTE and Veteran Wireless Operators Assn.

The importance of the de Forest three-element vacuum tube, essential to every radio and television broadcast station and receiver as well as to sound motion pictures, radar, radiotelephony and radiotelegraphy and industrial electronic controls, was hailed by the banquet speakers.

Rear Admiral Ellery W. Stone, president, American Cable & Radio Corp., who presided at the dinner, traced Dr. de Forest's phenomenal career in his "keynote" speech and reported that the inventor, who will be 79 this August, is still active.

Filed Patent Application

When Dr. de Forest arrived in New York last week, Admiral Stone reported, his friends shied away from any mention of transistors, which seem likely to compete with the vacuum tube in many of its applications. That is, they did not mention the subject until Dr. de Forest himself brought it up, telling them that before leaving California he had filed patent applications for an improvement on the present transistor and stating "I think it's going to be a real good patent."

Herbert Hoover, chief banquet speaker, said that when Faraday was asked by a politician of his day what practical use could be made of his invention of a device for transforming energy into electricity, he repied: "Sir, some day you will tax it." If an American politician had asked Dr. de Forest the some question about his vacuum tube, Mr. Hoover suggested that his answer would have been: "Sir, some day you will try to regulate it with laws."

"And now," said the former president who, as Secretary of Commerce during the early 20's was responsible for licensing the nation's first broadcasting stations, "the managers of this $6 billion industry are haunted by day with summons to Washington and by night theirs is the restless pillow of regulation nightmares in their sleep."

Mr. Hoover hailed Dr. de Forest for bringing "infinite blessings to mankind by the instant transmission into every home of the news, of great music, of great drama and great lifts in education.

"But," Mr. Hoover went on, "he has some grave matters to answer for. He has made it possible to transmit the worst music on earth —and political speeches. Perhaps the worst of his results is the singing commercial that plugs in when we try to get the news. And then there is the fellow who cannot sponsor a program without periodic interruption of huckster chatter into the midst of an inspiring musical presentation or a great drama.

Suggests Another Invention

"Dr. de Forest could redeem himself if he would produce another great invention. That is the push button by which we could transmit our emotions instantly back to the broadcasters. It would explode our feelings over the air instead of having their inner gnawing of our morals."

Charles Edison, former governor of New Jersey, recalled the association of Dr. de Forest with his father, Thomas A. Edison. E. N. Pickerill, president of the de Forest Pioneers, presented a bust of Dr. de Forest to Yale U., from whose Sheffield Scientific School the inventor had earned his B.S. in 1896 and his Ph.D. in 1899. Irving S. Olds, chairman of the board, U. S. Steel Corp., accepted the gift on behalf of the university.

INTERWOVEN PLANS

Minute Spot Drive Prepared

FOR the third successive year, Interwoven Stocking Co., New Brunswick, N. J., has prepared one-minute radio spots for dealers and radio stations throughout the country to launch its promotion for Father's Day.

Last year, as a result of the unusual tie-in with dealers and local stations, more than 700 Interwoven dealers used the spots (which are supplied free) and bought time on local stations. This year the number of dealers using the service is expected to increase heavily.

The announcements—20 one-minute spots—are made available to the Interwoven dealers throughout the country. In addition the company also supplies radio stations with spot announcements in every part of the country where Interwoven dealers are located.

The promotion for Father's Day holiday is the second largest sales season for the stocking company—second only to Christmas. Thus its annual campaign begins at this time of the year.



WBNS Doesn't Fall Back on the "NET"

With the greatest of ease . . . WBNS programming swings back and forth from top CBS shows to locally-produced programs built around beloved Ohio personalities. Blessed with a choice of all the best CBS talent, WBNS knows sponsors can't miss when local favorites add their endorsement to selling messages aimed at Central Ohio.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

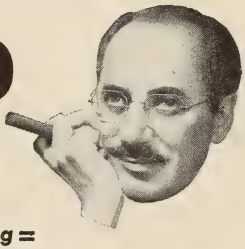
POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET



GROUCHO MARX and Bob Dwan (co-director of "You Bet Your Life" with Bernie Smith) check the tape of a recent broadcast. Tight, noisefree splices are easily made — the only equipment required is ordinary scissors and "Scotch" Splicing Tape.

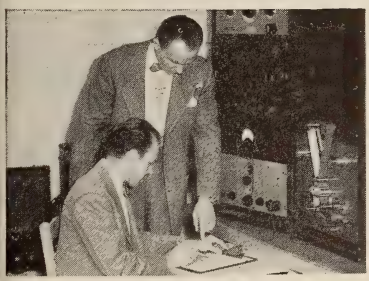
Groucho takes to tape



Sparkling wit -!- skillful tape editing = radio's top quiz show... "YOU BET YOUR LIFE" (NBC)

How funny would a comedian be without his script writers? Groucho Marx supplies the hilarious answer to that one every week on "You Bet Your Life". His deft ad libs ("You say you're a philatelist? So am I...I figure if it's gonna happen, it's gonna happen") are captured on tape during relaxed non-broadcast sessions with studio audiences; the tape is skillfully edited to produce a laugh-packed show that has climbed to top listenership ratings.

"Scotch" Sound Recording Tape is used exclusively for "You Bet Your Life."



EIGHTY 3M SOUND ENGINEERS in the field —backed by 20 technical experts in the 3M Laboratories—stand ready to give you technical assistance with any recording problem you may have. Call your local 3M Service Representative, or write us direct: Dept. BT-42, Minn. Mining & Mfg. Co., St. Paul 6.

Here's why recording engineers use more "SCOTCH" Sound Recording Tape than all other brands combined

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping — always lies flat on head
- Lubricated for longer tape life

3M COMPANY

IMPORTANT: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the *lubricated* tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and for master recording by leading record companies.



The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.— also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

AGENCY STATUS

Ver Standig Sees New Age

THE DAY of the "15% house" in the advertising agency business is passing, M. Belmont Ver Standig, head of the Washington agency bearing his name, told the Washington Ad Club last Tuesday in an agency day panel, presided over by Joseph Katz, president of Joseph Katz Co., Baltimore-New York.

Forseeing the end of the old "blood and guts" method of "slapping out advertising," Mr. Ver Standig said advertisers finally are placing agencies "in their proper light—not as people who just 'do advertising' but as counsellors to be consulted in all fields pertaining to advertising, merchandising and selling."

He contended that every agency must be a marketing agency, with clients entitled to demand merchandising, marketing and sales help including research.

"The time is here now in some agencies, and will soon be in others," he said, "when you will no longer be able to sell space or time according to routine methods and facts concerning readership, listeners and viewers. We now know that readers aren't necessarily buyers, listeners aren't necessarily customers and viewers just aren't necessarily interested.

"With the high cost of media, smart advertising men are demanding proof of salesworthiness from media. So a great deal of media testing is being done by agencies—and, let me caution you on this: You should know enough about media testing and good copy and advertising techniques to be sure that the agency testing your media is using fair samples. If not, you can come out on the short end."

Mr. Katz, in a serious departure from his humorous approach to the whole "crazy business" of advertising, asserted that too much lip service is given to the "responsibility" of media. It's the advertising message that counts, he said, pointing out that the media "constitutes the hall the advertiser hires" and that media should not be blamed if the advertising message isn't right. He cited the recent case of a 1.6 rating through which an advertiser doubled his business, while a 24 rating "didn't sell anything."

Mr. Katz was introduced as the "account executive" for the agency which had just been named by the Democratic National Committee to handle the 1952 advertising campaign for the Presidential elections.

Henry J. Kaufman, head of Henry J. Kaufman & Associates, Washington, in his panel stint, suggested to Mr. Katz that a good slogan for the campaign might be: "Honesty is no substitute for experience."

Other panel participants were Bill Sigmund of Kaufman, Alvin Miller, Ernie Johnson, Henry Kronstadt, Gervis Stark, Alvin Epstein, Charles Isbel (Advertising, Inc.) and Robert J. Enders.

FOUR radio stations, KOMO Seattle, KHQ Spokane, KFI Los Angeles and KGW Portland, celebrate 25th anniversary as NBC affiliates, this month. KNBC, owned and operated by NBC, has been San Francisco outlet also for 25 years.



front office

ROBERT S. deSOUSA, account executive, KNBH (TV) Hollywood, appointed sales manager.

JACK M. LOGAN, formerly account executive with KOOL Phoenix, Ariz., and general manager of KLUF Galveston, Tex., joins advertising staff of KRLD Dallas.

CHARLES CLIFTON HOWARD named resident manager of KISW (FM) Seattle, replacing ROBERT WALDRON who transfers to KRKL Kirkland, Wash.

WILLIAM E. WALKER, sales staff, KIKI Honolulu, appointed sales manager.



Mr. Walker

WILLIAM SANFORD, former news editor at KMJ Fresno, Calif., named manager of station.

EARL A. PETERSON, division manager of Montgomery Ward's major appliance division, to sales staff of WTCN-TV Minneapolis-St. Paul.

TOM UNDERWOOD, WPDQ Jacksonville, Fla., to WGRC Louisville, Ky., as commercial manager.

NEAL B. BUNN, program director, KNEA Jonesboro, Ark., promoted to assistant manager.

CARL W. HILL, account executive, KFOB Long Beach, Calif., and ROBERT WAYNE MULLER, account executive, KIEV Glendale, Calif., to KBIG Avalon in similar capacities.

BEN BURDETT, transmitter technician, KSL Salt Lake City, transfers to sales staff.

ERNEST LEE, assistant personnel manager, *Los Angeles Times*, L. A., to KTTV (TV) Hollywood in same capacity.

NORMAN FLYNN, salesman, WENE Binghamton-Endicott, N. Y., appointed sales manager effective April 8.

Personals . . .

BERTRAM LEBHAR Jr., director of WMGM New York and head of MGM Radio Attractions, and SAM ROSSANT, WMGM account executive, won blue ribbon pair event in Eastern Tournament of American Contract Bridge League, held in New York fortnight ago. . . . ARTHUR E. GERBEL Jr., assistant manager, KJR Seattle, elected secretary-treasurer of Seattle Rotary Club. . . . GORDON B. McLENDON, president of Liberty Broadcasting System, named "Man of the Month" for April of East Texas Chamber of Commerce.



WHEN KMA Shenandoah, Iowa, President Edward May, son of the station's founder, presented this engraved silver cup for 25 years in radio to Bernice Currier, station's homemaker, there was a total of 180 years' service in broadcasting represented. The KMA veterans attending, and their length of service, were (l to r) Tony Koelker, assistant manager (16 years); Mr. May; Gretta Bellamy (27 years); Mrs. Currier; Frank Field (26 years); Adella Shoemaker (9 years); Doris Murphy (23 years), and Mrs. Earl May, widow of founder. Mr. May practically "used the KMA microphone for a teething ring," station pointed out.



Would you throw 357 million tax dollars into HELL'S CANYON?

The government may do it for you — using *your* tax money to promote a giant federal power monopoly.

The plan is to spend more than a third of a billion tax dollars to build a dam and hydro-electric plant on the Snake River along the Idaho-Oregon border. The site: Hell's Canyon.

This would be a needless expense because the local electric light and power company already has offered to develop the power *at no cost* to American taxpayers. For more than four years the company, with the wholehearted support of its customers, has been ready with plans for a series of five dams.

But the job is held up. For there are those who want the federal government to take over electricity — as well as medicine and other businesses and services. They insist that the government develop the power even though it takes longer and costs many more millions.

Congress will make the final choice within the next few months. And these are the facts that will be considered:

If the local company does the job

The company and its investors will pay for it.

It will pay about $6 million a year in local, state and federal taxes.

Power produced will be shared by all with rates regulated by public commissions.

All dams can be completed and power available in about 2½ years.

If the federal government does the job

You **and every other American taxpayer will put up the money.**

Little or no local, state or federal taxes will be paid.

Specially favored groups will have first call on all power. Rates won't be regulated by state commissions.

Six years to build one high, costly dam. Ten years to complete project.

Those who want a socialistic America know that when government takes over electricity, it is a step toward the control of every business, farm and family. The time to stop the spread of socialized electricity is now. That's why these facts are brought to you by America's business-managed, tax-paying Electric Light and Power Companies*.

**Names on request from this magazine*

• "MEET CORLISS ARCHER"—*Sundays—ABC—9:15 P. M., Eastern Time.*

X marks the spot
OF THE SELLING STATION
IN INDIANAPOLIS!

For the Fourth Consecutive Year the Brewers of C.V. Champagne Velvet Beer —are sponsoring a complete season of Major League Baseball on the *selling station* of Indianapolis.

Proof Positive that WXLW's Sales Impact really does the job!

Let Sales Impact go to work for you.

Contact Your Nearest John E. Pearson Office

New York, Chicago
Dallas, Minneapolis
Los Angeles
San Francisco

THE ONLY INDEPENDENT RADIO STATION IN INDIANAPOLIS
WXLW
1000-WD

air-casters



DAVE CAMPBELL, formerly of WBT Charlotte, N. C., and WTOP Washington, appointed program director at WNOK Columbia, S. C.

CHARLES RAY, KENT Shreveport, La., to KXEL Waterloo, Iowa, on announcing staff.

EDWARD MILLER, announcing staff, WKNA Charleston, W. Va., promoted to chief announcer.

BOB HENDRICKS, head of transcription department, KNX Hollywood, named assistant director succeeded by JIM GIBSON.

FRANK NESBITT, sales presentations staff, CBS Radio, New York, appointed director of that department.



Mr. Nesbitt

FRANK MORIARITY, program staff, WCBS-TV New York, appointed staff director replacing **FRANK HARMS** who resigns to become director of *Bert Parks Show.*

PAUL DENAULT, WCOW S. St. Paul, Minn., to KSTP-AM-FM-TV Minneapolis-St. Paul, as announcer.

JON MASSEY, WWDC Washington, selected one of "America's most popular Negro disc jockeys" in poll conducted by *Color* magazine.

ED FISHER, morning man, WHIZ Zanesville, Ohio, to WQUA Moline, Ill.

KEITH McKENZIE joins continuity staff of CHUB Nanaimo.

DON FORBES, production manager, KLAC-TV Hollywood, appointed executive director.

PAUL W. YOUNG, telegraphic editor, *News-Journal,* Wilmington, Ohio, to WLW and WLWT (TV) Cincinnati, as writer in publicity department.

ART LINKLETTER, star of CBS Radio *House Party* and *People Are Funny,* to be featured banquet speaker at annual conference of Southern Calif. Adv. Agencies Assn., April 25 in Santa Barbara.

ANNE ROBERTS, continuity director, WBBW Youngstown, Ohio, and **JIM GERARD,** announcer there, to WLWD Dayton, in same capacities. **KENNETH SANDERS,** production department, named WLWD's film editor replacing **JOHN SPOFFORD** who left to join Armed Forces.

DOYLE LOVE to WFA Dallas as assistant farm editor.

BILL TONYAN to WNAX Yankton-Sioux City, S. D., as staff musician.

RUBY TILLERSON, program director-continuity editor, KASI Ames, Iowa, to continuity staff, KCMO Kansas City.

KENNETH YEEND, program director, KIRO Seattle, appointed chairman of publicity committee for 1952 Kiwanis International Convention scheduled for June in Seattle.

PHIL MOSS, announcer, KNEA Jonesboro, Ark., appointed program director.

MARY COCO added to continuity staff, WCCM Lawrence, Mass.

PHILLIS NUNGESTER, traffic manager-sales secretary, KFI Los Angeles, to Hollywood headquarters of KBIG Avalon, Calif., in similar capacity.

FRANK ANNAND, assistant program director, WCHS Charleston, W. Va., promoted to production manager. **SAM POLAND,** announcer, appointed chief announcer at station.

WALLY DOUGLAS joins WCAV Norfolk, Va., as early morning man.

DANNY SHEELDS, WITH Baltimore, transfers to WCAV to handle all Muntz TV shows on station.

WALTER O'KEEFE, star of NBC radio *Double Or Nothing,* named favorite radio quiz comedian by National Assn. Gag Writers.

KEITH EIDE, staff musician, WNAX Yankton-Sioux City, S. D., father of girl, April 3.

WILLIS CONOVER, disc jockey, WWDC and WNBW (TV) Washington, and Jacqueline Laraque, daughter of Haitian ambassador to U. S., were married April 1.

News • • •

GEORGE BROWN, WOR New York news editor, promoted to manager of newsroom.

LANSING CHRISTMAN, news staff, WGY and WRGB Schenectady, N. Y., named stations' news director.

CHARLES SORLIEN, staff photographer, *Globe Gazette,* Mason City, Iowa, to WTCN-AM-TV Minneapolis-St. Paul, as reporter-photographer.



Mr. Sorlien

DON WRIGHT, Minnesota newspaperman to news writing staff, KSTP-AM-FM-TV Minneapolis-St. Paul.

PHIL WILSON, newsman, WQUA Moline, Ill., to news staff, WMBD Peoria.

Wilson Profiles Lamb

EDWARD LAMB, owner of WTVN (TV) Columbus and WICU (TV) Erie, was the subject of a column by Earl Wilson, nationally-known New York newspaperman. Mr. Wilson wrote that Mr. Lamb was "an unusual man" because, "he wants to give the public something." Mr. Lamb told Mr. Wilson of his proposal to set aside a couple of hours a day for "nonprofit" programs. In addition to the TV stations, Mr. Lamb owns WTOD, WTRT (FM) Toledo and WHOO-AM-FM Orlando and is publisher of the *Erie Dispatch.*

NEW public service series, *The Thin Blue Line* on KNBH(TV) Hollywood, features discussions of current public interest concerning L. A. Police Force by its members.

Strictly Business

(Continued from page 20)

company's Chicago office in August 1949, started with a sales force of two men and three office girls representing two stations. The list has grown to eight stations, with staffs in Chicago, New York and San Francisco.

He has been in the broadcasting business since 1938, when he worked for $2.50 weekly as a singer at WDWS Champaign while attending the U. of Illinois. A star debater, athlete, dramatist and student government official, he spent his first two years studying law at Harvard U. after winning the first National Elks Foundation $1,000 cash scholarship. He was chosen the most outstanding high school or preparatory school graduate in the competition after graduation from DuQuoin (Ill.) High School, the city where he was born and raised.

After graduation from Illinois in 1938, he learned about radio station operation "from the broom up" at WDWS and at WDAN Danville, Ill., later freelancing in Florida. Still favoring the Midwest, he returned to Chicago and was hired as a credit representative for the U. S. Gypsum Co. after cornering the personnel director on a slow Saturday morning and getting a job for which he didn't apply.

He left to join the Navy as an ensign in 1943. Helping to keep Navy planes flying, he spent most of his service time in the Pelau Islands, where he discovered over a five-month period in Anguar that the Army and Navy got along famously despite reports to the contrary.

After his Navy duty, Mr. Layman worked as an account executive at T. R. Bauerle Agency and Grant Adv. in Chicago before selling network time for ABC there.

He married the former Betty Jane Lovegren, whom he met at the U. of Illinois, and they live in west suburban Hinsdale with their children, Susan Gay, 8, and twins Carol Lyn and Cathy Lea, 4.

Mr. Layman is a member of the Chicago Television Council. He also works actively in Hinsdale civic affairs and is a member of the Union Church there.

FREEPORT, TEX., GRANT

WAFB Withdraws Protest

BRAZOSPORT Broadcasting Co., Freeport, Tex., has been granted 1460 kc with 500 w, daytime. FCC adopted an initial decision recommending grant.

About three weeks after the issuance of the initial decision by Hearing Examiner Hugh B. Hutchison, WAFB Baton Rouge, La., filed a petition objecting to the proposal, asserting that it feared interference [B•T, March 24, 17].

The FCC stayed the effectiveness of the initial decision in order to study the matter further. Later, WAFB withdrew its objections.

added information

for busy buyers of space and time

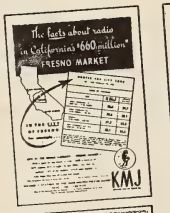
publishers and station operators are providing another source of timely media information

Getting *standard* media information fast poses no problem . . . you have Standard Rate & Data and CONSUMER MARKETS handy.

It's the media information that is *not standard* that is harder to keep up with . . . trends—market coverage data—by trading areas—by class or type or age.

Many publishers and station operators appreciate that media buyers do not always have time to call for help; or even for careful study of all filed literature. **Last year approximately 1,050 of them put supplementary information about their publications and stations near their listings in SRDS, and near the appropriate market data in CONSUMER MARKETS.**

Media buyers tell us they appreciate finding helpful "*non-standard*" information right there when they are referring to standard market or media data. They say it often helps them select media; sometimes helps them defend their selections.









In the course of your daily use of SRDS monthly publications and CONSUMER MARKETS, don't forget—in Service-Ads like these there is *added information* for busy media buyers.

s r d s



STANDARD RATE & DATA SERVICE, INC.

Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

station operators please note!

The advertisement shown here is appearing currently in *Advertising Agency*.

Reason is we want all agency men to know how Service-Ads are becoming increasingly helpful to media men.

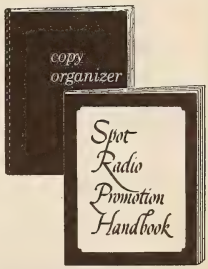
* * *

To help you make these Service-Ads of maximum usefulness to buyers (and so of maximum effectiveness) we have interviewed scores of media people and advertising managers . . . to find out how they buy spot radio time, what kind of information is most valuable to them. The results of these interviews are available to radio and TV stations and their representatives in the booklet, "SPOT RADIO PROMOTION HANDBOOK" (at cost: $1.00).

Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, *"Copy Organizer for Service-Ads in Radio Rates & Data."* Available at cost, $1.00.

Walter E. Botthof

WALTER E. BOTTHOF, *Publisher*



WSAZ
HUNTINGTON, W. VA.

68%
OF THE
INDUSTRIAL
WORKERS
ARE AT
WORK
BY
7:30 A. M.
IN HUNTINGTON *

WSAZ
IS THE
ONLY STATION
SIGNING ON AT
5:30 A. M.
TO REACH
THESE PEOPLE

- 930 KC
- 5000 WATTS DAY
- 1000 WATTS NITE

NATIONAL REPRESENTATIVE
THE
BRANHAM
COMPANY

* FOR A MORE COMPLETE BREAKDOWN OF INDUSTRIAL PLANT SHIFT STARTING TIMES WRITE...

WSAZ
HUNTINGTON, W. VA.

Our Respects To

(Continued from page 52)

lars, like other tools, are well used.

He believes the creative elements must be given all the tools, materials and assistance they require to do their end of the job. Whatever economies are effected must not be at expense of quality of production.

"By acting in close teamwork with the creative people, the production administrator can actively help in insuring quality of the final show," he declares. Summing it up, Mr. Glett says, "My job is to work hand-in-hand with the creators to help get a good end product at realistic cost."

Born in New York March 13, 1902, Mr. Glett attended Public School 42, but by the time he enrolled in high school, he had to go to work. He spent only one year in regular day high school. In his second year he became stockroom boy for the old Motion Picture News. He continued high school at night for another 12 months. Then he enrolled in New York School of Journalism night classes. After two years his formal education was completed.

Meanwhile, he changed jobs. He joined Far East Film Co. in 1918. The following year at 17 he went to Europe for that firm.

He went to Chicago in 1920 and got a job selling reissues of Triangle movies. During his next two years Mr. Glett learned the film distribution business. He joined Goldwyn Film Co. in 1922 and a year later became mid-west sales representative for United Artists, distributing movies of Mary Pickford, Douglas Fairbanks, Charles Chaplin and D. W. Griffith.

Forms Production Unit

The ambitious young man went to work in 1925 for George Matthew Adams' newspaper syndicate, which handled Edgar A. Guest poems. Interesting exhibitors in a series of short subjects based on Guest's works, his employer gave him the go-ahead to form his own film production unit.

Mr. Glett wrote, directed, produced and edited 18 of these films during 1926. He won a national trade paper blue ribbon award for his second picture, *The Yellow Dog*. After this promising start, sound came in.

Some months later he produced Paramount's first sound short, *Song of the Builder*, ending a ten-year period that Mr. Glett now looks back on as his apprenticeship in motion pictures.

In 1928 he became production manager of Western Electric's motion picture subsidiary, Audio. He continued in that post until 1931, resigning to again enter independent production.

Mr. Glett went broke in 1932 when backers defaulted on their notes during the government bank holiday. Undaunted and determined to pay off obligations, he borrowed $350 and went to England where U. S. dollars weren't frozen. He arrived in London with $62. By week-end he couldn't even pay his hotel bill. He managed, however, to liquidate all his firm's foreign holdings and brought back enough dollars to New York to pay off company debts. With bills paid in full, Mr. Glett had $100 left.

Rejoining Western Electric in 1934, he was made vice president in charge of production. When that company took over the former Paramount Studios in Astoria, Long Island, in 1937 he became vice president of studio and production operations, continuing in that capacity for the next two years.

Then Mr. Glett joined director William Dieterle in Hollywood as associate producer and they formed William Dieterle Productions. Their first picture, *The Devil and Daniel Webster*, won two Academy awards.

This association ended in April 1942 when he became vice president and general manager of General Service (United Artists lot) in charge of production and studio operations for about one year.

Shortly afterward Mr. Glett was elected vice president of Myron Selznick Agency, handling many top film stars, directors, producers and writers. He took military leave-of-absence from the agency in 1943 to join the Army Signal Corps. Still in service upon the death of Myron Selznick in 1944, Major Glett was elected the talent agency's president by estate executors.

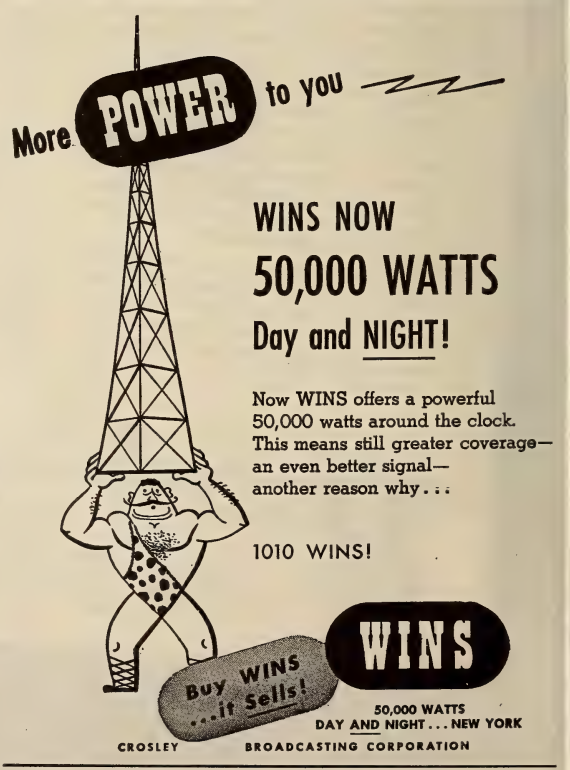
As Chief of Operations Branch, SCPC, Western division, while in service, Major Glett supervised from 20 to 25 active production units making over 500 training and indoctrination films.

Returning to civilian life in 1945, he rejoined the Selznick family. He became vice president and general manager in charge of production and studio opertions for David O. Selznick Studio. Next move was three years later to Motion Picture Center Studios as managing director.

Mr. Glett joined Don Lee Broadcasting System on June 7, 1949 as vice president in charge of TV. When CBS bought Don Lee TV station some months later, his present association began.

Faced with the problem of creating a production organization for an industry entering into a period of rapid expansion, but at a rate not yet measurable, he found a solution that Mr. Glett believes anticipates any increasing or decreasing work load.

He set about creating basic units for each phase of physical production. Once these were established and their functions clearly defined, he had a foundation that could be expanded indefinitely to handle any



flow of production with "quality the goal regardless of any other consideration."

Work and his family are almost Mr. Glett's only interests. He enjoys the relaxation of his Beverly Hills home shared by Mrs. Glett, the former Clarice Allen and their 12-year-old daughter, Patricia. Not a hobbyist, he works around the house and yard on week-ends, and has become an expert rose fancier and carpenter.

A reserve officer, a member of Amvets, and Retired Military Officer's Assn., he is a founder and board director of Television Broadcasters of Southern California.

Total Ads Up

TOTAL national advertising in four major media—network radio, network TV, magazines and Sunday newspaper supplements—reached a new all-time high in dollar volume in 1951 of $873,428,513, up 17.1% over the 1950 aggregate, Magazine Advertising Bureau has reported. Figures came from tabulations kept by Publishers Information Bureau, which showed a gain over 1950 for every one of the 28 industry classes included in the PIB service. PIB shows that 1951 was the top year for network TV and magazines; network radio and Sunday supplements fell below their 1950 levels of advertising revenue.



EMPLOYES wore "Slave" caps and management wore "Top Brass" helmets at March 24 annual meeting of Chesapeake Chapter, American Assn. of Advertising Agencies in Baltimore. Among those attending were (l to r) Sidney A. Levyne, S. A. Levyne Co., Baltimore; M. Belmont Ver Standig, M. Belmont Ver Standig Agency, Washington; Joseph Katz, Joseph Katz Co., Baltimore; Jerry Collins, media director, Ver Standig Agency; Robert V. Walsh, radio-TV director, Van Sant, Dugdale & Co., Baltimore; Edgar Kassan, account executive, Joseph Katz Co., and Theodore A. Newhoff, Theodore A. Newhoff Agency, Baltimore.

WOWO HEALTH CONSERVATION

Joint Cooperation With Others Planned

ANNOUNCEMENT that Westinghouse's WOWO Fort Wayne, Ind., has embarked upon a health conservation project came at the 13th annual Farm Achievement Award banquet, sponsored by the station. Franklin Tooke, general manager, who will direct the project, said WOWO believes the work will be counted among the most important public service activities ever undertaken by an individual radio station.

WOWO will co-operate in the project with other organizations throughout Indiana, Ohio and Michigan, which hope to improve environmental factors affecting health, Mr. Tooke said. He indicated that there are many professions devoted to curing disease, but few dedicated to preserving health.

The project, "Health From the Soil Up," will include any activity pertaining to physical, mental, social or community health, the station manager said. He stated WOWO personnel will work with all individuals or agencies who seek the common goal of good health, including extension departments of state universities, county agents, home demonstration agents, soil conservation men, health councils and services, among others.

Some objectives are: Natural resources use and conservation; improvement in the average home's ration balance; complete health checks for school children, with hot and better lunches, and a closer approach to ideal health conservation through home environment, personal habits and disease control.

The project also would improve health and conservation education in schools, with church participation in these activities; add more organized recreation for youths and adults and more county health councils, and promote contests, displays and demonstrations of health maintenance at local events.

WMRY Increases Rates

WMRY New Orleans has announced a 15-25% rate increase in both local and national advertising. Mort Silverman, general and commercial manager, explained that this was the first increase since May 1, 1950, at the time when the station went into all-Negro programming.

BEFORE YOU DECIDE ON YOUR SUMMER SCHEDULE *in the* DETROIT *Area*

See How Much **MORE** *You Get Using*

CKLW

and its 50,000 watts

AT THE LOWEST RATE OF ANY MAJOR STATION IN THIS MARKET

Guardian Bldg. • *Detroit 26,*

Adam J. Young, Jr., Inc. National Rep. • J. E. Campeau President

First or Second in

38

Quarter Hours

Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

'OPERATION BLOOD BANK'

Stations Go All Out in Community Campaigns

OPERATION Blood Bank, a project to meet the needs of the armed forces in Korea, and other Red Cross projects have been an unqualified success at the community level, judging by reports from local stations.

Participation of radio-TV networks has been reported previously in detail in past issues of BROADCASTING • TELECASTING, with commendations from top government authorities. But the American Red Cross and other organizations also have been lavish in their praise of stations who evolved promotional plans to put over local quotas. Staffmen literally gave their blood in many instances.

The techniques and promotions varied throughout the country, but as always, the results were uniformly the same—successful. Typical of the reports submitted by stations were these:

In Pennsylvania, WMGW Meadville cooperated with the Red Cross and local chamber of commerce by remaining on the air an hour past signoffs for several nights. On one stunt, two announcers volunteered to sleep in the local park all night if five people would each donate a pint of blood to meet quotas. They got the blood—so announcers Jim Strickler and Mike D'Angelo slept in the park—as advertised.

In New York, WFAS-AM-FM White Plains had five staffers donate blood and describe their reactions in the process via tape recorder. Staffers included Joan Schneider, assistant program director; Fran Keegan, traffic supervisor; Bob Juhrenm, copywriter; Lenny Dillon, sportscaster, and Dan Valle, assistant chief announcer.

WLAM Lewiston, Me., announcer Norm Card, who is m.c. on *WLAM Bandstand*, went through the Red Cross bloodmobile "line" when the donor vehicle visited there. He interviewed Red Cross workers and nurses at each step, giving his personal reaction, including the period when he was giving his blood. Quota for the Bloodmobile visit was 100 pints. Armed Forces, for whom the blood was earmarked, received 119 pints from residents of Lewiston and Auburn.

Swinging south to Georgia, WFRC Athens credits H. Randolph Holder, news director, for "single-handedly" putting over the most successful blood bank drive in the city's history. Over 250 pints were pledged—well over quota.

In Texas, Charlie Harrison, program director at KFRD Rosenberg, greeted the arrival of a Red Cross bloodmobile with a donation. He gave listeners a first-hand report on its effects and on procedure to be followed.

In the Midwest, reports were received from Wisconsin, Michigan, Missouri, Nebraska and Minnesota. WTMJ-AM-TV Milwaukee set up a "Five Thousand Club," seeking that number of pledges during a two-week campaign. Result: a total of 7,612 came in. A service award was offered to donors. Station cooperated with the Milwaukee County Red Cross Chapter and Junior League Blood Center.

A total of 3,871 pints of blood were promised the Detroit chapter of ARC for Korea veterans as the result of a feature film promotion on WXYZ-TV there. Sponsor of *Motion Picture Academy* series, the Rose Jewelry Co. devoted commercial time to appeals. Switchboard was kept open to 3 a.m. with many celebrities contributing blood.

Kansas City Efforts

In Kansas City the voices of some 1951 flood victims offered a helping hand in the local drive. KMBC there used transcribed statements of victims to push the drive. Heavy play was given by WDAF WHB KCMO KCKN there, with WDAF-TV using still picture as well.

KMBC reported praise from civic leaders, local Red Cross directors and E. Rolland Harriman, national American Red Cross director. Other stations carrying transcriptions reported favorable listener comment. Number of pledges doubled after spot interviews were begun.

In Nebraska, KWBE Beatrice went promotionally all-out with the theme, "Anything for the Red Cross." The gimmicks consisted of a baby-sitting auction by Acting Manager Bud Pentz and announcer Bill Boyce. Top bidders got the services of the two staffmen for a night. Station made a tape recording of the proceedings with "hilarious" results after news stories and promotion put over the idea.

In Minnesota, KAUS Austin took dramatic means to remind listeners of blood needs. Staffers donated blood after station signed off in mid-afternoon and invited listeners to join in. Ten daily announcements pointed up arrival of the Red Cross bloodmobile. Total of 1,309 pints of blood was collected in five-day visit.

On the West Coast, Bill Weaver's "B-Day" drive at KCBS San Francisco netted the armed forces 230 pints of blood. Working with local baseball club, Mr. Weaver passed out complimentary baseball tickets for exhibition games to donors. Tributes were paid Arthur Hull Hayes, CBS San Francisco vice president and KCBS general manager, by the Red Cross.

CITRUS SPOT TEST

Memphis, Louisville Underway

SPOT budget for Memphis and Louisville during the Florida Citrus Commission's $25,000 intensive educational and advertising campaign on selling Florida citrus fruits will take $12,414 of the total. The two-month promotion campaign began last Monday [B•T, April 7] and calls for $5,971 to be spent in Memphis among WHHM WMC WDIA WMPS and $6,443 in Louisville among WHAS WINN WKLO WAVE.

J. Walter Thompson Co. is handling the tests, to be conducted with radio, newspapers and display material for retail food stores. The campaign will test the proposed new method of selling citrus fruits in Memphis by the pound, the system used in selling most fruits and vegetables, and in Louisville by the present method of selling by the dozen, with results to be studied for control and comparison purposes.

TEMPERATURE STABILITY

Research Aids Production

BOTTLENECK in manufacture of certain electronic equipment has been eliminated through Navy research, according to the Office of Technical Services in the Dept. of Commerce. New development evolves around temperature stability, a basic requirement in electronic equipment.

OTS noted that tuning and other operating characteristics of equipment should remain unchanged even when temperature fluctuates. To avoid temperature - produced changes, electronic components are used as "compensating" elements. The Navy devised a test which, when applying a quick "heat pulse," produces same effects as obtained by a long heating run. New technique requires less time, is less costly and involves smaller test equipment.

Theory is outlined in a 27-page book, *A New Instrument for the Rapid Measurement of Capacitor Temperature Coefficients*. It is available for $1 at OTS, Dept. of Commerce, Washington 25, D. C.

WCHS Full Time

FULL-TIME, around-the-clock operation by WCHS Charleston, W. Va., has been announced by John T. Gelder Jr., vice president and general manager of the CBS affiliate. WCHS will program 24 hours daily, seven days a week, with accent on standard music designed to reach a general audience. Doug Martin will handle the record shows. Station operates on 580 kc with 5 kw.

New PULSE Surveys Show "We've Done It Again"



KMTV
Omaha's No. 1 TV Station

KMTV has done it again! Latest Pulse figures show that KMTV leads in 66 out of 100 Class A (6 to 11 P.M.) quarter-hours—Monday thru Friday. For the entire week, KMTV leads in 88 out of 140 Class A quarter-hours or 62.8% of all Class A quarter-hours.

KMTV has a bright picture on afternoon ratings, too, with a 53% share of the weekday afternoon audience and a 54% share on Saturday. For the best in TV coverage of the rich Omaha area, contact the Katz Agency or KMTV today.



KMA
The Most Listened To Station in Its Vast Rural Midwest Area

Pulse figures released in January, 1952 for 23 rural Iowa, Nebraska and Missouri counties show that KMA is the Most Listened To Station during 234 ¼-hour period throughout the week. This is more than all other radio stations heard in this area combined. KMA delivers 117 additional BMB counties not included in the Pulse.

KMA gives you more concentrated coverage of this rich, midwestern, rural market at less than 1/3 the cost of the 2nd place station. Contact Avery-Knodel or KMA today.

KMTV CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by
AVERY-KNODEL, INC.

MAY BROADCASTING COMPANY

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

APRIL 14, 1952

TELECASTING

IN THIS ISSUE:

The TV Processing Line
Page 65

Television Film's Future
Page 66

AP Television's Plans
Page 68

Latest Set Count By Markets
Page 72

in our 7th year

Did You Realize That You Can Sell Eleven Key Markets with TV for as little as $590.50 A WEEK?

Spot Television is
one of the most economical media available today—
and certainly the most effective per dollar.

Yes, TV advertising on the outstanding programs
of these eleven stations can be purchased for as little as
$590.50 a week. That's an average of
$53.68 per market per week.

That's low cost (and highly effective) advertising.
Worth buying into right now.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS



CHEF MILANI
offers recipes incorporating sponsor's products. A close friend of food market retailers, he makes personal calls to merchandise products featured on this popular program.

Get your share of the BILLION-DOLLAR SOUTHERN CALIFORNIA FOOD MARKET!

PARTICIPATIONS ON THESE HARD-HITTING KNBH TV FOOD SHOWS WILL TAKE YOUR SALES STORY INTO EVERY TV HOME IN SOUTHERN CALIFORNIA!



MONTY MARGETTS
where commercials are integrated into the program. Emphasis on endorsement of Monty and viewers for products and recipes prepared in her cozy kitchen-dinette.

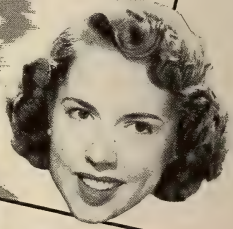
Results prove that television is particularly effective in selling food products.

This is especially true in Southern California — one of the most heavily TV saturated areas in the nation.

With retail food sales in food stores alone estimated* at $1,224,699,000 a year, Los Angeles and Orange Counties deserve your close attention.

Shown here are three of the top food participation TV shows in this area... all on KNBH — the aggressive NBC outlet in Los Angeles. Time is available on these shows for YOUR product. For details on the proved results these shows are delivering, consult KNBH, Hollywood, or or your nearest NBC Spot Sales office today.

** Standard Rate & Data — Consumer Markets 1951-1952*



FOODS FOR THOUGHT
features Betty Hoyt with market operators as guests. Program ties in with point-of-sale material and products featured in newspaper ads for timely, direct merchandising.

NBC HOLLYWOOD KNBH channel 4

TO SELL THE BUYING MILLIONS IN AMERICA'S *2ND LARGEST TV MARKET*

APRIL 14, 1952

TELECASTING

TV APPLICATIONS

FCC Will Begin Processing July 1

PROCESSING of TV applications, after a 45-month freeze, begins July 1—78 days after the April 14 issuance of the FCC's Sixth Order and Report.

Applications will be considered on a channel-by-channel basis. That is, qualified applicants seeking a channel for which there is no competing application will be granted a construction permit no matter how many applications are filed for other facilities in the same city.

A temporary expediting procedure has been set up which has as its prime purpose to get TV service to those cities which have none today. A subsidiary purpose is to process UHF applications as early as possible.

Four processing lines will be set up.

Line A will process: (1) changes required to be made by 30 of the 108 existing TV stations immediately following the effective date of the final report (30 days after the date of publication in the *Federal Register*). (2) Applications for cities which are not now receiving TV service. As a rough rule of thumb, the Commission designated such cities as those 40 miles from the nearest TV transmitter. Processing will start for such non-TV served cities in order of population.

Line B will process, in the following order, applications for cities now receiving TV service: (1) UHF applications where no commercial VHF channels are assigned. (2) UHF applications where all commercial VHF channels are occupied. (3) Applications for cities with one TV service but no local station. (4) Applications for cities with one station and no other TV service. (5) All other applications for cities which are now getting two or more TV services.

Line C will process requests for modifications of CPs made after July 1, petitions for reconsideration, waivers of hearings, etc.

Line D will process applications

(Continued on page 75)

FOUR WASTED YEARS? . . . . . An Editorial

WAS THE freeze necessary? That's the startling question which overrides all others in appraising the FCC's final Television Report, born of nearly four years' labor.

The what, why and wherefore of the Great Thaw, biggest event in broadcast annals, are recounted in these pages. The full text, which becomes the television law of the land, is published as a supplement to this issue.

In capsule, the allocations provide for 2,053 stations in 1,291 communities, including the territories. Of these 617 are VHF, 1,436 UHF. The big lament is that of an exorbitant 242-channel reservation for noncommercial educational stations, a lusty 80 are VHF—facilities that properly should be used to serve vast mass audiences, both urban and rural, rather than lie fallow, awaiting single-purpose educational occupancies which may never come. Thus, the educators get 11.8% of total assignments and 13% of the coveted VHFs.

While it's futile now to rehash the need for the freeze, it nevertheless behooves us to see where we have been and where we are going. The freeze was imposed in September 1948, when the FCC was under terrific duress. The reason given for the freeze (which was to have been of a few months duration) was something called troposphere, and how this interference was to be circumvented. The final report scarcely mentions it.

The 43-month freeze has brought certain pluses. There are wider separations and there's offset carrier operation. There are other admitted engineering refinements.

The minuses: A sell-out to the educators, who were hardly aware of TV's existence in 1948. The onslaught of politicians who recognized TV as the difference between winning and losing elections. The Klondike rush of applicants who regard a TV license *anywhere* as a modern-day Wallingford. Most important, denial of service to many millions of people.

The FCC certainly didn't need four years to emerge with a plan which, at best, still must be viewed as abortive. It provides no more service for large areas than did the 1948 report —with certain glaring exceptions. Whatever new desirable facilities that were opened up, in large part, go to educators, for service to unknown and unchecked minorities. Many important cities are left without VHF commercial facilities adequate to accommodate their minimum needs.

Certainly, when we look at what we have—after four years of gestation—it's evident that the better part of those four years were wasted. It would have been wiser to have allowed the interplay of normal forces of competition, through allocation as demand developed. That now seems to be the approach of Comr. Robert F. Jones, in his formidable, albeit bitter, dissent, but Comr. Jones right or wrong speaks too late. It's a lost cause. The Commission majority has voted. The hot breath of Congress was on the FCC's neck. It couldn't re-traverse old ground without inviting a Congressional investigation.

No matter how well-reasoned the Jones plan, it comes after the fact. In our judgment, he should have publicly proclaimed his philosophy months ago. The FCC then could have had the benefit of reactions from broadcasters, engineers and attorneys specialized in the field. And vocal members of Congress, looking to the time when TV would be available to their constituents, might have reasoned that possibly another few weeks could have been spared to reach for near-perfection. The stake is investment of uncounted millions by public and industry in what potentially is the greatest medium for mass communication in the history of man.

The fact that the FCC and its staff labored long and hard (and we do not question their integrity, zeal or indefatigability) doesn't absolve the Commission from criticism. The most regrettable phase was the complete capitulation to Comr. Frieda Hennock's campaign for education "reservations."

But the FCC isn't entirely to blame. Broadcasters, who waited until the eleventh hour, made an abysmal showing on education. Comr. Webster, in his caustic concurring opinion, is correct in severely indicting "commercial interests" for failing to make a positive showing.

Educational "reservations" were even given to a score of "applicants" who made no pleading whatever. This was done on petition of the Joint Committee on Educational Television, and comes as close to flaunting the law as is possible.

The educators get 242 reservations. It's our guess they won't use a dozen. Theoretically, these reservations are up for grabs after a year. But, if we perceive the strategy, they'll be back asking for "non-profit" status, which means they could become network affiliates and take other business, but simply would plough what normally would be profits into new stadia, libraries and stained glass windows. To do this would be to procure commercial facilities by fiat and under false colors, as against the rights of other citizens who were forced to compete.

So the TV Allocations of 1952 now are a *fait accompli*. New stations will go on the air—but the hard way. There will be attempts at litigation. The FCC feels it has buttoned up all possible legal loopholes and that the project, as a whole, cannot be enjoined. This may not be true of specific city-by-city allocations.

The Commission worked its heart out in devising these final allocations. The staff, headed by Paul Dobin, performed a super-human job, in following FCC instructions. The victor, for the moment, is Frieda Hennock and her brood of ambitious but naive educators. The public-at-large does not get the equitable allocation to which it is entitled. Many broadcasters, to some extent, because of their own lethargy, are tossed into the crucible of expensive and extensive hearings, with concomitant delays in providing the public the new services to which it is entitled.

It is thus that the destinies of arts and industries are charted—a compromise between unsound political pressures and sound engineering and economics.

TV FILM FUTURE

Capitalization Is Problem

UNDERCAPITALIZATION is currently a major problem for the television film industry, Dr. A. N. Goldsmith, chief consultant for RCA, said Wednesday, warning independent producers to build their industry's economic health either by selling first-run and residual rights as a package or by increasing first-run prices.

Dr. Goldsmith made his statement as luncheon speaker at a day-long quarterly forum held by the National Television Film Council in New York Wednesday. Other speakers were Edward Codel, TV director of The Katz Agency, stations representative; Carolyn Burke, NBC-TV producer; and T. R. Shearer, vice president in charge of the A. C. Nielsen Co. New York office.

Identifying independent TV film production as "the giant industry of the future," Dr. Goldsmith said that the 50,000-mile TV network expected to link the country's potential 400 VHF and 1,500 UHF stations will be serviced largely by film.

He estimated that today at least 75% of commercials and 25% of network programs—including those with top ratings—are filmed. Citing the flexibility, realism and economy of filmed programs, he said that from 50-90% of non-network scheduling is further filled by film products.

The consultant suggested that films be produced in color, to be sold for first and second showings in monochrome and, ultimately, for first and second runs in color, thus increasing the producers' profits through four-time sales in a single market.

Hour Cost Cited

"Network connections compete with film syndication, to a degree," he admitted, quoting $30.30 as the average cost per station per hour for network lines. Film producers must meet this competition, he suggested, or at least conduct an educational campaign to explain the film cost-advantage relationship.

Advantages of film which the RCA executive listed—in addition to syndication of four residual rights for color films—included greater ease in clearing station time, achievement of animation and slow-motion effects as well as outdoor shots, chance to correct fluffs, and re-use of films for auditions, sales meetings and general product promotion. He also listed the practically of repeat showings, but warned that labor demands for repeat payments must be solved first.

Dr. Goldsmith further warned that TV films should be created for TV and its characteristics, not, in imitation of Hollywood, as feature films for theatre showings.

Questioned from the floor, he said that, to date, film cameras cannot compete with TV cameras in achieving depth of field. The RCA consultant saw three-dimensional television as a definite possibility, however, either by a vertical scanning method or by polaroid, side-by-side images seen through polaroid glasses. But three-dimensional TV should not be overemphasized, he advised, since about 45% of the public have eyes that are "low" or impaired in registering depth.

"Any show—except special events—can be done on film," Mr. Codel noted, saying that The Katz Agency has learned that all TV stations require good film programs, if only for their own spot sales. He explained that his agency does not buy, sell or syndicate films and has no plans to finance them, but it has recognized the utility of films as a device to sell time. Katz stations, he footnoted, spent over $1 million for films in 1951.

Television networks, faced with time restrictions, costs and sharing of lines in cable transmission, have also turned to film for their answer, he pointed out, saying that all four TV networks are also in the film business.

Since stations need help in selecting film, his company has supplied its representatives with catalogues of all film availabilities and has produced "Better Approach to Television Advertising," a presentation which cites advantages of celluloid: A film program can be placed on a national spot basis at 19% savings in time costs, with the stations also benefiting from their higher spot sales fees.

Mr. Codel suggested that producers, instead of attempting totally new formats on film, scout local stations that, of necessity, have developed their own shows, many of which he considers highly salable as well as audience-tested.

Films On Art, Travel

Some programs cannot be produced live, Miss Burke, only woman listed as a TV producer at NBC, said in nominating films on art and travel as offering a great potential to the film producer. The cost of an average art film—such as "Paris 1848" or "Matisse" which Miss Burke introduced on television last fall—would be up to $6,000 a reel, she noted, a cost that could be returned not only from repeated TV showings, but subsequent distribution or sale to museums, schools, civic groups and art theatres, of which there are now some 1,500 in the United States.

The best production plan, she advised, is for 13-minutes in length with black and white films shot on 35 mm and the more expensive color films, on 16 mm. "Figures I have gathered," she reported, "show that the average 16 mm art film sells over 100 prints, and the demand is increasing. The average number of rentals for the same picture is approximately 250, and growing fast."

Public hunger for travel films was demonstrated, she noted, when a "fast, 10-second offer" of a French Tourist Office brochure—made on NBC-TV's *Vacation Wonderlands* program—resulted in an unexpected total of 8,000 audience replies. The program, attracting what Miss Burke described as a "low-brow, high-brow audience" that was just as interested in Chicago as in Paris—also held its own ratings against an opposing soap opera.

Saying that there is little new travel film to be rented, Miss Burke predicted an enormous market for it both as program film and as clips for background material.

Mr. Shearer, speaking on "Research Builds the TV Box Office," explained how the Nielsen rating is determined for TV and how it affects the film producer's business. He noted that the top program of the previous week, *I Love Lucy*, is presented on film.

NCAA COUNCIL

Given TV Recommendations

EXECUTIVE council of the National Collegiate Athletic Assn. last week in Chicago heard details of the television committee's recommendations for continued controlled telecasts of football this year, but declined to release them until April 22 in New York. At that time, the committee will meet for a two-day session, make its recommendations and pass them on to member institutions.

A two-thirds vote is required for passage of any one of 12 plans for control which have been studied thus far. Blackout telecasts sectionally were approved by the NCAA last year in convention with a vote of 163 to 8. The progress report in Chicago was presented to the 17-man policy group in meetings at the LaSalle Hotel April 6 and 7 by Asa Bushnell, director of the TV program this year.

The council also heard a summary of the 1951 football season attendance report conducted by the National Opinion Research Center, which was paid for by an assessment of 18% from member schools. NORC will check its preliminary survey results, and no new study will be made this season, according to NCAA Executive Secretary Walter Byers. He said the preliminary report of last fall has evolved into a conclusive summary which substantiates the report that gate attendance at games decreased in TV areas.

TV committee members, in addition to Mr. Byers and Mr. Bushnell, are Robert Hall, Yale, chairman; J. Shober Barr, Franklin and Marshall; Jeff Coleman, Alabama; Howard Grubbs, Southwest Conference; K. L. Wilson, Big 10; E. L. Romney, Mountain States Conference; Willis Hunter, Southern California, and Reaves Peters, Big 7.

IERT PANEL

Comr. Hennock to Air Educational TV Views

UTILIZATION of educational TV channels will be explored by FCC Comr. Frieda Hennock and other panelists during Ohio State U.'s 22d Institute for Education by Radio-Television at Columbus, which starts Thursday.

In the light of FCC's allocations plan, now released, this special session on educational television will command top attention Friday among educators and broadcasters gathered for the four-day conference—particularly educators.

Comr. Hennock, an outspoken proponent of reservations for noncommercial educational channels, will discuss steps which institutions and civic groups may take to obtain and use TV assignments.

Some 30 general and special interest meetings have been scheduled for the conference at the Deshler-Wallick Hotel under the direction of Dr. I. Keith Tyler, coordinator of radio activities and radio education director at Ohio State U.

In addition, a number of allied groups will meet concurrently with the Institute. Another feature of the conclave is the 16th American Exhibition of Educatonal Radio and Television Programs, whose awards are announced today (see separate story page 44).

Other panelists discussing steps which educational and civic groups should take in getting and using TV channels will be Ralph Steetle, executive director of the Joint Committee on Educational Television, Washington; George Probst, director of the radio office of the U. of Chicago; Burton Paulu, manager of KUOM, U. of Minnesota, and Seymour Krieger, counsel member of the JCET. Belmont Farley of the JCET will moderate.

Another special interest session (Sunday) will concern "Broadcasting by Government Agencies," with John Meagher, acting chief of radio, television and visual media for the State Dept., as chairman. Panel members will be Kenneth M. Gapen, assistant director of information for radio and TV stations, Dept. of Agriculture; Charter Heslep, director of AM-TV, Atomic Energy Commission; Dr. C. R. Seitz, chief of the research branch of the Human Engineering Division, Office of Naval Research, and the Rev. Daniel Power, S.J., Georgetown U.

Conference kicks off Thursday evening with a general symposium session on television programming. Participants will include commercial and educational telecasters and an FCC representative. On Saturday Comr. E. M Webster will speak on international broadcasting, and FCC Chairman Paul A. Walker will take part in a panel session on organized listener groups. Other topics previously were set [B•T, April 7].

Thaw July 1

(Continued from page 23)

community and where such a community is not eligible for reassignment under the 15-mile rule; (2) assignment of a non-commercial, educational channel where no such assignment has been made in the table to the community involved; (3) assignment of a commercial channel to a community to which no commercial assignment has been made in the table.

Fifteen-mile rule permits without rule-making procedure the shifting of a channel from the community to which it is assigned in the table to another community not more than 15 miles from the first.

Educational reservations were justified on the theory that the Table of Assignments itself is a reservation of channels for specific communities.

It isn't possible to force commercial TV stations to give time to educational institutions, the Commission decided. It warned, however, that the fact or reservation does not absolve commercial stations from filling the educational needs of the community.

Educational stations must be licensed to educational institutions, or a cooperative group of such institutions, the Commission emphasized. However, if there is no such authorized institution, then a municipality running the schools of its area may be licensed, the Commission pointed out.

Requests for partial commercial operation of educational stations were rejected with finality.

Smaller Cities Share VHF

VHF was used primarily in the large cities to give wide coverage, the FCC pointed out, but it emphasized that it did not believe large cities should receive an "undue share" of the "relatively scarce" VHF channels. Therefore, the Commission said, it made a substantial distribution of VHF channels among the smaller cities. It was apparent that cities with populations below 30,000 got UHF-only assignments.

If all VHF and UHF channels are utilized, the Commission said, "there should be few, if any, people in the U. S. residing beyond the area of TV service."

Decision on the number of channels (both VHF and UHF) to be assigned to a city was based on the following population criteria: One million or more, 6 to 10 channels; 250,000-1,000,000, 4 to 6; 50,000-250,000, 2 to 4; under 50,000, 1 or 2.

But, the Commission said, variations were made on the ground that it was more important to give each of several cities in one area at least one channel rather than to place them all in the largest city. There was also the requirement, the Commission said, to distribute channels equitably among the states. And finally, it pointed out, it tried to give every primary educational center a VHF channel.

In answer to the DuMont plan which urged that at least four VHF channels be assigned to the larger metropolitan areas in order to equalize network competition, the Commission said it could not agree to that premise.

"Healthy economic competition in the TV field will exist within the framework of the assignment plan," it said. It also stated that it was concerned that many smaller cities, under the shadow of larger cities, should have the opportunity of having their own stations rather than having to rely on a big city's coverage.

The DuMont allocation plan, which was the only one submitted as a substitution for the whole of the FCC's proposed allocation last year, was also denied on the ground that many of its assignments were below the minimum separations established.

Also denied were several requests for less than the separation minimum which held out hope that mountain walls would serve to confine signals, and thus overcome co-channel interference. The FCC majority sought to adhere to the strict technical limits in such instances.

Notion that additional channels could be squeezed in certain cities, by requiring less than maximum powers, also was turned down.

Coverages For Stations Differ

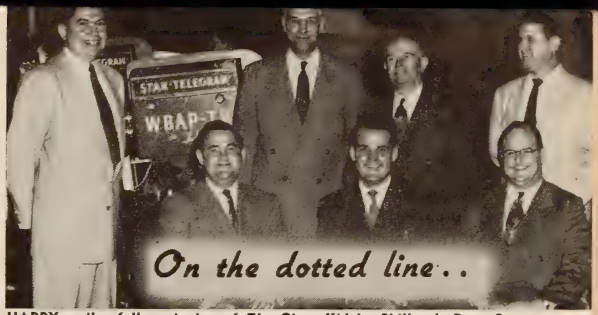
In specifying maximum powers, the Commission pointed out that coverages would be different for each station. This reference was to the fact that the whole assignment principle is embraced in rigid adherences to separations, powers and antenna heights.

A provision in the "Third Notice" last year which would have forced stations to diminish maximum powers when interference was caused stations on adjacent channels was deleted in the final report.

Proposals made in the "Third Notice" were retained for the following: Oscillator radiation—UHF stations seven channels apart are required to be 60 miles apart (based on a receiver IF of 41.25 mc). Picture image interference—UHF stations must maintain minimum spacing of 75 miles if they are separated by 15 channels. Sound image interference—UHF stations must maintain a minimum spacing of 60 miles if they are separated by 14 channels. IF beat—UHF stations must maintain minimum spacing of 20 miles if they are separated by eight channels. Intermodulation — UHF stations must maintain minimum spacing of 20 miles if they are separated by less than six channels. Multiple interference—not recognized.

New rules and standards cannot be construed as guarantees of service, the Commission warned, but only as yardsticks. For UHF service curves (F 50, 50), the Commission decided to use 63 mc instead of the 195 mc basis it previously had used. It was believed these would give a more realistic picture

(Continued on page 68)



HAPPY smiles follow signing of *The Cisco Kid* by Skillern's Drug Stores on WBAP-TV Fort Worth. From l to r (standing): Curly Broyles, WBAP-TV slsmn.; Harry Holcombe, natl. radio-TV dir., Grant Adv.; Harold Hough, station's dir.; Henry Finch, sls. mgr., Skillern's; (seated) Frank Skillern, sponsor's v. p.; Tom Murphy, v. p. and mgr., and W. C. Woody, v. p. and TV dir., Grant's Dallas office.



NON-NETWORK segment of WLWT (TV) Cincinnati's *Breakfast Party* is sold for 13 weeks to Alber's Super Markets, food chain. From l to r (standing): Herb Flaig, WLWT slsmn.; Bob Egbers, Alber's; (seated): John Murphy, TV v. p., Crosley Broadcasting Corp., and Alfred Bissmeyer, Alber's.



GEORGIA Tech football games for film showing next fall on WSB-TV Atlanta are arranged by Coach Bobby Dodd (seated, l) and Walter W. Gibbs, GE Supply Corp. adv. and sls. mgr., whose firm will sponsor contests. Ed Danforth (standing, l) *Atlanta Journal*, with John M. Outler Jr., WSB-AM-TV gen. mgr., join huddle.



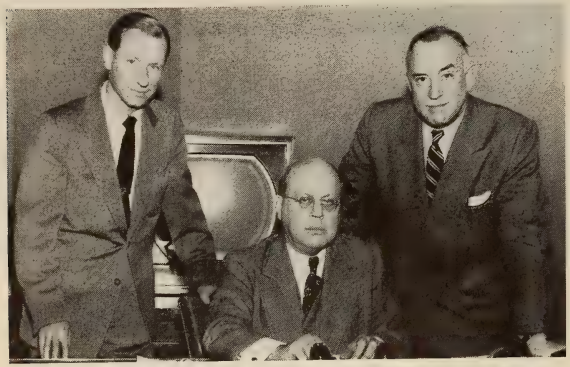
NEW SERIES, *Rebound* (ABC-TV, Fri. 9-9:30 p.m. EST), premiered last month on ABC-TV owned stations with Packard Motor Car Co. signed by S. James Andrews (c), asst. to pres. in charge of radio and TV dept., Maxon Inc. [B•T, Jan 28]. Flanking him: W. Ray Baker (l), v. p., Maxon and Slocum Chapin, ABC v. p.



EXCLUSIVE contract for Chicago Cubs home game telecasts on WGN-TV Chicago followed this signing by James T. Gallagher (l), Cubs' bus. mgr., and Frank P. Schreiber, treas. and gen. mgr., WGN Inc. Games were carried four years by station, but this was first time exclusive rights were attained.

THIRTEEN-WEEK contract for *Star Hostess Party*, half-hour audience participation show, on WWJ-TV Detroit is approved by (l to r) W. P. Smith, radio-TV dir., Charles W. Hoyt Co.; Norman Hawkins, station's sls. mgr.; Jim Cottingham, adv. mgr., Stanley Home Products, the sponsor; Robert W. Mickam, Hoyt's sec., and Al Elzerman, Michigan sls. mgr. of Stanley.





FIRST contract for the new AP television newsfilm service is signed by (l to r) Al Stine, AP executive representative; George M. Burbach, general manager, KSD-TV St. Louis, and Oliver Gramling, AP assistant general manager.

* * *

AP TELEVISION

Newsreel Scheduled on 7 Stations

ASSOCIATED PRESS today (Monday) makes its entry into the television news field. The first of a series of daily quarter-hour TV newsreels will, if all goes off according to schedule, be delivered to seven AP member TV stations for broadcast today.

KSD-TV St. Louis, owned by the *St. Louis Post Dispatch*, was first subscriber to the new AP service. Others signed to date include WDAF-TV Kansas City *(Star)*, WBAP-TV Fort Worth *(Star-Telegram)*, WTAR-TV Norfolk *(Virginian-Pilot and Ledger-Dispatch)*, WCAU-TV Philadelphia *(Bulletin)*, WHAS-TV Louisville *(Courier-Journal* and *Times)*, WBNS-TV Columbus, Ohio *(Dispatch)*. Service is exclusive to AP members, with TV stations eligible for associate membership in AP on the same basis as radio stations have been for some years.

Describing the AP video service, Oliver Gramling, assistant general manager of AP for television and radio, who will direct its operation, said that it "will stress domestic news, enlivened and diversified by a format that includes good human interest and features as well as all the other varieties of news that can make a television screen interesting and really informative.

Music and Sound Effects

"On news that lends itself to such treatment, we will background and explain," Mr. Gramling said. "We propose to give TV news meaning and significance—to lift it out of the category of yesterday's headlines, yesterday's newscasts. Another innovation is that much of the service will be completely scored with music and sound effects."

Announcement of the new service, made by Frank J. Starzel, AP general manager, said that to obtain the objective of a film news service "created and tailored solely for television and not as a by-product of other purposes, AP arranged for the formation of a new, specialized organization — Spotnews Productions Inc." Spotnews, in collaboration with AP offices throughout the world, will produce the AP TV service under Mr. Gramling's direction.

A privately financed corporation and not an AP subsidiary, Spotnews is headed by Theodore A. Morde, president, whose background in news, film and radio goes back to 1929. He has also seen government service as a special agent of the Military Intelligence Division, as chief of the foreign language division of the U. S. Coordinator of Information and as assistant chief of operations of the War Department's strategic services unit.

Production Personnel

John T. Tobin, former general manager of Telenews, International News Service's video ally, is vice president of Spotnews Productions. Other production personnel include George Johnston, former president of Video Productions; F. D. Kahlenberg, former editorial director of Telenews; Tom Craven, Paramount News cameraman for 25 years; Bernard Dresner, formerly an NBC cameraman in Washington, and Louis Tumola, former March of Time cameraman.

Cameramen and correspondents in 42 states, plus representatives in the other states, Alaska, Honolulu and Puerto Rico, will supply Spotnews with its domestic coverage. Foreign News will be covered by cameramen and correspondents in 44 countries.

Spotnews production headquarters will occupy a full floor in the same building with Major Film Laboratory which will process the news film. Major Film is the video division of Consolidated Film Industries, laboratory owned by Republic Pictures Corp. Washington offices of the new company adjoin the AP newsroom in the Star Bldg.

Recalling that AP was "first in the field with news-on-film for television four years ago, but there were not enough member stations on the air at the time to support the venture," Mr. Gramling declared that "since then, no news gathering association has developed a comprehensive service designed exclusively for television use. Everything has been largely an off-shoot of the old movie house newsreel. Coverage has been spotty, with emphasis on New York, Washington, Cheesecake, free publicity film and an overbalance of foreign film of questionable age.

"Television, a potentially great news medium, deserves a service product for its exclusive use," he declared. "That is what AP is now producing. We propose to deliver a rounded service, not just a lot of footage, which is the cheapest and easiest way to do it—the way everyone else has done it to date."

Noting that Spotnews cameramen can operate with the knowledge that their films are for TV use exclusively, Mr. Gramling pointed out that the service "is flexible, with provisions for dropping sound or cutting off titles without affecting the sound tracks on the stories themselves. Stations don't have to edit, but they can edit any way they wish."

Thaw July 1

(Continued from page 67)

of potential service areas. The Commission also changed UHF interference curves (F 50, 10).

Coverage and interference estimated by these charts, the Commission admonished, were for large area consideration, not for individual station predictions.

No co-channel or adjacent channel interference ratios were contained in the revised rules and standards, the FCC pointed out.

Provision encouraging the use of common antenna sites was retained in the new rules, but recommendations that this be required were turned down on the ground that such a requirement should not be imposed "without further exploration of the problem."

This is one of the plans being advanced by the aviation industry in its current campaign to impose some sort of a limit on TV antenna heights and sites [B•T, April 7, March 17]. Joint meeting of government and radio-TV and aviation representatives is planned for the near future, but has not yet been scheduled.

In setting up the three zone system, the Commission cited the population densities of the three areas: Zone I, 222.1 people per square mile; Zone II, 27.4, and Zone III, 47.8.

Single class of TV stations, instead of the community, metropolitan and rural of pre-freeze days, was reaffirmed.

Plan for individual separate spacings for assignments and for facilities was dropped. Minimum facilities spacing is the same as minimum assignment requirements, the report disclosed.

Tolerances for VHF and UHF use of offset carrier, the technique by which stations on the same channels can overcome co-channel interference to a great extent, were set as plus or minus 10 kc, with 1 kc tolerance.

The principle of the intermixture of VHF and UHF channels in the same city was upheld by the FCC. It emphasized that it was necessary to treat VHF and UHF television as one service, on the assumption that someday both frequency bands would be. The Commission recalled the differences that existed before the 1948 freeze was imposed when Channels 2 to 6 and Channels 7 to 13 were considered in different bands, with the latter believed not as useful as the lower end of that band.

Ban on the use of directional antennas to "shoe-horn" another channel into a city was retained, although permission was given to use DAs to increase service.

Experimentation Upheld

Experimentation with Stratovision and Polycasting was upheld, as it was in the "Third Notice," but commercialization of these principles was turned down. Stratovision, sponsored by Westinghouse, is a means of wide-area coverage through the use of high-flying airplanes radiating TV signals downward. Polycasting, a recommendation of consulting engineer Raymond M. Wilmotte, is a method of wide-area coverage through the use of a number of low-powered TV stations [B•T, March 31].

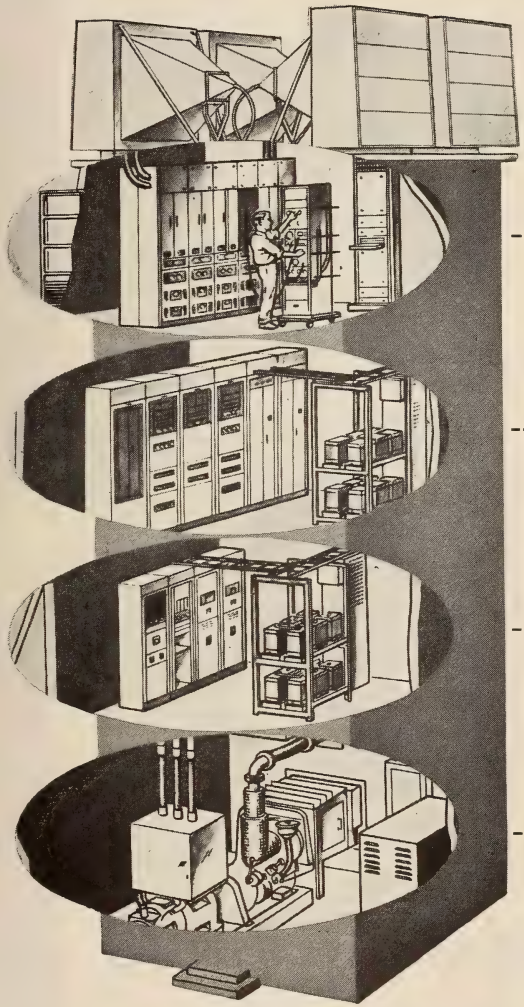
Assignments along the northern border were arrived at after conferences with Canadian officials. It enabled additional assignments to be made to some U. S. cities, the report stated. The same practice was followed along the Rio Grande with the same results, the report pointed out. It also disclosed that Mexico was not planning to use UHF for the time being.

That there will be court actions because of the Commission's rulings on some of the city-by-city recommendations seems to be a foregone conclusion. However, it was pointed out that the document is so built that they can only apply to a limited area of the country. FCC officials seemed confident that the whole allocation plan cannot be enjoined.

The final report was furnished BROADCASTING • TELECASTING a week in advance of the April 14 release date so that it could be put into type and printed in time for arrival at subscribers' addresses with the regular issue of this date. Because of advance release handling it was impossible to procure expert legal and engineering reaction to the document.

WHAT'S INSIDE A RADIO-RELAY STATION?

Sending television signals across the country is a complicated job, requiring 123 radio-relay stations between Boston and Los Angeles. This view of a typical unattended station shows the arrangement of the apparatus which amplifies the signal and sends it on.



ON THE ROOF

are the lens antennas, each with its horn tapering into a waveguide which leads down to equipment in the building.

ON THE TOP FLOOR

the signal is amplified and sent back to another antenna on the roof. Normally unattended, the station is visited periodically for maintenance.

ON THE THIRD FLOOR

are power supplies for several score electron tubes.

ON THE SECOND FLOOR

are power supplies for additional electron tubes. Storage batteries on both floors will operate the station in an emergency for several hours, but

ON THE GROUND FLOOR

is an engine-driven generator which starts automatically after anything more than a brief power failure.

Anything that happens—even an opened door—is reported to the nearest attended station instantly by an automatic alarm system.

Most of this equipment is complex, and expensive. The present value of the nation-wide network, provided by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is nearly $85,000,000. Yet the charges for the use of this network are low—averaging about 10 cents a mile for a half-hour program.

Providing transmission channels for the radio and television industries today and tomorrow

BELL TELEPHONE SYSTEM

DuMont

PRESENTS

UHF

in ready-to-operate form

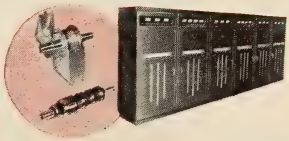
Apply for your UHF Channel now.

Get on the air

quickly and profitably...

WITH DU MONT TRANSMITTERS

UHF at VHF prices! Entirely new concept in UHF transmitter design results in clean, simple, circuitry allowing easiest future power increases. Utilizes the new 5KW Klystron with independent cavities.



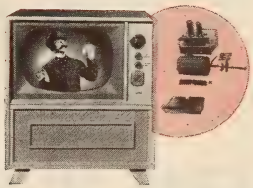
WITH DU MONT PROGRAMS

The Du Mont network is prepared to supply nationally famous stars and shows via coaxial cable, syndicated film service, or teletranscription; the variety of programs necessary to build big audiences.



WITH DU MONT BUILT AUDIENCE

With new Telesets designed to receive various combinations of UHF and VHF channels, Du Mont is prepared to launch an intensive promotion campaign, through local distributors and dealers, to build your UHF audience.





See how these three Du Mont operations, working together, can help you to make your UHF station a success. Write for the free booklet "UHF—The Big New Development in Television." Find out why you can't go wrong with Du Mont.

DU MONT *First with the Finest in Television*

Allen B. Du Mont Laboratories, Inc., 1500 Main Avenue, Clifton, N. J., (Dept. BTU2)

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are

221,350

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus



Pre-School 9-10 a.m. Show Proves Popular

(Report 211)

ASK the viewers, if you want the answers, assert WWJ-TV Detroit officials who are busy reading the 10,889 replies to the station's questionnaire during the second quarter of one of its 9-10 a.m. *Playschool* programs.

Braving a possible thumbs down, WWJ-TV asked viewers if they would condone a sponsor for the program, with the answers coming under the general theme, "Yes, we will approve a sponsor if it means keeping the program on the air."

Viewers gave a solid affirmative to the first question, "Do you want *Playschool* to continue?" officials said.

The yesses to the first question and the third, "Do you want *Playschool* every day?" decided WWJ-TV upon keeping the show on the air through the summer and changing the schedule to five days a week instead of the present four.

Other comments, station staffers said, included statements that the viewers hoped the sponsor would be chosen wisely since children watching would regard statements as utter truth, and several persons offered to help raise money to support the program if no sponsor was available.

Program format includes: Merri Melody, who teaches the children songs; Midge, who brings cartoons; Eko, the pixie-like artist who sketches as the Story Spinner tells his tales; Lady Dooit, whose Magic Workshop of things to make appeals to both mothers and children; and the Magic Fairy and the Busy Buzzy Bee, who whirl through the program as transition effects. WWJ-TV's Walt Koste is producer.

* * *

'Lucy', 'Talent Scouts' Top Videodex Ratings

Videodex ratings of top ten TV network shows for March 1952 were released last week as follows:

1.	I Love Lucy (CBS-TV)	45.6
2.	Talent Scouts (CBS-TV)	44.6
3.	Texaco Star Theatre (NBC-TV)	43.3
4.	Red Skelton (NBC-TV)	42.9
5.	You Bet Your Life (NBC-TV)	42.1
6.	Your Show of Shows (NBC-TV)	36.3
7.	Comedy Hour (NBC-TV)	36.1
8.	Fireside Theatre (NBC-TV)	36.0
9.	Godfrey & Friends (CBS-TV)	32.5
10.	Pabst Blue Ribbon Bouts (CBS-TV)	32.0

* * *

Film Editing Is Aided By Camera Control

NEW automatic camera control system which can reduce cutting time on a TV film from five days to one day has been successfully tested at Filmcraft Productions, Hollywood, Isidore Lindenbaum, president, has revealed.

Invented and developed by Ferenz Fodor, production supervisor at the studio which films NBC-TV's *You Bet Your Life* with Groucho Marx, the patented system has completed eight weeks of tests. It can control eight motion picture cameras at once so that one technician can start and stop all of them from one control room, the inventor said.

It is estimated that time of editing and synchronizing the film of eight cameras can be cut down 75 to 80%, resulting in a great reduction in film.

* * *

Single-Channel City Viewing Studied by G-P

WHAT amount of viewing is there on Saturday in a single-channel city?

This was the subject of a study by Guide-Post Research which surveyed 1,200 families in Pittsburgh March 8. Only TV station in that city is WDTV (TV).

Guide-Post results showed that 93% of the set owners had their sets on sometime during the day (9:30 a.m. to midnight); 92½% tuned in WDTV sometime during the day and that 6½% had an out-of-town station on sometime during the day.

Average morning program, it

(Continued on page 74)

Weekly Television Summary—April 14, 1952—TELECASTING Survey

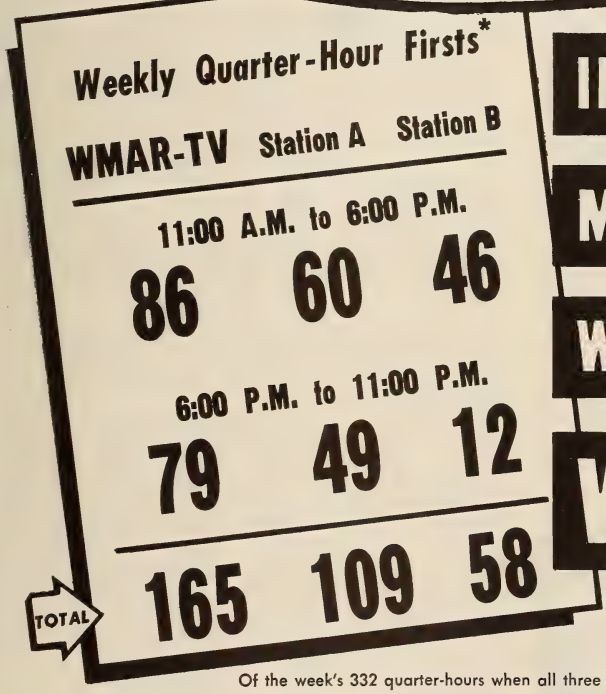
City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	88,106
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	372,937
Binghamton	WNBF-TV	60,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	142,000
Boston	WBZ-TV, WNAC-TV	873,761
Buffalo	WBEN-TV	258,940
Charlotte	WBTV	138,999
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,116,386
Cincinnati	WCPO-TV, WKRC-TV, WLWT	342,000
Cleveland	WEWS, WNBK, WXEL	605,329
Columbus	WBNS-TV, WLWC, WTVN	222,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	160,415
Davenport	WOC-TV	96,000
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	230,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	160,415
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	109,947
Houston	KPRC-TV	127,500
Huntington-Charleston	WSAZ-TV	80,350
Indianapolis	WFBM-TV	221,350
Jacksonville	WMBR-TV	55,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	185,140
Kansas City	WDAF-TV	195,674
Lancaster	WGAL-TV	143,186
Lansing	WJIM-TV	85,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	146,181
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	19,200
Memphis	WMCT	123,020
Miami	WTVJ	113,000
Milwaukee	WTMJ-TV	320,945
Minn.-St. Paul	KSTP-TV, WTCN-TV	318,200
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	250,000
New Orleans	WDSU-TV	85,359
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	3,059,400
Newark	WATV	112,543
Norfolk	WTAR-TV	121,014
Oklahoma City	WKY-TV	125,857
Omaha	KMTV, WOW-TV	1,021,966
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	55,100
Phoenix	KPHO-TV	389,000
Pittsburgh	WDTV	205,000
Providence	WJAR-TV	118,860
Richmond	WTVR	138,000
Rochester	WHAM-TV	91,563
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	75,900
San Antonio	KEYL, WOAI-TV	73,378
San Diego	KFMB-TV	130,000
San Francisco	KGO-TV, KPIX, KRON-TV	348,500
Schenectady-Albany-Troy	WRGB	202,800
Seattle	KING-TV	135,300
St. Louis	KSD-TV	382,000
Syracuse	WHEN, WSYR-TV	171,126
Toledo	WSPD-TV	158,000
Tulsa	KOTV	111,970
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	344,004
Wilmington	WDEL-TV	100,438

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,785,044

* Includes XELD-TV Matamoros, Mexico.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

LEADERSHIP



IN MARYLAND

MOST PEOPLE

WATCH

WMAR-TV

Of the week's 332 quarter-hours when all three Baltimore television stations are on the air, ratings show WMAR-TV leading in 165 segments—approximately as many as the total for both other Baltimore stations.

**According to March ARB during daily 12 hr. period all three stations broadcast.*

WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Telestatus

(Continued from page 72)

was shown, reached 33% of the TV homes, the average afternoon program reached 43% and the average evening program reached 56%.

* * *

'Bob & Ray' Revised For 'Average Listener'

IN ORDER to revamp and revise the format of its *Bob & Ray Show* on NBC radio, Colgate-Palmolive-Peet Co. made a survey to determine habits and characteristics of the average daytime listener.

Material gathered by the C-P-P Market Research Dept.'s Consumer Institute revealed that 8,000 samples show the average listener to be a housewife, between 30 and 34 years old, married to a factory worker for about 11 years, with an annual income of $3,683 to $5,542, and with two children, six and 14 years old. The family has its own home, with a mortgage.

"As a result of the survey the format of the *Bob & Ray Show* was changed and is turning out successfully," Leslie Harris, director of radio and TV for C-P-P, told BROADCASTING • TELECASTING.

Regarding other habits and ways of life of the average listener, the survey showed that she is mainly interested in her children and her home, although national and local affairs interest her more than in the past. She is also more concerned about religion than before World War I.

She buys four dresses a year, wears very little make-up, and has a permanent once a year.

She reads her local newspaper, subscribes to one magazine and reads one book a year.

She and her husband do not discuss world affairs very much. Her main concern is his health and what she can do to help him progress to a better-paying job.

The family eats well, but not lavishly.

She is not very sophisticated, and her sense of humor is not attuned to smart jokes.

If she likes audience participation shows, the chances are she does not care very much for daytime drama. She has never seen a Broadway show, but if she had her choice it would be "South Pacific."

* * *

Pulse Inc. Survey Compares Top Ten

TOP TEN network TV programs, including once-a-week and multi-weekly shows, surveyed week of March 1-7 are shown by Pulse Inc., as follows:

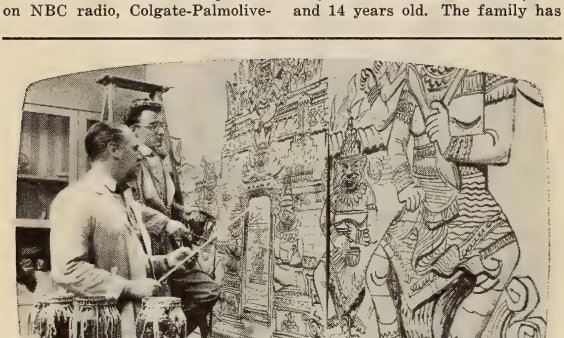
	Program Average Rating	
Once a Week Shows	**Mar.**	**Feb.**
President Truman	40.6	
Texaco Star Theatre (NBC)	40.4	38.4
Godfrey's Talent Scouts (CBS)	38.1	39.4
Your Show of Shows (NBC)	36.9	35.5
I Love Lucy (CBS)	36.8	34.0
Red Skelton (NBC)	36.5	35.2
You Bet Your Life (NBC)	32.6	32.2
Godfrey and His Friends (CBS)	31.8	33.9
Fireside Theatre (NBC)	31.7	31.2
TV Playhouse (NBC)	30.4	29.8
Multi-Weekly Shows	**Mar.**	**Feb.**
Howdy Doody (NBC)	16.2	16.7
Kate Smith (NBC)	14.1	13.7
Camel News Caravan (NBC)	13.6	13.1
Perry Como (CBS)	13.5	12.5
Dinah Shore (NBC)	12.0	12.5
The Goldbergs (NBC)	11.8	15.3
Kukla, Fran & Ollie (NBC)	11.2	11.3
Those Two (NBC)	10.9	10.0
CBS-TV News (CBS)	10.7	10.3
The Stork Club (CBS)	9.8	9.6

* * *

Program Type Trend Studied by Pulse

TV PROGRAM trends by types according to number of quarter-hours and average rating, taken from the Multi-Market Telepulse for the week of March 1-7, have been released by Pulse Inc., New York, as follows:

	No. of ¼ Hrs.	Avg. Rtg.
Quiz-Audience Participation	103	8.2
Daytime Variety	101	6.3
Drama and Mysteries	92	16.9
Kid Shows	73	10.3
News	63	4.5
Musical Variety	61	7.6
Comedy Variety	55	23.6
Interviews	39	6.0
Comedy Situations	27	16.4
Forums, Discussion	27	4.3
Serial Stories	25	6.2
Wrestling	18	8.0
Talent	17	16.4
Religion	12	2.2
Basketball	8	13.0
Boxing	8	27.8
Educational	8	4.3
Music	8	5.1
Film Shorts	6	3.6
Homemaking Service	6	3.2
Westerns	6	20.0
Feature Films	4	9.5
President Truman	2	40.6
Sports News	2	3.3
Miscellaneous	2	7.7
Total	733	

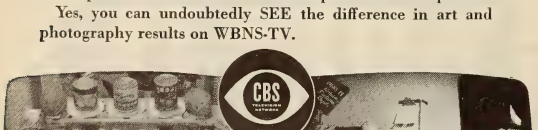


you can see the difference on WBNS-TV

Central Ohio's only TV station with complete art facilities, WBNS-TV offers a commercial art department equipped to do an inspired art job from beginning to end.

Progressive and versatile in every respect, its functions include planning and developing commercial slides, creating sets and TV effects, graphic art, brush work, silk screening, paper maches, set construction and rendering . . thorough development of an idea from its conception to its completion.

Yes, you can undoubtedly SEE the difference in art and photography results on WBNS-TV.



Jean's Kitchen Fair . . . 10:45 daily . . . an excellent program where full facilities of art and photography are used in presenting effective commercial messages with slides, films, set arrangements, etc.

WBNS-TV's own photographic studio and laboratory guarantees uniform and exacting conversion of various forms of art work, layouts, typesetting, etc., into slides, Balops and Camera Cards; producing the utmost in production techniques.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

COMMUNITY TV

Palm Springs Under Way

INSTALLATION of International Telemeter Corp. community antenna system is underway to bring television to the mountain-ranged desert community of Palm Springs, Calif.

The city council had granted ITC a 50-year exclusive franchise late last month.

How progress of the ITC system will affect plans of Howard-Yale Inc., who recently applied for FCC permission to build a relay-type station to boost signals from all Los Angeles stations [B•T, March 31], is not known. Howard-Yale plans to scramble its pictures and service subscribers through a de-coding device.

The ITC system consists of a mountain top master antenna and coaxial cable connections to town. Cost will be $100,000, according to Carl Lesserman, ITC vice president [B•T, March 3]. It will bring to viewers in the California desert resort programs from all seven Los Angeles stations—110 miles away.

Subscribers to the community antenna system will pay about $150 for installation and $4 a month service charge.

The ITC system also will test pay-as-you-see scrambled picture service. Arrangements have been made with three Palm Springs theatres to feed feature films in scrambled form over the system. Subscribers pay through coin-box attached to their sets. The fee will be regular theatre admission price, of which ITC will keep a small portion, the rest going to theatre owners.

Pay-as-you-see service will use Channel 6(82-88 mc), unassigned to Los Angeles TV outlets. ITC is half-owned by Paramount Pictures Corp.

In the meantime, a community antenna project is being discussed for Ocala, Fla. It would be built by R. M. Chamberlain, president and general manager of WGGG Gainsville, and Regge Martin, associated with WTTT Coral Gables. Messrs. Chamberlain and Martin have presented a proposal to install the master antenna system to the Ocala city council.

Mr. Martin said community TV service is now in successful use in 30 to 40 towns and cities. Installation would run about $135, Mr. Martin said, with a monthly service fee about $4.

Builders Show Pact

WLWT (TV) Cincinnati has announced an exclusive contract with the Cincinnati Home Builders Show Assn. for promotion of the Home Builders Show to be presented April 19-27 at the Cincinnati Gardens.

ALL RAYTHEON Mfg. Co. operations except TV showed larger sales and profits in third quarter report of firm's Waltham, Mass., plant. Net profit after taxes for quarter ending Feb. 29 was $408,000 on $28,698,000 sales.

TV Applications

(Continued from page 65)

to change facilities of existing stations (except the 30 forced to change frequencies), license applications by existing stations, etc. The Commission stated that Line D will not start functioning until Nov. 1 at the earliest.

Non-commercial, educational applications and those from the territories will be processed in the order received immediately after July 1.

The Commission also announced that all TV applications in hearing status have been removed from such classification.

The new procedures also call for all pending applicants to submit completely new applications. Among the revisions of Application Form 301, which are largely technical to incorporate the new standards, is the requirement for program plans. Up to now, TV applicants were not required to submit program plans with their applications.

Pending applications which are not completely resubmitted will be dismissed, the Commission stated. Only exception is when duplication of some exhibits would prove an "undue hardship."

Applications in Processing Line A will be checked against applications in Line B for conflicts regarding transmitter - to - transmitter spacings. It therefore behooves all applicants to get their applications on file within the 78-day period before July 1, it was pointed out. Otherwise, an applicant in Line B is likely to find that his antenna site will conflict with that of an application granted in Line A, and he will be required to pick another site.

Where two applications are found to be in conflict, they will be set for hearing. If the conflict is resolved, the application with the higher priority will be processed, while the application with the lower priority will go back into its proper place in its processing line.

The Commission also called attention to present rules which require that an application must be filed at least one full day before Commission action on another application in order for the former to be considered in conflict with the latter. It also pointed out that a new application must be filed at least 20 days before the date of a hearing in order to be consolidated in the hearing with the other applications.

UNION MERGER

AFRA-TVA Fusion Foreseen

MERGER of at least two entertainment unions—American Federation of Radio Artists and Television Authority—was a certainty for this summer as a result of membership vote announced last week.

Results of the balloting, conducted by mail throughout March, showed that 1,254 TVA members were for the merger, while 269 were opposed. Among radio artists, 2,213 favored unification while 79 did not. Voters also approved a constitution for merger of the unions, which would become the American Federation of Television and Radio Artists.

National polling was conducted, as planned at the TVA convention in New York last December, as an alternative to an over-all merger with three other talent unions, scheduled with a July 1 deadline. The other unions are Actors and Chorus Equity Assns., American Guild of Musical Artists and American Guild of Variety Artists. All are members of Associated Actors & Artistes of America (AFL).

Early this year, all entertainment unions—on record as favoring total merger but unable, among themselves, to effect it—approved a study for total unifications to be conducted by the Institute of Industrial Relations at the U. of California at Los Angeles and the School of Industrial & Labor Relations at Cornell U. The educators volunteered to study feasibility and means for total merger, to report to AAAA members in time for them to vote on it by July 1. TVA, previously invited to form an all-broadcasting union by AFRA, served notice that unless total merger is accomplished by July, it would unite with the radio group.

P&G REVIEWS SHOWS

Chicago Kinescopes Viewed

REPRESENTATIVES of Procter & Gamble visited Chicago last week to see kinescope auditions of *Welcome Travelers*, which P&G sponsors five mornings weekly on NBC. The kines were cut at NBC headquarters and were filmed at NBC Merchandise Mart headquarters as two quarter-hour and one half-hour films.

AM principals are expected to handle the TV show also, among them being emcee Tommy Bartlett, Bob Cunningham, director; Myron Golden, producer, and Les Lear, manager. AM sponsors are Lava, Spic-N-Span, Joy and Prell. Although the show is proposed now as a five-a-week afternoon show, the network is also considering a simulcast.

Alex Drier, NBC network commentator from Chicago, last week put his own news-feature package, *Man on the Go*, on kinescope for prospective client auditions. Designed as a once-weekly half-hour network show, the program features Mr. Drier in a narrative and dramatic format discussing news trends, features and human interest stories.



The tube that puzzled the experts



Ever stop to figure how RCA puts this tube together? It's quite a trick. And it was also quite a trick to design an air-cooled triode that could take 1800 watts input—*in a glass envelope no bigger than a cookie jar.*

The RCA-833A and its predecessor, the 833, have served broadcasters faithfully for more than 14 years. Today the tube is used in practically every 1-kw AM transmitter in the country. And by the way, RCA-833A's now cost you less than 60% of what they did originally.

For fast tube service, call your local RCA Tube Distributor!

RADIO CORPORATION of AMERICA
ELECTRON TUBES **HARRISON, N.J.**

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

1951 General
Business Activity
in the
San Diego Market
maintained a level
20% HIGHER
than in 1950
. . . this was
reflected in
PRODUCTION,
EMPLOYMENT,
FINANCES and
RETAIL SALES.

Wise Buyers
Buy-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

FCC ATTORNEYS

Three More Leave Staff

FCC lost three attorneys last week. A. Harry Becker, chief of the Administrative Law Branch, Office of the General Counsel, resigned to open his own office. Howard J. Schellenberg Jr., attorney in New & Aural Facilities Division, and Leonidas P. B. Emerson, attorney in the Renewal & Transfer Division, Broadcast Bureau, resigned to join the newly formed law firms of Haley & Doty and McKenna & Wilkinson respectively.



Mr. Becker

Washington radio law firm of Haley, McKenna & Wilkinson becomes two separate organizations April 15. Andrew G. Haley and Dwight D. Doty, with Mr. Schellenberg, form Haley & Doty. James A. McKenna Jr. and Vernon L. Wilkinson, with Mr. Emerson, become McKenna & Wilkinson. Both firms will remain for the time being at their present address, Duryea Bldg. on Connecticut Avenue.

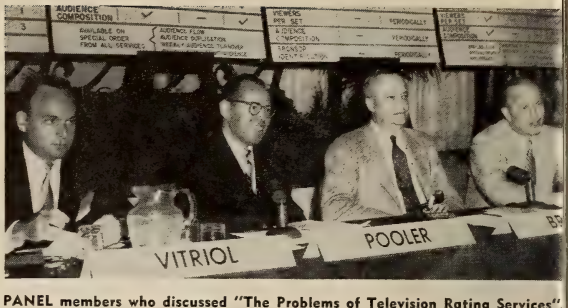
Meanwhile, Edward P. Morgan, of Welch, Mott & Morgan, resigned as director of enforcement for the Office of Price Stabilization and returned this week to his private practice. He has been with OPS since February 1951.

Mr. Becker ended 18 years of service with the FCC with the opening of his own office in Room 1116 Ring Bldg. He joined the Commission in 1941, was chief of the Law Department's Chicago office from 1942 to 1945. During his FCC career, Mr. Becker acted as Commission counsel in such notable cases as Clear Channel hearing, in 1946; Daytime Skywave, in 1946; rule making on 30 kc separation, in 1947; WMIE Miami, in 1949-50. Mr. Becker was graduated from Marquette U. Law School in 1934, worked for the Securities and Exchange Commission and the Federal Power Commission before joining the FCC.

Prior to his OPS tenure, Mr. Morgan served as counsel for the Senate Foreign Relations (Tydings) subcommittee looking into communists in government. Before joining Messrs. Welch and Mott in 1947, Mr. Morgan was with the General Accounting Office and the FBI.

Benton-McCarthy Spat

IN THE continuing spat between Sen. William Benton (D-Conn.) and Sen. Joseph R. McCarthy (R-Wis.), the Wisconsonite last week criticized Sen. Benton's use of TV in his 1950 campaign. Sen. McCarthy introduced a resolution asking for a Senate probe of Sen. Benton, naming as one of six areas of inquiry: "The use by Benton of fake television portrayals of Benton during his 1950 campaign."



PANEL members who discussed "The Problems of Television Rating Services" at the 34th annual meeting of the American Assn. of Advertising Agencies [B•T, April 7] were (l to r) Herbert A. Vitriol, Grey Adv.; Charles A. Pooler, Benton & Bowles; Lyndon O. Brown, Dancer-Fitzgerald-Sample, and Fred B. Manchee, Batten, Barton, Durstine & Osborn, panel leader.

UTP PACKAGE SALES

Announced for 7 Markets

UNITED Television Programs recorded sales of four video film packages in seven more markets last week, according to Aaron Beckwith, UTP sales director.

Hollywood Off-Beat, a half-hour private detective series starring Melvin Douglas, will start on WXYZ-TV Detroit April 29 for the Evans-Beckwith Carpet Co. and on KFMB-TV San Diego this week.

Quarter-hour sports interviews, conducted by Leo Durocher and his wife, Laraine Day, *Double Play With Durocher and Day*, starts on WNAC-TV Boston April 26 and, for the Fedders-Quigan Corp., on WMBR-TV Jacksonville as of May 7. On the market little more than six weeks, the sports program has been sold in 16 markets so far, Mr. Beckwith reported.

Royal Playhouse, which won honors for the best film series of 1951 when it was presented as *Fireside Theatre*, was added by WOC-TV Davenport, where Ford dealers will sponsor.

Anticipating the end of the TV station freeze, UTP is the first film distributor to start contacting possible new stations, Mr. Beckwith claimed. Many sponsors anxious to get top time franchises are already lining up in some markets, he said.

Montgomery Testifies

ROBERT MONTGOMERY, radio news commentator and NBC TV producer, testified before the House Agriculture Committee last week. He was called to explain where he got the information with which he attacked in news broadcasts the government's $125 million dollar campaign against foot-and-mouth disease (prevalent among cattle in Mexico). Mr. Montgomery acquitted himself well in the opinion of observers by countering questions with queries of his own. At the hearing's close, Rep. August Andresen (R-Minn.) said "this hearing will not be a total loss. Where you had 15 million listeners you'll now have 75 million."

DETROIT TO LANSING

Microwave Link Planned

PLAN to erect a microwave TV radio-relay link between Detroit and Lansing to provide one northbound channel to Lansing was revealed in an application filed last Tuesday by AT&T with the FCC.

The link will require two intermediate amplifying stations between the cities and will cost $250,000. If the FCC approves the request promptly, AT&T expects to have its link in operation by late summer.

WJIM-TV, the only TV outlet in Lansing, now is interconnected with the four TV networks but uses a privately-owned microwave system which connects with Bell facilities in Detroit.

Peterson to CBS-TV

EDGAR PETERSON, original producer of *Pulitzer Prize Playhouse* and more recently producer-director of the *Faye Emerson Show*, has been named manager of the CBS-TV story and script department, effective today (Monday). The former motion picture production aide to Dore Schary, David Selznick and Frank Capra will report to William Dozier, former CBS-TV script manager recently named executive producer of dramatic shows.

WTOP-TV's Thanks

RETURN by WTOP-TV Washington of the CBS-TV *Songs for Sale* with Steve Allen to the air after being dropped a month was accompanied by so many "thank you" letters from appreciative viewers that the station in a series this week will air its own thank yous, using names of letter writers. Lloyd Dennis, director of program service, said the 9:30-11 p.m. EST Saturday telecast was returned after a flood of letters and post cards, and called the station's response to the writers "television democracy."

JUSTICE PROBE

RCA Opposes Subpoena

RCA asked the U. S. Court for the Southern District of New York last week to withdraw or modify the subpoena issued to the manufacturing company in the anti-trust probe launched by the Justice Dept. in the electronics industry six weeks ago [B•T, March 5].

Deadline for the Justice Dept. to answer the motion, originally set for today (Monday), was extended a week with RCA consent. The motion was filed Tuesday by the law firm of Cahill, Gordon, Zachry & Reindel, RCA counsel.

The action, considered the normal way to counteract a subpoena, charged that the federal request for voluminous company records, correspondence and other documents—some dating back to 1934—pertaining to electronics manufacture—was "too broad, unreasonable and oppressive," spokesmen for the law firm said Thursday.

An additional part of the motion charged that that part of the subpoena relating to RCA licensing had previously been adjudicated in the 1932 consent decree in the Delaware courts. When the office of the Attorney General tried to reopen that case in 1942, the motion said, the court held that the case was closed. A subsequent federal appeal to the U. S. Supreme Court was dismissed before hearing.

RCA was the only manufacturer among those served—virtually all the nation's major producers of AM, FM or television transmitting and receiving equipment—who by late last week had taken legal steps to eliminate or change the court order, a spokesman for the anti-trust division indicated.

The subpoenaes were served in late February to start what was described as an industry-wide investigation of possible anti-trust law violations. Those served were instructed to deliver masses of company records to the New York court on May 12, for study and consideration by a grand jury. Actual charges could be lowered only at grand jury request upon completion of its closed-door investigation, a matter that might take months.

List of manufacturers known to have been subpoenaed, or presumed to have been since the investigation was to be industrywide—included RCA, whose activities were singled out as a specific subject upon which certain information was demanded, and CBS, General Electric, Westinghouse, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith, and DuMont.

AFA CONVENTION

Includes TV Session

ADVERTISING Federation of America's convention session on television, based on the theme "Television Takes Stock of the Future" [B•T, March 17], will be conducted by Eugene S. Thomas, vice president of George P. Hollingbery Co., station representation firm, it was announced last week. The annual convention will be held June 8-11 in New York.

Speakers for the TV session, slated for the morning of June 11, have not been announced.

"What's Ahead for Advertising and Marketing?" is scheduled topic for the June 9 morning meeting, featuring a survey report by Arno Johnson, vice president of J. Walter Thompson Co., followed by a panel discussion. Panel leader will be Stuart Peabody, assistant vice president in charge of advertising, The Borden Co., with members including Marion Harper Jr., president of McCann-Erickson; Ben Duffy, president of BBDO, and a national advertiser, to be announced.

AFA award to its annual high school essay contest will be made at luncheon the same day by Thomas Brophy, Kenyon & Eckhardt board chairman and chairman of the board of judges.

NBC AFFILIATES

Resist New Spot Plan

NBC-TV reportedly was encountering affiliates' resistance last week to a plan to sell the four half-hourly 35-to-60 second weather reports on its *Today* morning show, charge the sponsor for the equivalent of a five-minute segment and pay affiliates one-third of the 15-minute rate.

The proposed sponsor is Armour & Co., which under the plan would get a brief mention of its Dial soap before each weather report and a 15-second commercial afterward. The network pointed out to its affiliates that this adds up to approximately four minutes of program and one minute of commercial time daily.

NBC-TV spokesmen had no immediate comment on affiliates' reaction, but it was known that some stations were contending the plan would put the network into the "spot carrier" business with less remuneration to the stations than if they themselves sold the announcements.

The program is seen 7-9 a.m. EST and CST, Monday through Friday, and features Dave Garroway, who is sponsored by Armour on NBC radio.

TV Talent Search

GEORGE FOLEY Inc., producer of ABC-TV's science-fiction *Tales of Tomorrow*, began a "Star of Tomorrow" talent search last week in effort to find new TV talent from among women, 20 to 25 years old, who have never been cast in video roles. Final winner of nightly auditions will be selected April 30 by Charles Underhill, ABC-TV programming head; Jessica Landau, Universal Pictures' Eastern talent supervisor; actor Thomas Mitchell, and a Broadway producer. Winner to be starred in *Tales of Tomorrow* May 9 and be screen tested by Universal Pictures.

In MARCH an agency executive wrote about a WGN-TV program:

"I have consistently watched our participation with a very critical attitude, and all I have ever come up with was... Praise, sincerely and copiously, for the fine job you are doing."

• • •

Follow the lead of advertisers who know... get the most for your advertising dollar by buying WGN-TV in Chicago. Check your WGN-TV representative for choice availabilities.



The Chicago Tribune Television Station

OPERATING COSTS

Herold of RCA Issues Study

DETAILED analysis of TV station operating costs, broken down by size of station, has been prepared by Joe Herold, TV station planning consultant for RCA's engineering products department. Actual stations, now in operation, were studied and their averages were used as the basis for the study.

Not only has Mr. Herold listed typical salary requirements, department-by-department, for four major classifications of station, but also he has considered transmitter operating costs, rent, depreciation, insurance and even the amount of floor space needed for various departments in each class of station.

A typical station with a 2 kw transmitter, without a live studio and using network, film and slide programming, has total yearly operating expense of $184,048. Its personnel numbers 22, and the station needs 2,624 sq. ft. of floor space. Technical expense for such a station is $40,140; program expense runs about $64,180; sales expense is about $24,700, and administrative and general expenses are about $55,028.

A station with a 10 kw transmitter has 31 employes, needs 6,260 sq. ft. of floor space and has total yearly operating expense of $274,718. A breakdown of departmental expenses shows about $65,268 for technical expense, $103,350 for program expense, $28,720 for sales expense and $77,380 for administrative and general expense. Such a station uses network, film and slide programming, in addition to one live studio.

A station with a 20 kw transmitter has yearly operating expenses of about $444,632 and 50 employes. It needs at least 15,835 sq. ft. of floor space. These stations spend about $116,144 on technical expense, $186,480 on program expense, $34,700 on sales expense and $107,308 on administrative and general expenses. It uses network, slide and film programming, has a live studio and also handles remotes.

The station operating with maximum ERP uses network, film and slide programming, has two or more live studios and remote equipment, plus a master control room. Its total yearly operating expense is $618,882 and it has 70 employes. Technical expense is about $160,725, program expense is $222,312, sales expense is $65,800 and general and administrative expense is $166,045.

Also included are comparison tables showing at a glance statistics for all four major groups of stations.

Average Class "A" time rates per hour and minute vary from $225 an hour and $27.50 a minute for a 12,000-receiver market, $400 an hour and $75 a minute for a 100,000-receiver market, to $1,500 an hour and $300 a minute for a 1,775,000-receiver market and $3,000 an hour and $550 a minute for a 3,000,000-receiver market.

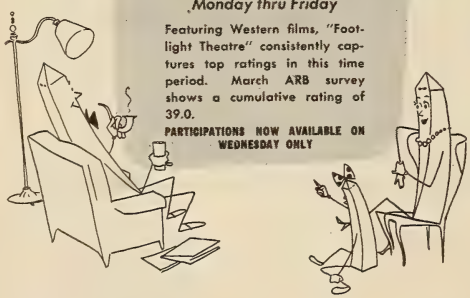
The report is concluded with a breakdown of responsibilities for the usual TV station operating personnel.

Washington Watches | *Movies*

FOOTLIGHT THEATRE
6-6:40 p.m.
Monday thru Friday

Featuring Western films, "Footlight Theatre" consistently captures top ratings in this time period. March ARB survey shows a cumulative rating of 39.0.

PARTICIPATIONS NOW AVAILABLE ON WEDNESDAY ONLY



Watch Washington

Latest figures show that there are 334,004 television sets operating in the Washington Metropolitan Area . . . and other late figures indicate that the per family income in the area is over $6,500 . . . what a combination . . . especially when you add WNBW to it!

wnbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

TV PRIORITY

St. Louis Wants From FCC

ST. LOUIS Board of Aldermen has asked the FCC that St. Louis be given first priority when the TV freeze is lifted and the Commission begins processing applications. In a resolution adopted April 4, the Aldermen asked that the city's TV applicants be given an early hearing so that new stations can be built and put on the air at the earliest date.

The resolution called attention to the fact that St. Louis viewers are "in a more adverse position with respect to television . . . than the residents of the 10 principal metropolitan areas of the United States. . . . The St. Louis area contains the largest concentration of receivers (372,000) in the United States having only a single service available." The Aldermen credited the city's only TV station, KSD-TV, with performing "a marvelous job."

Owner of KSD-TV, the *St. Louis Post-Dispatch* editorially endorsed the Aldermen's request that the FCC "give early consideration" to the city's applicants.

Meanwhile, on April 6, the *St. Louis Globe-Democrat*, which owns a minority interest in KWK, began a series on the history of the TV freeze. Series was introduced by a front-page editorial which referred to the fact that St. Louis has only one TV station, but explained that the situation was not due to the "unfairness" of the FCC but to the freeze. The editorial pointed out that some major cities had no TV—Denver and Portland, Ore. "Television," the editorial said, "has made a stupendous and historic growth. . . . It is fabulous in its appeal to the people, and in a great sense has changed the pattern of public entertainment and the home life of the American people."

There are seven applications pending the six available channels in St. Louis. Applicants are KWK, WEW, KXOK, KFUO, St. Louis Amusement Co., 220 North Kingshighway Inc., and the New England Television Co. Of the six available channels in St. Louis, three are VHF and three are UHF. One of the VHF channels is reserved for non-commercial, educational use.

Who's All Wet?

COLD WATER followed hot words during *America Votes*, KECA-TV Los Angeles public service sustaining panel program, when George McLain, advocator of an old age pension plan, replied to the question of "Are you a communist?" by heaving the contents of a glass of water at his questioner, Paul Sheedy, counsel for the Property Owners Assn. of California. Television watchers saw Mr. Sheedy reply by throwing a full glass back at Mr. McLain, who was nicked on the hand by a piece of flying glass. Nelson Pringle, moderator, stepped in to smooth ruffled feathers and the old age pension plan discussion continued to a wet but uneventful conclusion.

WCBS-TV AUDIENCE

Sales Presentation Made

WCBS-TV New York is circulating a sales presentation, "The New York Television Picture," claiming that the CBS-TV key delivers the biggest audiences, leads in local as well as network programming and offers lowest cost circulation of all Manhattan TV stations.

Brochure states that WCBS reaches 18% of the total national TV audience, leads in quarter-hour count of audience for both daytime and nighttime, with Telepulse reporting total of 247 firsts for WCBS-TV compared to 120 for the next highest station. Station also claims first rating on such pooled broadcasts as President Truman's March 6 speech and the San Francisco Peace Conference; highest-rated film programs, women's program, news program and sports feature. Average cost per thousand is said to be $1.47 on WCBS-TV with nearest competitor listed as $1.83.

CBS-TV Sleuth Series

NEW TV series of 39 half-hour programs, *Files of Jeffrey Jones*, was announced as available by CBS Television Sales last week. Concerning a former G. I. who finances his way through law school by outside sleuthing activities, the series has been taken by Crawford Clothes for WABD (TV) New York, effective June 7 when the CBS-TV film sales' *Cases of Eddie Drake*—also sponsored by Crawford—completes its 13-week run. *Files of Jeffrey Jones* also was purchased by Ennds for KING-TV Seattle and by Pittsburgh Brewing for WDTV (TV Pittsburgh. Program stars film actor Don Haggerty and features Gloria Henry, Lyle Talbot, Vince Barnett and Tristram Coffin.

AMERICAN Brewing Co.'s 104-week sponsorship of TV drama series, *The Unexpected*, began April 5 on WBAL-TV Baltimore. Ziv series features half hour dramas with trick ends.

CH. 1 'REBATE'

Bill Would Repay 'Losses'

BILL to pay William L. Gleeson, president of Broadcasting Corp. of America, nearly $150,000 for losses due to the FCC's deletion of Channel 1 (44-50 mc), has been introduced in the House by Rep. George B. Miller (D-Calif.).

The House Judiciary Committee, where the bill pends, has taken no action on the "relief" measure.

Mr. Gleeson got his CP for Channel 1 in Riverside, Calif., in December 1946. Early in 1948, as the station neared construction, the FCC deleted Channel 1. Mr. Gleeson then asked for Channel 13, assigned to KLAC-TV Los Angeles. Later, he decided not to become involved in hearings and asked for special temporary authorization to use Channel 6. This request was rejected by the FCC which said he would have to submit a new application and take chances on getting the grant just like any new applicant.

Commission said it took action in deleting Channel 1 only after informing Mr. Gleeson in May 1947 that re-allocation or deletion of Channels 1 and 2 appeared likely and that he should participate in public hearings on the proposals. Although Channel 6 is not in use in Los Angeles, it was assigned to San Diego, 112 miles away.

Originally Channel 1 was set aside for community TV stations, but later FCC decided mobile and fixed services, also assigned 44-50 mc, could not share channel with TV stations. Eleven cities were assigned Channel 1, but no other CP's were granted by the FCC.

Gleeson Petition

Last November Mr. Gleeson filed a petition to reorganize BCA under the Federal Bankruptcy Act in Los Angeles. Petition was to prevent a pending sheriff's sale of KROP Brawley, Calif., equipment and furnishings. Foreclosure action was brought by Mr. and Mrs. Fred K. Wahl who claimed $8,120.41 due on a $10,000 promissory note signed in 1946 by Mr. Gleeson [B•T, Nov. 5, 1951].

William B. Ross, head of W. B. Ross & Assoc., Los Angeles advertising and public relations agency, was appointed BCA trustee. When he filed applications with the FCC for involuntary transfer of control of the Gleeson-owned stations (KPRO Riverside, KREO Indio, KPOR Blythe and KROP Brawley), Mr. Gleeson refused to sign them.

Last week Mr. Gleeson signed a petition with the FCC requesting that no action be taken on the transfers since he claims he is under the protection of the court. Until the court decides at a hearing next month whether or not BCA is bankrupt, Mr. Gleeson contends that he should retain control.

Mr. Gleeson said he is trying to work out arrangements with his creditors for monthly settlements. If this can be done, and the court approves the plan, BCA will be spared bankruptcy he said.

Only if the court does not approve the plans for payment to creditors, or if it declares BCA bankrupt, should the involuntary transfer of control be made, Mr. Gleeson claimed.

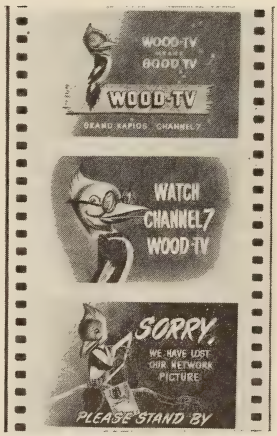
'WOODY' WOWS 'EM

WOOD's Bird Is Versatile

WOOD-AM-TV Grand Rapids is proud of its bird. He's "Willy Wood," who appears quite liberally on the station's video picture and also identifies both stations.

The little woodpecker, who has animation that is life-like and pleasing to the eye, the stations note, expresses well the area which they serve. Grand Rapids is in the heart of a wood working area with a concentration of furniture factories.

Search for Willy's creator is a story in itself, the stations report. Studios nationwide submitted sketches in response to WOOD's bid. But all had something missing until Harry Wesslund's sketch arrived. Mr. Wesslund, a local self-taught freelancer, had the answer. His skilled pen makes Willy "commanding, excited, whimsical or athletic—exhibiting the impression desired for almost any circumstance," Willy is "a bird equal to every challenge," WOOD adds.



TV film strip shows Willy in action.

'Faith of Our Fathers'

AN UNNAMED television network is reported considering production of a serial version of "Faith of Our Fathers," the Paul Green sesquicentennial show at Washington, D. C., which has been suffering budget problems. According to Sesquicentennial Director Paul M. Massmann, the $65,000 received from TV serial rights would put the show over the hump this season. Costs for the drama are about $260,000 annually.

TVA COLLECTS CLAIMS

Payments Due Under Code

TELEVISION Authority has collected more than $25,000 in claims in the past 18 months, according to a report by Wayne Oliver, West Coast representative, made to the union's executive board.

Explaining that payments collected were due under the TVA code, Mr. Oliver said producers had either protested or sought clarification on the various claims. Daws Butler and Stan Freberg, voices on *Time for Beany* on KTLA (TV) Hollywood, received $1,300 in claims against Clampett Productions, co-owner of the puppet show. The pair based their claim on the fact they were not paid for handling commercial spots for which they doubled.

Included also was money held in escrow until the Wage Stabilization Board approved the new TVA code for salary increases and fee adjustments. KTTV (TV) there released $5,020, which represented pay increases for staff announcer. Terra Productions turned over $5,122 to TVA and adjusted its fees for cast members of ABC-TV *Space Patrol.*

OFFICIAL FILMS

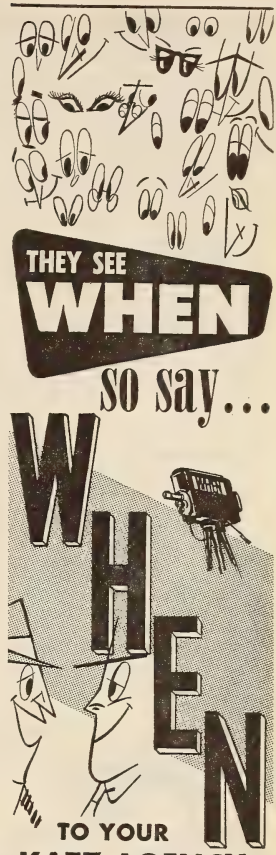
To Distribute TV Series

OFFICIAL FILMS, New York, has acquired distribution rights to three half hour TV film packages being produced by Don Sharpe Enterprises, Hollywood. They include *My Hero,* comedy-accentuated mystery series starring Robert Cummings, with Julie Bishop; *Impulse,* suspense series written by Larry Marcus, and *Four Star Playhouse,* series of original plays starring Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings, who will be rotated each week.

In addition Official Films will handle distribution of Dougfair Corp.'s TV film series *Terry and the Pirates.* The adventure series is based on the comic strip distributed by Chicago Tribune-New York Daily News Syndicate.

Political Advice

POLITICAL quotation of the hour was delivered by Sen. John M. Butler (R-Md.) to the Arlington, Va., Republican Women's Council. He said: "The most important medium in campaigning today is television." Directing his remarks to a Republican who is aspiring to a House seat from Virginia, Sen. Butler, who unseated former Sen. Millard E. Tydings (D-Md.) in a controversial election that set off a Capitol Hill investigation, added: "You can take care of the city people through TV, but take care of the people in the counties through personal contact."



'THE BIG PICTURE'

Second Cycle Shown

PREVIEW of the second 13-week cycle of *The Big Picture*, Army-produced documentary of the Korean War, was held last Monday in New York. It depicts the vast U. S. military training program at home and abroad, development of new military equipment, and the U. S. military picture in Western Europe and Africa.

Produced jointly by the Radio-TV Branch, Public Information Div., Dept. of the Army, and the Signal Corps Photographic Center, the film is distributed by Col. E. M. Kirby's Radio-TV Branch of the Army in Washington.

The series currently is running on 83 TV stations. Stations may sell it to sponsors on an institutional basis.

Regulation W

CEILING for radio-TV and other consumer goods now exempted from Regulation W installment restrictions has been raised from $50 to $100 by the Federal Reserve Board. Effect of ruling is to subject all appliances costing over $100 to the current requirement of 15% down and 18 months to pay. Board of Governors explained additional exemption would "simplify administration" of Regulation W without "substantially affecting volume of consumer installment credit outstanding."



90,000 TV SETS

IN THE QUAD-CITY AREA

EACH month this TV set total is ascertained by Quad-City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably*.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

film report

Crown Pictures International, Hollywood, acquires *The Barber of Seville*, feature film version of Rossini's comic opera produced in Rome by Tespi-Productions, for exclusive seven-year television distribution rights in America. Film stars **Ferruccio Tagliavini**, Metropolitan Opera star, and opera personalities **Tito Gobbi, Nelly Corradi** and **Italo Tajo.** Feature will be offered as single unit or in three half-hour episodes.

* * *

Hyman Marcus, financier, to head **Television Varieties Inc.**, Hollywood, formed with more than $200,000 capital to produce and package TV film programs. **Herman Webber**, General Service Studios producer, vice president, and **Max Fink**, attorney with Fink, Rolston, Levinthal & Kent, as secretary-treasurer.

Production . . .

Stanton Kramer, head of TV Enterprise Pictures, Hollywood, and former head of George Florey Inc., Chicago, to be executive producer of **Radiant Productions**, Hollywood, newly formed to produce two 13 half-hour film series plus several features. Writer-director will be **Lawrence Raimond**, head of Lawrence Raimond Productions, and **David Buntzman**, United Artists Productions Inc. executive producer, to be associate producer. Production planned to start in 90 days.

* * *

Jack Chertok Productions Inc., Hollywood, to start 52 half-hour *Lone Ranger* next month for **General Mills Inc.**, with **Fred Fralick** to work with Mr. Chertok as representative of series owner, George W. Trendle.

* * *

Lindsley Parsons Productions, Hollywood, starting new TV film series of 26 half-hour CBS-TV *Files of Jeffrey Jones* on April 17. Actors **Don Haggerty** and **Gloria Henry** of first 13 of series, again will be co-starred and **Lew Landers** and **George Blair** will share direction.

* * *

Gayle Gitterman, head of **Hal Roach Studio** story department, Culver City, appointed producer on *The Dramatic Hour*, four-part, one-hour TV film series starting May 19. Studio is seeking actor and actress to star in programs, format of which will be: (1) screen test followed by discussion with the two stars, (2) dramatized chapter from *The Last Days of Pompei*, (3) playlet by studio's stock company and (4) playlet featuring the two stars.

* * *

Phildan TV Productions, Hollywood, has acquired TV rights to *Alley Oop*, N.E.A. Service Inc. comic strip, and plans to produce 13 half-hour TV film series starting this summer.

Film People . . .

Royce Barclay of production department, Warwick & Legler Inc., Los Angeles, signed as story coordinator with **Pennant Productions Inc.**, Hollywood, for initial TV film series, *Date With Destiny*. Budget of over $8,000 allowed to obtain personalized stories for series through newspaper ads in 12 cities.

* * *

Fred Messenger and **Jack Murton**, head of newly-formed **Talent Assoc.** (television casting agency), signed by **Lindsley Parsons Productions**, Hollywood, to cast next 13 half-hour *Files of Jeffrey Jones* TV film series.

PRESIDENT'S NEWS

Pollard Would Televise

RADIO-PRESS conference of the President of the U. S. should be telecast to provide another channel for the flow of White House ideas, opinions and actions "directly home to millions of Americans," according to Dr. James E. Pollard, director, Ohio State U. School of Journalism.

Dr. Pollard's suggestion was contained in his article written for *Public Opinion Quarterly*. He received the 1947 Sigma Delta Chi Distinguished Service Award for research in journalism for his book, *The Presidents and the Press*. The article analyzes the President's news conference as a channel of communication.

News conference telecasts would not impair press and radio reports but would make both the President and his questioners "more responsible in their conduct of them," he said. It would "enhance the personal touch" and "would make still more democratic a major communications device that is uniquely American," Dr. Pollard added.

TV PROGRAM ADVICE

'Home Is Not Nightclub'

THE TV industry must not conceive of the home as a nightclub but rather as a church in miniature, Martin H. Work, executive secretary of the National Council of Catholic Men, said in an address before the 1952 Family Life Conference in Columbus, Ohio. The conference was sponsored by the Family Life Bureau of the National Catholic Welfare Conference.

"If the home is as sacred as the church," Mr. Work continued, "dramas will not justify suicide, divorce of convenience, drunkenness, lust and violence." Mr. Work suggested that, at present, TV is "neither a saint nor a sinner" and added that on the credit side, "television brings into our homes many hours of innocent, healthful entertainment."

LOUIS G. PACENT

Was Pioneer Engineer

LOUIS G. PACENT, 58-year-old founder and president of the Pacent Engineering Co. and pioneer in radio development, died in Roosevelt Hospital in New York on Monday after having become ill earlier in the day.

The industrial electrical engineer, a graduate of Pratt Institute, first experimented with wireless in 1906, 10 years after Marconi's successful tests, and had his own amateur station in 1909 when he was 16 years old. Working with the Armed forces as a communicator in 1913, he helped develop communications equipment for both the Army and Navy in World War I.

After the war, Mr. Pacent formed the Pacent Electric Co. to design and produce radio apparatus and electrical equipment for such companies as RCA, General Electric and Westinghouse. During the next two decades, as a consultant to Warner Bros. Pictures, he also worked on talking motion picture equipment, developing in 1928 the first power-operated sound projector for films.

In 1933, Mr. Pacent formed the engineering company he headed at the time of his death.

He was a fellow of the Institute of Radio Engineers, as well as of the Society of Motion Picture Engineers, a member of the American Institute of Electrical Engineers, and also author of a number of papers and books on communications engineering.

Mr. Pacent is survived by his wife, the former Antoinette Marie Andriola, and two sons, Louis G. Jr. and Homer C. Pacent.

RANGERTONE

BEST FOR TV FILMS

USED BY

HOLLYSMITH PICTURES

106 South Church St., Charlotte, N. C.

SYNC-SOUND

RANGERTONE

73 WINTHROP ST

NEWARK 4, N. J.

STARS SEEK TV

Santa Barbara Bid Filed

ATEST indication of motion pic-
ire stars' interest in television
as come with announcement that
onald Coleman is chairman of the
oard of Santa Barbara Broadcast-
ig & Television Corp., formed to
pply for a TV construction permit
that city.

Colin McRae Selph, vice presi-
ent and general manager of KDB
anta Barbara, is president, and
ecil Smith, local investment bank-
, is vice president. Alvin C. Wein-
and, president of San Ysidro
anch Inc., is secretary. Directors
clude Arthur Marquette, partner
Sherman-Marquette, Chicago
gency, and C. H. Jackson Jr., a
evada rancher.

Recently Irene Dunne and Loretta
oung became minority owners of
esert Television Co., applicant for
hannel 13 in Las Vegas, Nev.,
hrough purchase of 90% interest
the firm by Huntridge Theatre,
which the actresses hold stock,
om Edward J. Jansen, president
KRAM Las Vegas, who retains
)% [B•T, March 17]. If FCC
ants application, Huntridge Thea-
es would also buy control of
RAM.

Mary Pickford and her husband,
harles (Buddy) Rogers, have ap-
ications for TV stations in Ashe-
lle and Winston-Salem, N. C.

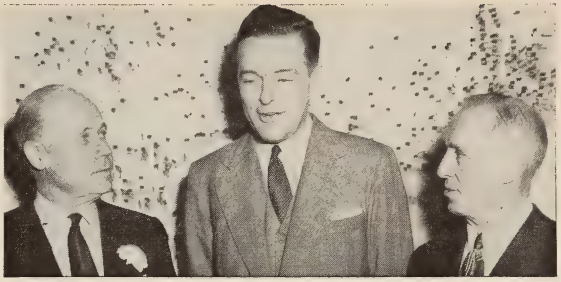
Bing Crosby, under his baptismal
ame Harry L. Crosby, applied
me time ago for outlets in Spo-
ane, Tacoma and Yakima, Wash.

Gene Autry owns 85% of KOOL
hoenix, which is an applicant for
V in that city.

Edward Lasker, RKO Radio Pic-
res producer, has applied for Se-
tle and Denver stations.

Gifford Phillips, president of Tee-
ee Co., Hollywood TV film pro-
action company and owner of
GHF Pueblo, has application for
enver and one for Colorado
prings-Pueblo [B•T, March 10].
he latter application was filed
intly with James D. Russell, pres-
ent of KVOR Colorado Springs.

N HOUR-LONG filmed version of
iffy's Tavern will be telecast on
BC-TV *All Star Revue* on May 31.



GIRDING for Eisenhower for President drive are (l to r) Sigurd S. Larmon, Young & Rubicam president, who has just been named national vice chairman of the Citizens for Eisenhower Committee; Sen. Henry Cabot Lodge Jr. (R-Mass.), chairman of the Eisenhower campaign, and Walter Williams, national chairman of the committee. Mr. Larmon will continue to serve as publicity-public relations director.

INDEPENDENT PROGRAMMING

Fairbanks Warns Against 'Mediocrity'

INDEPENDENT TV station programming is doomed to mediocrity if the current attitude of operators is projected into the future.

Jerry Fairbanks, president of Jerry Fairbanks Productions, made this prediction in Hollywood after talks with station executives during his five-week, 11,000-mile tour of video cities.

Policies of resistance to re-runs, disregard for basic principles of good showmanship, unrealistic attempts to get everything for nothing and a viewer-go-hang attitude were impressions he said he received from independent station operators.

He was amazed to find that many operators "are not concerned with raising the quality of their programming.

"Engrossed in selling time, they are interested in improving their presentations only if no expense is involved," he said.

Noting that TV film producers generally base program prices to stations on the outlet's rate card, he declared that "It is an equitable arrangement because the rate card is based on the number of sets in the area, just as motion pictures are priced to theatres according to the number of seats in houses.

"Not only are operators unwilling to pay a comparable price for quality programming but they frown on any re-runs," he said.

Mr. Fairbanks stated that some stations rule against a repeat for at least 12 months and warned that unless this policy is relaxed, TV film producers will stop investing money in quality products.

"In many instances," he said, "re-run ratings have been higher than during the first release. Many viewers missed shows because of competing programs, the time and date of telecasts and other home factors. And there are the many new set owners each month in each city."

During the past five years, TV film producers have developed new production techniques, resulting in remarkable savings, Mr. Fairbanks said. Some shows are being made at prices 500% lower than in 1947.

Operators in cities with multiple stations have a much greater appreciation of quality programming, Mr. Fairbanks said he learned during his tour.

"Unfortunately, there are not enough multiple-station markets available currently so that the producer can amortize his production costs over them," Mr. Fairbanks explained, "and until the monopoly created by the FCC freeze on station permits is lifted, the public and the TV film producer will continue to suffer."

Skyland Stations

LAST WEEK's FCC ROUNDUP listed stations affiliated with Skyland Broadcasting Corp., applicant for new TV station in Dayton, Ohio, incorrectly. Skyland is licensee only of WONE and WTWO (FM) Dayton. Skyland seeks Channel 22 (518-524 mc) with ERP of 200 kw visual.

PROGRAM FORMAT TEST

Planned at Syracuse U.

EXPERIMENTATION in developing formats for television programs dealing with economics are underway at Radio Television Center of Syracuse U. under the sponsorship of Twentieth Century Fund. Purpose of the project is to determine the best method of presenting economic information to the public via TV.

Edward C. Jones has been placed in charge of coordinating the project. Don Lyon will handle scripts and production. Research will be under the direction of Lawrence Myers. All are on the staff of the center.

Three programs, each using an experimental format and based on economic research information supplied by the fund, are being broadcast in April over WSYR-TV Syracuse from the university's TV studios on campus. Each program format will be different. Audience reaction tests and interviews are employed to determine relative impact of each format.

Wilmotte Ends Tour

RAYMOND M. WILMOTTE, who recently completed an assignment as consultant to Research and Development Board of the office of the Secretary of Defense, last week announced his return to the field of broadcast engineering. Headquarters are at 1460 Church St., N.W., Washington 5, D. C.



WOW-TV

leads the way in Midwest Television

- ★ WOW-TV serves one of the fastest growing TV markets in the United States.
- ★ Every day an average of 125 families is added to the WOW-TV audience.
- ★ Present total now well over 125,000 sets!
- ★ Low-cost, high-rated participations now available.

Wire or telephone your nearest John Blair-TV office or Fred Ebener, Sales Manager.

WEbster 3400

WOW-TV

Channel Six

A MEREDITH STATION

OMAHA

FRANK FOGARTY, General Manager

TRUSTEESHIP TV

Proposed at Evansville

AN INGENIOUS plan to get TV started in Evansville, Ind., without waiting for comparative hearings and an FCC grant for the sole proposed VHF Channel 7, has been submitted to the Commission.

Plan involves the use of a trusteeship to construct and operate the VHF station pending the Commission's decision granting it to a single applicant.

There are two Evansville applications on file at the present time. Both are for VHF. In the Commission's proposal, Evansville would have three additional UHF channels—one of which would be reserved for non-commercial, educational use.

Essence of the trusteeship plan is this: A group of non-broadcast highly regarded Evansville citizens would set up a TV company. With FCC permission it would build and operate the VHF station as soon as the TV freeze is lifted. When consolidated hearings on Evansville applicants are finally decided (expected to be 1½-2 years off), the trustees would turn over the station to the chosen applicant—which would repay the costs of construction and operational losses, or inherit any profits.

Idea was broached to FCC General Counsel Benedict P. Cottone by Evansville Mayor H. O. Roberts and J. D. Beeler, local businessman and chairman of the Chamber of Commerce's TV and Communications committee.

Mr. Cottone's reaction, it was reported, was that the group should formulate its plan in more detail and submit it to the FCC for a decision. He also pointed out, it is understood, the possibility that the idea might run afoul the objections of a single applicant.

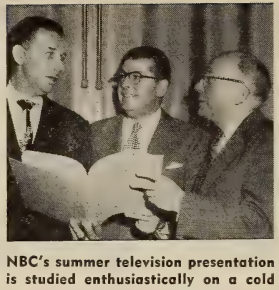
First recommendation for the trusteeship plan was made by John B. Caraway Jr., executive vice president of Electronics Research Inc.

Controversy flared when John A. Engelbrecht, president and general manager of WIKY Evansville, first opposed idea, then proffered use of WIKY's television facilities (900-ft. tower, transmitter and studio equipment now in storage, 44x24x-22-ft. studio).

Mr. Caraway charged that WIKY was trying to "torpedo" the plan, since one of the provisions in the WIKY offer was that the trustees must be acceptable to the owners of WIKY.

Mr. Engelbrecht retorted that he was suspicious of the plan because Mr. Caraway was the consulting engineer for WGBF Evansville and that one of the executives of Electronics Research Inc. is a major stockholder in WGBF.

Only applicants for TV in Evansville at present are WIKY and Trans-American Television Corp., a Philadelphia group. It is understood that there are about five more TV applications being prepared for Evansville.



NBC's summer television presentation is studied enthusiastically on a cold Chicago day by this threesome (l to r): Booth Luck, director of TV operations for Geoffrey Wade Adv.; Perry Schupert, sales manager, Miles Labs., Elkhart, Ind., and Oscar Capelle, sales promotion manager for Miles. Wade agency, headquartering in Chicago, handles Miles account. Presentation luncheon was attended by more than 200 agency and client representatives.

SMPTE CONVENTION

TV to Be Leading Topic

TELEVISION will be the leading topic when the Society of Motion Picture & Television Engineers holds its 71st semi-annual convention in Chicago, April 21-25, President Peter Mole said last week.

Video speeches, scheduled for the first day, include talks on color viewers by Robert E. Lewis, Armour Research Foundation, Chicago; "Theory of Parallax Barriers" by Sam H. Kaplan, Chicago TV consultant; "Effective Sum of Multiple Echoes in Television," A. D. Fowler and H. N. Christopher, Bell Telephone Labs, Murray Hill, N. J.; and "TelePrompters" by Fred Barton and H. J. Schlafly of TelePrompter Corp., N. Y.

Omaha TV Courses

SERIES of short university courses for college credit has been announced by the U. of Omaha and KMTV (TV) Omaha. The station has reserved a time segment for a minimum of 52 weeks, committing full resources to the series. Owen Saddler, KMTV executive vice president and general manager, said that he has long felt that television could be of tremendous value in education. "By bringing the classroom into the home," he explained, "we are tapping a new source of students—the housewives."

METHOD to reduce handling costs 20% in moving TV console sets from production line to retailers was demonstrated April 2 in Atlantic City by Yale & Towne Mfg. Co. Firm showed National Packaging Exposition how its gas and electric fork lift trucks, equipped with new TV clamps, can handle eight consoles at once.

TV RENEWALS

Eleven Temporaries Per

ONLY 11 of the 26 TV stations placed on temporary license by the FCC because of the lack of educational and/or religious programming have not been granted regular renewals.

Fortnight ago the Commission granted another five stations regular license renewals. They were WBTV (TV) Charlotte, WKTV (TV) Utica, WNBQ (TV) Chicago, WNBT (TV) New York and WNBW (TV) Washington. Earlier 10 stations got their licenses renewed [B•T, March 24, 3].

Last February when all 78 TV licensees came up for regular yearly renewal the FCC put 26 on temporary because their listings for the 1951 composite week showed no agricultural and/or religious programming. The Commission's attitude was that a TV station could not be operating "in the public interest" without some such programming [B•T, Feb. 4].

Stations receiving regular one-year renewals after having been placed on temporary license showed FCC that the composite 1951 listings did not indicate the true picture of program types actually aired, or informed the Commission that such programs had been started or were soon to start.

Still operating under temporary licenses, due to expire May 1, are KING-TV Seattle, KPHO-TV Phoenix, KTTV (TV) Los Angeles, WGN-TV Chicago, WJAR-TV Providence, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, WNHC-TV New Haven, WOR-TV New York and WOW-TV Omaha.

'TRUTH IN ADS'

More Clubs Join Campaig

AT LEAST six ad clubs in the nation have followed the lead of the Dallas Ad League in promoting "truth in advertising" campaign to boost public confidence in advertising, the Texas unit reported last week.

The Dallas league said resolutions patterned after its suggested resolution have been adopted by ad clubs in Oklahoma City, Tulsa, Akron, Central Florida, Providence and the Women's Adv. Club of Winnipeg. Letters from other clubs in the U. S. and Canada indicated much interest, the league added.

Its resolution suggesting that the Advertising Federation of America call a convention to set up "a code of basic advertising principles" and also develop a program of "voluntary self-regulation to the end that public faith and confidence in and acceptance of advertising generally may be preserved" was adopted by the Dallas league March 28 [B•T March 31].

PEABODY AWARD 1951

originating Station of

THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM

TELEVISION

CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

RTMA SESSIONS

N.Y., Canadian Meets Set

EFFECTS on TV station construction and receiver sales in the wake of FCC's expected freeze lift will top *post facto* discussions among directors of Radio-Television Mfrs. Assn. and RTMA of Canada at the joint ninth international conference of the groups in Ontario April 24-25.

This topic is scheduled on the agenda with the expectation that the Commission will release its new TV allocations plan by mid-April. Anticipated effects on station construction and receiver sales in the U. S. and Canadian cities within American station range will be studied.

Prior to the Canadian board meetings, several RTMA committees will convene in New York April 22. Groups meeting are the Advertising Committee Technical Products Divisions, Executive Committee and Broadcast Section Industrial Relations Committtee and the Eastern Credit Committee.

The Canadian conference will be held at the General Brock Hotel in Ontario with separate board meetings on successive days. U. S. RTMA directors will meet April 24 (Thursday) under Chairman Robert C. Sprague and their Canadian counterparts Friday morning under President Ralph A. Hackbusch. Directors of each association will sit in at the other's session as guests. Two luncheons, a reception and dinner dance round out social activities.

New York sessions will be held at the Biltmore Hotel.

The Advertising Committee will weigh recommendations that the FM promotion campaign be extended after a drive in New York state this coming May. Heading the committee is Lee Pettit, General Electric Co., with David Grigsby, Zenith Radio Corp., as chairman of the FM Promotion subcommittee.

The Technical Products Division Executive Committee, with RTMA Director H. J. Hoffman, Machlett Labs., presiding as chairman, will review progress of its reorganization plan and map future activities.

HOUSEWIFE DAYTIME AUDIENCE

Oakite Offer on WNBT (TV) Brings 18,000 Requests

A TRIAL OFFER over WNBT (TV) New York by Oakite Products Inc. of its silver cleaning plate drew 18,000 requests from one demonstration, the firm has reported.

Offer was made on the *Josephine McCarthy Cooking Show,* telecast Monday through Friday, 11-11:30 a.m.

Oakite has been using radio for 23 years and now uses TV as well.

Frank A. Conolly, manager of the Oakite package division, declared after viewing the avalanche of requests, "I honestly believe that this forever knocks into a cocked-hat any myth about the lady-folks not looking at daytime TV shows."

Miss McCarthy and her manager, Mole & Lee Inc., commented, "We've simply been inundated. . . ."

The telecast during which the offer was made was itself a special occasion. Miss McCarthy was crowned "Queen of TV Cooking Schools" by Mr. Conolly. In addition, two women were awarded fur coats for their prize-winning letters concerning Oakite.

Entrants in the Oakite contest, promoted nationally in radio, TV and newspapers, were to tell in 50 words or more, "Why I like the Oakite handi-squeeze spout" or "Why I like Oakite for my fall cleaning."

Entries were received from all 48 states, the District of Columbia and Alaska. In all, there were 1,000 prize-winners from 40 states.

First prize, a persian lamb coat, was won by Mrs. William E. Long, McKeesport, Pa. Second prize, a mink-blended muskrat coat, was awarded to Mrs. Elsie Mallow, Brooklyn. Both coats were from I. J. Fox Inc., furrier.



Appearing on WNBT (TV) telecast were (l to r) Mrs. Long; Howard Fox, president, I. J. Fox Inc.; Miss McCarthy, Mrs. Mallow and Mr. Conolly.

MONOGRAM TV POLICY

Is Explained by Broidy

WITH CURRENT contracts fulfilled, Monogram will "refrain from committing any further products to video," Steve Broidy, president, revealed in announcing studio's policy of licensing motion pictures to television.

He declared "for the record" that Monogram is "primarily in the business of producing and distributing pictures for theatrical exhibition."

Deal was concluded recently with Screen Actors Guild enabling the studio to release one group of approximately 70 feature films, made since August 1948, to TV by reimbursing actors from 12½% to 15%. No deals with Screen Directors Guild and others were finalized.

Interstate Television Corp., subsidiary of Monogram, is making TV films.

Solar Noise Bursts

SOLAR investigations by the National Bureau of Standards in Washington have led to the discovery of a phenomenon that appears to be another source of interference to long-range radio reception. The phenomenon has been observed as bursts of solar radio noise superimposed on a normally steady level of radio-frequency energy received from the sun, it was reported.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.



on

RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-40, **NEW YORK 20**
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-40, **CHICAGO 11**
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-40, **HOLLYWOOD 38**
HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

What a Buy!

N
A B C
C

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's 34th Market

WFMJ

REPRESENTATIVES
Headley-Reed Co.



"Thanks to our 'US' Electric Plant we're on the air!"



In choosing a stand-by electric plant, more and more stations are turning to "U. S." units because of their reputation for *dependability*. U. S. specializes in stand-by power. We'll gladly send you information on U. S. electric plants suitable to your needs.

US UNITED STATES MOTORS CORP.
354 Nebraska St.
Oshkosh, Wis.

SEATTLE AWARDS

Ad Club to Present

RADIO and television figure as two of nine media classifications in the fifth annual advertising awards competition of the Seattle Advertising and Sales Club. Last Friday was deadline and awards will be made at a banquet May 8 at Seattle.

Dick Keplinger, free-lance newscaster and radio personality, is chairman of the judging committee on radio entries. Chairman of the television judging committee is Otto Brandt, general manager of the King Broadcasting Company (KING-AM-FM-TV Seattle).

All entries will be judged by a "new standard yardstick," according to Trevor Evans, vice president of Pacific National Advertising Agency, Seattle, and chairman of the ad club's awards committee. The three elements, summarized by Mr. Evans in a letter to all advertisers, agencies and media, are: (A) creative idea, (B) execution of idea, (C) achievement of objective.

Four categories each have been set up for the radio and television awards:

RADIO

a. Best commercial announcement copy broadcast, and designed to sell merchandise and/or service.
b. Best commercial program designed to sell merchandise and/or service.
c. Best announcement copy promoting Public Relations and/or Community Service campaigns.
d. Best program or programs promoting Public Relations and/or Community Service campaigns.

TV

a. Television commercials on film or slides of approximately one minute or less, designed specifically for television.
b. Television live commercials of approximately one minute or less.
c. Commercial filmed television programs, of five minutes or more, designed for and containing one or more commercial messages for one or more clients.
d. Commercial live television programs of five minutes or more, designed for and containing one or more commercial messages for one or more specific clients.

G. LYNN SUMNER

Was Kimball Executive

G. LYNN SUMNER, 67, chairman of the plans board and a director of Abbott Kimball Co., New York, died last Monday in his sleep at his Quaker Hill country home.

Mr. Sumner was a former president of the Advertising Club of New York and had been president of Assn. of National Advertisers. He established his own agency under his own name in 1925, and joined Abbott Kimball Co. as a vice president in 1951, when the agencies merged. He was made chairman of the plans board last February.

Surviving are his wife, Mrs. Mary Brooks Picken Sumner, a son, G. Warren, and a daughter Mrs. George Birdson.

MAIER Brewing Co., L. A., renewed *Lonesome Gal*, nightly program on KHJ Hollywood, on April 7. Show is in its third year on the station.

allied arts



HOFFMAN LABS Inc., L. A., subsidiary Hoffman Radio Corp., established to specialize in electronics field. **H. L. HOFFMAN** president, heads new company which is housed in three plants: 3761 S. Hill St. and 3716 S. Grand Ave., both L. A., and 335 S. Pasadena Ave., Pasadena.

BEALE H. RICHARDSON, Motion Picture Advertising Service Co., New Orleans, appointed sales manager for company's television film commercial production.

T. O. WHITE Co., Birmingham, Ala., appointed sales representative for United Artists Television in that city. **BETTY E. JONES** will be direct contact.

ALBERT B. EARL, advertising and sales promotion department, Columbia Records, N. Y., named executive assistant and director of consumer research.

HARRY ADELMAN, radio-electronics advertising man, appointed sales promotion manager of Arrow Electronics, N. Y., distributor of broadcasting and industrial electronic equipment.

FRED FREELAND, former TV director of Ruthrauff & Ryan, Chicago, named director of motion picture and television department, Kling Studios, same city.

JAMES R. BUTLER, national sales promotion manager, Frew Sewing Machine Co., Rockford, Ill., to Belmont Radio Corp., Chicago, in same capacity.

DAVID A. BADER appointed national publicity director of Motion Picture Pioneers Inc. and Foundation of the Motion Picture Pioneers Inc.

ARTHUR E. WELCH, national merchandising manager of Raytheon Mfg. Co., to Bendix Aviation Corp., Baltimore, as assistant general manager of radio, television and broadcast receiver division.

WILLIAM H. LINZ appointed representative of Peerless Electrical Products, division of Altec Lansing Corp., in Illinois, Wisconsin and part of Indiana north of Indianapolis.

BERNARD L. CAHN, general sales manager, Insuline Corp., Long Island City, N. Y., elected 1952 chairman of Sales Managers Club, Eastern Division, association of electronics and equipment manufacturing executives.

ALLEN B. DuMONT, president of Allen B. DuMont Labs, named member of Industrial Council, recently organized at Rensselaer Polytechnic Institute, Troy, N. Y.

LOUIS D. EPTON, radio representative, American Osteopathic Assn. **SHELDON M. HEIMAN,** Julius Klein Public Relations and International News Service and **MONTE ERTEL** free lance publicist, form Shelly and Assoc., 11 E. Superior St., Chicago new public relations firm.

KAYE-HALBERT Corp., Culver City (mfrs. TV sets), names Ralph M. Cohen Inc., N. Y., as eastern representative for New York, Pennsylvania and New Jersey metropolitan areas.

MORT BARRON, CBS Columbia Inc. N. Y., named assistant sales manager.

Equipment . . .

RCA TUBE DEPT., Camden, N. J. announces production of its most powerful high frequency power tetrode transmitting tube, "10 kw" type featuring thoriated-tungsten filament Tube, RCA-6166, is designed for maximum operating economy in radio and TV.

WARD PRODUCTS Corp., Cleveland announces manufacture of Model SPP-143, antenna providing single hole mounting that can be installed in same place as standard auto aerial and Model SPPB-71, antenna designed to have same outward appearance as standard auto aerials while operating on regular mobile frequencies. Latter model eliminates "giveaway" effect of more commonly used mobile antennas.

Technical . . .

JERRY CALLAHAN joins engineering staff of WCCM Lawrence, Mass.

HENRY M. BRODERICK Jr., transmitter and control room supervisor at WDRC Hartford, appointed chief engineer.

HIGHEST revenues in history of American Cable and Radio Corp., New York, were reported for 1951. Net profits before taxes were $2,560,625 in 1951 as compared with $1,427,677 for previous year.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

MISS CUTHBERT

Retires From NBC Post

MARGARET CUTHBERT, supervisor of public affairs for NBC radio and a widely known broadcasting pioneer, is retiring June 1 after more than 25 years' service with the network [CLOSED CIRCUIT, March 31], it was announced last week.



Miss Cuthbert

Miss Cuthbert joined WEAF New York (now WNBC) about 1924 as director of speakers, and when the station became the key of the newly organized NBC in 1926, she was made an executive of the network. She headed the women's and children's programs division for many years, developing and producing a large number of radio series including *Gallant American Women* and *Echoes of History*.

More recently, she produced the award-winning, long-run *NBC Theatre* series.

A native of Prince Albert, Sask., Canada, and graduate of Cornell U., Miss Cuthbert is president of the New York Chapter, American Women in Radio & Television. In 1936, she was designated by the New York League of Business & Professional Women as one of 24 "women of achievement," because of her work in radio, and in 1941 the General Federation of Women's Clubs honored her for achievement. In 1946, the Women's National Press Club placed her among 10 women chosen for outstanding work as "promoters of progress."

Her successor at NBC has not been designated.

Probst Resigns

J. STANLEY PROBST has announced his resignation as president of Maryland Pharmaceutical Co., Baltimore, to be effective on or shortly after May 1. He says his future plans are not definite. The firm uses radio spots through Joseph Katz Co., Baltimore.



GLEEFUL expressions tell story for (l to r) Jim Clark, WRVA Richmond sales manager; Betty Powell, Geyer, Newell & Ganger; Anne Small, Scheideler, Beck & Werner; Eunice McGarry, Doherty, Clifford & Shenfield, and Steve Suren, Sullivan, Stauffer, Colwell & Bayles. Occasion was week-end festivity arranged by WRVA for 24 executives of New York agencies.

KJR FARM PROGRAM SELLS

Lime Firm's Sales Add Retailers as Sponsors

ABOUT a year ago, dealers in the service area of KJR Seattle noticed the rapid depletion of their stock of lime fertilizer.

When tracing the reason for the unexpected demand, their path of inquiry led to KJR's Bill Moshier telling farmer-listeners about beneficial effects of proper application of lime to the soil. One of Mr. Moshier's sponsors is the Imperial Agricultural Limestone Flour account.

The dealers decided that this year they would take advantage of his program and buy participations in the *Farm Forum* Tuesday and Thursday, and in *Farm News* Wednesday and Friday.

KJR comments that judging by mail and other inquiries, the campaign has paid off handsomely.

One key to Mr. Moshier's success may be found in his manner of addressing his audience. Mr. Moshier does not talk down to his listeners, KJR notes. Instead, he discusses soil acidity, plantfood elements, plant nutrients, chemical reactions, bacteria and the amounts of lime needed by various types of soil.

Mr. Moshier long ago learned that the farmer is a businessman and unless radio advertising satisfies him that the product will pay off in cash, the farmer isn't interested.

Though the farmer regards expenditures for soil improvement as a long-term investment, KJR points out that the radio approach is the same as in selling consumer items.

Knowing the listening habits of farmers, Mr. Moshier airs the *Farm Forum* at 6:45 a.m. and *Farm News* at 12:30 p.m., both Monday-through-Friday.

KJR says that radio's ability to sell cigarettes, toothpaste, and other "consumer" items has pretty well been established. But, the station proudly adds, Mr. Moshier's success shows that radio can sell "capital" goods, too.

Appoint Maj. Mayall

APPOINTMENT of Maj. Herschel Mayall, network TV and stage actor, as producer-director for the Defense Dept.'s Radio-TV Branch has been announced by Charles Dillon, branch chief. Major Mayall will replace Lt. Alfred Lurie (Army), who has returned to WBAP-TV Fort Worth as video director. The major, who uses the stage name of Herschel Bentley, recently completed a stage tour with actress Kay Francis in the production of "Theatre."

KAYE-HALBERT Corp., Culver City (mfrs. TV sets), has opened factory sales and service branch at 3349 Adams Ave., San Diego. Service and installation of Kaye-Halbert TV receivers is offered to dealers' stores and customers' homes. William Jellerson is in charge of factory service branch.



Ever Get That "Tired" Feeling?

Take a tip from little Bismarck —you'll sleep like a baby if you've put KFYR to work, selling families with the 4th highest buying power in the nation* . . . in wealthy North Dakota.

*SM 1951 Survey of Buying Power.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

. . 50,000 WATTS STRONG . . .
. . . SERVING 6 MILLION PEOPLE . . .
KYW PHILADELPHIA
WESTINGHOUSE RADIO STATIONS Inc.

for OMAHA plus USE
590 KC
5000 WATTS
Established 1923
NBC
OVER 28 Years of Service
A MEREDITH STATION
Room 280 • Insurance Building • Omaha
JOHN BLAIR & CO., REPRESENTATIVES

Radio Stamp Issued

RADIO Monte Carlo is pictured on stamps for 1, 15 and 30 francs issued by the post office of Monaco. Philatelic experts say this is the first time a radio station has been honored in this way. Station broadcasts simultaneously in medium waveband, 1466 kc with 120 kw, and in two shortwave bands with 30 kw, according to Pan American Broadcasting Co., which represents the station in the United States.

CBC ON PROGRAMS

Improvement Is Noted

IMPROVEMENT in programming of all Canadian stations was noted by the Canadian Broadcasting Corp.'s board of governors at its March 21 meeting in Toronto. But it also said in announcing the renewal of seven small station licenses that the "board will continue to keep program patterns of private stations under review."

All applications for share transfers and changes of licenses from individuals to companies, except that of CKRS Jonquierre which was deferred for further study, were approved during the meeting. CJON St. John's, Newfoundland, was authorized a broadcast pick-up license to operate in the 152-174 mc band. Stations which had their licenses renewed were CHLO St. Thomas; CJOY Guelph; CKBL Matane; CKOK Penticton; CKEN Kentville; CJDC Dawson Creek, and CJRW Summerside.

They know at home

MORE $$ VOLUME

IN LOCAL BUSINESS THAN ANY OTHER STATION IN TOPEKA!

WREN offers you

- top ratings
- wide coverage
- lowest cost per listener



WREN

5000 WATTS

ABC TOPEKA

Represented Nationally by Weed & Co.

NARTB HONORED

Truman, Candidates, Send Greetings

ABILITY of the radio and television industries to help people know what is happening in the world, aiding them in making proper decisions, will determine their importance in the national structure, President Harry S. Truman told NARTB in a telegram of greeting to the 30th annual convention held in Chicago March 31-April 2.

Greetings also were sent by three leading Presidential candidates—Sen. Robert A. Taft (R-Ohio); Sen. Estes Kefauver (D-Tenn.), and Sen. Richard B. Russell (D-Ga.).

Sen. Kefauver congratulated radio and TV for making the most of their opportunity to serve the public during the recent crime hearings. He added that they are performing "an invaluable service for the freedom of the world and the cause of democracy in bringing the American people and their government closer together . . ."

Text of President Truman's greeting follows:

Please extend my greetings to those attending the 30th annual Convention of the NARTB. These 30 years have brought radio from the status of an infant to the stature of a giant in American life and have also witnessed the birth and unprecedented expansion of television. This has been fortunate for the American people because never have they needed, as much as in the last three decades, such elaborate communication media to keep pace with the national and international problems confronting us. Much as we all enjoy the entertainment features of radio and television, in the last analysis the importance of these industries will always depend in a large measure upon their ability to help the people know what is going on in the world so that the people can make the right decisions for their welfare and safety.

Sen. Kefauver's message follows:

I wish to congratulate your association on its 30th birthday. No praise is too high for the fine work you radio broadcasters and telecasters have done and are doing better and better every day. You have a rare opportunity to serve the general welfare, for the potentialities of your media are almost limitless. You have seized and made the most of that opportunity as I know from personal experience, especially in the crime hearings I had the honor to lead for a time.

You were invaluable allies in focusing the attention of the American people on the twin evils of crime and corruption. You have brought into almost every American home and to millions of people abroad a fair report of the events of the day and a lively discussion of the problems that face us.

You are performing an invaluable service for the freedom of the world and the cause of democracy in bringing the American people and their Government closer together, thus promoting the kind of mutual understanding upon which national unity rests. A well-informed public is essential if we are to achieve the full promise of American life and we shall all work together to make the public even better informed.

As you probably know, I have proposed to Congress that a regular question and answer period be established at which the heads of the executive department would be asked to appear on the Congressional floor to explain their problems, report progress, and answer questions. This would clarify issues and bring closer cooperation between the executive branch and the Congress.

It would also serve as a great public school of political education if, as I also propose, these question and answer periods were fully covered by the press, by radio and by television. This would give all of us, from coast to coast, a better insight into our Government. Through our marvelous modern means of communication we could thus establish on a national scale a kind of New England town meeting at which everybody sits in on matters of common concern.

The radio and TV broadcasters of America have a proud record, having led the way for all the world. Keep up the good work, as I know you will. With deep appreciation of all you have done, I wish you the best of luck for the future.

Sen. Taft's message:

Congratulations on your annual convention. I understand this is the largest meeting of radio and television broadcasters and I wish you a profitable and enjoyable time.

Sen. Russell's greeting:

Congratulations and best wishes to the NARTB on the occasion of their 30th annual convention in Chicago on March 30.

BAVARIAN RADIO STUDY

40% is FM—State Dept.

THERE are approximately 1.5 million FM listeners in Bavaria, with 400,000 or 40% of the total registered radio receivers being FM sets, according to a Radio Munich estimate revealed by the Dept. of State.

The survey, another in a series made public by the department on the status of FM in Germany [B•T, March 31], estimates that about 27% of all sets in Western Germany are FM-equipped. Local dealers there also have started a cooperative campaign designed to increase FM set ownership.

Additionally, Radio Munich will concentrate more heavily on FM programming, with a new drive scheduled to get under way last Tuesday. New FM programs will feature entertainment and newscasts. Many shows originally broadcast first over medium wave will be aired initially on FM now, it was reported.

Baseball Sound Effects

CHARLES MICHELSON Inc., New York, has announced the availability of a special group of five Speedy-Q double-faced baseball sound-effects phonograph records. The discs are designed to recreate actual background of baseball games.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)
EXTRA WEEK, FEBRUARY 24-MARCH 1, 1952
Evening, Once-a-Week
NIELSEN-RATING*

Current Rank	Program	Current Rating % Homes
1	Amos 'n' Andy (CBS)	14.5
2	Jack Benny (CBS)	14.0
3	Lux Radio Theater (CBS)	13.5
4	Charlie McCarthy (CBS)	13.1
5	People Are Funny (CBS)	12.5
6	Suspense (CBS)	11.4
7	You Bet Your Life (NBC)	10.2
8	Dragnet (NBC)	10.0
9	Godfrey's Talent Scouts (CBS)	9 6
10	Fibber McGee & Molly (NBC)	9.5

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 42,800,000—the 1952 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

INVENTORIES

Feb. Stores 'Inadequate'

"INADEQUATE" inventories last February for low-priced radio receivers and 17-inch table model TV sets were claimed by 13% of retail stores covering five cities, the National Production Authority announced last Monday.

NPA's Office of Civilian Requirements, under Administrator Walter J. Currie, surveyed retail outlets in 10 cities for availability of selected essential low and medium-priced consumer durable goods during February. Study revealed only occasional reports of low inventories or difficulty in obtaining new merchandise, Mr. Currie said.

Retailers advised that new supplies of inexpensive radio sets and 17-inch table video receivers "were cut off from some sources." Other TV set models were not included in the list of 37 items checked.

About 20% of the stores reported "limitations on shipments" of 17-inch sets and other products. "Some of these allotments to retailers may be due to customary trade practices," NPA explained.

The survey covered dealers and chain stores in Boston, New York, Philadelphia, Pittsburgh, Detroit, Chicago, Cincinnati, Birmingham, Houston and Los Angeles. Study was made for NPA by the Bureau of Labor Statistics.

WDUZ

ABC NETWORK

GREEN BAY, WIS.

JOHNSTON CRACKERS (KVP & D) RENEWS SPOT CAMPAIGN FOR NINETEENTH CONSECUTIVE 13-WEEK PERIOD.

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

CONELRAD PLANS

Funds Cut May Not Hurt

TESTING of FCC's Conelrad, or permanent broadcast alert plan for radio station participation in the event of hostile air attack, may escape appreciable impairment despite House action fortnight ago.

An FCC spokesman said that while the fund slash for monitoring and field engineering activities "is not good," Conelrad still would be pressed into action when practicable.

The House upheld recommendations of its Appropriations Committee, which allotted the Commission $125,000 for acquisition of new equipment at existing monitoring outlets but made no allowance for new stations or additional personnel requested for these functions [B • T, March 24, 17].

The Senate still must vote on these funds, contained in the independent offices expenditures bill for fiscal 1953, beginning July 1. The Senate Appropriations Committee has completed hearings on the FCC phase.

Broadcasters currently are operating under the "interim" plan calling for 24-hour, around-the-clock operation by key 50-kw clear channel outlets. It was understood that the main roadblock in the path of operating Conelrad is the question of what agency shall pay for setting up telephone lines—the Federal Civil Defense Administration or the Continental Air Defense Command, which drafted the broadcast alert plan.

The House sustained its appropriations group in cutting requested FCC funds for monitoring and field engineering activities. Most immediate effect of the House action is that it bypasses monies for 86 people requested by the Commission for "functions relating to the electronic and magnetic radiation control (Conelrad)." These functions relate primarily to testing of Conelrad.

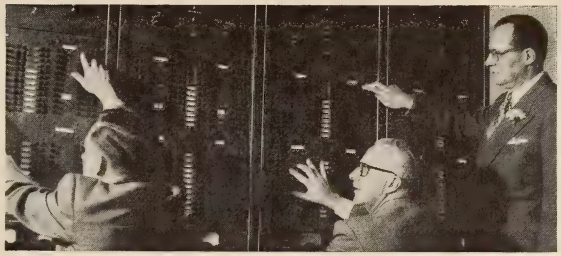
Former FCC Chairman Wayne Coy had testified before the Independent Offices subcommittee that 19 jobs pertain to this critical work. He placed Conelrad estimates at roughly $260,000 for fiscal '53.

The Conelrad plan, entailing voluntary participation by broadcast stations with slight equipment changes, has been financed out of a trust fund involving transfer of funds from the U. S. Air Force to FCC. Members of the FCC chief engineer's staff are compensated from this fund.

The Commission requested funds to build four new monitoring stations, estimated at $307,000, plus another $250,000 to replace worn-out equipment at 11 primary and seven secondary stations. The $125,000 sum represented half of the latter figure for replacement.

"The number of monitoring stations which we have and our lack of ability to staff those stations on a full 24-hour, seven-days-a-week basis, has created what we believe is a major crisis in the national defense aspect," Mr. Coy testified.

Presumably, this is the background for current 24-hour "skywave" operations of the nation's 50 kw stations, underway in recent weeks. Under this interim plan, all stations could be asked to leave the air on proper authority. In a similar action last year, the House wiped out a similar bid for monitoring and engineering funds.



TESTING ABC's new master control center in the network's new studios are (l to r) William Trevarthen, director of engineering operations; John Bourcier, New York AM operations supervisor, and Frank Marx, vice president in charge of engineering. New ABC radio studios are located at 39 W. 66th St., New York. First program was aired 6 a.m. March 31.

GENE AUTRY, western TV and film star, signs with General Features Syndicate, N. Y., for daily and Sunday comic strip based on his TV adventures.

HADACOL RULING

Jurisdiction Affirmed

QUESTION of jurisdiction over Hadacol reorganization by the U.S. Southern District Court in New York has been settled. Judge William Bondy ruled on March 25 that the matter fell within proper domain of his bench.

Matter had been weighed since last fall when a southern group of Hadacol creditors—including members of the Dudley Le Blanc family—sought to have reorganization of the corporation handled by southern courts, raising the jurisdictional question when the New York court appointed Milton F. Rosenthal, New York attorney, as trustee, on Oct. 5.

Judge Bondy's ruling leaves the way open for Mr. Rosenthal to continue conduct of the Hadacol business, unless the decision is appealed. Representatives of his counsel predicted last week that it may take some time before opposing parties even know whether they will appeal.

Reorganization of the business, in process for several months, is still too new to measure, it was indicated, since much of the effort has resulted in clearing dealers' shelves rather than lowering the corporation's measurable inventory. One basic matter still has not been solved, however: The Federal Trade Commission suit against previous Hadacol advertising methods. Possible solutions are for the trustee to enter a consent decree—in effect, to make wide compromises with the FTC—or to see the matter through legal channels, expected to be a time-consuming process. Concern of many creditors last week was that the longer the reorganization is extended, the less chance for any of them to make good the bills they hold.

Scott Radio Names

SCOTT RADIO Labs., Chicago, which also owns John Meck Industries and Meck Television Inc., has named Ross Roy Inc., same city, to handle advertising on all divisions. Radio and television will be used. Mark Martin, vice president of the agency, is account executive.

RADIO SALES PULL

WOV Cites Mueller Results

ITALIAN language broadcasts on WOV New York, bi-lingual independent, proved a real booster for sales of Mueller's Macaroni Products in a market dominated by Italian-name brands, results of a test have revealed.

After 13 weeks of broadcasts—bolstered by night and morning announcements in WOV's English language time—a six-day premium offer was made: send in a box top to receive a free steak knife. Response was 8,166 replies, more than double the figure set by Scheideler, Beck & Werner, the agency, as satisfactory. Overflow mail received after the established deadline was not even counted.

The Italian response of 5,825 was viewed by WOV General Manager Ralph Weil as particularly astounding, inasmuch as Mueller's had not achieved wide distribution in Italian stores—meaning that many listeners had to go beyond their usual shopping centers to make Mueller purchases.

A concurrent test of WOV's English language pull showed similar results: one announcement daily for six days on two programs *(Prairie Stars* and *Wake Up New York)* brought in 2,341 replies, again double what Mueller's would have settled for as satisfactory in proportion to advertising costs, according to the station.

We're tooting our own horn . . .



Our boss says . . .

Use a bass horn, too, because of the *LOW-low*-cost per thousand radio homes delivered by KWK.

Sound out your Katz man. He has the facts—based on Pulse figures, too.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

DAY AND NIGHT

WHIZ has the HIGHEST* share of radio audience of all NBC Hooper rated stations

* NOVEMBER, 1951 - HOOPER

WHIZ

Morning- 76.5

Afternoon 69.7

Evening- 79.7

ZANESVILLE, OHIO

FTC BARS 'FREE'

Cannot Be Used In Ad Copy

THE WORD "free" eventually may disappear from all broadcast and published advertising claims as a result of a ruling promulgated by the Federal Trade Commission within the past fortnight.

There were strong indications, too, that the Better Business Bureaus of major cities would crack down on companies, dealers and other groups who use this bait in connection with the advertising and sale of merchandise.

The commission doesn't prohibit the word or similar phrases in so many words, but is falling back on a stringent interpretation of its deceptive practices statute. It now has the backing of federal courts to administer the new policy.

In an order handed down April 2, FTC reminded that an appellate court has affirmed the interpretation banning the use of "free" and requiring a more judicious use of phraseology in connection with advertising claims. The Supreme Court, in effect, upheld it by refusing to review the order.

The Washington Better Business Bureau has served notice on local dealers, it was learned, that it will refer all such instances of alleged violation to the commission. A spokesman said this practice may be followed throughout the country.

Firms and dealers, when offering gifts or gratuities, are urged by bureaus to abandon the use of "free" and qualify such offers with the reservation that they are "given without extra or additional charge" with other purchases. Another requirement is that the item offered "free" be of the same quality and value as that purchased. FTC authorities withheld official comment on the ruling.

A BBB official conceded that under such a literal interpretation, no offer actually could be construed as "free" inasmuch as the recipient has to perform such action—merely by applying— to take advantage of it. FTC has been awaiting court affirmation before cracking down, he explained.

There was confusion in ad agency circles last week as a result of the FTC order, which actually has been on the FTC books since early 1948.

The issue was posed casually during a panel session of a luncheon held by the Washington Advertising Club of the District of Columbia last Tuesday.

Henry L. Kronstadt, president and media director of Kronstadt Advertising Agency, Washington, observed that as a result of the FTC ruling, it has become "dangerous" to use the word "free" in ad claims.

Strict Interpretation Questioned

Kronstadt and other agencies reportedly have questioned whether the strict interpretation offered by the commission prohibits certain related uses of the word and generally have advised clients to steer clear in their ad claims lest they run afoul of FTC's deceptive practices statute.

The U. S. Court of Appeals for the Second Circuit in New York affirmed the commission's ruling last November and the U. S. Supreme Court last month denied a petition for *writ of certiorari*, thus throwing out the case. It was reportedly the first time the "free-without-any-strings-attached" issue had reached the high tribunal.

The case involves a commission order citing Modern Manner Clothes, New York, for making such claims in their representations.. After the appellate court affirmed the decision the respondents, Joseph and Sadie Rosenblum, filed a petition with the high court, which refused review March 24.

FTC's administrative interpretation, which appeared in the Federal Register in February 1948, reads as follows:

The use of the word "free", or words of similar import, in advertising to designate or describe merchandise sold or distributed in interstate commerce, that is not in truth and in fact a gift or gratuity or is not given to the recipient thereof without requiring the purchase of other merchandise or requiring the performance of some service inuring directly or indirectly to the benefit of the advertiser, seller or distributor, is considered by the commission to be a violation of the Federal Trade Commission Act.

The question was raised by Mr. Kronstadt whether the interpretation prohibits use of the phrase "free of extra charge" with respect to offers of certain items. According to the Washington Better Business Bureau, it does.

An FTC spokesman pointed out that the ruling was prompted by numerous complaints and that some companies or small firms have circumvented the intent of the statute by holding so-called "one cent sales."

Modern Manner Clothes in New York had advertised wearing apparel with reference specifically to "free goods."



CREATING a leaning tower of Pisa from 24,000 entries to a $100-weather contest is Ken Allen (l), WKBH La Crosse, Wis.'s m.c. of *Man on the Street*. He staged contest for sponsor, La Crosse Breweries. Mr. Allen, who toppled the stack just after picture was taken, is assisted by Mrs. Margaret Magin, who handled paper work, and Carl Michel Jr. (r), representing sponsor.

PUBLIC SERVICE

KNOX, WANS Make It Pay

SUCCESS in signing sponsors for station's *Baukhage Talkin'* show was realized at KNOX Grand Forks, N. D., when the KNOX sales staff hit on idea to sell public service announcements to companies such as real estate offices and banks which did not ordinarily use radio advertising.

Each sponsor got one announcement per week supplied by the National Safety Council with credit given to the sponsor for making the message possible. When the idea clicked, Elmer Hanson, general manager of the station, wrote the good news to MBS's co-op department with which it is affiliated.

Publication of the idea in a memo sent to all MBS stations prompted WANS Anderson, S. C., to give it a try. Result: 15 out of 21 firms approached in Anderson signed up to sponsor a co-op news broadcast on WANS.

On All Accounts

(Continued from page 12)

(TV), and thrice weekly Tom Harmon sports-newscasts on KNX plus special radio and television spot campaigns from time to time: Shontex Co. (hair conditioner, shampoo), now conducting a spot radio campaign on Western stations; Hoffman Candy Co. (Cup 'o Gold candy bar), which recently increased its distribution 1,200% over a six months' period mainly by the use of radio programming in Los Angeles; Bandini Co. (fertilizer); Gordon Bread, and Baker Boy Bakeries (confection rolls).

Miss Koren was born in Chicago 26 years ago. When she was seven the Korens moved to Los Angeles. Loyal to her adopted city, it wasn't until 1948 that she even got to see one of the West Coast's other attractions, San Francisco, and then it was on business for Foote, Cone & Belding.

She was graduated from Beverly High School in 1945. From there she took a job with Hughes Aircraft Co. in the engineering department. She supplemented her income by singing evenings with a popular dance band in various local spots. Two years later, she deserted Hughes for advertising.

Miss Koren shares a garage apartment in Los Angeles' Wilshire district with "Gus the Great," a champagne-colored miniature French poodle. One of her active hobbies is cooking, with particular emphasis on foreign dishes. Next project will be learning how to play the piano.

PLANT EMPLOYMENT

Chicago Area Down 27%

ALTHOUGH employment in Chicago-area electronics plants is down more than 27% from a year ago the region is still not classed as "distressed" and therefore is unable to get priority on the list for government contracts. This was reported to the board of the Radar-Radio Industries of Chicago at an emergency session called by President Leslie F. Muter last week.

Mr. Muter, discussing the new Defense Manpower Office directive which favors letting contracts to firms in "distressed areas," pointed out that "the world's largest concentration of radio, television and electronic equipment and components manufacturers" has been "fighting an uphill struggle for its share of government orders."



When "SMITTY" Plays Southwesterners Listen



"Smitty," KROD staff organist for six years.

YOU Can Buy "SMITTY"

This versatile, talented organist is available for sponsorship on your own live —tailor-made— local show, OR you can participate with one or more spots on Smitty's popular mail-pull show, "Request-A-Tune," 2:30 to 2:55 p.m. Monday through Friday. The audience is here, waitin' to hear YOUR message. See any Taylor man for details.

CBS RADIO NETWORK IN EL PASO

KROD

600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
Chairman of the Board
VAL LAWRENCE
President and Gen. Mgr.

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY



BASEBALL SOUND EFFECT RECORDS

5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS

$10. or $2. ea.

Order C.O.D. Today While Supply Last!

Charles Michelson, Inc.

15 West 47th St., N. Y. 36

programs promotion premiums



IVIC club promotion of program on WGST Atlanta, *I Was a Communist for the FBI*, is assisting the station and nder Motors, Atlanta Dodge d Plymouth dealer, to put the ogram across. One of four inrested clubs is Atlanta Lions, hich gave the promotion top spot its monthly luncheon, for show hich began fortnight ago.

V COVERS HOME SHOW

OME Builders Show, Cincinnati, being promoted by WLWT (TV) ere by exclusive contract with ncinnati Home Builders Assn. *idwestern Hayride*, heard on the ation as well as the NBC netrk, will originate from show on ril 19, the opening date. Thirtyree members of the station's talt roster will make personal apearances and telecast coverage is anned for opening ceremonies. ow will run through April 27.

HOW MUST GO ON

BEST trouper tradition, Bill aschmeier, WPTR Albany's ungest disc jockey, age 4, overme the problem of measles by doing his part of the *WPTR Children's Playhouse* over the telephone hile his father, Howard Maschier, did his end of the show m the studio. Young disc jockey heard each Saturday on a chilen's record program.

EED RECORD CLAIMED

W speed record for filming, deoping and airing newsreel film claimed by WPTZ (TV) Philaphia. Station's film unit took tures of U. S. Attorney General mes P. McGranery on April 3, and a half hours after his apntment to the President's cabi- shortly before 4:30 p.m. Shots ned between 7 and 7:20 p.m. re seen on NBC's *Camel News ravan* same night, 7:45-8 p.m.

RADIO'S ECONOMY VALUE

PROMOTION stressing economy of radio advertising compared to cost of other media has been distributed by WBBM Chicago. Copy deals with one advertiser's "case history" and points out that money spent in radio produced results far greater in ratio to money spent than did advertising through any other medium.

SIGN LANGUAGE

NEW technique is being used by Mary Jones, women's commentator for WFIL-AM-TV Philadelphia, on her weekly TV program. Program is conveyed in sign language for deaf and hard-of-hearing. As result, nearly 2,000 laudatory letters came to station after first effort and method was continued as regular feature on TV. One camera covers interpreter exclusively throughout half-hour program each Wednesday, and other two focus on Mary and Howard Jones and their guests.

CLASSROOM PROGRAMS

TV classroom series will resume on WAAM(TV) Baltimore April 23. Show, titled *Baltimore Classroom: 1952*, will be patterned after the 1950 series. Program, seen once a week, telecasts unrehearsed sessions from local public school classrooms.

CALIFORNIA MARKET

LETTER pointing up Southern California as all-year market—and particularly in summer months—is being distributed to trade by KNX Los Angeles under signature of Edwin W. Buckalew, assistant general manager in charge of sales. Letter says over one quarter of year's total retail sales are made in three summer months and notes influx of tourist trade. Figures are quoted on sets-in-use in area and KNX average share of summer audience in Los Angeles.

KLZ PROMOTES SERIES

PROMOTION drive has been launched by KLZ Denver for its *Philo Vance* series under sponsorship of Denver National Bank. Station placed cartooned cards at each teller's window, prepared colorful statement insert, designed a lobby easel and display window and aired announcements and motion picture trailers. Display uses "Wanted, to Solve Baffling Mysteries" as theme and books by S. S. Van Dine, original author.

SCHOLARSHIP PLAN

FOR seventh consecutive year, KFAB Omaha is cooperating with U. of Nebraska on its "In-Service Scholarship" program. Station takes students from the school's radio department for summer training in studios. Past winners, including announcer Bob Jones and farm director Herm Harney at KFAB, have gone on to key jobs in the broadcast field, according to Harry Burke, KFAB general manager, who made announcement.

NEW INDUSTRY

CAMPAIGN to attract new industry to the San Francisco East Bay area has been started over WPIX (TV) New York through Ryder & Ingram, Oakland, Calif. Series consists of three five-minute programs dramatizing advantages of Alameda County as an industrial location. Ross Ryder of agency is account executive on drive, launched for metropolitan Oakland March 30.

HOLIDAY SHOWS

PLANS for entertaining children Memorial Day are being mapped by Spooks Beckman, m.c. of *Big Bear Dollar Derby* on WLWC (TV) Columbus, Ohio. Mr. Beckman got idea from Washington's Birthday circus show he put on for children. Station decided that on future school holidays, Mr. Beckman will put on similar program for kids, issuing tickets in advance for the show.

"HARD SELLING" PAMPHLET

"HARD selling" pamphlet, pointing up an advertiser's accolade in response to announcements on its daily *Every Woman's Hour*, featuring Helen Brooks, home economist, is being circulated by WFBR Baltimore. Message conveyed is just how well advertiser's product gets across via radio "especially in a strong TV market." Advertiser cited in the piece is The Sofskin Co., Bloomfield, N. J., maker of skin cream.

RADIO PLUGS MERCHANDISE

RETAIL buying is getting a lift from WNEW New York. Station has begun extensive campaign of "reminder-to-buyer" announcements designed to make listeners aware of their needs for various kinds of merchandise. Over 100 unsponsored spots of this type are aired by the station daily to stimulate retail buying which has reportedly been at an unusually low ebb of late.

Mr. William J. Hecker
Cecil & Presbrey
Cincinnati, Ohio

Dear Bill:

Gist yestidy I seen a memo on the boss' desk with a hull mess uv figgers. Down at th' bottom it sed that WCHS with 5,000 watts on 580 haz more listeners hyar in West Virginny than any other stashun in th' state. Ef'n you add thet to the fact thet we hev more listeners hyar in Charleston than all th' other four stashuns, you can shore see that WCHS will sell a hull lot of Redtop.

Yrs.
Algy



WCHS
Charleston, W. Va.

WWJ
NBC
AFFILIATE
IN
DETROIT
Owned and Operated
by
THE DETROIT NEWS
National Representative
THE
GEORGE P. HOLLINGBERY
COMPANY

Immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

BASEBALL

Additional Radio-TV Schedules Announced

FURTHER baseball signings and broadcast schedules have been announced by radio and TV stations.

Complete home schedule of the Boston Red Sox will be telecast through joint sponsorship of the Atlantic Refining Co., Narragansett Brewing Co. and Liggett & Myers Tobacco Co.

To 77 home games will be added two pre-season games between the Red Sox and the Boston Braves, April 12-13. The TV coverage will be alternated between WBZ-TV and WNAC-TV Boston. In addition arrangements are being made to have 31 games carried by WJAR-TV Providence.

Under the same joint sponsorship, all 154 home-and-away Red Sox games will be aired over WHDH Boston and fed to a network of 15 stations in Massachusetts, Rhode Island, Connecticut and New Hampshire.

Curt Gowdy, Tom Hussey and Bob LeLaney, veteran New England sportscasters, will handle both radio and TV announcing.

Agencies directing the broadcasts are N. W. Ayer & Son for Atlantic Refining and Cunningham & Walsh for Narragansett Brewing and Liggett & Myers.

Atlantic Refining, along with the Adam Scheidt Brewing Co., will sponsor games of the Philadelphia Athletics and Phillies.

Philadelphia baseball video schedule calls for 58 day games, 43 of which are to be played on weekends or holidays. No night games are to be telecast.

WIBG Philadelphia will air the radio broadcasts, with 16 other stations from Wilmington through eastern Pennsylvania hooked into the Athletics-Phillies network.

Telecasts will be divided among three Philadelphia stations, WPTZ (TV), WFIL-TV and WCAU-TV.

Announcers will be Byrum Saam for the Athletics and Gene Kelley for the Phillies with Claude Haring as alternate and color man for both.

In addition, WFIL-TV will present Messrs. Saam and Kelley in a 15-minute program, *Strictly Baseball*, Monday, beginning April 14.

Washington Plans

WWDC-AM-FM Washington will air the full 154-game schedule of the Washington Senators in addition to 12 pre-season exhibition games. Phillips Radio & Television Co. and the Christian Heurich Brewing Co. (for its Old Georgetown beer) will sponsor all broadcasts on an alternating basis.

KRIC Beaumont, Tex., will air MBS' *Game of the Day* during the afternoon. During the evening the station's sportscaster, Ed Dittert, will describe games of the Beaumont Roughnecks.

KNOE Monroe, La., will broadcast all home-and-away games of the Monroe Sports with Irving Zeidman, KNOE program director, handling play-by-play. Frigidaire and the Coca-Cola Co. share sponsorship.

WOAI-TV San Antonio, as a public service, was to telecast an exhibition game last Saturday between the St. Louis Browns and the Brooke Army Medical Center Comets by remote pickup from Ft. Sam Houston's Christy Mathewson Field. The game was to be carried to the bedsides of 2,000 patients of Brooke Army Hospital where a TV receiver is available in each ward.

WMAR-TV Baltimore will telecast home games of the Baltimore Orioles (International League) on a two games per week basis for the fifth straight year. Covered will be Thursday night games and the first game of each Sunday afternoon double-header, station announces, with Chuck Thompson handling play-by-play assisted by John McLane. Gunther Brewing Co. will sponsor the telecasts, coverage of about a total two-dozen games. Biow Co. was the handling agency.

KXOK Bat Boy

CONTEST being conducted by KXOK St. Louis, the Browns baseball station for this season, will award $500 and a job as the Brownies bat boy to the lad, 10 to 16, who writes the best 150-word letter on "Why I want to be bat boy for the Browns." Second place winner in the contest, which ends April 13, will be bat boy for the Browns' visiting opponents.

James A. Willard

JAMES A. WILLARD, 63, w was a children's favorite as "Un Wip" on WIP Philadelphia fr 1932 to 1936, died April 3 of heart ailment at his North Phil delphia home. Mr. Willard al was in the visual education depa ment of the Society for Preventi of Cruelty to Animals. His wi Mrs. Elsie T. Willard, survives.

FCC actions



APRIL 4 THROUGH APRIL 10

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hou**

STA-special temporary authorization

Grants authorizing new stations and transfers, accompanied by roundup of new station and transfer applications, begin on page 96.

April 4 Decision . . .

COMMISSION EN BANC

Granted 1430 kc

WHIL Medford, Mass.—Granted mod. CP to change from 1540 kc, 250 w, D, to 1430 kc, 500 w, D and change type of trans. [B•T, April 7].

April 8 Decisions . . .

BY FCC BROADCAST BUREAU

Granted License

WIST Charlotte, N. C.—Granted license new AM station: 930 kc, 5 kw-LS, 1 kw-N, DA-N, unl.; cond.

WCMY Ottawa, Ill.—Granted license new AM station: 1430 kc, 500 w, D.

KABR Aberdeen, S. D. — Granted license new AM station: 1220 kc, 250 w, D.

WGAF Valdosta, Ga.—Granted license for new AM station: 910 kc, 5 kw, DA-N, unl.; cond.

WJBY-FM Gadsden, Ala.—Granted license new FM station: 103.7 mc (Ch. 279), ERP 2.45 kw, ant. 78 ft.

WAGA-FM Atlanta, Ga.—Granted license new FM station: 103.3 mc (Ch. 277), 42 kw, ant. 530 ft.

WSGN-FM Birmingham, Ala.—Granted license new FM station: 93.7 mc (Ch. 229), 55 kw, ant. 850 ft.

WTOC-FM Savannah, Ga.—Granted license new FM station: 97.3 mc (Ch. 247), 5 kw, ant. 260 ft.

KTAC Tacoma, Wash.—Granted license covering frequency change, change hours of operation, instal tion of DA-N and change in tra location; cond.

KSOO Sioux Falls, S. D.—Grant license covering change in hours operation from limited to unl. with kw N, 10 kw D, installation of DA and change trans. location; cond.

WMSC Columbia, S. C.—Granted cense covering increase in N pow and changes in DA: 1320 kc, 1 k DA-N, unl.; cond.

WPEN-FM Philadelphia, Pa.—Gra ed license covering changes in exi ing FM station: 102.9 mc (Ch. 275), kw, ant. 420 ft.

Granted Modification

KDSJ Deadwood, S. D.—Grant mod. CP to change main studio lo tion and extend commencement a completion dates to 2 months and months from date of grant, respe tively; cond.

Extend Completion Date

KNBR North Platte, Neb.—Grant mod. CP for extension of completi date to 6-15-52; cond.

KPOL Los Angeles—Granted m CP for extension of completion d to 8-7-52; cond.

WARM Scranton, Pa.—Granted m CP for extension of completion d to 7-15-52; cond.

KG2XAZ, Associated Bestrs. In Near Easton, Pa.—Granted mod. for extension of completion date 10-2-52.

WTIC Hartford, Conn.—Granted m

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

FOR FINEST TAPE RECORDING
WESC
Greenville, S. C.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.
For new catalog — write:
Magnecord, INC.
Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church Street, N. W. DEcatur 1231
Washington 5, D. C.
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

THE ASSOCIATION OF RADIO TELEVISION COMMUNICATIONS CONSULTING ENGINEERS
Member AFCCE

? for extension of completion dates 11-1-52.

7 p.m. Sign Off

KASI Ames, Iowa—Granted request r authority to sign off at 7:00 p.m. uring May, June, July and August.

License Extended

WRLD-FM Lanett, Ala.—License extended on temporary basis to July 1, 1952.

(Continued on page 96)

MARCH BOX SCORE

STATUS of broadcast station authorizations at the FCC on March 31 follows:

	AM	FM	TV
Total authorized	2,413	650	108
Total on the air	2,339	636	108
Licensed (all on air)	2,322	574	94
Construction permits	91	76	14
Total applications pending	1,063	143	620
Total applications in hearing	223	9	185
Requests for new stations	320	6	521
Requests to change existing facilities	205	13	53
Deletion of licensed stations in March	0	3	0
Deletion of construction permits	2	0	0

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Two station western New York market of 95,000 has opening for loyal reliable self starting salesman with car. Must know radio. Earning possibilities unlimited $75.00 weekly plus 5% for good man. Box 763M, BROADCASTING • TELECASTING.

50,000 watt AM, needs topflight salesman working protected accounts, in a friendly and easy to live in south Texas market. Write K-SOX, Harlingen, Texas.

Announcers

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING • TELECASTING.

Experienced announcer by Rocky Mountain area network station. Send full particulars, audition record and salary requirement first letter. Box 399M, BROADCASTING • TELECASTING.

Combination announcer-engineer, 1st phone, needed for opening at northeastern station. This will be a permanent position for the right man, who can handle all kinds of programs capably. Starting salary $300 per month. Regular pay increases. Rush full details. Box 504M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

Combo-man, with first phone for permanent job with fulltime northeast independent. We've been enjoying the results of sound business operation for over two years. There is a good future here for a man who wants to settle down in a friendly community. Salary starts at $300 per month with regular increases. No floaters wanted. Box 564M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket, $65.00 to start. Southern network station. Opening immediate. Box 571M, BROADCASTING • TELECASTING.

Hillbilly and commercial man. Southwest NBC regional wants early morning hillbilly jockey and MC who can also do acceptable straight commercial. 40 hours. TV minded. Send detailed letter, photo and versatile tape or disc. Box 639M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket. $60.00 to start. Virginia network station. Opening immediate. Box 724M, BROADCASTING • TELECASTING.

1000 watt independent daytimer near Chicago wants staff announcer. Personal interview required. State age, experience. Box 753M, BROADCASTING • TELECASTING.

Good combo man needed May First by progressive network station in New Mexico, high guarantee. Send all particulars first letter. Box 756M, BROADCASTING • TELECASTING.

Experienced newsman, ability to gather write, deliver news. Iowa kilowatt prefers man with farm background. Rush details, experiences, tape, photo, references. Box 773M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer. South Carolina 1 kw daytimer. Emphasis on announcing. Will give inexperienced man with good voice and reading ability an opportunity. Give full details in first letter. Good working conditions. Box 778M BROADCASTING • TELECASTING.

DJ wanted—Negro DJ for major market. A real opportunity for one with experience and dependability and able to do A-1 sell job on air. Give full particulars to Mr. Sloan, KXLW, St. Louis, Missouri, DElmar 1320.

Immediate opening for staff announcer heavy on news. Send disc and full information first letter. Radio Station KVAL, Brownsville, Texas.

Combo-man, Pacific northwest kilowatt independent. Good man can start at $72.50. Car necessary, 1st class ticket, good announcer. 40 hour week, overtime. Apply with disc and photo. KWIE, Kennewick, Washington.

DJ wanted—Hillbilly DJ. A real opportunity in a major market. Must play a guitar and/or fiddle and have some experience in selling on the air. Give full particulars to Mr. Sloan, KXLW, St. Louis, Missouri, DElmar 1320.

Wanted, hillbilly disc jockey at once for morning shift, must be sober and willing to work. Good salary to start. Contact Radio Station WDKD, Kingstree, S. C.

Combination announcer - engineer, 1st phone. Permanent position for right man. Emphasis on announcing. 1000 watt daytime station. $70 per week. Phone collect Keith Moyer, WTIM, Taylorville, Illinois.

Good announcer who can handle programming and write local news. Excellent opportunity, immediate opening. Air mail voice disc, salary requirements. Complete personal data. Manager, WHIT, New Bern, N. C.

WPAZ, Pottstown, Penna., needs good matured voiced morning man who wants to sell in the afternoon and a live wire deep voiced disc jockey. You will replace an announcer going to a major network and a disc jockey called back into service. Personal interview preferred.

Staff announcer wanted. Good place for family man. Must have car, operate turntables. Prefer someone with independent station experience. Send audition, details, to WPIC, Sharon, Pa.

News announcer. Experienced. Daytime station 1000-watt. Must have good voice with selling power. Starting salary $65. Contact Keith Moyer, WTIM, Taylorville, Illinois.

Technical

Engineer, first class ticket, experience unnecessary, no announcing, western Penna. 250 watter, network, $50 for 40 hours, paid vacation, address Box 701M, BROADCASTING • TELECASTING.

Opportunity for combo. Box 710M, BROADCASTING • TELECASTING.

First class engineer, no announcing, state minimum salary. Box 740M, BROADCASTING • TELECASTING.

Chief engineer, Iowa kilowatt wants experienced man with announcing experience. good pay, send complete details, photo-references. Box 772M, BROADCASTING • TELECASTING.

Wanted AM control operator. Strictly technical requirements, not production. Station also operates TV. Location south central New York. Box 782M, BROADCASTING • TELECASTING.

Engineer, 1st ticket only requirement. Box 651, Patchogue, L. I., N. Y.

Help Wanted (Cont'd)

Immediate opening for 1st phone engineer. 5 day week with good pay. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Wanted—First class engineer-announcer. Experience desired but will consider all. Indicate salary need and availability. KBIZ, Ottumwa, Iowa.

Permanent position for first phone engineer. Excellent equipped AM-FM network affiliate in central Texas town of 28,000 population. No announcing. Good pay. For details contact Burton Bishop, KTEM, Temple, Texas.

First class engineer, no experience required. WCOR, Lebanon, Tennessee.

Wanted immediately. Two combination engineer - announcers. Florida west coast city. Send audition, photo, resume and salary requirements WDHL, Bradenton, Florida.

Immediate opening for first class operator, WEAV, Plattsburg, N. Y.

Wanted—Engineer, first phone, experience unnecessary. Contact Chief Engineer WEOL, Elyria, Ohio.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

Immediate opening for engineer with first class license. Good opportunity for inexperienced man who wants to learn broadcast radio. Good salary, excellent vacation area, no housing or transportation problems. WGNI, Wilmington, N. C.

Immediate opening first phone engineer-announcer. Beginners considered. 40 hour evening shift, mainly network. Good working conditions and opportunity to advance. Air mail voice disc, salary requirements, complete data. Manager, WHIT, New Bern, N. C.

First class engineer-announcer. Permanent position, good working conditions. WJAT, Swainsboro, Georgia.

KGLO, Mason City, Iowa, needs an engineer for recordings and remotes. Start at $59.40 for 40 hours. Permanent position. Immediate opening.

Wanted—Consulting engineer, field and application work AM and TV. Please state full qualifications and personal status. Replies held confidential. Walter F. Keen, 1 Roverside Rd., Riverside, Ill.

Engineers, announcer, salesmen. Immediate openings. Good pay and working conditions with group-owned stations. Offering opportunities for advancement. Disc and photo with application. Rollins Broadcasting, Inc., Moore Building, Rehoboth, Delaware.

1st class engineer-announcer wanted. $65.00. KDLK, Del Rio, Texas.

Operator with first class phone license at 250 watt broadcast station affiliated with ABC. First change in engineering department since 1945. Salary open. Box 799M, BROADCASTING • TELECASTING.

Wanted immediately, transmitter operator with first class phone license. No experience necessary. Starting salary fifty-five per week. Write Chief Engineer, WSIP, Paintsville, Kentucky.

Immediate opening for first phone. 1 kw. No experience necessary. Need car. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Help Wanted (Cont'd)

Production-Programming, Othe

Wanted—Capable young lady for c tinuity. Real opportunity with netw affiliate in Michigan, midway betw Chicago and Detroit. Prefer some with air work who can build dayti women's show. Kindly send details yourself as well as disc, or tape, available. Box 700M, BROADCASTI • TELECASTING.

News director, supervisor, 4 man spo farm and news department. Only e perienced men with journalism deg need apply. Good salary with bon 5 kw midwest. Box 705M, BROA CASTING • TELECASTING.

50 kw CBS affiliate, one of the natio most progressive and outstanding s tions, needs a program director w solid experience, ideas and progra ingenuity. Good salary. Outstand opportunity for right man. Box 723 BROADCASTING • TELECASTING.

Wanted: Continuity chief. Experienc writing for all types of clients. Se letter full details, copy samples. Mo erate, healthful climate. Salary acco ing to your ability. Program Direct KCSJ, Pueblo, Colorado.

Continuity writer. Need a "take charg guy or gal for commercial continui department. KIRX, Kirksville, M souri.

Situations Wanted

Managerial

Attention southern station owne Two young men, general manager a chief engineer want to operate sout ern station, hard workers. Can ta complete charge. Need only worki interest, or chance to buy in. B 625M, BROADCASTING • TELECAS ING.

I'm ready for manager's job. 7 yea experience all phases of radio. Colle graduate, active in civic affairs, rea to meet competition. Want opport nity for security earned by hard wo Good potential must be present. Pref north or midwest, but will consider replies. Excellent references. Box 704 BROADCASTING • TELECASTING.

Experienced manager, thirty, colle degree, seeks "utility" position sout west. Experienced in copy, promotio sales, announcing, administration. Ful capable on and off air during owner general manager's absence. Box 771 BROADCASTING • TELECASTING.

Attention all—Available after April triple AAA aggressive, alert, ab radio-TV executive. Twenty-two yea in all phases of radio broadcastin television industry. Ten years wi national network in New York, qua fied as general manager and/or pr gram, sales, production, public rel tions, promotion director/manager. E cellent contacts with advertising a talent agencies. Prefer New York, Phi adelphia, Washington, D. C., Florid Los Angeles area. Presently very bus but have very good reasons for wan ing to make change. Will be delighte to discuss any sincere proposition o fering opportunity and compensatio commensurate with performance. W submit topflight endorsers. Address Bo 787M, BROADCASTING • TELECAS ING.

Manager—have proven record of pu ting stations on paying basis fro standpoint of sales and programmin Prefer radio-TV combination or T plants near future. $10,000 stak Box 797M, BROADCASTING • TELE CASTING.

General manager — program directo Small market experience. 28, marrie 1 child. South or midwest preferre Box 798M, BROADCASTING • TELE CASTING.

Salesmen

Sales or sales-management. Seve years well-rounded radio. Presentl earning in excess of $7200. 32. Family Box 693M, BROADCASTING • TELE CASTING.

Salesman-newsman, experienced, be references, interested combination onl Box 759M, BROADCASTING • TELE CASTING.

College graduate, 26, veteran, seek sales position radio-television. Ne York advertising agency background Box 768M, BROADCASTING • TELE CASTING.

Situations Wanted (Cont'd)

Announcers

Versatile: Knowledge announcing, CBO, news, DJ and commercials, graduate radio and TV school. Will travel anywhere in U. S. Write. Box 660M, BROADCASTING • TELECASTING.

If a progressive Florida station is interested in a thoroughly experienced broadcaster with successful production and sales records and the position is permanent please write. Box 714M, BROADCASTING • TELECASTING.

Experienced announcer-operator, fine recommendation, Emcee, musician, vocalist. Restricted permit, studying 1st phone. Penna or vicinity, married, draft free. Box 752M, BROADCASTING • TELECASTING.

Announcer-newscaster, three years experience. College graduate, veteran. Tape available. Box 757M, BROADCASTING • TELECASTING.

Topnotch midwest sports announcer. Ten years solid experience play-by-play in big ten basketball, football, baseball. Also boxing. Married, veteran, college graduate, excellent references. Presently employed. Looking for station that wants aggressive sports man who can sell. Can double as DJ. Tape available. Box 758M, BROADCASTING • TELECASTING.

Announcer - program director. Ten year background. Want permanence. Details, transcription. Box 760M, BROADCASTING • TELECASTING.

Announcer-engineer, first class good announcing, vet. 18 months experience, all phases, south preferred, $75.00 minimum. Box 761M, BROADCASTING • TELECASTING.

Married, veteran, draft exempt, 2 years experience. Strong on news and sports. Working in west, wish to return east. Box 762M, BROADCASTING • TELECASTING.

Network man: Currently employed 1 kw MBS affiliate one year, desire change for further experience. Past work with AFRS insures solid foundation in the business. Disc, data on request. Box 767M, BROADCASTING • TELECASTING.

DJ and special events with originality and sell. Experienced promotion, programming. Energetic morning or smooth night disc, interview, talent, quiz. Manager and sponsor references. Available May. Box 769M, BROADCASTING • TELECASTING.

Disc jockey, currently employed. Absolute top Hooper in four-station midwest city of 300,000. Three strong television stations have not dented audience. Prefer afternoon time around 1-7. $125 guarantee against talent. Box 770M, BROADCASTING • TELECASTING.

Do you need me? I do some staff announcing. I have a second class ticket. I have some experience in selling and programming, but my specialty is hillbilly DJ. I can also lead own string band. Can do early morning or personality show. 6 years experience. Box 783M, BROADCASTING • TELECASTING.

Combination announcer-engineer, age 25, married, vet, handle console. Presently employed. Desire job offering greater opportunities. 2 weeks notice. Full information on request. Box 793M, BROADCASTING • TELECASTING.

Announcer with 1st phone. 3 years experience. Available 2 weeks notice. State salary, hours. Box 794M, BROADCASTING • TELECASTING.

Announcer - engineer. Three years sports, news, talent shows. Family. $75.00. Prefer northeast. Box 795M, BROADCASTING • TELECASTING.

Staff announcer, over 4 years experience; age 27, college graduate, married, exempt; handled all sports play-by-play; available two weeks. Box 796M, BROADCASTING • TELECASTING.

Announcer-control board operator, veteran, draft exempt, single, age 24. Completed 2 years Illinois University, good voice, diction, grammar. Experienced, New York City station as newscaster, disc jockey. Excellent references, tape or disc on request. Larry Black, 345 Autumn Avenue, Brooklyn, N. Y.

Excellent radio voice, they say. First class license. Combo operation experience. Box 323, Palm Desert, California or telephone 76-2095.

Situations Wanted (Cont'd)

Combination man, first class phone. Some experience. Desire locate southern California or southwest with net affiliate. Oliver Grieve, Tempe, Arizona.

Announcer or writer. Some experience. Good news, commercial and board man. Disc jockey with wide knowledge of various music. Graduate Pathfinder Radio School, Kansas City. Junior college graduate. Single. Any offer considered. Colored. Edward Love, 2505 Morton, Parsons, Kansas.

Combo man, 1st phone. Draft exempt. Top news and sport. 250w to 10 kw experience. Will travel. William Rogel, 1275 Grants Avenue, New York City, N. Y.

Technical

3½ years experience, 3 as chief small network station. 24, single, vet, car. Northeast or north-central. Box 669M, BROADCASTING • TELECASTING.

Chief engineer - announcer desires change. Will consider good paying combo job. Box 750M, BROADCASTING • TELECASTING.

First phone. Slight experience AM-FM-TV. Eastern job preferred. Box 764M, BROADCASTING • TELECASTING.

Engineer, some experience. First phone. Desires TV work. Married, permanent. Box 779M, BROADCASTING • TELECASTING.

1st phone license; Experienced, radio-television grad. Now employed. Married. Box 781M, BROADCASTING • TELECASTING.

Station engineer first class, experienced maintenance, no station operating experience. Can announce if necessary. Box 784M, BROADCASTING • TELECASTING.

First phone license, no commercial experience. Desires studio and transmitter work. Draft exempt. Box 785M, BROADCASTING • TELECASTING.

Engineer, 1st phone. 4 years 50 kw AM-TV station. Crew chief and TV master control operation. Projection room experience. College, radio school background. Box 792M, BROADCASTING • TELECASTING.

Production-Programming, others

Station or agency radio-TV production man. Experience includes 1 kw Chicago area PD, announcing, continuity, news rewrite, TV and theatre production. Married, veteran, age 27. Northwestern B.S. in Speech (Radio). Both innate and acquired production sense. Ideal production staff addition with announcing, writing and art talent to wrap up the package. Box 706M, BROADCASTING • TELECASTING.

Continuity writer, fast typist, excellent references, south preferred. Box 765M, BROADCASTING • TELECASTING.

Gone about as far as I can here. Presently in radio in over-million city. Twelve years program director morning man, news director, time sales, agency. Considerable commercial TV experience. Family man, member Kiwanis, Masons, Jaycees. Enjoy civic endeavor. Currently making in excess of $100 weekly. Expect high pay for plenty of responsibility. Finest references. Detest moving and want this to be last time. Midwest, Wash., D. C., San Francisco, or environs. Box 766M, BROADCASTING • TELECASTING.

Program director. Desires progressive northeast station. Top experience announcing and news directorship. Box 777M, BROADCASTING • TELECASTING.

If your station will give ambitious college graduate with writing ability and excellent voice, her start in radio, I am your gal. Contact Box 789M, BROADCASTING • TELECASTING.

Program-promotion director three years net and independent experience desires connection with progressive station in larger market. Prefer outlet with TV plans and opportunity to work into that field. Veteran, married, reliable. Box 790M, BROADCASTING • TELECASTING.

Program director with first phone; 6 years net and independents. Strong on announcing, news, jockey shows, writing, MC. Thorough background in program department; copy, accounts, logs, production. Now Hollywood. Will travel for permanent position with progressive station. Box 791M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Television

Salesman

TV station-agency-film accounts executive. Experienced sales, promotion, production, scripting. (Former newspaper ad mgr.) $6,000.00 minimum. G. P. Baker, 3614 Riverside Drive, Huntington, W. Va.

Technical

Cameraman, studio technician. Television workshop graduate. Write copy. Direct show. Draft exempt. Box 755M, BROADCASTING • TELECASTING.

Licensed technician, 10 years aural transmitter experience to 10 kw. Seeking position with California television station. Knowledge of video circuits. Presently employed, married, 32, car. 22 Hanover, San Francisco.

Production-Programming, others

Producer - writer. Experienced all phases TV-radio. Presently employed Four A agency. Available May 1. Box 788M, BROADCASTING • TELECASTING.

For Sale

For sale: Established radio school in eastern city with valuable real estate and equipment. Box 776M, BROADCASTING • TELECASTING.

Stations

California. 1000 watts. Gross $150,000. Rich and growing area. 30% down. Box 751M, BROADCASTING • TELECASTING.

For sale: Two well established radio stations by the owner. Sound properties. Reasonably priced in non TV markets. Middlewest, good prosperous markets. Illness reason for selling. Information will be revealed only after financial ability and intentions to purchase has been proven. Box 780M, BROADCASTING • TELECASTING.

Western station. Independents. Affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Tower—Wincharger, model 300, galvanized, guyed triangular, good condition, including beacon, tuning unit, lightning filter, transmission lines, as is, where is, Washington D. C. area. Make us offer. Box 622M, BROADCASTING • TELECASTING.

For sale: 10 kw Western Electric frequency modulation transmitter, model 506 B-2. Never been used. Box 673M, BROADCASTING • TELECASTING.

Magnacorder tape recorder PT63 A2 HX—amplifier—PT7-P EV mikes and other equipment used 15 hours. Must sell. Box 736M, BROADCASTING • TELECASTING.

For sale—2-RCA-70C lateral pickup arms, heads and filters, complete. 2-spare heads for above. 2-RCA-70D vertical and lateral Universal pickup arms, heads and filters, complete. First $200.00 takes the lot. KENO, Box 1310, Las Vegas, Nevada.

Wanted to Buy

Stations

Wanted — FM frequency modulation monitor. Prefer Hewlett-Packard 335-B. State condition, type and price. Box 699M, BROADCASTING • TELECASTING.

Wanted to buy. Radio station on Florida east coast. Prefer 250 watt fulltime. All replies will be held confidential. Address Box 721M, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted: Flasher for single tower, photoelectric control unit and 250' RG-17/U or RG-19/U coax. Box 671M, BROADCASTING • TELECASTING.

Complete equipment for 3 kw FM station, side mount antenna. Rush complete details, price. Box 774M, BROADCASTING • TELECASTING.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

EXPERIENCED BROADCASTERS NOW AVAILABLE



PETER WIDMER: All-around announcer and copy man. Creator of "Plantation Echoes" and "Day Dreams." Formerly WRTC staff. Strong on morning and late evening DJ shows; news; news editing and sports. Good control operator. DISC OR TAPE AVAILABLE.



ANNE BELCH: Good Girl Friday and efficient program assistant. Strong on programming women's feature shows and in assembling special events. Excellent voicer on news and commentaries and interviews. DISC OR TAPE AVAILABLE.



TED SCHOEMBURG: A good announcer with emphasis on sports and news. Creator of published "Sports Biographies" and "Sports Personalities on Parade." Strong on sports statistics, copy, special events reporting and board work. WRITE FOR COPY SAMPLES, DISC, OR TAPE.



AL LEIBERT: Personable and glib announcer - MC; newscaster; salesman. NYU graduate and former accountant. Especially strong on pitch announcing; news; on-the-spot broadcasts. Top idea man in adding profits to sales. TAPE OR DISC AVAILABLE.



TED WYGANT: Network - caliber announcer and copy man. Creator of merchandising programs: "Market Basket" and "The Alarm Clock." Formerly staff WKRZ. Strong on audience participation and DJ shows. Tops at control board. DISC OR TAPE AVAILABLE.



BRUCE PARSONS: Announcer - newscaster - DJ - musician. Creator of "Just Jazz" and other musical delights. Korea vet formerly with Army concert bands. Strong on news; music continuity; man-in-the-street. Operates control board. DISC OR TAPE AVAILABLE.

Write or Wire

SRT
SCHOOL OF RADIO TECHNIQUE
R.K.O. Bldg. Radio City, N.Y. 20, N.Y.
Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

Help Wanted

Managerial

WANTED
Local Sales Manager

5,000 watt independent needs young experienced local Sales Manager. Terrific potential as yet not wholly developed. Wonderful opportunity for the right man. Box 642M, BROADCASTING • TELECASTING.

Production-Programming, others

WRITER

♦

A seasoned, all-round writer for radio and television wanted by major network affiliate. Good pay. Address Box 754M, BROADCASTING . TELECASTING

♦

Situations Wanted

Production-Programming, Others

AM-TV EXECUTIVE
available!

Presently employed (nearly two years) in creative-production capacity. Top coast-to-coast TV show originating in New York. Previous extensive experience program manager AM regionals. Strong idea man who can write, direct (and even sell) low budget shows tailor-made for tough clients. Will consider combination AM-TV post. Away from New York preferred.
BOX 786M,
BROADCASTING • TELECASTING

For Sale

Equipment, etc.

FOR SALE BECAUSE OF INCREASE IN POWER
1 KW Gates BC 1F AM Transmitter
USED LESS THAN TWO YEARS
$4500
KTOE
Mankato, Minn.

Employment Service

EXECUTIVE PLACEMENT SERVICE
for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.
HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

POSITIONS FREQUENTLY AVAILABLE
as
Engineers
Announcers
Program Directors
WRITE FOR PLACEMENT FORMS
Edward C. Lobdell Associates
17 East 48 Street, New York 17, N. Y.

Very Successful Midwest Independent

$100,000.00

A well established consistently profitable station located in one of the best medium sized midwest markets. Percentage return on sales price is much higher than average. More than $30,000.00 in net quick assets included in this sale of 100% of the stock.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

Open Mike

(Continued from page 18)

present figures which were in any major degree at variance with those of ". . . the FCC and some other engineers." To the best of my belief there are no major differences.

My evaluation was based on a comparison of the power needed for the same service and indicated that it should require something of the order of 1,000 times the power radiated for UHF to give the same service as VHF. Power was used as a comparison because that is what the broadcaster has to pay for when he invests his money in a station, but the power ratio indicated does not mean that the UHF service area or population reached will be 1/1,000 of that served by a VHF station of the same power.

That the service area and the population served will be less for UHF than for VHF under the contemplated rules is a certainty, but how much less will greatly depend on the location of the station, the terrain, population distribution, the interference, and the proper handling of these factors. . . .

The figures I gave were checked informally with other engineers whose affiliations and standing could under no circumstances be considered to harbor an extreme point of view. They came up with ratios of equivalent powers of UHF and VHF for the frequencies selected which were of the same order as mine but which were on the whole somewhat less favorable for UHF.

Raymond M. Wilmotte
Consulting Engineer
Washington, D. C.

* * *

Airspace

EDITOR:

We have noted with a great deal of interest your editorial in the March 10 issue of BROADCASTING • TELECASTING and the stories in the March 17 and 31 issues regarding the problem of obtaining approval of proposed television towers and sites from an aeronautical viewpoint. I think you are doing a splendid job of bringing this matter to the attention of the broadcasting and television industry.

There is one factor which has not yet been brought out, however. . . . The CAA has published criteria for determining what are hazards to their operation and what changes would have to be made in their operating procedures by reason of erection of television towers. . . .

The problem that concerns us at this time is the fact that several of the regional CAA offices do not want to be guided by their published rules, but instead apply arbitrary rules and standards that go beyond the published material, just because they do not want a tall tower anywhere in the area. . . .

A. Earl Cullum Jr.
Consulting Engineers
Dallas

* * *

No Swamis Here

EDITOR:

Your editorial, "The Network Problem," [March 31] should prompt many to realize that just as in the early '20s the local daily newspaper emerged from the shadows of metropolitan publications and "boiler plate," so today the local radio station is taking the lead in listenership and advertiser acceptance.

Your discerning commment that "the day may not be far distant when the network, for a fee, will provide something analogous to press association service" indicates you employed a good pair of binoculars rather than a crystal ball.

Thomas B. Tighe
Station Manager
WJLK Asbury Park, N. J.

* * *

Eastman Booklet

EDITOR:

We have noted the reference given in your TELECASTING YEARBOOK for 1952 regarding our booklet, "The Use of Motion Picture Films in Television." We have had some requests for the revised edition of this booklet as a result of this reference.

For your information, we wish to advise that we have not yet been able to prepare a new edition of this booklet and it will probably not be available before the end of this year. Also, we do not have any available copies of the old edition.

Since there have been so many requests for information on this subject, we did reprint a small section of the old booklet as an aid in helping people with some of the fundamentals regarding lighting technique for television studio photography and outlining some of the production methods used. . .

W. I. Kisner
Motion Picture Film Dept.
Eastman Kodak Co.
Rochester, N. Y.

* * *

File 13?

EDITOR:

. . . I suppose that all stations regularly receive so-called house hold hints, etc., in the mail. Most of these are out and out ads for some national product . . . I am wondering how the industry as a whole treats such items, how managers feel about giving, or at least being asked to give, such firms as Procter & Gamble, *Popular Mechanics* magazine, Fritos and many others free time. . . .

James D. Abbott
President
KEVA Shamrock, Tex.

[EDITOR'S NOTE: Any other broadcasters want to tell Mr. Abbott how they handle such things?]

* * *

It's a Problem

EDITOR:

We are attempting this year to develop some problems and cases for our students in American government . . . One of the cases we have selected is the Benton bill (S 1579) proposing a National Citizens Advisory Board on Radio and Television. Those of us teaching the course are very desirous of presenting the opposition viewpoint to the bill as fully as possible.

I have just found a couple of your editorials in BROADCASTING • TELECASTING . . . which I believe are excellent materials for our students to read . . . I should be most grateful if you would give me permission to use these materials. . . .

Phillips Bradley
Prof. of Political Science
Syracuse U.
Syracuse, N. Y.

SALES of Stewart-Warner Corp., Chicago, increased 28.3% in 1951 over the previous year but earnings dropped about 10%, according to an announcement made by James S. Knowlson president. Sales last year totaled $103,269,258 with earnings of $4,104,789 after taxes or $3.40 per share on $5 par value capital stock.

ACLU Asks FCC Action

(Continued from page 25)

is not involved in the ACLU complaint.)

In an accompanying letter to FCC Chairman Paul A. Walker, ACLU's Patrick Murphy Malin, executive director, said "the only three" legal issues involved in the proposed hearing are: (1) Whether blacklisting is against public interest; (2) whether licensees "have improperly delegated programming powers—and on this we cite the *Blue Book* of 1946 and the Commission's report on chain broadcasting—and then improperly acquiesced in or endorsed blacklisting, demonstrating a lack of character qualification as well as action against the public interest. . . ." and (3) whether conditional renewal of licenses is appropriate—"and on this we cite the Richards case."

Cases cited in the complaint, like Mr. Miller's book, frequently involved the anti-communist newsletter *Counterattack* and its *Red Channels* booklet linking 151 persons with various "Communist or Communist-front" groups, past or present. Also as in Mr. Miller's book, the network, advertiser or agency officials allegedly involved are not identified.

Mr. Miller explained that often he was unable to reach the persons he sought to interview, despite repeated efforts, and that in almost all cases interviews which were granted were conditioned upon anonymity for the interviewee. Nevertheless, he said, a number of persons have agreed to come forward and testify if FCC grants a hearing.

Proof Claim

From the network and station side, Mr. Malin said "one or more of the defendants may well admit the allegations made," but asserted that, if not, ACLU is prepared to prove its charges "once we have the subpoena powers" which are granted in hearings.

All but one of the cases cited in the complaint involved alleged or suspected firings or non-hirings, due to public pressure or fear of it, of persons who had been linked with pro-Communist associations or beliefs. In the case of ABC, however, the charge was that "two vehement anti-Communists" had been kept off a show.

NBC was accused on two counts: (1) The famed "Jean Muir case," in which the actress' appearance on General Foods' *The Aldrich Family* was cancelled in August 1950 by Young & Rubicam, with 'apparent asquiescence" by NBC, "because of her alleged affiliations listed in . . . *Red Channels*," according to the complaint, and (2) cancellation of the appearance of The Weavers, folk-singing quartette, on Congoleum-Nairn's Dave Garroway TV show last June by NBC "solely on the basis of alleged associations of some of the members of the said quartette."

The charge against CBS was that it eliminated the dance of Paul Draper from the kinescope of a *Toast of the Town* show in January 1950 "solely as a result of protests received [following his appearance on the live version of the program] on the basis of the said Paul Draper's alleged associations and beliefs."

The kinescope in question, the complaint said, was shown on KTTV (TV) Los Angeles, "KWTJ Miami," WDAF-TV Kansas City; KSD-TV St. Louis, WHAS-TV Louisville; WAGA-TV Atlanta and WRGB (TV) Schenectady. [Presumably the reference to "KWTJ Miami" should be to WTVJ, Miami's only TV outlet. The complaint erroneously identified all seven stations, except KTTV and "KWTJ," as CBS-owned outlets.]

ABC Incident

In the case of ABC, it was charged that in the summer of 1951 the network "refused to permit two vehement anti-Communists, Ralph de Toledano and Benjamin Gitlow, to appear on its *Cholly Knickerbocker* radio show originating in New York City."

Asserting that "the said refusal may have been due to the beliefs of the aforesaid de Toledano and Gitlow, or to a general policy of not having political discussions of any kind on that particular show," the complaint said that "the matter should therefore be investigated by this Commission."

With regard to DuMont, the complaint said that pianist-singer Hazel Scott's program was cancelled in September 1950 "probably because of allegedly pro-Communist affiliations, though she is in fact violently anti-Communist."

WPIX was charged with cancelling a series of Charlie Chaplin film series "solely because of the alleged affiliations or beliefs of the said Charlie Chaplin."

KOWL, the complaint alleged, "barred Rev. Clayton Russell from speaking over its facilities solely because of his alleged associations."

Citing the instances of alleged discrimination detailed in Mr. Miller's report, ACLU asserted that in cases of blacklisting the licensee is operating contrary to public interest, regardless of whether the act is performed by the licensee or by advertisers, agencies or others to whom he delegates program responsibilities.

ACLU said it was filing the complaint "solely in the public interest" and not in the interest of any of the victims of alleged blacklist practices. Further, it said:

"This complaint is brought not only because the complainant believes the said discrimination to be against the public interest because of its effects upon the individuals blacklisted and others in the radio and television industries, but also believes it to be against the public interest because of its denial to the public of the right to see or hear artists or their work-products because of irrelevant considerations."

In his letter to FCC, Mr. Malin quoted from the Miller report:

By lumping together the names of some of the most prominent and talented people in radio and television, "Red Channels" has surely done exactly what the Communists would wish it to do. It has, by innuendo at least, given the Party glamour, prestige, and importance it has never before enjoyed in radio and television.

It has created throughout the industry a suspicion and distrust and despair and hysteria which the Communists themselves could not hope to create. The publication and those executives in advertising and among the sponsors and on the networks who have used it have, whatever their intentions, created in one of this country's most crucial industries the kind of terrified dissension on which the Communist Party always has and always will grow.

More important, the publishers of "Red Channels" and those who adhere to it have wrecked, probably forever, the careers of many talented anti-Communist Americans, not to mention the spiritual pain and humiliation suffered by all of the 151 [named in the booklet].

ACLU's position on the blacklisting issue was outlined by Executive Director Malin and Board Chairman Ernest Angell in an introduction to *The Judges and the Judged* (see page 25):

(1) The government has a duty to preserve national security but is the "only" proper authority to designate positions closely affecting security and to decide what persons should be excluded from them;

(2) For all other positions, employment "should be decided on the basis of qualifications strictly relevant to the particular task involved";

(3) The public has a right to express disapproval of employment of certain radio-TV performers, "but when they aim at censorship or suppression which would prevent other people who do not agree with them from looking at or listening to the performer, then they are acting contrary to the spirit of the First Amendment";

(4) If private persons "purvey information reflecting on a person's loyalty," then they should "observe the elementary canons of due process," striving for accuracy and completeness of information and providing the persons a full and fair hearing;

(5) The radio-TV industry must show "the determination to pay what little cost may be involved to support free speech, due process, and non-discrimination."

ACLU officials said they had "no illusions" that their approach to the problem through the FCC is "all that's needed," but felt it would be a step forward in the overall civil liberties campaign.

The complaint was prepared by former FCC Chairman Fly, an ACLU board member; John F. Finerty, also a board member, and Herbert Monte Levy, staff counsel.

VOTE CAMPAIGN

Broadcast Aid Sought

THE Advertising Council will solicit a major amount of free time from the broadcast media to promote the first national non-partisan register-and-vote campaign, being sponsored by the American Heritage Foundation. This was reported in Chicago Wednesday as Thomas D'Arcy Brophy, president of the non-profit educational foundation, outlined plans for the extensive public service promotion.

The foundation will provide advertising, promotion and publicity patter to the various mass communication media as a prelude to getting out a heavy fall vote, with personnel of Leo Burnett Agency, Chicago, handling most of the planning.

Mr. Brophy hopes the campaign will result in a record vote of 63 million, or 15 million more than were cast in the last national election. Although the drive was launched in Chicago, coordinating headquarters are in New York. NARTB is a cooperating organization.

WCTC Ups Rates

A RATE rise amounting to approximately 10% was announced last week by WCTC New Brunswick, N. J., independent station on 1450 kc with 250 w power. General Manager Robert L. Williams said the increase was effective April 1 but pointed out it was not made "across the board."





Non-Docket Actions . . .

TRANSFER GRANTS

KLOK San Jose, Calif.—Granted involuntary assignment of license and CP from E. L. Barker and Claribel Barker, general partners, and T. H. Canfield and Opal A. Canfield, limited partners, d/b as Valley Bcstg. Co., to E. L. Barker and Claribel Barker, general partners, and Paul Grim, special administrator of estate of T. H. Canfield, deceased, and Opal A. Canfield, limited partners. Interest to be transferred is that held by Mr. Canfield, deceased, to Mr. Grim, and totals 15%. No monetary consideration. Granted April 8.

KNOB Long Beach, Calif.—Granted assignment of license from J. E. Tapp, Raymond B. Torian and John Doran to Messrs. Torian and Doran who will assume all assets and liabilities of licensee being transferred to new partnership d/b as Cerritos Bcstg. Co. Before transfer Mr. Tapp held 33⅓% interest, Mr. Torian held 43⅓% interest and Mr. Doran held 23⅓% interest. After transfer Mr. Torian holds 76⅔% interest while Mr. Doran continues to hold 23⅓% interest. Mr. Torian pays Mr. Tapp $1,721 for his interest. Granted April 8.

WKIN Kingsport, Tenn.—Granted assignment of license from Cy N. Bahakel, d/b as Sullivan County Bcstrs., to Radio Station WKIN Inc. Change from individual to corporation; no actual change of ownership or control. Granted April 8.

WGBA - AM - FM Columbus, Ga.—Granted transfer of control Georgia Alabama Bcstg. Corp. to R. E. Page Corp. All present stockholders of Georgia-Alabama Bcstg. Corp. also hold stock in R. E. Page Corp., and no one except R. E. Page holds stock in R. E. Page Corp. and not in Georgia-Alabama Bcstg. Corp. Five Georgia-Alabama Bcstg. Corp. stockholders, who each hold 400 shares (20%), will sell interest to R. E. Page Corp. for $108 per share or $43,200 per stockholder, for total of $216,000. Principals in R. E. Page Corp. (transferee) are: President A. H. Chapman (0.06%); Vice President Wyline Page Chapman (33.27%); Vice President Annie Laurie Page Ashworth (33.27%); Treasurer W. E. Page Jr. (16.67%); Secretary M. R. Ashworth (0.06%), and Richard Edwin Page (16.67%). R. E. Page (as individual) owns Ledger-Enquirer Co. and Bradenton Herald Co. Transfer is to simplify and expedite expansion of capitalization of corporation to allow for television addition. Granted April 8.

WGWD Gadsden, Ala.—Granted assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Etowah Bcstrs. Inc. Principals of Etowah are beneficiaries of estate of deceased; President Oscar P. Covington (13.8%), owner of Oscar Covington Foot Health Shop, Montgomery, and DeLuxe Shoe Fixery, Montgomery, and Selby Bonfield Shoes Inc., Birmingham, Ala.; Earl B. Covington (13.83%), owner of farm at Canton, N. C.; Secretary-Treasurer Hugh M. Smith (3.19%), manager of WCOV Montgomery, and following housewives, each of whom will hold 13.83%: Clara R. Covington, Ethel Covington, Margaret C. Milwee, Peggy M. Carlton and Hazel C. Davies. Transfer is to effect settlement of estate; no monetary consideration since transfer merely carries out terms of will of Mr. Covington Jr., deceased. Granted April 9.

WCOV-AM-FM Montgomery, Ala. — Granted assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Capitol Bcstg. Co. Principals of Capitol are same as principals of Etowah Bcstrs. Inc. and percentage of ownership in Capitol would be substantially equivalent as that which they hold in Etowah (see WGWD Gadsden, Ala., above). Transfer is to effect settlement of estate; no monetary consideration since transfer merely carries out terms of will of Mr. Covington Jr., deceased. Granted April 9.

WGWC Selma, Ark.—Assignment of license from First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased, to Dallas Bcstrs. Inc. Principals of Dallas are same as principals of Etowah Bcstrs. Inc., and percentage of ownership would be substantially equivalent as that which they hold in Etowah (see WGWD Gadsden, Ala., above). Transfer is to effect settlement of estate; no monetary consideration since transfer merely carries out terms of will of Mr. Covington Jr., deceased. Granted April 9.

KCRT Trinidad, Col.—Granted assignment of license from Ernest M. Cooper, d/b as Mel-Bert Bcstg. Co., to Harvey R. Malott for $20,000. Mr. Malott is newspaper broker in Kansas City, Mo. Granted April 9.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH APRIL 10

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,339	2,326	86	329	223
FM Stations	634	576	72	9	9
TV Stations	108	97	11	526	185

(Also see Actions of the FCC, page 90.)

New Applications . . .

TV APPLICATIONS

Dayton, Ohio—Skyland Bcstg. Corp., UHF Ch. 22 (518-524 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 500 ft. Estimated construction cost $349,377.45. First year operating cost and revenue not estimated. Applicant is licensee of WONE and WTWO (FM) Dayton. [This item is in lieu of TV application for Dayton published in FCC ROUNDUP April 7 which incorrectly listed stations of which Skyland Bcstg. Corp. is the licensee.] Filed April 4.

Roswell, N. M.—John A. Barnett, Ch. 8 (180-186 mc), ERP 110 kw visual, 55 kw aural, antenna height above average terrain 903 ft. (above ground 783 ft.). Estimated construction cost $314,722.14, first year operating cost $100,000, revenue $100,000. Mr. Barnet, since 1947, oil producer, principally in Midland and Upton counties, Texas; also, consulting geologist. He has 100% interest in numerous oil leases as producer and various interests ranging from 10% to 50% in joint adventures involving leases. Prior to 1947 he was petroleum engineer for U. S. Dept. of Interior, Oil & Gas Div., Conservation Branch, Roswell, N. M. Filed April 8.

Newport News, Va.—Eastern Bcstg. Corp., UHF Ch. 33 (584-590 mc), ERP 21.6 kw visual, 10.8 kw aural, antenna, height above terrain 303 ft. (above ground 315 ft.). Estimated construction cost $152,950, first year operating cost $130,000, revenue $170,000. Applicant is licensee of WHYU Newport News. Filed April 9.

AM APPLICATIONS

Lexington Park, Md.—Fulton Lewis, jr., 1370 kc, 1 kw D. Estimated construction cost $35,844.14, first year operating cost $52,500, revenue $52,500. Mr. Lewis is radio commentator and newspaper columnist; also, he owns and operates farm at Hollywood, Md. Filed April 10.

Warrensburg, Mo.—Clinton Bcstg. Co., 1450 kc, 250 w fulltime. Estimated construction cost $12,000, first year operating cost $36,000, revenue $48,000. President of Clinton Bcstg. is David M. Segal, who also is president of KDAS Malvern, Ark. Filed April 10.

Southbridge, Mass.—James W. Miller and Hope N. Miller, 970 kc, 1 kw D. Estimated construction cost $11,000, first year operating cost $40,000, revenue $50,000. Mr. Miller is owner of J. W. Miller Co. (producers of radio programs and campaigns for radio stations) and president and 50% owner of Old Guilford Forge Inc. (metal goods and household furnishings). Mrs. Miller is wife of Mr. Miller and a homemaker. Filed April 9.

New Martinsville, W. Va.—Magnolia Bcstg. Co., 1330 kc, 1 kw D. Estimated construction cost $22,598, first year operating cost $25,000, revenue $36,000. Principals are President and Treasurer J. P. Beacon (130 shares out of 150 shares), 97% owner of WVVW and WJPB (FM) Fairmont, W. Va.; Vice President Nima Fabre Jr. (10 shares), vice president and general manager of WVVW and WJPB (FM), and Secretary Joseph McQuay (10 shares), assistant manager and program director of WVVW and WJPB (FM). Filed April 8.

Lewiston, Idaho—W. Gordon Allen, 940 kc, 1 kw D. Estimated construction cost $7,800, first year operating cost $36,000, revenue $55,000. Mr. Allen owns 60% of KGAL Lebanon, Ore., 33⅓% of KGAE Salem, Ore., and 50% of KSGA Redmond, Ore. (CP only). Filed April 1.

Deletions . . .

TOTAL deletions of licensed stations to date since Jan. 1: AM 5, FM 3, TV 0. New deletions:

WKST-FM New Castle, Pa., license. Licensee stated that every hour for one week station broadcast announcements asking if audience wanted FM service continued. Total of five letters and cards were received, licensee said, hence it was decided that there was no interest in or need for FM station. Deleted April 8.

WFDR (FM) New York, license. Licensee asserted that operating deficit of $10,500 monthly to Dec. 1951, and $7,000 monthly since then, forced decision to discontinue operations. Deleted April 8.

FCC Actions

(Continued from page 91)

April 9 Decisions . . .

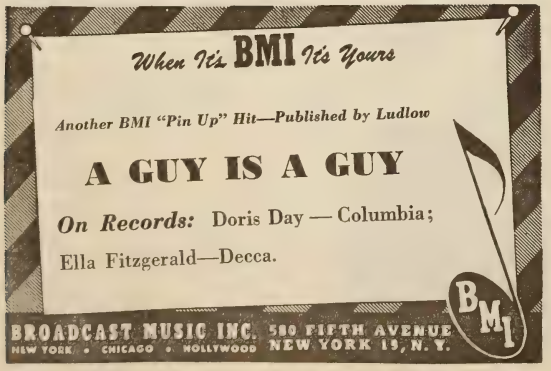
COMMISSION EN BANC

To Remain Silent

KPRS Olathe, Kan.—Granted authority to remain silent for 90 days from March 11 in order that arrangements can be made to resume operation. In event arrangements result in transfer of control, prior Commission approval must be secured before station resumes operation.

Granted Renewal

KQ2XBH, Crosley Bcstg. Corp., Cincinnati, Ohio—Granted renewal of experimental TV broadcast station license for regular period.



WMOR (FM) STATUS

Placed in Receivership

WMOR (FM) Chicago, owned by the Metropolitan Radio Corp., was placed in receivership last week with attorney Arthur Morse by the bankruptcy court after petition of a former employe for unpaid salary. The station, started originally by a group of veterans in 1949, has been the center of a maze of legal and management difficulties since a large portion of the stock was transferred by restaurant-owner Dario Toffenetti about three years ago. Several other claims for back salaries and unfulfilled contracts have been filed and more reportedly are contemplated.

Station has been off the air since January, with minor stockholders charging action was taken without their proper consent by Chicago attorney Abraham Teitelbaum, the largest single stockholder who is understood to have between 40 and 49%.

Several stockholders are planning an informal meeting with Mr. Morse to discuss the matter of assets. Station, located in the 188 W. Randolph St. bldg., is understood to owe a large sum of money in rent.

WWXL AUCTIONED

Cecil Roberts Bids $11,000

CECIL W. ROBERTS, president of KREI Farmington, Mo., bid $11,000 Thursday afternoon for WWXL Peoria, Ill., which went into bankruptcy court last month. The bid includes the building and equipment, as well as the property lease. The sale becomes eligible for FCC approval April 24 if no creditors have objected to the sale price by that time.

WWXL has been operated since 1947 at 1590 kc as a 1 kw daytimer, owned most recently by Central Illinois Radio Corp. It is indebted to between 50 and 75 creditors, one attorney said, with preferred creditors splitting the sale revenue.

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PLANE CRASH

Radio-TV Report New York Tragedy

THROUGH the alertness and fast work of radio-TV news and special events staffs, crash-conscious New Yorkers were delivered immediate reports and prompt pictures of the cargo plane which fell and burned in residential Jamaica Saturday, April 5.

All networks included word of the event in their regular news programs, while local New York outlets came up with fullest possible details and, in some instances, put special programs on the air.

WJZ New York, key station of ABC, timed its reports as follows: 8:45 a.m. (shortly after the crash), first bulletin; 9:15 a.m., program interruption for first details; 9:45 a.m., interruption for fuller details; 10 a.m., two-minute wrap-up; 10:28 a.m., added details; 11:01 a.m., telephoned report from the scene by Gordon Fraser; 11:49 a.m. wrap-up of details; 12:20 p.m., live broadcast from scene by Julian Anthony and Gordon Fraser; 12:30 p.m., regular newscast with all details then known. At 6 p.m., WJZ produced a special 15-minute program including recorded interviews and excerpts from earlier on-scene broadcasts.

WOR New York received first word of the event from the secretary to Vice President J. R. Poppele, Peg Morris, who lives near the accident site. Hearing the crash she telephoned a description to the station even before newsroom teleprinters carried the first bulletin. WOR sent three reporters to the scene and broadcast eye-witness accounts an hour and a half after the accident which took five persons' lives. Alert to civic opinion which had urged removal of airports from residential areas, WOR broadcast a special program at 6 p.m. in which a state senator discussed the problem.

WKBS Oyster Bay, L. I., claimed a scoop on other broadcasters for on-the-scene crash coverage. Station reports news was on the air 46 minutes after first flash of the tragedy came through. First live broadcast was aired at 9:16 a.m.

WHLI Hempstead, L. I., was one of the first to report the accident, broadcasting a bulletin within five minutes of the crash. Director of News Jerry Carr and Director of Public Affairs Art Patterson went to the scene, taped interviews and descriptions and broadcast them that noon. Additional accounts were aired throughout the afternoon.

Slowed down by the time required to develop film, TV outlets nevertheless made high-speed deliveries to New York viewers: Lester Mannix, cameraman for WPIX (TV), reached the scene seven minutes after the crash so that his first film was processed and ready to go on the air at 11:15 a.m., although the station did not start its broadcast day until 12:38 p.m. Two special WPIX telecasts were devoted to the aviation accident at 2 and 4:45 p.m.

CBS-TV, covering the disaster only locally through WCBS-TV, had its first stills on at 11:59 a.m., more at 1:15 p.m., and a seven-minute film at 3:11 p.m.

Telenews Productions' Cameraman Skip Lambert, hired to report for work the following Monday, was driving with his wife near the scene when the crash occurred. While his wife gave Telenews a running account from a drugstore phone booth, Mr. Lambert shot his first films for the company which had them processed and shipped to subscribers for showing that evening.

NBC was only company to give TV network coverage, with an on-scene report plus a 15-minute film telecast at 3:30 p.m. Don Goddard, who covered prior plane crashes in Elizabeth, N. J., headed the mobile unit crew. Two commentators from NBC radio were reportedly the first radio reporters on the scene and taped interviews and descriptions for network broadcasts at noon and 6 p.m.

IN REVIEW . . .

Program: Crossfire; simulcast on ABC radio and ABC-TV; Wednesday, 9:30-10 p.m.
Producer and Moderator: Gunnar Back.
Director: Milton Komito.
Panel: Regulars, Elmer Davis, Bert Andrews and Martin Agronsky, and a fourth guest member.

ABC's full-blown excursion into the realm of Washington news panel programs, for which other networks already have displayed an obvious relish, invites speculation that someday the number of such shows may exceed the dwindling political fraternity of the uninterviewed.

To be sure, ABC has embellished the format with a new twist on its *Crossfire*, a simulcast offered to the full ABC radio and TV networks.

There is a faint suspicion in this corner, however, that the producers of this program may permit the vehicle to deviate from its announced purpose and merely serve as a sounding board for ABC commentators who grace the panel.

"The program is aimed at bringing prominent people in the news to the listeners and viewers," according to ABC. These prominent people are to range the gamut of top government officials, legislators, military or public figures.

The first two programs kicked off with Sen. Richard Russell (D-Ga.), a Presidential hopeful, and Sen. James H. Duff (R-Pa.), one of the leaders of the Eisenhower-for-President movement.

The most immediate reaction to *Crossfire* may be summed up in this fashion:

Since the panel members are established observers in their own right, with news shows of their own, the temptation is overriding to ramble on with their own views. Within the limitations of a 30-minute segment, this defeats the avowed purpose. As a result, *Crossfire's* interviewee finds himself too frequently out of line of fire.

An example of this time-consuming meandering was exhibited by Mr. Agronsky, whose "question" is paraphrased here:

> Senator, there's been a lot of talk after that famous Saturday night—when the President announced he would not be a candidate—there was some speculation on the possibility of a Democratic ticket with Gov. (Adlai) Stevenson as President and you as vice president. . . . I understand that you and the governor are what might be called kin folks down south. . . . Now, how would you feel about that possibility, accepting the vice presidential candidacy with Gov. Stevenson as the Presidential candidate?

Sen. Russell, more to the point, replied simply: "My friends are talking about the possibility of me as President and Gov. Stevenson as vice president."

In the first two programs Sen. Russell and Governor Duff both found themselves on the sidelines at times. At the close of the program, both took advantage of the "turnabout" twist and, in summing up the questions, revealed the very weakness of *Crossfire*—that of permitting the panel members to edge out important issues.

The question also arises as to whether such a format may be effectively adapted for simulcast, since there is no attempt to identify the participants after the program gets underway.

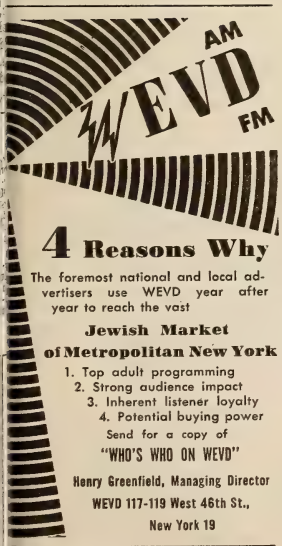
Yet, despite these criticisms, *Crossfire* is in its way an intelligently different approach to the news conference idea. With a more properly directed aim and the restraint of distinguished commentators, it could prove stimulating and news-worthy fare in this Presidential election year.

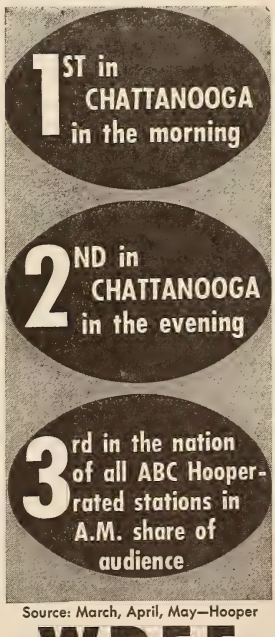
ABS IMPROVEMENTS

To Cost Over $100,000

PLANS calling for improvement expenditures of over $100,000 for three Alaska Broadcasting System stations—KFRB Fairbanks, KINY Juneau and KTKN Ketchikan — were revealed last week by William J. Wagner, ABS president.

Plans include acquisition of a building in Seattle, Wash., Mr. Wagner stated, adding that work will begin as soon as approval is received, to be completed by next fall. Additions in equipment, and erection of larger control towers are among improvements scheduled. Subject to FCC approval, KFRB will change from 1290 to 790 kc, with KINY moving from 1460 to 1290 kc, position vacated by KFRB; and KTKN is seeking power increase from 1 kw fulltime to 5 kw day and 1 kw night.





Source: March, April, May—Hooper
WDEF
CHATTANOOGA
1370 KC • 5000 WATTS
Carter M. Parham, President
Represented by BRANHAM



at deadline

TV, MOVIE EXTRA PLAYERS UNDER NEW GUILD PACT

AFFECTING some 3,500 film extras and retroactive to last Oct. 25, wage increases and improved working conditions granting new basic contract worked out between Screen Extras Guild and Assn. of Motion Picture Producers, subject to Wage Stabilization Board approval.

Covering television as well as motion pictures, new contract increases general extra rate from $15.56 to $18.50 per day, stand-ins from $13.90 to $17, dress extras, dancers, skaters, swimmers, riders and special ability extras, from $22.23 to $25; amputees (new classification) $35; comparable increases in other classifications.

Agreement also increases auto allowance from $5 to $7.50, wardrobe allowance set at $2.50 per change with $5 maximum. Carfare allowance increased from 50 cents to $1.25.

Running to Jan. 2, 1958 both SEG and producers have right to reopen contract at start of 1954 and 1956 if cost of living index rises 5% or more above Oct. 15, 1951 figure, SEG has right to reopen contract for negotiation on wage rates only. Guild agreed to cooperate in averting wild-cat: work stoppage by players and pledged cooperation in meeting producer's problems regarding photographing of military personnel. New contract also provides producers carry at least $20,000 insurance on each employed extra player traveling by air and that joint standing committee be created on safety and sanitation to check equipment, wardrobe, etc.

FM-AM PROMOTION DRIVE IN NEW YORK STATE

FIRST extension of FM promotion campaign beyond original three test areas—North Carolina, District of Columbia and Wisconsin—will be New York State drive starting May 12, according to John H. Smith Jr., NARTB FM director. New York City is not included in plan.

Because some areas in state do not have full FM programming, emphasis will include AM and FM both according to service available.

Committee structure includes H. S. Brown, Rural Radio Network, broadcast chairman; Glenn Sprague, WHAM Rochester, vice chairman; Frank Kelly. WBEN Buffalo, western chairman; Russell Wilde, WFLY (FM) Troy, eastern chairman. Distributor structure includes Ted Pierson, Onondago Supply Co., Syracuse, chairman; Harold Kelley, General Electric Supply Co., Buffalo, western vice chairman; C. J. Ward, Crosley Distributing Co., Albany, eastern vice chairman.

THEATRE TV DELAY

THEATRE TV hearings were postponed indefinitely last week by FCC, "because of the pressure of other business." Hearings had been scheduled to commence May 5, following several postponements. Last week's notice said that FCC will announce new date "as soon as possible."

TWO NAMED Y&R VPs

ALEXANDER KROLL, account executive for Kent cigarets and Statler Hotels, and Frank L. Henderson, merchandising executive, Young & Rubicam, N. Y., have been appointed vice presidents of agency.

WATCH IT GROW

DAILY progress of garden planted outside of Milwaukee's Radio City to be telecast by WTMJ-TV, from planting in April to frost in autumn. Gordon Thomas will direct daily excursions of viewers. Milwaukee County agents as well as guests from U. S. Dept. of Agriculture and U. of Wisconsin will take part in project and appear on weekly roundup programs. Daily telecasts planned, rain or shine.

IT&T NET INCOME REACHES RECORD LEVEL

CONSOLIDATED net income for International Telephone & Telegraph Corp., New York, during 1951 was highest in organization's 31-year history, $17,992,314, according to annual report issued Friday by President William H. Harrison.

Net, which exceeded previous year's by almost $2½ million, was based on gross income of $297,952,113 as compared with $253,136,029 for 1950. Net earnings equaled $2.60 per share on 6,918,895 shares of outstanding stock. Net income of combined telephone and radio operating facilities was $2,988,451 from gross of $33,357,442, generally higher than in 1950 when net was $1,901,089 on gross of $29,754,906.

Commercial radio equipment orders during 1951 were mainly for microwave radio links, medium-haul carrier equipment and voice-frequency telegraph equipment, it was reported, with about 1,000 miles of microwave equipment —20% of that ordered—installed. TV picture tube sales increased. Inventories of Capehart TV sets were lowered to point where "new and improved line will soon be in production."

FLORIDA CITRUS RENEWAL

PARTICIPATION by Florida Citrus Commission in NBC-TV *Today* four more weeks beginning April 14, at cost of $42,000, announced Friday. Commercials will stress grapefruit and oranges in 3-2 ratio. John F. Forshew, Lakeland, Fla., manager of J. Walter Thompson Co., said program is "a very outstanding buy at the present time." It is viewed in 30 cities. Funds for renewal come from additional state advertising tax income as result of increased citrus crop estimates.

ABC GETS NEW LOAN

ABC has borrowed additional $500,000 under bank credit arrangement providing for loans up to total of $3.8 million, Stock Exchange records showed Friday. Loan, made as of March 10 and put into working capital, brings to $2 million amount borrowed under that credit (with Bankers Trust Co., N. Y.) and raises outstanding long-term debt to approximately debt to approximately $11 million, including $784,820 in installments due this year.

TONI RENEWS SERIAL

TONI Co., division of Gillette Safety Razor Co., Chicago, renews *This Is Nora Drake* on CBS Radio (Mon.-Wed.-Fri., 2:30-2:45 p.m.) for 52 weeks, effective May 5. Agency: Foote, Cone & Belding, Chicago.

PEOPLE...

ROBERT S. WOOD, recently news division manager of WOR New York and before that with CBS in New York and Washington, named deputy director of Radio-TV Film Division, Office of Price Stabilization.

LEN MATTHEWS, chief timebuyer at Leo Burnett Agency, transfers to account staff. His replacement, effective April 28, will be Ken Fleming, salesman at George P. Hollingbery station representative firm in same city.

BOB CABITT, promotion and publicity chief, WORL Boston, to Hoag & Provandie, same city, as copywriter. Hank Wilayto, Boston Red Cross disaster service assistant director, to succeed him at WORL.

JOHN C. APPLETON, Grey Adv., N. Y., to Ellington & Co., that city, as account executive.

RICHARD C. HUNT, formerly Ruthrauff & Ryan, Chicago, as account executive, to Buchanan-Thomas Adv. Co., Omaha, as account consultant on grocery and drug packaged products.

GENERAL MILLS ATTEMPTING EXTENSION OF RATE-CUTTING

GENERAL MILLS and Knox Reeves Advertising, agency handling its Wheaties advertising, attempting to extend to summer of 1953 wholesale cut-rate announcement purchase plan introduced this year [B•T,March 10, Feb. 25]. Agency letter to stations asks their acceptance of agreement granting agency, for General Mills, "first refusal for a similar one-minute spot announcement summer campaign for 1953; such first refusal to run to March 1, 1953."

Plan for 1952, reportedly rejected by most major stations, offered one-half of one-time daytime rates for each of five or 10 spots daily. 80% to be broadcast in Class A time. As for next year, agency letter says: "Naturally, the terms and conditions of any future campaign would again have to be worked out."

JAHNCKE NAMED TO DIRECT ABC'S RADIO AND TV

ERNEST LEE JAHNCKE Jr., ABC vice president for radio network, promoted to vice president and assistant to President Robert E. Kintner with responsibility for both radio and television, effective immediately, it was learned Friday. Charles T. Ayres, vice president for radio sales, advances to Mr. Jahncke's former post as vice president for radio network. Alexander Stronach continues as vice president for TV. Successor to Mr. Ayres as radio sales head not disclosed.

WICK CRIDER JOINS K&E

WICK CRIDER, vice president in charge of new program development, BBDO, N. Y., appointed vice president in charge of radio and television department of Kenyon & Eckhardt, N. Y., last Friday by William Lewis, president of agency [B•T, April 7). Mr. Crider prior to his BBDO association was with J. Walter Thompson Co.

CBS-TV CLINIC SCHEDULED

SPECIAL clinic on station operation, in view of FCC's TV thaw, set for Waldorf-Astoria Hotel, New York, May 1-2, J. L. Van Volkenburg, president, CBS Television Network, announced today. Third in series, clinic expected to draw about 500 top executives of 62 TV and 207 CBS Radio affiliates.



FORERUNNER...

Forerunner of today's big, efficient outdoor advertising industry was this scene. Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster.

About the same time that billboards were becoming standardized, other media—newspapers, magazines, car cards—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio . . . and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound selling.

Now television has added sight to sound . . . and again advertisers were quick to capitalize on the added impact this newest medium affords them.

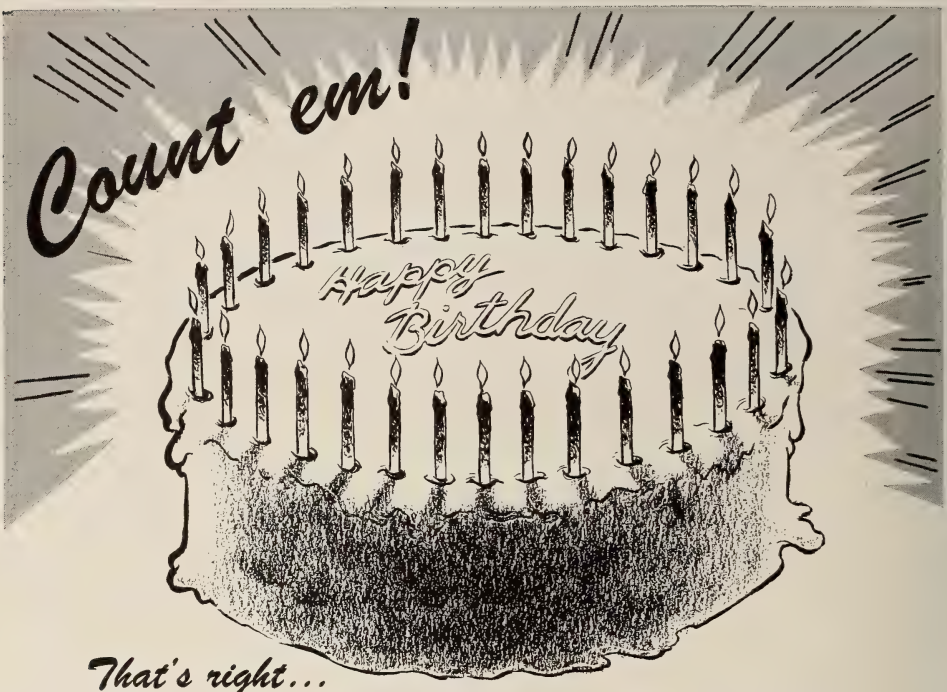
In WLW-Land, these two media—WLW Radio and WLW-Television—used in combination, offer advertisers the most efficient and economical way to reach more people more often and more effectively.

WLW

1922 • 1952

30th year

THE NATION'S STATION AND ITS TV SERVICE



That's right...

30 candles...one for every year of radio history

Back on April 13, 1922, a few hundred persons in Chicago heard a new voice in their earphones. It was a new radio station, destined to become the leader in Midwest radio . . . destined to pioneer in programming and sales techniques which have become standards of the industry.

Those first few hundred persons in a single area of Chicago have grown to a family of millions in five states—the hub of the thriving Middle West. These millions long ago learned to rely on WMAQ for the newest and the best in home entertainment.

Advertisers, too, long ago learned that products and services find a host of willing buyers when advertised by Station WMAQ and its crew of favorite personalities.

These 30 years of know-how and listener acceptance are ready to work for YOU and your product or service. Ask your WMAQ or NBC Spot salesman for the complete story.

Now Celebrating 30 Years of Service

NBC RADIO IN CHICAGO

WMAQ
CHICAGO

PRIL 14, 1952—PART II

BROADCASTING TELECASTING

UICK INDEX

	Page
nna Heights	16
by City	132
ational	5
nock Opin.	165
s Opin.	171
r	15
edures	123
ster Opin.	165
s	13

21ST

ne Newsweekly Radio and levision.

year

TOPS FOR PUBLIC SERVICE, TOPS FOR PROFIT

UNITED PRESS MOVIETONE NEWS

United Press

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the usual standards

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BROADCASTING
TELECASTING

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IN THIS BROADCASTING . . .

Sixth Report and Order
Final television allocations report of the
Federal Communications Commission
Part II, April 14, 1952 Issue

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*Reg. U. S. Patent Office

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TABLE OF CONTENTS

	Report & Order Paragraph No.	Page In This Supplement
THE PROCEEDINGS	1- 11	3
GENERAL CONSIDERATIONS SUPPORTING THE ADOPTION OF A TABLE OF ASSIGNMENTS FOR THE TELEVISION SERVICE	12- 18	3
THE CHANNELS	19- 32	4
Use of the VHF	19- 21	4
Utilization of the Entire UHF Television Allocation	22- 25	4
The Use of Channels 66-83 (782-890 Mcs.)	26- 32	5
EDUCATIONAL RESERVATION	33- 62	5
Who May be Licensed to Operate Non-commercial Educational Stations	50- 53	7
Partial Commercial Operation by Educational Stations	54- 59	7
The Use of the VHF For Non-Commercial Educational Television	60- 62	8
ASSIGNMENT PRINCIPLES	63-214	8
The Basis of the Table of Assignments	63- 84	8
Prediction of Service Areas and Interference	85- 96	9
Grades of Service	97-102	10
Station Separations	103	12
The Measurement of Station Separations	104-108	12
The Minimum Co-channel Assignment Spacings	109-142	12
Classes of Stations: Powers and Antenna Height	143-165	15
Adjacent Channel Separations	166-171	17
Image Interference	172-173	20
I. F. Beat	174	20
Intermodulation	175-179	20
Multiple Interference	180-181	21
Facilities Spacing	182	21
Offset Carrier	183-188	21
Intermixture of VHF and UHF Channels	189-200	22
Change in the Assignment Table	201-208	22
Time Limitations on Changes in the Assignment Table	209-214	23
DIRECTIONAL ANTENNAS	215-224	24
STRATOVISION OR POLYCASTING	225-228	25
INTERNATIONAL CONSIDERATIONS	229-233	25
CANADA-UNITED STATES TELEVISION ASSIGNMENTS	234-236	26
MEXICAN-UNITED STATES TELEVISION ASSIGNMENTS	237-247	28
THE TABLE OF ASSIGNMENTS (See Appendix E for Index)	248-982	32
TABLE I—POPULATION DENSITY PER SQUARE MILE BY ZONES		118
TABLE II—NUMBER OF CITIES OVER 50,000 AND LAND AREA BY ZONE AND STATE	Appendix A	120
F (50, 10) CURVES	Appendix B	120
AMENDMENT PART 1 OF RULES	Appendix C-1	123
AMENDED FORM 301	Appendix C-2	125
AMENDMENT PART 3 OF RULES	Appendix D	131
INDEX—City by city assignments alphabetically by states	Appendix E	163
CONCURRING OPINION OF COMMISSIONER WEBSTER		165
SEPARATE OPINION OF COMMISSIONER HENNOCK CONCURRING IN PART AND DISSENTING IN PART		165
DISSENTING OPINION OF COMMISSIONER JONES		171

Television for the New Orleans Market

(A statement of policy and an expression of thanks)

WWL thanks BROADCASTING & TELECASTING for their kind comment on our plans in their editorial of January 21, 1952.

New Orleans, a city of 600,000, is like other large communities. There is an urgent need for additional television service—to give the audience a choice of programs and the advertisers a choice of stations.

WWL believes that additional stations should be established as soon as possible with a minimum of bickering and few, if any, hearings.

WWL filed a television application with the FCC on March 3, 1948, and on February 17, 1950, tendered an amendment to specify Channel 4.

WWL will adhere to its request for Channel 4. WWL will file no last-minute amendments and will not try to outguess any other applicant.

WWL believes that in this manner the expansion of television service to the people can be hastened.

50,000 WATTS **WWL** CLEAR CHANNEL

NEW ORLEANS

CBS Radio Affiliate

A DEPARTMENT OF LOYOLA UNIVERSITY • REPRESENTED NATIONALLY BY THE KATZ AGENCY

FCC 52-294
74219

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matters of	
Amendment of Section 3.606 of the Commission's Rules and Regulations	**Docket Nos. 8736 and 8975**
Amendment of the Commission's Rules, Regulations and Engineering Standards Concerning the Television Broadcast Service.	**Docket No. 9175**
Utilization of Frequencies in the Band 470 to 890 Mcs. for Television Broadcasting.	**Docket No. 8976**

SIXTH REPORT AND ORDER

By the Commission (Commissioner Bartley not participating; Commissioner Webster concurring; Commissioner Hennock concurring in part and dissenting in part; and Commissioner Jones dissenting.)

Adopted: April 11, 1952.

Released: April 14, 1952.

THE PROCEEDINGS

1. These proceedings were instituted on May 6, 1948, by a "Notice of Proposed Rule Making" (FCC 48-1569) designed to amend the table of television channel assignments for the United States, set out in Section 3.606 of the Rules and Regulations of this Commission. During the hearing held by the Commission pursuant to this Notice, evidence was introduced which indicated the necessity for a revision of the Commission's Rules, Regulations and Standards with respect to the technical phases of the television broadcast service.

2. On September 30, 1948, the Commission issued a Report and Order (FCC 48-2182), commonly referred to as the "freeze order". In general, this Order provided that no new or pending applications for the construction of new television broadcast stations would be acted upon by the Commission; and that new and pending applications for modification of existing authorizations would be considered on a case-to-case basis with action thereon depending on the extent to which the requested modification affected the issues in the television proceeding. In adopting the "freeze order", the Commission pointed out that a national television assignment plan and the Commission's Rules, Regulations and Standards must be based upon, and must reflect, the best available engineering information. It was noted that the Commission could not continue to make assignments under the existing Table since the evidence presented at the hearing raised serious questions concerning the validity of the bases upon which the Table was constructed. The Commission stated that the granting of additional television authorizations would make more difficult any revisions in the Table made necessary by subsequent changes in the Rules and Standards.

3. The current phase of the television proceeding was initiated on July 11, 1949, by the issuance of the Commission's "Notice of Further Proposed Rule Making" (FCC 49-948). Attached to this Notice were four appendices: Appendix A set forth the Commission's proposals to amend its television Rules, Regulations and Engineering Standards: Appendix B set forth the methods and assumptions upon which the Commission's figures and values specified in Appendix A were based; Appendix C contained the Commission's proposed revision of its Table of television channel assignments throughout the United States and the Territories; and Appendix D contained illustrative assignments for Canada, Mexico and Cuba indicating the manner in which it might be necessary to take into account the use of channels by these countries.

4. In September 1949, the Commission began its hearings on the color television issues in this proceeding and its First and Second Color Reports were issued on September 1, 1950 and October 11, 1950, respectively (FCC 50-1064 and FCC 50-1224).

5. Subsequently, on October 16, 1950, the Commission began hearing the testimony of interested parties who had filed comments concerning the general issues set forth in Appendices A and B of the Notice of July 11, 1949. These extensive hearings continued until January 31, 1951, when the Commission recessed in order to study the record and determine whether it should proceed with the hearings on Appendices C and D in the light of the evidence adduced on the general issues.

6. On March 22, 1951, the Commission issued its "Third Notice of Further Proposed Rule Making" (FCC 51-244).[1] In Appendices A and B of the Third Notice, the Commission set forth its conclusions based on the hearing record developed with respect to the general issues. The Commission at the same time afforded interested parties the opportunity to object to the conclusions in Appendices A and B by filing statements of objections.

7. Appendices C and D of the Third Notice contained a new proposed Table of television channel assignments for the United States and the Territories and new illustrative assignments for Canada and Mexico. Pursuant to paragraph 12 of this Notice, parties were permitted to file comments and oppositions to such comments as might be filed by other persons with respect to the proposals in Appendices C and D.

8. On June 21, 1951, the Commission issued its "Third Report" (FCC 51-640) in the above entitled proceedings. In this Report, the Commission decided that it could not, at that time, take action to effect a partial lifting of the "freeze." On July 12, 1951, the Commission issued its "Fourth Report and Order" (FCC 51-693) which allocated to television broadcasting the frequency band 470-500 Mcs. On July 25, 1951, the Commission adopted its "Fifth Report and Order" (FCC 51-752) amending its "freeze order" to permit consideration on a case-to-case basis of applications by existing licensees and permittees for special temporary authority to increase power within certain defined limits.

9. On July 25, 1951, the Commission issued an Order (FCC 51-739) cancelling the oral hearings which were scheduled to take place pursuant to the Third Notice.[2] This Order provided all parties with an opportunity to file sworn statements or exhibits fully setting out their position in support of the pleadings they had filed. In addition, parties were permitted to submit sworn statements or exhibits directed against statements or exhibits offered by other parties and to file briefs with respect to any matter of fact or law raised by the evidence. The Commission also provided for oral presentations in addition to the submission of sworn statements or exhibits with respect to any issue which in the Commission's judgment could not be satisfactorily considered and disposed of without oral presentation.

10. The Order of July 25, 1951, also provided:

> "In view of the fact that the issues raised by Appendices A and B of the Third Notice of Further Proposed Rule Making (FCC 51-244) are interrelated with those raised by the issues to be determined in the remaining portion of these proceedings, and in order to permit parties to make a full presentation of their cases, the Commission has decided not to finalize Appendices A and B at this time. However, sworn statements or exhibits filed pursuant to paragraph 5 above must be consistent with Appendices A and B, with the following express exception: If a comment or opposition with respect to Appendices C and D of the Third Notice deviates from Appendices A and B, a sworn statement or exhibit inconsistent with Appendices A and B may be filed pursuant to paragraph 5 above if such statement or exhibit is inconsistent with Appendices A and B only to the extent that the comment or opposition is inconsistent with Appendices A and B."

11. Upon consideration of the entire record in this proceeding, the Commission is now in a position to issue a final Report with respect to the matters covered by Appendices A, B, C, and D of the Third Notice.

GENERAL CONSIDERATIONS SUPPORTING THE ADOPTION OF A TABLE OF ASSIGNMENTS FOR THE TELEVISION SERVICE

12. Toward the close of the War in 1945, when it appeared that the emergence of television as a regular broadcasting service was imminent, the Commission conducted a rule making proceeding (Docket 6780) resulting in the adoption of the existing television Rules and Standards, including the present Table of Assignments.[3] This earlier Table which employs VHF frequencies only, has served as a framework for the growth thus far of the television service. It has been urged in this proceeding that as a matter of policy[4] we should abandon the concept of a nationwide table of channel assignments and permit applicants from any community to apply for the use of any channels provided certain general engineering criteria were met. Upon careful consideration of the record in this proceeding we are convinced that the public interest requires our continued adherence to the concept of a table of channel assignments as the most effective method for assuring a fair distribution of television service throughout this country.

---

[1] Hereinafter referred to as the "Third Notice."

[2] The procedural steps leading to the cancellation of the oral hearings are described in the Order of July 25, 1951 (FCC 51-739).

[3] In FM also the Commission decided that the optimum distribution of stations could best be accomplished by a Table of Assignments.

[4] The Commission has already determined in its Memorandum Opinion of July 13, 1951 (FCC 51-709) that it has legal authority to prescribe such a Table of Assignments as part of its Rules.

13. The Communications Act of 1934, among other things, establishes as a responsibility of the Commission the "making available to all people of the United States, an efficient, nationwide, radio service," (Section 1), and the effectuation of the distribution of radio facilities in such a manner that the result is fair, efficient and equitable and otherwise in the public interest from the standpoint of the listening and viewing public of the United States (Sections 303 and 307b). Our conclusion that these standards can best be achieved by the adoption of a Table of Assignments is based upon three compelling considerations: A Table of Assignments makes for the most efficient technical use of the relatively limited number of channels available for the television service. It protects the interests of the public residing in smaller cities and rural areas more adequately than any other system for distribution of service and affords the most effective mechanism for providing for non-commercial educational television. It permits the elimination of certain procedural disadvantages in connection with the processing of applications which would otherwise unduly delay the overall availability of television to the people. Each of these factors is discussed below.

14. One of the principal reasons for an engineered Table of Assignments incorporated into our Rules is that it permits a substantially more efficient use of the available spectrum. It is clear that, mathematically, once a fixed station separation has been agreed upon, the maximum number of stations which can be accommodated on any given channel becomes fixed. In practice this theoretical maximum cannot be achieved since the location of cities capable of supporting such stations will not follow any such regular pattern of location. But an Assignment Table drawn upon an examination of the country as a whole can confidently be expected to more closely approximate the mathematical optimum, than would assignments of stations based upon the fortuitous determinations of individual applicants interested solely in the coverage possibilities in a particular community irrespective of the effect of such assignments on the possibility of making assignments in other communities. We are convinced that only through an engineered Table of Assignments can areas receiving no service or inadequate service be kept to a minimum.

15. In our opinion there is an equally significant reason why a Table of Assignments should be established in our Rules. For while the record in this proceeding demonstrates that the desire for broadcasting service from local stations, reflecting local needs and interests is widespread, experience has shown that many of the communities which cannot now support television stations but would eventually be able to do so, will in the absence of a fixed reservation of channels for their use, find that available frequencies have been preempted. The same is true with respect to the establishment of any significant number of non-commercial educational stations. It might, of course, be possible to achieve these results by allocating a large block of frequencies for these smaller cities and non-commercial educational television without specifying the assignment location of particular channels. But we are convinced that this could only be done at the expense of unnecessarily reducing the total number of channels available to meet other television needs.

16. A further consideration compels us to adopt the Table. When we resume the processing of applications for television stations, we expect to have on file an exceedingly large number of applications. We find that in the absence of a fixed Assignment Table it would be unduly complex—and perhaps impossible—to decide all conflicting demands among communities in individual licensing proceedings. Once it is recognized that these conflicting demands are interrelated, it becomes apparent that they can most satisfactorily be decided in one hearing. Moreover, a question is raised in view of the decision of the Supreme Court in *Ashbacker Radio Corp.* v. *Federal Communications Commission,* 326 U. S. 327, whether it would not be necessary as a matter of law to decide all these cases in one or several very large proceedings. Accordingly, we find that the determination of the questions relating to the equitable distribution of facilities among the cities and states in one rule making proceeding such as we have here conducted was conducive to the best dispatch of our business, satisfied the ends of justice and was required in the public interest.

17. It is contended that the establishment of a Table of Assignments such as has been adopted herein does not provide sufficient flexibility in the assignment of channels as to enable us to recognize economic, geographic, population and other pertinent differences between communities and areas. This is in effect an argument that a Table of Assignments cannot possibly achieve results which are as much in the public interest, convenience and necessity, or as "fair, efficient and equitable" as the "application" or "demand" method of assigning channels. But it has not been in any wise demonstrated by anyone making this contention that the end result of the claimed "flexibility" for the "application" or "demand" method of assigning television channels throughout the country will be a more fair, or more equitable, or a more efficient assignment of television facilities throughout the country. Indeed, it is almost self evident that assignments made upon the "application" or "demand" method necessarily leads to results which do not adequately reflect *on a nationwide basis* significant comparative needs as well as differences among communities throughout the country. We find no merit in the contention that by the adoption of a Table we have generally or specifically disregarded any pertinent public interest factors. We have given parties a full opportunity to present comments and evidence with respect both to the basic principles and standards underlying the Table and with respect to proposed assignments for specific communities. Particularly, where parties did not think our proposed assignments were fair or equitable, or where they felt that we have improperly assigned channels to individual communities, they have been afforded an opportunity to establish their contentions in this hearing. All these objections and the relevant comments and evidence have been most carefully considered in connection with our decision herein.

18. In view of the foregoing, we find that the public interest requires the establishment of a Table of Assignments such as we have adopted herein.

THE CHANNELS
Use of the VHF

19. Since the deletion of Channel 1 in 1948 the Commission has allocated 12 channels, Channels 2-13 in the 54-216 Mc. band, for use by the television broadcast service. The Commission's Third Notice proposed to continue this allocation.

20. Two parties filed comments pursuant to Paragraph 11 of the Third Notice objecting to the fact that the Commission has not provided additional VHF channels. Allen B. DuMont Laboratories, Inc.,[5] objects that no finding was made on the feasibility of allocating 1 or more additional VHF channels. A. Earl Cullum, Jr., objects that an additional television channel was not allocated in the frequency range from 72 to 78 Mcs.

21. In order to allocate additional VHF channels to the television service, it would be necessary to delete frequencies from one or more of the other radio services which have been allocated frequencies in this portion of the radio spectrum. While there is testimony in the record as to the possibility and alleged desirability of such a reallocation of frequencies, this proceeding has included no issue or proposal by the Commission or the parties for the reallocation of specific frequencies nor any evidence evaluating the comparative needs of the various radio services for the pertinent VHF frequencies. Accordingly, this proceeding affords no basis for a decision withdrawing frequencies from other services (both government and non-government) for the purpose of creating additional VHF television channels.

Utilization of the Entire UHF Television Allocation

22. In the Third Notice, the Commission stated with respect to the utilization of the UHF bands:[6]

> B. *Utilization of entire UHF band.* In its Notice of Further Proposed Rule Making issued on July 11, 1949, the Commission proposed to assign forty-two 6-megacycle channels (14 through 55) in the lower portion of the UHF band for commercial television broadcasting. The Commission proposed to assign 32 of the above UHF channels for use by metropolitan stations and the remaining 10 channels for use by community stations. During the hearings conducted by the Commission with respect to the general issues in the pending television proceedings, testimony was presented which favored the allocation of the entire UHF band for commercial television broadcasting.

Although some testimony was presented which favored the allocation of a portion of the UHF band at this time pending the acquisition of additional data greater support was given to the proposal to assign television channels in the entire UHF band for immediate use. It was urged that a need existed for additional commercial television channels; that such an allocation would encourage developments in UHF equipment; and that due to problems not previously considered, i.e., oscillator radiation, intermodulation, image interference, etc., more channels were necessary to provide an adequate number of usable channels. Some testimony was presented to the effect that the allocation of the lower portion of the UHF band was preferable because better coverage and equipment performance could be expected there. On the other hand, there was testimony to the effect that differences would not be appreciable throughout the entire UHF band. In any event, the effect of such differences on the optimum utilization of the band are likely to be small. Accordingly, the Commission has concluded that allocation of the entire UHF band for television broadcasting on a regular basis would result in the maximum utilization of television channels in the United States and would be in the public interest.

23. Comments in support of the above proposal have been filed by the American Broadcasting Company and RCA-NBC. The great demand for television service by commercial and non-commercial educational interests evidenced by the portion of the proceeding dealing with Appendices C and D of the Third Notice clearly supports the use at this time of the entire UHF television allocation for regular television operations. No objection to the proposal was filed. Accordingly, the Commission is herewith finalizing the allocation of the entire UHF television band for use at this time by television on a regular basis.

24. The Commission's Third Notice left undecided the manner in which the band 470 to 500 Mc. would be allocated. At that time the Commission had not yet determined whether that band should be allocated to multi-channel broadband common carrier mobile radio service or to television broadcasting. In the Fourth Report and Order in these proceedings (FCC 51-693) the Commission allocated the 470-500 Mc. band for television broadcasting. The grounds for its decision are

[5] In 1948 during the first part of these proceedings DuMont suggested a means of obtaining additional VHF channels by the use of government frequencies. Since DuMont did not refer to this proposal in the comment filed pursuant to the Third Notice, no further consideration is being given to that proposal. See also Paragraph 4 of the Notice of Further Proposed Rule Making issued July 11, 1949, in this proceeding (FCC 49-948).

[6] The UHF band is defined to include the frequency range 300 Mc.-3000 Mc. Television is allocated that portion of the UHF band between 470 and 890 Mcs.

forth fully in the Fourth Report and Order. Accordingly, the Commission is now in a position to make available for the television broadcast service 70 UHF channels (Channels 14 through 83), located between 470-890 Mc.

25. Statements were filed by Mercer Broadcasting Company, Trenton, New Jersey; Lehigh Valley Television, Inc., Allentown, Pennsylvania; Radio Wisconsin, Inc., Madison, Wisconsin; and Presque Isle Broadcasting Co., Erie, Pennsylvania, contending, among other things, that all commercial television stations should be assigned to the UHF band. The statements allege that many of the economic and competitive problems which would arise because television broadcasting will be expanded into the UHF portion of the spectrum would be obviated if no commercial television broadcasting were permitted in the VHF. These objections, however, do not point out any specific testimony or evidence to support the large scale reallocations and reassignments which would thereby be required nor do they make any concrete proposal. We are not, moreover, convinced that an adequate showing has been made that sufficient spectrum space would be provided for an adequate nationwide television service if only the UHF portion of the spectrum is allocated for commercial television broadcasting. Accordingly, we have decided that commercial television operations should be provided for in both bands of the spectrum allocated for television broadcasting.

The Use of Channels 66-83 (782-890 Mc.)

26. In making up the Table of Assignments proposed in the Third Notice the Commission made specific assignments to particular cities and communities only on Channels 2 through 65. Channels 66 to 78 or 83 [7] were designated as flexibility channels and no specific assignments to individual cities or communities were made on these channels. It was provided in the Third Notice that persons desiring to file an application for a station in a community which (1) is not listed in the Table of Assignments and (2) is not eligible for an assignment, without the necessity of rule making proceedings, might file an application for a station on one of the flexibility channels without further rule making. It was provided, however, that stations on flexibility channels could not be applied for, in this manner, in any community assigned a channel in the Table or which was otherwise eligible for such an assignment without further rule making under the 15 mile rule.[8]

27. In addition to the use of flexibility channels as set forth above, the Third Notice provided for the use of flexibility channels for experimentation in stratovision and polycasting. As has been pointed out in another portion of this Report no comments have been filed pursuant to Paragraph 11 of the Third Notice with further reference to the stratovision or polycasting. Several of the parties [9], however, have made proposals for the use of Channels 66-83 in a manner other than that provided for in the Third Notice. Objection has been made to the proposal of the Commission to set aside some of the UHF for use as flexibility channels and parties have requested that the Commission at this time assign all of the channels in the UHF to specific communities. Two arguments are made. First, that certain specific communities have present need of an assignment that only can be established if use is made of Channels 66-83 for specific assignments. The other contention is that if all of the 782-890 Mc. band is not fully assigned at this time an inefficient use will be made of the channels available in this band.

28. At the outset it should be pointed out that the provision for flexibility channels (Channels 66-83) in the Third Notice was itself a reservation, although not a specific reservation for particular cities or communities, made to assure that channels will be available for cities and communities not otherwise provided for on Channels 2-65 of the Table of Assignments, particularly the smaller cities and communities of the country. Clearly, the Commission should leave some of the spectrum allocated to television unassigned. For while the Commission may, upon the basis of the evidence, viewed in the light of its experience with broadcasting, make reasonable provision for television facilities in the various communities of the country, it cannot predict with complete accuracy every community in which there may eventually develop demand for television. Accordingly, it is desirable to leave a portion of the spectrum allocated to television unassigned.

29. We therefore adhere to our proposal in the Third Notice that the whole of the spectrum allocated to television should not be assigned at this time to specific cities or communities. As a matter of fact, it is clear from inspection of the Table adopted herein that possible assignments have not been made on Channels 2-65 as well as on Channels 66-83. We recognize, however, that need may exist at this time for the assignment of additional channels to individual cities and communities even though they have already been assigned channels in the Table. Therefore, where a request has been made for the assignment of a channel to an individual community, we have on a case-to-case basis considered whether such an assignment should be made in the Table of Assignments. We wish to point out, however, that the Commission must act carefully in considering assignments to communities that already have assignments, particularly on Channels 66-83. The number of assignments that can physically be made on Channels 66-83, particularly in areas where cities are located close together, is indeed limited. Accordingly, it must be clearly and affirmatively demonstrated that a channel from the group 66-83 should be assigned at this time to a community which has assignments in the Table before we will make an additional assignment to the community. The portion of this spectrum left unassigned is intended to be used primarily in cities and communities without any assignments in the Table and in situations where either non-commercial educational or commercial assignments are not included in communities listed in the Table.

30. In view of the comments that have been filed and upon consideration of the whole record, we believe, however, we should not permit channels 66-83 to be used solely on the basis of the filing of an application but should rather require applicants to secure an assignment in the Table by rule making before the application for a station will be considered. By doing so we are in a position to minimize any inefficiency involved in the proposal made in the Third Notice.[10] Accordingly, in the Rules we have adopted herein, no application for a television station will be considered by the Commission if the channel requested is not listed as an assignment to the community involved in the Table of Assignments.

31. The Joint Committee on Educational Television suggested in a comment that the proposal with respect to flexibility channels be modified so as to permit an educational institution to make application for a non-commercial educational television station on Channels 66-83 in any community in which no channel has been reserved for such a station. The same proposal has been made for similar reasons by the Board of Regents of the University of the State of New York, the Public Schools, Springfield, Massachsetts, Gary Public Schools, Gary, Indiana, Utah State Agricultural College, Logan, Utah, the State of New Jersey, and the Connecticut State Board of Education. The effect of this proposal would be to permit Channels 66-83 to be used on an application basis for non-commercial educational purposes not only in cities which are not assigned a television channel under the Table, but also in cities with commercial assignments but which do not have an educational reservation. No one has objected to these proposals.

32. We recognize that cities which do not have educational reservations or a non-commercial educational station in operation should have an opportunity to use any portion of the spectrum unassigned for such purpose. Accordingly, where an appropriate showing is made in a rule making proceeding, as indicated above, assignments in the Table will be made for non-commercial educational stations where the community involved does not have an educational reservation and no non-commercial educational station is in operation.[11]

THE EDUCATIONAL RESERVATION

33. Section VI of Appendix A of the Third Notice contained a statement that as a matter of policy certain assignments in the VHF and UHF would be reserved for the exclusive use of non-commercial television stations. Careful consideration has been given to the exceptions taken to this policy proposal in comments filed by several parties [12] pursuant to Paragraph 11 of the Third Notice. For the reasons set forth below, the Commission has concluded that the record does support its proposal [13] and it is hereby adopted in the public interest as the decision of the Commission.

34. The only comments directed against the proposal which fulfill the requirements of Paragraph 11 of the Third Notice are those filed by NARTB-TV and Allen B. DuMont Laboratories, Inc. The others do not specify their objections nor do they cite the evidence on which their objections are based. It is difficult to ascertain in some cases whether the objection is in fact based upon the view that there is a failure of the record to support the proposal or upon some other general disagreement with the proposal. Since, however, the comments filed with NARTB-TV and DuMont clearly cover all the objections to the proposal made by any

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[7] The use of the 470-500 Mc. band was still under consideration at the time of the issuance of the Third Notice.

[8] The Third Notice, as amended by FCC 51-410, provided:

"A channel assigned to a community in the Commission's Table of Television Assignments shall be available, without the necessity of rule making proceedings, to any other community which is located within 15 miles of the assigned community and which has no assignment of its own provided the minimum separations set forth in Paragraphs E and G herein are maintained."

[9] Communications Measurements Laboratories, Inc., New York; Radio Kentucky, Inc., Louisville, Kentucky; Radio Virginia, Inc., Richmond, Virginia, and Kingston Broadcasting Corporation, Kingston, New York, all have filed objections which request that the Commission assign all of the UHF band allocated to television and leave no channels for use as flexibility channels. DuMont proposed that channels in the 782-890 Mc. band be made available for use by any applicant.

[10] The manner in which Channels 66-83 may be assigned is already determined and limited to a substantial degree by the assignments in the Table together with the minimum assignment spacing requirements adopted herein. Whatever the inefficiency that may remain, we believe that the flexibility retained by leaving some of the television spectrum unassigned is necessary and desirable in order that adequate provision can be made for smaller cities without assignments in the Table and to provide for some future adjustment of the Table.

[11] In recognition of the fact that the unassigned portions of the spectrum are being reserved primarily for cities and communities without assignments or without any non-commercial educational or commercial assignments, we have below provided an exception to the general one year ban on amendment of the Table of Assignments, so that petitions to amend the Table will be considered and acted on in this one year period upon petition (1) for assignment of a channel where no assignment has been made in the Table to a community, and the community is not eligible for an assignment under the 15 mile rule (2) for assignment of a non-commercial educational channel where no such assignment under the Table of Assignments is available in the community involved or (3) for assignment of a commercial channel to any community listed in the Table to which no commercial assignment has been made.

[12] These parties are: NARTB-TV, Allen B. DuMont Laboratories, Inc., Radio Kentucky, Inc., Capitol Broadcasting Co., and The Tribune Co. Some comments were filed which challenged the power of the Commission under the Communications Act to reserve channels for this purpose. Such contentions have been disposed of by the Commission's Memorandum Opinion of July 13, 1951 (FCC 51-709). Other comments objected to the reservation of a channel in a given community. These objections have been considered in another portion of this Report. The Joint Committee on Educational Television filed comments in support of the educational reservation, as did many individual educational institutions, and other civic non-profit organizations.

[13] Communications Measurements Laboratories, Inc. has taken issue with the use of the word "nationwide" in describing the reservation of channels for this purpose. The proposal is self-explanatory in this respect. Although channels have been reserved throughout the nation, the reservation does not set apart any single channel or group of channels on a nationwide basis.

of the other parties, a discussion of their exceptions will cover those of the other parties, and it will not be necessary to determine whether the latter comments must be rejected for failure to comply with the provisions of Paragraph 11 of the Third Notice.

35. In view of the rather comprehensive and detailed exceptions taken to Section VI of Appendix A it is necessary to review the nature and extent of the Commission's proposal in the Third Notice. An extensive hearing was held by the Commission on the issue: whether television channels should be reserved for the exclusive use of non-commercial educational stations. A total of 76 witnesses testified on this issue.[14] Among the subjects upon which the proponents of reservation presented evidence were: the potential of educational television both for in-school and adult education, and as an alternative to commercial programming; the history of education's use of other broadcast media and of visual aids to education; the possibility of immediate or future utilization of television channels by public and private educational organizations and the methods whereby such utilization could be effectuated; the type of program material which could be presented over non-commercial television stations; the history of and prospects for educational organizations' securing broadcast opportunities from commercial broadcasters; and the number of channels, both UHF and VHF, which would be required to satisfy the needs of education throughout the country. The witnesses who opposed the principle of reservation, contending that it was unlikely that educators would make sufficient use of the reserved channels to warrant withholding them from commercial applicants, and that the best results could be achieved by cooperation between educational groups and commercial broadcasters, testified principally about the past record of educators in broadcasting, the cost of a television station, and cooperation between commercial broadcasters and educational institutions.

36. On the basis of the record thus compiled, the Commission concluded, as set forth in the Third Notice, that there is a need for non-commercial educational television stations; that because educational institutions require more time to prepare for television than commercial interests, a reservation of channels is necessary to insure that such stations come into existence; that such reservations should not be for an excessively long period and should be surveyed from time to time; and that channels in both the VHF and UHF bands should be reserved in accordance with the method there set forth.

37. It has been contended that the record in this proceeding fails to support the Commission's proposal in three basic respects; that it has not been shown that educational organizations will, in fact, require a longer period of time to prepare to apply for television stations than commercial broadcasters; that it should have been found that the reservation of channels for this purpose will result in a waste of valuable frequency space because of non-usage and because of the limited audience appeal that educational stations will have; and that no feasible plan for stable utilization of channels by educational institutions has been advanced, particularly with respect to the problem of licensee responsibility.

38. None of the commenting parties have contended that the record has failed to support the findings of the Commission in the Third Notice that, based on the important contributions such stations can make in the education of the in-school and adult public, there is a need for non-commercial educational stations. The objections to the Commission's proposal must, therefore, refer to the desire and the ability, as evidenced in the record, of the educational community to construct and operate such stations.[15] We conclude that the record shows the desire and ability of education to make a substantial contribution to the use of television. There is much evidence in the record concerning the activities of educational organizations in AM and FM broadcasting. It is true and was to be expected that education has not utilized these media to the full extent that commercial broadcasters have, in terms of number of stations and number of hours of operation. However, it has also been shown that many of the educational institutions which are engaged in aural broadcasting are doing an outstanding job in the presentation of high quality programming, and have been getting excellent public response. And most important in this connection, it is agreed that the potential of television for education is much greater and more readily apparent than that of aural broadcasting, and that the interest of the educational community in the field is much greater than it was in aural broadcasting. Further, the justification for an educational station should not, in our view, turn simply on account of audience size. The public interest will clearly be served if these stations are used to contribute significantly to the educational process of the nation. The type of programs which have been broadcast by educational organizations, and those which the record indicates can and would be televised by educators, will provide a valuable complement to commercial programming.

39. We do not think there is merit in the contention that the record, with respect to the general phase of the hearing, does not support the general principle of a reservation of channels for educational purposes as set out in the Third Notice because it does not contain detailed information with regard to the desire, ability and qualifications of the educational organizations to construct a non-commercial educational station, or the competing commercial interests which desire to bring television service to the public. In preparing a proposed Assignment Table for the entire nation which would provide the framework for the growth of television for many years to come, we could not limit our perspective to immediate demand for educational stations under circumstances where all communities did not have an opportunity to give full consideration to the possibilities of television for educational purposes and to mobilize their resources. Moreover, evidence of specific demand for educational television was submitted for several communities in the general phase of the hearing, and in addition there was presented an estimate of the number of channels required for this purpose for one section of the country based upon the size of the various communities and their general educational requirements. We do not think it unreasonable to believe that general principles of assignment may be derived from such evidence, and that such principles may validly be applied to comparable communities, for the purposes of drawing up a nationwide assignment plan. See, e.g., *The New England Divisions Case*, 261 U. S. 184, 197-199 (1923).

40. Moreover, the Third Notice provided for the contesting of specific reservations in any community. The Assignment Table adopted below has been prepared after consideration of the specific evidence in support of, as well as in objection to, specific proposed reservations and after consideration of the overall needs of all communities for television service.

41. The great preponderance of evidence presented to the Commission has been to the effect that the actual process of formulating plans and of enacting necessary legislation or of making adequate financing available is one which will generally require more time for educational organizations than for commercial interests. The record does, of course, show that there are some educational institutions which are now ready to apply for television broadcasting licenses, but this in no wise detracts from the unavoidable conclusion that the great mass of educational institutions must move more slowly and overcome hurdles not present for commercial broadcasters, and that to insure an extensive, rather than a sparse and haphazard development of educational television, channels must be reserved by the Commission at this time. There is moreover, abundant testimony in the record that the very fact of reserving channels would speed the development of educational television. It was pointed out that it is much easier for those seeking to construct educational television stations to raise funds and get other necessary support if the channels are definitely available, than if it is problematical whether a channel may be procured at all.

42. With regard to possible waste of the reserved channels by non-use, it is contended that evidence offered in the general portion of the hearing, concerning the record of performance of non-commercial educational agencies in aural broadcasting, and their plans and abilities to meet the installation and programming cost of television, can lead only to the conclusion that waste of limited spectrum space through non-usage will result from the reservation of channels for non-commercial educational stations. To whatever extent the position taken in these exceptions is that any immediate non-use of channel space available for television constitutes a waste of channels the Commission cannot agree. The basic nature of a reservation in itself implies some non-use: to attribute waste of spectrum to the Commission's proposal concerning the use of certain channels by non-commercial educational stations without attributing it to those assignments in the Table for smaller cities, which may not be used for some time, is misleading. The very purpose of the Assignment Table is to *reserve* channels for the communities there listed to forestall a haphazard, inefficient or inequitable distribution of television service in the United States throughout the many years to come. Moreover, as pointed out in another portion of this Report, the whole of the Table of Assignments including the reservations of channels for use by non-commercial educational stations is subject to alteration in appropriate rule making proceedings in the future and any assignment, whether an educational reservation or not, may be modified if it appears in the public interest to do so.

43. We do not believe that in order to support our decision to reserve channels for non-commercial educational stations it is necessary that we be able to find on the basis of the record before us in the general phase of the hearing that the educational community of the United States has demonstrated either collectively or individually that it is financially qualified at this time to operate television stations. One of the reasons for having the reservation is that the Commission recognizes that it is of the utmost importance to this nation that a reasonable opportunity be afforded educational institutions to use television as a non-commercial educational medium, and that at the same time it will generally take the educational community longer to prepare for the operation of its own television stations than it would for some commercial broadcasters. This approach is exactly the same as that underlying the Assignment Table as a whole, since reservations of commercial channels have been made in many smaller communities to insure that they not be foreclosed from ever having television stations.

44. Although the record in the general phase of the proceedings does not contain any detailed showing on a community-by-community basis that the educational organizations have made detailed investigation of the costs incident to the construction and operation of television stations and of the exact sources from which such funds could be derived in the near future, nevertheless, the record, as a whole does indicate that educational organizations in most communities where reservation has finally been made will actually seek the neces-

[14] Of this number, all but five were called by educational organizations or testified in their own behalf in support of the position taken by such organizations in favor of an affirmative resolution of the question. Two other witnesses were in favor of the principle of reservations but differed with witnesses presented on behalf of educational groups with respect to the manner and extent of reservation.

[15] DuMont, in its Comments in Opposition to Comments and Proposals of Other Parties, has submitted the results of a survey which bear upon this question. Insofar as the survey bears upon any specific reservation, DuMont had the opportunity to present it in the portion of the hearing dealing with Appendix C. The Third Notice was not intended to permit the filing of new material on the matters which were already the subject of hearing. DuMont had an opportunity to present this type of evidence in the general phase of the proceeding.

sary funds. Furthermore, interested persons have had an opportunity to present evidence in the city-by-city portion of the hearings as to whether such funds will be sought or will become available in specific communities. It will admittedly be a difficult and time consuming process in most instances, but the likelihood of ultimate success, and the importance to the public of the objective sought, warrants the action taken. Several educational institutions, it was indicated on the record as early as the general portion of the hearing, had applied for television stations. The amounts of money spent by other public and private educational groups in aural broadcasting indicates that the acquisition of sufficient funds for television would not be an insurmountable obstacle. It has been shown, for example, that considerable sums have already been spent on visual aids to education. Television is clearly a fertile field for endowment, and it seems probable that sufficient funds can be raised both through this method and through the usual sources of funds for public and private education to enable the construction and operation of many non-commercial educational stations. As concerns the costs of operation there is the possibility of cooperative programming and financing among several educational organizations in large communities. The record indicates that educational institutions will unite in the construction and operation of non-commercial educational television stations. Such cooperative effort will, of course, help to make such stations economically feasible. The fact that somewhat novel problems may arise with respect to the selection and designation of licensees in this field does not—as some have contended—constitute a valid argument against the concept of educational reservations.

45. Several alternative methods for utilizing television in education have been presented to the Commission, but we do not think that any of them is satisfactory. One proposal is to utilize a microwave relay or wired circuit system of television for in-school educational programs. It appears that the cost of a wired circuit for the schools in larger cities might be prohibitive; but the determinative objection to such a proposal is that it would ignore very significant aspects of educational television. It is clear from the record that an important part of the educator's effort in television will be in the field of adult education in the home, as well as the provision of after school programs for children.

46. The NARTB-TV contended that the solution lay in the voluntary cooperation of educators and commercial broadcasters in the presentation of educational programs on commercial facilities. We conclude, however, that this sort of voluntary cooperation cannot be expected to accomplish all the important objectives of educational television. In order for an educational program to achieve its purpose it is necessary that broadcast time be available for educators on a regular basis. An audience cannot be built up if educators are forced to shift their broadcast period from time to time. Moreover, the presentation of a comprehensive schedule of programs comprising a number of courses and subjects which are designed for various age and interest groups may require large periods of the broadcast day which would be difficult if not impossible to obtain on commercial stations.

47. Another alternative was proposed by Senator Edwin C. Johnson of Colorado. This proposal is elaborated in the Senator's statement:

> "It is my belief as I have repeatedly said that the Commission could and should impose a condition on all television licenses that a certain amount of time be made available for educational purposes in the public interest as a sustaining feature. In this manner, television can become available for educational work now without saddling schools with the enormous burden and expense of constructing and operating a non-commercial educational station. . . . It is my considered opinion that the Commission can best serve the public interest and at the same time extend extremely profitable assistance to the educational processes of this country by imposing a condition in each television license issued which would require the availability of appropriate time for educational purposes."

48. It must be remembered that the provision for non-commercial educational television stations does not relieve commercial licensees from their duty to carry programs which fulfill the educational needs and serve the educational interests of the community in which they operate. This obligation applies with equal force to all commercial licensees whether or not a non-commercial educational channel has been reserved in their community, and similarly will obtain in communities where non-commercial educational stations will be in operation.

49. Aside from the question of the legal basis of a Rule which would accomplish Senator Johnson's proposal, the Commission feels it would be impracticable to promulgate a rule requiring that each commercial television licensee devote a specified amount of time to educational programs. A proper determination as to the appropriate amount of time to be set aside is subject to so many different and complex factors, difficult to determine in advance, that the possibility of such a rule is most questionable. Thus, the number of stations in the community, the total hours operated by each station, the number of educational institutions in the community, the size of the community, and countless other factors, each of which will vary from community to community, would make any uniform rule applicable to all TV stations unrealistic. All things considered, it appears to us that the reservation of channels for non-commercial educational stations, together with continued adherence by commercial stations to the mandate of serving the educational needs of the community, is the best method of achieving the aims of educational television.

Who May Be Licensed To Operate Non-Commercial Educational Stations.

50. While the Third Notice did not specify who would be eligible to own and operate a non-commercial educational station, the Commission has in the past restricted the ownership and operation of such stations to non-profit educational organizations.

51. The United States Conference of Mayors and the Municipal Broadcasting System, City of New York, have in appropriate comments proposed that eligibility be extended to any municipality operating educational institutions. The Municipal Broadcasting System states that a "more expeditious management of educational television in the City of New York from an administration standpoint" would result if it were permitted to operate a television station. It further stated that "if the Municipal Broadcasting System is eligible to operate television facilities, the station can be utilized by all of the educational institutions over which it has jurisdiction, rather than having responsibility for the operation placed in a particular school."

52. The Commission is of the opinion that in any community where an independent educational agency is constituted, and is eligible under the Commission's rules to apply for a non-commercial educational television station, there are no compelling reasons for extending eligibility to municipal authorities. The continued operation by the Board of Education of the City of New York since 1939 of non-commercial educational Station WNYE indicates that no insurmountable administrative barriers exist which would preclude the Board of Education as a potential licensee in the television field. Similarly, there is no evidence to indicate that the Board of Education of the City of New York, now eligible under the present rules, would give less access to other educational institutions were it the licensee of a television station than would the Municipal Broadcasting System were it eligible and granted a license. It should be noted that in any community the municipal authorities, or any other group, can take the initiative in constituting a consolidated television authority which would represent municipal educational institutions, private universities and other organizations concerned with education.

53. The Commission has, however, established in its Rules an exception providing that where a municipality has no independently constituted educational entity which would be eligible under the rules, the municipality in such case will be eligible to apply for a non-commercial educational station. This exception is designed solely to meet those situations where the municipal authorities do not delegate educational authority but reserve to themselves the management of the municipal educational system.

Partial Commercial Operation By Educational Stations

54. In its comments the University of Missouri[16] requests that the Commission authorize ". . . commercial operation on the channels reserved for educational institutions to an amount equal to 50% of the broadcast day." It appears from the evidence that funds in the amount of $350,000 are presently available to the University for the construction of a television station, but that no funds are available for the operation of such a station. Accordingly, the University requests that the Commission permit educational institutions to use the reserved assignments to operate stations on a limited commercial non-profit basis. It is urged that if its request is granted the following objectives will be attained:

A. More educational institutions will be in a position to construct and operate television stations throughout the country to the benefit of the public at large without materially affecting the strictly commercial stations;

B. Educational television stations will be able, through income received from commercial programs to better program their stations; and

C. That the commercial programs televised will break the monotony of continuous educational subjects so as to permit the stations to attract and hold audiences.

55. A similar proposal, that the Commission extend the reservation to include all educational institutions which are operated on a non-profit basis, is made by the Bob Jones University (WMUU) Greenville, South Carolina. The Bob Jones University argues that ". . . the reservation of the privilege of a commercial income commensurate with the operating expense of the educational station . . ." will result in the encouragement and aid to television broadcasting by educational institutions.

56. KFRU, Inc., Columbia, Missouri, opposed the request of the University of Missouri. In its reply to the University, KFRU states that it has no objection to the proposed reservation of Channel 8 for non-commercial education purposes in Columbia, Missouri. However, it opposes the request of the University for partial commercial operation on the grounds that such an operation would give the educational institution unfair competitive advantages over a commercial licensee.

57. It is our view that the request of the University of Missouri and the Bob Jones University must be denied. In the Third Notice we stated:

> In general, the need for non-commercial educational television stations was based upon the important contributions which non-commercial educational television stations can make in educating the people both in school —at all levels—and also the adult public. The need for such stations was justified upon the high quality type of programming which would be available on such stations—programming of an entirely different character from that available on most commercial stations.

A grant of the requests of the University of Missouri and Bob Jones University for partial com-

[16] See the discussion, elsewhere in this Report, of the assignments in Columbia, Missouri.

mercial operation by educational institutions would tend to vitiate the differences between commercial operation and non-commercial educational operation. It is recognized that the type of operation proposed by these Universities may be accomplished by the licensing of educational institutions in the commercial television broadcast service. But in our view achievement of the objective for which special educational reservations have been established—i.e., the establishment of a genuinely educational type of service—would not be furthered by permitting educational institutions to operate in substantially the same manner as commercial applicants though they may choose to call it limited commercial non-profit operation.

58. The Joint Committee on Educational Television suggests in its final brief that, in communities where only one VHF channel is assigned, and that channel is reserved for use by a non-commercial educational station, the non-commercial educational station should be allowed to broadcast programs which at present are available only from commercial network services. This exception would apply until such time as a commercial Grade A service is available in the area.

59. On January 10, 1952, a Reply and Motion to Strike was filed by Peoria Broadcasting Company, Rock Island Broadcasting Company and Champaign News-Gazette, Inc., with respect to the above described proposal of the Joint Committee. On January 25, 1952, a response to the Joint Motions was filed by the JCET. In view of the fact that the proposal made by the Joint Committee was not previously raised in any of its prior pleadings, the Motion to Strike is granted and the proposal is being given no further consideration.

The Use Of The VHF For Non-Commercial Educational Television

60. The Commission's Third Notice proposed to reserve one of the assigned channels for non-commercial educational television use in all communities having a total of three or more assignments (whether VHF or UHF). Where a community had fewer than three assignments no reservation as proposed except in those communities which were designated as primarily educational centers, where reservations were made although only one or two channels were assigned. Except for educational centers, a UHF channel was proposed in those communities where there were fewer than three VHF assignments. In 26 of the 46 educational centers, the Commission proposed to reserve a VHF channel for educational use. In 23 of these 26 centers a VHF educational reservation was proposed where only one VHF channel was assigned to the community. Where three or more VHF channels were assigned to a community, a VHF channel was proposed to be reserved except in those communities where all VHF assignments had been previously licensed. In those cases, the reservation of a UHF channel was proposed.

61. The Joint Committee on Educational Television in its comment has proposed that a VHF reservation for non-commercial educational institutions in place of a UHF reservation be considered in communities with less than three VHF assignments. On the other hand, some parties have argued that no assignments in the VHF be set aside as educational reservations. The Commission's Third Notice stated that the proposed reserveations were not final and that consideration would be given to any specific proposal looking toward additions or deletions. After examining the comments and evidence filed pursuant to the Third Notice, the Commission remains of the view that the bases upon which it determined the apportionment of non-commercial educational assignments by communities are generally sound and should be continued. However, in particular cases the Commission concludes that the evidence warrants deviations from the proposals in the Third Notice, for the reasons stated in the city-by-city portion of this Report.

62. The Joint Committee on Educational Television also proposes that the Commission should specifically state that an educational interest is not to be foreclosed from applying for a VHF channel in the so-called "closed cities" where all VHF assignments have already been made. No properly qualified applicant is ever precluded from applying for any channel in the broadcast field on the expiration of the existing license. Thus, whether educational interests seek a commercial or non-commercial television operation, they are, just as other applicants, eligible to apply for licensed channels upon expiration of the license term of the stations involved.

ASSIGNMENT PRINCIPLES

The Basis of the Table of Assignments

63. In proposing the Table of Assignment set out in the Third Notice the Commission said that it had

> . . . endeavored to meet the two-fold objective set forth in Sections 1 and 307 (b) of the Communcations Act of 1934, to provide television service, as far as possible to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities.

In attempting to carry out these objectives, the Commission set forth certain principles, in terms of priorities, underlying the Table of Assignments.[17] These principles were:

> Priority No. 1: To provide at least one television service to all parts of the United States.
>
> Priority No. 2: To provide each community with at least one television broadcast station.
>
> Priority No. 3: To provide a choice of at least two television services to all parts of the United States.
>
> Priority No. 4: To provide each community with at least two television broadcast stations.
>
> Priority No. 5: Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

64. The Commission has reviewed the above described principles in the light of the comments and evidence received in this proceeding. We believe it desirable to state in somewhat comprehensive form the various factors underlying the establishment of the television Assignment Table.

65. At the outset it should be clearly understood that no single mechanical formula was utilized in the construction of the Table of Assignments. With the above priorities in mind it was necessary to recognize that geographic, economic, and population conditions vary from area to area and even within the boundary of a single state; the possibility of assigning channels, for example, may differ as between the northern and southern segments or between the eastern and western parts of the same state. It must be emphasized, therefore, that in establishing the Table of Assignments it is not possible to follow a mechanical and rigid application of the basic principles or what was termed the "priorities" in the Third Notice.

66. In establishing a Table of Assignments we were faced at the outset with the significant fact that we could not make all assignments in the Table within the VHF. The intermixture problem resulting from this situation is discussed below. Secondly, propagation characteristics in the VHF are different in some respects from those in the UHF. Primary consideration was given to the fact that the VHF can effectively cover large areas, and VHF was used wherever possible in larger cities since such cities have broad areas of common interest. To achieve the benefits of VHF the 12 VHF channels were distributed as broadly as possible. However, conflicting interests had to be adjusted. Thus, the Commission concluded that in order to achieve an equitable distribution of facilities, metropolitan centers with their large aggregations of people should be assigned more VHF channels than communities comprising fewer people. At the same time—and this is a basic element in the Commission's assignment plan—the Commission did not believe that large cities should receive an undue share of the relatively scarce VHF channels; the Table we have adopted herein reflects a substantial distribution of VHF assignments among smaller communities and sparsely settled areas.

67. The Assignment Plan for UHF channels was coordinated with and made complementary to the VHF assignment plan. The Commission has always recognized that even with an extensive scattering of VHF assignments, the 12 channels available are not sufficient to meet the objective of providing television service to all the people. With the additional UHF channels, however, the Commission was able to formulate an assignment plan that have the potentiality of fulfilling the objective of Section 1 of the Communications Act. If all the VHF and UHF channels are utilized, there should be few, if any, people of the United States residing beyond the areas of television service. (See priorities 1 and 3.) Moreover, the Table has gone far in fulfilling the needs of individual communities to obtain local television outlets. It has provided at least one assignment to over 1250 communities. (See priority 2.) And it has attempted where possible to provide each community with at least two assignments. (See priority 4.)

68. Examination of the Table of Assignments makes clear, that in seeking to arrive at an equitable distribution of assignments throughout the country, the Commission has given consideration to population as one of the important criteria for distribution of assignments. Thus, it will be seen that for the most part, the following table reflects generally the number of assignments made to cities falling within the indicated population groupings:

1950 Population of Cities (Central City)	Number of Channels (Total VHF and UHF
1,000,000 and above	6 to 10
250,000-1,000,000	4 to 6
50,000- 250,000	2 to 4
Under 50,000	1 or 2

There are of course variations from this pattern because of the many factors and circumstances that had to be considered in connection with making a final judgment as to the exact number of assignments that should be made for any particular community. For example, consideration was given to the advantages of VHF channels for obtaining wide coverage. Also it was considered more important for each of the several cities in an area to have at least one channel than for the largest of the cities to have the maximum number of channels indicated. And as a further example, cutting across the criterion of population size as a basis for the number of channels assigned to a particular city was the criterion of insuring an equitable distribution of facilities to the several states. Thus, the Commission has attempted to provide at least some VHF channels to all states even though in some cases an assignment might otherwise have been made to a large metropolitan center in an adjacent highly urbanized state.

69. The Commission also concluded that as a further assignment factor it should provide channels for non-commercial educational television service in 44 communities outside of metropolitan areas designated as "primarily educational centers." Certain of these communities were assigned one channel for non-commercial educational use, whereas they would otherwise not have been assigned any channel; others received an additional channel over and above the number of channels they would have otherwise received. Moreover, an attempt was made in so far as possible to assign a VHF channel to each of these educational centers for educational use. In a few cases, however, the assignments have been made on the basis of the evidence in the record relating to the issues presented.

70. Allen B. DuMont Laboratories, Inc., was the only party in the proceedings to submit a national television assignment plan as an alternative to that contained in the Commission's Third Notice. In many respects the DuMont plan is similar to that of the Commission. With very few exceptions both DuMont and the Commission make at least one television assignment to the same communities

[17] For a discussion of the legal power of the Commission to establish a Table of Assignments such as we are adopting here, see the Memorandum Opinion issued in this proceeding on July 13, 1951 (FCC 51-709).

Moreover, both DuMont and the Commission provide for intermixture of VHF and UHF channels in numerous communities. A detailed comparison of the proposed assignments community-by-community reveals the important fact that under both the DuMont and the Commission plan the great majority of communities would receive the identical number of VHF, UHF, or VHF and UHF assignments.

71. On the other hand, the DuMont assignment plan differs from that of the Commission in several important respects. The present section deals with these differences in the two plans in so far as they concern the basis for assignments. Elsewhere in the Report are discussed other differences between the DuMont plan and the Assignment Table adopted herein.

72. DuMont's major criticism of the Commission's proposed Table of Assignments was that it allegedly failed to provide adequately for the commercial television needs of large cities. In its comment of May 7, 1951, DuMont stated its agreement with Priority No. 1 but objected to Priorities Nos. 2, 3, and 4. DuMont alleged that these priorities were unrealistic in that they failed to take adequate account of the need and demand for services in large cities; that they failed to recognize present and long-range differences as between VHF and UHF; and that they were harmful to the future of networking. As an alternative to the Commission's priorities, DuMont recommended the following two priorities:

(a) Provide channels which will permit one service without regard to population.

(b) Encourage fair economic and equitable operation of television service through assignment to major metropolitan service areas of not less than four VHF channels when technically feasible under the proposed standards and with further distribution in allocation in relationship to population of communities in the service areas; provision being made for transfer of unused frequencies and adjustment by subsequent assignment of specific "flexibility channels."

73. A basic objective of the DuMont assignment plan is to provide major metropolitan centers with multiple VHF stations. In particular, DuMont seeks the assignment of four VHF channels to such communities—an objective directly related to DuMont's contention that this is necessary to promote network competition. By the assignment of four VHF channels in the largest markets, DuMont assumes that it would thereby obtain an outlet for its network operations in the most important centers. Contrariwise, DuMont fears that if only one or two VHF channels are assigned in these markets, it would be unable to obtain affiliates in such centers and would be in the position of dependence on UHF outlets. Because of the time required to develop UHF stations, DuMont contends that it would be placed at a severe competitive handicap in relation to other networks.

74. In its sworn statement of August 17, 1951, DuMont does not specifically repeat the recommendation in its original comments with respect to a revision of the Commission's priorities. Rather, DuMont attempts to show that both its own assignment plan and the FCC plan seek the same dual objective. DuMont describes this objective, as follows:

(1) To provide television service, as far as possible, to all people of the United States; and

(2) To provide the most services to the most people.

75. After allegedly showing that the two plans are alike in objective, DuMont attempts to prove that its plan is superior to that of the Commission in more nearly realizing the common objective. DuMont states that both plans meet DuMont Principle 1 in that they provide for service to all people of the United States. However, DuMont emphasizes that its own plan is superior in providing more VHF service to the larger centers, and that it is therefore more efficient in producing a highly competitive network situation than the FCC plan.

76. Columbia Broadcasting System, Inc., in its comment of May 1951, and later in its evidence presents views generally similar to those of DuMont in respect to the need for providing additional commercial VHF stations in key economic areas. It calls attention to the need for an additional assignment policy of insuring to the maximum extent possible a competitive commercial television service. However, CBS does not suggest any specific system of priorities but rather recommends that the Commission's priorities be applied in a "flexible" manner. Specifically, CBS urges that an additional commercial VHF channel should be assigned to Boston, Chicago, and San Francisco.

77. As set forth above, the Commission has concluded that larger cities should be assigned more VHF channels than communities comprising fewer people. However, the Commission cannot agree with the DuMont principle that an overriding and paramount objective of a national television assignment plan should be the assignment of four commercial VHF stations to as many of the major markets as possible. The Commission is of the view that healthy economic competition in the television field will exist within the framework of the Assignment Table adopted herein. Moreover, in the assignment plan adopted, the Commission has taken into account other significant factors. For example, the Commission in fulfilling what it considers the mandate of the Communications Act to provide an equitable distribution of facilities has attempted to provide at least some VHF channels to each of the states, although in some cases this was done where an assignment might otherwise have been made to a large metropolitan center in an adjacent state.

78. A second policy difference between the DuMont and Commission assignment plans lies in their contrasting views with respect to the importance of individual communities having television assignments. The DuMont view is that emphasis should be placed on locating the assignments, particularly VHF channels, so that the largest number of people will have television service but not necessarily that the largest number of communities should have one or more television stations of their own.[18] This view derives from DuMont's premise that the major cities with their large populations are certain to be able to support expensive television facilities, and that smaller communities which are within appropriate range of these cities should obtain service from stations in the large cities, rather than attempt to support stations with their own less substantial economic resources.

79. The Commission, on the other hand, believes that on the basis of the Communications Act it must recognize the importance of making it possible with any table of assignments for a large number of communities to obtain television assignments of their own. In the Commission's view as many communities as possible should have the opportunity of enjoying the advantage that derive from having local outlets that will be responsive to local needs. We believe with respect to the economic ability of the smaller communities to support television stations that it is not unreasonable to assume that enterprising individuals will come forward in such communities who will find the means of financing a television operation. The television art is relatively new and opportunity undoubtedly exists for initiating various methods of reducing television costs.

80. Another difference in assignment principle as between the DuMont and FCC plan lies in respect to the assignments made to the "primarily educational centers." DuMont opposes any reservation for non-commercial educational television stations and under the DuMont plan all of its channel assignments would be available for commercial use.[19] With reference to the educational centers, DuMont does not follow the Commission's assignment principle of providing in so far as possible a VHF channel to these communities, which would be reserved for use by non-commercial educational television stations. Thus in 10 of the educational centers to which the Commission has assigned a VHF channel DuMont proposes to assign a UHF channel.

81. The Commission finds that the principles of assignment which DuMont advocates are inadequate in that these principles do not recognize specifically the need to provide an equitable apportionment of channels among the separate states and communities and they do not provide adequately for the educational needs of the primarily educational centers.

82. With respect to the recommendation of CBS that the Commission apply its priorities in a flexible manner, the Commission, as previously indicated, formulated its Table of Assignments on the basis of taking into account numerous factors and objectives and did not apply the priorities in a rigid, mechanical way. With respect to the needs of larger communities for additional VHF assignments as set forth by CBS, the Commission believes that in its final Table of Assignments it has provided for these needs to the extent possible, consistent with its other objectives and criteria viewed in the light of the record. With respect specifically to the CBS request for additional commercial VHF assignments in Chicago, Boston, and San Francisco, these requests are dealt with in the section of the Report which discusses assignments to individual cities.

83. Whereas both DuMont and CBS contend that the Commission's priorities do not make adequate provision for the competitive and commercial aspects of television, the Joint Committee on Educational Television alleges that the Commission's priorities were deficient in not specifically recognizing non-commercial educational television. The Joint Committee urges that an additional priority should be established between Priority No. 3 and Priority No. 4 reading as follows:

> To provide a non-commercial educational television service to all parts of the United States by the reservation of frequencies for this purpose.

84. It is not clear from the above statement as to whether or not the Joint Committee actually is proposing an additional assignment principle. An assignment principle refers to: (a) the number of television channels that individual communities should receive, and (b) whether the channels should be in the VHF or the UHF band. The Commission has reserved channels for non-commercial educational television use on an extensive basis throughout the United States, but not as a principle of assignment. That is to say, the Commission decided first that a particular community should have three channels on the basis of various criteria, and only subsequently did it decide that one channel should be reserved for educational use. As discussed previously, in one main exception the Commission treated the educational need as a principle of assignment: in the special case of the 46 "primarily educational centers." In this case, the fact of being an educational center influenced the Commission's decision as to the total assignments to these communities, and also influenced its determination as between the assignment of VHF and UHF channels. Moreover, upon request in this proceeding and a proper showing, the Commission has added an assignment as an educational reservation in various communities even though these assignments had not been made to the community in the Third Notice. At any event, in view of our decision discussed elsewhere in this Report to avoid any reference to priorities as such in the Commission's Rules, no further action is necessary with respect to the request of JCET for an additional priority.

Prediction of Service Areas and Interference

85. In the Third Notice the Com-

[18] While DuMont as a matter of general principle takes this position in its own assignment plan, DuMont makes at least one assignment to practically every community listed in the Commission's Table of Assignments contained in the Third Notice.

[19] Contrariwise, the number of *commercial* VHF channels in the Commission plan is reduced because of the Commission's policy of reserving one VHF channel for non-commercial educational television use in every community having at least three VHF assignments, unless all of these assignments had been previously licensed. While this principle does not determine in which community an assignment should be made, it is an important factor to be considered in any comparison of the number of commercial VHF channels in the DuMont and the FCC Assignment Tables.

mission stated with respect to prediction of service areas and interference:

> Methods for describing service areas and interference are set forth in Appendix B. The methods therein described include the propagation of radio waves through the lower atmosphere only. These propagation charts are based on an extensive number of measurements made at various locations over a long period of time. It is recognized that these charts may have to be revised from time to time as more measurements are made, and interested persons are encouraged to make as many measurements as possible and submit them to the Commission. The Commission is satisfied that on the basis of the data presently available to it the data underlying the propagation charts are sufficient to afford an adequate statistical basis for describing field intensities under average conditions, but it is expected that there may be substantial variations in individual areas.
>
> *Long distance skywave interference.* It is also realized that propagation to distances of the order of 500 to 1,500 miles via the sporadic E layer and to distances beyond via the F2 layer may occur in certain of the channels. However, since such interference may occur over extremely large distances, it is not possible to protect stations against such interference unless operation on such channels is limited to one or at the best a few stations. In order to provide stations for the various communities, the Commission has determined that the overall public interest is better served by not protecting television broadcast stations against this type of interference.

86. No objections were filed with respect to the proposal concerning long distance skywave interference. Accordingly, the decision of the Commission not to protect television broadcast stations against this type of interference is made final. In this connection it should be pointed out that in setting engineering standards, we have considered all known propagation effects. If in the future, any person is of the opinion that the Commission's Rules do not properly reflect any given types of propagation effect, consideration will be given in an appropriate rule making proceeding only to amendment of the Rules.

87. Several comments have been received which, in general, state that the propagation curves in Appendix B of the Third Notice are not supported by the record when used for UHF propagation. These comments are especially directed to the use of these curves in rough terrain. Comments of this nature have been received from the Greylock Broadcasting Company, Pittsfield, Mass.; Fort Industry Company; Enterprise Publishing Company, Brockton, Mass.; WTAG, Inc., Worcester, Mass.; and James C. McNary.

88. These comments must be viewed in light of the nature of the propagation curves used in the prediction of service areas and interference. The Ad Hoc Committee Report establishes that the received field intensities of television signals vary so greatly from location to location, and with time, that any prediction of service from these average curves for a specific station is expected to deviate appreciably from the actual service. In addition, it is clear that a very large number of measurements from both desired and interfering stations, many of which will not be in existence for several years, would be necessary to make an accurate prediction of service for any specific station. However, the Ad Hoc Report indicates that the overall estimate of service for a large number of stations will be fairly good. In view of the foregoing, it is apparent that the Assignment Table must be made on a large area basis for which the overall estimated service is reasonably accurate. The assignment Rules and standards, however, cannot be construed as guarantees of service but rather as yardsticks based upon the best available data. As the quantity of available data increases, the assignment Rules and standards may be revised at a later date in the light of the scientific findings.

89. The Commission, after review of the whole record and the comments filed in this proceeding, has decided that the 63 mc. F (50,50) curves present a more accurate picture of expected service in the UHF than do the 195 mc. curves. The UHF data in the record indicates that for 50% of the locations the field strengths are approximately 4 db below the 195 mc. F (50,50) curves for distances in the order of 10-20 miles for which data are available. The 63 mc. curves are approximately 4 db below the 195 mc. curves at distances of this order and appear to generally provide a reasonable match with the data for UHF within service distances (as contrasted with interfering distances). In addition, the Commission has reconsidered the curves with respect to the prediction of interference in the UHF and based on T.R.R. Report No. 2.4.10 (Exhibit 565), in the record in this proceedings, a new family of curves for the prediction of interfering UHF signals has been prepared and has been substituted for the F (50,10) curve for Channels 14-83 proposed in the Third Notice.

90. With these changes in mind the Commission is confident that the curves it is establishing are of sufficient accuracy to achieve the purposes of its assignment plan. The use of such curves is indispensable to the inauguration of a nationwide television service. If we were to await more extensive data before establishing the Assignment Table, it would be necessary to withhold the inauguration of a nationwide service which will operate on both the UHF and VHF. The objections to the use of the 195 mc. curves for UHF in rough terrain are in part mitigated by the use of the 63 mc. curves for prediction of service ranges. It is nevertheless true that the same curves are used for smooth as for rough terrain. However, no one either in the record or the comments filed pursuant to the Third Notice has proposed a system of prediction of coverage which while recognizing the differences between rough and smooth terrain meets the criterion of reasonable simplicity or in lieu thereof is reasonably accurate in the light of available scientific data. Actually, no one has offered adequate data upon which curves may be adopted which would recognize the differences between smooth and rough terrain or has established criteria for determining various degrees of terrain roughness. As a result no further changes in the curves adopted are justified on the basis of the record. In the future, when measurements are made which will add to the store knowledge in the field of propagation, these will be considered in appropriate rule making proceedings looking toward the amendment of existing curves. In the absence of such data, objections to the UHF propagation curves must be rejected.[20]

91. For purposes of establishing a Table of Assignments and developing Rules and standards for the television broadcast service, the service areas are described in terms of iso-service contours based upon the proposed propagation charts. It should be stressed again that the service and interference computed by the use of these charts are not expected to prevail for any specific station but rather describe the service and interference which would prevail if the stations involved were all typical ones producing the average field intensities described by the charts. In other words, the proposed methods for describing service areas and interference are only assignment tools which are expected to give a fairly good service description on a large area basis but not necessarily on an individual station basis.

92. It has been found that radio signals in the frequency range pertinent to the television allocation vary both with time and location in a statistically normal distribution. In order to adequately describe these variable field intensities, the Commission has adopted the statistical approach advocated by the Ad Hoc Committee. Thus, if a T per cent field intensity is defined as that level of field intensity exceeded for T per cent of the time, then F(L,T) is the T per cent field intensity exceeded at L per cent of the locations. Stated in another way, F (L,T) is the field intensity exceeded for at least T per cent of the time at the best L per cent of receiving locations. In establishing the Table of Assignments and in developing the Rules and standards for the television broadcast service, it has been found necessary to use primarily the F(50,50) and F(50,10) values of field intensity and the charts indicating the variation of field intensity with the percentage of receiver locations. However, we have considered in this connection the efficiency studies developed by the Ad Hoc Committee utilizing the concept of integrating the service available at all receiver locations.

93. The above charts are based upon the results of the Ad Hoc Committee Report with two exceptions. First, the field intensity versus distance curves were extrapolated for transmitting antenna heights of more than 2000 feet. Secondly, the Ad Hoc Committee did not study UHF propagation.

94. The concept of iso-service contours has been introduced for the purpose of describing service. It is recognized that there exists no sharp line of demarcation between service and interference but that the service available may be more satisfactory or less satisfactory in varying degrees. However, for the purpose of obtaining practical comparisons of the service to be expected under the assignment plan it has been found desirable in this proceeding to set up a standard criterion of service, based upon a standard instantaneous acceptance ratio of desired to undesired signals being exceeded for 90 per cent of the time at any given receiver location, as outlined in Volume I of the Ad Hoc Committee Report. The iso-service contour is defined as that contour along which every location has the same probability of exceeding the standard criterion of service, described above. The farther away a location is from the transmitter, the smaller is the probability that the received service will exceed the standard criterion. The grades of service are determined by selecting particular location probabilities, namely 70% and 50% for Grades A and B service respectively.

95. In determining service and interference, the receiving antenna is assumed to be non-directional. This assumption has been recommended by the Ad Hoc Committee. It is believed that the receiving antenna directivity gain should be used as a safety factor to permit adjustment of the antenna to minimize multipath distortion and local oscillator radiation, to permit a compromise orientation for the reception on the same antenna from several desired stations in different directions, and to minimize the effects of multiple interference.

96. In view of the foregoing, the Commission's proposal as modified herein, with respect to prediction of service areas and interference has been followed in this proceeding and appropriate portions thereof have been incorporated in the Commission's Rules and standards. The F(50,10) curves are attached hereto as Appendix B.

Grades of Service

97. The Third Notice provided C. Grades of service.[5] In its

[5] The Commission proposes the use of iso-service contours which express service in terms of the ratio between desired and undesired signal in decibels, or the minimum required signal levels in decibels above one microvolt per meter. This has been done in order to facilitate computation of service and interference field strengths. Likewise, the same terms may be carried over to the output of the transmitter, transmission line loss and antenna gain. This has the advantage of using the same unit throughout the service whether in the transmitting equipment or in the field and has the additional advantage that a decibel of power added at the transmitter results in a decibel of increased field strength. In order to place these matters on a related basis, the decibels with respect to transmitter power and antenna gain as well as field strength must be expressed as decibels with reference to some given level. Field strength is expressed either in decibels above an undesired signal or decibels above a reference level which has been chosen as one microvolt per meter. A convenient reference level of transmitter power is 1 kilowat. The propagation charts attached to Appendix B and identified as "Appendix V, figures 1-4" are based upon the radiation in the equatorial plane of a half wave dipole antenna having an effective radiated power of one kilowat. Antenna gain is expressed as the ratio in db of the maximum radiation from the antenna to the radiation in the equatorial plane of a half wave dipole with equal power input.

[20] It is to be noted that the Commission's decision with respect to the Enterprise, Greylock and WTAG counterproposals with respect to the cities of Brockton, Pittsfield and Worcester does not rest on the nature of the UHF propagation curves.

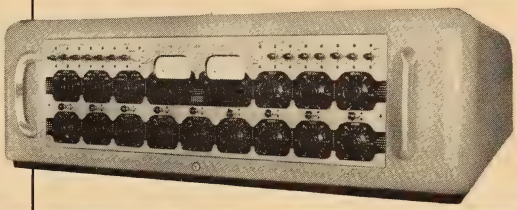
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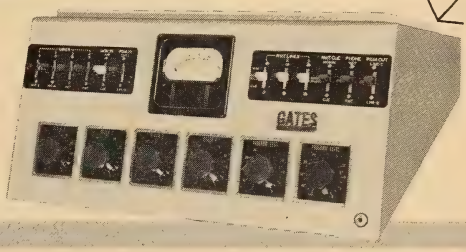
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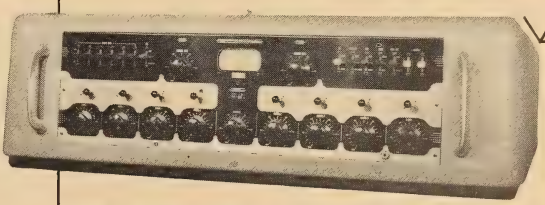
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Notice of Further Proposed Rule Making issued on July 11, 1949, the Commission proposed to classify television broadcast service into three grades of service. In the Commission's opinion, there is no need for more than two grades of service. Grade A service is so specified that a quality acceptable to the median observer is expected to be available for at least 90 per cent of the time at the best 70 per cent of receiver locations at the outer limits of this service. In the case of Grade B service the figures are 90 per cent of the time and 50 per cent of the locations.[6] The field strengths and interference ratios are as follows:

1. Required median field strengths in db above 1 uv/m:

Grade of service	Channels 2-6	Channels 7-13	Channels 14-83
A	68 db	71 db	74 db
B	47 db	56 db	64 db

2. Permissible co-channel ratios in db of median desired field strength to 10 per cent undesired field strength:

	Channels 2-13		Channels 14-83	
Grade of Service	Non-Off-set	Off-set	Non-Off-set	Off-set
A	51 db	34 db	53 db	36 db
B	45 db	28 db	45 db	28 db

3. Permissible adjacent channel ratios in db of median desired and undesired field strengths:

Grade of Service	Channels 2-83
A	0 db
B	0 db

98. No objections were filed to the proposal described above with the exception of comments concerning adjacent channel interference ratios which are treated elsewhere in this Report. Accordingly, the proposal in the Third Notice has been followed in this proceeding and appropriate portions thereof have been incorporated in the Commission's Rules and Standards. In view of our decision herein with respect to station separations, powers and antenna heights, there is no need to include in our Rules and standards co-channel and adjacent channel interference ratios.

99. The Third Notice provided that:

> Transmitter locations shall be so chosen that the following median field intensities as calculated in accordance with the methods and procedures described in Appendix B are provided over the entire principal city to be served:

Channels 2-6	Channels 7-13	Channels 14-83
74 db	77 db	80 db

100. No one has objected to this proposal with respect to median field intensities and accordingly it is being finalized.

101. It should be noted that the values selected for these grades of service assume a number of conditions with respect to a typical home receiver installation such as the sensitivity of the receiver, the type of antenna, the installation of the antenna, and the transmission line used. In VHF, considerable information concerning a typical home installation is available as a result of actual experience; in UHF a typical installation had to be predicated to a large extent on the basis of technical feasibility. Thus, the extent to which the grades of service for the UHF, herein adopted are actually realized in practice will depend on the ability of the industry economically to produce and install high performance receiving equipment as well as upon the propagation characteristics of these frequencies.

102. DuMont and Radio Kentucky, Inc., Louisville, Kentucky, have both recommended that the Commission impose requirements with respect to the joint use of antennas to make coverage more equal, reduce construction costs and aid the public in the installation and use of receiving antennas. In this connection, Section 3.639 of the Commission's present rules provides:

> Use of common antenna site.—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees, and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

While we encourage licensees to use common antennas where possible, we believe that we should not impose such a requirement without further exploration of the problems which might arise from such a rule. We have, however, retained the provisions of Section 3.639 in the Rules adopted herein.

Station Separations

103. The Commission in seeking to establish a nationwide television assignment plan which will provide service to the people of the United States for years to come is basing the Assignment Table in large part on a system of minimum station separations. These station separations, together with the station powers and antenna heights permitted by the Rules, will establish the nature and extent of the protection from interference to be accorded to television stations. The use of this system of station separations, we believe, will more easily and more likely bring about a truly efficient and equitable distribution of television service than would a system based upon "protected contours."

The Measurement of Station Separations [21]

104. We are dealing in this Report with two types of separations or mileage spacing requirements. There are in the first place *assignment spacing requirements* which we are following herein and which will be followed in future rule making proceedings dealing with additions or amendments to the Table of Assignments. These separations are to be distinguished from *facilities spacing requirements* that must be complied with in determining spacings between stations in licensing proceedings involving individual applications for facilities. The Third Notice implicitly recognized the difference between these two types of separations by referring to assignment spacing requirements as city-to-city spacings and by referring to facilities spacing requirements as transmitter-to-transmitter spacings.

105. A number of parties[22] have filed comments pursuant to the Third Notice taking issue with the requirement that minimum co-channel separations be determined exclusively on a city-to-city basis. These parties state that the evidence in the record of the hearing, supplied by Edward Allen, a Commission witness, pertaining to the determination of interference, distance to service contours, and associated studies related to the locations of the transmitting antennas irrespective of the distance between cites. These parties further maintain that the determination of interference, distance to contours, and grade of service are functions of the transmitting antennas together with the propagation characteristics of the frequencies concerned, and power and effective antenna height. Accordingly, they request that the Third Notice be modified so that minimum co-channel separations be stated either on a transmitter-to-transmitter basis or that the alternative of transmitter-to-transmitter or city-to-city spacings be permitted.

106. In providing that assignment spacings were to be measured from city-to-city, the Third Notice did not expressly specify what reference point in a city should be chosen in measuring the city-to-city separation. However, where a transmitter is in existence by reason of a Commission authorization, that transmitter site is obviously the appropriate reference point. Accordingly, insofar as the comments described above constitute a request that, in measuring assignment spacings an authorized television transmitter shall be used as one of the two necessary reference points, they are granted, and we have in this proceeding measured [23] assignment spacings from authorized transmitter sites where such sites were available. The location of the site is derived from the co-ordinates of the transmitter as indicated on the official Commission instrument of authorization. Where television transmitters are authorized in both cities, each site should be used as a point of reference, and in such case the assignment spacing is measured transmitter-to-transmitter.

107. The Third Notice did not state specifically how an assignment spacing should be measured where no authorized transmitter site is available as a reference point. We have decided that where an authorized transmitter site is available for use as a reference point in one city but not in the other, the latter is the point described by the city co-ordinates as set forth in the publication of the United States Department of Commerce entitled "Air Line Distances Between Cities in the United States," [24] or if this publication does not specify such co-ordinates, the reference point used is the point described by the co-ordinates of the main post office of the city involved. Where no authorized transmitter sites are available for use as a reference point in both cities, the mileage distance between the two cities listed in the publication described above has been used where available. In the absence of such information, the reference points are determined by ascertaining the city co-ordinates as set forth in the publication listed above and where the city co-ordinates are not listed, by ascertaining the co-ordinates of the main post office in the city involved.

108. The measurement of facilities separations in licensing proceedings is simplified by reason of the fact that in each case one reference point is established by the applicant by his selection of a proposed transmitter site. The other reference point is determined by ascertaining (1) the co-ordinates of an authorized transmitter site in the other city or (2) where such a transmitter site is not available the city co-ordinates as set forth in the publication of the United States Department of Commerce entitled "Air Line Distances Between Cities in the United States" or if said publication does not specify such co-ordinates the co-ordinates of the main post office of the other city involved. In addition where there are pending applications in the other city, which, if granted, would have to be considered in determining facilities separations, the co-ordinates of the transmitter sites proposed in such applications must be used to determine whether minimum facilities spacing between the two proposals have been met.

The Minimum Co-Channel Assignment Spacings

109. In the Third Notice, the Commission said with respect to co-channel assignment spacings:

> The Table of Assignments contained in the Commission's Notice of Further Proposed Rule Making, issued July 11, 1949, had as its objective co-channel separation of 220 miles in the VHF band and 200 miles in the

[6] For the specialized case that exists in the case of adjacent channel interference, see par. II E (2) below.

[21] Station separations include co-channel separations, adjacent channel separations, and those separations provided for herein to protect against interference caused by oscillator radiation, I. F. beat, intermodulation and to protect against image interference.

[22] Southern Minnesota Supply Co., Mankato, Minn.; Pennsylvania Broadcasting Co., Philadelphia, Pa.; The Brockway Co., Watertown, N. Y.; Hampton Roads Broadcasting Corp., Norfolk, Va.; Loyola University of The South, New Orleans, La.; The Gazette Company, Cedar Rapids, Iowa; Telegraph Herald, Dubuque, Iowa; Kingsport Broadcasting Co., Kingsport, Tenn.; Hartford Times, Inc., Hartford, Conn.; Buffalo Courier Express, Inc., Buffalo, N. Y., Bay Broadcasting Co., Bay City, Mich.; WJR, The Goodwill Station, Inc., Detroit, Mich.; Wm. H. Block Company, Indianapolis, Ind.; The Travelers Broadcasting Service Corp., Hartford, Conn.; McClatchy Broadcasting Co., Sacramento and Fresno, Calif.; WIBC, Inc., Indianapolis, Ind.; Peoria Broadcasting Co., Peoria, Ill.; Independent Broadcasting Company, Des Moines, Iowa, and Jacksonville Broadcasting Co., Jacksonville, Fla., among others.

[23] The manner of measurement of mileage spacings between two reference points is set out in the Rules adopted herein.

[24] The Third Notice provided that in determining separations between cities for the purpose of application of the 15 mile rule (see footnote 8 above) "the city mileage separations set forth in the publication of the United States Department of Commerce entitled 'Air Line Distances' shall be utilized. Where cities are not listed in the above publication, separations shall be computed on the basis of the distance between the main post office in the respective cities."

UHF band. At the hearing on the general issues, testimony was offered that these separations could be reduced considerably by utilizing offset carrier operation. Evidence was also offered that more television service could be made available to the country if the separation objective were reduced to 150 miles for VHF channels.

The Commission has carefully considered the above evidence and has concluded that some reduction in co-channel separation is possible because of the improvements which result from offset carrier operation. It is not deemed advisable to effectuate a reduction to 150 mile VHF separation as suggested at the hearing. In the first place, the evidence upon which the 150 mile separation is based is the theoretical computations of what coverage can be achieved. On the basis of the evidence in the record, it is clear that considerations of terrain and other propagation factors will materially affect many of the theoretical computations. In the second place, much of the propagation data—although the best available—upon which the Commission relies is necessarily quite meager. Postponing a decision in these proceedings would not materially aid this problem since it has been the Commission's experience that substantial amounts of propagation data do not become available until stations are authorized on a regular basis. Hence, the Commission is faced with the practical problem that if it postpones assigning stations until sufficient propagation data are available, such data may never become available, while on the other hand if stations are assigned before sufficient propagation data are assembled, more interference may result in actual operation than was anticipated. In the Commission's view, the best method of handling this problem is to assign stations as soon as a reasonably sufficient amount of data is accumulated, but in doing so assignments should not be made on the barest minimum separation which exact calculations would indicate. Instead, a safety factor should be included. In this way, if as a result of actual experience more interference results than was indicated by the earlier calculations, the safety factor will prevent extensive damage to overall service. If actual experience shows that the amount of interference is approximately that predicted by the calculations, then the rules and standards can be amended to reflect the new data. In the Commission's experience, it is much easier as a practical matter to reduce station separations which are somewhat larger than were originally thought to be necessary than it is to increase separations which are smaller than were originally thought to be necessary.

110. In determining minimum co-channel separations we must consider a number of factors. The geographical distribution of the people and cities of the United States does not lend itself to a simple rule for the spacing of stations. The northeastern portion of the United States is generally characterized by higher population density and closer spacing of cities than the other portions of the country. See Appendix A.

111. Recognition must also be given to the fact that the mileages set for co-channel spacings determine the size of the interference-free service area of nearby co-channel stations. It is important to note that we are referring here not to Grade A service but to the more extensive Grade B service. As spacings in the order of 140-250 miles are reduced by 10 miles the interference free service area is reduced by 2-3 miles in the direction in which stations face each other. Accordingly, reductions in Grade B service resulting from reduced separations deprive the rural areas and the less sparsely settled areas of television service. To the extent we do this in the VHF, we lose one of the benefits of that portion of the spectrum, the wide area coverage possible.

112. We have also considered the import of minimum spacings on the policy we have adopted herein with respect to the use of greater heights and higher powers. As greater antenna heights and higher powers are used, the greater is the need for wider separations; with smaller separations, in the direction of the co-channel station, the potential gain from greater heights and higher powers would be lost. We do not wish to negate the policy of trying to obtain wide coverage by the use of high antenna heights; neither do we wish to create excessive interference by permitting operation with high power at small spacings.

113. Finally we have given consideration to the need for a safety factor in view of the incomplete nature of available propagation data. Where the pros and cons hang in even balance we deem it highly desirable if not imperative to tip the scales in favor of wider separations.

114. The Commission in the Third Notice provided the following minimum co-channel assignment spacings between cities:

VHF — 180 miles
UHF — 165 miles

Actually, however, it was not intended that all requests for additional assignments should be granted solely because they met the minima provided for in the Third Notice. The Third Notice stated:

> In each case, the above figures are minimum separations. Greater separations are utilized in the sparsely settled areas of the country in order to secure a maximum amount of service. In addition, greater separations are also utilized in Gulf Coast areas and in other areas where high levels of tropospheric propagation may be expected. *This should be kept in mind by persons desiring to suggest changes in the Table of Assignments.* (Emphasis added.)

115. Moreover, examination of the Table of Assignments proposed in the Third Notice makes it clear that the 180 mile VHF co-channel separation and the 165 mile UHF co-channel separation were not intended to be the minimum assignment spacing throughout the country. These minimum spacings were intended to be used and were used only in those portions of the country where narrower spacings are appropriate, particularly in the northeastern part of the United States. Upon review of the whole record we adhere to the concept that in the less densely settled areas of the country wide separations must be maintained. The minimum VHF co-channel spacing utilized in the Third Notice in such areas of the country was 190 miles. We adopt this spacing as the appropriate minimum VHF spacing in areas which have a relatively lower population density or where large cities are more widely separated. See Appendix A. For if we were to permit stations at close separations in such areas, we would deprive persons residing in the interference areas between such stations of television service since there generally do not exist other cities of sufficient magnitude in this interference area capable of supporting stations on other channels which could serve the area.

116. A different situation, however, exists where there is a higher density of population and concentration of cities. Because of the concentration of cities, the provision for lower minimum spacings in such an area will not have the tendency of depriving residents of the area of television service, since there would be an overlapping of service contours of stations on different channels located in the interference areas.

117. Analysis of population density and distribution of cities establishes the existence of one large contiguous area where there is a substantially higher density of population and concentration of cities compared to all other contiguous areas of comparable size. See Appendix A. We believe the record in the general portion of the hearing supports the conclusion that lower separations in this area are warranted.

118. We have called this area Zone I. It consists of that portion of the United States located within the confines of the following lines drawn on the United States Albers Equal Area Projection Map, (based on standard parallels 29½° and 45½° North American datum): Beginning at the most easterly point on the state boundary line between North Carolina and Virginia; thence in a straight line to a point at the junction of the Ohio, Kentucky, West Virginia State boundary lines, thence westerly along the southern boundary lines of the States of Ohio, Indiana and Illinois to a point at the junction of the Illinois, Kentucky and Missouri State boundary lines; thence northerly along the west boundary line of the State of Illinois to a point at the junction of the Illinois, Iowa and Wisconsin State boundary lines; thence easterly along the northern state boundary lines of Illinois to the 90th meridian; thence north along this meridian to the 43.5° parallel; thence east along this parallel to the 71st meridian; thence in a straight line to the intersection of the 69th meridian and the 45th parallel; thence east along the 45th parallel to the Atlantic Ocean. When any of the above lines pass through a city the city shall be considered to be located in Zone I. A map of Zone I is included in the Rules adopted herein.

119. In establishing the boundaries of Zone I we have included within the Zone portions of some states that, as a whole, have relatively low population densities and relatively few large cities. The portions we have included, are, however, relatively more populous and have a greater number of large cities than the other portions of the same states and they are all contiguous to the general area with a higher density of population and concentrated cities. For these reasons we believe their inclusion in Zone I is warranted.

120. Upon consideration of the whole record, we have determined that the minimum co-channel assignment spacing in Zone I shall be 170 miles in the VHF and 155 miles in the UHF.[25] This constitutes a reduction of 10 miles in the minimum assignment separation proposed in the Third Notice, but is the same as the minimum facilities separations provided for in the Third Notice. We find no basis for going below the 170 and 155 mile figures proposed as the minima in the Third Notice.

121. As we have pointed out in the Third Notice, in certain areas of the country, particularly the Gulf Coast area, high levels of tropospheric propagation may be expected. In such areas greater separations are necessary to compensate for the reduction in service areas that is caused by the interference resulting from the high level of tropospheric propagation. We have carefully re-examined the record and the comments that have been filed pursuant to the Third Notice and we have determined that only the Gulf Coast area should, by rule, be treated differently from other areas which may be affected by a high level of tropospheric propagation. In reaching this conclusion we are aware that wide separations will have to be maintained in other areas as well to protect against the effects of high levels of tropospheric propagation. We believe, however, that these situations can be considered on a case-to-case basis, and we have attempted to take care of this problem on such a basis in establishing the Table of Assignments in this proceeding.

122. We have designated the Gulf Coast area as Zone III. Zone III consists of that portion of the United States located south of a line, drawn on the United States Albers Equal Area Projection Map, (based on standard parallels 29½° and 45½° North American datum), beginning at a point on the east coast of Georgia and the 31st parallel and ending at the United States-Mexico border, consisting of arcs drawn with a 150 mile radius from the following specified points:

	North Latitude	West Longitude
a)	29° 40′	83° 24′
b)	30° 07′	84° 12′
c)	30° 31′	86° 30′
d)	30° 48′	87° 58′ 30″
e)	30° 23′	90° 12′
f)	30° 04′ 30″	93° 19′
g)	29° 46′	95° 05′
h)	28° 43′	96° 39′ 30″
i)	27° 52′ 30″	97° 32′

When any of the above lines pass through a city, the city shall be

[25] We recognize that a few existing operations do not comply with the minimum separations set forth above. It has not been possible to remove these cases without unwarranted dislocation.

considered to be located in Zone II. A map of Zone III is included in the Rules adopted herein.

123. All of the United States (including the Territories) not included in Zones I and III is designated as Zone II. In measuring separations between cities in different Zones, the lower separation applicable will govern.

124. The area designated as Zone II is more sparsely settled than the area designated Zone I and has a lower concentration of cities than does Zone I. See Appendix A. As shown in Appendix A, the population density per square mile in Zone I is 222.1 people per square mile; in Zone II the population density is 27.4 per square mile. For the reasons set out above, we believe the minimum VHF co-channel assignment separation of 190 miles maintained in this area in the Table proposed in the Third Notice, should be adhered to without change. In the case of the UHF, the minimum co-channel separation in Zone II, maintaining the relationship used in Zone I, shall be 175 miles. There are very few UHF assignments proposed in the Third Notice in violation of this minimum; these assignments have, however, been deleted from the Table adopted herein.

125. There remains for consideration the minimum co-channel separations to be maintained in Zone III, the Gulf Coast area. This area would be on the basis of density of population and concentration of cities fall within Zone II. The population density per square mile in Zone III is 47.8 people per square mile. See Appendix A. On the basis of the record, it appears necessary, however, to add a factor of about 33 miles spacing between co-channel stations to obtain the same service area as would exist in Zone II. We believe it to be reasonable in light of the foregoing to add 30 miles in the Gulf Coast area to the 190 mile minimum VHF co-channel assignment spacing provided in Zone II. This will substantially equalize the service contours of stations in the Gulf area with stations in Zone II. On this basis the minimum assignment spacing in Zone III will be 220 miles in the VHF band and 205 miles in the UHF. Several VHF assignments in Zone III proposed in the Third Notice involved spacings below this minimum. However, as set forth above, it was clearly contemplated in the Third Notice and the Commission so indicated that spacings in the Gulf Coast area would have to be much wider than spacings in other portions of the country [26]. Accordingly, necessary changes have been made in the Table to insure that all assignments meet the minimum required herein.

126. In establishing Zone III we are taking into account the fact that we do not have sufficient data at this time to determine exactly at what point the effects of the high level of propagation in the Gulf need no longer be considered in establishing minimum assignment spacings. We believe, however, that the figure we have chosen provides an adequate margin of safety and yet does not prevent assignments that could appropriately be made at this time.

127. DuMont Laboratories, Inc. has submitted an alternative nationwide assignment plan which it claims is superior to that of the Commission. DuMont makes this claim on the grounds that its assignment plan allegedly makes a more efficient use of the available television spectrum, especially the VHF band. DuMont points out that it has made more assignments on each VHF channel than the Commission and that it has provided more communities with VHF multiple service. At the same time DuMont proposes to assign at least one channel to practically every community listed in the Commission's Table of Assignments. In substantiation of its claim that its plan would provide more persons with more service, DuMont had a population count made of the number of persons living within 50 miles of television service centers. It defined a "television service center" as a community to which more than one television channel had been assigned under either the Commission or the DuMont assignment plans. For example, DuMont states that under the proposed FCC plan 98 television centers have been tentatively assigned four or more VHF and UHF channels and a population of 95,115,203 live within 50 miles of these centers, whereas under the DuMont plan 149 centers would have four or more channels and a population of 113,814,387 live within 50 miles of these centers.

128. DuMont contends that it achieved this greater efficiency "within the FCC framework of engineering standards." As a matter of fact, however, there is a highly significant difference between the two plans with respect to the minimum co-channel assignment separations employed and this difference is necessarily reflected in the total number of assignments under the two plans. In order to increase the number of VHF assignments in large cities, DuMont would make many assignments below the minimum separations employed in the Table of Assignments proposed in the Commission's Third Notice and as adopted in this Report. For example, in the area comprising Zone II, the Commission's proposed Table and final Table have no assignment separations below 190 miles. By contrast DuMont proposes 79 spacings below this minimum. These would be distributed as follows: 6 below 170 miles; 21 between 170 and 180 miles; and 52 between 180 and 190 miles. In the area defined as Zone III, the Commission had proposed 9 spacings below 220 miles (minimum established herein), but in the Table adopted herein all VHF spacings below 220 miles have been deleted. DuMont, however, proposes 30 assignments below this minimum. Two separations would fall below 180 miles, 18 between 180 and 200 miles, and 10 between 200 and 220 miles.

129. By reducing the spacings below the minimum at numerous points, the DuMont plan achieves a greater number of VHF assignments than does the FCC table. It is apparent, however, that DuMont's alleged superior assignment efficiency in fact results from utilizing station separation standards at variance with those of the Commission. For the reasons detailed previously, the Commission does not believe it is in the public interest to utilize such lower assignment separations.

130. Furthermore, the DuMont Assignment Table is inconsistent, in part, with the assignments that have been made along the Mexican and Canadian borders. This aspect of the DuMont assignment plan is discussed elsewhere in this Report. In addition, the DuMont proposal for UHF assignments does not follow a basic principle provided for in this Report and followed in the Commission's Table, namely, that UHF stations separated by less than 6 channels should be separated by at least 20 miles. This aspect of the DuMont assignment plan is also discussed in detail elsewhere in this report.

131. The Commission has already examined and rejected certain of the underlying principles of the DuMont plan.[27] We must, for the reasons indicated above, similarly reject the proposed DuMont Table of Assignments.

132. DuMont requested an opportunity to make an oral presentation in this proceeding. This request was based on the view that the Commission would not adequately understand the DuMont nationwide assignment plan. We have very carefully considered the DuMont proposal. The Commission recognizes the contributions made by DuMont to these proceedings. We do not believe that an oral presentation is necessary for the Commission to satisfactorily consider and dispose of the issues raised by DuMont. In our view the detailed written evidence submitted by DuMont adequately presents the facts with respect to the nature of DuMont's proposal and has enabled us fully to consider the merits of its proposal. The DuMont request for an oral presentation is, therefore, herewith denied.

133. A request has been made[28] that the Commission permit assignments of co-channel stations at less than the minimum spacings where advantage can be taken of mountain ranges to form a natural protection between stations. The parties referred to testimony on this point presented in the record by Messrs. Goldsmith, Poole, Gillett, Inglis, O'Brien and Harmon. While there is some evidence that intervening mountain ranges may normally reduce television signals, the propagation data available at this time is insufficient to determine the extent to which there may be significant deviations from the normal pattern in such situations. The Commission is, therefore, denying in this proceeding the requests for co-channel separations lower than the minimum between stations separated by mountain ranges. [29]

134. Some of the parties [30] have requested that co-channel assignment spacings be calculated on the basis of proposed transmitter sites as well as on the basis of existing transmitter sites. Such a request confuses assignment spacings with facilities spacings. The purpose of assignment spacings is to determine what channels shall be assigned to individual communities for use by applicants who may seek authorizations for stations in such communities after an assignment has been established. After an assignment has been made it must be capable of being used by any applicant who may succeed in the licensing proceeding. To use the specific transmitter site proposed by an individual petitioner in a rule making proceeding as a reference point in calculating assignment spacings would be to use a site that might in fact never be available to the successful applicant in the licensing proceeding.

135. Further, to permit parties to use specific proposed sites or possible transmitter sites in order to establish that they meet minimum assignment spacing requirements would in effect reduce the minimum assignment spacing requirements. Several parties have, however, attempted to demonstrate that proposed co-channel assignments meet the minimum requirements by offering evidence that they can select a transmitter site that will meet the minimum assignment separation requirements even though the distance between the proper reference point in the community of the proposed assignment and the other city involved is less than the minimum. We cannot permit separations to be reduced by allowing proponents of new assignments to demonstrate in rule making proceedings that they can meet the minimum assignment spacing requirements only by being able to erect a transmitter at a specific site. The manner in which the assignment spacings are measured is important in determining the spacings between stations and the measurements will vary significantly depending on the reference points used. To permit assignments to be made in rule making proceedings on the basis of the measurement of spacings from particular transmitter sites other than the appropriate reference point would result in a reduction of the required assignment spacings. Accordingly, we are denying all requests for the establishment of assignments where the minimum spacings would be measured not from the proper reference point but from possible transmitter sites. [31]

136. The Table of Assignments contained in the Commission's Third Notice permits the use of maximum power at all locations where an assignment was proposed.

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[26] For example, The Houston Post Company, in its comments, expressly supported the principle that in the Gulf area minimum spacings substantially above the minima in other areas are required. The Houston Post Company advanced the proposal that a specific limitation be made on assignments in this area so that stations operating on the same channel should be separated by 240 miles on Channels 2-6 and by 200 miles on Channels 7-13.

[27] See Paragraphs 70-81 above.

[28] Southern Minnesota Supply Company, Mankato, Minn.; Erie Television Corporation, Erie, Pa.; Airfan Radio Corp., Ltd., San Diego, Calif.; California Inland Broadcasting Co., Fresno, Calif.; Tribune Building Co., Oakland, Calif.; KUGN, Inc., Eugene, Oregon; and Kingsport Broadcasting Co., Kingsport, Tenn.

[29] For the same reasons we have rejected similar proposals for assignments in violation of the minimum separations where other than co-channel spacings are involved.

[30] See footnote 22 above.

[31] For the same reasons we have rejected similar proposals for assignments in violation of the minimum separations where other than co-channel spacings are involved.

A number of parties[32] contend that it would be possible to provide additional assignments in many locations if the stations at such localities were limited to power less than the maxima. For example, it is stated that if two stations serving small communities operate with minimum power they could be located as close as 73 miles co-channel and 19 and 25 miles adjacent channel for Channels 2-6 and 7-13, respectively, while at the same time receiving the same grade of protection offered by a separation of 180 miles shown in the Commission's standards. The parties accordingly have requested that the Commission provide for additional assignments at reduced power where such assignments will not cause interference greater than would exist under the prescribed minimum spacings.

137. The Commission does not believe that limited power stations should be provided for in the Table of Assignments at this time in order to squeeze in additional assignments. The effect of low power combined with close spacing is to reduce the interference-free coverage area of such stations, thus providing a sharply limited service. In the example cited above of two stations operating with minimum power (1 kw effective radiated power) and separated 73 miles co-channel, the interference-free Grade A service would be confined to 11 miles and the Grade B service to 14 miles. Further, the proposals for low power stations are all based upon operation of the co-channel stations with an antenna height of 500 feet. As the antenna heights of co-channel stations increase, the service area of the lower powered stations would decrease.

138. Further, these proposals rest on the implicit assumption that where interference is not caused to the Grade A service of a station, the minimum separations may be reduced below the standards adopted by the Commission. The television Assignment Table and the Rules with respect to television, however, recognize no protected contours. Rather they are based on the concept of affording each station the widest coverage possible consistent with an efficient utilization of the spectrum and the satisfaction of the needs of the various cities and communities in the United States. The Commission in considering grades of service in this proceeding has utilized the principle of iso-service contours. Basic to this principle is a recognition of the fact that, even though "objectionable interference" may not be caused in any contour, an inevitable degradation of service occurs. We have above discussed at length the basis for the separations we have established. The proposals here cannot be accepted because they are contrary to the basis upon which the co-channel separation requirements have been established.

139. Also to be considered is the safety factor we have previously mentioned. If we should find at a later date the interference which stations may suffer is greater than we have predicted upon the basis of available data, generally only Grade B service will suffer whereas the impact on Grade A service will be little, if any. Moreover, power could then be reduced if it were decided that the interference should be reduced. But in the case of stations operating with lower power at reduced separations it would be more difficult to further reduce power and the service that would generally suffer would be Grade A service.

140. Accordingly, the Commission finds that it must deny the requests of the parties seeking additional assignments where such assignments would require operation at less than the maximum powers specified in this Report.

141. In establishing the co-channel assignment spacing requirements set out above, we have considered carefully the comments and evidence of all the parties who have requested assignments at spacings below the minima adopted herein. Insofar as we have reduced the minimum assignment spacing in Zone I from that proposed in the Third Notice, the requests of certain of the parties for reduced minimum assignment spacings have been granted. We find, however, no adequate basis on the record for granting any of the other requests for reduced minimum spacings and we have found no convincing reason to deviate from our minimum assignment spacings in acting on any specific counter-proposal in this proceeding.

142. The following is a summary of the minimum co-channel assignment spacings provided for herein:

	VHF	UHF
Zone I	170 miles	155 miles
Zone II	190 miles	175 miles
Zone III	220 miles	205 miles

Classes of Stations: Powers and Antenna Height

143. In the Third Notice, the Commission stated:

> The Commission's Notice of Further Proposed Rule Making issued July 11, 1949, provided for three classes of stations, i.e. community, metropolitan and rural stations. During the hearings on the General Issues relatively little comment was offered concerning the proposed classifications. In reviewing this proposal, the Commission has concluded that it is desirable to reduce station classifications to a minimum and that more than one class of station is unnecessary if provision is made for appropriate power ranges for the various sizes of cities and rural areas. Accordingly, only one class of television broadcast station is proposed, with provision for minimum and maximum effective radiated powers in accordance with the respective tables set forth below:
>
> (1) Minimum Power

Population of city (excludes adjacent metropolitan areas):	Minimum effective radiated power[1] (in db above 1 kw)
Above 1,000,000	17 db/500 ft. Ant.
250,000-1,000,000	10 db/500 ft. Ant.
50,000-250,000	3 db/500 ft. Ant.
Under 50,000	0 db/300 ft. Ant.

[1] Or equivalent, based on the same Grade A service radius as with these values of effective radiated power and antenna height above average terrain. A chart showing this relationship is attached to Appendix B and identified as Appendix IV. No minimum antenna height is specified. However, wherever feasible, high antennae should be used to provide improved service.

> (2) Maximum power. The maximum effective radiated power to be authorized on the respective channels is set forth in the following table:

Channels	Maximum effective radiated power (in db above 1 kw)
2-6	20 db/500 ft. ant.
7-13	23 db/500 ft. ant.
14-83	23 db/500 ft. ant.

144. No one has objected to the Commission's proposal to establish only one class of station and to permit any station to operate on any channel, consistent with the Rules and standards. Some comments have been received with respect to operation with lower powers where the minimum mileage separations provided for in the Rules cannot be met. These comments have been considered above in another portion of this Report and the requests have been denied for the reasons set forth. The Commission is, therefore, finalizing its proposal to have only one class of station.

145. No comments were received with respect to the Commission's proposal concerning minimum power. Generally, we believe we should adhere to the proposal made in the Third Notice. It is a fact, however, that with very low effective radiated powers the service areas of television stations are extremely limited. Accordingly, we have provided in our Rules that no television station shall in any case operate with less than 1 kw effective radiated power. As so modified the proposal in the Third Notice with respect to minimum power is adopted.

146. Several comments have been received relating to the Commission's proposal with respect to maximum power for television stations. Radio Kentucky, Inc., and Radio Virginia, Inc., both oppose the granting of further power in the VHF above the maximum presently provided for in the Rules. The reason for this position appears to be a desire not to increase the disparity of coverage between the VHF and UHF. Havens and Martin opposes this proposal to limit power and subscribes to the Commission's proposal for an increase in existing power limits in the VHF. A. Earl Cullum's comment refers to his testimony relating power to frequencies in order to obtain comparable coverage. The frequencies involved on Channels 7 through 13 are approximately three times the frequencies involved on Channels 2 through 6, and the UHF channels allocated to television are approximately three times the frequencies on Channels 7 through 13. Cullum contends that in both of these cases the maximum power for the higher channels should be three times that of the lower channels and that putting a limit of 200 kw (23 dbk)[33] on the power to be used on Channels 7 through 13, and 14 through 83 is unfair to those who wish to use these channels in competition with assignments made on Channels 2 through 6. James C. McNary filed a comment in which he stated that an amplifier tube with 25 kw was feasible on the UHF. Such a tube it was stated would provide a radiated power of 400 kw (26 dbk). McNary, therefore, recommends that provision be made for the use, on an individual basis, of power in excess of 23 dbk on Channels 14 through 83. Pacific Video Pioneers also proposes that the maximum power limitation of 23 dbk (200 kw) on Channels 14-83 be liberalized to permit single stations to increase to 26 dbk (400 kw) on a showing that objectionable interference will not be caused to other assignments using 23 dbk (200 kw) at 500 feet and to permit horizontal increases in power by two or more stations. On the other hand, RCA-NBC, and Communications Measurements Laboratories, Inc., support the Commission's proposal.

147. On the basis of the record it appears that the Grade B coverage of the television channels decreases as the frequency involved increases. Considering first the power relationship between Channels 2-6 and Channels 7-13 the propagation charts in the record establish that, assuming operation at 500 feet and the maximum powers proposed in the Third Notice, the Grade A service extends to 33 miles on Channels 7-13 as compared to 27 miles on Channels 2-6.[34] However, in the case of Grade B service and where the only limiting factor is noise the service on Channels 2-6 extends 57 miles compared to 50 miles on Channels 7-13, based on the same powers and antenna heights. In view of this disparity with respect to Grade B service there was considerable testimony in the record favoring a three-fold differential in power between Channels 2-6 and Channels 7-13 rather than the powers proposed by the Commission.

148. The arguments described above are somewhat misleading since the prediction of service areas is made in all cases on the basis of noise limitations only. Co-channel operation is, however, a substantial factor in the determination of the effects of permitting an increase in power such as is requested here by the parties. For example, at 170 mile station spacing, with maximum power as specified under the Third Notice and 500 feet antenna height, the Grade B service of a station operating on Channels 2-6 or 7-13 would extend 41 miles and 47.5 miles, respectively, in the direction of a co-channel station. These coverages are related to the station separation and would be unchanged by the same increase in power of

[32] Pennsylvania Broadcasting Company, Philadelphia, Pa.; Southeastern Broadcasting Company, Macon, Ga.; Middle Georgia Broadcasting Company, Macon, Ga.; The Brockway Company, Watertown, N. Y.; Hampton Roads Broadcasting Corp., Norfolk, Va.; Jacksonville Broadcasting Company, Jacksonville, Fla.; Loyola University of the South, New Orleans, La.; The Gazette Company, Cedar Rapids, Iowa; Telegraph Herald, Dubuque, Iowa; Kingsport Broadcasting Company, Kingsport, Tenn.; Michigan State College, East Lansing, Mich.; Hartford Times, Inc., Hartford, Conn.; Travelers Broadcasting Service Corp., Hartford, Conn.; Southern Minnesota Supply Company, Mankato, Minn., and Indiana Technical College, Fort Wayne, Indiana.

[33] As used herein "dbk" signifies power in decibels above one kilowatt.

[34] See in this connection our discussion above of the manner of prediction of service areas and interference.

all stations on the same channel. However, in other directions, assuming noise as the only limiting factor, such stations would furnish Grade B service as far as 57 miles and 50 miles, respectively, for the channels stated. Similarly, at 200 mile spacing with stations on the same channel operating with the same power and antenna height, the Grade B service of a station would extend 47 miles and 50 miles for Channels 2-6 and Channels 7-13, respectively, in the direction of a co-channel station, and 57 miles and 50 miles, respectively, in other directions. The latter distances for both examples could be increased by an increase in power of all stations on the same channel. Thus, although co-channel operation will be determinative of Grade B coverage in some areas, in many other areas an increase in power for stations operating on Channels 7-13 can effectively increase the Grade B service range and more nearly equalize the potential coverage of such stations with those operating on Channels 2-6. Even in those areas where the specified grades of service are determined by mutual station interference, the use of higher power will improve the service by helping to overcome other types of interference, such as receiver noise. This results in increased coverage efficiency and a more effective utilization of the spectrum space involved. In reviewing the comments that have been filed and the whole record in this proceeding, the Commission has, therefore, concluded that an additional 2 db should be permitted on Channels 7-13 providing for a total maximum power of 25 dbk (316 kw). Where noise is the only limiting factor, this increase will add approximately 3 miles to both the Grade A and Grade B service areas of Channels 7-13.[35]

149. Similar considerations are involved in establishing maximum power limitations in the UHF. According to the median field strength requirements, Channels 2-6 require 68 dbu[36] for Grade A service and the UHF channels require 74 dbu. Since both the low VHF and UHF areas are, pursuant to this Report to be computed from the same 63 megacycle curves and considering noise to be the only limiting factor, it is obvious that the UHF must have an additional 6 db to obtain the same Grade A service area. Likewise the median field strength required for Grade B service is 47 dbu and 64 dbu for Channels 2-6 and the UHF respectively. Hence an increase of 17 db would be necessary in the UHF to equalize the Grade B service areas where noise is the only limiting factor. The same considerations which impelled the increase in the maximum power on Channels 7-13 to 25 dbk (316 kw) impel an increase in the maximum UHF power to 30 dbk (1000 kw). This increase will extend the Grade A and Grade B service areas of stations operating with 500 feet antennas to 32 miles and 47 miles, respectively, where noise is the only limiting factor. In establishing this maximum power for the UHF, we recognize that these powers may not be immediately attainable, but we believe, on the basis of the record, that provision should be made for such an increase since we are confident that developments in the art will achieve such powers.

150. The maximum radiated power permitted under the Rules adopted herein is tabulated below:

Channels	Effective Radiated Power
2-6	20 dbk (100 kw)
7-13	25 dbk (316 kw)
14-83	30 dbk (1000 kw)

151. In making these increases in power we recognize that not all stations in all communities will operate with such maximum power. Where stations operate with such maximum power the resulting added coverage of the stations will almost always more than offset the decreased service areas of other stations affected. We have, further, by reason of the mileage separations which we have required in the Rules, provided that where such powers are used the service area involved will not be unduly reduced. Accordingly, we believe that the provisions with respect to increased power made herein are required in the public interest in order to provide a more effective use of the portion of the spectrum devoted to television broadcasting.

152. In the Third Notice the Commission stated with respect to antenna heights:

> Any station may be authorized on appropriate application to increase its power to the maximum set forth above without the necessity of a hearing so far as interference to other stations is concerned. The use of antenna heights greater than 500 feet above average terrain is encouraged as a means for improving the quality of service. If an antenna height greater than 500 feet is used, the effective radiated power shall be limited to that value which will avoid interference within the Grade A service radius of any other station, either existing or provided for in the Table of assignments, on the basis of the operation of such station with the maximum power and antenna height of 500 feet as set forth above. Where antenna heights of less than 500 feet are utilized, the effective radiated power shall not exceed that listed above.

153. Several comments have been filed with respect to the application of the proposal in the Third Notice to limit increases in antenna height because of adjacent channel interference. These comments contend that the Commission should not prevent the use of heights above 500 feet because of interference that might be caused to stations operating on adjacent channels. The American Broadcasting Company[37] points out that in the case of WJZ-TV located on the Empire State Building, the power would be restricted under the Third Notice to 15.4 dbk because of the assignments of the adjacent channel to New Haven. ABC proposes that when antenna heights above 500 feet are utilized the limitation on power shall only apply where the Grade A service is invaded by the *co-channel* interference. ABC also points out what appears to be the discontinuity existing in the Commission's proposal between antenna heights of 500 feet and those above 500 feet. ABC cites the case of two adjacent channel stations in the Channel 7-13 range with transmitters separated by 60 miles. Under the proposal in the Third Notice, both stations would be permitted to use powers of 23 dbk at 500 feet antenna height even though both stations would suffer a reduction in area of 31 square miles within their Grade A contours. If, however, one of the stations used, for example, an antenna height of 505 feet through choice or necessity, application of the proposed rule would result in reduction of the power of this station to approximately 19.5 dbk and the service area would be reduced from 3,220 to 2,465 square miles, a loss of 23%. ABC contends further that the proposal is inconsistent with other Commission proposals which encourage high antennas wherever feasible both to increase service and reduce interference. It also contends that the gain in service area by increasing the antenna height of one of the stations is much greater than the loss of service area to the adjacent channel station which has not changed its height. General Teleradio, Inc., took a position similar to that of ABC.

154. The Allen B. DuMont Laboratories, Inc., also notes the alleged discontinuity in the power/height proposal and suggests that the rule might be amended to permit both the affected stations to agree to increase power simultaneously. A. Earl Cullum's comments that the proposed power/height rule is a good general allocation principle provided it is tested by *co-channel* conditions. If the proposed rule is adopted, he claims, it would discourage rather than encourage the use of taller antennas. Cullum further states that the rule would place an arbitrary requirement in the Rules and prevent a station from providing additional service. James C. McNary requests that the adjacent channel interference considerations for antennas above 500 feet on certain channels should be clarified. Earle C. Anthony, Inc., recommends that —6 db[38] rather than 0 db be used as the permissible adjacent channel ratio.[39] He cites testimony of Thomas Goldsmith and William Lodge to substantiate a —6 db ratio.

155. Although several parties subscribed to the Commission's Third Notice in toto and thus by implication were on record as favoring the adjacent channel ratio and power-height relationship, none of these parties singled this item out for specific comment. Elm City Broadcasting Corporation (WNHC-TV), New Haven, Connecticut, filed comments opposing the comments of ABC, Inc., and General Teleradio, Inc. The comments of WNHC-TV are based on its particular situation with regard to possible adjacent channel interference from WJZ-TV and WOR-TV with WNHC-TV operating on Channel 8. It is contended that it would be unfair to limit the service areas of stations receiving adjacent channel interference from other stations utilizing particularly high antennas beyond the extent contemplated in the Third Notice.

156. The record clearly supports the use of greater antenna heights where possible to achieve maximum channel utilization. However, the existence in some cases of a small amount of adjacent channel interference would, if the proposal in the Third Notice is adhered to, prevent the accomplishment of the very objective which is sought. In fact the parties point out a discontinuity in the heights and power, which would exist under the Third Notice proposal. The parties, therefore, proposed to remove this limitation and would provide for the acceptance of a small amount of adjacent channel interference over and above that originally contemplated. The record shows that this small amount of interference is minor when compared with the accompanying gain in service and consequently should not prevent acceptance of the parties' proposal, particularly since adjacent channel interference is susceptible to treatment by technical expedients and at the most results in a substitution of one service for another in so far as the listener is concerned.

157. Adjacent channel interference has not been a severe problem in the past and it appears that it is not costly to provide additional adjacent channel selectivity in receivers if necessary. We believe the record supports a 0 db adjacent channel interference ratio. On this basis the rules with respect to adjacent channel mileage separations will not unduly reduce service areas of individual stations. Accordingly, we have deleted from the Rules adopted herein any provisions which would prevent the use of higher antennas because of adjacent channel interference that would be caused to other stations.

158. The Commission has also given further consideration to the use of antenna heights above 500 feet. As we have pointed out the record clearly supports a policy of the encouragement of increased antenna heights. The record contains detailed engineering studies showing that increased antenna heights are much more advantageous than increased power. It is shown that the ratio of service area gained to service area lost by other stations increases with antenna height. It has also been shown that a given increase in radiated power is more effective with higher antenna heights than it is with an antenna height of 200-500 feet. When two stations are operating co-channel and one station is allowed to increase its antenna height greatly in excess of the other, the increase in area covered by the first station will greatly exceed the loss in service to the second station. If the two stations do not change antenna heights, but the first station increases power, the area gained by

[35] We believe that the Radio Kentucky and Radio Virginia requests must be denied. The record clearly requires us to raise the existing limits on power in the VHF in order to achieve an efficient use of the spectrum.

[36] As used herein "dbu" signifies field strengths in decibels above one microvolt per meter.

[37] The situation involving KECA-TV, the ABC station in Los Angeles, and KFMB-TV, San Diego is discussed separately below.

[38] As used herein adjacent channel interference ratio signifies the ratio of median desired and undesired field strengths.

[39] Lynchburg Broadcasting Corp., Lynchburg, Virginia; KTTV, Inc., Los Angeles, California, and KMTR Radio Corp., Los Angeles, California all propose an adjacent channel interference ratio of -6 db.

that station is still greater than than lost by the second station but the effect is not as pronounced as is the case where the antenna height is increased. Again it should be emphasized that in all cases the service areas are not unduly reduced when the minimum spacings are maintained.

159. Accordingly, in order to achieve a more efficient utilization of each television channel we are modifying the provisions with respect to the use of antennas over 500 feet to specify that in Zones II and III where wider station separations have been maintained in the Table[40], antennas will be authorized in the VHF up to heights of 2000 feet, with maximum power, without regard to co-channel interference that will be caused by such operation with the greater antenna height. In Zone I[41] we have provided that VHF stations may use antennas up to a height of 1000 feet, with maximum power. In view of the fact that station separations in this Zone are lower than in Zones II and III, and in view of the fact that cities in Zone I are more closely located than cities in Zones II and III, until a larger body of data is available with respect to operation with antenna heights over 1000 feet with higher powers, we are unable to permit operation with such powers at heights over 1000 feet. The rules we have adopted with respect to antenna heights in the VHF constitute no substantive modification of the proposal in the Third Notice. Stations in the VHF, under the Third Notice proposal, would have been entitled to operate with antenna heights of 2000 feet since at these heights there would be no interference to Grade A service to co-channel operations, assuming co-channel operation at maximum power and an antenna height of 500 feet (as was done in the Third Notice).

160. In the UHF we have provided in our Rules that stations may operate at full power in all Zones, with antennas up to a height of 2000 feet, without regard to co-channel interference that will be caused by such operation with the greater antenna height. We have provided no special rule with respect to Zone I in view of the fact that UHF stations will not be able to operate with maximum effective radiated power for some time to come. We recognize that, in the UHF, loss of Grade A service of a co-channel station operating with maximum power (30 dbk) and an antenna height of 500 feet would be caused by another station operating on the same channel with 2000 feet and one megawatt power where the co-channel separation was less than 183 miles. We feel, however, that any loss of Grade A service that is caused by operation with such greater antenna heights and maximum power should be permitted in view of the added service gained.

161. Our choice of a 2000 foot antenna height limit is based, mainly, on the fact that the propagation data in the record at heights over 2000 feet is extrapolated from data obtained under 2000 feet. Moreover, relatively few stations are now or will in the near future be operating at heights over 2000 feet, and these are primarily in areas where greater co-channel separation has been maintained. Where the height is above the 2000 foot maximum we have provided a chart in the Rules which permits operation with less than maximum power but which nevertheless gains some of the benefits afforded by sites over 2000 feet. We encourage interested individuals and licensees to conduct propagation tests to determine the effect of operation with high powers and antenna heights over 2000 feet. When such data becomes available the Commission will consider appropriate changes in the chart established for the determination of power where antenna heights over 2000 feet are used.

162. In Zone I where the greatest permissible VHF antenna height with maximum power is 1000 feet, higher antenna heights will be permitted but only with appropriate reductions in power. A chart has been included in the Rules to make possible the determination of the power that will be permitted at any antenna height over 1000 feet. It will be noted that we have maintained the power ratio of 3.16 to 1 between powers to be employed on Channels 2-6 and 7-13.

163. There remains for consideration the comment of the American Broadcasting Company which requests that KECA-TV, owned and operated by ABC on Channel 7 in Los Angeles, be permitted to operate with maximum power on top of Mount Wilson. ABC requests that the Commission's Rules authorize operation with maximum power even at heights such as that on top of Mount Wilson. If such operation is not permitted as a matter of general rule, ABC requests that an exception be made in the case of KECA-TV. Opposition to this request has been filed by the Kennedy Broadcasting Company which owns and operates KFMB-TV on Channel 8 in San Diego, California. KFMB-TV is located 106 miles from KECA-TV. KECA-TV has an antenna height of 3040 feet above average terrain and an antenna height of 4987 feet in the direction of KFMB-TV. The basis of Kennedy's opposition is that operation at maximum power on top of Mount Wilson will cause excessive interference to operation of KFMB-TV, especially in view of what is alleged to be unusual propagation characteristics prevalent in that area by way of the proposphere.

164. We have above decided that VHF stations in Zones II and III will have a right to operate with maximum power with antenna heights up to 2000 feet above average terrain and that at heights above 2000 feet, a special chart shall be used to determine maximum power. It is to be noted that KECA-TV would be permitted to operate with the maximum power of 21.9 dbk (155 kw) at its present location on Mount Wilson. No special circumstances are presented which would warrant a special rule in the case of KECA-TV. Nor do we believe that the Commission should adopt any special rules at this time to afford protection against adjacent channel interference when one of the stations is operating with an antenna height over 2000 feet at the maximum powers provided for in the special chart. With particular reference to the KECA-TV—KFMB-TV situation, we do not believe that KECA-TV operating with the maximum power permitted will cause excessive interference to the operation of KFMB-TV in San Diego. At a later time when more extensive propagation data is available with respect to operation with higher powers at antenna heights over 2000 feet, we will be in a position to re-examine problems of a general nature or relating solely to specific communities, that are created by adjacent channel interference. Such examination will be made in the light of further data which will then be available with respect to receiver selectivity characteristics.

165. In establishing Rules with respect to power and antenna height we have considered the effect of our action on the development of the UHF. We are unable to conclude that Rules adopted herein will prevent the fullest development of this new and valuable portion of the spectrum. We believe that under these circumstances it is clearly in the public interest to make the most efficient use of both the VHF and the UHF by providing for the use of antennas and powers that will permit the listening public to receive the most and the best service possible.

Adjacent Channel Separations

166. The Third Notice of Further Proposed Rule Making stated with respect to adjacent channel separations:

> *Adjacent Channel Separation.* Under the present television standards, objectionable adjacent channel interference results when the ratio of the desired to the undesired signal falls below 6 db. The Commission's proposals of July 11, 1949, did not recommend any change in this ratio. Considerable data presented to the commission indicate that this ratio is too conservative and that it could be 0 db or —6 db. In general adjacent channel interference has not been of a serious nature and such problems as do exist can be solved to a very considerable extent by improvements in receiver design which are neither difficult nor costly. Experience has shown that many receivers are giving satisfactory adjacent channel performance in areas where interference is predicted under the present standards.
>
> The Commission's proposals of July 11, 1949, provided for a normal adjacent channel separation of 110 miles in the VHF band and 100 miles in the UHF band—one-half the distance provided for the normal co-channel separations. Since adjacent channel interference is so readily subject to being controlled by adequate design and production methods by manufacturers, the Commission believes that adjacent channel separations should be reduced, thus making possible a greater number of assignments. The Commission is of the opinion that these separations should be based upon receiver performance which may reasonably be expected of manufacturers and not on the characteristics of the poorer receivers. Separations have been based on the assumption of receivers having an adjacent channel rejection ratio of —6 db. Thus a median field strength ratio of 0 db should provide service from one station or the other at each receiver location for at least 90 percent of the time, irrespective of signal fading. The Table of Assignments has been based upon an adjacent channel separation between cities of 70 miles for Channels 2-13 and 65 miles for Channels 14-83. The separations between transmitters are 60 miles for Channels 2-13 and 55 miles for Channels 14-83.

167. For the reasons stated above, we have deleted from the Rules adopted herein any limitation on the use of antenna heights based upon adjacent channel interference. Under these circumstances we are of the opinion that we have no need of specifying in our Rules a definite ratio of desired to undesired field strengths on adjacent channels. The adjacent channel separations provided for herein will not unduly reduce the service area of individual stations. We have, therefore, eliminated all reference to adjacent channel ratios and we have provided that the minimum mileage separation requirements should alone govern spacing of adjacent channel stations.

168. The Commission's Third Notice stated that the proposed Table of Assignments was based on minimum adjacent channel separations between cities of 70 miles for Channels 2-13 and 65 miles for Channels 14-83. We have lowered the minimum co-channel assignment spacing requirements in Zone 1 to 170 miles in the VHF and to 155 miles in the UHF. We, therefore, believe that the minimum adjacent channel assignment spacing requirements should be reduced proportionately to 60 miles in the VHF and 55 miles in the UHF. Moreover, we do not believe it necessary to impose higher minimum assignment spacings for adjacent channel operation in the other zones. Excessive tropospheric propagation has no relation to adjacent channel spacings since the effects of such propagation are felt at long distances from the transmitter rather than at relatively close distances. Accordingly, the reasons for treating Zone III differently from the rest of the country do not obtain in the case of adjacent channel spacings. Further, we do not believe we should have higher adjacent channel spacings in Zone II than we have provided for in Zone I. As we have pointed out, high minimum assignment spacings tend to decrease the number of assignments that may be made. In the case of co-channel spacings it is necessary to establish higher minima since in Zones II and III people in the rural areas tend to rely on service from stations relatively far away. But in the case of adjacent channel interference the listener does not suffer unduly. He will continue to receive one of the two potential services. In view of this fact, the minimum adjacent separations may be the same for the whole country and the following minima have been established:

VHF 60 miles
UHF 55 miles

Oscillator Radiation

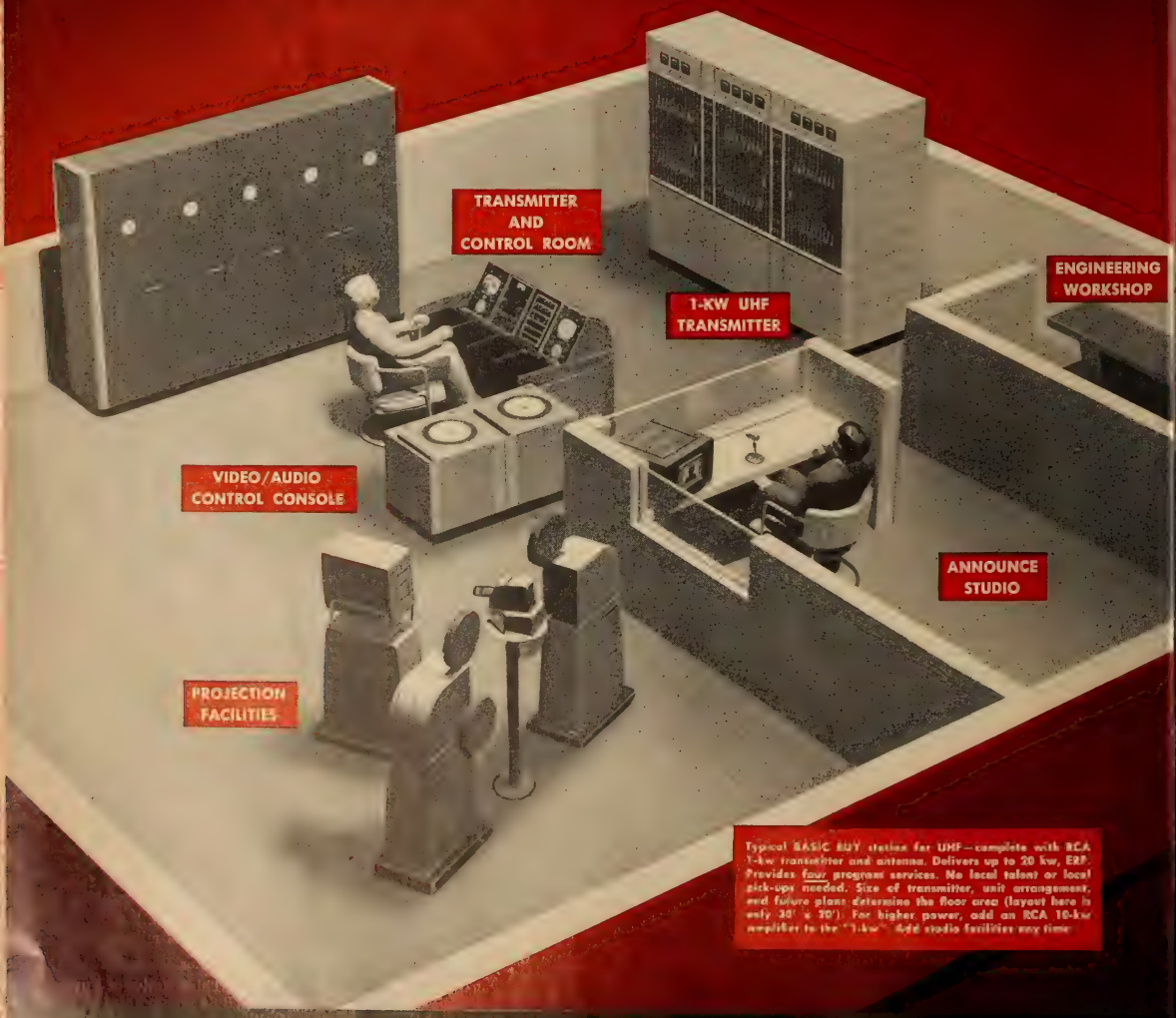
169. The Third Notice of Further Proposed Rule Making stated:

> Oscillator Radiation—(a) VHF. The Commission's proposed

[40] For a description of Zones II and III, see Paragraphs 117-126 above.

[41] For a description of Zone I see Paragraphs 117-126 above.

RCA's TV "Basic"



Typical BASIC BUY station for UHF—complete with RCA 1-kw transmitter and antenna. Delivers up to 20 kw, ERP. Provides four program services. No local talent or local pick-ups needed. Size of transmitter, unit arrangement, and future plans determine the floor area (layout here is only 30' x 20'). For higher power, add an RCA 10-kw amplifier to the "1-kw." Add studio facilities any time.

Buy" does the most

-with the least TV equipment

-VHF or UHF!

4 PROGRAM SERVICES

—no local studios needed!

- **Network programs**
- **Local films (16mm)**
- **"Stills" from local slide projector**
- **Test pattern from monoscope (including individualized station pattern in custom-built tube)**

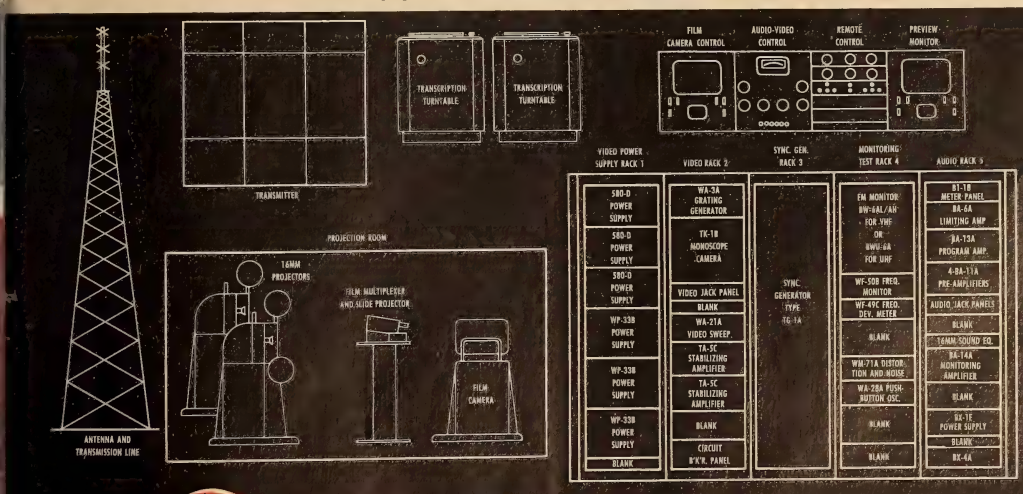
THIS PICTURE ILLUSTRATES what we think is the minimum equipment a TV station should have to start with—*and earn an income.* The arrangement can handle any TV show received from the network and provides station identification and locally inserted commercials as required. In addition, it offers an independent source of revenue—by including film and slide facilities for handling local film shows and spots, or network shows on kine recordings.

The BASIC BUY includes: A transmitter and an antenna (necessary for any TV station); monitoring equipment (required by FCC); film and slide equipment (for local programs—and extra income); monoscope camera for reproducing a test pattern of known quality (important for good station operation and as an aid to receiver adjustment); and a control console that saves operator time and effort (it enables one technical man to run the station during nearly all "on-air" periods).

RCA's BASIC BUY can be used in combination with any RCA TV transmitter and antenna, of any power—VHF or UHF. Matched design and appearance make it easy to add facilities any time (you need never discard one unit of a basic package). And note this: *RCA BASIC UNITS ARE IDENTICAL TO THE RCA UNITS USED IN THE BIGGEST TV STATIONS!*

RCA's BASIC BUY is already being adopted by many TV station planners. Let your RCA Sales Representative work out a flexible package like this for you—show you how to do the most with the least equipment!

This is what the BASIC BUY includes!



RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Table of television channel assignments set forth in its Notice of Further Proposed Rule Making, issued on July 11, 1949, did not take into account the effects of receiver oscillator radiation on assignments in the VHF or UHF band. Evidence has been presented to the Commission concerning interference caused to receivers as a result of the use of a 21 mc. I.F. by manufacturers of receiving sets. In order to avoid such interference, Radio-Television Manufacturers Association has adopted as standard an I.F. of 41.25 mc in the VHF and UHF bands. No oscillator radiation problems are involved for these VHF receivers so far as television stations operating in the VHF is concerned. Because of the large number of television receivers now in use employing the 21 mc I.F., efforts have been made to minimize such interference without reducing the number of VHF assignments in the proposed table.

(b) UHF. There was general agreement at the above hearings that oscillator radiation is likely to be more severe in the UHF band than in the VHF band, due to the difficulty in suppressing such radiation in the higher frequencies. Further, because of the wide span of the UHF band it is not possible to place the oscillator outside the band and still employ an I.F. which is practical in the present state of the art.

Evidence was offered concerning a method of dealing with the oscillator radiation problem based on the "fold in" principle. It was proposed to divide the UHF band into four equal parts; to employ the lower and upper quarters for most assignments; to confine all oscillator radiation within the two center quarters; and to employ an I.F. of 111 mc. The Commission believes that the use of an I.F. of 111 mc. in television receivers is not feasible at this time. Existing tubes and those available in the foreseeable future will not permit adequate amplification with a reasonable number of I.F. stages. The use of the proposed I.F. will reduce adjacent channel selectivity. Further, setting up one-half of the UHF band as a repository for oscillator radiation would provide little incentive for receiver manufacturers to reduce such radiation. Accordingly, the "fold in" principle has not been adopted in preparing the proposed Table.

Although the Commission expects that continued improvements may eliminate the problem of oscillator radiation in the future, it does not appear practicable to expect such receivers in the near future.[70] Hence, the UHF table has taken into account the standard I.F. of 41.25 mc. adopted by the RTMA. Thus, stations in the UHF which are 7 channels apart are required to have their transmitters separated by a minimum of 60 miles. This separation affords substantially the same protection as does the co-channel separation provided for above.

[70] This same observation is also applicable to intermodulation, image interference and I.F. beat problems discussed below.

170. Communications Measurements Laboratories, Inc., proponent of the fold-in principle described above, objected to the proposal made in the Third Notice. In its objection, CML reiterates its position with regard to the "fold-in" principle. Upon full consideration of the record and the objections of CML, the Commission is still of the opinion that the views of CML are not sufficiently substantiated, either theoretically or by test, to provide assurance that an intermediate frequency in the 111 mc. range is currently practical. For this reason and for the reasons set out in the Third Notice, it is concluded that the Table of UHF Assignments should not be based on the "fold-in" principle. It is concluded further that there is inadequate evidence to support the establishment of an assignment Table on the basis of an intermediate frequency other than 41.25 mc. Accordingly, the proposals with respect to oscillator radiation made in the Third Notice are now finalized and stations in the UHF which are 7 channels apart are required to be separated by 60 miles. In view of the nature of the interference, different spacings are not necessary in the different Zones which have been established in connection with co-channel assignment spacings. A similar observation pertains to intermodulation, image interference and I.F. beat problems discussed below.[42]

171. The separations established herein to protect against oscillator radiation are based on the principle of non-overlapping Grade A service areas of stations 7 channels apart, so that receivers within the Grade A service area of one such station would not normally be tuned to receive service from the other station which would not be as good in qaulity. This arrangement reduces the probability of local oscillator interference within the Grade A areas of the respective stations. Since this protection is not absolute and is confined primarily to the Grade A service areas, it remains of utmost importance that continuing efforts be made to reduce the magnitude of local oscillator radiation in UHF receivers. It should also be emphasized that the success of separation requirements which recognize oscillator radiation and spurious responses depends on general industry adherence to the basic premises i.e. use of the standard I.F. of 41.25 mc. and fundamental oscillator operation. It would appear that the manufacturing industry has a direct responsibility to the set-purchasing public to avoid the harmful consequences of deviation from this protective standard. It would be unfortunate if the manufacturing industry or an appreciable portion thereof were to use different standards without adequate suppression measures. In this event, the Commission will of necessity be faced with the need for a re-examination of the problem to determine what more effective measures may be necessary to avoid the harmful consequences to the public.

Image Interference

172. The Third Notice of Further Proposed Rule Making stated:

Image interference (picture and sound). Image interference has raised no problems in the VHF band since a signal from another television station removed from the desired channel by twice the I.F. does not normally fall in another television channel. In the UHF band, however, where there is a large number of contiguous channels, image interference is expected to present interference problems. No allowance was made for this factor in the Commission's proposed table of July 11, 1949. The record indicates that image rejection of 30 to 40 db can be provided by UHF receivers of reasonably good design which employ a 41.25 I.F. There was general agreement that image interference should be avoided in making channel assignments. Accordingly, a minimum separation of 75 miles is provided between transmitters where UHF stations are separated by 15 channels to provide against picture image interference, and a minimum separation of 60 miles between transmitters where UHF stations are separated by 14 channels to provide protection against sound image interference. This separation provides substantially the same protection to the picture of a desired station as does the co-channel separation provided for above. A slightly smaller separation is provided for in the case of the sound image than the picture image because of the lesser interfering effect of the former.

173. There were no oppositions to the Commission's proposal in this regard, with the exception of Communications Measurements Laboratories, whose counterproposal has been previously discussed and rejected. Since the separation to minimize image interference is based on the intermediate frequency of 41.25 mc. and since the CML comments on image interference are based on a 111 mc. I.F., which has previously been rejected, the CML comment with respect to image interference need not be given further consideration. For the reasons set out above the proposal with respect to image interference is adopted and a minimum spacing of 75 miles is maintained between UHF stations separated by 15 channels to provide against picture image interference and a minimum separation of 60 miles is maintained between UHF stations separated by 14 channels to provide against sound image interference.

I.F. Beat

174. The Third Notice of Further Proposed Rule Making stated:

I.F. Beat. It is recognized that when two stations in a city are separated by an I.F. it is possible that the two signals will combine to provide a beat signal which will be picked up by the I.F. Amplifier. Where a 41.25 mc. I.F. is in use, such signals may exist in channels which are separated by seven or eight channels from the desired station. The effect is similar to that of intermodulation. As indicated above the seven channel separation is taken care of by the separation which is used to avoid oscillator interference. Accordingly, stations in the UHF band which are separated by eight channels are required to have a minimum separation of 20 miles between transmitters.

There were no oppositions to this proposal. For the reasons set out above, the proposal with respect to I.F. beat is adopted, and UHF stations separated by 8 channels are required to be separated by 20 miles.

Intermodulation

175. The Third Notice of Further Proposed Rule Making stated:

Intermodulation. The Commission's proposed table of July 11, 1949, did not take into consideration the effects of intermodulation. Although interference resulting from intermodulation has not been a problem in the VHF band, it is generally agreed that intermodulation is likely to be a more serious problem in the UHF band. Various arrangements have been proposed for reducing intermodulation such as a staggered arrangement of channels, or by wide frequency separation. Testimony in the record indicates that a three or four channel separation would serve an adequate protection against intermodulation. The Commission has concluded that the best method of avoiding problems of intermodulation is to use a normal minimum separation of six channels in a city, thus allowing for a desirable safety factor. There is general agreement that a distance separation of 15 to 20 miles is sufficient to provide protection against intermodulation since sufficiently high field intensities from two to more stations would not normally exist at any point between stations so separated. Accordingly, in preparing the UHF assignments in the attached Table, stations closer than 20 miles have not been assigned channels less than six channels apart.

176. With regard to intermodulation, DuMont filed a comment which stated:

> The Commission's finding that "the best method of avoiding problems of intermodulation is to use a normal separation of six channels in a city, thus allowing for a desirable safety factor" applicable to UHF allocation would appear to be incorrect. Intermodulation results from the assignment of three stations to a city with an even two-channel jump between stations (Tr. 13449-13451). For example, the assignment of Channels 14, 16 and 18 to the same city would cause intermodulation, but 14, 16 and 19 would not result in interference (Tr. 13449).
>
> Recommendation. A separation of 20 miles between channels which cause intermodulation interference is recommended. The restriction of assignment of frequencies less than six channels apart which do not cause interference should be eliminated as wasteful of spectrum.

177. DuMont is in error in confining its consideration of intermodulation to three stations. It is easily shown, from the testimony in the record, that third order intermodulation produced by the combination of only *two* signals

[42] It should be pointed out that the separation requirements imposed to protect against oscillator radiation, intermodulation, images and I.F. beats do not provide for protection against interference of the above character which is caused by radio services operating outside the television band.

can occur in the UHF TV band. This type of intermodulation produces spurious signals on frequencies (fx) which can be computed as follows:

$$fx = 2fa - fb$$

where fa is the frequency of one station and fb is the frequency of the other station. This formula produces two values of fx, as each station is represented by fa and fb, respectively. These spurious signals could cause harmful interference to reception of stations even outside the 20 miles protection separation.

178. DuMont erroneously confines its consideration of intermodulation to stations assigned with a "two-channel jump." Although, other factors being equal, the intensity of the spurious signals produced by intermodulation tends to decrease as the frequency separation between stations is increased, intermodulation does not abruptly disappear at any particular value of frequency separation. DuMont therefore errs in stating that Channels 14, 16 and 19, assigned in the same city, would not result in interference. As is shown in the following example, the sound carrier of Channel 16 and the picture carrier of Channel 14 can produce a spurious signal due to intermodulation which falls within Channel 19 and cause interference. Similarly, the picture carrier of Channel 19 and the sound carrier of Channel 16 can combine to produce a spurious signal due to intermodulation which can cause interference to Channel 14.

Example:

Channel 14: 470-476 mc.; Channel 16: 482-488 mc.; Channel 19; 500-506 mc. Let the sound carrier of Channel 16, 487.75 mc., be f_a and the picture carrier of Channel 14; 471.25 be f_b. Then from the formula above ($f_x = 2f_a - f_b$):

$f_x = 2(487.75) - 471.25 = 504.25$ mc.,

which falls within and can cause interference to Channel 19.

Similarly if f_a be the sound carrier of Channel 16, 487.75 mc., and f_b be the picture carrier of Channel 19, 501.25 mc.,

$f_x = 2(487.75) - 501.25 = 474.25$ mc.,

which falls within and can cause interference to Channel 14.

It is also apparent from the foregoing example that it is necessary to take into account the channel spread of each spurious signal due to intermodulation. Each third order intermodulation combination produced by television signals having a 6 mc. channel width results in a potential spurious signal covering a channel width three times as great, or 18 mc. Thus, when stations are assigned Channels 14 and 16, intermodulation produces spurious signals on Channels 17, 18 and 19—not merely on Channel 18 as assumed by DuMont.

179. Except for the DuMont comments, there was no opposition to the Commission's proposal with regard to intermodulation. In view of the foregoing, it is concluded that the Commission's proposal concerning intermodulation should not be changed and that UHF stations separated by less than six channels should be separated by at least 20 miles.

Multiple Interference

180. The Third Notice stated with respect to multiple interference:

> In preparing the Table of Assignments, a study was made of several cases of multiple interference involving relatively uniform co-channel station separations in congested areas. This study based on information and data presently available, indicates that the grade A service areas obtained with the maximum powers as specified above are not infringed by combined interference from more than one signal when non-directional receiving antennas are assumed to be used. Moreover, if receiving antennas are assumed to have 6 db rejection in the directions of the undesired stations, the multiple interference under these conditions is not expected to exceed the single station case where no receiving antenna directivity is assumed. Thus, it appears that interference from more than one station may be accounted for satisfactorily by plotting a composite interference-limited contour on the basis of the most severe limitation in each direction due to any single interfering station. This approximation appears to be sufficiently accurate for the purpose of determining station separations and power limitations. Accordingly, it is proposed that interference from each station will be determined on an individual basis and that calculation of the effects of multiple interference will not be required.

181. No objections to this proposal have been received. Accordingly, the proposal has been followed in this proceeding.

Facilities Spacing

182. We have above discussed the difference between assignment spacing requirements and facilities spacing requirements and have also described the manner in which such spacings will be measured. In the Third Notice it was provided that minimum facilities spacings would be 10 miles less than minimum assignment spacings. A number of parties[49] have objected to the fact that the minimum assignment requirements proposed in the Third Notice were higher than the minimum facilities spacings requirements. We believe upon consideration of the whole record and comments in this proceeding that minimum facilities spacing requirements should be the same as minimum assignment spacing requirements. The reason stated in the Third Notice for lower minimum facilities spacings was to provide flexibility in the location of transmitters and in order to give communities within 15 miles of a city an opportunity to take advantage of the 15 mile rule. Upon reconsideration of this matter we believe that the advantages of such flexibility are more than counter balanced by the inconsistencies which would arise from having rules under which minimum facilities spacing requirements would be lower than minimum assignment spacing requirements. For under such rules, a petitioner seeking an assignment, in a rule making proceeding, could not secure an assignment where by proper measurement to an existing transmitter the proposal satisfied the lower facilities spacing requirements but did not satisfy the higher assignment spacing requirements. Accordingly, in the Rules adopted herein we have made all minimum facilities spacing requirements identical with minimum assignment spacing requirements.

[49] See footnote 22 above.

Offset Carrier

183. In the Third Notice the Commission stated with respect to offset carrier:

> The Commission's proposals of July 11, 1949, did not provide for the use of offset carrier operation either in the VHF or UHF band. Testimony presented at the hearing on the General Issues in the proceedings herein substantially favored offset operation and tests have indicated that such operation resulted in an improvement of approximately 17 db over non-offset carrier operation. A survey conducted by the Joint Technical Advisory Committee of stations engaged in offset carrier operations indicates practically unanimous support therefor. Although a question has been raised concerning possible frequency stability of transmitters used in these operations, it appears that this problem is not serious and that frequency stability can be provided which will insure adequate and proper offset carrier operations. Accordingly, the Commission has concluded that separations should be based upon stations employing offset carrier operation. When these rules are adopted as final, the Commission will specify the exact frequency to be utilized by each station for offset carrier operation. In the VHF band, stations will be offset from each other by plus or minus 10 kc and 1 kc tolerance will be specified. Similar requirements will be applied to UHF stations, but the specific values will be determined at a later date.

184. James C. McNary has filed a comment which states the following:

> The operation of offset carrier transmitters in the UHF portion of the spectrum, in particular, will require development of new frequency control apparatus, and will probably require continual monitoring of this apparatus from a central frequency standard, such as WWV, to maintain satisfactory operation. The continual monitoring believed to be required may be facilitated by appropriate choice of channel frequencies. For example, specifying the video carrier frequency to be an integral multiple of 1 megacycle may assist materially in simplifying the frequency control equipment. If the video carrier frequency is so specified, the sound carrier frequency and the frequencies defining the limits of the channel would have to be shifted from what would otherwise be their normal operation, if the established channel characteristics are to be maintained. The recommendation is therefore respectfully made that the specification of UHF channel frequencies be deferred until after an informal engineering conference to determine best system procedure. No specific page or exhibit in the transcript relates to this item.

185. We recognize that the adoption at this time of the Table of Assignments on the basis that all channels start on frequencies with integral numbers creates a situation whereby the video carrier of each UHF, as well as each VHF channel, is placed on a fractional number. We feel, however, that there is no evidence in the record to support Mr. McNary's position that it is more difficult to achieve satisfactory stability of monitoring equipment when operating with video carriers whose frequencies are fractional numbers than when the frequencies are integral numbers. No evidence was received in the record on this point from either Mr. McNary or any other person. Further, exact integral frequency operation could not be conducted in the majority of cases in any event since two of every three stations operating with offset carrier would have to operate on frequencies with fractional numbers. Despite the fact that many manufacturers were parties to this proceeding, Mr. McNary's problem was not raised at all. In addition it would appear that little, if any, additional equipment is required to maintain satisfactory stability of monitoring equipment when operating with quarter megacycle as compared with integral megacycle steps. Further, the evidence expressly established that equipment will be available for operation with offset carrier in the UHF. For this reason we are finalizing our proposal for the use of offset carrier in the UHF without further proceedings.

186. With the exception of James C. McNary's comments, no objections were filed to the use of offset carrier as proposed. RCA-NBC in its comment has supported the Commission's proposal.

187. In the Third Notice the Commission set specific tolerances for the use of offset carrier in the VHF and stated that similar requirements will be applied to UHF stations. The Third Notice, however, did not provide specific values in the case of UHF stations. Upon examination of the record we have determined that the tolerances with respect to the use of offset carrier should be the same both in the UHF and VHF. Accordingly, in the UHF band stations will be offset from each other by plus or minus 10 kc and 1 kc tolerance will be specified. With this addition the Commission's proposal with respect to offset carrier operation is being finalized.

188. Inasmuch as a considerable period of time will be required to work out offset frequencies for the assignment plan, such designations are not being made at this time but will be forthcoming at an early date. The licenses of existing stations will be modified in accordance with the designations that will be made and a transition period will be provided for in which existing stations may commence operation with offset carrier. A delay with respect to the establishment of specifications should have no effect on applications that may be filed by licensees or new applicants since the exact carrier frequencies for any particular channel do not become important until shortly before commencement of operation with offset carrier.

Intermixture of VHF and UHF Channels

189. In the Third Notice, the Commission said with respect to the intermixture of VHF and UHF Channels:

> The Commission's proposed table of July 11, 1949, was based to a considerable degree on the assignment of VHF and UHF channels in the same city. During the hearing on the General Issues, it was urged by some witnesses that the elimination of intermixture would simplify receiver problems and would minimize the broadcasters' competitive problems. It was argued that intermixture would tend to deter the construction of UHF stations and that until a large number of VHF-UHF receivers were distributed, such UHF stations as were constructed would have difficulty in surviving. On the other hand, many witnesses favored intermixture on the ground that it was impracticable to avoid it; that UHF stations would be constructed in cities located within the service areas of VHF stations and television viewers would expect their sets to receive both signals; and that receiver manufacturers would be obliged to build combination VHF-UHF receivers for such areas.
>
> It is reasonable to assume that economic problems will be faced by UHF broadcasters in areas where VHF broadcasting exists. Similar problems confronted the VHF broadcasters prior to increased receiver distribution in their respective areas. It is reasonable to assume that if the entire UHF band is allocated for regular television broadcasting, television receivers will be built to receive VHF and UHF signals. If intermixture were avoided, it would be necessary to limit many areas to one or two VHF stations even though UHF assignments were available for those areas and additional stations could be supported financially. Moreover, VHF stations are capable of providing a greater coverage than UHF stations. Hence, a more extensive television service is made available where some VHF assignments are made in as many communities as possible than where only VHF assignments are made in some communities and only UHF assignments are made in other communities. The Commission has concluded that the adoption of an assignment table based on non-intermixture constitutes a short-term view of the problem and is inadvisable. Accordingly, the proposed table attached herein has been prepared on the basis of intermixture of VHF and UHF channels.

190. Pursuant to Paragraph 12 of the Third Notice several of the parties object to or raise questions with respect to the intermixture of VHF and UHF channels in individual cities. These objections and questions are treated in the city-by-city portion of this Report. Mercer Broadcasting Company, Trenton, New Jersey, Lehigh Valley Television, Inc., Allentown, Pennsylvania, Radio Wisconsin, Inc., Madison, Wisconsin and Presque Isle Broadcasting Company, Erie, Pennsylvania, filed comments in which they contend that the intermixture of UHF and VHF is contrary to the public interest because they are not and may never be truly competitive services. Based on this allegation, these parties propose that all commercial television stations should be assigned to the UHF. This proposal has been considered in another portion of this Report. In so far as the comments of Mercer and Lehigh Valley relate to the application of Section 307(b) of the Communications Act they are treated below in further detail.

191. DuMont Laboratories, Inc., filed a comment which objects to the manner in which the Commission has applied the intermixture principle in its Assignment Table. It is to be noted in this regard that DuMont's own alternative assignment plan went very far in accepting intermixture in practice. The basis of DuMont's objection to the use of the intermixture principle in the Commission's Assignment Table is the effect that wide dispersal of VHF channels has on the number of VHF channels available to the large cities. Accordingly, DuMont's objection to the application of the intermixture principle in the Commission's assignment plan relates basically to matters that have been considered above in connection with the discussion of the DuMont nationwide assignment plan.

192. On the basis of the comments that have been received pursuant to Paragraphs 11 and 12 of the Third Notice, the Commission is not persuaded that its decision with respect to intermixture of VHF and UHF channels set out in the Third Notice was in error. With particular reference to the comments of DuMont, the Commission cannot subscribe to an assignment plan which in order to assign 4 VHF channels to as many large cities as possible disregards other important objectives. We have above considered the merits of DuMont's objections to the basic principles underlying the Commission's assignment plan. Our dismissal of these objections foreclose the adoption of DuMont's approach to the intermixture problem.

193. Related to the intermixture problem are objections to the Commission's proposed Table, on the ground that it did not provide for a separate and distinct assignment of VHF and UHF channels. These parties[44] contend that because of distinctions which exist between channels in the VHF and UHF band, the Commission is required to assign VHF and UHF channels separately, in order to satisfy the requirements of Section 307(b) of the Communications Act, which provides:

> In considering applications for licenses, and modifications and renewals thereof, when and in so far as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same.

194. At the outset it should be stated that we agree with the contention of the parties in so far as they claim that the Commission should disperse both VHF and UHF widely among states and communities. The Assignment Table proposed in the Third Notice and the Assignment Table adopted herein make a wide dispersal of both VHF and UHF channels among the states and communities. We must, however, reject the contention of the parties that Section 307(b) requires the Commission to treat VHF channels as completely different from UHF channels in making an Assignment Table. We think it clear that the fair, efficient and equitable distribution required by the Communications Act has reference to over-all distribution within any given radio service and not with respect to every *type* of station within a service. *Federal Radio Commission* v. *Nelson Brothers Bond and Mortgage Company*, 289 U.S. 266, at 281. In the case of television, stations operating in the UHF and VHF bands, although marked by distinguishing characteristics, will together constitute an integrated television service. We have concluded, therefore, that the requirements of the Act can best be met by an over-all Table of Assignments, which includes within its scope all channels which will be utilized in the television service.[45]

195. In arguing that Section 307(b) of the Communications Act requires the Commission to make separate and distinct assignments of VHF and UHF channels, the parties lay particular stress on the decision of the Court of Appeals in *Easton Publishing Company* v. *Federal Communications Commission*, 85 U.S. App. D.C. 33, 175 F. 2d 344. They contend that since there are admitted differences between VHF and UHF television facilities, as in the case of FM and AM, the holding in the *Easton* case must be construed as requiring the Commission to assign the VHF and UHF facilities independently.

196. The parties' reliance on the Easton decision is misplaced. The Easton decision clearly confirms that the Commission is not bound by a hard and fast rule in achieving the "fair, efficient and equitable distribution of radio service" required by Section 307(b). And the *Easton* case emphasized that the Commission must decide, in the light of the situation before it, what principles of allocation and assignment will achieve the prescribed statutory goal, and that Congress has conferred broad discretion on the Commission to reach that goal, so long as its discretion is exercised within the standards imposed by the statute. See *Federal Communications Commission* v. *Pottsville Broadcasting Co.*, 309 U.S. 134; *Ward* v. *Federal Communications Commission*, 108 F. 2d 486, 491 *Cf. National Broadcasting Company* v. *United States*, 319 U.S. 190, 224; *Radio Corporation of America* v. *United States*, 341 U.S. 412.

197. Because television is in a stage of early development and the additional consideration that the limited number of VHF channels will prevent a nationwide competitive television service from developing wholly within the VHF band, we are convinced that the UHF band will be fully utilized and that UHF stations will eventually compete on a favorable basis with stations in the VHF. The UHF is not faced, as was FM, with a fully matured competing service. In many cases UHF will carry the complete burden of providing television service, while in other areas it will be essential for providing competitive service. In view of these circumstances, we are convinced that stations in the UHF band will constitute an integral part of a single, nationwide television service.

198. With respect to the propagation characteristics of the UHF band, as compared to the VHF, we believe that such differences as exist will prove analogous to those formerly existing between the higher and lower portions of the VHF television band.[46] We are persuaded that the differences in propagation characteristics will not prevent UHF stations from becoming an integral part of a single service.

199. It is alleged that equipment for employing higher power in the UHF band is not available and that it is not known when such equipment will be available. This contention is not supported by the record. There is evidence that it will be possible to operate stations in the UHF band with 400 kw. radiated power by the time that authorizations are issued for such stations. Further, there is no reason to believe that American science will not produce the equipment necessary for the fullest development of the UHF.

200. In any event, it is clear that in formulating an assignment table which will be the basis for the over-all development of television broadcasting in this country, the public interest requires the Commission to take a long-range view of the future of television. Present equipment[47] and economic problems may temporarily handicap operations in the new UHF band and place certain communities at a disadvantage. Such immediate considerations, however, cannot be allowed to obscure the long-range goal of a nationwide competitive television service, in which stations in both the UHF and VHF bands will constitute integral parts. We find that one over-all table of assignments for the television service is best calculated to achieve that goal.

Changes in the Assignment Table

201. In the Third Notice the

[44] These parties are: Easton Publishing Co., licensee of FM Station WBBX, Easton, Pennsylvania, and, on a share-time basis with Lehigh Valley Television Inc., applicant for Channel 8 to serve the Allentown-Bethlehem-Easton metropolitan area; Travelers Broadcasting Service Corp., license of Stations WTIC and WTIC-FM, Hartford, Conn.; and Mercer Broadcasting Co., licensee of FM Station WTCA, Trenton, N. J. Other contentions with respect to the illegality of this Table made by these parties have been discussed in the Commission's Opinion of July 13, 1951 and the contentions made by the parties are rejected for the reasons set out in that Opinion (FCC 51-709).

[45] It is to be noted that some of these parties have not made any specific proposal as to how the channel assignments proposed in the Third Notice should be modified. These same parties have not appeared in the city-by-city portion of the hearing or offered evidence in that portion of the proceeding. In the absence of a specific proposal and evidence relating thereto the Commission is not able to afford them any specific relief.

[46] See the Commission's decision in the Washington television case, Bamberger Broadcasting Service, Inc., 11 FCC 211.

[47] The record before us contains abundant evidence as to the feasibility of adapting existing receivers or building new ones which will be capable of receiving signals on all television channels.

Commission provided that with certain described exceptions no application for a television station in a community specified in the Commission's Table would be accepted for filing if said application requested a channel which was not contained in the Table. Persons desiring to apply for a channel not specified in the Table would first be required to secure an amendment thereof through appropriate rule making proceedings. Upon consideration of the comments and evidence before it the Commission has decided that it is in the public interest to adhere to this principle.[48] See *Yankee Network, Inc.*, 12 FCC 751, 1043.

202. We find that the rule we have adopted is necessary to the proper conduct of our business. With the backlog of applications which will be on file for a period of time to come, the joinder of petitions to amend the Table with individual applications inconsistent with the Table would make unduly complex, if not impossible, the determination of issues presented with respect to the distribution of facilities among the states and cities. As we have described above, the current demand for television facilities which would present conflicting applications in different cities and communities in a multitude of cases can only be decided efficiently and appropriately in a rule making proceeding such as the instant one.

203. Moreover, it should be pointed out that similar procedural rules are in effect not only in the AM radio service but also in many other radio services. For example, the Commission does not permit persons to join a petition to change the AM rules with respect to maximum power or the classification of a channel with an application for facilities with more than the maximum permitted power or for facilities on channels on which such facilities are not permitted to operate pursuant to the Rules or Standards. See *FCC* v. *WJR, The Goodwill Station, Inc.*, 337 U.S. 265, 272; *Pittsburgh Radio Supply House* v. *Federal Communications Commission*, 98 F. 2d 303.

204. In view of the foregoing, we find the public interest requires the establishment of a Rule providing that the Commission will not accept applications for television stations if the channel requested is not specifically provided for in the Table of Assignments.[49]

205. The Third Notice provided that petitioners proposing changes in the Table would be required to show the extent to which the changes conformed to the priorities listed in the Third Notice. We have above discussed the basic principles which have been adhered to in establishing the Table of Assignments. Upon reconsideration, we have decided to omit any requirement that petitions for changes in the Table show the extent to which the changes conform to specific priorities. Each request for a change in the Rules or Table will merely be required to set out with clarity the reasons for the proposed change.

206. Earle C. Anthony, Inc., has requested that petitions requesting changes in the Table be required to establish that such changes comply with minimum separations and other requirements and that the proposed assignment would protect the Grade A service of assignments in the Table based either on the maximum power at 500 feet for such assignments or the actual power and antenna height employed whichever is greater. Clearly, petitions for changes in the Table would have to indicate whether or not they have met the minimum assignment spacing requirements set out in the Rules and if they do not they would have to indicate the reasons for a change in these requirements. We do not, however, believe that the Commission should impose any requirement that persons seeking changes in the Table of Assignments shall have to establish that the proposed change would protect the Grade A service of assignments already made. We have above made clear that the Commission is not basing the Table of Assignments on any theory of protected contours.[50] In establishing the Table we have not provided for any protection to specific contours of existing stations in connection with the grant of individual applications. We have determined that the service areas of television stations and the degree of protection from interference will be determined by the minimum spacing requirements established herein.

207. The Houston Post Company has suggested that "in proposing changes in the Commission's Table of Assignments those areas which receive adjacent channel interference should be given the same consideration with respect to protection from co-channel interference as though the adjacent channel interference did not exist." This proposal must be rejected for the same reason set out above in connection with the disposition of the Earle C. Anthony proposal. Since the Commission has recognized no protected contours, it cannot include in its Rules the provisions proposed by the Houston Post Company.

208. The Tribune Company of Tampa, Florida, and Capital Broadcasting Company of Nashville, Tennessee, have both objected to the requirement that changes in the Table be preceded by rule making. Both of these parties based their objection on the allegation that the Assignment Table is based upon fragmentary propagation data and therefore ought to be as flexible as possible. We have in another part of this Report considered the nature of the propagation data upon which the Assignment Table is established. We recognize the extent to which additional propagation data is desirable. We cannot agree, however, that persons should be permitted to join petitions for rule making, which would propose in effect to change the propagation curves, as a result of propagation theory or data relating to specific areas, with applications for television stations in those areas. We believe the public interest requires that in such cases the parties be required to seek to amend the Rules in appropriate rule making proceedings before the Commission accepts for filing applications for channels.

Time Limitations on Changes in the Assignment Table

209. The Third Notice of Further Proposed Rule Making provided that:

> Upon adoption in the instant proceedings of the Table of Assignments, said Table shall not be subject to amendment on petition for a period of one year from the effective date of the Commission's final order amending said Table. Upon the expiration of said one year period the Commission will consider petitions filed during said period requesting changes in the Table.

210. The provisions that the Table of Assignments shall not be subject to amendment on petition for a period of one year from the effective date of the final order serves a two-fold purpose. First, it will permit the utilization of the Commission's limited personnel for the consideration and processing of the hundreds of applications for television stations which will be on file when processing of such applications commences. Prompt action upon these applications is clearly necessary and desirable in view of the duration of this proceeding since 1948 and the consequent freeze on the establishment of new stations. The second end to be served by this provision is that the the experience gained in the ensuing year in the consideration and processing of applications for new stations will be extremely valuable in the re-evaluation and reconsideration of the Table of Assignments adopted herein and in the disposition of such petitions requesting an amendment of the Table as will be considered after this period.

211. We believe, however, that some exceptions to this rule are appropriate. We will, during the one year period, accept petitions to amend the Table where they request the assignment of a channel to a community without any assignment in the Table and not eligible for an assignment under the 15 mile rule, the assignment of a noncommercial educational channel in any community to which no such assignment is available under the Table or where they request the assignment of a commercial channel to any community listed in the Table to which no commercial assignment has been made. No petition will, however, be entertained within the one year period where the petition proposes a change of any channel, whether by deletion, addition, or substitution or where the minimum assignment separations provided in the Rules would not be met by the proposed assignment. We find that no further rules concerning time limitations with respect to amendment of the Table need be established at this time.

212. Various objections have been made to time limitations on the filing of petitions for amendment of the Table of Assignments. We believe, however, that the time limitations herein adopted are reasonable exercise of the authority given to the Commission by Section 4(j) of the Communications Act to "conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice." *WJR* v. *Federal Communications Commission*, 337 U.S. 265; *Pulitzer Pub. Co.* v. *Federal Communications Commission*, 94 F. 2d 249; *Ward* v. *Federal Communications Commission*, 108 F. 2d 486; *United Detroit Theatres Corp.* v. *Federal Communications Commission*, 178 F. 2d 700. Compare also Sections 1.363(a) and 1.387(b)(3) of the Commission's Rules and Regulations.

213. The Fort Industry Company in its comments has requested that the Commission review any educational reservations made in the Table of Assignments at intervals not in excess of six months and that the Commission require the filing by interested educational organizations of information concerning their progress in establishing non-commercial educational stations in the respective communities in which reservations have been made. As we pointed out earlier, the need for reservation of channels for educational purposes is predicated upon the fact that educational institutions require more time than commercial interests to formulate and implement plans and proposals for the establishment of television stations. Accordingly, a requirement that educational institutions within six months of the final decision and at six month intervals thereafter report their progress in attempting to establish a station is neither desirable nor necessary.

214. The setting aside of channels for non-commercial educational use is precisely the same type of reservation of channels as that provided by the Assignment Table for commercial stations in the various communities, and the two should be governed by the same rules. With respect to changes in the Table the Commission has provided for amendment of the Assignment Table by appropriate rule making proceedings in the Rules herein adopted. Such proceedings will be required for changing the assignment of a channel from one community to another and for changing the status of a channel reserved for non-commercial educational stations to a channel available for commercial applicants.[51]

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[48] The exceptions referred to in the Third Notice deal first with respect to applications which may be made for Channels 66-83. The principles which will govern the use of these channels have been discussed above. The other exception provided that a channel assigned to a community in the Table of Assignments shall be available, without the necessity of rule making proceedings, to any other community located within 15 miles of the assigned community provided minimum separations are maintained and there is no assignment in the Table for the community concerned. We have finalized this proposal.

[49] WTAG, Inc., Worcester, Mass. has proposed that amendments to the Table be permitted without rule making to make a channel assigned in the Table for a community available to another community which has no comparable assignment provided the minimum separations are maintained. The proposal is made apparently to make it possible for Worcester to receive a VHF assignment. The counterproposal of WTAG, Inc., seeking such an assignment for Worcester in this proceeding has been considered in another part of the Report. The instant proposal must be denied since it is inconsistent with the basic functions and purpose of the Assignment Table.

[50] The Third Notice did propose to limit the antenna heights of stations based on protection of Grade A service of other stations operating at 500 feet with maximum power. We have, however, herein deleted this limitation on the use of high antenna heights.

[51] Before a non-commercial educational station operating on a channel reserved for non-commercial use may apply for a license to permit it to operate commercially, it would by appropriate rule making proceedings be required to petition for a change in the character of the channel assignment involved. It will then have to file an application for a new license, in competition with any others who may seek the channel.

DIRECTIONAL ANTENNAS

215. In the Third Notice the Commission said with respect to Directional Antennas:[52]

There are two aspects to the questions which have been raised concerning the use of directional antennas. In the first place the Commission's rules, regulations and standards do not prohibit the use of directional antennas as such. If a channel is available in any particular community in the Commission's table, a directional antenna may be authorized upon an appropriate showing. Such authorizations have been granted in the past. It should be pointed out, however, that at the time of such grant a channel was available in the existing Assignment Table. The second aspect to the problem concerning directional antennas arises when a request is made that another channel be added in a community by means of a directional antenna. This situation differs from the first one because in this instance no channel assignment is possible unless a directional antenna is employed, that is, the use of a directional antenna is compulsory as a matter of channel assignment. This question was considered by the Commission in 1945 when the first Assignment Table was adopted. At that time the use of directional antennas as a basis for making assignments in the table was rejected by the Commission when a proposal to that effect was offered by the Television Broadcasters Association. In its report of November 21, 1945, the Commission stated, among other things:

"An examination of the T.B.A. proposal reveals that there are several disadvantages in attempting to accomplish this objective by the use of directional antennas. In the first place, the Commission desires to avoid as much as possible the resort to directional antennas for television. With the great increase in civil aviation as a result of the war, it is going to be increasingly difficult to find suitable antenna sites that do not constitute a hazard to air navigation. If directional antennas are used, there is much less flexibility in choosing antenna sites, thus increasing the possibility of conflict with air navigation requirements. Moreover, directional antennas will have to be located away from cities with the result that problems of shadows and multi-path distortion in rendering service to cities will be much greater than where the antenna is located in the city itself—in most instances antennas can be located in the city itself where no directional antenna is required.

"In the second place, the directional Antenna patterns proposed by T. B. A. result in many instances in highly artificial service areas with a good part of the station's signal strength being directed out to sea. Moreover, the service area of the stations using directional antennas would be no larger than that of a community station but such stations would be as expensive to construct and operate as metropolitan stations."

The Commission's proposed table of July 11, 1949, made no provision for the use of directional antennas except with respect to two existing stations. It was pointed out however, that directional transmitting antennas may be useful in certain situations in order that a particular site may be utilized or overall service improved. It was then concluded that directional transmitting antennas would be permitted in appropriate cases for use on channels contained in the Assignment Table, provided that this did not excuse compliance with the service area requirements or permit reduction of basic service areas. It was also indicated that nulls greater than —10 db (compared to the maximum value of radiation) may not be practicable because of reflections. During the hearings on the general issues, limited testimony was presented generally favoring the use of directional antennas principally for the purpose of improving service rather than reducing station separations. Some testimony was offered in favor of the use of directional antennas with nulls greater than —15 db.

The Commission is not satisfied that in the present state of the art, directional antennas are practicable with nulls greater than —10 db; the policy set forth in the Notice of July 11, 1949, is adhered to. If the future available data indicate that the performance of directional transmitting antennas can be properly predicted, particularly in areas where reflections occur, their use of interference protection can be given further consideration.

As indicated, directional antennas may be employed for improving service or for the purpose of using a particular site; they may not be used for the purpose of reducing the minimum station separations set forth in paragraphs II E and G. Where a directional antenna is proposed, the effective radiated power in any direction shall be contained in the range permitted in paragraphs II D (1) and (2), provided that the difference between maximum and minimum radiations shall not exceed 10 db.

216. The Pennsylvania Broadcasting Company objects to the above proposal because it prevents the assignment of Channel 12 to Philadelphia. They request that an exception be made in this one instance to permit the utilization of a directional antenna at Lancaster with a maximum suppression in excess of 10 db, thus providing protection to New York and Washington on Channel 4 and releasing Channel 12 for assignment to Philadelphia. In support of the Philadelphia Broadcasting Company's proposal, E. C. Page filed an engineering statement proposing that in general directional antennas should be allowed in congested areas whereby their use additional VHF channels could be assigned. The Easton Publishing Company also objects to the proposal. They cite previous testimony in the record to support a conclusion that a maximum suppression in excess of 10 db was feasible and that directional antennas were practical for interference protection. Radio Kentucky Inc. objects to the restrictions imposed on the use of VHF directional antennas because it restricts the use of the VHF. A. Earl Cullum Jr., states that previous testimony has proved that a 10 db suppression limitation is unrealistic and will stifle development of directional antennas. He contends that there is no reason why basic antenna patterns should be prohibited regardless of maximum-to-minimum suppression ratio. The Travelers Broadcasting Company advocates changing the Commission's proposal to authorize the assignment of television channels based upon the use of directional antennas in cities where the public interest, convenience and necessity will be served by the utilization of directional antennas. In a supporting engineering statement A. D. Ring & Company showed how a VHF channel could be assigned to Hartford utilizing a suppression ratio of only 2 db at Montpelier which is 172 miles from Hartford.

217. These comments to the Commission's proposal and the evidence in these proceedings raise the following questions: (1) Can directional antennas be constructed with suppression ratios greater than 10 db? (2) Are directional antennas with greater than 10 db suppression impractical in the field due to reflections? (3) Should directional antennas be used for assignment purposes to increase the number of VHF channels? (4) Should directional antennas be used to improve service only where an assignment has already been made in the Table?

218. On the basis of the testimony and the comments outlined above it appears that the record clearly supports the use of directional antennas where such use would result in improved coverage by a station whose assignments was not based upon the use of a directional antenna. But with regard to the use of directional antennas for decreasing mileage spacing to permit assignment of additional channels in the Table of Assignments there were mixed opinions.

219. On the question of the suppression ratio of directionals there seemed to be no doubt that directionals with greater than 10 db suppression could and had been designed and tested. But a main problem centered around the question of whether reflections would destroy the pattern of the directional antenna. All of the testimony relative to reflections was based upon scale model experiments or upon theoretical designs. Two witnesses indicated the possibility of the horizontal pattern being affected by tropospheric propagation which would be a function in part of the vertical directivity pattern. The scale model measurements took no account of this tropospheric reflection. It might appear from Mr. Alfred's and Mr. Godley's testimony that in any particular situation a particular type of antenna could be erected at a particular location to provide a given protection to a given area. There remained unanswered on the basis of the whole record the question of what would happen to the pattern with a given set of tropospheric conditions or by the erection of additional reflecting structures in the vicinity of the antenna. Testimony from expert witnesses recommended caution in establishing standards for directional antennas.

220. In view of the testimony in the whole record the Commission is unable to conclude that even under the most favorable circumstances where reflection tests were made in the field at the proposed antenna site, there would not still remain the problem of reflections from buildings and mountainous terrain. Furthermore such tests would necessarily have to be conducted over a long period of time to determine the tropospheric propagation under all conditions. Where directionals are proposed on the basis of theoretical design or field tests of scale models only, both the horizontal and vertical plane reflections remain unpredictable and in the opinion of the Commission render such proposals too uncertain for decreasing mileage separations so as to permit the assignment of additional channels based upon operation with a directional antenna.

221. Where the use of a directional antenna is solely to increase service the Commission is willing at this time to accept the 10 db ratio as a basis for such a directional antenna. It is clear that reducing the radiation below minus 10 db in the directions of minimum radiation would not appreciably increase the field strength or service range in the directions of maximum radiation. If a directional antenna is not able to operate as proposed, service to the city or community can continue on the basis of non-directional operation. As for suppression ratios in excess of 10 db it is clear that as the nulls become deeper the direct signal in the null direction becomes weaker with reference to ghost signals from reflecting sources which are not exactly in the null direction. Consequently if excessively deep nulls are used, the quality of service may be degraded due to ghost images in addition to the accompanying reduction of service range in the null direction. Until we are assured that these problems will not exist, the Commission is of the opinion that directional antennas with more than 10 db ratio should not be permitted even for the purpose of improving service in a community where an assignment has been made in the Table of Assignments, based on non-directional operation.

222. The Federal Broadcasting System Inc. proposed that the Commission provide for the assignment of "satellite" or "booster" stations by means of the use of directional antennas. The purpose of the proposal would be to allow parties not financially interested in the dominant station to erect and operate a low power television rebroadcast station at a high point

[52] In the Third Notice a directional antenna was defined as one having 3 db or more difference in effective radiated power in the azimuthal directions of minimum and maximum radiation. Upon further consideration of the matter the Commission has determined that, pending the acquisition of additional data on the subject, the Commission will consider television antennas designed to have a nominally circular azimuthal radiation pattern to be non-directional unless the pattern is deliberately altered to produce a non-circular radiation pattern. Antennas designed or altered to have a non-circular radiation pattern will be considered directional antennas.

above communities situated in valleys otherwise out of range of the dominant station.

223. The assignment plan contemplates the use of stations so removed from each other as to serve the greatest number of areas and persons and to keep the areas of interference between stations to a minimum. The indiscriminate use of "booster" or "satellite" stations in cities other than shown in the assignment Table would defeat the aims of the plan. The Commission is of the opinion, however, that there may exist special cases where the carefully controlled utilization of such stations may be beneficial to the plan. However, in view of the absence of adequate data in this record, the Federal Broadcasting System proposal must be denied.

224. In view of the foregoing considerations and the considerations discussed in the Third Notice, it is our conclusion that:

(1) Directional antennas may not be used for the purpose of reducing the minimum mileage separation requirements.
(2) Directional antennas with a ratio of minimum to maximum radiation in the horizontal plane of more than 10 decibels will not be permitted.
(3) The minimum effective radiated power in any horizontal direction shall meet the minimum power requirements of the Commission's Rules.
(4) The effective radiated power in any horizontal or vertical direction may not exceed the maximum values permitted by the Commission's Rules.
(5) The maximum effective radiated power in any direction above the horizon shall be as low as the state of the art permits and may not exceed the effective radiated power in the horizontal direction in the same vertical plane.

STRATOVISION OR POLYCASTING

225. The Third Notice stated with respect to stratovision:

> The Commission's proposed table of July 11, 1949 did not provide channels for stations operating in accordance with the stratovision method of television broadcasting utilizing airborne transmitters. The Commission afforded interested persons an opportunity of presenting evidence on this point. Only one party presented evidence in support of stratovision. From the evidence offered it appears that five UHF channels would supply about 81 percent of the area of the United States with one signal. Two of the five channels would be used as guard bands. Consequently, in order to supply all areas of the United States with 4 services about 20 channels would be required. This figure does not include the channels which would have to be added in order to provide proper protection between stratovision stations and ground stations in the light of the separations required to avoid oscillator radiation image interference, or I. F. beats. The studies presented at the hearing did not include these factors.
>
> The Commission appreciates that stratovision, if feasible, would be a most useful instrument in providing service to the sparsely settled areas of the country. Indeed, many areas of the country can undoubtedly receive service only from wide area coverage stations, such as stratovision would provide. The Commission, however, does not believe that channels should be assigned to stratovision at this time. As can be seen from an examination of Appendix C, it is not possible to assign television channels to many important communities and other communities have an inadequate number of assignments. This situation occurs when relatively close separations are utilized based upon ground-located transmitters. With the much wider separations that air-borne transmitters would require, the problem of providing a fair, efficient, and equitable allocation of television facilities to the various communities would be aggravated. The demands for television service require that all available channels be assigned for proven ground-station operations, particularly when no substantial demand was shown for air-borne transmitters. However, as indicated above proposed Channels 66 through 83 have not been assigned to particular communities but are flexibility channels, which may be used for various purposes, including further stratovision experimentation. The door remains open for further consideration of this proposal by the Commission if it can be shown that stratovision can operate successfully within the above flexibility channels, without causing interference to ground-based stations operating on Channels 14 through 65.

226. The Third Notice stated with respect to Polycasting:

> Evidence in support of this proposal was presented by one witness who advocated the principle of using a number of low-power transmitters on one or more channels in the UHF band instead of attempting to cover a large area with a centrally located high-power transmitter. He expressed the belief that his proposed system would result in improved service at lower cost and was the only feasible method whereby stations in the UHF band could serve large areas. It was contemplated, for example, that four transmitters could be located in as many directions to give service to a large city with the north and south transmitters operating on one frequency and east and west transmitters operating on another frequency; by using directional receiving antennas and taking advantage of the wide variations in signal intensity over a small area there would be adequate rejection of the undersired co-channel signal. The use of FM was favored for polycasting to improve the ability to reject the undesired signal.
>
> No evidence was presented concerning previous or existing operations carried on in accordance with the above proposals and the Commission has no information that such operations have been conducted. It appears that the proposed system has never been field tested and hence an adequate determination as to its feasibility cannot be reached at the present time. To devise an assignment table at this time which would provide for polycasting in many areas would be impractical and unwarranted since such an undertaking would require prior knowledge of the number, location and power of the various stations in a city. Further, it would involve consideration of possible interference such as oscillator radiation, image interference and intermodulation not only between stations in a city but between stations in adjacent areas. Accordingly, the attached proposed table does not contain assignments of channels for stations to operate under the polycasting system on a commercial basis. Further experimentation concerning polycasting can be carried on in the flexibility channels.

227. No specific comments directed to the subject of polycasting or stratovision were received in response to the Third Notice. Accordingly, the Commission's proposal not to make an allocation or assignment for stratovision or polycasting is now made final.

228. The Commission stated in the Third Notice that experimentation could be carried on with respect to stratovision and polycasting in the 782-890 Mc. band. We have in another portion of this Report considered the use of the channels in this band. It appears that the demand for these channels will be very great and that the extent to which they may be used in any one area is severely limited considering the demand that probably will exist. The Commission will consider requests for experimentation with respect to stratovision or polycasting in the 782-890 Mc. band. It seems clear, however, that in certain areas of the country, for example, the New England area, it will be impossible to establish a regular stratovision or polycasting service in this band. According, all persons interested in stratovision or polycasting are urged to give consideration to the demand for these television channels in making plans for further experimentation with these forms of broadcasting.

INTERNATIONAL CONSIDERATIONS

229. In establishing a Table of Assignments for the United States, consideration must be given to the patent fact that television signals do not respect international boundaries. Accordingly, neither the United States, Canada, nor Mexico can assign television channels as if these countries are isolated entities. If each country were to exercise its sovereign authority to assign television channels from the radio spectrum without regard to the interests of its neighboring countries, all the countries would suffer. For, while viewers in certain sectors of each country would not be directly affected by such action, those residing in the border areas might, as a consequence of the unrestricted interference that would doubtless ensue, be totally deprived of television service. The urgent necessity for an understanding between the United States and Canada, and the United States and Mexico, relating to the employment of television channels along our mutual borders is therefore manifest. Such agreements provide the only means for the effectuation of a fair, efficient and equitable distribution of television channels among the United States, Canada and Mexico.

230. In recognition of the foregoing, the Commission set forth in Appendix D of the Third Notice certain assignments for Canada and Mexico which might be made on the same basis as the overall Table if the borders between the countries did not exist.[53] It was pointed out that a series of conferences had been held with representatives of the Canadian and Mexican Governments, but that formal agreements had not at that time been entered into. It was noted, however, that views were being exchanged and that it was expected satisfactory understandings would be reached.[54]

231. In assigning television channels, Canada, Mexico and the United States, all employ somewhat different assignment policies in order to satisfy the viewpoints and interests of the respective countries. It is apparent, therefore, that in effectuating international agreements, the assignment policies employed in relation to domestic assignments could not be utilized in all instances. For example, Mexico, as a matter of allocation policy, is not employing channels in the UHF portion of the spectrum for television. Similarly, assignment separations must be maintained between some cities in the United States and Canada, and the United States and Mexico, above the minimum separation requirements for the pertinent zones in the United States. However, these across the border separations are necessary in order to comply with the internal requirements of Canada and Mexico and in light of the necessity for reaching an understanding with Canada and Mexico. Accordingly, while in some instances assignments proposed by the parties could have been accomplished in conformity with minimum separations for the appropriate United States zone, such proposals have not been adopted herein where they were deemed insufficient by Canada and Mexico and an agreement with respect to the proposed assignments could not therefore be reached. It

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[53] Appendix D contained both VHF and UHF assignments for Canada but only VHF assignments for Mexico. Since Mexico does not in the foreseeable future contemplate employing channels in the UHF portion of the spectrum for television, rapport with respect to the assignment of UHF channels along the Mexican-United States border is not necessary at this time.

[54] The Third Notice also proposed to change the frequency assignments of the following existing stations in an effort to arrive at an equitable distribution of television channels between the United States and Canada:

Station	City	Present Channel	Proposed Channel
WXEL	Cleveland, Ohio	9	8
WHAM-TV	Rochester, N.Y.	6	5
WSYR-TV	Syracuse, N.Y.	5	3

As is explained more fully elsewhere in this Report, no objections to these proposed channel shifts have been raised by the stations involved.

should be pointed out that Canada, as a matter of domestic policy, desires service created by large station separations and desires to protect fringe area service to achieve maximum service from each operating station.

232. Comments filed in this proceeding with respect to specific city-by-city channel assignments were submitted in light of the international considerations described in the Third Notice. After the filing of such comments, further conferences and negotiations were conducted with Canada and Mexico. Each comment affected by international considerations[55] has been carefully considered by the Commission. Furthermore, each such comment which in the judgment of the Commission should not be denied for purely domestic reasons has been taken into account in the conferences and negotiations with Canada and Mexico held since the issuance of the Third Notice. As a result of such further conferences and negotiations, an Agreement has been entered into with Mexico concerning, among other things, the channel assignments for communities in the border areas of the respective countries.[56] With Canada, complete agreement has been arrived at between the administrative authorities concerned though formal confirmation by governments has not yet been given.

233. The channel assignments worked out in negotiations with Canada and Mexico with respect to communities in the border areas have been reflected in the Assignment Table adopted herein. The conferences and negotiations with Canada and Mexico have been carried on over a period of years. Such conferences and negotiations were conducted under the auspices of the State Department with the continued technical advice and assistance of this Commission. Moreover, as noted above, the comments filed in this proceeding have been taken into account in the course of these conferences and negotiations. We believe that the channel assignments prescribed in the Mexican Agreement and those which will be prescribed in the proposed agreement with Canada reflect the best assignments for the border areas that may be established in light of the problems presented. Accordingly, we believe that the distribution of assignments made thereunder should be followed pursuant to our duty to distribute service to the people of the United States in accordance with the public interest.

CANADIAN-UNITED STATES TELEVISION ASSIGNMENTS

234. As pointed out above, the administrative authorities of the United States and Canada have agreed on the channel assignments to be prescribed for communities within 250 miles of the Canadian-United States border.

235. In the conferences and negotiations conducted with Canada, agreement for the assignment of all channels requested by counterproposals filed in this proceeding could not be reached for the reasons set forth above. We have made no assignments herein requested in any counterproposal where such assignments would be inconsistent with and in violation of the terms which have been agreed upon for inclusion in the proposed agreement with Canada. Following is a list of those counterproposals which are denied in light of the proposed agreement. Certain of these counterproposals, as is noted elsewhere in this Report, must also be denied for domestic reasons:

Party	Counterproposal	Separations and assignments concerning which agreement with Canada could not be reached
The Brockway Co., Watertown, N. Y. (1)	Add Channel 11 to Watertown, N. Y. by substituting Channel 5 for Channel 11 in Ottawa-Hull, Ont., Canada.	Channel 11 at Watertown would be 174 miles from the co-channel assignment at Toronto; and Channel 5 at Ottawa-Hull would be 179 miles from the co-channel assignment at Rochester.
The Brockway Company, Watertown, N. Y. (2)	Add Channel 11 to Watertown, N. Y. by substituting Channel 7 for Channel 11 in Ottawa-Hull, Ont., Canada; Channel 8 for Channel 7 in Montreal-Verdun, Que., Canada; Channel 11 for Channel 13 in Hamilton, Ont., Canada; and Channel 13 for Channel 11 in Toronto, Ont., Canada.	Channel 8 in Montreal-Verdun would be 195 miles from the co-channel assignment in Lewiston, Maine. Channel 8 in Montreal-Verdun would also create an oscillator radiation problem since Channel 12 is assigned to that community. Channel 13 at Toronto would be 187 miles from the co-channel assignment at Pembroke, Ont. Channel 13 at Toronto would also create an oscillator radiation problem since Channel 9 is assigned to that community. Channel 11 at Hamilton would be 72 miles from the adjacent channel assignment (10) in London, Ont.
WAGE, Inc., Syracuse, N. Y.	Add Channel 11 to Syracuse, N. Y. and Channel 11 to Pembroke, Ont., Canada, by substituting Channel 11 for Channel 13 in Hamilton, Ont., Canada; Channel 13 for Channel 11 in Toronto, Ont., Canada; and Channel 5 for Channel 11 in Ottawa-Hull, Ont., Canada.	Channel 11 at Syracuse would be 188 miles from the co-channel assignment suggested for Hamilton, Ont., Canada. Channel 11 at Hamilton, as suggested, would be 72 miles from the adjacent channel assignment (10) at London, Ont., Canada. Channel 13 at Toronto would be 187 miles from the co-channel assignment at Pembroke, Ont., Canada. Channel 13 at Toronto would also create an oscillator radiation problem since Channel 9 is assigned to that community. Channel 5 in Ottawa-Hull as suggested would be 183 miles from the co-channel assignment in Rochester, N. Y., Channel 11 at Pembroke would be 187 miles from the co-channel assignment in Toronto.
Corning Leader, Inc., Corning, New York	Assign Channel 9 to Corning, N. Y.	Channel 9 at Corning would be 159 miles from the co-channel assignment at Toronto.
Buffalo Courier Express, Inc., WGR Broadcasting Corp., and WKBW, Inc., Buffalo, New York	Add Channel 9 to Buffalo, N. Y. by substituting Channel 8 for Channel 9 in Toronto, Ont., Canada; Channel 3 for Channel 8 in Owen Sound, Ont., Canada; and Channel 12 for Channel 3 in Orillia, Ont., Canada.	Channel 8 in Toronto would be 169 miles from the co-channel assignment at Syracuse, N. Y. Channel 8 in Toronto would be 59 miles from the adjacent channel assignment (9) as suggested for Buffalo. Channel 12 in Orillia would be 177 miles from that assignment listed in the Third Notice for Erie, Pa. Channel 12 in Orillia would be 65 miles from the adjacent channel assignment (11) in Toronto.
WBVP, Inc. Beaver Falls, Pa.	Add Channel 16 to Beaver Falls, Pa.	Channel 16 at Beaver Falls would be 168 miles from the co-channel assignment at Brantford, Ont., Canada.
The Trebit Corporation, Flint, Mich.	Add Channel 10 to Flint, Mich. by substituting UHF Channels 43 and 65 for VHF Channel 10 in London, Ont., Canada.	Deletion of VHF Channel 10 from London. Channel 10 at Flint would be 61 miles from the adjacent channel assignment (Channel 9) in Windsor, Ont. Channel 43 at New London would be 163 miles from the co-channel assignment at Butler, Pa.
Michigan State College, East Lansing, Mich.	Add Channel 10 to East Lansing, Mich.	Channel 10 at East Lansing would be 164 miles from the co-channel assignment listed in the Third Notice for London, Ont., Canada.
Booth Radio and Television Stations, Inc., Detroit, Mich.	(In part) Add Channel 9 to Detroit, Mich. by substituting UHF Channel 50 for VHF Channel 9 in Windsor, Ont., Canada, and deleting Channel 50 from Detroit.	Deletion of VHF Channel 9 from Windsor, Ont., Canada.
WJR, Inc., Detroit, Mich. (1)	Add Channel 6 to Detroit, Mich., by substituting Channel 10 in Lansing, Mich., for Channel 6.	Channel 10 in Lansing would be 169 miles from the co-channel assignment in London, Ont., Canada. Channel 6 at Detroit would be 205 miles from the co-channel assignment at Toronto, Ont., Canada.
(2)	Add Channel 22 to Detroit, Mich., by substituting Channel 18 for Channel 60 in East Lansing, Mich.; Channel 46 for Channel 22 in Flint, Mich.; Channel 60 for Channel 18 in Ludington, Mich.; and Channel 37 for Channel 45 in Cadillac, Mich.	Channel 18 in East Lansing, Mich., would be 164 miles from the co-channel assignment in London, Ont., Canada. Channel 46 at Flint would be 61 miles from the assignment of Channel 32 at Windsor, Ont., Canada.
Central Willamette Broadcasting Company, Albany, Oregon.	Add Channel 4 to Albany, Ore.; Channel 11 to Eugene, Ore.; Channel 3 to Longview Wash.; Channel 12 to Bellingham, Wash.; and Channels 2 and 6 to Seattle, Wash., by deleting channel 5 from Seattle and Channel 12 from Chilliwack, B. C., Canada, and by substituting Channel 8 for Channel 4 in Medford, Ore., Channel 10 for Channel 11 in Yreka, Calif.; Channel 2 for Channel 3 in Salem, Ore., Channel 5 for Channel 6 in Portland, Ore.; Channel 5 for Channel 2 in Victoria, B. C., Canada; and Channel 3 for Channel 6 in Vancouver, B. C. Canada. Central Willamette suggested that Channel 12 could be replaced in Chilliwack by assigning Channel 3 to that community in place of Vancouver, or by assigning an additional UHF channel to Chilliwack.	Channel 5 in Victoria would be 200 miles from the suggested co-channel assignment in Portland. Channel 3 at Vancouver would be 212 miles from the co-channel assignment suggested for Longview. Channel 5 at Victoria would be 75 miles from the suggested adjacent channel assignment (6) at Seattle. Deletion of Channel 12 from Chilliwack.

[55] Domestic assignments are considered to be affected by Mexican or Canadian assignments when they are 250 miles from the border. Similarly, Mexican and Canadian assignments are deemed to be affected by United States assignments when they are 250 miles from the United States.

[56] An exchange of diplomatic notes between Mexico and the United States was announced by the State Department on Oct. 26, 1951. On November 7, 1951, the Commission issued a Notice in this proceeding (FCC 51-1109) pointing out that it would accept new comments and evidence from parties who had theretofore filed comments if such new proposals were made solely as a result of the changes brought about by the Agreement with Mexico and if such new counterproposals were consistent with the Agreement. In light of such further comments and evidence together with all the other comments and evidence in the record, further negotiations were conducted with Mexico resulting in certain additions and modifications to the Agreement, but not inconsistent with the basic provisions of the Agreement. These additions and modifications were agreed to on Feb. 4, 1952, and will be formalized by an exchange of diplomatic notes.

Party	Counterproposal	Separations and assignments concerning which agreement with Canada could not be reached
Twin City Broadcasting Corp., Longview, Wash. (1)	Add Channel 2 to Longview, Wash.	Channel 2 at Longview would be 158 miles from the co-channel assignment at Victoria, B. C., Canada.
(2)	Add Channel 2 to Longview, Wash., by substituting Channel 6, 8 or 10 in Victoria, B. C., Canada; for Channel 2; and Channel 2 in Vancouver-New Westminster, B. C., Canada for Channel 6, 8 or 10.	The conflicting counterproposal of KVOS, Inc., assigning Channel 12 to Bellingham, Wash., is being granted. This counterproposal assigns Channel 3 to Chilliwack, B. C., in place of Channel 12. Channel 3 in Chilliwack would be 47 miles from New Westminster and 58 miles from Vancouver where adjacent Channel 2 is proposed by Twin City.
Fisher's Blend Stations, Inc., Seattle, Wash. (1) and Totem Broadcasters, Inc., Seattle, Wash.	Add Channel 2 to Seattle, Wash., by substituting Channel 3 for Channel 2 in Victoria, B. C. Can.	The conflicting counterproposal of KVOS, Inc., assigning Channel 12 to Bellingham, Wash., is being granted. This counterproposal assigns Channel 3 to Chilliwack, B. C., in place of Channel 12. Channel 3 in Chilliwack would be 81 miles from Victoria, B. C., where Fisher's Blend Stations, Inc., and Totem Broadcasters, Inc., would assign Channel 3.
Fisher's Blend Stations, Inc., (2)	Add Channel 2 to Seattle, Wash., by substituting Channel 12 for Channel 2 in Victoria, B. C., Can.; and Channel 3 for Channel 12 in Chilliwack, B. C., Canada.	The conflicting counterproposal of KVOS, Inc., assigning Channel 12 to Bellingham, Wash., is being granted. Channel 12 at Bellingham would be 48 miles from Channel 12 in Victoria as proposed by Fisher's Blend.
Allen B. DuMont Laboratories, Inc.	Nationwide Allocation Plan.	The DuMont plan differs in numerous aspects from the assignments prescribed in the tentative agreement.

236. The following list sets forth those counterproposals requesting changes in channel assignments for cities within 250 miles of Canada which, pursuant to the negotiations with Canada, were tentatively agreed upon by Canada and are being granted herein. The channel assignments sought in these counterproposals are reflected in the proposed agreement:

Party	City	Counterproposal
Dartmouth College	Hanover, N. H.	Add Channel 21 to Hanover, N. H., to be reserved for noncommercial educational use, by substituting Channel 51 in Rochester, N. H.
Hartford Times, Inc. and Travelers Broadcasting Service Corp.	Hartford, Conn.	(As modified) Add Channel 3 to Hartford, by substituting Channel 81 in New London for Channel 3.
Connecticut State Board of Education	Norwich, Storrs, Bridgeport and New London, Conn.	(As modified) Add Channel 63 to Norwich and Channel 71 to Bridgeport, both to be reserved for non-commercial educational use, by deleting Channel 26 from Storrs, deleting Channel 63 from New London, and assigning Channel 26 to New London.
Troy Broadcasting Co. Inc., and Meredith Champlain Television Corp.	Troy, New York Schenectady, N. Y.	(As modified) Add Channel 41 to Albany-Schenectady-Troy, N. Y.; add Channel 35 to Schenectady; substitute Channel 48 for Channel 35 in Watertown, N. Y.; and substitute Channel 62 for Channel 48 in Oneonta, New York.
Kingston Broadcasting Corporation	Kingston, N. Y.	Add Channel 66 to Kingston.
Board of Regents of the University of the State of New York	Malone, New York Poughkeepsie, N. Y.	Add Channel 66 to Malone, and Channel 83 to Poughkeepsie, N.Y., both to be reserved for non-commercial educational use.
Gable Broadcasting Company	Altoona, Pa.	(As modified) Add Channel 10 to Altoona, Pa.
Lock Haven Broadcasting Corporation	Lock Haven, Pa.	Add Channel 32 to Lock Haven, Pennsylvania.
Vindicator Printing Company	Youngstown, Ohio	Add Channel 73 to Youngstown, Ohio.
Cleveland Broadcasting Co., Inc. *et al.*	Cleveland, Ohio	(In part) Add Channel 65 to Cleveland, Ohio, by substituting Channel 42 for Channel 59 in Sandusky, Ohio.
WSTV, Inc.	Steubenville, Ohio	(As modified) Assign Channels 7, 9 and 51 to Wheeling, West Virginia-Steubenville, Ohio, instead of Channel 51 to Steubenville and Channels 7 and 9 to Wheeling. (Channel *57 remains assigned to Wheeling.)
WSAZ, Inc.	Huntington, W. Va.	Substitute Channel 3 for Channel 8 in Huntington and Channel 8 for Channel 3 in Charleston, West Virginia.
Shenandoah Valley Broadcasting Corp.	Harrisonburg, Virginia	Add Channel 3 to Harrisonburg, Va., by substituting Channel 12 for Channel 3 in Richmond, Va.; Channel 3 for Channel 12 in Norfolk-Portsmouth-Newport News, Va.; Channel 8 for Channel 3 in Charleston, W. Va.; and Channel 3 for Channel 8 in Huntington, W. Va.
Copper Broadcast Company	Butte, Montana	Add Channel 15 to Butte, Montana.
Green Bay Newspaper Co.	Green Bay, Wisconsin	Add Channel 2 to Green Bay, Wisconsin.
Radio Indianapolis, Inc.	Indianapolis, Indiana	Add Channel 67 to Indianapolis, Indiana.
Ball State Teachers College	Muncie, Indiana	Add Channel 71 in Muncie, Ind. to be reserved for non-commercial educational use.
Board of School Trustees of Gary, Indiana	Gary, Indiana	Add Channel 66 in Gary, Ind., to be reserved for non-commercial educational use.
Twin Valley Broadcasters, Inc.	Coldwater, Michigan	(In part) Add Channel 24 to Coldwater, Michigan.
Bay Broadcasting Company	Bay City, Michigan	Add Channel 5 to Bay City, Mich., by substituting Channel 7 for Channel 5 in Traverse City, Michigan.
Board of Education of Bay City, Michigan	Bay City, Michigan	Add Channel 73 to Bay City, Michigan, to be reserved for non-commercial educational use.
Delta Broadcasting Company	Escanaba, Michigan	(As modified) Substitute Channel 3 for Channel 13 in Escanaba, Mich.; add Channel 13 to both Calumet and Cadillac, Mich.; add Channel 2 to Green Bay, Wisc.; substitute Channel 10 for Channel 5 in Hancock, Michigan; Channel 5 for Channel 3 in Marquette, Mich.; and Channel 7 for Channel 5 in Traverse City.
Wisconsin State Radio Council	(Wisconsin)	Add Channel 30 to Shell Lake, Wisc.; Channel 18 to Park Falls, Wisc.; Channel 46 to Wausau, Wisc.; Channel 58 to Adams, Wisc.; Channel 24 to Chilton, Wisc.; and Channel 66 to Richland Center, Wisc.; all to be reserved for non-commercial educational use.
Buffalo Courier Express, Inc., WGR Broadcasting Corp. and WKBW Inc.	Buffalo, N. Y.	(As modified) Assign Channels 2, 4, 7, and 59 to Buffalo-Niagara Falls, instead of Channel 2 to Niagara Falls and Channels 4 and 7 to Buffalo. (Channels 17 and *23 remain assigned to Buffalo).
New Jersey Board of Education	Montclair, N. J. Andover, N. J.	Add Channel 77 to Montclair, N. J. and Channel 69 to Andover, N. J., to be reserved for non-commercial educational use.
State Superintendent of Public Instruction for the State of Wash.	(Washington State)	Add Channel 65 to Ellensburg, Wash.; Channel 41 to Kenniwick - Richland - Pasco, Wash.; Channel 35 to Omak-Okanogan, Wash.; Channel 22 to Walla Walla, Wash.; Channel 45 to Wenatchee, Wash.; and Channel 47 to Yakima, Wash., all to be reserved for non-commercial educational use.
KVOS, Inc.	Bellingham, Wash.	Add Channel 12 to Bellingham, Wash., by substituting Channel 3 for Channel 12 in Chilliwack, B. C., Canada.
Presque Isle Broadcasting Company	Erie, Pa.	(In part) Add Channel 66
Patriot News Company	Harrisburg, Pa.	Add Channel 71.
The Scranton Times	Scranton, Pa.	Add Channel 73.
The following additional assignments to cities within 250 miles of the Canadian-United States border have been made:	Cincinnati, Ohio	Add Channel 74.
	Pittsburgh, Pa.	Add Channel 16.
	Bad Axe, Mich.	Substitute Channel 15 for Channel 46.

MEXICAN-UNITED STATES TELEVISION ASSIGNMENTS

237. As pointed out above, an Agreement has been entered into with Mexico prescribing the channel assignments for communities within 250 miles of the Mexican-United States border.

238. The following list sets forth those counterproposals originally filed in this proceeding requesting changes in VHF channel assignments within 250 miles of the Mexican border and therefore affected by the Mexican-United States Television Agreement, announced October 26, 1951:

Party	City	VHF Counterproposals Affecting Mexico
Bell Broadcasting Company	Temple, Texas	Add Channel 6 to Temple, Texas.
Harbenito Broadcasting Co., Inc.	Harlingen, Texas	Move Channel 4 from Brownsville, to Harlingen, Texas.
McAllen Television Corporation	McAllen, Texas	Move Channel 5 from Brownsville to McAllen, Tex. and substitute Channel 12 in Brownsville.
Taylor Radio & Television Corporation	Weslaco, Texas	Move Channel 4 and 5 from Brownsville to Weslaco-Harlingen, Texas.
Plains Radio Corp.	Lubbock, Texas	Move Channel 5 from Amarillo, Texas to Lubbock, Texas and substitute Channel 9 in Monahans, Tex. for Channel 5.
Lack's Stores, Inc.	Victoria, Texas	Move Channel 12 from San Antonio, to Victoria, Tex.
New Mexico State Dept. of Education	Silver City, New Mexico	(As modified) Add Channel 10.
Airfan Radio Corp., Ltd.	San Diego, California	Add either Channel 6 or 12 to San Diego, California by deleting Channel 6 or 12 from Tijuana, Mexico.
Charles E. Salik	San Diego, California	Add Channel 6 or 12 to San Diego, California by deleting Channel 6 or 12 from Tijuana.
Radio KIST, Inc.	San Diego, California	Add Channel 8 to Santa Barbara, California.
Paul R. Bartlett and Gene DeYoung	Bakersfield, Calif.	Add Channel 8 to Bakersfield, California.
McClatchy Broadcasting Co.	Bakersfield, Calif.	Add Channel 8 to Bakersfield, California.
McClatchy Broadcasting Co.	Fresno, Calif.	Add Channels 5, 7 and 9 to Fresno by substituting Channel 12 for 13 in Las Vegas, Nevada, and other changes.
American Broadcasting Co., Inc.	Yuma, Arizona	Substitute Channel 12 in Mexicali, Mexico for Channels 7 and 9 and substitute Channels 9 and 47 in Yuma, Arizona for Channels 11 and 13.
Allen B. DuMont Laboratories, Inc.		Nationwide Plan.

239. Subsequent to the filing of the above counterproposals, further conferences and negotiations were conducted with Mexico. Each of the above counterproposals which did not require denial for purely domestic reasons was taken into account in these discussions with Mexico. Thereafter, the Department of State announced on October 26, 1951, that an Agreement had been concluded by an exchange of diplomatic notes between Mexico and the United States formalizing the assignment of VHF channels to communities within 250 miles of the Mexican-United States border. The assignments prescribed by that Agreement were identical with those listed in Appendices C and D of the Third Notice with several express exceptions set out below. The total number of VHF channels assigned to each community involved remained the same with the exception that an additional channel was provided for Tucson, Ariz. and one less channel for San Diego, California[57] in the United States, and an additional channel was provided for Reynosa and Hermosillo and one less channel for Mexicali and Monterrey, in Mexico. The changes in VHF assignments from those expressed in the Third Notice were as follows:

City	Third Notice	Mexican Agreement Announced Oct. 26, 1951
Flagstaff, Arizona	9,11	9,13
Phoenix, Arizona	4,5,8,10	3,5,8,10
Tucson, Arizona	2,6,7	4,6,9,13
San Diego, Calif.	3,8,10	8,10
El Paso, Texas	2,4,5,7	4,7,9,13
Laredo, Texas	3,8	8,13
Mexicali, Mexico	7,9	3
Nogales, Mexico	9,11,13	2,7,11
Hermosillo, Mexico	2,4,6	6,8,10,12
Ciudad Juarez, Mexico	9,11,13	2,5,11
Monterrey, Mexico	2,6,10,12	2,6,10
Nuevo Laredo, Mexico	11,13	3,11
Reynosa, Mexico	9	9,12

[57] It should be understood that the number of VHF channels available for assignment in the San Diego area is governed to a considerable degree by the number of assignments in Los Angeles. Since there are only 12 VHF channels, the assignment of 7 VHF channels to Los Angeles, where 7 stations are now operating, leaves only 5 remaining channels for the border area in southern California, which includes San Diego in the United States and Mexicali in Mexico. The 7 VHF channels employed in Los Angeles cannot also be assigned to San Diego, Mexicali, or Tijuana without undesirably limiting the coverage of United States as well as Mexican stations. The Los Angeles assignments must, therefore, be considered in connection with the United States assignments in the border area. Seven VHF channels are assigned to Los Angeles, 2 VHF channels to San Diego, 2 VHF channels to Tijuana, and 1 VHF channel to Mexicali. Thus, it will be seen that of the 12 VHF channels available for assignment in the border area, 9 are assigned to communities in the United States and 3 to Mexican cities.

240. Since the channel assignments prescribed in the Mexican Agreement announced October 26, 1951, differed in some instances from the Third Notice, the Commission, on November 7, 1951, issued a Notice (FCC 51-1109) stating that it would accept new comments and evidence from parties who had theretofore filed proper comments in the proceedings if such new comments and evidence were submitted solely as a result of the changes brought about by the Mexican Agreement and were consistent with the Agreement.

241. Pursuant to the above Notice, Plains Radio Broadcasting Company, Lubbock, Texas; Lack's Stores, Inc., Victoria, Texas; Taylor Radio and Television Corporation, Weslaco, Texas; and McClatchy Broadcasting Company, Bakersfield and Fresno, California, filed statements contending that their counterproposals filed in this proceeding seeking additional VHF channels for their respective communities were consistent with the Mexican Agreement. Charles E. Salik and Airfan Radio Corporation, Ltd., both of San Diego, California, filed statements advising that further pleadings in light of the Mexican Agreement would not be submitted. Finally, Allen B. DuMont Laboratories, Inc., filed a modification to its nationwide assignment plan suggesting, among other things, that Channels 2 and 5 be assigned to Mexicali, Mexico in place of Channel 3, and that Channel 3 be assigned as an additional channel to San Diego.

242. On December 11, 1951, Radio KIST, Inc., Santa Barbara, California, filed a petition for leave to file further comments and evidence in the proceeding requesting, as an alternative to its previous counterproposal, that Channel 3 be assigned to Santa Barbara. The Commission granted this petition by Order (FCC 52-28) of January 9, 1952, and accepted the new Radio KIST, Inc. counterproposal in this proceeding. This new counterproposal requested the following:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Santa Barbara, Calif.		20,26	3+[58]	20, 26
Visalia, Calif.	3		†	43†,49†

[58] A proposal for the deletion, substitution, or addition of a channel is indicated in the Report by (†).

243. The following list sets forth those counterproposals which, although affected by the Mexican Agreement, must be denied for purely domestic reasons, as is set out elsewhere in this Report:

Bell Broadcasting Company, Temple, Texas
Lack's Stores, Inc., Victoria, Texas
Radio KIST, Inc., Santa Barbara, California (Channel 8)
McClatchy Broadcasting Company, Bakersfield and Fresno, Calif.
Paul R. Bartlett and Gene DeYoung, Bakersfield, California; Harbenito Broadcasting Co. Inc., Harlingen, Texas; Taylor Radio & Television Corp., Weslaco, Texas (counterproposals granted in part only).

244. All of the counterproposals affected by the Mexican-United States Agreement which in the Commission's judgment should not be denied for domestic reasons alone, including those counterproposals filed pursuant to the Notice of November 7, 1951, were taken into consideration in connection with further negotiations with Mexico. As a result of such negotiations, certain additions and modifications in the Mexican-United States Television Agreement were agreed to on February 4, 1952. These additions and changes made possible the granting of several counterproposals.

245. The following list sets forth those counterproposals affected by the Mexican Agreement which are being granted herein, and the channel assignments requested thereby are reflected in the Agreement, as modified:

Plains Radio & Television Corporation, Lubbock, Texas
Radio KIST, Inc., Santa Barbara, Calif. (Channel 3)
Harbenito Broadcasting Co., Inc., Harlingen, Texas; Taylor Radio & Television Corporation, Weslaco, Tex. (Granted in Part)
New Mexico State Dept. of Education, Silver City, N. Mexico (As modified)

246. The following list sets forth those counterproposals which must be denied in light of the Mexican-United States Agreement and subsequent conferences and negotiations conducted with Mexico. The assignment of channels requested in these counterproposals would be inconsistent with and in violation of the Mexican Agreement as modified. As is pointed out elsewhere in this Report, two of the counterproposals discussed below must also be denied for domestic reasons:

Airfan Radio Corporation, Ltd., San Diego, Calif.
Charles E. Salik, San Diego, Calif.
American Broadcasting Company, Inc., Yuma, Arizona
McAllen Television Corporation, McAllen, Texas
Allen B. DuMont Laboratories, Inc., Nationwide plan

247. **Discussion of counterproposals denied on the basis of the Mexican Agreement.**

(a) **Charles E. Salik and Airfan Radio Corporation, Ltd.** Charles E. Salik and Airfan Radio Corporation, Ltd. filed counterproposals requesting that Channel 6 or 12 be added to San Diego, California. This assignment would necessitate the deletion of Channel 6 or 12 from Tijuana, Mexico as listed in the Third Notice. It was suggested that UHF channels could replace the VHF channels in Tijuana. However, in the negotiations on this matter conducted with Mexico, agreement could not be reached on any assignment necessitating the deletion of Channel 6 or 12 from Tijuana. Furthermore, Mexico would not accept the suggestion that UHF channels are available to replace Channel 6 or 12 in Tijuana. Accordingly, the Mexican Agreement assigns Channels 6 and 12 to Tijuana. Since the Charles E. Salik and Airfan Radio Corporation, Ltd. counterproposals are inconsistent with this Agreement, they must be denied.

(b) **McAllen Television Corporation.** McAllen Television Corporation filed a counterproposal requesting that Channel 5 be deleted from Brownsville, Texas and assigned to McAllen, Texas. Channel 12 was suggested as a substitute in Brownsville. As a result of our negotiations with Mexico, Channel 12 is assigned by the

Mexican Agreement to Reynosa, Temaulipas, Mexico at a distance of only 52 miles from Brownsville. Mexico would not agree to any assignment precluding the use of Channel 12 in Reynosa. Accordingly, the McAllen Television Corporation counterproposal must be denied. As noted elsewhere in this Report, this counterproposal must also be denied for domestic reasons.

(c) **American Broadcasting Company, Inc.** The Third Notice proposed Channels 7 and 9 for Mexicali, Baja California, Mexico, duplicating channels proposed for Los Angeles, California. The American Broadcasting Company, Inc., licensee of Station KECA-TV operating on Channel 7 in Los Angeles, filed a counterproposal requesting that VHF Channels 7 and 9 be deleted from Mexicali. In order to accomplish its request, ABC suggested, among other things, that Channels 9 and 47 be substituted in Yuma, Arizona for Channels 11 and 13. However, subsequent to the filing of the ABC counterproposal, the Mexican Agreement assigned Channel 3 to Mexicali in the place of Channels 7 and 9. ABC filed a statement supporting the Mexican Agreement insofar as it makes the above changes from the Third Notice. The ABC counterproposal for Yuma is therefore moot.

(d) **Allen B. DuMont Laboratories Inc.** Allen B. DuMont Laboratories, Inc. filed a proposed "National Television Allocation Plan." After the Notice of November 7, 1951, issued pursuant to the Mexican Television Agreement, DuMont amended its plan suggesting several changes in the assignments prescribed by the Mexican Agreement. The DuMont plan thus modified would assign Channels 2 and 5 to Mexicali, Baja California, Mexico, in place of Channel 3 assigned by the Mexican Agreement, and would thereby add Channel 3 to San Diego, California. The assignment of Channels 2 and 5 in Mexicali would duplicate assignments proposed for Los Angeles, California. In further negotiations with Mexico, agreement for any assignment utilizing co-channel assignments for Mexicali and Los Angeles could not be reached. Accordingly, the DuMont plan is inconsistent with the Mexican Agreement. As noted elsewhere in this Report, however, the DuMont plan must also be denied for other reasons.

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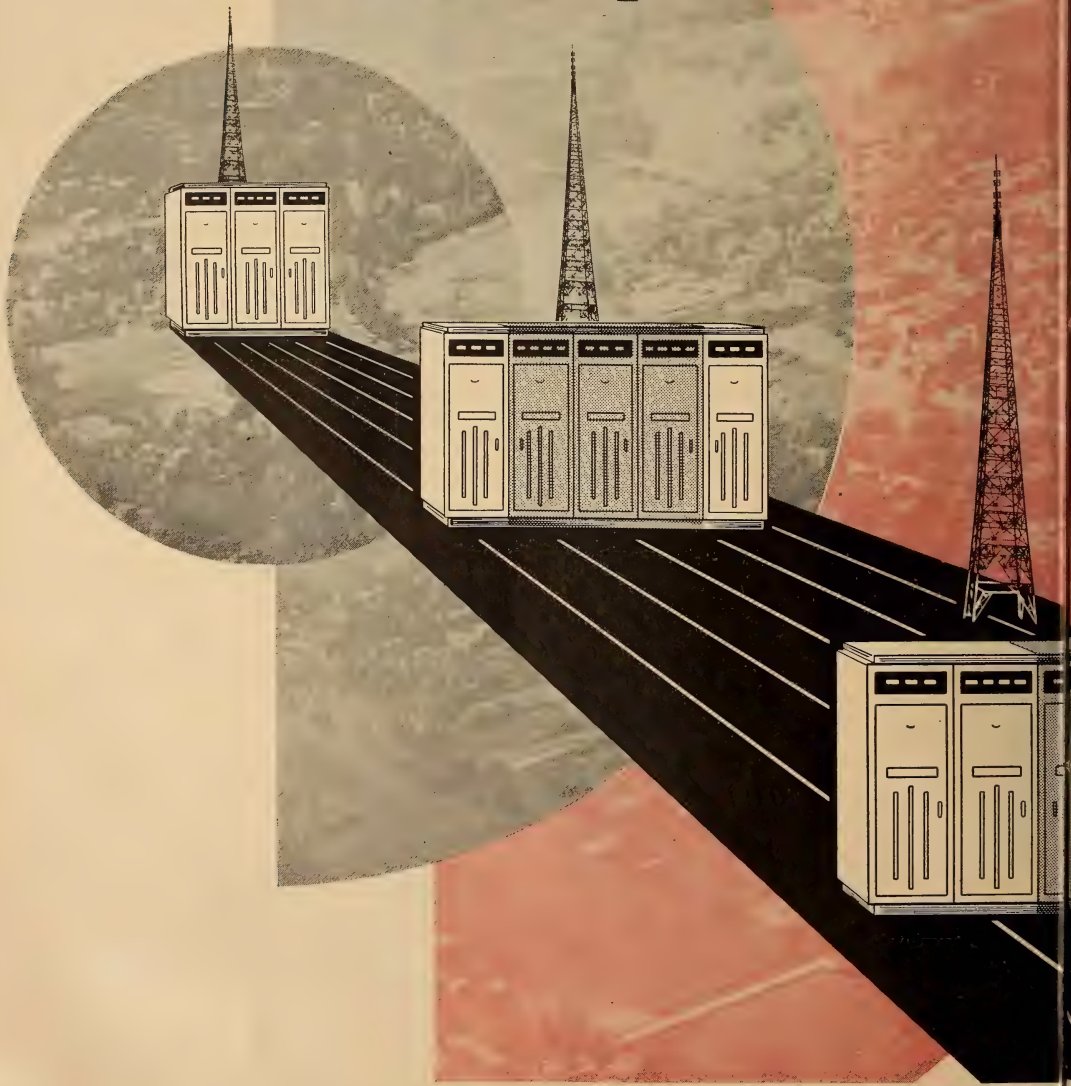
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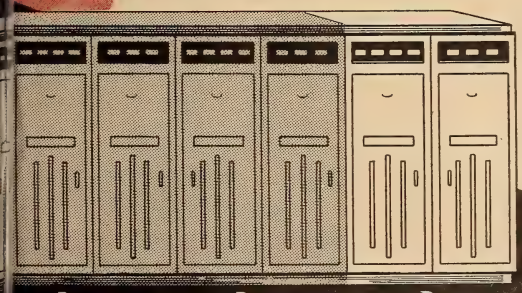
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THE TABLE OF ASSIGNMENTS

248. In the Third Notice, the Commission, in addition to proposing revised Rules and standards for the television broadcasting service, also proposed a Table of Assignments indicating the specific cities and communities in which it proposed to assign particular channels. Further, the proposed Table indicated the specific cities and communities in which it was proposed to reserve particular assignments for use by non-commercial educational stations. Parties were afforded an opportunity to support or to object to these proposed assignments and educational reservations. Further, they were afforded an opportunity to make counterproposals of their own. The following portion of this Report deals with the individual filings in this proceeding in support of or in opposition to the assignments and reservations proposed in the Third Notice; further, it deals with the individual counterproposals that have been made. No comments have been received with respect to the large majority of the assignments proposed. Except where we have found reason to re-examine proposed assignments, such assignments have not been discussed herein.

PORTLAND AND BANGOR, MAINE: EDUCATIONAL RESERVATIONS

249. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the reservation of UHF Channel 16 in Bangor and UHF Channel 47 in Portland for non-commercial educational use.

(b) The Joint Committee on Educational Television[59] supported the reservation of Channel 47 in Portland and Channel 16 in Bangor for non-commercial educational use. No oppositions to these reservations were filed.

Conclusions

250. In view of the foregoing, the reservation of UHF Channel 47 in Portland and UHF Channel 16 in Bangor for non-commercial educational use are finalized.

ORONO, MAINE AND BURLINGTON, VERMONT: EDUCATIONAL RESERVATIONS

251. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the reservation of VHF Channel 12 in Orono and UHF Channel 16 in Burlington for non-commercial educational use.

(b) **The Orono Educational Reservation.** The University of Maine supported the reservation of VHF Channel 12 for non-commercial educational use in Orono. The University stated that its long-range plans included the use of television; and that it anticipated that the Department of Education of the State of Maine would use the Orono channel for its television programs. No oppositions to this reservation were filed.

(c) **The Burlington Educational Reservation.** The University of Vermont and State Agricultural College supported the reservation of Channel 16 in Burlington for non-commercial educational use.

[59] Referred to hereinafter as JCET.

The University stated that its President had been instructed to consider means for making facilities available for non-commercial educational television. The University submitted a copy of a resolution adopted by the Board of Trustees supporting the reservation. No oppositions to this reservation were filed.

Conclusions

252. On the basis of the foregoing, the proposed reservations of Channel 12 in Orono and Channel 16 in Burlington for non-commercial educational use are finalized.

DURHAM, NEW HAMPSHIRE BOSTON, BROCKTON, SPRINGFIELD-HOLYOKE, PITTSFIELD, WORCESTER, MASSACHUSETTS PROVIDENCE, RHODE ISLAND BRIDGEPORT, HARTFORD, NEW LONDON, NORWICH, NEW HAVEN, STORRS, WATERBURY, CONNECTICUT

253. (a) **Proposed Assignments and Reservations.**

City	VHF Channel No.	UHF Channel No.
Durham	*11 [60]	
Boston	*2, 4, 5, 7	44, 50, 56
Brockton		62
Pittsfield		64
Springfield-Holyoke		55, 61
Worcester		14, 20
Hartford		18, 24
Storrs		*26
Providence	10, 12	16, *22
Bridgeport		43, 49
New London	3	63
Norwich		57
Waterbury		53
New Haven	8	59

(b) **Counterproposals.** Various parties in this proceeding filed counterproposals seeking (1) the additional assignment of a VHF channel to Boston, Brockton, Springfield-Holyoke, Worcester and Hartford; (2) the additional assignment of 2 UHF channels to Hartford; (3) the assignment of UHF channels to Bridgeport, Hartford, Norwich and Waterbury to be reserved for non-commercial educational use; and (4) the assignment of a UHF channel to Hanover, New Hampshire, to be reserved for non-commercial educational use.

Durham

254. **The Durham Educational Reservation.** The University of New Hampshire supported the reservation of Channel 11 in Durham for non-commercial educational use. The University stated that it considered the reservation necessary and that it is exploring sources of financial assistance which it will require to establish and maintain a non-commercial educational television station. The exploration was expected to take time and the reservation was supported so that the channel would be available for educational use whenever it becomes feasible for the University to erect and maintain such a station.[61]

New London

255. (a) **Census Data.** The City of New London has a population of 31,000.

(b) **Statement of Thames Broadcasting Company Supporting Proposed Assignment.** Thames Broadcasting Company supported the proposed assignment of Channels 3 and 63 to New London and opposed all requests seeking the deletion of VHF Channel 3 from New London. Thames Broadcasting Company stated that the utilization of Channel 3 in New London would better serve the Commission's priorities set forth in the Third Notice than any of the counterproposals seeking the assignment of that channel to another community, that New London is saturated with VHF receivers; and that the assignments in the State of Connecticut should not be reduced.

Boston

256. (a) **Census Data.** The standard metropolitan area of Boston has a population of 2,370,000 and the City of Boston has a population of 801,000.[62]

(b) **Existing Stations.** Westinghouse Radio Stations, Inc., has a construction permit for Station WBZ-TV on Channel 4. Thomas S. Lee Enterprises, Inc., is licensed for the operation of Station WNAC-TV on Channel 7.

(c) **Counterproposal of Columbia Broadcasting System, Inc.** Columbia Broadcasting System, Inc., proposed 3 alternative plans for the additional assignment of Channel 9 to Boston.[63] Plan 1 would delete Channel 10 from Providence, and Plane 2 and 3 would delete Channel 11 from Durham by making the following changes in the assignments proposed in the Third Notice:

[60] An asterisk is used in this Report to designate channels reserved for non-commercial educational use.

[61] Columbia Broadcasting System, Inc., filed a counterproposal containing 3 alternative plans for the additional assignment of a VHF channel to Boston; Plans 2 and 3 would substitute a UHF channel in Durham for Channel 11. This counterproposal is set forth in detail below.

[62] Census data in this Report is based on 1950 U.S. Census of population and is reported to the nearest thousand.

[63] In addition, CBS opposed the reservation of VHF Channel 2 in Boston for non-commercial educational use. The educational reservation in Boston is considered below.

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Plan #1 VHF Channel No.	Plan #1 UHF Channel No.	Plan #2 VHF Channel No.	Plan #2 UHF Channel No.	Plan #3 VHF Channel No.	Plan #3 UFH Channel No.
Augusta, Maine	10	29	12†	29	13†	29	13†	29
Calais, Maine	7	20	3†	20				
Lewiston, Maine	8	17	10†	17				
Orono, Maine	*12		*4†		*11†		*11†	
Portland, Maine	6, 13	*47, 53	6, 8†	*47, 53	6, 10†	*47, 53	6, 10†	*47, 53
Boston, Mass.	*2, 4, 5, 7	44, 50, 56	2, 4, 5, 7, 9†	*44, 50, 56	2, 4, 5, 7, 9†	*44, 50, †	2, 4, 5, 7, 9†	*44, 50, 56
Durham, N. H.	*11		*13†	†	*56†	†	†	*Flex. Ch.†
Manchester, N. H.	9	48	11†	48	12†	48	12†	48
Providence, R. I.	10, 12	16, *22	†, 12	16, *22	11†, 13†	16, *22	11†, 13†	16, *22
Albany-Schenectady-Troy, N. Y.	6	*17, 23	6, 10†	*17, 23	6, 10†	*17, 23	6, 10†	17, 23
St. John, Canada	4, 6	17, 23	6, 7†	17, 23				

Note: A proposal for the deletion, addition, or substitution of a channel is indicated in the Report by (†); a blank space opposite a city indicates that under that plan no changes in channel assignments were requested for that city.

(d) **Statement in Support of CBS Counterproposals.** CBS stated that ". . . a major objective of the Commission is the reasonable assurance of the possibility of a nationwide competitive television service" and that CBS is genuinely concerned that very real dangers of monopoly inhere in the Commission's proposal allocation. CBS stated that "the Commission itself has reorganized that for a considerable period perhaps 5 years, perhaps more, a commercial UHF station cannot compete on anything like an equal basis with a commercial VHF station in the same community. . . ." CBS urged that "it must be obvious that during the not inconsiderable growth period of UHF, network A with UHF outlets in Chicago, San Francisco and Boston would be under a crippling competitive disadvantage *via a vis* network B with VHF outlets in these three cities." Thus CBS argued "It is quite possible that the Commission's allocation plan will as a matter of practical necessity permit the development during the critical formative years of only 2 full nationwide competing television networks," and that this situation ". . . accentuates the danger of the proposed allocations for . . . Boston —although the danger is clearly present even if we assume the continued existence of 4 such networks. The need for additional VHF channels in these cities in order to assure network competition is readily demonstrable even if four television networks are assumed." CBS stated that Boston is of vital importance to nationwide television networking and that a network which owns no station in Boston or comparable city is at an enormous or fatal competitive disadvantage. CBS pointed out that with only one Boston VHF commercial channel unassigned under the Commission's plan ". . . there is no assurance that a network could acquire a construction permit via the application route in these cities." CBS stated further ". . . it is a fact of television network economics and operations that a full complement of network owned stations is a condition precedent to successful networking on a fully competitive basis." Were a network not to own stations in key markets such as Boston, it was claimed the problem of clearance could become a major factor in obtaining or losing a network advertiser. It was also asserted that ". . . another factor which makes it advantageous competitively for a

etwork to own a station [in a city uch as Boston] is that which re- ates to the problem of origination . . because the cost of television acilities and of the operating or- anizations are high it is far more fficient, and economical to inte- rate network and local operation ather than to have only network acilities in a city."

(e) **Counterproposal of Matheson adio Company, Inc.** Matheson adio Company, Inc., requested the dditional assignment of Channel to Boston by substituting UHF hannels for VHF channels in both rovidence, Rhode Island, and Man- hester, New Hampshire, and by naking the following changes in he assignments proposed in the hird Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Hartford, Conn.		18, 24		24, 55†
Storrs, Conn.		*26		*18†
Barnstable, Mass.		52		62†
Boston, Mass.	*2,4,5,7	44, 50, 56	*2,4,5,7,9†	†, 50, 56
Brockton, Mass.		62		44†
Fall River Mass.		40, 46		46, 52†
New Bedford, Mass.		28, 34		34, 40†
Springfield-Holyoke, Mass.		55, 61	10†	†, 61
Worcester, Mass.		14, 20		20, 26†
Berlin, N. H.		26		64†
Manchester, N. H.	9	48	†	14†, 48
Rochester, N. H.		21		51†
Providence, R. I.	10,12	16, *22	†, 12	16, *22,28†

(f) **Statement in Support of Matheson Radio Company, Inc., Counterproposal:** Matheson stated that its proposal would make possible a first VHF channel for Springfield, and that Boston is now saturated with VHF receivers and, accordingly, the UHF assignments will not be used there in the foreseeable future. It was urged that the assignments proposed by the Commission would deprive Boston of some network programs, and that even if UHF assignments were utilized in Boston, the coverage of any such UHF station would be inadequate for the Boston trading area. Since Manchester and Providence have smaller trading areas than Boston, Matheson argued that UHF assignments in these cities would be satisfactory.

(g) **Oppositions and Conflicting Counterproposals to the CBS and Matheson Radio Company, Inc., Counterproposals.** Grandview, Inc., and Radio Voice of New Hampshire both of Manchester, opposed the Matheson Radio Company, Inc., counterproposal in so far as it would delete a VHF channel from Manchester. Cherry & Webb Broadcasting Company and the Outlet Company, both of Providence, opposed the CBS and the Matheson Radio Company, Inc., counterproposals. Regional TV Corp., Hampden-Hampshire Corp., Travelers Broadcasting Service Corp.[84] and WTAG, Inc., opposed the counterproposals of CBS and Matheson Radio Company, Inc., in so far as these counterproposals were mutually exclusive with counterproposals for additional VHF channels in Springfield-Holyoke, Hartford and Worcester, respectively. In addition, an opposition to CBS Plans 2 and 3 was filed by WPIX, Inc., presently operating Station WPIX on Channel 11 at New York. WPIX alleged that interference would result to the Grade B service areas of WPIX and WJAR-TV at Providence due to the 154 mile spacing of these assignments under CBS proposals 2 and 3. In a similar manner it was alleged there would be mutual interference on Channel 13 between a Providence station and WATV at Newark, New Jersey. The CBS proposal, WPIX asserted, would add a fifth VHF channel to Boston and a second VHF channel to Albany, and in each case these new assignments would substantially duplicate the VHF coverage of other stations. Finally, Radio Voice of New Hampshire opposed the CBS Plans in so far as they would assign Channels 11 or 12 to Manchester in lieu of Channel 9 proposed in the Third Notice.

(h) **The Boston Educational Reservation.** The members of the Lowell Institute Cooperative Broadcasting Council of Boston, consisting of Boston College, Boston University, Harvard University, Lowell Institute, Massachusetts Institute of Technology, Northeastern University, Tufts College, and Boston Symphony Orchestra, supported the proposed reservation of VHF Channel 2 in Boston for noncommercial educational use. The members of the Council and other parties, including the City of Boston, the Commonwealth of Massachusetts, Senators Henry Cabot Lodge, Jr., and Leverett Saltonstall, Congressman Christian A. Herter and Richard B. Wigglesworth, various private and parochial schools, the American Academy of Arts and Sciences and various museums, all indicated their belief that the Lowell Institute Cooperative Broadcasting Council, licensee of educational FM Station WGBH, is the proper agency for coordinating the joint effort to secure the funds necessary to construct and operate a noncommercial educational television station in Boston. The Council stated that it has had extensive experience in the fields of radio and television and is prepared to meet the responsibilities of television broadcasting; that it is seeking the funds for constructing and operating the station; and that it "is more than reasonably confident that they can be secured if VHF Channel 2 is reserved in Boston for non-commercial educational broadcasting." Emerson College in a separate statement also supported the reservation of VHF Channel 2 in Boston.

(i) **Opposition to the Boston Educational Reservation.** CBS opposed the reservation of VHF Channel 2 for non-commercial educational use in Boston urging the same grounds advanced by it in support of its counterproposal for an additional VHF assignment in Boston. CBS contended that while ultimately UHF and VHF would be competitive, during a considerable interim period of perhaps 5 years or more, a commercial UHF station cannot compete successfully with a commercial VHF station in the same community; but that the short-run competitive disadvantages of a UHF assignment are much less significant for non-commercial educational broadcasters since (1) educational broadcasters are not as critically affected by the anticipated reduced coverage of UHF, (2) the educational interests generally are not ready to proceed with construction of a television facility immediately, and (3) the educators will be seeking a minority audience rather than "mass circulation" and therefore the loss of circulation involved in UHF, as against VHF, is comparatively insignificant. CBS further alleged that the comments of the Lowell Institute "provide no basis whatever for a finding by the Commission that there is any assurance that the Lowell Institute will in fact utilize Channel 2 in Boston in the ascertainable future or that a UHF channel will not serve equally as well." In reply to CBS, the JCET asserted that shifting the reservation to a UHF channel would greatly handicap educators in obtaining funds if mass distribution of UHF receivers is as far distant as indicated by CBS. The JCET further contended that CBS, in light of its financial resources, is in a much better position to shoulder the burden of developing UHF in Boston than are the educators.

[84] In rebuttal to these oppositions CBS pointed out that Channel 10 which would under its counterproposal be assigned to Albany could alternatively be assigned to Springfield or Hartford.

Brockton

257. (a) **Census Data.** The standard metropolitan area of Brockton has a population of 130,000, and the City of Brockton has a population of 63,000.

(b) **Counterproposal of Enterprise Publishing Company.** Enterprise Publishing Company requested the deletion of VHF Channel 5 from Boston and the assignment of this channel to Brockton.

(c) **Statement in Support of Enterprise Publishing Company Counterprosopal.** Enterprise Publishing Company stated that Brockton is one of the few large population centers for which only one assignment has been proposed. It was urged that a first VHF channel for Brockton should receive preference over a fourth VHF channel for Boston.

(d) **Opposition to Counterproposal of Enterprise Publishing Company.** Oppositions to the Enterprise Publishing Company counterproposal were filed by Matheson Radio Co., Inc., CBS, and Cowles Broadcasting Co. In the oppositions it was asserted that Brockton is situated less than 20 miles from Boston and would receive Grade A service from the operation of a VHF station in Boston.

Springfield-Holyoke

258. (a) **Census Data.** The standard metropolitan area of Springfield-Holyoke has a population of 407,000; the City of Springfield has a population of 162,000 and the City of Holyoke has a population of 55,000.

(b) **Counterproposals of Hampden-Hampshire Corporation and Regional TV Corporation.** Hampden-Hampshire Corporation, Holyoke, Massachusetts, requested the assignment to Springfield of either Channel 3 or Channel 10 by deleting from New London or Providence, respectively, and by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposal 1 VHF Channel No.	Proposal 1 UHF Channel No.
New London, Conn.	3	63	†	63 plus UHF†
Lewiston, Maine	8	17	3†	17
Springfield-Holyoke, Mass.		55, 61	3†	55, 61
Montpelier, Vt.	3	40	8†	40
			Proposal 2	
Springfield-Holyoke, Mass.		55, 61	10†	55, 61
Providence, R. I.	10, 12	16, *22	†, 12	16, *22 plus UHF†

Assignment of the Providence Channel 10 to Springfield would require WJAR-TV in Providence to operate on Channel 12 rather than Channel 10 as proposed in the Third Notice. Regional TV Corporation requested the assignment of Channel 3 to Springfield-Holyoke by deleting that channel from New London.

(c) **Statements in Support of Hampden-Hampshire and Regional TV Corporation Counterproposals.** It was stated that Springfield should receive a VHF assignment because it is the third largest city in New England; that UHF is not desirable for the area because of the rough terrain; and that 14 of the 20 VHF assignments in the New England area are proposed for cities of lesser importance than Springfield.

(d) **Oppositions to the Hampden-Hampshire and Regional TV Corporation Counterproposals.** Travelers Broadcasting Service Corp., The

Hartford Times, Inc., Greylock Broadcasting Service Corp., CBS, Inc., and WTAG, Inc., opposed the foregoing counterproposals since they were mutually exclusive with the counterproposals for additional VHF channels in Hartford, Pittsfield, Boston and Worcester. The Thames Broadcasting Corporation opposed the foregoing counterproposals in so far as they would delete VHF Channel 3 from New London. The Outlet Co., and Cherry & Webb Broadcasting Company opposed the counterproposal of Hampden-Hampshire in so far as it would delete VHF Channel 10 from Providence. Lewiston-Auburn Broadcasting Corp. opposed the counterproposal of Regional TV Corporation in so far as it would change the assignment of Lewiston, Maine, from Channel 8 to Channel 3.

Worcester

259. (a) **Census Data.** The standard metropolitan area of Worcester has a population of 274,000 and the City of Worcester has a population of 203,000.

(b) **Counterproposal of WTAG, Inc.** WTAG, Inc., requested the assignment of Channel 12 to Worcester by deleting that channel from Providence.

(c) **Statement in Support of WTAG, Inc., Counterproposals.** WTAG asserted that Worcester ranks 29th among the nation's markets on the basis of the area's economic potential; that it ranks second only to Boston in the State of Massachusetts; and that it is the third most important market in New England.

(d) **Oppositions to WTAG, Inc., Counterproposal.** Cherry & Webb Broadcasting Company and The Outlet Company opposed the deletion of VHF Channel 10 from Providence. Travelers Broadcasting Service Corporation, Hampden-Hampshire Corporation, and CBS opposed the foregoing counterproposal since it was mutually exclusive with counterproposals for the additional assignment of VHF channels to Hartford, Springfield-Holyoke and Boston.

Pittsfield

260. (a) **Census Data.** The standard metropolitan area of Pittsfield has a population of 66,000 and the city of Pittsfield has a population of 53,000.

(b) **Counterproposal of Greylock Broadcasting Company.** Greylock Broadcasting Company requested the assignment of VHF Channel 3 to Pittsfield by deleting that channel from New London and by making the following changes in the assignments proposed in the Third Notice:

	Third Notice		Proposed Changes	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Pittsfield, Mass.		64	3†	64
Syracuse, N. Y.	3,8	*43	5†,8	*43
Rochester, N. Y.	5,10	15,*21,27	3†,10	15,*21,27
Montpelier, Vt.	3	40	8†	40
Lewiston, Maine	8	17	3†	17
Hamilton, Ontario	13	51,57	6†	51,57
Toronto, Ontario	6,9,11	19,25	9,11,13†	19,25
Orillia, Ontario	3	30	5†	30
Sudbury, Ontario	5,7	17,23	3†, 7	17,23
New London, Conn.	3	63	†	63

(c) **Statement in Support of Greylock Broadcasting Company Counterproposal.** Greylock Broadcasting Company argued that the operation of Channel 3 at Mt. Greylock in Pittsfield would result in more extensive coverage than the operation of that channel in New London or other New England cities for which the channel was requested. In view of the size of this alleged service area, Greylock contended that Pittsfield should be considered as the second Massachusetts city for assignment purposes. Greylock argued that a second city in the more populous state of Massachusetts should receive a VHF channel in preference to a second city in the smaller and less populous state of Connecticut. Finally, Greylock asserted that the use of Channel 3 at Pittsfield would better implement the priorities than would the use of this channel at either Hartford or Springfield-Holyoke.

(d) **Oppositions to the Greylock Broadcasting Company Counterproposal.** Thames Broadcasting Company opposed the deletion of Channel 3 from New London. Lewiston - Auburn Broadcasting Corporation opposed the substitution of Channel 3 for Channel 8 at Lewiston. Springfield Regional Television, Hampden - Hampshire, Hartfort Times, Travelers Broadcasting Service., CBS, WAGE, Inc., the Buffalo Courier Express, *et al.*, opposed the counterproposal of Greylock Broadcasting Co., since it was mutually exclusive with the counterproposals for additional VHF channels in Springfield, Hartford, Boston, Syracuse, and Buffalo. Stromberg-Carlson Co., Licensee of WHAM-TV, Rochester,[65] New York, opposed the Greylock Broadcasting Company proposal in so far as it would result in the assignment of Channel 3 to Rochester in lieu of Channel 5.

Providence

261. (a) **Census Data.** The standard metropolitan area of Providence has a population of 737,000 and the city of Providence has a population of 249,000.

(b) **Existing Stations.** The Outlet Company is licensed for the operation of Station WJAR-TV, Providence, on Channel 11. The Commission ordered the Outlet Company to show cause why the license of WJAR-TV should not be modified to specify operation on Channel 10, in lieu of Channel 11.

(c) **Statements of The Outlet Company and Cherry & Webb Company Supporting the Proposed Assignments.** The Outlet Company, licensee of WJAR-TV, supported the Commission's assignments for Providence and agreed to the proposed channel change for WJAR-TV. Cherry & Webb Broadcasting Company also supported the assignments for Providence and stated that the Providence assignments provided the minimum necessary to meet the needs of the area; and that the deletion of one of the two VHF assignments proposed for Providence would result in an inequitable distribution of facilities.[66]

(d) **Providence Educational Reservation.** The JCET, Brown University, Providence College, University of Rhode Island, the Rhode Island College of Education, and the Providence School Department supported the reservation of Channel 22 for non-commercial educational use. The JCET stated that the Catholic Schools of the Archdiocese of Providence also supported the reservation. Brown University stated that a state-wide meeting had been held for the purpose of discussing the utilization of educational television, and that as a result of this meeting, an educational television committee was established under the chairmanship of the State Director of Education. No opposition to this reservation was filed.

Hartford

262. (a) **Census Data.** The metropolitan area of Hartford has a population of 356,000 and the city of Hartford has a population of 177,000.

(b) **Counterproposal of The Hartford Times, Inc.** The Hartford Times, Inc., proposed 3 alternative plans for the assignment of VHF Channel 3 to Hartford which would delete that channel from New London and make the following alternative changes in the assignments proposed in the Third Notice:

	Third Notice		Plan 1	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Hartford, Conn.		18,24	3†	18,24,59†,81
New Haven, Conn.	8	59	8	75†
New London, Conn.	3	63	†	47†,63

	Third Notice		Plan 2	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Hartford, Conn.		18,24	3†	18,24,59†,81
New Haven, Conn.	8	59	8	75†
New London, Conn.	3	63	†	47†,63
Montpelier, Vt.	3	40	8†	40
Lewiston, Maine	8	17	3†	17

	Third Notice		Plan 3	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Hartford, Conn.		18,24	3†	18,24,59†,81
New Haven, Conn.	8	59	8	75†
New London, Conn.	3	63	†	63,83†
Montpelier, Vt.	3	40	8†	40
Lewiston, Maine	8	17	3†	17

(c) **Statement in Support of The Hartford Times Counterproposal.** The Hartford Times argued that the Hartford area should be considered in terms of the Hartford-New Britain metropolitan district with a population of 501,000, making it the third largest in the New England area and vastly more important as a population and economic center than New London. It was also urged that 78% of the service area of a VHF station operating on Channel 3 at Hartford would overlap the service area of a VHF station operating on Channel 3 at New London. With respect to its proposal to utilize Channel 47 at New London, Hartford Times recognized that such assignment would result in a violation of the UHF assignment limitation requiring 60-mile separation to prevent interference due to oscillator radiation but asserted that the interference would be at a minimum.

(d) **Oppositions and Conflicting Counterproposals to The Hartford Times Counterproposals.** Thames Broadcasting Corp., opposed the deletion of VHF Channel 3 from New London. CBS, Matheson Radio Company, Greylock Broadcasting Company, Regional TV Corporation and Hampden-Hampshire opposed the counterproposal of Hartford Times since it was mutually exclusive with counterproposals for the assignment of VHF channels to Boston, Pittsfield, and Springfield. Lewiston - Auburn Broadcasting Corp., opposed the substitution of Channel 3 for Channel 8 in Lewiston.

(e) **Counterproposal of Travel**

[65] WHAM-TV is presently operating on Channel 6. In the Third Notice the Commission has ordered the license to show cause why the license of WHAM-TV should not be modified to specify Channel 5.

[66] Matheson Radio Company, Inc., objected to all statistics in the Cherry & Webb statement based on Chamber of Commerce or trade area publications and requested that such data be stricken from the record. We believe, however, that such data is admissible in this proceeding.

ers Broadcasting Service Corp. Travelers Broadcasting Service Corp. proposed 2 alternative plans for the assignment of a first VHF channel and a third UHF channel to Hartford. Plan 1 would delete Channel 3 from New London and Plan 2 would delete Channel 10 from Providence by making the following changes in the assignments proposed by the Commission in the Third Notice:

	Third Notice		Plan 1	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Hartford, Conn.		18, 24	3†	18, 24, 81† or 83†
New London, Conn.	3	63	†	63, plus 22† or 81† or 83†
Montpelier, Vt.	3	40	8†	40
Lewiston, Maine	8	17	3†	17
Providence, R. I.	10, 12	16, *22	10, 12	16 plus 22† if 81 or 83 is assigned to New London

	Third Notice		Plan 2	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Hartford, Conn.		18, 24	10†	18, 24, 81† or 83†
Providence, R. I.	10, 12	16, *22	†, 12	16, *22

(f) Statement in Support of Travelers Broadcasting Service Corp. Counterproposal. In support of its request to delete Channel 3 from New London, Travelers asserted that the population of the Hartford area is 356,000 compared to New London's 30,367; that Channel 3 at Hartford would serve more persons and area than a similar operation at New London; that the use of Channel 3 at New London would be wasteful since approximately half of the signal would be lost over water; and that UHF would not be suitable to the terrain in the Hartford area. With respect to its proposal to assign Providence's Channel 10 to Hartford, Travelers stated that the use of this channel at Hartford would bring a first VHF service to a large population center in addition to providing a second VHF service to an even greater population; while the use of this channel at Providence would merely duplicate the service area of an existing VHF station in that city.

(g) Oppositions and Conflicting Counterproposals to Travelers Broadcasting Service Corporation. Oppositions to the above counterproposal have been filed by Thames Broadcasting Corporation, Cherry & Webb Broadcasting Company and the Outlet Company, WTAG, Inc., Regional TV Corporation, Greylock Broadcasting Company, CBS, Matheson Radio Company, Lewiston-Auburn Broadcasting Corporation and Hampden-Hampshire Corporation.

New Haven

263. (a) **Census Data.** The metropolitan area of New Haven has a population of 263,000 and the city of New Haven has a population of 164,000.

(b) **Existing Station.** Elm City Broadcasting Corporation is licensed for the operation of Station WNHC-TV, New Haven, on Channel 6. This station is presently operating as a community station with 2 kw power at 510 feet antenna height. The Commission ordered the licensee to show cause why the license of WNHC-TV should not be modified to specify operation on Channel 8 in lieu of Channel 6. The Third Notice proposed to remove the community classification of this station and would permit the station to operate with full power and antenna height.

(c) Answer of Elm City Broadcasting Corp. to Show Cause Order. Elm City Broadcasting Corporation acceded to the Commission's proposed change in assignment for WNHC-TV but limited its acceptance of the change on the condition that the proposals set forth in Appendices A and B of the Third Notice be finalized without substantial change prejudicial to Elm City and that the frequency assignments proposed in Appendix C of the Third Notice for communities in Connecticut be adopted. The Commission indicated in the Third Notice that antenna heights above 500 feet would not be authorized where the effect of the utilization of such heights would cause adjacent channel interference to the Grade A service area of another station assuming operation by such station with maximum power and an antenna height of 500 feet. Adjacent channel interference was to be calculated on the basis of O db ratio. The American Broadcasting Company, Inc., licensee of Station WJZ-TV operating on Channel 7 in New York City, and General Teleradio Inc., licensee of Station WOR-TV operating on Channel 9 in New York City, both opposed the assignment of WNHC-TV on Channel 8. These parties stated, however, that they would have no objection to the use of this channel in New Haven if the conditions with respect to the use of antenna height above 500 feet were modified to permit the use of such heights without regard to adjacent channel interference or in the alternative, if the provisions of this section were waived for Stations WJZ-TV and WOR-TV.

Educational Reservations in the State of Connecticut

264. (a) **The Storrs Educational Reservation.** The University of Connecticut supported the reservation of UHF Channel 26 in Storrs for non-commercial educational use. The University stated, however, that "definite action based upon adequate financial support from State public monies stands little chance of becoming an immediate reality"; and that unless an educational channel was reserved for at least a decade their plans for an educational television station could not be realized.

(b) **Counterproposal of Connecticut State Board of Education.** The Connecticut State Board of Education requested the reservation for non-commercial educational use of the following UHF channels: Bridgeport, Channel 43; Hartford, Channel 18; Norwich, Channel 57; and Waterbury, Channel 53.[67] As an alternative to the request for the above listed channels, the Connecticut State Board of Education requested a revision of the Commission's proposed policy with respect to UHF flexibility channels. Specifically, the State Board of Education requested that the Commission permit an educational institution to apply for such a channel in any community in which no television channel had been reserved for non-commercial educational use. The State Board of Education also requested that "the Commission propose a plan which will allow coverage of eastern Connecticut for non-commercial education without entirely eliminating the possibility of a commercial station in that large area." The Board submitted a statement by the Acting Governor of Connecticut declaring that it was the intention of the state administration to introduce before the State General Assembly a bill proposing the authorization to the State Board of Education of $1,200,000 for the construction and operation of an educational broadcast service to serve the entire State of Connecticut. The bill in question, if approved, would be effective during the budgetary period, fiscal 1953-1955.

[67] By Memorandum Opinion and Order dated October 31, 1951, the Commission stated it would not consider the requests of the Board for a reservation of Channels 57 in Norwich and 53 in Waterbury.

Conclusions: Boston and Durham

265. The counterproposal of CBS, in so far as it requests the assignment of VHF Channel 9 in Boston by the substitution of UHF Channel 56 or a flexibility channel in Durham for VHF Channel 11 (Plans 2 and 3) must be denied for the reason that it would result in two violations of the minimum co-channel assignment separations.

266. The CBS counterproposal (Plans 2 and 3) would require co-channel operation of Channel 11 in New York and Providence. WJAR-TV is now operating on Channel 11 in Providence and WPIX is operating on this frequency in New York City. The distance between the transmitters of these stations is 160 miles. It was to improve this low co-channel separation that the Commission issued a show cause order in this proceeding which would require WJAR-TV to move to Channel 10. Under the Commission's plan, the nearest co-channel station to WJAR-TV would be located in Augusta, Maine, at a distance of approximately 185 miles. The CBS counterproposal (Plans 2 and 3) would also require co-channel operation of Channel 13 at Providence and Station WATV at Newark, New Jersey. WATV is presently operating on Channel 13 at Newark and its transmitter is 165 miles from Providence. The Commission's assignment plan would not involve such co-channel operation but would place the second Providence VHF assignment on Channel 12. The nearest co-channel assignment to Providence on Channel 12 is Binghamton, New York, at a separation of about 235 miles. Further, we find that a reduction in the number of VHF assignments in New Hampshire to one is not warranted in order to make another VHF assignment for the City of Boston and the State of Massachusetts.

267. In view of the fact that the CBS counterproposal (Plans 2 and 3) would in two instances reduce the co-channel separations proposed by the Commission below the minimum separations adopted herein and would reduce the number of VHF assignments in New Hampshire to one, the CBS proposal, in so far as it requests the deletion of VHF Channel 11 from Durham (Plans 2 and 3) is denied. On the basis of the record, the reservation of Channel 11 in Durham for non-commercial educational use is finalized.

Conclusions: Boston, Hartford, Springfield, Holyoke, Worcester, Providence

268. The counterproposals of CBS (Plan 1) and Matheson Radio Co., requested the deletion of Channel 10 from Providence in order to assign a VHF channel to Boston. In addition, the counterproposal of Matheson Radio Co. would delete Channel 9 from Manchester, New Hampshire, a city of 83,000 people. The counterproposals of Hampden-Hampshire and Travelers Broadcasting Service Corporation (Plan 2) also requested the deletion of Channel 10 from Providence in order to assign a VHF channel to Springfield-Holyoke and Hartford, respectively. The counterproposal of WTAG, Inc., requested the deletion of Channel 12 from Providence in order to assign that channel to Worcester.

269. All of the foregoing counterproposals seek the deletion of a VHF channel from Providence. Upon careful consideration of all the evidence, we believe that these counterproposals must be denied. The entire State of Rhode Island, with a population of 792,000, has but two VHF assignments; and both of these are located in the City of Providence, which ranks 19th among the nation's metropolitan areas and is the second largest city in the New England area with a metropolitan area population of 737,000. The Matheson Radio Company counterproposal would, in addition, delete the only VHF commercial assignment from the State of New Hampshire. It is our view, under the circumstances presented, that the reduction of the VHF assignments in Rhode Island to one would result in an unfair and inequitable distribution of assignments among the states and that the record does not support the deletion of a VHF channel from Providence. Moreover, with respect to the counterproposals of CBS and Matheson, we do not believe the record warrants the deletion of an assignment from a city as large and as important as Providence in order to create another assignment for Boston. Accordingly, the counterproposals of CBS, Hampden-Hampshire Corporation, Travelers Broadcasting Service Corporation, and WTAG, Inc., are denied in so far as they request the deletion of a VHF channel from Providence; and the counterproposal of Matheson Radio Company requesting the substitution of UHF channels for VHF channels in

Providence and Manchester is also denied.

Conclusions: Show Cause Order (WJAR-TV)

270. An appropriate authorization will be issued to the Outlet Company to specify operation of WJAR-TV on Channel 10.

Conclusions: Providence Educational Reservation

271. On the basis of the record the reservation of UHF Channel 22 in Providence for non-commercial educational use is finalized.

Conclusions: The Boston Educational Reservation

272. The educational organizations in Boston have demonstrated their interest in establishing a non-commercial educational television station in the Boston area. They have supported this interest with concrete plans to establish such a station by banding together in an association, the Lowell Institute Cooperative Council of Boston. They have mobilized their resources and, further, have already established a non-commercial educational FM station.

273. As set out above, CBS opposed the reservation of Channel 2 in Boston for non-commercial educational use and requested the assignment of that channel for commercial use. We recognize that competition in broadcasting, both at the national and local level, should be maintained and stimulated. However, the reservation of channels for non-commercial educational use of necessity results in a reduction of potential commercial competition by providing fewer channels to the commercial service. But the demands of commercial interests and educational interests for the assignment of channels to their respective services require an evaluation of the ends to be served by both classes of stations. We can find no justification on the record for the conclusion that the alleged demands of economic competition outweigh the benefits to be derived from non-commercial educational television so as to require us to deviate from our general policy with respect to the designation of educational reservations and place the Boston reservation in the UHF.

274. We reject CBS's contention that the availability to it of a commercial channel in Boston is an appropriate matter for our consideration at this time. In this rule making proceeding we are concerned with the assignments of channels to meet the needs and interests of states and communities for non-commercial educational and commercial television. The qualifications or particular circumstances of individual applicants are matters that can and should be fully determined in licensing proceedings.

275. In view of the foregoing, the CBS counterproposal is denied in so far as it requests a shift of the reservation to a UHF channel and the reservation of Channel 2 in Boston for non-commercial educational use is finalized.

Conclusions: Boston and Brockton

276. The counterproposal of Enterprise Publishing Company seeks the assignment to Brockton of a VHF channel proposed in the Third Notice for Boston. Brockton will receive Grade A service from the operation of VHF stations in Boston since it is located less than 20 miles from that city. It is our view that where a community seeks a first VHF assignment by the deletion of a VHF assignment from one of the very largest cities of the United States, the deletion is not warranted where the smaller city receives Grade A VHF service from stations located in the larger city. It is our view, therefore, that the deletion of a VHF assignment from a city as large and as important as Boston to create one for Brockton is not warranted.

Conclusions: Springfield-Holyoke, Hartford, Pittsfield, New London

277. Parties in three cities, Springfield, Hartford and Pittsfield, seek the assignment of Channel 3 for their respective cities by deleting that channel from New London. The counterproposals of Regional TV Corporation and Hampden-Hampshire Corporation requested the deletion of Channel 3 from New London and the assignment of that channel to Springfield. The counterproposal of Greylock Broadcasting Corporation requested the deletion of Channel 3 from New London and the assignment of that channel to Pittsfield. The counterproposals of Hartford Times, Inc., and Travelers Broadcasting Service Corporation requested the deletion of Channel 3 from New London and the assignment of that channel to Hartford.

278. We stated above in connection with the discussion of requests for the deletion of a VHF channel from Providence that the reduction of VHF assignments in Rhode Island to one would, in our view, result in an unfair and inequitable distribution of assignments among the states. We are of the same view with respect to requests for the deletion of a VHF channel from New London in order to assign a channel to Pittsfield or to Springfield-Holyoke. We do not believe, under the circumstances presented, that the second VHF channel proposed to be assigned to Connecticut should be deleted in order to assign a fifth VHF channel to the State of Massachusetts.

279. It is our view, however, that the requests for the deletion of Channel 3 from New London in order to assign that channel to Hartford are meritorious and should be granted. The proposed assignment of Channel 3 to New London was predicated primarily on the Commission's desire for maintaining optimum co-channel spacings wherever possible. The Commission has reconsidered the need for such wider spacings in this area. In light of the record, we have determined that closer spacings can be utilized in an area such as New England where high population centers lie in very close proximity. The population of Hartford is more than 5 times the population of New London, and Hartford is presently without any VHF assignment. Moreover, the New London area would receive VHF service from stations located in Providence and New Haven; and if Hartford is assigned a VHF channel, New London would receive Grade A service from a station in Hartford. It is our view, therefore, that Channel 3 should be deleted from New London and assigned to Hartford.

280. Accordingly, the counterproposals of Regional TV Corporation, Hampden-Hampshire Corporation and Greylock Broadcasting Corporation are denied, and the counterproposals of the Hartford Times, Inc., and Travelers Broadcasting Service Corporation are granted, in so far as they requested the deletion of Channel 3 from New London and the assignment of that channel to Hartford.

Conclusions: Requests for UHF Assignments in Connecticut

281. Counterproposals have been filed by three parties requesting the assignment of additional UHF channels in Connecticut. The Hartford Times, Inc., requested the assignment to New London of Channel 47 to replace Channel 3. It also requested that two additional UHF channels, Channel 59 proposed for New Haven and flexibility Channel 81, be also assigned to Hartford. The Connecticut State Board of Education requested the reservation for non-commercial use of several UHF channels in Connecticut. Finally, there is the request of Travelers Broadcasting Service Corporation for the assignment of UHF Channel 81 or 83 to Hartford and the assignment of a UHF channel to New London to replace Channel 3.

282. Since we have deleted VHF Channel 3 from New London, it is our view that a UHF channel should be assigned to that community in substitution for the deleted channel. Channel 47 can not be assigned to New London as proposed by Hartford Times, Inc., since such assignment would be in violation of the minimum separation requirement established herein. Accordingly, UHF Channel 81 is assigned to New London.

283. There remains for our consideration the conflicting UHF demands of the Connecticut State Board of Education and the Hartford commercial interests.[68] It is our view that on the basis of the record the request of the Connecticut State Board of Education is entitled to the highest consideration. The Board of Education has requested educational reservations in Hartford and Bridgeport, and in addition that the Commission propose a plan which would allow coverage of eastern Connecticut without entirely eliminating the possibility of a commercial station in that area. It is impossible because of the scarcity of channels in this area to satisfy the whole request of the Connecticut State Board of Education. We feel, however, that it is possible to grant the counterproposal to the following extent: We have set aside Channel 24 in Hartford to be reserved for use by a non-commercial educational station. Likewise, we have reserved Channel 71 in Bridgeport and Channel 63 in Norwich for a non-commercial educational television station. To accomplish this we have, however, deleted the assignment to Storrs, and substituted Channel 26 in New London for Channel 63. In doing so, we have considered the fact that a Hartford station can serve Storrs. We have also considered that there is a greater likelihood, on the basis of the record, that an educational station will be built in Norwich than in Storrs. In addition it may be pointed out that a Hartford station would also provide service to Waterbury.

[68] No request was made by the State Board for a VHF reservation in Hartford for non-commercial educational use.

284. In view of the total spectrum space available for use in the State of Connecticut, the Commission is not in a position to grant any further assignments to Hartford for commercial purposes. The assignments we have made permit practically no further assignments in this area in either the VHF or the UHF. Under these circumstances, further assignments to Hartford are not warranted and the requests of the Hartford Times, Inc., and Travelers Broadcasting Service Corporation for additional UHF assignments in Hartford must be denied.

Conclusions: New Haven (WNHC-TV) Show Cause Order

285. We have in another portion of this Report discussed the problem of whether the Commission, in effecting an assignment Table and in establishing Rules and standards for the assignment of television stations, should permit the use of antenna heights above 500 feet without regard to possible adjacent channel interference that might be caused as a result of such operation. We have there reached the decision that in view of the great gain in service areas at the expense of minor interference, and for other reasons there set out, the Commission will permit the use of antenna heights above 500 feet without regard to adjacent channel intereference so long as specified minimum mileage separations are maintained.

286. The situation presented with respect to adjacent channel operation in New York and New Haven illustrates the soundness of the Commission's decision on this matter. The record indicates that if WJZ-TV operates with 200 kw at its present site on the Empire State Building, that station would increase its total Grade A land area coverage from 3,670 to 5,430 square miles, an increase of 48%. On the other hand, the interference area that would be caused to WNHC-TV operating on Channel 8 with 200 kw at 510 feet would be only 75 square miles, or at the most, 88 square miles as contended by Elm City. The remaining Grade A service area of WNHC-TV would be approximately 2400 square miles. Under our decision with respect to power and height in Zone I, the interference to WNHC-TV would be slightly increased over the 88 square mile figure. However, the total Grade A remaining service area of WNHC-TV would be considerably increased. We are of the opinion that this small amount of interference should not negate the great gain in coverage that would be derived from the operation of WJZ-TV at its present antenna height with full power. Similarly, WOR-TV operating on Channel 9 in New York would gain extended coverage with the use of full power at its present antenna height while the interference to WNHC-TV would be slight. We do not believe as is contended here, that Section 307(b) of the Communications Act requires us to prohibit such operation of WJZ-TV and WOR-TV. On the contrary, we are of the view that the mandate of the Communications Act that the Commission shall provide an efficient distribution of radio service requires that the small amount of adjacent channel interference should not

preclude the large gain in service area. In any event, adjacent channel interference is not a loss of service to the public since in the "interference area" the viewer would always have at least one service, and in some areas both services.

287. In view of the foregoing, the Commission is finalizing the assignment of Channel 8 to New Haven. An appropriate authorization to Elm City Broadcasting Corporation will be issued to specify operation of WNHC-TV on Channel 8.

Final Assignments and Reservations

288. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Durham	*11	
Boston	*2, 4, 5, 7	44, 50, 56
Brockton		62
Pittsfield		64
Springfield-Holyoke		55, 61
Worcester		14, 20
Hartford	3	18, *24
New Haven	8	59
New London		26, 81
Bridgeport		43, 49, *71
Norwich		57, *63
Providence	10, 12	16, *22
Waterbury		53

HANOVER, NEW HAMPSHIRE: EDUCATIONAL RESERVATION

289. **(a) Proposed Reservation.** In the Third Notice no channel assignment was proposed for Hanover.

(b) Counterproposal of Dartmouth College. Dartmouth College filed a counterproposal requesting that UHF Channel 21 be assigned to Hanover to be reserved for noncommercial educational use. This assignment would be accomplished by substituting Channel 51 in Rochester, New Hampshire, for Channel 21.

(c) Statement in Support of Dartmouth College Counterproposal. Dartmouth College stated that it had investigated the financing required for the construction of UHF television transmitting facilities and that the Board of Trustees was prepared to seek funds for this purpose. Dartmouth College's total operating budget for the fiscal year ending June 30, 1951 was in excess of $5,400,000. Dartmouth's total assets as of June 30, 1951 were in excess of $38,000,000.

(d) Opposition to Dartmouth College Counterproposal. Mid-Hudson Broadcasters, Inc., Poughkeepsie, New York, opposed Dartmouth College's counterproposal on the grounds that in the Third Notice, Channel 21 was assigned to Poughkeepsie, and that "the mileage separation between Poughkeepsie, New York, and Hanover, New Hampshire, is 158 miles." Mid-Hudson pointed out that this would violate the minimum UHF co-channel spacing (165 miles) prescribed by the Commission in its Third Notice. Both Poughkeepsie and Hanover are situated in Zone I.

CONCLUSIONS

290. We have above reconsidered the matter of co-channel spacings and have reduced the minimum UHF co-channel assignment spacing in Zone I to 155 miles. On the basis of this revised minimum mileage separations requirement, and in view of the foregoing, it is concluded that UHF Channel 21 should be assigned to Hanover and reserved for non-commercial educational use. Channel 51 will, therefore, be substituted in Rochester, New Hampshire in place of Channel 21.

Final Assignments and Reservations

291. The following assignments and reservation are adopted:

City	UHF Channel No.
Rochester, N. H.	51
Hanover, N. H.	*21

STATE OF NEW YORK: EDUCATIONAL RESERVATIONS

292. **(a) Proposed Reservations.** In the Third Notice the Commission proposed the following reservations for non-commercial educational use in New York State:

City	UHF Channel No.
Albany-Schenectady-Troy	*17
Binghamton	*46
Buffalo	*23
Ithaca	*14
New York City	*25
Rochester	*21
Syracuse	*43
Utica-Rome	*25

(b) Support of the Educational Reservations: The Board of Regents of the University of the State of New York supported the foregoing reservations for non-commercial educational use in the state of New York. The Board stated that it proposes to utilize the resources of more than 8,000 state educational and cultural institutions to afford educational opportunities to more than 91% of the population of the state. Sample program schedules, detailed as to content and objectives, were submitted by the Board. The Board proposes to construct a non-commercial educational television network at an estimated cost of $3,855,540 with an annual technical operating cost of $2,273,941 based on 16 hours of operation Monday through Friday and 12 hours Saturday and Sunday. Programming would be apportioned among the public and private institutions under its supervision and costs will be borne by participating institutions supplemented by state aid. Statements were also filed by the following institutions in support of the reservations of channels for non-commercial educational use in their respective communities and in support of the State Board's plan for a state-wide network: The City College of the City of New York, the Board of Education of the City of New York, Fordham University, The College of Forestry of the State of New York, Syracuse University, the Brooklyn Public Library, the New York State College for Teachers at Buffalo, the University of Rochester, the Rochester Institute of Technology, Rochester Board of Education and the University of Buffalo. No oppositions were filed with respect to the educational reservations proposed in the Third Notice.

(c) Counterproposal of Board of Regents of the University of the State of New York. The Board of Regents requested the additional reservation of a channel for non-commercial educational use in New York City, Malone and Poughkeepsie.

(d) Statement in Support of Board of Regents Counterproposal. With respect to New York City, the Board requested that either UHF Channel 19 or 31, which the Commission proposed to assign for commercial use, be reserved instead for non-commercial educational use. The Board urged that one educational station in New York City is inadequate to meet the needs of a state-wide program and the special educational needs of the city itself. No oppositions were filed to this counterproposal. With respect to Malone, the Board requested that UHF Channel 20, which the Commission proposed to assign for commercial use, be reserved instead for non-commercial educational use. In the alternative, the Board requested the assignment and reservation of an additional channel for non-commercial education use. No oppositions were filed to this counterproposal. With respect to Poughkeepsie, the Board requested that UHF Channel 21, which the Commission proposed to assign for commercial use, be reserved instead for non-commercial educational use. The Mid-Hudson Broadcasters, Inc., of Poughkeepsie opposed this request on the grounds that it would be in violation of the Commission's announced method employed in the making of non-commercial educational station reservations. In the alternative, the Board requested the assignment and reservation of an additional channel for non-commercial educational use. No oppositions were filed to this alternative request.

CONCLUSIONS

293. We believe the record supports the assignment and reservation of channels in Malone and Poughkeepsie for non-commercial educational use. Since we have assigned only one channel to these cities for commercial purposes, we are assigning Channel 66 to Malone and Channel 83 to Poughkeepsie and we are reserving these channels for use by non-commercial educational stations.[69]

294. In view of the total spectrum space available for use in this area, we do not believe the Board of Regents' request for the reservation of a second channel for non-commercial educational use in New York City is warranted. The assignments we have made herein permit practically no further assignments in this area in either the VHF or the UHF. This portion of the request of the Board of Regents is therefore denied.

295. On the basis of the foregoing, the reservations of channels for non-commercial educational use in Albany-Schenectady-Troy, Binghamton, Buffalo, Ithaca, New York City, Rochester, Syracuse and Utica-Rome are finalized.

FINAL RESERVATIONS

296. The following reservations for non-commercial educational use are adopted:

City	UHF Channel No.
Albany-Schenectady-Troy	*17
Binghamton	*46
Buffalo	*23
Ithaca	*14
Malone	*66
New York City	*25
Poughkeepsie	*83
Rochester	*21
Syracuse	*43
Utica-Rome	*25

Binghamton, New York

297. **(a) Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the assignment of VHF Channel 12 and UHF Channels 40 and 46 for Binghamton, with Channel 46 reserved for non-commercial educational use.

(b) Census Data. The standard metropolitan area of Binghamton has a population of 184,000 and the City of Binghamton has a population of 81,000.

(c) Existing Stations. Clark Associates, Inc., is licensed for the operation of Station WNBF-TV on Channel 12.

(d) Counterproposal of Binghamton Broadcasters, Inc. Binghamton Broadcasters, Inc., proposed the additional assignment of Channel 7 to Binghamton. No other changes in the assignments proposed by the Commission in the Third Notice were requested.

(e) Statement in Support of Binghamton Broadcasters, Inc. Counterproposal. Binghamton Broadcasters, Inc., urged that the additional assignment of Channel 7 to Binghamton is necessary to achieve a fair and equitable distribution of television service. It was recognized by Binghampton Broadcasters, Inc., that a grant of its counterproposal would result in a co-channel assignment separation of 136 and 160 miles, respectively, to WJZ-TV, New York and Buffalo.

(f) Oppositions. The American Broadcasting Company, Inc., New York, licensee of Station WJZ-TV, the Buffalo Courier Express, Inc., of Buffalo and Meredith Syracuse Television Corporation, licensee of Station WHEN at Syracuse, New York, opposed the Binghamton counterproposal.

Conclusions

298. The counterproposal of Binghamton Broadcasters, Inc., must be denied for the reason that it would result in co-channel assignment separations between Binghamton and WJZ-TV, New York and between Binghamton and Buffalo below the minimum provided by our decision herein for Zone I.

Final Assignments and Reservations

299. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Binghamton	12	40, *46

BUFFALO, NIAGARA FALLS, ITHACA, NEW YORK

300. **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Buffalo	4, 7	17, *23
Niagra Falls	2	
Ithaca		*14, 20

Buffalo-Niagara Falls

301. **(a) Census Data.** The standard metropolitan area of Buffalo has a population of 1,089,000. The city of Buffalo has a population of 577,000. The city of Niagara Falls has a population of 91,000.

(b) Existing Stations. WBEN, Inc., is licensed for the operation of Station WBEN-TV on Channel 4 at Buffalo.

(c) Joint Counterproposal of Buffalo Courier Express, Inc., WGR Broadcasting Corporation and WKBW, Inc. Buffalo Courier Express, Inc., WGR Broadcasting Corporation and WKBW, Inc., have filed joint counterproposals requesting the assignment of Channels 2 and 9 by making the following changes in the assignments proposed by the Commission in the Third Notice:

[69] The Board of Regents also suggested that provision be made for share time operation as between non-commercial educational and other television services if no "reasonable solution to the problem" presented in Malone and Poughkeepsie could be found. In view of the fact that channels have now been reserved in these cities for use by non-commercial educational stations, this suggestion has been given no further consideration.

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Buffalo	4,7	17,*23	2†,4,7,9†	17,*23
Niagara Falls	2		†	59† or 62†
Toronto, Ontario	6,9,11	19,25	6,8†,11	19,25
Owen Sound, Ontario	8	26	3†	26
Orillia, Ontario	3	30	12†	30

(d) Statement in Support of Buffalo Joint Counterproposal. In support of the request to delete Channel 2 from Niagara Falls and assign that channel to Buffalo it was contended that the assignment of Channel 2 to Niagara is in accordance with the Commission's proposals in other areas to assign VHF channels to the principal cities of metropolitan area rather than to the smaller cities within the metropolitan area. The proposal to assign Channel 9 to Buffalo would result in a co-channel separation of 169 miles between Toronto and Syracuse and an adjacent channel separation of 59 miles between Toronto and Buffalo.

(e) Opposition to the Joint Counterproposal of Buffalo Courier Express, Inc., WGR Broadcasting Corporation and WKBW, Inc. The Niagara Falls Gazette Publishing Company, Niagara Falls, New York, supported the proposed assignment of Channel 2 to Niagara Falls and opposed the Buffalo counterproposals to delete Channel 2 and substitute a UHF channel therefor.

Ithaca

302. **(a) Census Data.** The city of Ithaca has a population of 29,000.

(b) Counterproposal of Cornell University. Cornell University requested the assignment of Channel 3 to Ithaca by making the following changes in the assignments proposed by the Commission in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Ithaca		*14, 20	3†	*14, 20
Niagara Falls	2		†	62†
Buffalo	4, 7	17, *23	2†, 7	17, *23
Rochester	5, 10	15, *21, 27	4†, 10	15, *21, 27
Syracuse	3, 8	*43	5†, 8	*43

(c) Statement in Support of Cornell Counterproposal. Cornell contended that priorities 1, 2 and 3 are effectuated by its proposal and that UHF is not feasible in the irregular terrain in Ithaca.

(d) Opposition to Cornell Counterproposal. WBEN, Inc., (WBEN-TV), Buffalo, New York, WAGE, Inc., Syracuse, New York, the Brockway Company, Watertown, New York, the Buffalo Courier Express, Inc., and the Niagara Falls Publishing Company opposed the Cornell counterproposal. Gable Broadcasting Company, Altoona, Pa., filed a conflicting counterproposal.

Conclusions

303. The foregoing counterproposals consist of requests for the assignment of additional channels to Buffalo and to Ithaca, respectively, by the deletion of Channel 2 from Niagara Falls and by making the other changes in the assignments proposed in the Third Notice, set forth above.

304. The joint counterproposal of the Buffalo parties requesting the assignment of Channel 9 to that city would result in a co-channel separation of 169 miles between Toronto and Syracuse and an adjacent separation of 59 miles between Toronto and Buffalo. This counterproposal is denied for the reasons set forth above in the discussion of Canadian-United States assignments.

305. With respect to the assignments proposed for Buffalo and for Niagara Falls it is our view based on the record that Buffalo and Niagara Falls should be considered as a single entity for assignment purposes in view of the proximity and strong identity of interests of these cities. Niagara Falls is situated 17 miles from Buffalo. In the 1940 census these cities were included in the "Buffalo-Niagara Falls metropolitan district"; and in the 1950 census Niagara Falls was included within the Buffalo metropolitan area. Further, we believe that the assignment of an additional UHF channel to Buffalo-Niagara Falls is warranted. Accordingly, Channel 59 is assigned to these cities. Channel 23, reserved for educational use, and Channel 17 are only available for assignment in Buffalo because of the effect of use of these channels in Niagara Falls upon Canadian assignments.

306. With respect to the counterproposal of Cornell University, we do not believe the record warrants the deletion of a VHF channel from Niagara Falls and Buffalo, cities with a combined population of over 600,000, in order to create a VHF assignment for Ithaca, a city of 29,000.

307. In view of the foregoing, the counterproposal of Cornell University is denied and the joint counterproposal of Buffalo Courier Express, Inc., WGR Broadcasting Corporation, Inc., and WKBW, Inc., is granted in part and denied in part.

Final Assignments and Reservations

308. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Buffalo-Niagara Falls	2, 4, 7	59
Buffalo		17, *23
Ithaca		*14, 20

WATERTOWN AND SYRACUSE, NEW YORK

309 **(a) Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Watertown		35
Syracuse	3, 8	*43

(b) Census Data. The city of Watertown has a population of 34,000. The standard metropolitan area of Syracuse has a population of 342,000. The City of Syracuse has a population of 221,000.

(c) Existing Stations. Central New York Broadcasting Corp., is licensed for operation of WSYR-TV, Syracuse, on Channel 5. The Commission ordered the licensee to show cause why the license of WSYR-TV should not be modified to specify operation on Channel 3 in lieu of Channel 5. Central New York Broadcasting Corp. stated it had no objection to modification of its license. Meridith Syracuse Television Corporation has a construction permit for station WHEN on Channel 8 in Syracuse, and is operating under special temporary authorization.

Watertown

310. **(a) Counterproposal of The Brockway Company.** The Brockway Company requested the additional assignment of VHF Channel 11 to Watertown by making the following changes in the assignments proposed bf the Commission in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Plan 1 VHF Channel No.	Plan 1 UHF Channel No.	Plan 2 VHF Channel No.	Plan 2 UHF Channel No.
Watertown		35	11†	35	11†	35
Ottawa-Hull, Ontario	4, 9, 11	30, 40	4, 5†, 9	30, 40	4, 7†, 9	30, 40
Montreal-Verdun, Quebec	2, 6, 7, 10, 12	15, 44			2, 6, 8†, 10, 12	15, 44
Hamilton, Ontario	13	51, 57			11†	51, 57
Toronto, Ontario	6, 9, 11	19, 25			6, 9, 13†	19, 25

(b) Statement in Support of the Brockway Company Counterproposal. Brockway Company urged that its counterproposal would provide a first VHF assignment to the area of New York State commonly known as the "North Country." Plan 1 would result in a co-channel separation on Channel 11 of 174 miles between Watertown and Toronto and a co-channel separation of 179 miles on Channel 5 between Ottawa-Hull and Rochester. Plan 2 would result in the co-channel separation of 230 miles between Buffalo and Ottawa-Hull on Channel 7 and 195 miles on Channel 8 between Lewiston and Montreal-Verdun and 187 miles between Pembroke and Toronto on Channel 13. In addition Plan 2 would result in an adjacent channel separation of 72 miles between London on Channel 10 and Hamilton on Channel 11.

(c) Oppositions and Conflicting Counterproposals to the Brockway Counterproposal. The following parties filed oppositions and conflicting counterproposals: Travelers Broadcasting Service Corporation, Hartford, Connecticut; Hartford Times, Inc., Hartford, Connecticut; Greylock Broadcasting Company, Pittsfield, Massachusetts; Hampden-Hampshire Corp., Holyoke, Massachusetts; Regional TV Corporation, Springfield, Massachusetts and WAGE, Inc., Syracuse, New York.

Syracuse

311. **(a) Counterproposal of WAGE, Inc.** WAGE, Inc. requested the additional assignment of VHF Channel 11 to Syracuse by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Syracuse, N. Y.	3, 8	*43	3, 8, 11†	*43
Hamilton, Ont.	13	51, 57	11†	51, 57
Toronto, Ont.	6, 9, 11	19, 25	6, 9, 13†	19, 25
Ottawa-Hull, Ont.	4, 9, 11	30, 40	4, 5†, 9	30, 40
Pembroke, Ont.	13	32	11†, 13	32

(b) Counterproposal of WAGE would result in a co-channel assignment separation of 188 miles between Hamilton and Syracuse on Channel 11, 187 miles between Pembroke and Toronto on Channel 13, 183 miles between Rochester and Ottawa-Hull on Channel 5 and 187 miles between Toronto and Pembroke on Channel 11. In addition it would result in an adjacent channel assignment separation of 72 miles between London and Hamilton.

(c) Oppositions and Conflicting Counterproposals to the WAGE Counterproposal. The following parties submitted oppositions and conflicting counterproposals to the counterproposal of WAGE, Inc.: Clark Associates, Inc. (WNBF-TV), Binghamton, New York, and the Brockway Company, Watertown, New York.

Conclusions

312. The foregoing counterproposals must be rejected for the reasons set forth above in the discussion of Canadian-United States assignments. Accordingly, the counterproposal of the Brockway Company and WAGE, Inc., must be denied.

313. An appropriate authorization to Central New York Broadcasting Corporation will be issued to specify operation on WSYR-TV on Channel 3.

Final Assignments and Reservations

314. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Watertown		48 [79]
Syracuse	3, 8	*43

[79] Channel 48 has been assigned to Watertown in view of our action below granting the joint alternative counterproposal of Meredith Champlain Television Corp., and Troy Broadcasting Co., Inc., which requested in part the substitution of UHF Channel 48 for UHF Channel 35 in Watertown.

CORNING, NEW YORK

315. **(a) Proposed Assignments.** In the Third Notice no assignments were proposed for Corning.

(b) Census Data. The city of Corning has a population of 18,000.

(c) Counterproposal of Corning Leader, Inc. Corning Leader, Inc., requested the assignment of VHF Channel 9 to Corning. This assignment would require no other changes in the assignments proposed by the Commission in the Third Notice.

(d) Statement in Support of Corning Leader Counterproposal. Corning Leader urged that its counterproposal would meet the Commission's standards, with the exception of a separation of 159

miles between Corning and Toronto on Channel 9.

(e) **Oppositions and Conflicting Counterproposal to the Corning Leader Counterproposal.** The following parties filed oppositions and conflicting counterproposals to the counterproposal of Corning Leader: Buffalo Courier Express, Inc.; WGR Broadcasting Corporation and WKBW, Inc., all of Buffalo.

Conclusion

316. The foregoing counterproposal of Corning Leader is denied for the reasons set forth in the discussion of Canadian-United States assignments.

ROCHESTER, NEW YORK

317. **Existing Station.** Stromberg-Carlson is licensed for the operation of Station WHAM-TV, Rochester, on Channel 6. The licensee was ordered to show cause why the license of WHAM-TV should not be modified to specify Channel 5 in lieu of Channel 6. The licensee has filed no objection to the show cause order.

Conclusion

318. In view of the foregoing, an appropriate authorization to Stromberg-Carlson will be issued to specify operation of WHAM-TV on Channel 5.

ALBANY-SCHENECTADY-TROY, NEW YORK

319. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed three channels to Albany-Schnectady-Troy: VHF Channel 6 and UHF Channels *17 and 23.

(b) **Census Data.** The standard metropolitan area of Albany-Schenectady-Troy has a population of 514,000 and the cities of Albany, Schnectady and Troy have populations of 135,000, 92,000 and 72,000, respectively.

(c) **Existing Stations.** General Electric Co. is licensed to operate Station WRGB, Schnectady, on Channel 4. The Commission ordered the licensee to show cause why the license of WRGB should not be modified to specify operation on Channel 6 in lieu of Channel 4. General Electric has not filed any objection to the order.

(d) **Counterproposals of Meredith Champlain Television Corp. and Troy Broadcasting Co., Inc.** Meridith Champlain Television Corp., and Troy Broadcasting Co., Inc. requested the additional assignment of one or more UHF channels to Albany-Schnectady-Troy by making the following alternative changes in the assignments proposed by the Commission in the Third Notice:

	Third Notice		Troy Counterproposal	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Albany-Schenectady-Troy	6	*17,23	6	*17,23,41†
Oneonta		48		62†

	Third Notice		Meredith Counterproposal	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Albany-Schenectady-Troy	6	*17,23	6	*17,23
Schenectady				35†,41†
Watertown		35		62†

	Third Notice		Alternate Joint Counterproposal	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Albany-Schenectady-Troy	6	*17,23	6	*17,23,
Oneonta		48		35†, 41†
Watertown		35		62†
				48†

Conclusion

320. With the exception of UHF Channel 35, the rearrangement of the channels requested in the joint alternative counterproposal can be accomplished without prejudice to the assignments proposed for any other city. Channel 35, under the separation standards adopted herein for the UHF, can be assigned only to Schenectady. In view of the size and importance of the tri-city area we believe the assignment of 2 additional UHF channels to Albany-Schenectady-Troy is warranted. An appropriate authorization will be issued to General Electric Company to specify operation of WRGB on Channel 6.

Final Assignments and Reservation

321. The following assignments and reservation are adopted.

City	VHF Channel No.	UHF Channel No.
Albany-Schenectady-Troy	6	*17,23,41
Schenectady		35
Watertown		48
Oneonta		62

KINGSTON, NEW YORK

322. (a) **Proposed Assignments.** In the Third Notice the Commission did not propose any assignments to the city of Kingston.

(b) **Census Data.** The city of Kingston has a population of 29,000.

(c) **Counterproposal of Kingston Broadcasting Corporation.** Kingston Broadcasting Corporation requests that Channel 66 be assigned to Kingston.

(d) **Statement in Support of the Kingston Broadcasting Corp. Counterproposal.** Kingston Broadcasting Corp. stated that other less populated communities in the states of New York, Massachusetts and Connecticut have been assigned one or more channels.

Conclusion

323. The Commission believes that the record supports the assignment of a channel to Kingston, New York. Accordingly, the counterproposal of Kingston Broadcasting Corp. is granted.

Final Assignment

324. The following assignment is adopted:

City	UHF Channel No.
Kingston	66

NEWARK, NEW JERSEY AND NEW YORK, NEW YORK

325. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the following assignments and reservation.

City	VHF Channel No.	UHF Channel No.
Newark New York City	13 2,4,5,7,9,11	19,*25,31

(b) **Census Data.** The standard metropolitan area of New York-Northeastern New Jersey has a population of 12,912,000. The cities of Newark and New York have populations of 439,000 and 7,892,000, respectively.

(c) **Existing Stations.** Bremer Broadcasting Corporation has a construction permit for Station WATV, Newark, on Channel 13, and is operating under special temporary authorization; Allen B. DuMont Laboratories, Inc., is licensed for Station WABD, New York City, on Channel 5; Columbia Broadcasting System, Inc., is licensed for Station WCBS-TV, New York City, on Channel 2; American Broadcasting Co., Inc., has a construction permit for Station WJZ-TV, on Channel 7 in New York City, and is operating under special temporary authorization; National Broadcasting Company is licensed for Station WNBT, New York City, on Channel 4; Don Lee Broadcasting System is licensed for Station WOR-TV, New York City, on Channel 9; WPIX, Inc. has a construction permit for Station WPIX, New York City, on Channel 11 and is operating under special temporary authorization.

(d) **Counterproposal of Bremer Broadcasting Corporation.** Bremer Broadcasting Corporation requested that instead of separate assignments for Newark and New York City, the Commission retain the area designation contained in the existing rules and regulations and assign all the channels to the New York-Northeastern New Jersey area.

(e) **Statement in Support of the Bremer Counterproposal.** It was asserted that inasmuch as the 1950 census records list New York and Northeastern New Jersey as one metropolitan area, separate assignments of channels in such an undivided metropolitan area is unreasonable and would not constitute a fair, efficient and equitable distribution of radio facilities. Bremer contended that there is no inconsistency in its being licensed to serve the New Jersey area in particular, while at the same time it serves the whole New York-Northeastern New Jersey metropolitan area; and that assigning Channel 13 to New York-Northeastern New Jersey metropolitan area would be "without diminution of [its] obligation to render an adequate electrical and acceptable program service to Newark and Northeastern New Jersey."

(f) **Opposition.** WPIX, Inc. opposed the Bremer counterproposal and supported the Commission's assignments for Newark and New York City. WPIX asserted that WATV was licensed as a Newark station and that Channel 13 should be classified as a channel assigned to Newark.

Conclusions

326. We do not believe that any basis has been established in this record for the assignment of channels to the New York-Northeastern New Jersey area. Prior to the amendment of the Table of Assignments in this proceeding. Section 3.606 of the Commission's Rules provided for the assignment of channels to metropolitan districts as defined in the 1940 census. The assignments proposed in the Third Notice, however, and the final assignments adopted herein, have been made to particular cities only, and our Rules have been predicated upon assignments to cities and not to areas. Further, upon the basis of the record we are not convinced that such common interests exist between New York City, New York and Newark, New Jersey so as to warrant the treatment of these cities as one community for assignment purposes. Accordingly, Channel 13 has been assigned to Newark and not to the New York-Northeastern New Jersey area or to New York City and Newark jointly.

FINAL ASSIGNMENTS AND RESERVATIONS[71]

327. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
New York, N. Y.	2,4,5,7,9,11	*25, 31
Newark, N. J.	13	

STATE OF NEW JERSEY EDUCATIONAL RESERVATIONS

328. (a) **Proposed Reservations.** In the Third Notice the Commission did not propose the reservation of any channels in New Jersey communities for non-commercial educational use.

(b) **Counterproposal of State of New Jersey.** The Commissioner of Education, State of New Jersey, requested that UHF channels be assigned to Andover, New Brunswick, Montclair, Hammonton, Freehold and Camden. The request was based upon a survey made by DuMont, RCA and General Electric engineers indicating that six UHF stations would be needed to give complete non-commercial educational coverage to the state. It was represented that the State of New Jersey intends to commence immediately the construction of a station on the campus of Rutgers University, New Brunswick, and to proceed with other construction as rapidly as feasible. The cost of construction and operation for one year of one station was estimated at $500,000. It was noted that the State believes this amount can be raised, pointing to the 1950-1951 public school budget of $130,825,000.00 as an indication of financial resources of the State. The Commission was advised that the Board of Trustees of Rutgers University, the State University of New Jersey, adopted a resolution on June 8, 1951, indicating its desire to locate an educational television station on the campus, offering to make land available, without charge, and promising the full support of its faculty. Rutgers also submitted as part of the State's presentation, a suggested list and description of programs suitable for presentation over a station located on the campus. No objection was filed to these proposals.

Conclusions

329. On the basis of the showing made by the State of New Jersey, the Commission has reserved the following channels for use by non-commercial educational television stations: New Brunswick, Channel 19, Hammonton, Channel 70, Montclair, Channel 77, Camden,

[71] With respect to UHF Channel 19, see the discussion of the New Jersey educational reservations below.

Channel 80, Freehold, Channel 74, and Andover, Channel 69. The assignment of UHF Channel 19 to New Brunswick, N. J. for educational purposes is made possible by the deletion of that channel from use in New York City as was proposed in the Third Notice. It is believed that the remaining channels in New York City are as many as should appropriately be assigned there, considering the needs of adjoining communites.

Final Assignments and Reservations

330. The following assignments and reservations are adopted:

City	UHF Channel No.
New Brunswick, N. J.[72]	*19,47
Hammonton, N. J.	*70
Montclair, N. J.	*77
Camden, N. J.	*80
Freehold, N. J.	*74
Andover, N. J.	*69

BALTIMORE, MD. AND WASHINGTON, D. C. EDUCATIONAL RESERVATIONS

331. **Proposed Reservations.** In the Third Notice the Commission proposed the reservation of Channel 24 in Baltimore and Channel 26 in Washington. Statements in support of the reservation of Channel 24 in Baltimore and Channel 26 in Washington for non-commercial educational use were filed by educational, civic and religious institutions of Baltimore, and Washington, respectively. No objections to the reservations were filed.

Conclusions

332. On the basis of the foregoing, the reservation of Channels 24 in Baltimore and 26 in Washington for non-commercial educational use are finalized.

SCRANTON AND HARRISBURG PENNSYLVANIA

333. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the following assignments:

City	VHF Channel No.	UHF Channel No.
Scranton		16,22
Harrisburg		27,33

(b) **Census Data.** The standard metropolitan area of Scranton has a population of 257,000 and the city of Scranton has a population of 126,000. The standard metropolitan area of Harrisburg has a population of 292,000 and the city of Harrisburg has population of 90,000.

(c) **Counterproposal of The Patriot News Company.** The Patriot News Company requested that one or more channels in the 782 to 890 Mc. band be assigned to Harrisburg. It appears that UHF channels below 66 cannot be used because of other assignments in the area.

(d) **Statement in Support of The Patriot News Company.** The Patriot News Company contended that the Harrisburg metropolitan area is the 57th largest metropolitan area in the United States; that Harrisburg presently supports three AM and two FM stations; that the metropolitan area supports five AM and two FM stations; that there are presently on file two applications for television facilities in Harrisburg; and that The Patriot News also proposes to file an application for a television station in that city.

(e) **Counterproposal of The Scranton Times.** The Scranton Times requested that one or more channels in the 782-890 Mc. band be assigned to Scranton. It appears that UHF channels below 66 cannot be used because of other assignments in the area.

(f) **Statement in Support of The Scranton Times Counterproposal.** The Scranton Times contended that Scranton is the fourth largest city in Pennsylvania; that it is the 73rd largest metropolitan area in the United States; that it now supports four AM and two FM stations; and that the metropolitan area now supports five AM and three FM stations.

Conclusions

334. On the basis of the record, we believe the additional assignment of a UHF Channel to Harrisburg and Scranton is warranted. Accordingly the counterproposals of The Patriot News Company and The Scranton Times are granted and we are assigning UHF Channel 71 to Harrisburg and UHF Channel 73 to Scranton.

Final Assignments

335. The following assignments are adopted:[73]

City	UHF Channel No.
Harrisburg	16, 22,71
Scranton	27, 33, 73

READING AND LEBANON, PA.

336. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of two channels to Reading: UHF Channels 55 and 61, and one channel to Lebanon: UHF Channel 15.

(b) **Census Data.** The standard metropolitan area of Reading has a population of 256,000 and the City of Reading has a population of 109,000. The City of Lebanon has a population of 28,000.

(c) **Counterproposal of Eastern Radio Corporation of Reading.** Eastern Radio Corporation requested the assignment of UHF Channel 15 in Reading in substitution for UHF Channel 55 to be accomplished by the substitution of UHF Channel 55 in Lebanon for UHF Channel 15. It was urged that a better and greater coverage would result from the operation of Channel 15 at Reading rather than that on Channel 55.

(d) **Oppositions to Eastern Radio Counterproposal.** The Lebanon Broadcasting Company, Lebanon, Pennsylvania, and Scranton Times, Scranton, Pennsylvania, opposed the counterproposal of Eastern Radio Corporation.

Conclusions

337. The record contains no basis for distinguishing between channels in the UHF band for the purpose of establishing a Table of Assignments. Accordingly, the counterproposal of Eastern Radio Corporation is denied.

Final Assignments

338. The following assignments are adopted:

City	UHF Channel No.
Reading	55, 61
Lebanon	15

PHILADELPHIA, LANCASTER, PENNSYLVANIA; WILMINGTON, DELAWARE

339. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Philadelphia, Pa.	3, 6, 10	17, 23, 29, *35
Lancaster, Pa.	8	21
Wilmington, Del.	12	53, *59

(b) **Census Data.** The standard metropolitan areas of Philadelphia, Lancaster, and Wilmington have populations of 3,671,000, 235,000 and 268,000, respectively. The cities of Philadelphia, Lancaster and Wilmington have populations of 2,072,000, 64,000 and 110,000, respectively.

(c) **Existing Stations.** WCAU, Inc. is licensed for station WCAU-TV, Philadelphia, on Channel 10; Triangle Publications, Inc. is licensed for Station WFIL-TV, Philadelphia, on Channel 6; Philco Television Broadcasting Corp. is licensed for Station WPTZ, Philadelphia, on Channel 3; WGAL, Inc. is licensed for Station WGAL-TV, Lancaster, on Channel 4; WDEL, Inc. is licensed for Station WDEL-TV, Wilmington, on Channel 7.

(d) WGAL, Inc. was ordered to show cause why the license of Station WGAL-TV should not be modified to specify Channel 8 in lieu of Channel 4 and WDEL, Inc. was ordered to show cause why the license of Station WDEL-TV should not be modified to specify Channel 12 in lieu of Channel 7.

(e) **Counterproposal of the Pennsylvania Broadcasting Company, Daily News Television Company, The City of Philadelphia, and Philadelphia Chamber of Commerce.** The counterproposal of the Pennsylvania Broadcasting Company requested the additional assignment of Channel 12 to Philadelphia to be accomplished by substituting Channel 4 in Lancaster for Channel 8, and making other changes in the assignments proposed by the Commission in the Third Notice. The counterproposal requested that Station WGAL-TV, now operating on Channel 4 in Lancaster be continued on that channel with low power, or with directional antenna in the event that an increase of power is authorized. Daily News Television Company requested the additional assignment of Channel 8 or 12 to Philadelphia. Following are the changes that would be made in the assignments proposed by the Commission in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Pennsylvania Broadcasting Co. Counterproposal VHF Channel No.	Pennsylvania Broadcasting Co. Counterproposal UHF Channel No.
Philadelphia, Pa.	3, 6, 10	17, 23, 29, *35	3, 6, 10, 12†	17, 23, 29, *35
Lancaster, Pa.	8	21	4†	21
Wilmington, Del.	12	53, *59	8†	53, *59

City	Daily News[74] Plan 1 VHF Channel No.	Daily News Plan 1 UHF Channel No.	Daily News Plan 2 VHF Channel No.	Daily News Plan 2 UHF Channel No.
Philadelphia, Pa.	3, 6, 10, 12†	17, 23, 29, *35	3, 6, 8†, 10	17, 23, 29, *35
Lancaster, Pa.	8	21	4	21 (plus UHF†)
Wilmington, Del.	†	53, *59 plus UHF†)	12	53, *59

The city of Philadelphia and the Philadelphia Chamber of Commerce[75] supported the counterproposals seeking the addition of VHF Channels 8 or 12 for Philadelphia and adopted the engineering proposals of Daily News Television Company and Pennsylvania Broadcasting Company.

(f) **Statements in Support of Philadelphia Counterproposals.**[76] The Philadelphia parties asserted that the size, wealth and industry of the city required an additional VHF channel; that an additional

[72] In the Third Notice the Commission proposed one channel, UHF Channel 47, for New Brunswick, N. J.

[73] No request was made on the record for an educational reservation in either Scranton or Harrisburg.

[74] Daily News proposed two additional plans for the assignment of Channel 12 in Philadelphia. One plan required the substitution of Channel 8 in Wilmington for Channel 12 and the other plan required the substitution of Channel 7 in Wilmington for Channel 12. Daily News admitted, however, that its proposal for the assignment of Channel 12 to Philadelphia by the assignment of Channel 7 to Wilmington was not technically feasible and did not urge the proposal further. No consideration has, therefore, been given this proposal in this Report.

The request for the assignment of Channel 12 to Philadelphia by the assignment of Channel 8 to Wilmington was made by Daily News for the first time in its sworn statement. WGAL, Inc., WDEL, Inc., and Elm City Broadcasting Corporation filed Motions to Strike those portions of the sworn statement of the Daily News Television Company which introduced this new proposal. Paragraphs 5(b), 6, and 7 of the Order of Hearing Procedure issued in this proceeding on July 25, 1951, make clear that upon proper objection, the Commission cannot consider evidence presented in sworn statements, filed pursuant to Paragraph 5(b) of the Order of Hearing Procedure, which does not fall within the scope of the issues raised by the pleadings in response to Paragraph 12 of the Third Notice. The Motions to Strike testimony with respect to the assignment of Channel 8 in Wilmington are GRANTED. Accordingly, no further consideration has been given this request. Since the original proposal of Daily News requested the assignment of Channel 8 in Philadelphia, in so far as the Motions to Strike are addressed to this part of the counterproposal, they are DENIED.

[75] WGAL, Inc., and WDEL, Inc., on September 25, 1951, filed with the Commission identical Motions to Strike certains portions of the testimony in the sworn statement of Albert M. Greenfield, President of the Chamber of Commerce of Greater Philadelphia. The Commission is of the opinion that the objections go to the weight to be given to the evidence and not to its admissibility, materiality or competency. The Motions to Strike are DENIED.

[76] WGAL, Inc., and WDEL, Inc., on September 25, 1951, filed with the Commission Motions to Strike directed against all of the evidence contained in the sworn statement of Edward D. Barker and Arthur Borowsky, filed with the Commission on behalf of Daily News Television Company. These Motions to Strike go to the weight to be given to the evidence and not to its admissibility, materiality or competency. For this reason, the Motions to Strike are DENIED.

WGAL, Inc., and WDEL, Inc., filed substantially identical Motions to Strike testimony from the affidavit of Benedict Gimbel, Jr., President of Pennsylvania Broadcasting Company, and certain testimony and exhibits from the affidavit of Virginia R. Erwin, engineering affiant of Pennsylvania Broadcasting Company. The Motions to Strike Mr. Gimbel's testimony go only to the weight to be given to the evidence and not to its admissibility, materiality and competency. The Motion to Strike portions of Erwin's sworn statement is made on the ground that since the Pennsylvania Broadcasting Company did not file a proper proposal to change Paragraph D-1, Appendix A of the Third Notice it cannot under Paragraph 7 of the Order of Hearing Procedure now introduce evidence which is inconsistent with Appendix A. We find, however, that the original proposal of May 7, 1951 was in conflict with Paragraph D-1, Appendix A and that the statement of affiant Virginia Erwin is consistent with previous pleadings since it merely elaborates upon the original proposal. The Motions to Strike are DENIED.

VHF channel would provide Philadelphia outlets for the four existing networks; and that a fourth VHF channel would better serve the demands of advertisers for sufficient broadcast time. In support of these contentions, there has been submitted economic data concerning population, income, industry and number of television receivers in use, with particular emphasis on comparison with the Wilmington and Lancaster markets.

(g) The counterproposal of Pennsylvania Broadcasting Company for the additional assignment of Channel 12 to Philadelphia would retain WGAL-TV on Channel 4 in lieu of Channel 8 as proposed by the Commission. This would result in a co-channel assignment separation of 132 miles between WGAL-TV and WNBT, New York City, and 86 miles between WGAL-TV and WNBW, Washington. The counterproposal of Daily News Television Company for the additional assignment of Channel 8 to Philadelphia would result in a co-channel separation of 152 miles between Philadelphia and WNHC-TV, New Haven, Connecticut.

(h) **Oppositions to Philadelphia Counterproposals.** Binghamton Broadcasters, Inc. and Clark Associates, Inc., (WNBF-TV) both of Binghamton, opposed the requests to assign Channel 12 to Philadelphia. The Elm City Broadcasting Corp. (WNHC-TV), New Haven, and Peoples Broadcasting Corp., Lancaster, opposed the requests to assign Channel 8 to Wilmington. NBC, Inc., opposed the request to assign Channel 4 to Lancaster. WDEL, Inc., and WGAL, Inc., opposed all the Philadelphia counterproposals. Hearst Radio, Inc., opposed the assignment of Channel 12 to Wilmington for the reason that a co-channel separation of 156.3 miles would be created between WDEL-TV and WNBF-TV, Binghamton and an adjacent channel separation of 68.8 miles between Baltimore and Wilmington.

(i) **Answers to Show Cause Orders.** WGAL, Inc., and WDEL, Inc., supported the Commission's proposed assignments for Lancaster and Wilmington, respectively, and agreed to the modifications of the licenses of their respective stations specified in the Commission's show cause orders.

(j) **The Philadelphia Educational Reservation.** The Philadelphia Board of Education supported the reservation of Channel 35 for noncommercial educational use, although it stated that VHF would have been preferred. The Board declared that it has been a leader in educational television and maintains a full-time professional staff devoted to producing radio and television programs on existing commercial stations. The Executive Committee on Educational Television supported the Board of Education in its proposal for the mutual utilization of television facilities. No objections have been filed to the proposed reservation.

(k) **The Wilmington Educational Reservation.** The Wilmington Board of Public Education supported the proposed reservation of Channel 59 in Wilmington for noncommercial educational use. The Board filed copies of letters from leading educational institutions and civic organizations supporting the proposed reservation. The Board declared that the financing of the station would be shared by all participating educational agencies; that steps have already been taken to determine the cost of constructing and operating a television station; and that it has produced a number of educational programs over the local commercial television station and feels that it has the experience and resources to operate its own station. No objections have been filed to this proposed reservation.

Conclusions: The Educational Reservations

340. On the basis of the record, the reservations of Channel 35 in Philadelphia and Channel 59 in Wilmington for non-commercial educational use are finalized.

Conclusions: Requests for VHF Channels 8 and 12 in Philadelphia

341. The counterproposals of Pennsylvania Broadcasting Company and Daily News Television Company, and the supporting counterproposals of the City of Philadelphia and the Philadelphia Chamber of Commerce would assign VHF Channel 8 or 12 to Philadelphia by either (a) retaining a VHF assignment in Lancaster on Channel 4 with low power, or with a directional antenna in the event increased power is authorized; or (b) shifting the Wilmington or Lancaster VHF assignment to a UHF channel. No specific UHF channel is proposed but it is indicated that a channel in the 782-890 Mc band would have to be used.

342. We do not believe that a grant of any of the foregoing counterproposals is warranted. We recognize the size and importance of the City of Philadelphia and the need for the encouragement of economic competition; nevertheless, it is our view that under the circumstances presented the assignment of a fourth VHF channel to Philadelphia would not justify the deletion of the sole VHF channel from cities as large and as important as Lancaster or Wilmington.

343. Moreover, in the case of Lancaster, the public would lose its only available local VHF service, and in the case of Wilmington, the state of Delaware would lose its only local VHF service; existing set owners would be required to convert to continue to get their local service. While the effect of assignment changes on existing sets is not a determinative factor here, the Commission is unable to find the deletion of such existing local service is warranted in order to provide a fourth VHF assignment to the City of Philadelphia.

344. There remains for consideration the use of directional antennas or operation of a low powered station in Lancaster in order to provide a fourth VHF channel to the City of Philadelphia. We have held in another part of this Report that all stations provided for in the Assignment Table must be able to operate with maximum power. Indeed, operation in Lancaster with the power proposed by Pennsylvania Broadcasting Company at the existing antenna height would not satisfy the minimum power requirements provided for in the Rules. We have also held, for the reasons stated elsewhere in this Report, that assignments must be based on operation without directional antennas. For these reasons, the Commission cannot provide an assignment at Lancaster based on use of a directional antenna or low power.

345. In view of the foregoing, the counterproposals of Pennsylvania Broadcasting Company, Daily News Television Company, The City of Philadelphia and the Philadelphia Chamber of Commerce are denied.

346. An appropriate authorization to WDEL, Inc., will be issued to specify operation of WDEL-TV on Channel 12. The pleadings filed by Peoples Broadcasting Co. with respect to the WGAL, Inc. show cause order have been considered elsewhere.

Final Assignments and Reservations

347. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Philadelphia, Pa.	3, 6, 10	17, 23, 29, *35
Lancaster, Pa.	8	21
Wilmington, Del.	12	53, *59

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Pittsburgh, Pa.	2, 11, *13	47, 53	2, 4†, 9†, 11, *13	47, 53
Wheeling, W. Va.	7, 9	*57	7, †	*57

PITTSBURGH, BRADDOCK, McKEESPORT, WASHINGTON, PENNSYLVANIA; WHEELING, WEST VIRGINIA; STEUBENVILLE, OHIO

348. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Pittsburgh, Pa.	2, 11, *13	47, 53
Washington, Pa.		63
Wheeling, W. Va.	7, 9	*57
Steubenville, Ohio		51

No channels were proposed to be assigned to Braddock, or McKeesport.

(b) **Counterproposals.** Counterproposals have been filed by various parties in these proceedings seeking the assignment of one or more additional VHF channels to Pittsburgh and a first VHF channel to Braddock, McKeesport, Washington and Steubenville.

Pittsburgh

349. (a) **Census Data.** The standard metropolitan area of Pittsburgh has a population of 2,213,000 and the city of Pittsburgh has a population of 677,000.

(b) **Existing Station.** Allen B. DuMont Laboratories is licensed for the operation of Station WDTV, Pittsburgh on Channel 3. The Commission ordered the licensee to show cause why the license of WDTV should not be modified to specify operation on Channel 2, in lieu of Channel 3. DuMont has not objected to this modification of the license of WDTV.

(c) **Counterproposal of WWSW, Inc.** WWSW, Inc. requested the additional assignment of Channel 4 to Pittsburgh. No other changes of the assignments proposed by the Commission in the Third Notice would be required.

(d) **Statement in Support of Counterproposal of WWSW, Inc.** WWSW, Inc., stated that adequate competition should be established in Pittsburgh as soon as possible; that there are more than 300,000 VHF receivers in use in Pittsburgh; and that UHF stations can be established only after considerable delays. Finally, it was urged that the irregular terrain of the Pittsburgh area is such that considerable experimentation would be required prior to the utilization of the UHF band.

(e) **Counterproposal of Westinghouse Radio Stations, Inc.** Westinghouse Radio Stations, Inc., requested the additional assignment of Channel 4 and Channel 9 to Pittsburgh. The assignment of Channel 4 would require no other changes and the assignment of Channel 9 would be accomplished by making the following changes in the assignments proposed by the Commission in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Pittsburgh, Pa.	2, 11, *13	47, 53	2, 4†, 9†, 11, *13	47, 53
Wheeling, W. Va.	7, 9	*57	7, †	*57

(f) **Statement in Support of Counterproposal of Westinghouse Radio Stations, Inc.** Westinghouse Radio Stations, Inc., stated that, "The 8th ranking city of the United States [Pittsburgh] needs and demands television service from more than 4 commercial stations. The diversified economic and cultural interest of a population mass of this size will not only support, but actually demand, service from at least 6 television stations."

(g) **Counterproposal of Allegheny Broadcasting Corporation.** Allegheny Broadcasting Corporation requested the additional assignment of Channel 4 and Channel 9 to Pittsburgh, and a change in the educational reservation for Pittsburgh from VHF Channel 13 to UHF Channel 47 or 53. The assignment of Channel 4 would require no other changes; and the assignment of Channel 9 would be accomplished by making the following changes in the assignments proposed by the Commission in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Pittsburgh, Pa.	2, 11, *13	47, 53	2, 4†, 9†, 11, 13	47, *53 (or *47, 53)
Wheeling, W. Va.	7, 9	*57	7, †	*57

(h) **Statement in Support of Counterproposal of Allegheny Broadcasting Corporation.** Allegheny Broadcasting Corporation asserted that its "proposals are reasonable and the adoption of either or all will provide more and better television service than will the plan proposed by the Commission" and that "Section 307(b) of the Communications Act of 1934, as amended, requires the adoption of one or all of the proposals made by Allegheny." In support of its

request to shift the Pittsburgh educational reservation from VHF Channel 13 to UHF Channel 47 or 53, Allegheny Broadcasting Company stated that Pennsylvania, and Pittsburgh in particular, had not received a fair and equitable share of television channels; that the reservation resulted in an injustice to applicants for commercial stations; that Pittsburgh was being "penalized" in having one of the four educational reservations in the VHF band made in the entire northeast quadrant of the United States, including 14 states and the District of Columbia, whereas such cities as New York and Philadelphia escaped a VHF educational reservation; and that the educators and the people of Pittsburgh would be better served if the reservation were in the UHF band rather than in the VHF, in view of the fact that the educators would not utilize the VHF assignment as rapidly as commercial interests.

(i) **Counterproposal of Pittsburgh Radio Supply House, Inc.** Pittsburgh Radio Supply House, Inc., requested the additional assignment of Channel 4 and Channel 9 to Pittsburgh. The assignment of Channel 4 would require no other changes; and the assignment of Channel 9 would be accomplished by the substitution of a UHF channel for Channel 9 in Wheeling, West Virginia, as follows:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Pittsburgh, Pa.	2, 11, *13	47, 53	2, 4†, 9†, 11, *13	47, 53
Wheeling, W. Va.	7, 9	*57	7, †	16†, *57

(j) **Statement in Support of Counterproposal of Pittsburgh Radio Supply House, Inc.** Pittsburgh Radio Supply House, Inc., stated that other cities ranking lower in population than the city of Pittsburgh have been assigned more channels for commercial television operation and that a fair, efficient and equitable allocation of television channels would require that additional channels be assigned to the Pittsburgh area.

(k) **Counterproposal of WCAE, Inc.,** WCAE requested the additional assignment of Channel 9 to Pittsburgh by substituting UHF Channel 63 in Wheeling, West Virginia, for Channel 9, and by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Pittsburgh, Pa.	2, 11, *13	47, 53	2, 9†, 11, *13	47, 53
Anderson, Ind.		61		49†
Muncie, Ind.		49, 55		55, 61†
Bellefontaine, O.		63		65†
Hamilton-Middletown, Ohio		65		64†
Washington, Pa.		63		16†
Wheeling, W. Va.	7, 9	*57	7, †	*57, 63†

(l) **Statement in Support of Counterproposal of WCAE, Inc.** WCAE, Inc., stated that the competitive situation in Pittsburgh would be improved by the assignment of additional commercial VHF channels to augment the two proposed; and that assignments of UHF channels would not alleviate this condition.

(m) **Opposition and Conflicting Counterproposals.** Opposition and conflicting counterproposals to the above Pittsburgh counterproposals to assign Channel 4 to Pittsburgh have been filed by WBEN, Inc., Buffalo, New York, and Crosley Broadcasting Corporation, Columbus, Ohio, and Matta Broadcasting Company, Braddock, Pennsylvania. Oppositions and conflicting counterproposals to the requested assignment of Channel 9 at Pittsburgh have been filed by Washington Broadcasting Company, Washington, Pennsylvania, WSTV, Inc., Steubenville, Ohio, WBVP, Inc., Beaver Falls, Pennsylvania, The Fort Industry Company, Tri-City Broadcasting Company and Community Broadcasting, Inc., all of Wheeling, West Virginia, and by Cleveland Broadcasting, Inc., United Broadcasting Company, The WGAR Broadcasting Company and WJW, Inc., all of Cleveland, Ohio.

(n) The assignment of Channel 4 to Pittsburgh would result in a co-channel assignment separation of 162.5 miles between Pittsburgh and the existing transmitter site of WLWC in Columbus, Ohio. The minimum co-channel assignment separation in this zone, Zone I, is 170 miles.

(o) **The Pittsburgh Educational Reservation.**[77] The Standing Committee of Educators for an Educational Television Channel and Duquesne University in Pittsburgh supported the reservation of Channel 13 in Pittsburgh for non-commercial educational use. The Standing Committee includes the following educational institutions and organizations: Carnegie Institute of Technology, University of Pittsburgh, Duquesne University, Pennsylvania College for Women, Mt. Mercy College, Pittsburgh Council P.T.A., Pittsburgh Board of Education, Pittsburgh Catholic Schools, Allegheny County Schools, Geneva College, Washington and Jefferson College, California State Teachers College, Seton Hill College, Mrs. James Elkus Community Representative and David L. Lawrence, Mayor, City of Pittsburgh. Also supporting the reservation of Channel 13 in Pittsburgh were State Teachers College, Edinboro, Pennsylvania, St. Vincent College, Latrobe, Pennsylvania, Waynesburg College, Waynesburg, Pennsylvania, and State Teachers College, Slippery Rock, Pennsylvania. The Standing Committee has held six meetings to discuss the financing and programming of an educational television station. A bill has been introduced in the State Legislature providing for the establishment of a state television network for non-commercial educational television to be financed by an appropriation of $2 million. The bill also would authorize the sum of $50,000, or so much as may be necessary for a survey by qualified personnel for guidance on the purchase of necessary sites and equipment for the construction of a master station and subsidiary stations. A sub-committee has been appointed by the Standing Committee to survey the possibility of financial assistance from sources other than the Commonwealth of Pennsylvania. The Standing Committee stated that there was strong indication that substantial financial support for an educational station could be obtained from foundations and charitable trusts in the area. Some of the heavily endowed private educational institutions have indicated, according to the Standing Committee, that if the education program on television were sufficiently comprehensive, it could be used advantageously in these institutions and could be supported from school grants. Duquesne University has made some exploratory investigation into necessary television equipment, including type and cost of apparatus, studio location, sources of program material and talent, and the training of personnel.[78]

[77] WWSW, Inc., Pittsburgh, Pennsylvania, claimed that the reservation of VHF Channel 13 for non-commercial educational television was, apparently as a matter of law, beyond the power and discretion delegated to the Commission by the Communications Act of 1934. We believe that our decision of July 13, 1951, with respect to this matter disposed of these contentions.

[78] The counterproposal of Allegheny Broadcasting Corporation requesting the reservation of a UHF channel in Pittsburgh in lieu of VHF Channel 13 has been set forth above, and the request of Tri-City Broadcasting Company for the deletion of Channel 13 from Pittsburgh is discussed below.

McKeesport

350. (a) **Census Data.** The city of McKeesport has a population of 52,000.

(b) **Counterproposal of Tri-City Broadcasting Company.** Tri-City Broadcasting Company requested that McKeesport be assigned VHF Channel 13 for "commercial-educational" use in lieu of the assignment of that channel to Pittsburgh for non-commercial educational television use.

(c) **Statement in Support of Tri-City Broadcasting Company Counterproposal.** Tri-City Broadcasting Company urged that although McKeesport is approximately 10 air miles southeast of downtown Pittsburgh and is listed by the Census Bureau as part of the Pittsburgh metropolitan area, it is not a "Pittsburgh suburb" but rather a major city of Pennsylvania; that Pittsburgh educators could not adequately finance an educational television station; and that to provide an opportunity for the presentation of non-commercial educational programs by colleges and universities in the area, Tri-City Broadcasting Company would make available to educational institutions 50% of the broadcast hours on its television station if VHF Channel 13 were assigned to McKeesport and a Tri-City application for this channel were granted.[79]

(d) McKeesport is within 15 miles of Pittsburgh and eligible to apply for the Pittsburgh channels.

(e) **Oppositions and Conflicting Counterproposals to the Tri-City Counterproposal.** Oppositions and conflicting counterproposals to the counterproposal of Tri-City Broadcasting Company have been filed by the following Pittsburgh parties: Pittsburgh Radio Supply House, Inc., Westinghouse Radio Stations, Inc., Allegheny Broadcasting Corporation, WWSW, Inc., WCAE, Inc., and the Standing Committee of Educators for an Educational Channel in Pittsburgh.

Braddock

351. (a) **Census Data.** The city of Braddock has a population of 16,000.

(b) **Counterproposal of Matta Broadcasting Company.** Matta Broadcasting Company requested the assignment of Channel 4 at Braddock. The assignment of Channel 4 would require no other changes.

(c) **Statement in Support of Matta Broadcasting Company Counterproposal.** Matta stated that a VHF television station located at Braddock would serve a substantially larger audience than would be served by a VHF television station located at numerous other places proposed to be assigned channels in the Third Notice.[80]

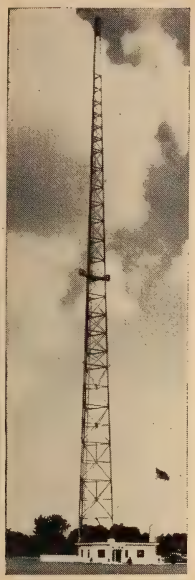
(d) The assignment of Channel 4 at Braddock would result in a co-channel assignment separation of 169.39 miles between Braddock and the existing transmitter site of WLWC in Columbus, Ohio. The minimum co-channel separation in this zone, Zone I, is 170 miles.

(e) **Oppositions and Conflicting**

[79] A counterproposal urging the principle that commercial station be required to allot prescribed time for non-commercial educational use in lieu of reservation of channels has been denied in another part of this Report. Allegheny Broadcasting Corporation filed Motions to Strike portions of the sworn statements of Edward J. Hirschberg, Wilkes E. Hurley and Ben Farkas filed on behalf of Tri-City Broadcasting Company. The Motion was directed against the statement of Edward J. Hirschberg on the grounds that statements of economic and statistical data did not indicate their source, are generally unsupported conclusions and personal opinions, are without proper foundation in fact, and are irrelevant and immaterial. The Motion was directed against the statements of Wilkes E. Hurley and Ben Farkas on the grounds the testimony related to engineering matters and that no showing was made that affiants were qualified as expert engineers in the field of television. Tri-City Broadcasting Company replied to the Motion to Strike. The Motions to Strike go to the weight of the evidence and not to the admissibility and are DENIED.

[80] Allegheny Broadcasting Corporation filed Motions to Strike portions of the document filed on behalf of Matta Broadcasting Company in support of its Comments. Matta Broadcasting Company filed a reply to these Motions. The Motion to Strike directed against the affidavit of William G. Matta is GRANTED on the grounds that his statement that to the best of his knowledge and belief the statements of the counsel were true and correct when in face such statement was sworn to at a later date and may not have been in existence at the time it was said to be true and correct. The Motion to Strike directed against a statement of Mr. Matta on the grounds that it was not sworn to is GRANTED. The Motion to Strike directed against Section II of a document entitled "Economic Data for Braddock Area" is DENIED as it goes only to the weight of the evidence and not to its admissibility.

WSAM



WSAM FM-TV, Saginaw, Mich. Truscon Self-Supporting Tower, 386 feet high.

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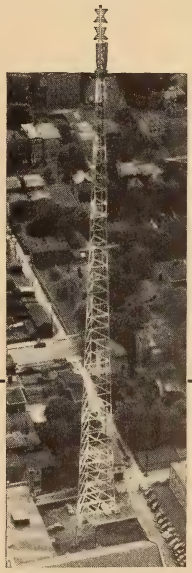
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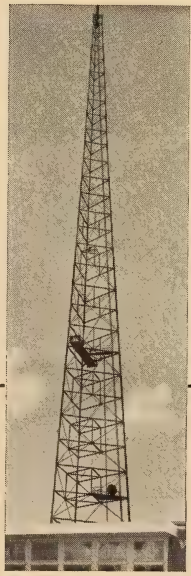
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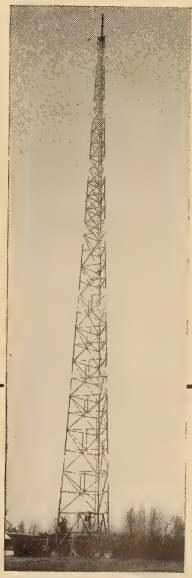
WAVE-TV, Louisville, Kentucky. Truscon Self-Supporting Tower, 569 feet high.

WXEL



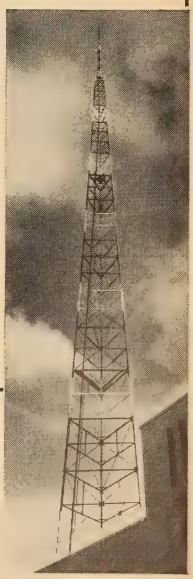
WXEL-TV, Cleveland, Ohio. Truscon Self-Supporting Tower, 437 feet high.

WRVB



WRVB FM-TV, Richmond, Va. Truscon Self-Supporting Tower, 485 feet high.

WOW



WOW, Omaha, Nebr., Truscon Self-Supporting AM-FM-TV Tower, 500 feet high overall.

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Counterproposals. Oppositions and conflicting counterproposals to the counterproposal of Matta Broadcasting Corporation were filed by WBEN, Inc., Buffalo, New York, Crosley Broadcasting Corporation, Columbus, Ohio, and by Pittsburgh Radio Supply House, Inc., Westinghouse Radio Stations, Inc., Allegheny Broadcasting Corporation, and WWSW, Inc., of Pittsburgh, Pennsylvania.

Washington

352. (a) **Census Data.** The city of Washington has a population of 26,000.

(b) **Counterproposal of Washington Broadcasting Company.** Washington Broadcasting Company proposed alternative plans for assignment of Channel 7 or 9 to Washington by making the following changes in the assignments proposed by the Commission in the Third Notice:

City	Third Notice	Plan 1		Plan 2	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Washington, Pa.		63	7†	†	9†	†
Wheeling, W. Va.	7, 9	*57	†, 9	*57, 63†	7, †	*57, 63†

(c) **Statement in Support of Washington Broadcasting Company Counterproposal.** Washington Broadcasting Company urged that the assignment of a VHF channel to Washington in lieu of a UHF channel would make more effective use of the receivers presently in the hands of the persons residing in the Washington area.[81]

(d) **Oppositions and Conflicting Counterproposals to the Washington Broadcasting Company Counterproposal.** Oppositions and conflicting counterproposals to the counterproposal of Washington Broadcasting Company have been filed by Pittsburgh Radio Supply House, Inc., Westinghouse Radio Stations, Inc., Allegheny Broadcasting Corporation, WWSW, Inc., and WCAE, Inc., of Pittsburgh; Fort Industry Company, Tri-City Broadcasting Company, and Community Broadcasting, Inc., of Wheeling; and WSTV, Inc., of Steubenville.

Wheeling-Steubenville

353. (a) **Census Data.** The Wheeling-Steubenville standard metropolitan area has a population of 354,000. The city of Wheeling has a population of 59,000 and the city of Steubenville has a population of 36,000.

(b) **Counterproposal of WSTV, Inc.** WSTV, Inc., requested that the Commission delete either Channel 7 or Channel 9 from Wheeling for assignment to Steubenville and substitute Channel 51 in Wheeling.[82]

(c) **Statement in Support of WSTV, Inc., Counterproposal.** WSTV stated that Jefferson County, in which Steubenville is situated, has a population of 95,963 persons as compared with a population of 71,253 in Ohio County, in which Wheeling is located. It was noted that the state of Ohio has 183,393 persons in the Wheeling-Steubenville standard metropolitan area as compared with 169,531 for West Virginia within the metropolitan area. It was also contended that a VHF channel in Steubenville would more effectively cover the area since Steubenville is located in the eastern portion of Ohio where a station would provide the only VHF service to large sections of Ohio. It was pointed out that the assignment of a second VHF channel to Wheeling would merely result in duplication of service whereas the assignment of a VHF channel to Steubenville would afford a first VHF service. It was also asserted that the rough terrain in and near Steubenville necessitates a VHF facility for adequate television coverage in the area.[83]

(d) **Oppositions and Conflicting Counterproposals to the WSTV, Inc., Counterproposal.** Oppositions and conflicting counterproposals to to the counterproposal of WSTV, Inc., have been filed by The Fort Industry Company[84], Tri-City Broadcasting Company and Community Broadcasting, Inc., Wheeling; Allegheny Broadcasting Corp., Pittsburgh Radio Supply House, WCAE, Inc., and Westinghohuse Radio Stations, Inc., Pittsburgh; and Washington Broadcasting Company, Washington.

(e) **The Wheeling Educational Reservation.** A request to accept a late filing by the JCET in support of the reservation of UHF Channel 57 for non-commercial educational use in Wheeling, West Virginia, was denied by the Commission on October 17, 1951. No objection has been filed to the proposed reservation of Channel 57 for noncommercial educational use in Wheeling.

(f) The assignment of Channel 57 to Wheeling would be in accordance with our Rules and Standards adopted herein. However, the assignment of Channel 57 in Steubenville would result in a violation of the separation requirements to protect against sound image separation since Steubenville and Butler, Pennsylvania are only 52 miles apart.

Conclusions: The Pittsburgh Educational Reservation

354. The educational organizations in Pittsburgh have demonstrated their interest in establishing a non-commercial educational television station in the Pittsburgh area. They have supported this interest with concrete plans to establish such a station by banding together in an association, the Standing Committee of Educators for an Educational Television Channel in the Pittsburgh area. Further, a bill has been introduced in the State Legislature providing for the establishment of a state television network to be financed by an appropriation of two million dollars. It is our view, in light of the record, that the reasons for the reservation of a VHF channel for educational purposes are particularly applicable in the Pittsburgh area.

355. We reject the contention of Allegheny Broadcasting Company that the effect of the proposed reservation on applicants for commercial stations in Pittsburgh requires the deletion of that reservation from the VHF.[85] We also reject the argument that the educators and the people of Pittsburgh would be better served if the reservation were in the UHF band rather than in the VHF; we find no adequate basis on the record for such a conclusion. Moreover, with respect to the counterproposal of Tri-City Broadcasting Company, McKeesport is situated less than 15 miles from Pittsburgh, and will receive Grade A service from Pittsburgh. Further, applicants from McKeesport are eligible to apply for the channels assigned to Pittsburgh in accordance with the rules adopted herein. For this reason we find no basis in the record to delete an assignment from Pittsburgh in order to create one for McKeesport.[86]

356. In view of the foregoing, we believe that the record requires that the proposed reservation of Channel 13 in Pittsburgh for noncommercial educational use be finalized.

Conclusions: Pittsburgh and Braddock (Channel 4)

357. Four parties, Pittsburgh Radio Supply House, Inc., Allegheny Broadcasting Company, Westinghouse Radio Stations, Inc., and WWSW, Inc. requested the additional assignment of VHF Channel 4 to Pittsburgh; and Matta Broadcasting Company requested the assigment of Channel 4 to Braddock. It is our view that these counterproposals must, on the basis of the record, be denied. The assignment of Channel 4 to Pittsburgh or to Braddock would involve co-channel assignment separations of 162.5 miles or 169.39 miles, respectively, to Station WLWC in Columbus, Ohio. The minimum separation in Zone I, which is applicable here, is 170 miles. Since a grant of either counterproposal would result in a separation less than the required minimum, these counterproposals can not be granted. Accordingly, the counterproposals of Pittsburgh Radio Supply House, Inc., Allegheny Broadcasting Company, Westinghouse Radio Stations, Inc., WWSW, Inc., and Matta Broadcasting Company are denied in so far as they request the assignment of Channel 4 to Pittsburgh and Braddock, respectively.

Conclusions: Pittsburgh, Washington, Wheeling-Steubenville (Channels 7 and 9)

358. Four parties, Pittsburgh Radio Supply House, Inc., Allegheny Broadcasting Company, Westinghouse Radio Stations, Inc., and WCAE, Inc., requested the additional assignment of Channel 9 to Pittsburgh and the deletion of this channel from Wheeling. Washington Broadcasting Company requested the additional assignment of either Channel 7 or Channel 9 to Washington by deleting a channel from Wheeling. WSTV, Inc. requested the additional assignment of either Channel 7 or Channel 9 to Steubenville by deleting a

[81] Allegheny Broadcasting Corporation on October 1, 1951 filed with the Commission Motions to Strike certain portions of the sworn statement of William S. Yard, President of Washington Broadcasting Company, filed on behalf of Washington Broadcasting Company, in which he incorporated by reference the Comments of the Company on the grounds that the statements are conclusions of the witness without factual basis and that the witness had not been qualified as an engineer to give expert testimony with respect to grades of service rendered by a station, gains of population, and to make comparison between a UHF station and a VHF station. Washington Broadcasting Company answered and opposed the Motions to Strike. The Motions to Strike are DENIED since they go to the weight to be given to the evidence and not to its admissibility as evidence in this proceeding.

[82] On December 6, 1951, WSTV, Inc., filed a request for acceptance of amendment it is proposed as an alternative that the assignment of television channels to Wheeling and Steubenville be combined so as to assign Channels 7, 9, 51 and 57 to the Wheeling-Steubenville standard meropolitan area. Fort Industry opposed the acceptance of this amendment on the grounds that it was filed too late and that good cause for its acceptance was not shown. WSTV argued that the evidence adduced in the hearing would support the alternative counterproposal and cited the position taken by Fort Industry with respect to Pittsburgh's request for deletion of a Wheeling channel as establishing that Fort Industry recognized the homogeneity of the area. It is our view that acceptance of this amendment is not necessary since we believe the possibility of assigning all the channels in Wheeling and Steubenville to these cities jointly is of necessity in issue in this proceeding, especially in view of the evidence adduced.

[83] Allegheny Broadcasting Corporation filed Motions to Strike certain portions of the sworn statements of John J. Laux, Executive Vice President of WSTV, Inc., and Julius Cohen, engineering affiant of WSTV, Inc., filed with the Commission on behalf of WSTV, Inc. The reasons advanced for the Motion to Strike the statement of Mr. Laux are that he attempted to give legal and engineering testimony when he had not been qualified as an expert and the statement of Mr. Cohen for the reason that in the last paragraph of his statement he attempted to set forth conclusions of law. The Motions to Strike are DENIED since they go to the weight to be given to the evidence and not to its admissibility as evidence in this proceeding.

[84] Allegheny Broadcasting Corporation filed Motions to Strike certain portions of the sworn statement of William E. Rine, Vice President of the Fort Industry Company, filed in support of the Commission's proposed assignment for Wheeling. The Motion to Strike was directed against Mr. Rine's sworn statement on the grounds that the affiant offered engineering and legal conclusions when he had not been qualified. Motions to Strike were also directed against statements of seven individuals prominent in business and civic life in Wheeling, which were filed in support of the Fort Industry Company comment of September 10, 1951. The Motions to Strike were directed against these seven sworn statements on the grounds that they are hearsay, that they are statements of personal belief, and that the affiants have not been qualified as expert engineers and as attorneys. Fort Industry Company filed an answer to the Motions to Strike. The Motions to Strike are DENIED since they go only to the weight to be given to the evidence and not to its admissibility as evidence in this proceeding. Allegheny Broadcasting Corp. filed a Motion to Strike the statement of Irvin Stewart, President of West Virginia University, on the grounds that the statement has not been sworn to. The Motion to Strike is GRANTED. In Paragraph 5(d) of the Order of Hearing Procedure of July 25, 1951, the Commission provided that statements not sworn to will not receive any consideration.

[85] See our decision with respect to the educational reservation in Boston.

[86] See also our decision with respect to Boston and Brockton.

channel from Wheeling.

359. We believe, in view of the common identity and economic interest of Wheeling and Steubenville, that these cities should be considered as a single entity for assignment purposes. The 1950 Census of Population Report includes Wheeling and Steubenville in one standard metropolitan area defined as Wheeling-Steubenville, with a population of 354,092 persons. The parties in this proceeding have explicitly recognized that the needs of the entire area for television service should be considered rather than the needs of the cities within it separately. For example, Fort Industry in its statement of September 10, 1951 in opposition to the request for deletion of a VHF channel from Wheeling to be assigned to Pittsburgh stated:

> The allocation of two VHF channels to the Wheeling-Steubenville metropolitan area is necessary to provide a choice of local expression and to promote a healthy competitive situation.

In its brief, WCAE, Inc., posed the conflicting requests of Pittsburgh, Wheeling-Steubenville as follows:

> Moreover, in the last analysis the comparative needs of the Pittsburgh metropolitan area must be weighed against the corresponding needs of the Wheeling-Steubenville metropolitan area taken together and not as two separate areas.

360. Accordingly, the assignments made to Wheeling and to Steubenville will be revised to provide assignments to Wheeling-Steubenville rather than to the respective cities.

361. In view of our decision, the requests of the Pittsburgh parties for the assignment of Channel 9, and of the Washington party for the assignment of either Channel 7 or Channel 9, must be considered as requests to delete that channel from Wheeling-Steubenville. We do not believe that the record justifies the deletion of a channel from Wheeling-Steubenville in order to assign that channel to Pittsburgh. As indicated above, the Commission in the Third Notice proposed the assignment of three VHF and two UHF channels to Pittsburgh. A grant of the Pittsburgh requests for the assignment of Channel 9 would add a fourth VHF channel to the Pittsburgh area. We do not believe the record justifies the deletion of the second VHF channel assigned to Wheeling-Steubenville for this purpose. We reach the same conclusion with respect to the request for the deletion of a VHF channel from Wheeling and the assignment thereof to Washington. Washington is located 23 miles from Pittsburgh and in a suburban part of the Pittsburgh standard metropolitan area. Moreover, Washington would receive VHF Grade A service from the stations assigned to Pittsburgh in addition to VHF Grade A service from the operation of a station in Wheeling.

362. Accordingly, the counterparts of Pittsburgh Radio Supply House, Inc., Allegheny Broadcasting Company, Westinghouse Radio Stations, Inc., and WCAE, Inc., are denied in so far as they request the assignment of Channel 9 to Pittsburgh; the counterproposal of Washington Broadcasting Company is denied and the counterproposal of WSTV, Inc., is denied in so far as they request the assignment of either Channel 7 or 9 to Steubenville only.

Conclusions: Additional Channel for Pittsburgh

363. We believe that the assignment of an additional channel in Pittsburgh warranted on the basis of the record. It was above pointed out that, in establishing the Table of Assignments, we have given consideration to the factor of population; thus, cities with a population from 250,000 to 1,000,000 have been provided from 4 to 6 assignments. We believe, further, that a city with a population of 400,000 or more, the top 25 cities in the country, should have a total of at least 6 channels, including both VHF and UHF, where such assignments are technically feasible. It was above noted, however, that the counterproposals requesting adlitional VHF channels for Pittsburgh could not be granted. UHF Channel 16 in Pittsburgh would meet the required mileage spacings for channel assignments in Zone I. Accordingly, Channel 16 will be assigned to Pittsburgh.

Conclusions: The Wheeling Educational Reservation

364. As indicated above, the assignment of Channel 57 to Wheeling is in accordance with our standards, but the assignment of this channel to Steubenville would result in a sound image separation below the required minimum 60 miles. In view of the fact that no objections to the reservation were filed, the reservation of Channel 57 in Wheeling for non-commercial educational use is finalized.

Conclusions: Show Cause Order

365. Allen B. DuMont Laboratories, Inc., has not objected to the proposed modification of the license of Station WDTV to specify operation on Channel 2 rather than Channel 3. Accordingly, an appropriate authorization to Allen B. DuMont Laboratories, Inc., will be issued to specify operation of Station WDTV on Channel 2.

Final Assignments and Reservations

366. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Pittsburgh, Pa.	2, 11, *13	16, 47, 53
Washington, Pa.		63
Wheeling, W. Va.		*57
Wheeling, W. Va.-Steubenville, O.	7, 9	51

ALTOONA, PENNSYLVANIA, HARRISONBURG, VIRGINIA

367. **Proposed Assignments.** In the Third Notice the Commission proposed the following assignments:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Harrisonburg, Va.	†	34	3†	34
Norfolk-Portsmouth, Va.	10, 12	15, *21, 27	3†, 10	15, *21, 27
Richmond, Va.	3, 6	*23, 29	6, 12†	*23, 29
Huntington, W. Va.	8, 13	*53	3†, 13	*53
Charleston, W. Va.	3	*43, 49	8†	*43, 49

Altoona

368. (a) **Census Data.** The standard metropolitan area of Altoona has a population of 140,000 and the city of Altoona has a population of 77,000.

(b) **Counterproposal of Gable Broadcasting Company.** Gable Broadcasting Company requested the assignment of VHF Channel 3 to Altoona. No other changes would be required in the assignments proposed by the Commission in the Third Notice.

(c) **Statement in Support of Gable Broadcasting Company Counterproposal.** Gable Broadcasting Company stated that a VHF channel located in Altoona would serve substantial portions of the population of surrounding counties which would receive some VHF service only from one proposed assignment in Johnstown, Pennsylvania, and noted that there are presently 10,000 receivers in Altoona and surrounding areas.

(d) **Oppositions and Conflicting Counterproposals to Counterproposal of Gable Broadcasting Company.** Cornell University filed a mutually exclusive counterproposal for the addition of Channel 3 to Ithaca. The addition of Channel 3 to Ithaca has been denied for the reasons set forth in the discussion of that counterproposal. Shenandoah Valley Broadcasting Corporation, Harrisonburg, Virginia, filed a mutually exclusive counterproposal for the addition of Channel 3 to Harrisonburg.

(e) In the Third Notice it was proposed to assign Channel 10 to Philadelphia, Pennsylvania, Rochester, New York, and Columbus, Ohio. The distances from Altoona to Philadelphia, Rochester and Columbus are 176, 187, and 246 miles, respectively. The Third Notice proposed the assignment of adjacent Channel 9 to Wheeling, West Virginia, at a distance of 126 miles from Altoona, and Channel 11 to Pittsburgh, Pennsylvania, at a distance of 84 miles from Altoona.

Harrisonburg

369. (a) **Census Data.** The city of Harrisonburg has a population of 11,000.

(b) **Counterproposal of Shenandoah Valley Broadcasting Corp.** Shenandoah Valley Broadcasting Corp., requested the addition of a VHF channel to Harrisonburg. This request is made contingent by Shenandoah Valley Broadcasting Corp. on the grant of other counterproposals and would add either Channel 3, or Channel 12, to Harrisonburg. The requested addition of Channel 12 to Harrisonburg is made contingent upon our adoption of the counterproposal of Southeastern Ohio Broadcasting Company, Inc., Zanesville, Ohio, to assign Channel 12 to Zanesville. We have in another part of this Report denied the counterproposal of Southeastern Ohio Broadcasting Company, Inc., to assign Channel 12 to Zanesville, and accordingly, the request for assignment of Channel 12 at Harrisonburg will not be discussed further.

(c) The requested addition of Channel 3 to Harrisonburg is made contingent upon our adoption of the counterproposal of WTAR Radio Corporation, Norfolk, Virginia, to assign Channel 3 at Norfolk and the counterproposal of WSAZ, Inc., Huntington, West Virginia, to assign Channel 3 at Huntington.[87] The assignment of Channel 3 would be accomplished by making the following changes in the assignments proposed by the Commission in the Third Notice:

City	VHF Channel No.	UHF Channel No.
Altoona, Pa.		19, 25
Harrisonburg, Va.		34

(d) **Statement in Support of Shenandoah Valley Broadcasting Corp. Counterproposal.** Shenandoah Valley Broadcasting Corp., stated that its proposal would improve the over-all assignment plan of television stations in the United States on the basis of the priorities set forth in the Third Notice.

(e) Channel 3 at Harrisonburg as proposed by Shenandoah Valley would be 179 miles from the closest co-channel station at Norfolk, Virginia,[88] and 105 miles from the closest adjacent channel (4) at Washington, D. C. These distances meet the minimum separations adopted in the Report for this Zone.

(f) **Oppositions and Conflicting Counterproposals to Shenandoah Valley Broadcasting Corp.** The counterproposal of Shenandoah Valley Broadcasting Corp., is mutually exclusive with the counterproposal of Gable Broadcasting Company and Hampton Roads Broadcasting Corp., Newport News, Virginia.[89] Richmond Newspapers, Inc., Richmond, Virginia, opposed the counterproposal of Shenandoah Valley for the assignment of Channel 3 to Harrisonburg, if it could be achieved only by the deletion of a VHF channel from Richmond. In light of our action granting the counterproposal of WTAR, Inc., which substitutes Channel 12 in Richmond for Channel 3, Channel 3 can be assigned to Harrisonburg without deleting a Richmond channel and therefore meets the Richmond Newspapers, Inc., objection. Larus & Brother, Inc., Richmond, Virginia, opposed the counterproposal of Shenandoah Broadcasting Corporation seeking the assignment of Channel 3 in Harrisonburg since this would preclude the utilization of Channel 3 in Richmond. For this reason Larus & Brother also opposed the counterproposal of WTAR, Inc., to assign Channel 3 to Norfolk in place of Richmond. Our action elsewhere in this Report granting the WTAR, Inc., counterproposal is determinative of the opposition of Larus & Brother with respect

[87] We have elsewhere in this Report granted the counterproposals of WTAR Radio Corporation to assign Channel 3 at Norfolk and of WSAZ, Inc., to assign Channel 3 at Huntington. The WSAZ, Inc., counterproposal also substitutes Channel 8 for Channel 3 in Charleston, W. Va.

[88] We have in another part of this Report determined that the license of Station WTAR-TV, Norfolk, Virginia, will be modified to specify Channel 3.

[89] Elsewhere in this Report we have denied the counterproposal of Hampton Broadcasting Corp. for the reasons there stated.

to the utilization of Channel 3 in Richmond.

Conclusion

370. The foregoing counterproposals of Gable Broadcasting Company and Shenandoah Broadcasting Company seeking the assignment of Channel 3 to Altoona and Harrisonburg, respectively, are mutually exclusive. As indicated above, however, the assignment of Channel 10 to Altoona would be in accordance with our standards adopted herein. It is our view that the record supports the basis for the additional assignment of a VHF channel to both Altoona and Harrisonburg. The conflict between these communities can be resolved by the assignment of Channel 10 to Altoona and Channel 3 to Harrisonburg. Accordingly, the counterproposal of Gable Broadcasting Company is denied in so far as it requests Channel 3 in Altoona, and Channel 10 is assigned to Altoona; and the counterproposal of Shenandoah Broadcasting Corp. is granted in so far as it requests the assignment of Channel 3 in Harrisonburg.

Final Assignments

371. The following assignments for Altoona and Harrisonburg are adopted: [80]

City	VHF Channel No.	UHF Channel No.
Altoona, Pa.	10	19, 25
Harrisonburg, Va.	3	34

STATE COLLEGE, PENNSYLVANIA EDUCATIONAL RESERVATION

372. **(a) Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 44 for non-commercial educational use at State College.

373. (b) The JCET supported the reservation of Channel 44 in State College, the site of Pennsylvania State College. No objections to the proposed reservation were filed.

Conclusions

On the basis of the record, the reservation of Channel 44 for noncommercial educational use in State College is finalized.

JOHNSTOWN, PENNSYLVANIA

374. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of VHF Channel 6 and UHF Channel 56 to Johnstown.

(b) **Existing Stations.** WJAC, Inc., is licensed for the operation of WJAC-TV, Johnstown, on Channel 13. The Commission ordered the licensee to show cause why the license of WJAC-TV should not be modified to specify operation on Channel 6 in lieu of Channel 13.

(c) **Answer of WJAC, Inc. to Show Cause Order.** WJAC, Inc. stated that it did not object to the proposed modification of the WJAC-TV license.

Conclusion

375. In view of the foregoing, an appropriate authorization to WJAC, Inc., will be issued to specify operation of WJAC-TV on Channel 6.

ERIE, PENNSYLVANIA

376. (a) **Proposed Assignments and Reservation.** In the Third Notice, the Commission proposed the assignment of VHF Channel 12 and UHF Channels 35 and 41 to Erie, with Channel 41 reserved for non-commercial educational use.

(b) **Census Data.** The metropolitan area of Erie has a population of 219,000 and the City of Erie has a population of 131,000.

(c) **Existing Stations.** Dispatch, Inc., is licensed for the operation of Station WICU on Channel 12 in Erie.

(d) **Counterproposal of Erie Television Corporation.** Erie Television Corporation requested the additional assignment of Channel 64 to Erie by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Erie	12	35, *41	12	35, *41, 64†
Oil City		64		62†

(e) **Statement in Support of Erie Television Corporation Counterproposal.** Erie Television Corporation stated that a grant of its counterproposal would be in accordance with the Commission's rules, with the exception that Channel 47 proposed for Pittsburgh, Pennsylvania, is at a distance of 71 miles from Oil City. The required mileage separation to protect against image interference between Channel 47 and Channel 62 is 75 miles. The Erie Television Corp. asserted however, that the terrain between Pittsburgh and Oil City is extremely rugged and that it is not expected that image interference would result from utilizing Channel 47 at Pittsburgh and Channel 62 at Oil City; that it would be possible to locate transmitters in Pittsburgh and Oil City so that the required 75 miles spacing could be met; and that because of expected improvements in receiver design, the operation of stations on Channel 47 in Pittsburgh and on Channel 62 in Oil City woul not result in objectionable image interference.

(f) **Oppositions and Conflicting Counterproposals to the Erie Television Corporation Counterproposal.** A conflicting counterproposal was filed jointly by Buffalo Courier Express, Inc., WGR Broadcasting Corporation and WBKW, Inc., all of Buffalo, New York, requesting, in part, that either Channel 59 or Channel 62 be assigned to Niagara Falls, New York. This counterproposal of the Buffalo parties has been discussed above and denied for the reasons there stated.

(g) **Counterproposal of Presque Isle Broadcasting Company.** Presque Isle Broadcasting Company filed a counterproposal requesting the assignment of all commercial television at Erie to the UHF band and the shift of the educational reservation from UHF Channel 41 to VHF Channel 12 so that the two UHF channels would be available for commercial use. Alternatively, it was requested by Presque Isle that UHF Channel 58 be assigned to Erie and deleted from Jamestown, New York; or that a flexibility channel be added to Erie. The alternative counterproposals of Presque Isle are as follows:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Plan 1				
Erie, Pa.	12	35, *41	*12†	35, 41†
Plan 2				
Erie, Pa.	12	35, *41	12	34, *41, 58†
Jamestown, N. Y.		58		†
Plan 3				
Erie, Pa.	12	35, *41	12	35, *41, plus Flex. Channel

(h) **Statement in Support of Presque Isle Broadcasting Company Counterproposal.** Presque Isle asserted that intermixture of commercial VHF and UHF television channels in Erie, should be eliminated in order to equalize competition between UHF and VHF commercial stations. It was asserted that the inequality of competition, resulting from intermixture would discourage applications for the only UHF commercial television channel and, consequently, would delay a competitive service to Erie. Presque Isle contended that there need be no injury to the existing licensee operation on Channel 12, or to the owners of VHF television receivers in the Erie area, since a reasonable period of time could be provided the existing VHF station to convert to UHF. In support of its alternative request that an additional UHF channel be assigned to Erie, Presque Isle asserted that while this alternative proposal would not meet the objections to intermixture, an additional UHF commercial channel in Erie would provide an incentive to the public purchase VHF-UHF receivers or UHF converters more promptly and in greater number than if only 1 UHF station were competing with the VHF station.

(i) **Opposition to the Presque Isle Broadcasting Company Counterproposal.** Dispatch, Inc. opposed the counterproposal of Presque Isle to move existing Station WICU to the UHF band and to move the educational reservation to VHF Channel 12. Dispatch, Inc. asserted that converting the existing VHF television station to the UHF would be expensive, both to the licensee and the public. Moreover, it was asserted that if the existing station were required to change to the UHF, 11,735 persons would lose their only commercial television service.

(j) **The Erie Educational Reservation.** The JCET supported the reservation of Channel 41 in Erie for non-commercial educational use. No objection was filed to the reservation of this channel.

Conclusion: Channel 64

377. With respect to the Erie Television Corporation counterproposal, we have discussed above the necessity for maintaining 75 mile separation between channels in the UHF band spaced 15 channels apart. It is our view that the request must be denied for the reasons set out in our discussion of minimum separation in the UHF.

Conclusion: Channels 12 and *41

378. It is our view that Presque Isle's counterproposal requesting that all commercial television in Erie be assigned to the UHF band and the educational reservation shifted from UHF Channel 41 to VHF Channel 12 should be denied. We do not believe that the arguments advanced by Presque Isle outweigh such other important factors as wide VHF coverage which have led to the adoption of our general policy concerning the reservation of VHF channels for non-commercial educational stations. We have proposed the assignment of only one VHF channel to Erie; and in light of the fact that the educational interests in that community have not requested the reservation of that VHF channel for non-commercial educational use and have made no showing with respect to the utilization of a VHF channel, we do not believe the record supports the shifting of the educational reservation to the only VHF channel in Erie. Furthermore, since station WICU is presently operating on this VHF channel, a grant of the Presque Isle request would necessitate a disruption of television service in Erie.

Conclusions: Channel 58 and Flexibility Channel

379. It is our view that the alternative request of Presque Isle Broadcasting Company that UHF Channel 58 be deleted from Jamestown, New York, and assigned to Erie must also be denied. No basis has been established in the record for the deletion of the only channel assigned to Jamestown in order to provide a fourth channel for Erie. However, the Commission believes that, on the basis of the record, the addition of a UHF assignment to Erie is warranted. Accordingly, the counterproposal of Presque Isle Broadcasting Company, insofar as it requests the assignment to Erie of a channel from the 782-890 Mc. band, is warranted and we are assigning Channel 66 to Erie.

Conclusion: The Educational Reservation

380. It is our view on the basis of the record that the proposed reservation of UHF Channel 41 for non-commercial educational use in Erie should be finalized.

Final Assignment and Reservation

381. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Erie	12	35, *41, 66

LOCK HAVEN, PENNSYLVANIA

382. (a) **Proposed Assignments.** In the Third Notice the Commission did not propose the assignment of any channels to Lock Haven.

(b) **Census Data.** The City of Lock Haven has a population of 11,000.

(c) **Counterproposal of Lock Haven Broadcasting Corporation.** Lock Haven Broadcasting Corporation requested the assignment of UHF Channel 32 to Lock Haven.

(d) **Statement in Support of Counterproposal of Lock Haven Broadcasting Corporation.** In support of its counterproposal, Lock Haven Broadcasting Corporation

[80] No request was made on the record for an educational reservation in Altoona.

urged that the assignment of Channel 32 to Lock Haven, Pennsylvania, would afford the first television station to Lock Haven and a first television service to a small area in the vicinity of Lock Haven and Wililamsport, Pennsylvania. It was also urged that the grant of the counterproposal would afford the second television service in other areas.

Conclusion

383. It is our view that the assignment of a UHF channel to Lock Haven is warranted. Accordingly, the counterproposal of Lock Haven Broadcasting Corporation is granted and the assignment of UHF Channel 32 for Lock Haven is adopted.

BEAVER FALLS, PENNSYLVANIA

384. (a) **Proposed Assignments.** In the Third Notice the Commission did not propose the assignment of any channels to Beaver Falls.

(b) **Census Data.** The City of Beaver Falls has a population of 17,000.

(c) **Counterproposal of WBVP, Inc.** WBVP, Inc. requests the assignment of UHF Channel 16 to Beaver Falls. No other changes in the assignments proposed in the Third Notice were requested.

(d) **Statement in Support of WBVP, Inc. Counterproposal.** In support of the WBVP, Inc. counterproposal it was stated that the nearest cities to Beaver Falls for which the Commission proposed channel assignments are Pittsburgh, at a ditsance of 31 miles, Youngstown, Ohio, at a distance of 28 miles, Butler, Pennsylvania, at a distance of 21 miles, and New Castle, Pennsylvania, at a distance of 16 miles. The WBVP counterproposal would result in a cochannel separation of 165 miles between Beaver Falls, Pennsylvania, and Brantford, Ontario.

(e) **Conflicting Counterproposals and Oppositions to the WBVP, Inc. Counterproposal.** The WBVP, Inc. counterproposal is opposed by, and is mutually exclusive with counterproposals filed by the following parties: Joint proposal filed by the Cleveland Broadcasting Company, United Broadcasting Company, WGAR Broadcasting Company, and WJW, Inc., all of Cleveland, Ohio; WCAF, Inc., Pittsburgh, Pennsylvania; and Pittsburgh Radio Supply House, Pittsburgh, Pennsylvania.

Conclusions

385. The WBVP, Inc. counterproposal for the assignment of Channel 16 to Beaver Falls, Pennsylvania, would result in a cochannel separation of 165 miles between Beaver Falls and Brantford, Ontario. The counterproposal is denied for the reasons set forth in our discussion of Canadian-United States assignments.

TOLEDO, OHIO EDUCATIONAL RESERVATION

386. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of UHF Channel 30 for Toledo.

(b) The Board of Education of the City School District of Toledo and the University of Toledo supported the reservation of Channel 30 in Toledo for non-commercial educational use. No objections were filed to the proposed reservation.

Conclusions

387. In view of the foregoing, the reservation of Channel 30 in Toledo for non-commercial educational use is finalized.

OXFORD, OHIO EDUCATIONAL RESERVATION

388. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of UHF Channel 14 for Oxford.

(b) The Miami University supported the reservation of Channel 14 in Oxford for non-commercial educational use. No objection was filed to the proposed reservation.

Conclusions

389. In view of the foregoing, the reservation of Channel 14 in Oxford for non-commercial educational use is finalized.

AKRON, AND WOOSTER, OHIO

390. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Akron, Ohio		49, *55, 61

No assignments were proposed for Wooster.

(b) **Census Data.** The population of Akron is 275,000. The population of Wooster is 14,000.

Akron

391. **The Akron Educational Reservation.** The Board of Education of Akron School District and the Kent State University supported the reservation of Channel 55 in Akron for non-commercial educational use. The Board of Education stated that it was cooperating with Kent State University and the University of Akron in a preliminary study of the problems involved in setting up an educational television station in Akron; that such a study would take considerable time and consequently the reservation was necessary to permit its completion; that a joint committee representing the three institutions held meetings to discuss the problems of construction and operation of an educational television station; that research is being conducted into the possibility of an educational network for the State of Ohio and that various programs produced by the Radio Department of the Akron public schools could be used for educational television.

Wooster

392. (a) **Counterproposal of Wooster Republican Printing Company.** Wooster Republican Printing Company requested the deletion of Channel 55 from Akron and its assignment to Wooster. No other changes were requested in the assignments proposed in the Third Notice.

(b) **Statement in Support of Wooster Republican Printing Company Counterproposal.** Wooster Republican Printing Company stated that its proposed assignment of a channel to Wooster would better meet the assignment principles of the Third Notice than would the proposed assignment.

(c) **Opposition to the Wooster Counterproposal.** The Board of Education of Akron School District, and the Summit Radio Corporation, Akron, Ohio, opposed the Wooster Republican Printing Company counterproposal.

Conclusions

393. It is our view that the record supports the proposed assignment and reservation for non-commercial educational use of Channel 55 in Akron. The City of Akron has a population of 275,000 as compared to the City of Wooster with a population of 14,000. In view of the relative sizes of these communities and in the absence of a showing that no other channel is available for assignment to Wooster, we do not believe that the deletion of Channel 55 from Akron to assign that channel to Wooster is warranted. Accordingly, the counterproposal of Wooster Republican Printing Company is denied and the proposed reservation of Channel 55 in Akron for non-commercial educational use is finalized.

Final Assignments and Reservation

394. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Akron, Ohio		49, *55, 61

DAYTON, OHIO

395. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of VHF Channels 2 and 7 and UHF Channels 16 and 22 for Dayton, with Channel 16 reserved for non-commercial educational use.

(b) **Existing Stations.** Crosley Broadcasting Corporation is licensed for the operation of Station WLWD on Channel 5. The Commission ordered the licensee to show cause why its license should not be modified to specify operation on Channel 2 in lieu of Channel 5. Miami Valley Broadcasting Corporation is licensed for the operation of Station WHIO-TV on Channel 13. The Commission ordered the licensee to show cause why its license should not be modified to specify operation on Channel 7 in lieu of Channel 13.

(c) **Answers to Orders to Show Cause.** The Crosley Broadcasting Corporation did not object to the proposed modification of the WLWD license. Miami Valley Broadcasting Corporation stated that operation of Station WHIO-TV on Channel 7 in lieu of Channel 13 would constitute an improvement in channel assignments and that it had no objection to the proposed change.

(d) **The Dayton Educational Reservation.** The JCET supported the reservation of Channel 16 in Dayton for non-commercial educational use. No objection was filed to the reservation of this channel.

Conclusions: Orders to Show Cause

396. In view of the foregoing, an appropriate authorization will be issued to Crosley Broadcasting Corporation to specify operation of WLWD on Channel 2; and an appropriate authorization to Miami Valley Broadcasting Corporation will be issued to specify operation of Station WHIO-TV on Channel 7.

Conclusions: Dayton Educational Reservation

397. On the basis of the record the reservation of Channel 16 in Dayton for non-commercial educational use is finalized.

Final Assignments and Reservation

398. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Dayton, Ohio	2, 7	*16, 22

WARREN, OHIO

399. (a) **Proposed Assignment.** In the Third Notice the Commission proposed the assignment of UHF Channel 21 to Warren.

(b) The Warren Tribune Radio Station, Inc., supported the proposed assignment of Channel 21 to Warren. No objection was filed to the assignment of this channel.

Conclusions

400. In view of the foregoing the proposed assignment of Channel 21 for Warren is adopted.

YOUNGSTOWN, OHIO

401. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of UHF Channel 27 and 33 to Youngstown.

(b) **Census Data.** The standard metropolitan area of Youngstown has a population of 528,000 and the City of Youngstown has a population of 168,000.

(c) **Counterproposal of Vindicator Printing Company.** Vindicator Printing Company requested the additional assignment to Youngstown of one or more channels in the 782-890 Mc. band.

(d) **Statement in Support of Vindicator Printing Company Counterproposal.** Vindicator Printing Company stated that Youngstown is the only one of the first 30 metropolitan areas of the United States which has not been assigned at least 2 VHF channels for commercial use, and is also one of three of the first 30 metropolitan areas which has not been assigned at least five channels; that Youngstown is the only principal city of the first 30 metropolitan areas which does not have at least three television channels assigned to it for commercial use; and that the City of Youngstown supports three AM and two FM broadcast stations. No opposition was filed to the counterproposal.

(e) Channel 73 can be assigned to Youngstown in accordance with the standards adopted herein.

Conclusions

402. It is our view based on the record that the assignment of an additional channel to Youngstown is warranted. Accordingly, the counterproposal of Vindicator Printing Company is granted, and Channel 73 is assigned to Youngstown.

Final Assignments [91]

403. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Youngstown, Ohio		27, 33, 73

CINCINNATI, OHIO

404. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment to Cincinnati of VHF Channels 5, 9 and 12 and UHF Channels 48 and 54, with Channel 48 reserved for non-commercial educational use.

(b) **Census Data.** The standard metropolitan area of Cincinnati has a population of 904,000 and the City of Cincinnati has a population of 504,000.

(c) **Existing Stations.** Crosley Broadcasting Corporation is licensed for the operation of Station WLWT on Channel 4. The Commission ordered the licensee to show cause why its license should not be modified to specify operation on Channel 5 in lieu of Channel 4. Radio Cincinnati, Inc., is licensed for the operation of Station WKRC-TV on Channel 11. The Commission ordered the licensee to show cause why its license should not be

[91] No request was made on the record for an educational reservation in Youngstown.

modified to specify operation on Channel 12 in lieu of Channel 11. Scripps-Howard Radio, Inc., is licensed for the operation of Station WCPO-TV on Channel 7. The Commission ordered the licensee to show cause why its license should not be modified to specify operation on Channel 9 in lieu of Channel 7.

(d) **Answers to Orders to Show Cause.** The Crosley Broadcasting Corporation did not object to the proposed modification of license of WLWT. Radio Cincinnati, Inc., supported the proposed modification of license of WKRC-TV. Scripps-Howard Radio, Inc., did not object to the proposed modification of license of WCPO-TV.

(e) **Counterproposal of L. B. Wilson, Inc.** L. B. Wilson, Inc. requested the assignment of an additional VHF channel to Cincinnati by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice	Plan 1		Plan 2		Plan 3		Plan 4	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Cincinnati, O.	5, 9, 12	*48, 54	5, 9, 11†, 13†	*48, 54	5, 9, 11†, 13†	*48, 54	5,9,11†,13	*48,54	5,9,11†,13	*48,54
Indianapolis, Ind	6, 8, *13	20, 26	4†, 8, *12	20, 26	4†, 8, *12	20, 55†	6,8,*10†	20,26	6,8,*10†	20,55†
Huntington, W. Va.	8, 13	*53	8, 12†	*53	8, 12†	*53	8,12†	*53	8,12†	*53
Louisville, Ky.	3, 11	*15, 21	3, 6†	*15, 21	3, 6†	*15, 21	3,12†	*15,21	3,12†	*15,21
Bloomington, Ind.	4	*30, 36	10†	*30, 46	10†	*30, 36				
Clarksburg, W. Va.	12	22	5†	22	†	22, 48†		22	†	22,48†
Urbana, Ill.	*12	27, 33	*3†	27, 33	*3†	27, 33				
Terre Haute, Ind.	10	*57, 63	13†	*57, 63	†-	41†, *57, 63	†	*57,63	†	41†,57,63
Springfield, Ill.	3	20, *26	12-	20, *26	12†	20, *26				
Kirksville, Mo.	12	18	3†	18	3†	18				
Paducah, Ky.	6	43	12†	43	12†	43				
Cape Girardeau, Mo.	12	18	6†	18	6†	18				
Rockford, Ill.	13	39, *45					†	39,*45	†	39,*45,51†
Chicago, Ill.	2, 5, 7, 9, *11	20, 26, 32, 38, 44					2,5,7,9 *11,13†	20,26,32 38,44	2,5,7,9, *11,13†	20,26,32 38,44
Muncie, Ind.		49, 55				23†, 49				23†,49
Connorsville, Ind.		38				32†				32
Richmond, Ind.		32				26†				26
Steubenville, O.		51				63†				63
Washington, Pa.		63				51†				51

(f) **Statement in Support of L. B. Wilson, Inc. Counterproposal.** L. B. Wilson, Inc., stated that Cincinnati is one of the outstanding cities of the Ohio Valley and the mid-west; that it is recognized as one of the outstanding wholesale markets and manufacturing centers; and that the need and interest for an additional television channel is evidenced by the 258,000 television receiving sets presently in the hands of consumers in the area.

(g) The counterproposals of L. B. Wilson, Inc. would result in the following co-channel separations below 170 miles in Zone I:

Channel	Cities	Plan	Separation
13	Terre Haute-Cincinnati	1	157 miles
5	Clarksburg-Cleveland (Station WEWS)	1	162 miles
4[92]	Indianapolis-Columbus (Station WLWC)	1	167.4 miles
4	Indianapolis-Columbus (Station WLWC)	2	167.4 miles
5	Clarksburg-Cleveland (Station WEWS)	3	162 miles
10	Indianapolis-Columbus (WBNS-TV)	3	167.5 miles
10	Indianapolis-Columbus (WBNS-TV)	4	167.5 miles

(h) The L. B. Wilson counterproposal would also result in oscillator radiation interference. Such interference would be encountered (1) in the Cincinnati area by the assignment of Channels 9 and 13 to that community (proposed by Plans 1, 2, 3 and 4), (2) in areas served jointly by a station in Dayton on Channel 7 and a station in Cincinnati on Channel 11 (proposed by Plans 1, 2, 3 and 4), (3) in the Indianapolis area by the assignment of Channels 8 and 12 in Indianapolis (proposed by Plans 1 and 2), and (4) by the assignment of Channels 8 and 12 in Huntington, West Virginia (Plans 1, 2, 3 and 4), and (5) by the assignment of Channels 9 and 13 in Chicago (proposed by Plans 3 and 4).

(i) **Oppositions and Conflicting Counterproposals to the L. B. Wilson, Inc. Counterproposal.** Oppositions to the counterproposal of L. B. Wilson, Inc., to add an additional channel at Cincinnati, Ohio, or counterproposals which conflict therewith have been filed by the following parties: Champaign News-Gazette, Champaign, Illinois; University of Illinois, Urbana, Illinois; Indianapolis Broadcasting, Inc., Indianapolis, Indiana; Universal Broadcasting Company, Indianapolis, Indiana; West Central Broadcasting Company, Inc., Peoria, Illinois; Ohio State University, Columbus, Ohio; Ashland Broadcasting Company, Ashland, Kentucky; Southern Illinois University, Carbondale, Illinois; William H. Block Company, Indianapolis, Indiana; Cedar Rapids Gazette, Cedar Rapids, Iowa; Mid-America Broadcasting Corporation, Louisville, Kentucky; WHAS, Inc., Louisville, Kentucky; Radio Cincinnati, Inc. (WKRC-TV) Cincinnati, Ohio; Quad-City Broadcasting Corporation, Moline, Illinois; Peoria Broadcasting Company, Peoria, Illinois; WCAE, Inc., Pittsburgh, Pennsylvania; WFBM, Inc., Indianapolis, Indiana; Wabash Valley Broadcasting Corporation, Terre Haute, Indiana; Crosley Broadcasting Corporation (WLWC), Columbus, Ohio; Dispatch Printing Company (WBNS-TV) Columbus, Ohio; Scripps-Howard Radio, Inc. (WEWS), Cleveland, Ohio; Rockford Broadcasters, Inc., Rockford, Illinois; joint opposition filed by Cleveland Broadcasting Company, Inc.; United Broadcasting Company; the WGAR Broadcasting Company and WJW, Inc., all of Cleveland, Ohio; WIBC, Inc., Indianapolis Indiana; Southeastern Ohio Broadcasting Company, Inc., Zanesville, Ohio; Radio Indianapolis, Inc., Indianapolis, Indiana; Hirsch Broadcasting Company, Cape Girardeau, Missouri; and Columbia Broadcasting System, Inc., Chicago, Illinois.

(j) **The Cincinnati Educational Reservation.** Civic, religious, and educational institutions supported the reservation of Channel 48 in Cincinnati for non-commercial educational use. No objection was filed to the reservation.

Conclusions: Request for Additional VHF Channel in Cincinnati

405. It is our view that the counterproposal of L. B. Wilson, Inc., requesting the assignment of a fourth VHF channel to Cincinnati must be denied. Following are the co-channel separations below 170 miles in Zone I which would result under the four alternative plans submitted by L. B. Wilson, Inc.:

Channel	Cities	Plan	Separation
13	Terre Haute-Cincinnati	1	157 miles
5	Clarksburg-Cleveland (Station WEWS)	1	162 miles
4	Indianapolis-Columbus (Station WLWC)	1	167.4 miles
4	Indianapolis-Columbus (Station WLWC)	2	167.4 miles
5	Clarksburg-Cleveland (Station WEWS)	3	162 miles
10	Indianapolis-Columbus (WBNS-TV)	3	167.5 miles
10	Indianapolis-Columbus (WBNS-TV)	4	167.5 miles

Since the foregoing separations are below the minimum of 170 miles provided for Zone I the alternative plans of L. B. Wilson cannot be adopted.

406. In addition alternative Plans 2 and 4 would substitute UHF channels for VHF channels proposed in the Third Notice for other cities and Plan 3 deletes VHF channels with no replacements therefor. The Commission, in the Third Notice, proposed the assignment of one VHF channel for Terre Haute, one VHF channel for Rockford, and one VHF channel for Clarksburg. Plan 2 would delete the only VHF channels proposed to be assigned at Terre Haute and Clarksburg. Plan 3 would delete the only VHF channels proposed to be assigned to Terre Haute and Rockford. Plan 4 would delete the only VHF channels proposed for Terre Haute, Clarksburg and Rockford. Under the foregoing plans, the number of possible VHF assignments would be decreased since the number of VHF assignments required to be deleted under each plan would exceed the number of VHF assignments which would be added. It is our view that the deletion of the only VHF channel assigned to these communities in order to assign a fourth VHF channel to Cincinnati is not warranted. In addition to the foregoing, each of L. B. Wilson's plans would result in oscillator radiation interference. In view of the foregoing, the counterproposal of L. B. Wilson, Inc., to assign an addtional VHF channel to Cincinnati is denied.

Conclusions: Additional Channel for Cincinnati

407. We are of the view that the assignment of an additional channel in Cincinnati is warranted on the basis of the record.[93] It was above noted that the counterproposal requesting an additional VHF channel for Cincinnati could not be granted. UHF Channel 74 in Cincinnati would meet the required mileage spacings for channel assignments in this zone. Accordingly, Channel 74 will be added to Cincinnati.

Conclusions: Show Cause Order

408. An appropriate authorization will be issued to Crosley Broadcasting Corp., to specify operation of Station WLWT on Channel 5. An appropriate authorization will be issued to Scripps-Howard Radio, Inc., to specify operation of WCPO on Channel 9. An appropriate authorization will be issued to Radio Cincinnati, Inc., to specify operation of WKRC-TV on Channel 12.

Conclusions: Cincinnati Educational Reservation

409. On the basis of the record the reservation of Channel 48 for non-commercial educational use in Cincinnati is finalized.

Final Assignments and Reservation

410. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Cincinnati, Ohio	5, 9, 12	*48, 54, 74

CLEVELAND AND SANDUSKY, OHIO

411. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment to Cleveland of VHF Channels 3, 5, and 8, and UHF Channels 19 and 25 with Channel 25 to be reserved for non-commercial educational use, and the assignment to Sandusky of UHF Channel 59.

(b) **Census Data.** The Cleveland standard metropolitan area has a population of 1,466,000 and the City of Cleveland has a population of 915,000. The City of Sandusky has a population of 29,000.

(c) **Existing Stations.** The National Broadcasting Company, Inc. is licensed for the operation of Station WNBK Cleveland, on Channel 4. The Commission ordered the licensee to show cause why its license should not be modified to specify operation on Channel 3 in lieu of Channel 4. Empire Coil Co. Inc., is licensed for the operation of Station WXEL on Channel 9 in Cleveland. The Commission ordered the licensee to show cause why its license should not be modified to

[92] Station WTVN and WFBM-TV are licensed to operate on Channel 6 at Columbus and Indianapolis, respectively. The Third Notice proposed to continue the assignment of Channel 6 to both cities. Plans 1 and 2 of the L. B. Wilson, Inc., counterproposal would substitute Channel 4 for Channel 6 at Indianapolis thereby requiring modification of the WFBM-TV license.

[93] See also our discussion above in connection with the addition of a UHF channel to Pittsburgh.

specify operation on Channel 8 in lieu of Channel 9. Scripps-Howard Radio, Inc., is licensed for the operation of Station WEWS on Channel 5 in Cleveland.

(d) **Answers to Orders to Show Cause.** The National Broadcasting Company, Inc., supported the proposed modification of the WNBK license, and Empire Coil, Inc., supported the proposed modification of the WXEL license.

Cleveland

412. (a) **Joint Counterproposal of Cleveland Broadcasting Company, Inc., United Broadcasting Company; the WGAR Broadcasting Company; and WWJ, Inc.** The above named parties filed a joint counterproposal which would add UHF Channels 31, 59 and 65 to Cleveland and change the educational reservation from Channel 25 to Channel 65. Channel 65 would be added without making other changes in the channels proposed to be assigned in the Third Notice; Channel 59 would be added by substituting Channel 42 for Channel 59 at Sandusky, Ohio; and Channel 31 would be added by making the following other changes in the channel assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Cleveland, Ohio	3, 5, 8	19, *25	3, 5, 8	19, 25, 31†
Detroit, Mich.	2, 4, 7	50, *56, 62	2, 4, 7	38†, *56, 62
DuBois, Pa.		31		60†
Findlay, Ohio		53		24†
Gallipolis, Ohio		18		33†
Lexington, Ky.		27, 33		18†, 27
Lorain, Ohio		31		23†
Marion, Ohio		17		18†
Massillon, Ohio		23		53†
Pittsburgh, Pa.	2, 11, *13	47, 53	2, 11, *13	16†, 47
Windsor, Ont.	9	32, 38	9	32, 50†

(b) **Statement in Support of the Joint Counterproposal.** The parties stated in support of the joint counterproposal that the four commercial channels proposed by the Third Notice are inadequate to meet the needs of Cleveland; that Cleveland is Ohio's largest city and the seventh largest city in population in the United States; that there is a strong demand in the area for additional television service; and that there are approximately 500,000 television receivers in the Cleveland area.

(c) **Opposition and Conflicting Counterproposals.** The request to add Channel 65 to Cleveland is mutually exclusive with the counterproposal of WCAE, Inc., at Pittsburgh, Pennsylvania, and the counterproposal of the Trebit Corporation at Flint, Michigan. The counterproposals of both WCAE, Inc., and the Trebit Corporation have been denied elsewhere in this Report for the reason there stated. The request to assign Channel 59 to Cleveland by substituting Channel 42 in Sandusky, Ohio for Channel 59 is not in conflict with any other counterproposals nor have oppositions been filed thereto. Oppositions or conflicting counterproposals to the counterproposal to assign Channel 31 to Cleveland have been filed by Pittsburgh Radio Supply House, Pittsburgh, Pennsylvania; WVBP, Beaver Falls, Pennsylvania; and Tri-County Broadcasting Company, DuBois, Pennsylvania.

(d) **The Cleveland Educational Reservation.** The Board of Education and the Superintendent of Schools supported the reservation of Channel 25 in Cleveland for noncommercial educational use. No objection was filed to the reservation of a channel, however, the joint counterproposal of Cleveland Broadcasting Company, et al, which requests that UHF Channel 65 be added to Cleveland also requests that Channel 65 be reserved in lieu of Channel 25.

Conclusions: Additional UHF Channels

413. It is our view that the record warrants the additional assignment of a UHF channel to Cleveland, Ohio' largest city and the seventh largest city in population in the United States. We are not of the opinion, however, that the record supports the addition of more than one UHF channel to Cleveland. We believe that the assignment of one additional channel making a total of 6 channels to a community the size of Cleveland compares favorably with the number assigned to communities of similar size. Moreover, the availability of additional channels, for assignment in the area, particularly in the 782-890 Mc. band, is extremely limited and the assignment of a greater number of channels to Cleveland would decrease the availability of such channels to other cities and communities in the area. There remains for decision which of the three channels requested by the joint counterproposal should be assigned as an additional channel for Cleveland and what other changes, if any, should be adopted. It is our view that the most efficient assignment plan for the area is created if Channel 65 is added to Cleveland and Channel 42 is substituted for Channel 59 in Sandusky. Channel 59 will remain unassigned in the area and thus will be available for assignment later in accordance with the procedures adopted herein. It is our view that other changes in channel assignments which were requested by the counterproposal, should not be adopted.

Conclusions: The Educational Reservation

414. It is our view that the record supports the proposed reservation of Channel 25 in Cleveland for non-commercial educational use. The Commission does not recognize differences in UHF channels for assignment purposes. We see no merit, therefore, in the request of the Cleveland parties that the educational reservation be shifted from Channel 25 to Channel 65 and this request is denied.

Conclusions: Show Cause Orders

415. An approprite authorization will be issued to National Broadcasting Company, Inc., to specify operation of WNBK on Channel 3. An appropriate authorization will be issued to Empire Coil Company, Inc. to specify operation of WXEL on Channel 8.

Final Assignments and Reservation

416. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Cleveland, Ohio	3, 5, 8	19, *25, 65
Sandusky, Ohio		42

COLUMBUS, OHIO

(a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment to Columbus of VHF Channels 4, 6 and 10, and UHF Channels 34 and 40 with Channel 34 to be reserved for non-commercial educational use.

(b) **Census Data.** The Columbus standard metropolitan area has a population of 503,000 and the City of Columbus has a population of 389,000.

(c) **Existing Stations.** Crosley Broadcasting Corporation is licensed for the operation of Station WLWC on Channel 3. The Commission has ordered the licensee to show cause why its license should not be modified to specify operation on Channel 4 in lieu of Channel 5. The Dispatch Printing Company is licensed for the operation of Station WBNS-TV on Channel 10. Picture Waves, Inc., is licensed for the operation of Station WTVN on Channel 6.

(d) **Answer to Order to Show Cause.** The Crosley Broadcasting Corporation has not objected to the proposed modification of the WLWC license.

(e) **Counterproposal of Ohio State University.** Ohio State University requested the additional assignment of VHF Channel 12 to Columbus and the reservation of that channel for non-commercial educational use by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Columbus, Ohio	4, 6, 10	*34, 40	4, 6, 10, *12†	*34, 40
Cincinnati, Ohio	5, 9, 12	*48, 54	5, 9, 13†	*48, 54
Clarksburg, W. Va.	12		†	22
Cumberland, Md.		17	12†	17
Indianapolis, Ind.	6, 8, *13	20, 26	6, 8, †	20, 26 [94]
Huntington, W. Va.	8, 13	*53	8, †	*53

(f) **Statement in Support of Ohio State University Counterproposal.** In support of its counterproposal Ohio State University stated that it is the largest institution of higher education in Ohio; that it expects to construct a VHF educational station immediately if Channel 12 is assigned to Columbus and reserved for non-commercial educational use; that adequate funds are available for the construction and operation of a station; that it began broadcasting educational programs in 1922; that it broadcasts programs direct to classroom receivers in Ohio schools; and that the annual budget for the operation of its stations is over $150,000. With respect to the requested substitution of a UHF channel for the VHF channel proposed for Clarksburg in the Third Notice, it was asserted that Clarksburg, West Virginia, could best be served by UHF channels exclusively: that the use of UHF in Clarksburg and Huntington, West Virginia would be practical; that the deletion of VHF Channel 12 from Clarksburg and the addition of that channel to Cumberland, Maryland, would provide VHF service to a larger community; that the deletion of VHF Channel *13 from Indianapolis would not deprive Indianapolis of a commercial VHF service; that if a UHF channel were reserved for educational use in Indianapolis a strong incentive would be furnished present set owners to buy adapters to receive UHF signals; that a VHF channel in Columbus could provide educational television service in the immediate future to 55 percent of the homes in the Columbus area now equipped with VHF sets (229,000 sets as of October 1, 1951) and that the operation of a UHF station in Columbus is a commercial impossibility and an educational impracticability. The Ohio State University counterproposals would result in oscillator radiation interference in the Cincinnati area by the assignment of Channels 9 and 13 to that community.

(g) The Columbus Public Schools supported the reservation of Channel 34 in Columbus for non-commercial educational use. Aside from the position taken by Ohio State University no objection was filed to the reservation of this channel.

(h) **Oppositions and Conflicting Counterproposals to the Counterproposal of Ohio State University.** Oppositions and conflicting counterproposals were filed by: Radio Cincinnati, Inc., Cincinnati, Ohio; Clarksburg Broadcasting Corp., and Ohio Valley Broadcasting Corp., both of Clarksburg, West Va.; Universal Broadcasting Company, Inc., Crosley Broadcasting Corporation, WIBC, Inc., William H. Block Company, and Indianapolis Broadcasting Company, all of Indianapolis, Indiana; Huntington Radio Corporation, Huntington, West Va., and Ashland Broadcasting Company, Ashland, Kentucky.

Conclusions: Columbus Educational Reservation

418. It is our view that the counterproposal of Ohio State University should be denied since it would result in an inefficient utilization of the available frequencies. The counterpsoposal would delete VHF channels from three other cities of large size and importance and would assign VHF channels to only two cities in order to secure an additional assignment for Columbus.

We do not believe that the record supports the basis for this reduction in the total number of assignments proposed in the Third Notice. Further, the counterproposal would delete the only VHF assignment at Clarksburg, West Virginia, with a population of 32,000; reduce the VHF assignments at Huntington, West Virginia, with a population of 86,000 and a metropolitan area population of 246,000 from two to one; and reduce from three to two the VHF assignments pro-

[94] The counterproposal did not specify the channel to be reserved for noncommercial educational use in Indianapolis.

posed for Indianapolis, with a population of 427,000 and a metropolitan area population of 552,000. We do not believe this reduction in service is justified by the additional assignment of one VHF channel to Cumberland with a population of 38,000 (where no request for such assignment has been made by any Cumberland party); and the increase in the VHF assignments of Columbus from three to four. The counterproposal would also result in oscillator radiation interference. Accordingly, the counterproposal of Ohio State University for the additional assignment of VHF Channel 12 to Columbus and its reservation for non-commercial educational use is denied; and the proposed reservation of Channel 34 for non-commercial educational use in Columbus is finalized.

Conclusions: Show Cause Order

419. An appropriate authorization to Crosley Broadcasting Corporation will be issued to specify operation of Station WLWC on Channel 4.

Final Assignments and Reservation

420. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Columbus, Ohio	4, 6, 10	*34, 40

HUNTINGTON AND CHARLESTON, WEST VIRGINIA

421. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Huntington, W. Va.	8, 13	*53
Charleston, W. Va.	3	*43, 49

(b) **Census Data.** The standard metropolitan area of Huntington has a population of 246,000 and the City of Huntington has a population of 86,000. The metropolitan area of Charleston has a population of 322,000 and the city of Charleston has a population of 74,000.

(c) **Existing Stations.** WSAZ, Inc. is licensed for the operation of Station WSAZ-TV on Channel 5 in Huntington. The Commission has ordered the licensee to show cause why its license should not be modified to specify operation on Channel 8 in lieu of Channel 5.

Huntington

422. (a) **Answer to Order to Show Cause and Counterproposal of WSAZ, Inc.** WSAZ, Inc. opposed the Commission's proposal that it move its existing station to Channel 8, and has made a counterproposal requesting that the license of WSAZ-TV be modified to specify operation on Channel 3. This change could be accomplished by substituting the assignment of Channel 3 for Channel 8 in Huntington and substituting the assignment of Channel 8 for Channel 3 in Charleston, West Virginia.

(b) **Statement in Support of Counterproposal of WSAZ, Inc.** WSAZ, Inc. asserted that the cost of conversion from Channel 5 to Channel 8 would be substantially greater than the cost of conversion from Channel 5 to Channel 3; that changing to Channel 8 would require existing set owners to change their antennas which would not be necessary if the change were to Channel 3.

(c) **Oppositions and Conflicting Counterproposals to Counterproposals of WSAZ, Inc.** No oppositions or conflicting counterproposals were filed to the counterproposal of WSAZ, Inc., to assign Channel 3 to Huntington in exchange for Channel 8 and for modification of the WSAZ-TV license to specify operation on Channel 3.

(d) **The Huntington Educational Reservation.** The JCET, Marshall College, and the Board of Education supported the reservation of Channel 53 in Huntington for non-commercial educational use. No objection was filed to the reservation of this channel.

Charleston

423. **The Charleston Educational Reservation.** The JCET, Morris Harvey College and the Kanawha County Schools supported the reservation of Channel 43 in Charleston for non-commercial educational use. No opposition was filed to the reservation of this channel.

Conclusions: Educational Reservations

424. In view of the foregoing, the reservations of Channel 53 in Huntington and Channel 43 in Charleston for non-commercial educational use are finalized.

Conclusions: Show Cause Order

425. It is our view that the counterproposal of WSAZ, Inc. is meritorious, and it is therefore granted. An appropriate authorization to WSAZ, Inc. will be issued to specify operation of WSAZ-TV on Channel 3.

Final Assignments and Reservations

426. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Huntington, W. Va.	3, 13	*53
Charleston, W. Va.	8	*43, 49

ZANESVILLE, OHIO, AND CLARKSBURG, WEST VIRGINIA

427. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the following assignments:

City	VHF Channel No.	UHF Channel No.
Zanesville, Ohio		50
Clarksburg, W. Va.	12	22

(b) **Census Data.** The population of Zanesville is 41,000. The population of Clarksburg is 32,000.

(c) **Counterproposal of Southeastern Ohio Broadcasting System, Inc.** Southeastern Ohio Broadcasting System, Inc., requested the deletion of Channel 12 from Clarksburg and its assignment to Zanesville by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Zanesville, Ohio		50	12†	50
Clarksburg, W. Va.	12	22	†	22, 65†
Cincinnati, Ohio	5, 9, 12	*48, 54	5, 9, 11†	*48, 54
Louisville, Ky.	3, 11	*15, 21	3, 12†	*15, 21

(d) **Statement in Support of Southeastern Ohio Broadcasting System, Inc. Counterproposal.** Southeastern Ohio Broadcasting System urged that its proposal would result in the assignment of an additional channel to Zanesville, without reducing the number of channels for any community; that the assignment of Channel 12 to Zanesville, instead of to Clarksburg, would result in a more efficient utilization of channels, and that the assignment of the VHF channel in Zanesville would provide service in an area where there are many VHF receivers.

City	VHF Channel No.	UHF Channel No.
Zanesville, Ohio		50
Clarksburg, W. Va.	12	22

(e) **Oppositions and Conflicting Counterproposals to the Southeastern Ohio Broadcasting System, Inc. Counterproposal.** Oppositions and conflicting counterproposals have been filed by Ohio Valley Broadcasting Company, Clarksburg, West Virginia; Radio Cincinnati, Inc., Cincinnati, Ohio; L. B. Wilson, Inc., Cincinnati, Ohio; and Ohio State University, Columbus, Ohio.

(f) The Southeastern Ohio Broadcasting System, Inc. counterproposal would result in oscillator radiation interference in areas served by a station operating on Channel 11 in Cincinnati and a station operating on Channel 7 in Dayton, Ohio. Such interferences would be within the Grade A service areas of these stations.

Conclusions

428. We are of the opinion in view of the foregoing that the record does not support the deletion of the only VHF channel for Clarksburg, West Virginia. As we pointed out in the Third Notice, efforts have been made to minimize oscillator radiation interfernce without reducing the number of VHF assignments in the proposed table. The Southeastern proposal would result in no additional VHF assignment and in addition would create oscillator radiation interference from the operation of Channel 11 in Cincinnati and Channel 7 in Dayton. Accordingly, we believe that the assignment of Channel 11 in Cincinnati in view of the assignment of Channel 7 in Dayton, Ohio, is not as engineeringly sound as the assignment of Channel 12 in Cincinnati. In view of the foregoing, the counterproposal of Southeastern Ohio Broadcasting System, Inc. is denied.

Final Assignments

429. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Zanesville, Ohio		50
Clarksburg, W. Va.	12	22

INDIANAPOLIS, INDIANA

430. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Indianapolis	6, 8, *13	20, 26

(b) **Census Data.** The standard metropolitan area of Indianapolis has a population of 552,000 and the city of Indianapolis has a population of 427,000.

(c) **Existing Stations.** WFBM, Inc., is licensed for the operation of Station WFBM-TV on Channel 6.

(d) **Counterproposal of WIBC, Inc.** WIBC, Inc., requested the additional assignment of Channel 4 to Indianapolis by substituting UHF Channel 51 in Terre Haute, Indiana for VHF Channel 10, and by making the following changes in the assignments proposed in the Third Notice: [85]

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Indianapolis, Ind.	6, 8, *13	20, 26	4†, 6, 8, 13	*20, 26
Terre Haute, Ind.	10	*57, 63	†	51†, *57, 63
Bloomington, Ind.	4	*30, 36	10†	*30, 36
Logansport, Ind.		51		53†
Vincennes, Ind.		44		16†
Lincoln, Ill.		53		55†
Olney, Ill.		16		44†
Findlay, Ohio		53		39†

(e) **Statement in Support of WIBC, Inc. Counterproposal.** WIBC, Inc., urged that the public interest requires the grant of an additional assignment to Indianapolis where this can be achieved without reducing the number of channels assigned to any community. WIBC, Inc., contended that its counterproposal would result in a gain of Grade B service and that the size and economic importance of the Indianapolis area necessitate the assignment of an additional VHF channel for that community. WIBC, Inc., argued that since Terre Haute presently has no "reliable" VHF service and few VHF receivers outstanding, this community could utilize a UHF channel instead of a VHF channel without rendering any sizable public investment obsolete. WIBC, Inc., submitted that its counterproposal would encourage the popularity and growth of UHF and would foster competition in Terre Haute.

(f) The assignment of Channel 4 in Indianapolis would result in a 168 mile co-channel assignment separation between Indianapolis and Columbus, Ohio. The minimum co-channel assignment separation for this zone is 170 miles. The WIBC, Inc., counterproposal would also assign UHF Channel 51 to

[85] WIBC, Inc., also requested that the educational reservation in Indianapolis be moved to a UHF channel.

Terre Haute at a distance of only 49 miles from Bloomington where UHF Channel 36 is assigned by the Commission. Channels 36 and 51 must be 75 miles apart in order to satisfy the mileage separation required to prevent picture image interference.

(g) **Conflicting Counterproposals and Oppositions to the WIBC, Inc. Counterproposal.** The WIBC, Inc., counterproposal is mutually exclusive with the following other counterproposals: Joint counterproposal of Cleveland Broadcasting Company, Inc., United Broadcasting Company, WGAR Broadcasting Company, and WWJ, Inc.; Ohio State University; Columbia Broadcasting System, Inc.; Radio Indianapolis, Inc.; Logansport Broadcasting Corporation and Owensboro On The Air, Inc.; Radio Kentucky, Inc.; Southern Illinois University; Champaign News Gazette; and Evansville Chamber of Commerce. In addition, oppositions to the WIBC, Inc., counterproposal were filed by the following parties: Crosley Broadcasting Corporation, Columbus, Ohio; Wabash Valley Broadcasting Company; Columbia Broadcasting System, Inc., and Logansport Broadcasting Corporation and Owensboro On The Air, Inc.

(h) **Counterproposal of William H. Block Company.** William H. Block Company requested the additional assignment of VHF Channel 10 to Indianapolis by substituting UHF Channel 41 in Terre Haute for Channel 10, as follows:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Indianapolis, Ind.	6, 8, *13	20, 26	6, 8, 10†, *13	20, 26
Terre Haute, Ind.	10	*57, 63	†	41†, *57, 63

(i) **Statement in Support of William H. Block Company Counterproposal.** William H. Block Company urged that the assignment of Channel 10 in Indianapolis would provide a new television service to a greater number of persons as compared with the utilization of Channel 10 in Terre Haute. While the assignment of Channel 10 to Indianapolis would result in a 168 mile separation between that city and Station WBNS-TV presently operating on Channel 10 in Columbus, Ohio, William H. Block Company contended that a transmitter site could be selected in Indianapolis to provide 170 mile co-channel spacing. It was also urged that even with a 168 mile separation, interference would not be substantial. The William H. Block Company counterproposal would assign UHF Channel 41 to Terre Haute, 70 miles from Indianapolis where UHF Channel 26 is assigned by the Commission. Channels that are thus spaced 15 apart are required to have a separation of 75 miles in order to prevent picture image interference. William H. Block Company contended that a separation of 75 miles between transmitters could be achieved and that no objectionable interference would result.

(j) **Conflicting Counterproposals and Oppositions to the William H. Block Company Counterproposal.** The counterproposal of William H. Block Company is mutually exclusive with the following other counterproposals: Logansport Broadcasting Corporation and Owensboro On the Air, Inc.; Ohio State University; Columbia Broadcasting System, Inc., Chicago, Illinois; L. B. Wilson, Inc.; and Mid-American Broadcasting Corporation. In addition, oppositions to the counterproposal of William H. Block Company were filed by the following parties: Dispatch Printing Company; Columbia Broadcasting System, Inc., Chicago, Illinois; Mid-American Broadcasting Corporation; Wabash Valley Broadcasting Company and Logansport Broadcasting Corporation and Owensboro On The Air, Inc.

(k) **Counterproposal of Radio Indianapolis, Inc.** Radio Indianapolis, Inc., requested the additional assignment of UHF Channel 38, or a channel in the 782-890 Mc. band to Indianapolis by making the following changes in the assignments proposed in the Third Notice:[96]

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Indianapolis, Ind.	6, 8, *13	20, 26	6, 8, 13	*20, 26, 38† (or flex. chan.)[97]
Connersville, Ind.		38		45†
Kokomo, Ind.		31		29†
Marion, Ind.		29		31†

(l) **Statement in Support of Radio Indianapolis, Inc. Counterproposal.** Radio Indianapolis, Inc. contended that the assignment of UHF Channel 38 in Indianapolis could be accomplished in compliance with the minimum separation requirements with the exception that Channel 45 at Connersville, Indiana, would be only 53 miles from Indianapolis. Channels 38 and 45, being 7 channels apart, must be separated by at least 60 miles to prevent interference due to oscillator radiation.

(m) **Oppositions and Conflicting Counterproposals to the Radio Indianapolis, Inc. Counterproposal.** Conflicting counterprosals and oppositions to the counterproposal of Radio Indianapolis, Inc., for Channel 38 have been filed by WIBC, Inc., Indianapolis, Indiana and Columbia Broadcasting System, Inc., Chicago, Illinois. In addition, the Radio Indianapolis, Inc. counterproposal conflicts with the counterproposal of L. B. Wilson, Inc. for Cincinnati, Ohio.

(n) **The Indianapolis Educational Reservation.** Indianapolis Broadcasting, Inc.; Universal Broadcasting Company; WIBC, Inc.; and Radio Indianapolis, Inc., all of Indianapolis, filed counterproposals requesting that the educational reservation in Indianapolis be removed from VHF Channel 13 and shifted to a UHF channel. In support of its counterproposal, Indianapolis Broadcasting, Inc. submitted letters from Indiana University, Butler University, DePauw University, Wabash College, Jordan College of Music, Franklin College, Purdue University, Indianapolis Public Schools, and the Superintendent of Schools of the Archdiocese of Indianapolis, stating that these institutions did not intend to utilize VHF Channel 13 in Indianapolis for non-commercial educational purposes and indicating that the reservation of a UHF channel would satisfy their requirements. No sworn statements were filed by educators in Indianapolis supporting the reservation of Channel 13. The JCET submitted a sworn statement supporting the reservation of UHF Channel 20 for non-commercial educational use in Indianapolis based on the stated preference of the educational institutions in the Indianapolis area for a UHF reservation rather than VHF Channel 13.

Conclusions: Indianapolis Educational Reservation

431. Both commercial and educational interests in Indianapolis have requested that the educational reservation be shifted from VHF Channel 13 to a UHF channel, and the JCET has urged the reservation of UHF Channel 20 in Indianapolis for non-commercial educational purposes. The evidence indicates, therefore, that the educators in Indianapolis do not intend to utilize VHF Channel 13 for non-commercial educational purposes and that the reservation of a UHF channel would satisfy the needs of the educators in this community.

City	
Indianapolis	

On this basis the JCET supported the reservation of UHF Channel 20 in Indianapolis. In light of the above, we believe the record requires the shifting of the educational reservation from VHF Channel 13 to UHF Channel 20. Accordingly, the counterproposals of Indianapolis Broadcasting, Inc.; Universal Broadcasting Company; WIBC, Inc.; and Radio Indianapolis, Inc., in so far as they request the shifting of the educational reservation in Indianapolis to a UHF channel, are granted. UHF Channel 20 will be reserved in Indianapolis for non-commercial educational use.

Conclusions: Additional UHF Assignment in Indianapolis

432. The additional assignment in Indianapolis of Channel 4, as requested by WIBC, Inc., or of an additional VHF channel to Indianapolis at the expense of the only VHF channel in Terre Haute, a community of 64,000, is warranted. Moreover, the assignment of Channel 4 or Channel 10 in Indianapolis would result in co-channel assignment separations between Indianapolis and Columbus below 170 miles, the minimum assignment separation for this zone; and the assignment of UHF Channel 51 to Terre Haute as proposed by WIBC, Inc., and of UHF Channel 41 to Terre Haute as proposed by William H. Block Company, would also result in separation below the minimum. In light of the foregoing, the counterproposals of WIBC, Inc. and William H. Block Company for the assignment of an additional VHF channel in Indianapolis are denied.

Conclusions: Additional UHF Assignment in Indianapolis

433. We believe that the record supports the addition of a UHF channel in Indianapolis. However, the counterproposal of Radio Indianapolis, Inc. to assign Channel 38 to that community cannot be granted since it would result in assignment separations below the minimum. However, the alternative request of Radio Indianapolis, Inc. seeking a channel in the 782-890 Mc band for Indianapolis can be granted since Channel 67 can be utilized in that city. Accordingly, the counterproposal of Radio Indianapolis, Inc. in so far as it requests the assignment of a channel in the 782-890 MC band in Indianapolis, is granted.

Final Assignments and Reservation

434. The following assignments and reservation are adopted:

VHF Channel No.	UHF Channel No.
6, 8, 13	*20, 26, 67

LOGANSPORT, INDIANA AND OWENSBORO, KENTUCKY

435. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the following aslowing assignments for Logansport, Indiana and Owensboro, Kentucky:

City	VHF Channel No.	UHF Channel No.
Logansport, Ind.		51
Owensboro, Ky.		14

(b) **Census Data.** The population of Logansport is 21,000 and the population of Owensboro is 34,000.

(c) **Counterproposal of Logansport Broadcasting Corporation and Owensboro On The Air, Inc.** A joint counterproposal was filed by Logansport Broadcasting Corporation, Logansport, Indiana, and Owensboro On The Air, Inc., Owensboro, Kentucky, requesting the additional assignment of Channel 10 to both Logansport and Owensboro to be accomplished by shifting Terre Haute, Indiana, from VHF Channel 10 to a UHF channel as follows:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Owensboro, Ky.		14	10†	14
Logansport, Ind.		51	10†	51
Terre Haute, Ind.	10	*57, 63	†	34†, *57, 63

(d) **Statement in Support of Counterproposal of Logansport Broadcasting Corporation and Owensboro On The Air, Inc.** Logansport Broadcasting Corporation and Owensboro On The Air, Inc., Channel 10, as requested by William H. Block Company, can be accomplished only by substituting a UHF channel for the only VHF assignment in Terre Haute. We do not believe that the assignment of

[96] Radio Indianapolis, Inc. also requested that the educational reservation in Indianapolis be shifted to a UHF channel.

[97] No changes would be required to assign a channel in the 782-890 Mc. band to Indianapolis.

contended that the assignment of Channel 10 to both Logansport and Owensboro would provide service to a greater area and number of persons as compared with the assignment of Channel 10 in Terre Haute. Logansport Broadcasting Corporation and Owensboro On The Air, Inc., suggested UHF Channel 34 as a replacement for VHF Channel 10 in Terre Haute. It was recognized, however, that Channel 34 at Terre Haute, being only 152 miles from the co-channel assignment at Carbondale, Illinois, would not meet the minimum separation for co-channel UHF assignments in this area. It was also suggested that UHF Channel 51, as proposed by WIBC, Inc., or UHF Channel 41 as proposed by William H. Block Company, in connection with their counterproposal for Indianapolis, be assigned in Terre Haute to replace VHF Channel 10.[68]

(e) Conflicting Counterproposals and Oppositions to the Logansport Broadcasting Corporation and Owensboro On The Air, Inc. Counterproposal. The Logansport-Owensboro counterproposal conflicts with the following other counterproposals: William H. Block Company, Indianapolis, Indiana; WIBC, Inc., Indianapolis, Indiana; L. B. Wilson, Inc., Cincinnati, Ohio; Twin Valley Broadcasters, Inc., Coldwater, Michigan; Quad-City Broadcasting Corp., Moline, Illinois; Michigan State College, East Lansing, Michigan; WJR, The Goodwill Station, Inc., Detroit, Michigan; and University of Southern Illinois, Carbondale, Illinois. In addition, oppositions to the Logansport-Owensboro counterproposal were filed by the following parties: Wabash Valley Broadcasting Company, Terre Haute, Indiana; WIBC, Inc., Indianapolis, Indiana; William H. Block Company, Indianapolis, Indiana; and WJR, The Goodwill Station, Inc., Detroit, Michigan.

Conclusions

436. The counterproposal of Logansport Broadcasting Corporation and Owensboro On The Air, Inc., would assign Channel 10 in both Logansport and Owensboro by deleting the only VHF channel from Terre Haute, a community of 64,000 in a metropolitan area of 105,000. However, the combined population of both Logansport and Owensboro is less than the population of Terre Haute. In view of the size and importance of Terre Haute, we do not believe that Channel 10 should be deleted from Terre Haute to provide a VHF channel for Logansport and Owensboro. In light of the foregoing, the counterproposal of Logansport Broadcasting Corporation and Owensboro On The Air, Inc., is denied.

Final Assignments

437. The following assignments are adopted:

City	UHF Channel No.
Logansport, Ind.	51
Owensboro, Ky.	14

FORT WAYNE, INDIANA

438. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the assignment of three UHF channels to Fort Wayne, Indiana: Channels 21, 27 and 33, with Channel 27 reserved for non-commercial educational use.

(b) **Census Data.** The Fort Wayne standard metropolitan area has a population of 184,000 and the City of Fort Wayne has a population of 134,000.

(c) **Counterproposal of Indiana Technical College.** Indiana Technical College of Fort Wayne filed a counterproposal requesting the additional assignment of VHF Channel 5 to Fort Wayne, with power limited to 14 kw, to be reserved for non-commercial educational use in lieu of UHF Channel 27.

(d) **Statement in support of Indiana Technical College Counterproposal.** Indiana Technical College stated that the assignment of a VHF channel in Fort Wayne would make possible the immediate initiation of a non-commercial educational television service. Indiana Technical College stated that it had received as donations much of the equipment necessary for the construction of a VHF station. None of this equipment would be adaptable for use in the UHF band. Accordingly, the Indiana Technical College stated that if a VHF channel is not assigned to Fort Wayne for non-commercial educational use, "it seems very doubtful at the present time that the necessary funds and community interest to support a non-commercial educational UHF outlet in Fort Wayne could be found for several, perhaps many, years to come." The Mayor of Fort Wayne stated that the city has appropriations set aside for such purposes and that as much financial assistance as possible would be given, along with full assistance in connection with programming. The Paterson-Fletcher Company, Rea Magnet Wire Company and other business organizations pledged their full cooperation in helping to finance the construction and operation of a non-commercial educational station in Fort Wayne. The following organizations in Fort Wayne stated their intention of assisting in the programming of the proposed educational station: Fort Wayne-Allen County Chapter of the Red Cross, Superintendent of Schools, Concordia College, St. Francis College, Fort Wayne Bible College, Public Library, Fort Wayne Art School and Museum, Fort Wayne Civic Theatre, Fort Wayne Musical Society, Chamber of Commerce. The film library of WOI-TV in Ames, Iowa, has been placed at the disposal of Indiana Technical College for use on the proposed educational station. Galbreath Pictures Production, Inc., has made available to the College its film library for use on the proposed station and has offered to lend assistance in any television production problems. The Capehart - Farnsworth Corporation has given the support of its organization and engineering personnel to the television activities of the College. The Indiana Technical College stated that the Fort Wayne community enthusiastically supported the establishment of an educational television station in Fort Wayne.

(e) Channel 5 in Fort Wayne would be 143 miles from existing television Station WNBQ in Chicago and 139 miles from existing Station WLWT in Cincinnati, both operating on Channel 5. However, Indiana Technical College stated that no limitation on the operation of Stations WNBQ and WLWT would be necessary if a maximum of 14 kw power at an antenna height of 500 feet would be specified in the use of Channel 5 at Fort Wayne. By limiting power to 14 kw at Fort Wayne, Indiana Technical College asserted that interference to the Grade A service areas of WNBQ and WLWT would be avoided entirely and that less interference would be caused to the Grade B service areas of these stations than would result from the assignment of a station employing 100 kw power at a separation of 180 miles. In was also contended that all of the Grade B area loss due to the operation of a station in Fort Wayne on Channel 5 as proposed would receive service from other stations. Indiana Technical College stated that a station operating on Channel 5 in Fort Wayne as proposed would have an interference-free Grade A service radius of 17.3 miles and a Grade B interference-free service radius varying from a minimum of 25.1 to a maximum of 34 miles.

(f) Indiana Technical College argued that precedent exists for affording assistance to non-commercial educational television broadcasting, including the operation with low power. In addition to the reservation policy adopted by the Commission, Indiana Technical College pointed to the concessions made to non-commercial FM stations including permission to operate with powers of 10 watts and less. In connection with AM broadcasting, the College submitted that the Commission granted many exceptions to its general rules, including permission for educational licensees to discontinue broadcasts during the summer months. Accordingly, Indiana Technical College requested the assignment of Channel 5 in Fort Wayne to be utilized with low power.

(g) **Opposition to the Indiana Technical College Counterproposal.** Crosley Broadcasting Corporation, licensee of Station WLWT, Cincinnati, Ohio, and National Broadcasting Company, Inc., licensee of Station WNBQ, Chicago, Illinois, filed oppositions to the Indiana Technical College counterproposal. As noted above, Channel 5 in Fort Wayne would be 143 miles from Station WNBQ in Chicago and 139 miles from Station WLWT, in Cincinnati. The oppositions of Crosley and NBC are based on the interference which allegedly would be caused by the operation of a station in Fort Wayne on Channel 5.

Conclusions

439. The assignment of Channel 5 in Fort Wayne would not meet the minimum co-channel assignment separations for Zone I. While Indiana Technical College recognizes this deviation, it requested that operation be permitted with power limited to 14 kw. We have in another portion of this Report discussed low power operation and we have there concluded that the public interest would not be served by such operation where an assignment is made in violation of the minimum separation requirements. We find no reason to deviate from our rules with respect to the operation of low power stations. The Commission recognizes that it has made special rules with respect to power and time of operation for educational stations in other services. The engineering considerations that are involved in the establishment of low power stations in television make it impossible, however, to permit low power operation in the non-commercial educational television service. In light of the foregoing, the counterproposal of Indiana Technical College is denied. We believe, however, that the record supports the reservation of UHF Channel 27 in Fort Wayne as proposed in the Third Notice and the reservation of Channel 27 in Fort Wayne, is finalized.

Final Assignments

440. The following assignments are adopted:

City	UHF Channel No.
Fort Wayne, Indiana	21, *27, 33

BLOOMINGTON, INDIANA

441. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the following assignments and reservation to Bloomington, Indiana:

City	VHF Channel No.	UHF Channel No.
Bloomington, Ind.	4	*30, 36

[68] Wabash Valley Broadcasting Corporation filed a Motion to Strike paragraph 22 of the "Written Presentation in Lieu of Hearing" filed by WSAL and WVJS (Logansport Broadcasting Corporation and Owensboro On the Air, Inc.) on September 10, 1951 for the reason that the joint counterproposal of WSAL and WVJS filed on May 7, 1951 proposed the deletion of Channel 10 from Terre Haute, Indiana, and the substitution of Channel 34 therefor; that in paragraph 22 of the September 10, 1951 statement they admitted the impracticability of assigning Channel 34 to Terre Haute and abandoned that portion of their counterproposal; that in the same document of September 10, 1951, WSAL and WVJS proposed for the first time that Channel 41 or 51, or a flexibility channel, or one of the "unused channels in the area" be assigned to Terre Haute. WSAL and WVJS filed an opposition to the abovementioned Motion to Strike admitting that such material objected to did not appear in prior presentations made by them but said that such material has been properly submitted as evidence by other parties to this proceeding (by William H. Block Co.; WIBC, Inc.; L. B. Wilson, Inc.) and therefore may be properly recited and relied upon by WSAL and WVJS. The Motion to Strike is GRANTED but the Commission has considered all the evidence which has been offered by other parties to this proceeding with respect to the possible assignment to Terre Haute.

WSAL and WVJS filed with the Commission a "Motion to Strike and For Other Relief and Opposition to Motion to Strike" and a "Reply to Brief of Wabash Valley Broadcasting Corporation." The Motion to Strike is directed against certain portions of the testimony in the sworn statements of Wabash Valley Broadcasting Corporation filed with the Commission on September 8, 1951 and October 8, 1951. The Opposition to Motion to Strike is directed against the Motion to Strike filed by Wabash Valley Broadcasting Corporation on October 22, 1951. On November 26, 1951 Wabash Valley Broadcasting Corporation filed with the Commission "A Motion to Strike Physically Documents Filed Late by Logansport Broadcasting Corporation and Owensboro On The Air." Wabash Valley Broadcasting Corporation moves to strike for the reason that the Commission's Order on Hearing Procedure provides that all pleadings and briefs affecting Groups N through R should be filed by October 22, 1951 and that the above-named parties filed their documents one week late.

The Motion to Strike is GRANTED in so far as it pertains to the "Reply to Brief of Wabash Valley Broadcasting Corporation" and "Motion to Strike" certain portions of the testimony of Wabash Valley Broadcasting Corporation, both filed on October 29, 1951, since these documents have been filed one week later than the deadline for their group. The Motion to Strike is DENIED in so far as it pertains to the "Opposition to Motion to Strike" filed by WSAL and WVJS on October 29, 1951 for the Motion to Strike was not filed until October 22, 1951, the deadline date for the group, and WSAL and WVJS must be allowed the opportunity to file an opposition to the motion to strike.

(b) **Existing Stations.** Sarkes Tarzian, Inc. has a construction permit for Station WTTV in Bloomington on Channel 10, is operating under special temporary authorization and has been directed to show cause why its authorization should not be modified to specify operation on Channel 4 in lieu of Channel 10.

(c) **Answer of Sarkes Tarzian, Inc., to Show Cause Order.** Sarkes Tarzian, Inc., stated that it had no objection to the Commission's proposal to move Station WTTV from Channel 10 to Channel 4.

(d) **Educational Reservation in Bloomington.** Indiana University supported the reservation of Channel 30 in Bloomington, stating that it hopes to make use of the reservation in cooperation with other educational institutions in the area. No oppositions to the reservation were filed.

Conclusions: Show Cause Order

442. An authorization will be issued to Sarkes Tarzian, Inc., to specify operation of Station WTTV on Channel 4 in lieu of Channel 10.

Conclusions: Educational Reservation

443. In view of the foregoing, the reservation of Channel 30 in Bloomington for non-commercial educational use is finalized.

Final Assignments and Reservation

444. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Bloomington, Ind.	4	*30, 36

EVANSVILLE, INDIANA

445. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of 4 channels to Evansville, Indiana: VHF Channel 7 and UHF Channels 50, 56 and 62, with Channel 56 reserved for non-commercial educational purposes.

(b) **Census Data.** The standard metropolitan area of Evansville has a population of 160,000 and the City of Evansville has a population of 129,000.

(c) **Statement in Support of Proposed Assignments.** South Central Broadcasting Corporation, Evansville, Indiana, and the Evansville Chamber of Commerce filed statements supporting the proposed assignments for Evansville.

(d) **Counterproposal of Evansville Chamber of Commerce.** In addition to supporting the proposed assignments for Evansville, the Evansville Chamber of Commerce requested that the Commission "keep Evansville in mind for another VHF or UHF channel should circumstances make such further allocation possible." It was suggested that Channel 29 should be assigned to that community.

(e) The assignment of Channel 29 to Evansville would not meet the required 75 mile spacing necessary to prevent picture image interference in light of the assignment of Channel 14 in Ownesboro, Kentucky, and Channel 44 in Vincennes, Indiana, both within 75 miles of Evansville.

(f) **Educational Reservation.** Evansville College supported the reservation of UHF Channel 56 in Evansville for non-commercial educational use. Incorporated in this statement were letters of support of the reservation by the Evansville Chamber of Commerce, Evansville Public Schools, and the Evansville Public Museum. Evansville College stated that there is interest among the educational institutions in the area in working cooperatively for the construction and use of an educational television station. The President of the College, stated that there is "every expectation that some time in the foreseeable future as adjustments are made, equipment becomes available in the UHF field, and the probable cost of equipment and production are reduced this community will wish to make television as part of the total educational facility which it uses."

(g) The South Central Broadcasting Corporation, Evansville, Indiana, supported the reservation of Channel 56 for non-commercial educational use provided the time of reservation is not unduly prolonged, and suggested that a time limitation of one year be placed on the reservation.

Conclusions: Additional Assignments

446. We believe that the record does not support the assignment of additional channels to Evansville. The assignment of Channel 29 proposed by the Evansville Chamber of Commerce would not meet the required 75-mile spacing necessary to prevent picture image interference. In light of the foregoing, the counterproposal of the Evansville Chamber of Commerce requesting the additional assignment of Channel 29 is denied.

Conclusions: Educational Reservation

447. We believe, on the basis of the record, that the reservation of Channel 56 for non-commercial educational use in Evansville should be finalized. We do not believe that a time limitation on the reservation of one year as suggested by the South Central Broadcasting Corporation is warranted. We see no reason for deviating in this instance from the rules adopted herein with respect to the amendments of the Table. In the light of the foregoing, the reservation of Channel 56 for non-commercial use in Evansville is finalized.

TERRE HAUTE, INDIANA: EDUCATIONAL RESERVATION

448. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 57 for non-commercial educational use.

(b) Indiana State Teacher's College filed a statement supporting the reservation of Channel 57 in Terre Haute for non-commercial educational use. It was stated that local educational institutions including Indiana State Teachers College, Rose Polytechnic Institute, and St. Mary-of-the-Woods College, and the public schools of Terre Haute, were studying the legal and technical aspects of the establishment of an educational television station. No oppositions were filed to the proposed reservation.

Conclusions

449. In view of the foregoing the reservation of Channel 57 for non-commercial educational use in Terre Haute is finalized.

SOUTH BEND, INDIANA: EDUCATIONAL RESERVATION

450. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 40 in South Bend for non-commercial educational use.

(b) The University of Notre Dame supported the reservation of Channel 40 for non-commercial educational use. The President of the University stated that it was studying the financial, programming, legal and engineering requirements necessary to establishing an educational television station. No oppositions to the proposed reservation were filed.

Conclusions

451. In view of the foregoing the reservation of Channel 40 for non-commercial educational use in South Bend is finalized.

MICHIGAN CITY, INDIANA

452. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of one channel, UHF Channel 62 to Michigan City, Indiana.

(b) **Census Data.** Michigan City has a population of 28,000.

(c) **Statement in Support of Proposed Assignment.** William C. Higgins filed a statement supporting the proposed assignment of UHF Channel 62 for Michigan City. It was urged that this assignment would be in the public interest, convenience and necessity, and that such assignment is required by the priorities. No oppositions to the assignment of Channel 62 in Michigan City were filed.

Conclusions

453. In view of the foregoing, the assignment of Channel 62 in Michigan City is adopted.

MUNCIE, INDIANA

454. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of 2 channels to Muncie, Indiana; UHF Channels 49 and 55.

(b) **Census Data.** The Muncie standard metropolitan area has a population of 90,000 and the City of Muncie has a population of 58,000.

(c) **Counterproposal of Ball State Teachers College.** Ball State Teachers College, Muncie, Indiana, requested that Channel 55 be designated as an educational reservation or that a channel in the 782-890 mc. band be assigned to Muncie to be reserved for non-commercial educational use. No oppositions were filed to the counterproposal.

(d) **Statement in Support of Ball State Teachers College Counterproposal.** Ball State Teachers College stated that it is the only state institution of higher learning in Indiana which would not have a television assignment reserved in its area for non-commercial educational use. The Director of Radio of the College noted that both radio and television courses are now being conducted in the school and that the television courses would be expanded when an educational television station commenced operation. Support for the counterproposal of Ball State Teachers College was also expressed by the Mayor of Muncie, the Principal of Burris School in Muncie, and the School City of Muncie.

Conclusions

455. In view of the foregoing the counterproposal of Ball State Teachers College insofar as it requested the assignment of a channel in Muncie to be reserved for non-commercial educational use is granted. Accordingly, Channel 71 is assigned to Muncie and is reserved for non-commercial educational use.

Final Assignments and Reservation

456. The following assignments and reservation are adopted:

City	UHF Channel No.
Muncie	49,55,*71

LAFAYETTE, INDIANA: EDUCATIONAL RESERVATION

457. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 47 to Lafayette, Indiana, for non-commercial educational use.

(b) Purdue University, Lafayette, Indiana, supported the reservation of Channel 47 in Lafayette for non-commercial educational use. No oppositions to the proposed reservation in Lafayette were filed.

Conclusions

458. In view of the foregoing, the reservation of Channel 47 in Lafayette, Indiana, for non-commercial educational use is finalized.

GARY, INDIANA

459. (a) **Proposed Assignment.** In the Third Notice, the Commission proposed the assignment of one channel for Gary, Indiana, UHF Channel 50.

(b) **Census Data.** The population of Gary is 134,000. Gary lies within the Chicago metropolitan area.

(c) **Counterproposal of the Board of School Trustees of the School City of Gary.** The Board of School Trustees of the School City of Gary requested in the alternative (1) that Channel 50 proposed for Gary in the Third Notice be reserved for non-commercial educational use; or (2) that Channel 44 be deleted from Chicago, assigned to Gary, and reserved for non-commercial educational use; or (3) that a channel in the 782-890 Mc. band be assigned to Gary and reserved for non-commercial educational use.

(d) **Statement in Support of Board of School Trustees Counterproposal.** The Board of School Trustees urged, that adequate coverage for the Gary area from an educational television station in Chicago would not be achieved, and that the Audio-Visual Educational Department of the Gary Public Schools was in a position to aid educational television. The Superintendent of Schools stated that the Board was "aware of the cost of establishing a television broadcasting station and of the cost of the operation of such a station" and represented that the Board would do its best "to finance this area in an adequate manner."

(e) **Opposition to the Board of School Trustees Counterproposal.** Johnson-Kennedy Radio Corporation filed an opposition to the Board of School Trustees counterproposal only insofar as it requested the deletion of Channel 44 from Chicago.

(f) **Counterproposal of the Lake Broadcasting Company.** Lake Broadcasting Company, Gary, Indiana, filed a counterproposal requesting that VHF Channel 11 be deleted from Chicago, where it is reserved for non-commercial educational use, and be assigned to Gary, with the reservation in

Chicago shifted to UHF Channel 20, as follows:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Chicago, Illinois	2,5,7,9,*11	20,26,32, 38,44	2,5,7,9, †	*20,26,32, 38,44
Gary, Indiana		50	11†	50†

(g) Statement in Support of Lake Broadcasting Company Counterproposal. The Lake Broadcasting Company urged that Gary was entitled to an additional assignment in accordance with priorities 3 and 4 and in light of the mandate of Section 307(b) requiring an equal distribution of frequencies between states and cities. It was further contended that educational television in Chicago would not be adversely affected by shifting the reservation for non-commercial educational use to a UHF channel.

(h) Opposition to the Lake Broadcasting Company Counterproposal. The Johnson-Kennedy Radio Corporation, Chicago, Illinois, filed an opposition to the counterproposal of the Lake Broadcasting Company contending that the shifting of Channel 11 from Chicago to Gary would substantially reduce the number of persons that would receive service from this assignment. While the Johnson-Kennedy Radio Corporation neither supported nor opposed the reservation of Channel 11 in Chicago for non-commercial educational use, it was urged that Channel 11 should not be deleted from that community. The Lake Broadcasting Company counterproposal also conflicts with the support of the JCET and educational institutions for the reservation of Channel 11 in Chicago.

Conclusions: Assignment of VHF Channel 11 to Gary

460. We do not believe that a VHF channel should be deleted from Chicago to provide a VHF channel for Gary. Chicago has a metropolitan area population of 5,495,000 and a city population of 3,621,000. Gary is in the metropolitan area of Chicago and is located 24 miles from the City of Chicago. Gary will receive Grade A service from the operation of VHF stations in Chicago. We do not believe that the deletion of a VHF assignment from one of the major cities of the United States is warranted where the smaller city is located within the metropolitan area of the major city and will receive Grade A VHF service from stations located in the larger city. It is our view that the deletion of a VHF assignment from a city as large and as important as Chicago to create one for Gary is not warranted. The counterproposal of Lake Broadcasting Company is therefore denied.[99]

Conclusions: Educational Reservation in Gary

461. We are of the view that the record supports the reservation of a channel at Gary for non-commercial educational use. However, we do not believe such a reservation is warranted at the expense of the only commercial assignment in Gary or of the deletion of a UHF channel from Chicago. Accordingly, Channel 66 is assigned to Gary and reserved for non-commercial educational use.

Final Assignment and Reservation

462. In view of the foregoing, the following assignments and reservation for Gary are adopted:

City	UHF Channel No.
Gary, Indiana	50,*66

LOUISVILLE, KENTUCKY

463. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of four channels to Louisville, Kentucky: VHF Channels 3 and 11 and UHF Channels 15 and 21, with Channel 15 reserved for non-commercial educational use.

(b) **Census Data.** The Louisville standard metropolitan area has a population of 577,000. The City of Louisville has a population of 369,000.

(c) **Existing Stations.** WAVE, Inc., is licensed for the operation of Station WAVE-TV on Channel 5, and WHAS, Inc., is licensed for the operation of Station WHAS-TV on Channel 9. The above licensees have been directed to show cause in this proceeding why the licenses of WAVE-TV and WHAS-TV should not be modified to specify operation on Channels 3 and 11, respectively, in lieu of Channels 5 and 9.

(d) **Answers to Orders to Show Cause.** WHAS, Inc., stated that it agreed to the proposed modifications of its license to specify operation of WHAS-TV on Channel 11 in lieu of Channel 9. WHAS, Inc., pointed out that the assignment of Channel 11 in Louisville would be 227 miles from the co-channel assignment at Johnson City, Tennessee, and 241 miles from the co-channel assignment at St. Louis, Missouri, the closest co-channel assignments, and that accordingly, the assignment of Channel 11 in Louisville would meet the minimum separation requirement. WAVE, Inc., has not filed an objection to the proposed modification of its license to specify operation on Channel 3 in lieu of Channel 5.

(e) **Counterproposals of Mid-America Broadcasting Corporation and Radio Kentucky, Inc.** Mid-America Broadcasting Corporation, Louisville, Kentucky, filed a counterproposal requesting the additional assignment of UHF Channel 41 to Louisville "as well as all other additional channels which can be allocated." Radio Kentucky, Inc. filed a counterproposal requesting the additional assignment of UHF Channel 51 to Louisville.[99] The counterproposals would make the following changes:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Louisville, Kentucky	3,11	*15,21	3,11	15,21,41†,51†

(f) Statements in Support of Counterproposals of Mid-America Broadcasting Corporation and Radio Kentucky, Inc. It was urged by Mid-America Broadcasting Corporation that Louisville, which ranks 25th among the nation's metropolitan areas, has fewer proposed assignments than many lesser metropolitan areas. It was pointed out, for example, that the Commission in the Third Notice proposed the assignment of 5 channels to Denver, the 26th ranking metropolitan area, and 5 channels to Indianapolis, the 28th metropolitan area. It was further urged that the assignment of Channel 41 in Louisville would not require the deletion of channels from any other community and would meet the required assignment separations. Radio Kentucky, Inc. contended, in support of its request, that UHF Channel 51 can be assigned to Louisville without affecting any other assignments and would meet the minimum assignment separations. No oppositions were filed to the counterproposals of Mid-America Broadcasting Corporation or Radio Kentucky, Inc.

(g) Educational Reservation in Louisville. The Louisville Free Public Library, the Board of Education of Louisville, the Lutheran Baptist Theological Seminary, and Nazareth College supported the reservation of Channel 15 for non-commercial educational use in Louisville. Radio Kentucky, Inc. opposed the reservation of Channel 15 in Louisville contending that educational institutions would be adequately served by commercial stations; that educational institutions would secure a maximum audience through the utilization of commercial television; that educational institutions would best be served by participating in the regular programming of commercial stations; and that educational institutions in Louisville lacked the necessary finances to establish a non-commercial educational television station. In reply, the Louisville Public Library and the Board of Education of Louisville argued that television could become a real tool of instruction only if the stations are owned and controlled by the educational institutions. It was also urged that since commercial interests could move more rapidly than educational institutions in making plans and securing necessary funds, the reservation of channels for non-commercial educational use are necessary.

Conclusions: Additional UHF Assignments

464. We are of the view that the record supports the assignment of additional UHF assignments to Louisville. Since Channels 41 and 51 can be assigned without affecting any other assignments and in conformity with minimum separation requirements these channels are assigned to Louisville.

Conclusions: Educational Reservation

465. We believe that the record supports the reservation of UHF Channel 15 for non-commercial educational use in Louisville. Accordingly, we are finalizing the reservation of UHF Channel 15 in Louisville for non-commercial educational use.

Conclusions: Show Cause Orders

466. Appropriate authorizations will be issued to WAVE, Inc., and WHAS, Inc., to specify operation of WAVE-TV and WHAS-TV on Channels 3 and 11, respectively.

Final Assignments and Reservation

467. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Louisville	3,11	*15,21,41,51

COLDWATER, MICHIGAN

468. (a) **Proposed Assignments.** In the Third Notice the Commission proposed no assignments for Coldwater, Michigan.

(b) **Census Data.** Coldwater has a population of 9,000.

(c) **Counterproposal of Twin Valley Broadcasters, Inc.** A counterproposal has been filed by Twin Valley Broadcasters, Inc., Coldwater, Michigan, requesting the assignment of VHF Channel 10 to Coldwater, or that a UHF channel be assigned to that community in the event that a VHF channel is not assigned. No other changes in channel assignments were suggested to accomplish this counterproposal.

(d) **Statement in Support of Twin Valley Broadcasters, Inc. Counterproposal.** Twin Valley Broadcasters, Inc., submitted that under the assignments proposed in the Third Notice, Coldwater would receive only fringe area reception. It was pointed out that Coldwater presently supports an AM and FM station, and it was urged that a television channel, either VHF or UHF, should be assigned to this community. Channel 10 at Coldwater would be 168 miles from the co-channel assignment at Milwaukee, Wisconsin, and 172 miles from the co-channel assignment at Columbus, Ohio.

(e) **Conflicting Counterproposals and Oppositions to the Twin Valley Broadcasters, Inc. Counterproposal.** The counterproposal of Twin Valley Broadcasters, Inc., insofar as it requests the assignment of Channel 10 in Coldwater, is mutually exclusive with the counterproposals of the following other parties: The Trebit Corporation, Flint, Michigan; Michigan State College, East Lansing, Michigan; Logansport Broadcasting Corp., Logansport, Indiana; and Owensboro On The Air, Inc., Owensboro, Kentucky; WJR, The Goodwill Station, Inc., Detroit, Michigan; William H. Block Company, Indianapolis, Indiana; L. B. Wilson, Inc., Cincinnati, Ohio; and Quad City Broadcasting Corp., Moline, Illinois. In addition, oppositions were filed by the following parties: Michigan State College; Dispatch Printing Company, Inc., Columbus, Ohio; The Trebit Corporation; WJR, The Goodwill Station, Inc., and Logansport Broadcasting Corp.; and Owensboro On The Air, Inc.

Conclusions

469. We are of the view that the record supports the assignment of a television channel in Coldwater, Michigan. However, the assignment of VHF Channel 10 in that community would result in a deviation from the 170 mile minimum assignment separation for co-channel stations in this zone. The Twin Valley Broadcasters, Inc. counterproposal is therefore denied insofar as it requests the assignment of VHF Channel 10 to Coldwater. However, UHF Channel 24 which meets the required mileage separations will be assigned to Coldwater.

Final Assignment

470. The following assignment is adopted:

City	VHF Channel No.	UHF Channel No.
Coldwater, Michigan	..	24

[99] See our decision in Boston and Brockton.

[99] Radio Kentucky, Inc., also opposed the reservation of Channel 15 in Louisville for non-commercial educational use.

FLINT, MICHIGAN

471. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of four channels to Flint, Michigan: VHF Channel 12 and UHF Channels 16, 22 and 28, with Channel 22 reserved for non-commercial educational use.

(b) **Census Data.** The Flint standard metropolitan area has a population of 271,000 and the City of Flint has a population of 163,000.

(c) **Educational Reservation in Flint.** The JCET and School District of Flint filed statements supporting the reservation of UHF Channel 22 in Flint for non-commercial educational use. The School District stated that funds were available and that it was prepared to proceed with its plans for the construction of a station if the reservation of a channel in Flint is finalized. No oppositions to the reservation of Channel 22 in Flint were filed.

(d) **Counterproposal of the Trebit Corporation.** The Trebit Corporation, Flint, Michigan, filed a counterproposal requesting the assignment of VHF Channel 10 in Flint to be accomplished by deleting Channel 10 from London, Ontario, in Canada, and by substituting UHF Channels 43 and 65 in London, as follows:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Flint, Michigan	12	16,*22,28	10,*12	16,*22,28
London, Ontario	10	18	†	18,43†,65†

(e) **Statement in Support of The Trebit Corporation Counterproposal.** The Trebit Corporation urged that an additional VHF Channel was required to provide adequate service to Flint, and that UHF service in that area would be difficult to establish. It was urged that, on the other hand, UHF would be adequate to provide service for the London, Ontario area, and that non-intermixture of VHF and UHF would be to the best interest of that community. The assignment of Channel 10 at Flint would be 61 miles from the adjacent channel assignment of Channel 9 at Windsor, Ontario. Channel 43 proposed by the Trebit Corporation for London would be 163 miles from the co-channel assignment at Butler, Pennsylvania.

(f) **Conflicting Counterproposals and Oppositions to The Trebit Corporation Counterproposal.** The Trebit Corporation counterproposal conflicts with the following other counterproposals: WJR, The Goodwill Station, Inc., Detroit, Michigan; Michigan State College, East Lansing, Michigan; and Booth Radio and Television Stations, Inc., Detroit, Michigan. Oppositions to The Trebit Corporation counterproposal were filed by Michigan State College and WJR, The Goodwill Station, Inc.

Conclusions: The Educational Reservation

472. In view of the foregoing, the reservation of UHF Channel 22 in Flint, Michigan for non-commercial educational use is finalized.

Conclusions: Request for Additional VHF Channel

473. The Trebit Corporation would assign VHF Channel 10 to Flint by deleting this assignment from London, Ontario and substituting therefore UHF Channels 43 and 65: Channel 10 at Flint would be 61 miles from the adjacent channel assignment of Channel 9 at Windsor, Ontario, and Channel 43 at London would be 163 miles from the co-channel assignment at Butler, Pennsylvania. The counterproposal of The Trebit Corporation is denied for the reasons set forth above in the discussion of the Canadian-United States assignments.

Final Assignments and Reservation

474. The final assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Flint, Michigan	12	16,*22,28

LANSING AND EAST LANSING, MICHIGAN

475. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignments of two channels to Lansing, Michigan: VHF Channel 6 and UHF Channel 54. One channel was proposed for East Lansing, Michigan, UHF Channel 60.

(b) **Census Data.** The Lansing standard metropolitan area has a population of 173,000 and the city has a population of 92,000. East Lansing, which lies within 15 miles of Lansing, has a population of 20,000.

(c) **Existing Station.** One station is presently operating in Lansing. WJIM, Inc. is licensed for the operation of Station WJIM-TV.

(d) **Counterproposal of Michigan State College.** A counterproposal has been filed by Michigan State College requesting the assignment of VHF Channel 10 to East Lansing. No other changes in the assignments proposed in the Third Notice were requested.[100]

(e) **Statement in Support of Michigan State Counterproposal.** The assignment of Channel 10 at East Lansing would be 164 miles from the assignment of this channel in London, Ontario, in Canada. However, in support of its counterproposal, Michigan State College urged that the operation of Channel 10 at East Lansing would cause no objectionable interference within the Grade A or B service areas of any co-channel stations since it contemplated that maximum effective radiated powers of 110 kw at 500 feet above average terrain would be employed.

(f) **Conflicting Counterproposals and Oppositions to the Michigan State Counterproposal.** The Michigan State College counterproposal conflicts with the counterproposals of the following parties: Logansport Broadcasting Corp., Logansport, Indiana; and Owensboro On The Air, Inc., Owensboro, Kentucky; Twin Valley Broadcasters, Inc., Coldwater, Michigan; The Trebit Corporation, Flint, Michigan; WJR, The Goodwill Station, Inc., Detroit, Michigan; and Quad-City Broadcasting Corp., Moline, Illinois.

[100]On May 7, 1951, Michigan State College filed a comment in this proceeding urging the assignment of VHF Channel 10 to East Lansing, Michigan, for non-commercial educational purposes. However, on September 6, 1951, Michigan State petitioned the Commission for leave to amend its prior proposal to request that Channel 10 be assigned to East Lansing as a commercial channel. This petition was granted by the Commission on September 12, 1951.

Conclusions

476. The counterproposal of Michigan State College would result in a co-channel spacing of only 164 miles between East Lansing and London, Ontario. Michigan State recognizes that this separation is in violation of the minimum mileage separation requirements. It requests, however, that an assignment be permitted at reduced power. We have considered the question whether low power assignments should be permitted in cases such as this. We see no reason to deviate in this instance from our decision that such assignments will not be permitted. We must therefore deny the Michigan State counterproposal. Moreover, the Michigan State proposal must also be rejected for reasons set forth above in the discussion of Canadian-United States assignments.

Final Assignments

477. In view of the foregoing, the following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Lansing, Mich.	6	54
East Lansing, Mich.		60

DETROIT, MICHIGAN

478. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of six channels to Detroit, Michigan: VHF Channels 2, 4. and 7 and UHF Channels 50, 56, and 62, with Channel 56 reserved for non-commercial educational use.

(b) **Census Data.** The Detroit standard metropolitan area has a population of 3,016,000 and the City of Detroit has a population of 1,850,000.

(c) **Existing Stations.** Three stations are presently in operation in Detroit. Fort Industry Company is licensed for the operation of Station WJBK-TV on Channel 2; Evening News Association is licensed for the operation of Station WWJ-TV on Channel 4; and WXYZ, Inc., is licensed for the operation of Station WXYZ-TV on Channel 7.

(d) **Counterproposal of the Board of Education of the City of Detroit.** The Board of Education of the City of Detroit filed a counterproposal requesting the assignment of VHF Channel 11 to Detroit to be reserved for non-commercial educational use. Wayne University, Detroit, Michigan, joined in this counterproposal. This would be accomplished by deleting VHF Channel 11 from Toledo, Ohio, and shifting VHF Channel 12 from Flint, Michigan, to Bay City-Saginaw, Michigan, as follows:[101]

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Detroit, Michigan	2,4,7	50,*56,62	2,4,7,*11†	50,56,62
Toledo, Ohio	11,13	*30	†,13	*30
Flint, Michigan	12	16,*22,28	†	16,*22,28
Bay City, Michigan		63		63
Saginaw, Michigan		51,57		51,57
Bay City-Saginaw, Michigan			12†	

(e) **Statement in Support of Board of Education Counterproposal.** The Board of Education of the City of Detroit pointed out that three television stations were presently in operation in Detroit, and that none of the half million sets in use in the Detroit area can receive UHF transmissions. It was urged that since most network programs are generally available to Detroit viewers, it is unlikely that the existing receivers will be converted to receive UHF, and that consequently, any UHF audience in the Detroit area will be a limited one. The Board contended that since only one station is presently in operation in Toledo, existing VHF sets would be converted at a faster rate in comparison with Detroit. It was noted that the Detroit metropolitan area had a population of 2,973,000 as compared to 393,000 for the Toledo metropolitan area. With respect to the removal of Channel 12 from Flint to Bay City-Saginaw it was submitted that such assignment would afford a first VHF channel to the Bay City-Saginaw area, with a population of 241,000. The population of the Flint metropolitan area was listed as 270,000. Mercy College, Detroit, Michigan, and the JCET supported the Board of Education's counterproposal. No substitutions are suggested for Toledo or Flint to replace the VHF channels to be deleted.

(f) As noted above, in the Third Notice, UHF Channel 56 was reserved in Detroit for non-commercial educational use. The Board of Education of the City of Detroit stated that if its request for VHF Channel 11 in Detroit is denied, it desired that Channel 56 be reserved in Detroit for non-commercial educational use. No oppositions to the reservations of UHF Channel 56 were filed.

(g) **Oppositions to the Board of Education Counterproposal.** The following parties filed oppositions to the counterproposal of the Board of Education of the City of Detroit: Adrian Broadcasting Company in opposition to the proposal to shift Channel 11 from Toledo to Detroit and Channel 12 from Flint to Bay City-Saginaw; Booth Radio and Television Stations, Inc., in opposition to the proposal to shift Channel 12 from Flint to Bay City-Saginaw; Crosley Broadcasting Corporation, in opposition to the proposal to shift Channel 11 from Toledo to Detroit; Community Broadcasting Company, in opposition to the proposal to shift Channel 11 from Toledo to Detroit; Maumee Valley Broadcasting Company, in opposition to the proposal to shift Channel 11 from Toledo to Detroit and Channel 12 from Flint to Bay City-Saginaw; and The Trebit Corporation, in opposition to the proposal to shift Channel 11 from Toledo to Detroit and Channel 12 from Flint to Bay City-Saginaw.

(h) **Counterproposal of Booth Radio and Television Stations, Inc.** Booth Radio and Television Stations, Inc., requested the additional assignments of VHF Channels 6 and 9 to Detroit. Channel 9 would be assigned to Detroit by substituting UHF Channel 50 in Windsor, Ontario, for VHF Channel 9. Channel 6 would be assigned to Detroit by substituting Channel 5 in Lansing, Michigan, for Channel 6;

[101]The Bay City Public Schools filed a counterproposal requesting the assignment of VHF Channel 12 to Bay City-Saginaw to be reserved for non-commercial educational use.

substituting Channel 11 in Alpena, Michigan, for Channel 9; substituting Channel 8 in Iron Mountain, Michigan, for Channel 9, and substituting Channel 9 in Traverse City, Michigan, for Channel 5. Station WJIM-TV is presently operating on Channel 6 in Lansing, Michigan. The Booth Radio and Television Stations, Inc., counterproposal would make the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Detroit, Mich.	2,4,7	50,*56,62	2,4,6†,7,9†	†,*56,62
Windsor, Ontario	9	32,38	†	32,38,50†
Lansing, Mich.	6	54	5†	54
Iron Mountain, Mich.	9	27	8†	27
Alpena, Mich.	9	30	11†	30
Traverse City, Mich.	5	20,*26	9†	20,*26

(i) **Statement in Support of Booth Radio and Television Stations, Inc.** Booth Radio and Television Stations, Inc., urged that the assignment of VHF Channels 6 and 9 to Detroit would afford Grade A and B service to a substantial population and area. It was contended that such assignments are needed since Detroit is the fastest growing metropolitan area among the five largest cities in the nation; and that additional television facilities are required for the large foreign speaking population in the Detroit area.

(j) Channel 6 at Detroit would be 163 miles from the co-channel assignment at Columbus, Ohio. Channel 5 at Lansing, as proposed by Booth, would place Station WJIM-TV 170 miles from existing Station WNBQ operating on Channel 5 in Chicago.

(k) **Conflicting Counterproposal and Oppositions to the Booth Radio and Television Stations, Inc. Counterproposal.** Oppositions to the Booth counterproposal have been filed by Picture Waves, Inc., Columbus, Ohio; WJIM, Inc., Lansing, Michigan; Indiana Technical College, Fort Wayne, Indiana; National Broadcasting Company, Inc., Chicago, Illinois;[102] and Trebit Corporation, Flint, Michigan. The Booth counterproposal is also mutually exclusive with the counterproposal of Music Broadcasting Company, Grand Rapids, Michigan, and Bay Broadcasting Company, Bay City, Michigan.

(l) **Counterproposal of WJR, The Goodwill Station, Inc.** A counterproposal has been filed by The Goodwill Station, Inc., requesting the additional assignments of VHF Channel 6 and UHF Channel 22 to Detroit. In order to assign Channel 6 to Detroit, Channel 10 would be substituted in Lansing, Michigan, for Channel 6. WJIM-TV is presently operating in Lansing on Channel 6. In order to assign Channel 22 to Detroit, Channel 18 would be substituted in East Lansing, Michigan for Channel 60, Channel 46 substituted in Flint, Michigan, for Channel 22, Channel 60 substituted in Ludington, Michigan, for Channel 18, and Channel 37 substituted in Cadillac, Michigan for Channel 45. The WJR counterproposal would make the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Detroit, Mich.	2,4,7	50,*56,62	2,4,6†,7	22†,50,*56,62
Lansing, Mich	6	54	10†	54
East Lansing, Mich.		60		18†
Flint, Mich.	12	16,*22,28	12	16,28,*46†
Ludington, Mich.		18		60†
Cadillac, Mich.		45		37†

(m) **Statement in Support of WJR, The Goodwill Station, Inc. Counterproposal.** WJR, The Goodwill Station, Inc., urged that the Commission's proposal assigning three VHF channels and three UHF channels to Detroit, the fifth largest metropolitan area in the United States, violates Section 307(b) of the Communications Act. It was contended that Detroit would receive no more channels than would be received by metropolitan areas which are smaller than Detroit; and that in some instances, Detroit would receive fewer channels than several smaller metropolitan areas. It was also urged that the Commission's assignments in Detroit are unlawful since under the currently effective assignment Table, 4 VHF channels are assigned to Detroit, and the Commission's proposal in the Third Notice assigning only 3 VHF channels was made after a consolidated hearing on the competing applications of WJR and the United Detroit Theatres Corporation for the one remaining unassigned VHF channel in Detroit.

(n) Channel 18 at East Lansing, as proposed by WJR, The Goodwill Station, Inc., would be 164 miles from the co-channel assignment at London, Ontario. In addition, Channel 46 in Flint, as suggested by WJR, would be 61 miles from the assignment of Channel 32 at Windsor, Ontario, Canada. Channel 6 at Detroit, as proposed by WJR, would be 163 miles from the co-channel assignment at Columbus, Ohio, Channel 10 at Lansing, as proposed by WJR would be 169 miles from the co-channel assignment at London, Ontario, and 171 miles from the co-channel assignment at Milwaukee, Wisconsin.[103]

(o) **Conflicting Counterproposals and Oppositions to the Counterproposal of WJR, The Goodwill Station, Inc.** Oppositions and conflicting proposals were filed by the following parties: Music Broadcasting Company, Grand Rapids, Michigan; Michigan State College, East Lansing, Michigan; The Trebit Corporation, Flint, Michigan; WJIM, Inc., Lansing, Michigan; Picture Waves, Inc., Columbus, Ohio; Quad-City Broadcasting Company, Moline, Illinois; Logansport Broadcasting Corp., Logansport, Indiana, and Owensboro On The Air, Inc., Owensboro, Kentucky; Twin Valley Broadcasting Company, Coldwater, Michigan; and Saginaw Broadcasting Co., Saginaw, Michigan.

Conclusions: The Educational Reservation in Detroit

479. The Board of Education of the City of Detroit has requested the assignment of VHF Channel 11 to be reserved in Detroit for non-commercial educational use. However, in order to accomplish this assignment, VHF Channel 11 must be deleted from Toledo, and VHF Channel 12 shifted from Flint to Bay City-Saginaw. We do not believe that these proposed changes are warranted in order to provide a fourth VHF channel to Detroit. Toledo is a metropolitan area with a population of 396,000 and has a city population of 304,000. Flint has a metropolitan area population of 271,000 and a city population of 163,000. Under the Third Notice two VHF and one UHF channels were proposed for Toledo, with the UHF channel reserved for non-commercial educational use, and one VHF and three UHF channels for Flint, with one of the UHF channels reserved for non-commercial educational use. The Board of Education counterproposal would, deprive Flint of its only VHF channel and would leave Toledo with only one VHF assignment. In view of the foregoing, the counterproposal of the Board of Education of the City of Detroit is denied. However, the reservation of UHF Channel 56 in Detroit for non-commercial educational use is finalized.

Conclusions: Additional Assignment of UHF Channel 22

480. In order to assign UHF Channel 22 to Detroit, WJR, The Goodwill Station, Inc., suggested, among other changes, that UHF Channel 18 be assigned to East Lansing at a distance of 164 miles from the co-channel assignment at London, Ontario. In addition, Channel 46 at Flint would be 60 miles from the assignment of Channel 32 at Windsor, Ontario. The request to assign Channel 22 to Detroit must be denied for the reasons set forth above in the discussion of United States-Canadian assignments.

Conclusions: Additional VHF Assignments

481. Booth Radio and Television Stations, Inc., requested the assignment of VHF Channel 9 in Detroit to be accomplished by shifting this channel from Windsor, Ontario, and substituting a UHF channel in the Canadian city. The Booth request for Channel 9 must be denied for the reasons set forth above in the discussion of United States-Canadian assignments.

482. With respect to VHF Channel 6, this channel at Detroit would be only 163 miles from the co-channel assignment at Columbus, Ohio, where Station WTVN is operating. The assignment of Channel 6 to Detroit would therefore be in violation of the minimum separation requirements adopted herein and for this reason the WJR request must be denied. In addition, the assignment of Channel 10 at Lansing as suggested by WJR. The Goodwill Station, Inc., in order to assign Channel 6 to Detroit, would be 170 miles from the co-channel assignment at London, Ontario. The WJR request must be denied for the reasons stated in the discussion of United States-Canadian assignments. Booth Radio and Television Stations, Inc., counterproposal conflicts with the counterproposal of Bay Broadcasting Company which requested the assignment of Channel 5 to Bay City, Michigan, since Channel 5 can not be employed in both Lansing and Bay City. We believe that the Bay Broadcasting Company counterproposal which would assign a first VHF channel to Bay City, a city with a population of 53,000, is more meritorious than a counterproposal seeking a fourth VHF channel for Detroit. In view of the foregoing, the counter-proposals of Booth Radio and Television Stations, Inc., and WJR, The Goodwill Station, Inc., requesting the assignment of VHF Channels 6 and 9 to Detroit are denied.

483. The television assignments adopted in 1945 assigned four VHF channels to Detroit, and three of these channels are presently in use. A comparative hearing was held for the remaining unassigned channel. We cannot agree that the denial of the above counterpropos-

[102] Booth Radio and Television Stations, Inc., filed a Motion to Strike testimony filed on behalf of National Broadcasting Company, Inc. In its sworn statement opposing the Booth counterproposal filed with the Commission on September 19, 1951, NBC had stated that its Station WNBQ is licensed to operate on Channel 5 in Chicago. NBC stated that it, therefore, opposed the Booth counterproposal which would require moving WJIM-TV in Lansing, Michigan, from its present operation on Channel 6 to Channel 5. NBC urged that the operation of Channel 5 in Lansing would cause interference to Channel 5 in Chicago, and that such counterproposal violates the minimum co-channel assignment spacings.

Booth moved to strike this opposition, contending that NBC did not file an opposition to the May 7, 1951, Comment of Booth advancing the counterproposal and that, therefore, under the terms of the Order of Hearing Procedure, issued in this proceeding, NBC is precluded from now offering such an opposition. In the alternative, Booth has filed a rebuttal to the NBC statement.

On October 22, 1951, NBC filed an opposition to the Motion to Strike of Booth, noting that NBC had filed Comments on May 7, 1951, supporting the Commission's proposed assignments listed in the Third Notice. Further, NBC argued that since this was in conflict with the counter-proposal of Booth, it was not necessary to file an opposition to insure the right to cross-examine Booth.

Paragraph 5 of the Order of Hearing Procedure, issued on July 25, 1951, in this proceeding states that . . . "parties whose comment filed in these proceedings on May 7, 1951, were by their terms in conflict with other comments, will be entitled to file sworn statements or exhibits in accordance with subparagraph 5c above, even though specific oppositions directed to such other comments have not been filed."

In view of the foregoing, the Motion to Strike is DENIED. However, the rebuttal of Booth is accepted and has been considered by the Commission in the proceeding.

[103] On February 27, 1952, WJR, The Goodwill Station, Inc., filed a petition for leave to file a late supplemental sworn statement "for the purpose of submitting newly discovered evidence." It was noted that in its comments and prior sworn statement filed in this proceeding, WJR had contended that a transmitter site could be found in Detroit that would provide a 170-mile transmitter - to - transmitter separation between Detroit and Columbus, Ohio, so as to permit the operation of Channel 6 in both cities. In its petition WJR asserts that it "has only recently located [such] a site," and therefore requests leave to file a supplemental statement concerning the details of this site. Oppositions to the WJR petition have been filed by the Twin Valley Broadcasters, Inc., Coldwater, Michigan; Picture Waves, Inc., Columbus, Ohio; Michigan State College, East Lansing, Michigan; Bay Broadcasting Company, Bay City, Michigan; Saginaw Broadcasting Company, Saginaw, Michigan, and WJIM, Inc., Lansing, Michigan. The time for filing sworn statements by WJR, as specified in the Order of Hearing Procedure issued in this proceeding, has expired. Furthermore, we are of the view that evidence concerning specific transmitter sites is irrelevant and immaterial in this proceeding for the purposes offered by WJR. Accordingly, the petition of WJR, The Goodwill Station, Inc., is DENIED.

als seeking additional VHF channels for Detroit is contrary to law as urged by WJR, The Goodwill Station, Inc., because the reduction in the number of VHF assignments in Detroit from four to three was made after this comparative hearing was commenced.

We believe the opinion of the Commission, FCC 51-1216, issued on December 12, 1951 in connection with the requests for oral hearing of Daily News Television Co., et al makes clear that the Commission, in a proceeding such as this, may change the assignment of VHF channels to Detroit under the circumstances presented.

484. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Detroit	2,4,7	50,*56,62

GRAND RAPIDS, MICHIGAN

485. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of three channels to Grand Rapids, Michigan: VHF Channel 8 and UHF Channels 17 and 23, with Channel 17 reserved for noncommercial educational use.

(b) **Census Data.** The Grand Rapids standard metropolitan area has a population of 288,000 and the City of Grand Rapids has a population of 177,000.

(c) **Existing Station.** Grandwood Broadcasting Company is licensed to operate Station WOOD-TV in Grand Rapids on Channel 7.[104] The licensee has been directed to show cause why the license of the existing station in Grand Rapids should not be modified to specify operation on Channel 8 in lieu of Channel 7.

(d) **Answer to Order to Show Cause.** No opposition to the proposed modification of the license of Station WOOD-TV to specify operation on Channel 8 in lieu of Channel 7 has been filed.

(e) **Educational Reservation in Grand Rapids.** The Board of Education of the Grand Rapids Public Schools filed a statement supporting the reservation of UHF Channel 17 in Grand Rapids for noncommercial educational use. The Board of Education stated that while it had no actual experience in educational television, it was prepared to undertake the establishment of an educational television station in Grand Rapids as soon as television service in the UHF is available. No oppositions to the reservation were filed.

(f) **Counterproposal of Music Broadcasting Company.** Music Broadcasting Company, Grand Rapids, Michigan, requested the additional assignment of VHF Channel 6 in Grand Rapids. In order to accomplish this assignment, the following changes would be made:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Grand Rapids, Mich.	8	*17,23	6†,8	*17,23
Lansing, Mich.	6	54	5†	54
Traverse City, Mich.	5	20,*26	7†	20,*26
Green Bay, Wis.	6		2†	
Clintonville, Shawano, New London, or Waupaca, Wis.			6†	

Station WJIM-TV is presently operating in Lansing, Michigan, on Channel 6, and the Music Broadcasting Company counterproposal would require the shifting of this station to Channel 5.

(g) **Statement in Support of Music Broadcasting Company Counterproposal.** Music Broadcasting Company urged that the assignments proposed for Grand Rapids are inadequate to meet the needs of that community. Music Broadcasting Company pointed out that Grand Rapids is the second largest city in Michigan and contended that the importance of that city is evidenced by schools, churches, manufacturing plants, amount of retail sales, the number of wholesale establishments and banking institutions, etc., and that such data supports the need for an additional VHF assignment in that community. It was further urged that there is need for the immediate establishment of additional television facilities in Grand Rapids for the reason that there are at the present time 114,557 television receivers in the Grand Rapids-Kalamazoo area despite the fact that there is only one local station in that area. It was further contended by Music Broadcasting Company that the assignment of Channel 6 could be made in Grand Rapids and could also be assigned to any one of four Wisconsin communities.

(h) **Conflicting Counterproposals and Oppositions to the Music Broadcasting Company Counterproposal.** The counterproposal of Music Broadcasting Company is in conflict with the counterproposals of the following other parties: Indiana Technical College, Fort Wayne, Ind.; Bay City Broadcasting Company, Bay City, Michigan; Delta Broadcasting Company, Escanaba, Michigan; Green Bay Newspaper Company, Green Bay, Wisconsin; WJR, The Goodwill Station, Inc., Detroit, Michigan; Booth Radio and Television Stations, Inc., Detroit, Michigan; Milwaukee Broadcasting Company, Milwaukee, Wisconsin; Hearst Radio, Inc., Milwaukee, Wisconsin; Quad-City Broadcasting Corporation, Moline, Illinois. In addition oppositions to the Music Broadcasting Company counterproposal were filed by WJIM, Inc., Lansing, Michigan; Scripps-Howard Radio, Inc., Cleveland, Ohio, and National Broadcasting Company, Inc., Chicago, Illinois.

Conclusions: Show Cause Order

486. In view of the foregoing, an appropriate authorization will be issued to Grandwood Broadcasting Company to specify operation of Station WOOD-TV on Channel 8.

Conclusions: Educational Reservation

487. In view of the foregoing, the reservation of Channel 17 in Grand Rapids for non-commercial educational use is finalized.

Conclusions: Request for Additional VHF Assignment

488. We believe that the record does not support the assignment of VHF Channel 6 to Grand Rapids. As noted above, the Music Broadcasting Company counterproposal conflicts with the counterproposal of Bay Broadcasting Company requesting the assignment of VHF Channel 5 to Bay City, Michigan. These counterproposals are mutually exclusive since Music Broadcasting Company would assign Channel 5 to Lansing[105] and Bay Broadcasting Company would assign Channel 5 to Bay City at a distance of only 69 miles. We are of the view that the counterproposal of Bay Broadcasting Company seeking a first VHF assignment for Bay City is more meritorious than that of Music Broadcasting Company seeking a second VHF assignment for Grand Rapids. Bay City has a population of 53,000 and is one of the nation's 168 metropolitan areas with a population of 88,000. Furthermore, the Music Broadcasting Company counterproposal also conflicts with the counterproposal of Green Bay Newspaper Company which requests the assignment of VHF Channel 2 to Green Bay, Wisconsin. The Music counterproposal would assign Channel 2 to Green Bay but would delete Channel 6 proposed in the Third Notice. Green Bay is a city with a population of 53,000 and has a metropolitan area population of 98,000. In light of the above, a denial of the Music Broadcasting Company counterproposal would permit the assignment of a first VHF channel to Bay City and a second VHF channel to Green Bay. In view of the foregoing, the Music Broadcasting Company counterproposal is denied.

Final Assignments and Reservation

489. The following assignments and reservation are adopted:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Bay City, Mich.		63	5†	63
Traverse City, Mich.	5	20,*26	7†	20,*26

City	VHF Channel No.	UHF Channel No.
Traverse City Mich.	8	*17,23

BAY CITY, MICHIGAN

490. (a) **Proposed Assignment.** In the Third Notice the Commission proposed the assignment of one channel, UHF Channel 63 to Bay City, Michigan.

(b) **Census Data.** The Bay City standard metropolitan area has a population of 88,000 and the city has a population of 53,000.

(c) **Counterproposal of the Board of Education of Bay City.** The Board of Education in Bay City requested the assignment of VHF Channel 12 to Bay City for non-commercial educational use to be accomplished by deleting this channel from Flint, Michigan, as follows:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Bay City, Mich.		63	*12†	63
Flint, Mich.	12	16,*22,28	†	16,*22,28

As an alternative the Board of Education requested that a UHF channel be reserved in Bay City for non-commercial educational use.

(d) **Statement in Support of Board of Education Counterproposal.** The Board of Education of Bay City asserted that if Channel 12 were assigned to Bay City, a working agreement with educational institutions in the adjoining Saginaw County would be effected in utilizing this frequency for educational television. The Board noted that Central Michigan College was interested in educational television. The Board stated that considerable progress in relation to the joint sponsorship and financing of the construction and operation of an educational station is being made and represented that should Channel 12 be reserved in Bay City it would be utilized within a reasonable period of time. As an alternative, the Board of Education requested that a UHF channel be reserved in Bay City for non-commercial educational use.

(e) **Conflicting Counterproposals and Oppositions to the Board of Education Counterproposal.** Conflicting counterproposals or oppositions to the Board of Education counterproposal were filed by Booth Radio and Television Stations, Inc., The Trebit Corporation, and Adrian Broadcasting Company. The oppositions point out that the population of the Flint area exceeds that of Bay City and Saginaw combined.

(f) **Counterproposal of Bay Broadcasting Company.** Bay Broadcasting Company requested the assignment of VHF Channel 5 to Bay City. This assignment would be accomplished by substituting Channel 7 in Traverse City, Michigan for Channel 5, as follows:

(g) **Statement in Support of Bay Broadcasting Company Counterproposal.** Bay Broadcasting Company urged that a substantial portion of the north central area of lower Michigan would receive its first VHF Grade A and Grade B service from the operation of Channel 5 in Bay City. It was pointed out that Bay City, with a population of over 50,000 ranks 8th in the State of Michigan but is assigned only one UHF channel in the Third Notice. It was further contended that nine cities in Michigan with lesser populations than Bay City are assigned two or more channels, and that twenty-five cities with less than one-half the population of Bay City are assigned an equal or greater number of channels than Bay City.

(h) **Conflicting Counterproposals and Oppositions to the Bay Broadcasting Company Counterproposal.** The counterproposal of Bay Broadcasting Company is in conflict with that of Booth Radio and Television Stations, Inc., Detroit, Michigan; and Music Broadcasting Company, Grand Rapids, Michigan. Oppositions to the counterproposal of Bay Broadcasting Company have been filed by the above two parties and by Scripps-Howard Radio, Inc., Cleveland, Ohio, and WJIM, Inc., Lansing, Michigan. Channel 5 in Bay City would be 183 miles from Cleve-

[104] On September 19, 1951, the Commission approved the transfer of this station from Leonard A. Versluis to the present licensee. The call letters of this station were formerly WLAV-TV.

[105] Although Music Broadcasting Company suggested that under its counterproposal Channel 6 could be added to Clintonville, Shawano, New London or Waupaca, Wisconsin, no counterproposals requesting assignments for these communities were filed in this proceeding. The population of these communities is as follows: Clintonville—5,000; Shawano—6,000; New London—5,000; and Waupaca—4,000.

land, Ohio, where Station WEWS is operating on Channel 5. Scripps-Howard, Inc., licensee of Station WEWS, opposed the Bay Broadcasting Company counterproposal urging that the possibility of interference due to tropospheric transmissions over Lake Erie requires greater separation. It should be noted, however, that the distance between Bay City and the WEWS transmitter site in Cleveland is 189 miles. The assignment of Channel 5 at Bay City would be 69 miles from the adjacent channel assignment of Channel 6 in Lansing, Michigan, where Station WJIM-TV is presently operating. WJIM, Inc., licensee of Station WJIM-TV, opposed the Bay Broadcasting Company counterproposal since it did not meet the 70 mile city-to-city adjacent channel spacing required by the Third Notice. However, we have elsewhere in this Report reduced the required adjacent channel assignment spacing for VHF channels to 60 miles.

Conclusions: VHF Assignment

491. We believe the record supports the basis for the assignment of VHF Channel 5 to Bay City. This assignment will provide a first VHF channel to a community of 53,000 people situated in a metropolitan area with a population of 88,000. As noted above, the Bay Broadcasting Company counterproposal conflicts with the counterproposal of Music Broadcasting Company requesting a second VHF channel for Grand Rapids, and the counterproposal of Booth Radio and Television Stations, Inc., requesting a fourth VHF channel for Detroit. We have pointed out in connection with our discussion of the above counterproposals that we believe the request for a first VHF channel for Bay City is to be preferred to a second VHF channel for Grand Rapids or a fourth for Detroit. The 69 mile spacing between Bay City and Lansing where adjacent Channel 6 is being utilized by Station WJIM-TV meets the requirements for adjacent channel station separation. We believe, also, that the spacing of 189 miles between Bay City and Station WEWS, Cleveland, operating on Channel 5 will be adequate to prevent undue interference due to tropospheric propagation. The assignment of Channel 7 in Traverse City rather than Channel 5 will meet all required mileage spacings. Accordingly, VHF Channel 5 will be assigned to Bay City.

Conclusions: Educational Reservation

492. We are of the view that the assignment of VHF Channel 12 in Bay City to be reserved for noncommercial educational use is not warranted since it can be accomplished only by deleting Channel 12 the only VHF assignment in Flint, a city with a population of 163,000 within a metropolitan area with a population of 271,000. Accordingly, the Board of Education counterproposal requesting the reservation of VHF Channel 12 in Bay City is denied. While we have assigned Chanel 5 to Bay City, we do not believe that this channel should be reserved for use by noncommercial educational stations. The Board of Education did not request the reservation of Channel 5 and in accordance with our policy with respect to the reservation of VHF channels, Channel 5 should not be so reserved since three VHF assignments have not been made to Bay City. However, we believe that the record supports the basis for granting the Board of Education's alternative request that a UHF channel be reserved in Bay City for non-commercial educational use. Channel 73 will, therefore, be assigned to Bay City and will be reserved for non-commercial educational use.

Final Assignments and Reservation

493. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Bay City, Mich.	5	63,*73

TRAVERSE CITY, MICHIGAN: EDUCATIONAL RESERVATION

494. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of three channels to Traverse City: VHF Channel 5 and UHF Channels 20 and 26, with Channel 26 reserved for non-commercial educational use.

(b) The JCET supported the reservation of Channel 26 in Traverse City for non-commercial educational use and submitted a statement of the Superintendent of Public Instruction of the State of Michigan supporting the reservation. No oppositions to the proposed reservation were filed.

Conclusions: Educational Reservation

495. In view of the foregoing, the reservation of Channel 26 in Traverse City for non-commercial educational use is finalized.

Final Assignments and Reservation

496. As noted above in connection with the discussion of Bay City, Channel 7 was substituted for Channel 5 in Traverse City. Accordingly, the following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Traverse City, Mich.	7	20,*26

SAGINAW, MICHIGAN

497. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of 2 channels to Saginaw, Michigan, UHF Channels 51 and 57.

(b) **Census Data.** The standard metropolitan area of Saginaw has a population of 154,000 and the City of Saginaw a population of 93,000.

(c) **Counterproposal of Saginaw Broadcasting Company.** Saginaw Broadcasting Company requested that Channel 19 be deleted from Midland and assigned to Saginaw and that Channel 51 be deleted from Saginaw and substituted in Midland. Saginaw Broadcasting Company also requested the additional assignment of UHF Channel 28 to Saginaw, to be accomplished by deleting this channel from Flint, Michigan and by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Saginaw, Michigan		51,57		19†,28†,57
Midland, Michigan		19		51†
Flint, Michigan	12	16,*22,28		12,16*22,†

(d) **Statement in Support of Saginaw Broadcasting Company Counterproposal.** Saginaw Broadcasting Company urged that Saginaw is considerably larger than Midland and that Channel 19 would provide a better service to the larger community, while Channel 51 would amply serve the needs of Midland. With respect to Channel 28, it was noted that four channels are proposed for Flint, Michigan, including one VHF channel, and it was, therefore, contended that a fair, efficient and equitable distribution of facilities would require the removal of Channel 28 from Flint to Saginaw. The population of Flint is 163,000.

(e) **Conflicting Counterproposals and Oppositions to the Saginaw Broadcasting Company Counterproposal.** Conflicting counterproposals and oppositions to the Saginaw Broadcasting Company counterproposal were filed by Booth Radio and Television Stations, Inc. and WJR, The Goodwill Station, Inc., both of Detroit, Michigan.

Conclusions

498. We do not believe that the record supports the basis for assigning UHF Channel 19 to Saginaw by moving Channel 51 from Saginaw to Midland. The Commission does not recognize differences in UHF channels for assignment purposes; accordingly, we see no basis for the deletion of Channel 28 from Flint, Michigan in order to make possible its assignment to Saginaw. It should be pointed out that Saginaw lies only 12 miles from Bay City where the Commission is assigning one VHF and two UHF channels, with one UHF channel reserved for noncommercial educational use. Under these circumstances we do not believe that a channel should be deleted from a city the size of Flint in order to afford an additional channel to Saginaw. Accordingly, the counterproposal of Saginaw Broadcasting Company is denied.

Final Assignments

499. In view of the foregoing, the following assignments are adopted:

City	UHF Channel No.
Saginaw	51,57

ESCANABA, CALUMET, AND CADILLAC, MICHIGAN

500. (a) **Proposed Assignments.** In the Third Notice one channel, VHF Channel 13, was assigned to Escanaba, Michigan, and one channel, UHF Channel 45, to Cadillac, Michigan. No channels were assigned in the Third Notice to Calumet, Michigan.

(b) **Census Data.** Escanaba has a population of 15,000, Cadillac a population of 10,000 and Calumet a population of 1,200.

(c) **Counterproposal of Delta Broadcasting Company.** Delta Broadcasting Company requested that VHF Channel 3 be substituted in Escanaba for VHF Channel 13. In order to accomplish this assignment, Channel 7 would be substituted in Traverse City for Channel 5;[100] Channel 10 would be substituted in Hancock, Michigan for Channel 5; and Channel 5 substituted in Marquette, Michigan, for Channel 3. In addition, it was asserted that with the above proposed frequency changes Channel 13 could be assigned to both Cadillac and Calumet, Michigan, that Channel 5 could be assigned to Essexville, Michigan, and Channel 2 assigned to Green Bay, Wisconsin. Following are the changes in the assignments proposed in the Third Notice requested by Delta Broadcasting Company:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Escanaba, Michigan	13		3†	
Hancock, Michigan	5		10†	
Traverse City, Mich.	5	20,*26	7†	20,*26
Marquette, Michigan	3	17	5†	17
Cadillac, Michigan		45	13†	45
Calumet, Michigan			13†	
Essexville, Mich.			5†	
Green Bay, Wisconsin	6		2†,6	

(d) **Statement in Support of Delta Broadcasting Company Counterproposal.** Delta Broadcasting Company urged that Channel 3 at Escanaba would better serve the hilly terrain surrounding that community. It was contended that Channel 3 would provide wider coverage than would Channel 13; that the use of Channel 3 in Escanaba as proposed would make possible additional VHF assignments in Cadillac, Calumet, and Essexville, Michigan and Green Bay, Wisconsin; and that, accordingly, the Delta Broadcasting Company counterproposal would accomplish an appreciable advance in fulfilling the Commission's priorities.

(e) **Conflicting Counterproposal to the Delta Broadcasting Company Counterproposal.** The Delta Broadcasting Company counterproposal conflicts with the counterproposal of Music Broadcasting Company, Grand Rapids, Michigan since Music Broadcasting Company would assign Channel 5 in Lansing while Delta Broadcasting Company would assign this channel in Essexville 75 miles from Lansing. However, the Music Broadcasting Company counterproposal has been denied for the reasons stated in the discussion of Grand Rapids above.

Conclusions

501. The Commission, for assignment purposes, does not recognize differences in VHF channels. However, as was pointed out by Delta Broadcasting Company a grant of its counterproposal would make possible additional VHF assignments in other communities. Channel 13 could be assigned to both Cadillac and Calumet, Michigan. Delta Broadcasting Company also suggested that Channel 5 could be assigned to Essexville, Michigan and Channel 2 to Green Bay, Wisconsin. The Commission has granted the counterproposal of Bay City Broadcasting Company to assign Channel 5 to Bay City, Michigan, which is less than 3 miles from Essexville. Accordingly, Channel 5 could not be assigned to Essexville. With respect to the assignment of Channel 2 in Green Bay, the Commission is below granting the counterproposal of the Green Bay Broadcasting Company which requests the assignment of Channel 2 to Green Bay, and this change is not dependent on the Delta counterproposal. In summary, therefore, the channel changes suggested by Delta Broadcasting Company would make pos-

[100] The Commission has below substituted Channel 7 in Traverse City for Channel 5 in connection with the counterproposal of Bay Broadcasting Company of Bay City, Michigan.

sible the assignment of a VHF channel in Cadillac and Calumet. We believe, therefore, that the substitution of Channel 3 in Escanaba for Channel 13 will effect a more efficient use of the VHF channels. All of the suggested assignments except the one to Essexville meet the required minimum spacings. As noted above, the Delta Broadcasting Company counterproposal conflicts with the counterproposal of Music Broadcasting Company, Grand Rapids, Michigan. However, we have above denied this counterproposal for the reasons stated in the discussion of Grand Rapids.

Final Assignments

502. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Escanaba, Michigan	3	
Cadillac, Michigan	13	45
Calumet, Michigan	13	
Hancock, Michigan	10	
Marquette, Michigan	5	17

SAULT STE. MARIE, MICHIGAN EDUCATIONAL RESERVATION

503. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of UHF Channel 34 in Sault Ste. Marie for non-commercial educational use.

(b) The JCET supported the reservation of Channel 34 in Sault Ste. Marie for non-commercial educational use and submitted a statement of the Sault Ste. Marie Public Schools supporting the reservation. No objections were filed to the proposed reservation.

Conclusions

504. In view of the foregoing, the reservation of Channel 34 in Sault Ste. Marie for non-commercial educational use is finalized.

ANN ARBOR, MICHIGAN EDUCATIONAL RESERVATION

505. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of UHF Channel 26 in Ann Arbor for non-commercial educational use.

(b) The Regents of the University of Michigan at Ann Arbor filed a statement supporting the reservation of Channel 26 in Ann Arbor for non-commercial educational use. It was stated that a Faculty-Administration Television Committee had for some time been studying the advisability of the University's owning and operating a television station and had recommended to the Board of Regents that an application should be filed when channels are available. No oppositions to the reservation were filed.

Conclusions

506. In view of the foregoing, the reservation of Channel 26 in Ann Arbor for non-commercial educational use is finalized.

CHICAGO, ILLINOIS

507. (a) **Proposed Assignments and Reservation.** In the Third Notice 10 channels were assigned to Chicago: VHF Channels 2, 5, 7, 9 and 11 and UHF Channels 20, 26, 32, 38 and 44, with Channel 11 reserved for non-commercial educational use.

(b) **Census Data.** The Chicago standard metropolitan area has a population of 5,495,000 and the City of Chicago has a population of 3,621,000.

(c) **Existing Stations.** Four stations are presently in operation in Chicago on Channels 4, 5, 7 and 9. Balaban and Katz Corporation is authorized to operate Station WBKB on Channel 4. Balaban and Katz has been ordered to show cause why the authorization of Station WBKB should not be modified to specify operation on Channel 2 in lieu of Channel 4. National Broadcasting Company, Inc., is licensed to operate Station WNBQ on Channel 5. American Broadcasting Company, Inc., is licensed to operate Station WENR-TV on Channel 7. WGN, Inc. is licensed to operate Station WGN-TV on Channel 9.

(d) **Answer to Show Cause Order.** Balaban and Katz Corporation advised the Commission that it had no objection to the proposed modification of its authorization for Station WBKB to specify operation on Channel 2 in lieu of Channel 4. The application of Balaban and Katz for the renewal of license of WBKB has been designated for hearing. (Docket No. 10038.)

(e) **Counterproposal of Columbia Broadcasting System, Inc.** Columbia Broadcasting System, Inc. requested the assignment of VHF Channel 13 to Chicago.[107] This would be accomplished by the following changes: VHF Channel 13 would be deleted from Rockford, Illinois and UHF Channel 51 would be substituted in that community; UHF Channel 64 would be substituted in Indianapolis, Indiana for VHF Channel 13; UHF Channel 23 would be substituted in Muncie, Indiana for UHF Channel 49; UHF Channel 45 would be substituted in Connersville, Indiana for UHF Channel 38, and UHF Channel 57 would be substituted for Channel 44 at Piqua, Ohio. As an alternative, CBS requested that the educational reservation in Chicago be shifted to a UHF channel. In tabular form, the CBS counterproposal requested the following changes:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Chicago, Illinois	2,5,7,9, *11	20,26,32, 38,44	2,5,7,9, *11,13†	20,26,32, 38,44
Rockford, Illinois	13	39,*45	†	39,*45,51†
Connersville, Ind.		38		45†
Indianapolis, Ind.	6,8,*13	20,26	6,8,†	20,26,*64†
Muncie, Indiana		49,55		23†,55
Piqua, Ohio		44		57
or, in the alternative:				
Chicago	2,5,7,9, *11	20,26,32, 38,44	2,5,7,9, 11	*20,26,32, 38,44

(f) **Statement in Support of CBS Counterproposal.** In support of its counterproposal requesting the assignment of VHF Channel 13 to Chicago, CBS urged that an additional VHF Channel is needed in that city. The basic premise upon which CBS's counterproposal rests is the need for insuring the possibility of a nationwide competitive commercial television service. CBS contended that though UHF woud ultimately be reasonably competitive, there would be a substantial period of time during which commercial broadcasters in the UHF could not effectively compete with VHF broadcasters. CBS also pointed out that a network owning no station in Chicago would be at an enormous competitive disadvantage.[108] The arguments urged by CBS for the addition of a VHF channel in Chicago were also offered in connection with its counterproposal seeking the addition of a VHF channel in Boston, Massachusetts. We have in connection with our discussion of the Boston counterproposal considered these arguments.

(g) **Conflicting Counterproposals and Oppositions to the CBS Counterproposal.** Oppositions and conflicting counterproposals to the CBS counterproposal urging the assignment of VHF Channel 13 for Chicago have been filed by the following parties: William H. Block Company, Indianapolis, Indiana; Radio Indianapolis, Inc., Indianapolis, Indiana; Booth Radio and Television Stations, Inc., Detroit, Michigan; Crosley Broadcasting Corp.; Lake Broadcasting Company, Gary, Indiana; Indianapolis Broadcasting, Inc., Indianapolis, Indiana; Milwaukee Broadcasting Company, Milwaukee, Wisconsin; and WIBC, Inc., Indianapolis, Indiana.

(h) **Educational Reservation in Chicago.** The Illinois Institute of Technology filed a statement supporting the reservation of VHF Channel 11 in Chicago for non-commercial educational use. It was noted that a "Working Committee for Developing the Use of Channel 11 for Education in Chicago" had been formed on May 9, 1951 and included the following members: Loyola University, University of Illinois (Chicago Professional Colleges); Chicago Public Schools, University of Illinois (Navy Pier Branch), DePaul University, Illinois Institute of Technology, Arts Institute of Chicago, Roosevelt College, University of Chicago, Chicago Historical Society, Museum of Science and Industry and Northwestern University. The Illinois Institute of Technology submitted letters from each of the other members of the Working Committee expressing support for the reservation. The JCET also filed a statement supporting the reservation and indicating the support of Columbia College and George Williams College. It was stated that the Working Committee is conducting studies of financing, programming and operation of an educational television station on a cooperative basis. Seven institutions indicated they could contribute to the programming of such a station. It was contended that an educational television station on Channel 11 in Chicago would serve at least 60% of the population of Illinois. It was pointed out that the Board of Education of the City of Chicago has organized the "General Superintendent's Committee on Television" to consider the educational implications of television and the part that the Chicago school system would play in the joint operation of Channel 11.

(i) **Opposition to the Educational Reservation.** CBS, as an alternative to its counterproposal discussed above, requested that the educational reservation in Chicago be shifted to a UHF channel. CBS contended that it would be at a competitive disadvantage if it did not own a VHF station in Chicago. CBS argued that the statement of the Illinois Institute of Technology did not indicate any assurance that Channel 11 would be utilized or that a UHF channel would not serve equally as well. CBS contended that the educators offered no indication of the source of its funds, when an educational station might commence operation, or how they were prepared to translate program suggestions into actual programs. In reply to CBS, the JCET argued that educators will be dependent upon set circulation for their effect and that to shift the reservation to a UHF channel would greatly handicap the educators in obtaining funds. The JCET also urged that in view of CBS's financial resources, it was in a much better position to shoulder the burden of developing UHF in Chicago than would be the educational interests.

Conclusions: Show Cause Order

508. In view of the foregoing and the pendency of the hearing on the renewal of license of WBKB (Docket No. 10033) an appropriate temporary authorization will be issued to the licensee of Station WBKB in order to permit operation on Channel 2 in lieu of Channel 4.

Conclusions: Additional Commercial VHF Assignment

509. We are of the view that the record does not support the assignment of VHF Channel 13 to Chicago. This assignment could be achieved only by deleting VHF channels in Rockford, Illinois, and Indianapolis, Indiana. Rockford is a metropolitan area with a population of 152,000 and has a city population of 93,000. Indianapolis has a metropolitan area population of 552,000 and a city population of 427,000. We do not believe that the assignment of a 6th VHF channel to Chicago is warranted at the expense of deleting the only VHF channel from Rockford and one of three VHF channels from Indianapolis. Moreover, the CBS counterproposal would necessitate a reduction in the number of VHF assignments and would, therefore, constitute an inefficient use of the spectrum. Accordingly, the CBS counterproposal requesting the assignment of VHF Channel 13 in Chicago is denied. The CBS alternative request for the shifting of the educational reservation in Chicago to a UHF channel is made on the same basis as its request in Boston. We have, in connection with our discussion of Boston, considered the CBS contentions and for the reasons there stated rejected them. We are of the view in the instant case that the record requires the finalization of the educational reservation and that the educational reservation should not be shifted to the UHF. In the Third Notice we stated that a VHF channel would be reserved in all communities with three or more VHF channels where all such VHF

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[107] CBS's original counterproposal consisted of 3 alternative plans for Chicago. CBS has since withdrawn plans B and C leaving only plan A for consideration. Accordingly, plans B and C and all comments and oppositions relating thereto will not be discussed in this Report.

[108] CBS has contracted with Balaban and Katz, operating Station WBKB in Chicago, to acquire control of that station. Application for consent of assignment to CBS has been filed by Balaban and Katz and Columbia. Final action on this application has not yet been taken by the Commission. CBS pointed out that all VHF assignments for commercial assignments in the Chicago area are already in operation, leaving no VHF channels for which application could be made by a network or other commercial broadcaster.

assignments were not in operation. We can see no reason for deviating from this decision in Chicago.[109] We believe that the record justifies the reservation of VHF Channel 11. Accordingly, the CBS request is denied and the reservation of Channel 11 in Chicago for non-commercial educational use is finalized.

Final Assignments and Reservations

510. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Chicago	2,5,7,9,*11	20,26,32,38,44

ROCKFORD, ILLINOIS: EDUCATIONAL RESERVATION

511. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 45 in Rockford for non-commercial educational use.

(b) The City of Rockford, Rockford Public Schools, and Rockford College filed statements supporting the reservation of Channel 45 in Rockford for non-commercial educational use. Resolutions of the City Council, Board of Education, and the Board of Trustees of Rockford College were submitted supporting the reservation. No oppositions to the reservation were filed.

Conclusions

512. In view of the foregoing, the reservation of Channel 45 in Rockford for non-commercial educational use is finalized.

SPRINGFIED, ILLINOIS EDUCATIONAL RESERVATION

513. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of UHF Channel 26 in Springfield for non-commercial educational use.

(b) The Board of Education of School District No. 186, Springfield, Illinois filed a statement supporting the reservation of Channel 26 in Springfield. The Board of Education stated that it is surveying the matter of costs of construction and operation of an educational television station and the possibilities of joint operation of a station by educational interests in the area. It was contended that the reservation is required in order to permit the Board to complete the survey. No oppositions to the reservation were filed.

Conclusions

514. In view of the foregoing, the reservation of Channel 26 in Springfield, Illinois for non-commercial educational use is finalized.

DEKALB, ILLINOIS

515. (a) **Proposed Assignments.** In the Third Notice no channels were assigned to DeKalb, Illinois.

(b) **Census Data.** DeKalb has a population of 12,000.

(c) **Counterproposal of Northern Illinois State Teachers College.** The Northern Illinois State Teachers College requested the assignment of UHF Channel 67 in DeKalb to be reserved for non-commercial educational use. No other changes in the assignments proposed by the Commission in the Third Notice were requested. No oppositions or conflicting counterproposals were filed.

(d) **Statement in Support of Illinois State Teacher College Counterproposal.** Illinois State Teachers College represented that it is very interested in constructing and operating a non-commercial educational television station. It stated that the College is presently constructing a new library containing a theatre-television studio. The College listed various types of educational programs it proposed to utilize including cooperative, general adult education, extension, laboratory, sports, entertainment, and special events programs. The college stated that its next budget to be presented to the State Teachers College Board and the State Legislature would include funds for the construction of an educational television station at DeKalb.

Conclusions

516. We believe the record supports the assignment of UHF Channel 67 to DeKalb and the reservation of that channel for non-commercial educational use. Accordingly, Channel 67 is assigned to DeKalb and reserved for non-commercial educational use.

Final Assignment and Reservation

517. The following assignment is adopted:

City	UHF Channel No.
DeKalb, Illinois	*67

CARBONDALE, ILLINOIS

518. (a) **Proposed Assignments.** In the Third Notice one channel, UHF Channel 34, was assigned to Carbondale, Illinois.

(b) **Census Data.** The population of Carbondale is 11,000.

(c) **Counterproposal of Southern Illinois University.** Southern Illinois University requested the assignment of VHF Channel 10 to Carbondale to be reserved for non-commercial educational use by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Carbondale, Illinois		34	*10†	34
Bloomington, Indiana	4	*30,36	11†	*30,36
Indianapolis, Indiana	6,8,*13	20,26	4†,8,*13	20,26
Terre Haute, Indiana	10	*57,63	6†	*57,63
Louisville, Kentucky	3,11	*15,21	3,10†	*15,21
Paducah, Kentucky	6	43	12†	43
Cape Girardeau, Mo.	12	18	6†	18

(d) **Statement in Support of Southern Illinois University Counterproposal.** Southern Illinois University urged that the assignment of Channel 10 in Carbondale would serve the southernmost third of Illinois, one of the most underdeveloped areas in the United States with high unemployment and a low living standard. The University stated that the development of new trades and skills and the raising of the educational and cultural level in Southern Illinois is of major concern to the University and urged that educational television could be instrumental in assisting development in this area. It was contended that a VHF channel is necessary to serve the large but dispersed population in the area. The University submitted a proposed weekly programming schedule which was designed to aid in the education and rehabilitation of the area. The University stated that it was fully cognizant of the costs of the proposed operation and stated that construction and operating costs would come from University budget funds appropriated each biennium by the State Legislature. It was stated that the University administration is authorized to distribute these funds in a manner deemed by the University to be most advantageous, and that since the University considers television to be of major importance in education, it would be in a position to allocate funds for the proposed television operation.

(e) The Southern Illinois University counterproposal would substitute Channel 10 for Channel 11 in Louisville, Kentucky, Channel 11 for Channel 4 in Bloomington, Indiana, and Channel 4 for Channel 6 in Indianapolis, Indiana. Station WHAS-TV is presently operating in Louisville on Channel 9 but has been ordered to show cause in this proceeding why its authorization should not be modified to specify operation on Channel 11. The Southern Illinois University counterproposal would necessitate shifting Station WHAS-TV to Channel 10 rather than Channel 11. Station WTTV is presently operating in Bloomington, Indiana, on Channel 10 but has been ordered to show cause in this proceeding why its authorization should not be modified to specify operation on Channel 4. The Southern Illinois University counterproposal would necessitate shifting Station WTTV to Channel 11 rather than Channel 4. Station WFBM-TV is presently operating in Indianapolis, Indiana, on Channel 6. The Southern Illinois University counterproposals would require shifting Station WFBM-TV to Channel 4. The Southern Illinois University counterproposal would assign Channel 4 at Indianapolis. This channel will also be utilized in Columbus, Ohio, where Station WLWC, licensed to Crosley Broadcasting Corporation, will operate. The distance between the transmitter sites of WLWC in Columbus and WFBM-TV in Indianapolis would be 166.2 miles. Under the Third Notice the distance between WFBM-TV on Channel 6 in Indianapolis and Station WTVN in Columbus also on Channel 6, is 167.8 miles. The Southern Illinois University counterproposal would assign Channel 10 at Louisville 188 miles from the co-channel assignment at Knoxville, Tennessee. Both Louisville and Knoxville are situated in Zone II; and, therefore, this separation would be below the 190 mile minimum co-channel assignment separation in this zone.

(f) **Conflicting Counterproposals and Oppositions to the Southern Illinois University Counterproposals.** WHAS, Inc., Louisville, Kentucky; WFBM, Inc., Indianapolis, Indiana; and Crosley Broadcasting Corporation, Columbus, Ohio, all filed oppositions to the Southern Illinois University counterproposal. Conflicting counterproposals and oppositions have been filed by WIBC, Inc., Indianapolis, Indiana; Lake Broadcasting Company, Gary, Indiana; L. B. Wilson Company, Cincinnati, Ohio; and Logansport Broadcasting Company, Logansport, Indiana, and Owensboro On The Air, Inc., Owensboro, Kentucky. All of the above conflicting counterproposals have been denied for other reasons.

Conclusions

519. We are of the view that the Southern Illinois University counterproposal in so far as it requests the assignment of VHF Channel 10 at Carbondale must be denied. This assignment would necessitate deviating from the required minimum assignment spacings. The University in order to assign Channel 10 to Carbondale proposes that Channel 10 be assigned at Louisville. Station WHAS-TV operating on Channel 10 at Louisville would be only 188 miles from the co-channel assignment at Knoxville. Since both these cities are situated within Zone II, this spacing would not meet the 190 mile minimum assignment separation. In view of the foregoing, the counterproposal of Southern Illinois University in so far as it requests the assignment of VHF Channel 10 in Carbondale is denied. We believe, however, that the record supports the basis for assigning a channel to Carbondale to be reserved for non-commercial educational use. Accordingly, Channel 61 will be assigned to Carbondale for this purpose.

Final Assignments and Reservation

520. The following assignments and reservation are adopted:

City	UHF Channel No.
Carbondale, Illinois	34, *61

DAVENPORT, IOWA-ROCK ISLAND-MOLINE, ILLINOIS

521. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Davenport, Iowa,-Rock Island-Moline, Ill.	4,6	*30, 36, 4

(b) **Census Data.** The standard metropolitan area of Davenport-Rock Island-Moline has a population of 234,000. The population of Davenport is 75,000. The population of Rock Island is 49,000. The population of Moline is 37,000.

(c) **Existing Stations.** Central Broadcasting Company is licensed for the operation of WOC-TV, Davenport, Iowa, on Channel 5. The licensee was ordered to show cause why the license of WOC-TV should not be modified to specify Channel 6 in lieu of Channel 5. Rock Island Broadcasting Company is licensed for operation of WHBF-TV, Rock Island, on Channel 4.

(d) **Counterproposal of Quad City Broadcasting Corp.** Quad-City Broadcasting Corp. requested the additional assignment of Channel 10 to Davenport-Rock Island-Moline-East Moline[110] by making the following changes in the assignments proposed in the Third Notice:

[109] See also our decision with respect to the Boston educational reservation.

[110] Davenport Broadcasting Corp, Inc., Davenport, requested the assignment of Channel 2 to Atalissa, Iowa, at a distance of 50 miles from Davenport. This assignment would be accomplished by the deletion of Channel *11 from Des Moines. This request has been considered in connection with the Des Moines educational reservation.

City	Third Notice		Counterproposal	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Centralia, Ill.	2	32	7†	32
Quincy, Ill.	10	21	5†	21
Rockford, Ill.	13	39,*45	3†	39,*45
Springfield, Ill.	3	20,*26	13†	20,*26
Evansville, Ind.	7	50,*56,62	5†	50,*56,62
Cedar Rapids, Iowa	9	20,*26	2†	20,*26
Davenport-Rock Island-Moline	4,6	*30,36,42	4,6,10†	*30,36,42
Iowa City, Iowa	*2	24	*12†	24
Mason City, Iowa	12	35	3†	35
Waterloo, Iowa	7	16,*22	9†	16,*22
Lawrence, Kan.	*11	17	*2†	17
Pittsburg, Kan.	7	38	12†	38
Grand Rapids, Mich.	8	*17,23	10†	*17,23
Iron Mountain, Mich.	9	27	7†	27
Austin, Minn.	6	51	10†	51
Duluth-Superior, Wis.	3,6,*8	32,38	3,6,*13†	32,38
Rochester, Minn.	10	55	6†	55
Hannibal, Mo.	7	27	3	27
Jefferson City, Mo.	13	33	6†	33
Joplin, Mo.	12	30	7†	30
Kansas City, Mo.	4,5,*9	19,25	4,5,*11†	19,25
Kirksville, Mo.	12	18	7†	18
St. Joseph, Mo.	2	30,*36	9†	30,*36
St. Louis, Mo.	4,5,*9,11	30,36,42	2†,4,*9,11	30,36,42
Sedalia, Mo.	6	28	10†	28
Springfield, Mo.	3,10	*26,32	3,9†	*26,32
Eau Claire, Wis.	13	*19,25	8†	*19,25
La Crosse, Wis.	8	*32,38	7†	*32,38
Madison, Wis.	3	*21,27,33	13†	*21,27,33
Milwaukee, Wis.	4,*10,12	19,25,31	4,*8,12	19,25,31
Wausau, Wis.	7	16	10†	16

(e) **Statement in Support of Quad City Counterproposal.** Quad City Broadcasting Corporation urged that there are approximately 54,000 VHF receivers in the area; and that a long period would elapse before the existing receivers could be converted or new receivers obtained capable of receiving ultra high frequencies; that the Commission's assignments in the Third Notice would limit the area to the programs of two networks thus preserving the existing monopolistic situation; and that the two VHF frequencies proposed for Davenport-Rock Island-Moline are already in operation by existing stations and that there is demand for additional frequencies.

(f) **Oppositions and Conflicting Counterproposals to Quad City Broadcasting Corp. Counterproposal.** Oppositions and conflicting counterproposals to the counterproposal of Quad City Broadcasting Corporation were filed by the following parties: Evansville Television, Inc., Evansville, Indiana; KFEQ, Inc., St. Joseph, Missouri; The Journal Company (WTMJ-TV), Milwaukee, Wisconsin; Badger Broadcasting Company, Madison, Wisconsin; Cedar Valley Broadcasting Company, Inc., Austin, Minnesota; Milwaukee Broadcasting Company and Hearst Radio, Inc., Milwaukee, Wisconsin; the Gazette Company, Cedar Rapids, Iowa; Davenport Broadcasting Company, Davenport, Iowa; The Black Hawk Broadcasting Company, Waterloo, Iowa; the Northwest Broadcasting Company, Fort Dodge, Iowa; Midland Broadcasting Company, Kansas City, Missouri; University of Illinois, Urbana, Illinois; Michigan State College, East Lansing, Michigan; The Trebit Corporation, Flint, Michigan; WJR, The Goodwill Station, Inc., Detroit, Michigan; Milton J. Hinlein, Sedalia, Missouri; Pulitzer Publishing Company (KSD-TV), St. Louis, Missouri, KNUJ, Inc., New Ulm, Minnesota; Champaign News Gazette, Inc., Champaign, Illinois; Peoria Broadcasting Company and West Central Broadcasting Company, Peoria, Illinois.

(g) The counterproposal of Quad City Broadcasting Company would result in the following co-channel separations below 190 miles in Zone II:

Channel 9—Waterloo, Iowa—Minneapolis, Minn. 180 mi.
Channel 12—Pittsburg, Kansas—Hutchinson, Kan., 181 miles.
Channel 10—Austin, Minn.—Wausau, Wis., 187 miles.
Channel 6—Rochester, Minn.—Superior, Wis., 187 miles.
Channel 11—Kansas City, Mo.—Des Moines, Iowa, 180 mi.
Channel 7—La Crosse, Wis.—St. Cloud, Minn., 189 miles.

(h) **Answer of Central Broadcasting Co., to Show Cause Order.** Central Broadcasting Company, licensee of WOC-TV, stated that it did not object to the proposal to change its assignment to Channel 6.

(i) **The Davenport-Rock Island-Moline Educational Reservation.** The Independent School District, Davenport, Iowa, supported the reservation of UHF Channel 30 at Davenport-Rock Island-Moline, for non-commercial educational use. The Independent School District stated that at a meeeting of representatives of colleges and secondary schools of the area the unanimous opinion was voiced that an educational television channel should be assigned to the Davenport-Rock Island-Moline area. The JCET also supported the reservation of UHF Channel 30 in the Davenport-Rock Island-Moline area. No objection was filed to the proposed reservation.

Conclusions: Show Cause Order

522. In view of the foregoing, an appropriate authorization will be issued to Central Broadcasting Company to specify operation of WOC-TV on Channel 6.

Conclusion: Educational Reservation

523. In view of the foregoing the reservation of Channel 30 in Davenport-Rock Island-Moline for non-commercial educational use is finalized.

Conclusions: Request for Additional Commercial VHF Assignment.

524. It is our view that the counterproposal of Quad City Broadcasting Corp. seeking the assignment of Channel 10 to Davenport-Rock Island-Moline must be denied. As indicated above the changes in the proposed Table of Assignments requested by Quad City Broadcasting Corp. would result in six separations below the minimum provided herein for co-channel assignments in Zone II. Accordingly, the counterproposal of Quad City Broadcasting Corp. is denied.

Final Assignments and Reservation

525. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Davenport-Rock Island-Moline	4,6	*30, 36, 42

CHAMPAIGN, URBANA, PEORIA, ILLINOIS; NEW ULM, MANKATO, MINNESOTA; WATERLOO, CEDAR RAPIDS, IOWA

526. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Champaign, Illinois		21
Urbana, Illinois	*12	27,33
Peoria, Illinois	8	*37,43
New Ulm, Minnesota		43
Mankato, Minnesota		15
Waterloo, Iowa	7	16,*22
Cedar Rapids, Iowa	9	20,*26

(b) **Counterproposals.** Various parties in this proceeding filed conflicting counterproposals seeking the assignment of a VHF channel to Champaign, Peoria, New Ulm, Mankato, Waterloo and Cedar Rapids.

Champaign

527. (a) **Census Data.** The population of the City of Champaign is 40,000.

(b) **Counterproposal of Champaign News-Gazette.** Champaign News-Gazette requested the assignment of Channel 3 to Champaign by substituting a UHF channel in Centralia, Illinois, for VHF Channel 2 and making the following changes in the assignments proposed by the Commission in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Centralia, Illinois	2	32	7†	32,59†
Champaign, Illinois		21	3†	21
Springfield, Illinois	3	20,*26	2†	20,*26
Cedar Rapids, Iowa	9	20,*26	2†,9	20,*26
Iowa City, Iowa	*2	24	*12†	24
Mason City, Iowa	12	35	3†	35
Kirksville, Missouri	12		3†	18

(c) **Statement in Support of Champaign News-Gazette Counterproposal.** Champaign News-Gazette contended that the cities of Champaign and Urbana, Illinois, are in reality "twin cities" separated only by a boundary street. (The population of Urbana is 23,000.) It was urged that since the Commission proposed the assignment of three channels in the Third Notice for Urbana, VHF Channel 12 and UHF Channels 27 and 33, with Channel 12 reserved for educational purposes, the Champaign counterproposal would assign a first VHF for commercial purposes to the Champaign-Urbana area.

(d) **Oppositions and Conflicting Counterproposals to Champaign News-Gazette Counterproposal.** Oppositions and conflicting counterproposals to the counterproposal of Champaign News-Gazette were filed by the following parties: Quad City Broadcasting Corporation, Moline, Illinois; WIBC, Inc., Indianapolis, Indiana; Davenport, Broadcasting Company, Davenport, Iowa; Black Hawk Broadcasting Company, Waterloo, Iowa; West Central Broadcasting Company, Peoria, Illinois; Northwest Broadcasting Company, Fort Dodge, Iowa,[11] and Peoria Broadcasting Company, Peoria, Illinois. In addition oppositions to the Champaign News-Gazette counterproposal have been filed by WCNT, Inc., Centralia, Illinois; the Balaban and Katz Corporation, Chicago, Illinois; and Sangamon Valley Television Corporation, Springfield, Illinois.

(e) WCNT opposed the Champaign counterproposal to delete VHF Channel 2 from Centralia and to replace it with UHF Channel 59. WCNT argued that the Champaign counterproposal would remove the only VHF channel from the southern part of Illinois whereas operation of Channel 3 at Champaign, it was argued, would merely duplicate that of Channel 12 proposed by the Commission at Urbana. The population of Centralia is 14,000.

(f) Balaban and Katz Corporation of Chicago and Sangamon Valley Television Corporation of Springfield, Illinois, opposed the Champaign counterproposal since it would mean a separation between Springfield and Chicago on Channel 2 of 178 miles. The Commission has revised its rules and standards in this Report to require a minimum co-channel mileage spacing of 170 miles in Zone 1.

Urbana

528. (a) **The Urbana Educational Reservation.** Urbana is one of the communities designated in the record as a "primarily educational center." The University of Illinois, Urbana, supported the reservation of VHF Channel 12 in Urbana for non-commercial educational use and reaffirmed its intention of constructing and operating a television station. The University stated that the General Assembly of the State of Illinois, in May 1951, as part of the biennial budget of the University of Illinois authorized funds specifically for the operation of a television program-producing unit; that the University's fiscal budget for 1952-1953 was in excess of $47,000,000; and that the University's Board of Trustees had accepted a gift of a television transmitter from the General Electric Company for use by the University at such time and place as may be approved by the Commission; that it has successfully engaged in radio broadcasting for about thirty years; and that it has owned and operated Station WILL since 1922 and Station WIUC (FM) since 1941. The University also stated that it has originated hundreds of radio programs for commercial stations and networks and that it had cooperated with commercial stations in originating television programs both from the Urbana-Champaign campus and in Chicago.

(b) **Oppositions and Conflicting Counterproposals to Urbana Re-**

[11] Elsewhere in this report, we have denied the counterproposals of Davenport Broadcasting Corporation, Northwest Broadcasting Company, West Central Broadcasting Corporation and WIBC, Inc., for the reasons therein stated.

servation. Sworn statements were filed opposing the reservation of Channel 12 in Urbana, Illinois, for non-commercial educational use by Columbus Broadcasting System; L. B. Wilson, Inc. (WCKY), Cincinnati, Ohio; and the Peoria Broadcasting Company (WMBD), Peoria, Illinois. In a subsequent sworn statement CBS withdrew certain of its proposals which eliminated the conflict between the University of Illinois and CBS. The proposals of L. B. Wilson and Peoria Broadcasting Company have been considered and denied in another portion of this Report.

(c) **Counterproposal of West Central Broadcasting Company.** West Central Broadcasting Company Broadcasting Company opposed the reservation of VHF Channel 12 in Urbana and requested the assignment of that channel to Peoria by making the following changes in the assignments proposed by the Commission in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Peoria, Illinois	8	*37,43	8,12†	*37,43
Urbana, Illinois	*12	27,33	†	*27†,33
Brookfield, Missouri			12†	
Kirksville, Missouri	12	18	†	18

(d) **Statement in Support of West Central Broadcasting Company Counterproposal.** West Central stated that there are four times as many people in the Peoria metropolitan area than there are in Champaign and Urbana; that there are four full time and two daytime standard broadcast stations in the Peoria metropolitan area and only one full time and two daytime standard broadcast stations in the Peoria metropolitan area and only one full time and two daytime AM stations in Champaign and Urbana. West Central also stated that the proposal affords Brookfield, Missouri, its first television assignment. The population of Brookfield is 6,000. The population of Kirksville is 11,000.

Peoria

529. (a) **Census Data.** The standard metropolitan area of Peoria has a population of 251,000. The City of Peoria has a population of 112,000.

(b) **Counterproposal of Peoria Broadcasting Company.**[12] Peoria Broadcasting Company requested the assignment of Channel 12 to Peoria by making the following changes in the assignments in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Centralia, Illinois	2	32	†	32
Peoria, Illinois	8	*37,43	8,12†	*37,43
Springfield, Illinois	3	20,*26	2†	20,*26
Urbana, Illinois	*12	27,33	*3†	27,33
Cedar Rapids, Iowa	9	20,*26	2†	20,*26
Iowa City, Iowa	*2	24	*9†	24
Kirksville, Missouri	12	18	†	18,63†

(c) **Statement in Support of Peoria Broadcasting Company Counterproposal.** Peoria Broadcasting Company urged that a city the size of Peoria required an additional VHF assignment; that neither Kirksville, Missouri, nor Centralia, Illinois, could support a television station and accordingly the deletion of the proposed VHF assignment from those communities would not result in any actual loss; and that neither Centralia nor Kirksville required the additional coverage that could be obtained from a VHF channel and that UHF was adequate for these communities.

(d) **Oppositions and Conflicting Counterproposals to Peoria Broadcasting Company Counterproposal.** Oppositions and conflicting counterproposals to the counterproposal of Peoria Broadcasting Company were filed by the following parties: WCNT, Inc., Centralia, Illinois; Sangamon Valley Television Corporation, Springfield, Illinois; Balaban and Katz Corp., Chicago, Illinois; Davenport Broadcasting Company, Inc., Davenport, Iowa; Champaign News-Gazette, Champaign, Illinois; The Gazette Company, Cedar Rapids, Iowa; and Quad City Broadcasting Corp., Moline, Illinois.

(e) **The Peoria Educational Reservation.** Illinois State Normal University, Normal, Illinois, supported the reservation of UHF Channel 37 for non-commercial educational use at Peoria. No objections were raised to the reservation. The University stated that it was interested in cooperating with other universities and school systems of the region in a television broadcasting program for the benefit of schools in the region; that it was "financially able to sponsor and participate in educational television"; that it has broadcast educational programs over commercial radio Station WJBC for many years, and that it plans to install a closed-circuit television system for demonstration teaching purposes, educational film distribution, and for training teachers in the effective use of the medium.

New Ulm

530. (a) **Census Data.** The population of the City of New Ulm is 9,000.

(b) **Counterproposal of KNUJ, Inc.** KNUJ, Inc., requested the assignment of Channel 3 to New Ulm by making the following changes in the assignments proposed by the Commission in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
New Ulm, Minnesota		43	3†	43
Pierre, South Dakota	6,10	*22	6,11†	*22
Watertown, South Dakota	3	35	10†	35

(c) **Statement in Support of KNUJ, Inc. Counterproposal.** KNUJ, Inc. urged that the assignments requested by it would serve the Commission's priorities of assignment and would also comply with the minimum mileage separations. The counterproposal of KNUJ, Inc. would result in a co-channel separation of 189 miles in Zone II on Channel 11 between Pierre and Sioux Falls, South Dakota.

(d) **Oppositions and Conflicting Counterproposals to KNUJ, Inc. Counterproposal.** Oppositions and conflicting counterproposals to the counterproposal of KNUJ, Inc., were filed by the Gazette Company, Cedar Rapids, the Southern Minnesota Supply Company, Mankato, Minnesota, and the Black Hawk Broadcasting Company, Waterloo, Iowa.

Mankato

531. (a) **Census Data.** The City of Mankato has a population of 19,000.

(b) **Counterproposal of Southern Minnesota Supply Company.** Southern Minnesota Supply Company requested the assignment of Channel 12 to Mankato by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Mason City, Iowa	12	35	3†	35
Brainerd, Minnesota	12		10†	
Hibbing, Minnesota	10		12†	
Mankato, Minnesota		15	12†	15
Grand Forks, North Dakota	*2,10		*2,12†	

(c) **Statement in Support of Southern Minnesota Supply Company.** Southern Minnesota Supply Company urged that the assignments requested by it would serve the Commissions's priorities and would also comply with the minimum mileage separations. The counterproposal would result in a co-channel separation of 182 miles in Zone II on Channel 10 between Brainerd and Rochester, Minnesota.

(d) **Oppositions and Conflicting Counterproposals to Southern Minnesota Supply Company Counterproposal.** The Independent Broadcasting Company, Minneapolis, and the Northwest Broadcasting Company, Ford Dodge opposed the counterproposal of Southern Minnesota Supply Company on the grounds of adjacent channel spacing of 67 and 69 miles. No conflict, however, arises under the minimum mileage separations adopted herein. Black Hawk Broadcasting Company, Waterloo, filed a conflicting counterproposal.

Waterloo

532. (a) **Census Data.** The standard metropolitan area of Waterloo has a population of 100,000 and the City of Waterloo has a population of 65,000.

(b) **Counterproposal of Black Hawk Broadcasting Company.** Black Hawk Broadcasting Company requested the assignment of Channel 12 to Waterloo by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Mason City, Iowa	12	35	3†	35
Waterloo, Iowa	7	16,*22	7,12†	16,*22
Brookfield, Missouri			12†	
Kirksville, Missouri	12	18	†	18

(c) **Statement in Support of Black Hawk Counterproposal.** It was urged that Waterloo is a rapidly growing city in the center of a rich agricultural area; and that the importance of the city and its need for an additional television channel is evidence by the increasing economic importance of Waterloo.

(d) **Oppositions and Conflicting Counterproposals to Black Hawk Counterproposal.** Oppositions to the counterproposal of Black Hawk Broadcasting Company were filed by the Gazette Company, Cedar Rapids, Iowa, and the Southern Minnesota Supply Company, Mankato, Minnesota.

(e) **The Waterloo Educational Reservation.** The Iowa State Teachers College, Cedar Falls, and the JCET supported the reservation of UHF Channel 22 for non-commercial educational use in Waterloo. The college stated it was the only educational institution in Iowa exclusively concerned with teacher education and therefore it had a special interest in educational television, particularly in the use of television programs directed to the classrooms of the public schools. The college stated that it has prepared a weekly film for telecasting over WOI-TV, Ames, Iowa. The college stated that it was prepared to cooperate with other educational institutions. The College further stated that the assignment of a reserved channel for Waterloo, eight miles from Cedar Falls, would give it the best chance to participate in educational television.

Cedar Rapids

533. (a) **Census Data.** The standard metropolitan area of Cedar Rapids has a population of 104,000. The City of Cedar Rapids has a population of 72,000.

(b) **Counterproposal of The Gazette Company.** The Gazette Company, Cedar Rapids, Iowa, proposed that Channel 12 be assigned to Cedar Rapids by making the following changes in the assign-

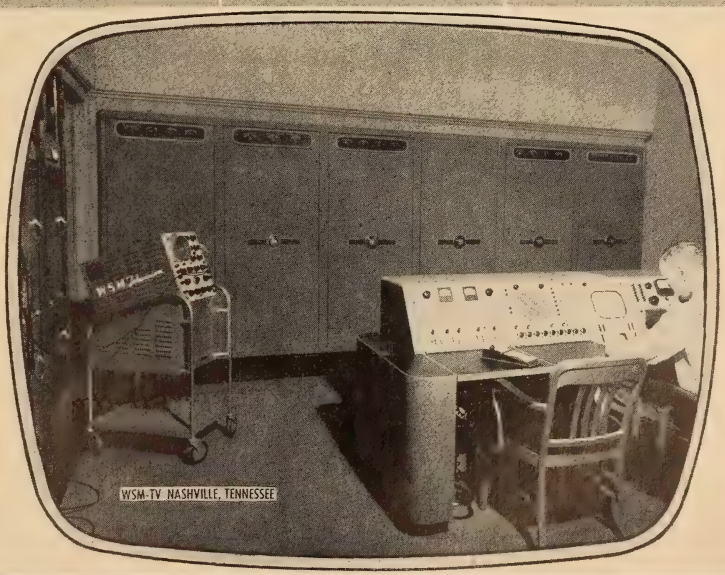
[12]The counterproposal of West Central Broadcasting Co., seeking the assignment of a VHF Channel to Peoria by the deletion of VHF Channel 12 in Urbana proposed to be reserved for non-commercial educational use has been considered above in connection with the discussion of the Urbana educational reservation.

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ments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Cedar Rapids, Iowa	9	20,*26	9,12†	20,*26
Chariton, Iowa				55†
Mason City, Iowa	12	35	3†	35
Kirksville, Missouri	12	18	†	18,41†
Trenton, Missouri				47†
Reedsburg, Wisconsin				46†

(c) **Statement in Support of Gazette Company Counterproposal.** It was urged that Cedar Rapids is a substantial market with a population which has increased by 16.4% in the 10 year period from 1940, that none of the minimum station separations proposed in the Third Notice would be violated and that a net gain in service would result from a grant of the counterproposal.

(d) **Oppositions and Conflicting Counterproposals to The Gazette Company Counterproposal.** Oppositions to the Cedar Rapids proposal have been filed by the following parties who also filed mutually exclusive proposals: Davenport Broadcasting Company, Davenport, Iowa; KNUJ, Inc., New Ulm, Minnesota; Black Hawk Broadcasting Company, Waterloo, Iowa, and Peoria Broadcasting Company and West Central Broadcasting Company.

(e) **The Cedar Rapids Educational Reservation.** The JCET supported the reservation of Channel 26 in Cedar Rapids for noncommercial educational use. No objections were filed to the proposed reservation.[113]

Conclusions

534. The foregoing counterproposals consist of requests for the assignment of a first VHF channel in Champaign, Mankato and New Ulm, respectively; and a second VHF assignment in Waterloo, Peoria and Cedar Rapids, respectively. The counterproposal of Black Hawk Broadcasting Company (Waterloo), KNUJ, Inc. (New Ulm) and The Gazette Company (Cedar Rapids) are mutually exclusive and are also mutually exclusive with the counterproposals of Champaign News-Gazette (Champaign) and Southern Minnesota Supply Company (Mankato). In addition the counterproposal of Peoria Broadcasting Company (Peoria) is mutually exclusive with the counterproposals of Champaign News-Gazette and The Gazette Company.

535. It is our view, based on the record, that Champaign and Urbana should be considered as a single entity for assignment purposes in view of the proximity and strong identity of interests of these cities. In view of the proposed reservation of Channel 12 in Urbana for non-commercial educational use the counterproposal of Champaign News-Gazette will, accordingly, be considered as a request for the assignment of the second VHF channel to Champaign-Urbana.

Conclusions: Mankato, Peoria, Waterloo, New Ulm, Champaign-Urbana, Cedar Rapids.

536. The counterproposal of Southern Minnesota Supply Company, seeking the assignment of a VHF channel to Mankato must be denied. As indicated below, this counterproposal would result in a co-channel separation of 182 miles in Zone II on Channel 10 between Brainerd and Rochester, Minnesota. This separation is below the minimum of 190 miles for the assignment of co-channel stations in Zone II.

537. With respect to the remaining counterproposals, it is our view that the counterproposal of Champaign News-Gazette is meritorious and, for the reasons set forth below, is to be preferred to the conflicting counterproposals seeking assignment of a VHF channel to Peoria, Waterloo or New Ulm. The cities of Champaign and Urbana have a combined population of 63,000, and in the Third Notice the Commission proposed the assignment of one VHF channel for the city of Urbana and no VHF channels for Champaign. The counterproposal of Champaign News-Gazette would result in the assignment of a second VHF channel to Champaign-Urbana and would, in addition, make possible the assignment of a second VHF channel to Cedar Rapids with a population of 72,000. These assignments would be accomplished by deleting VHF Channel 2 from Centralia which has a population of 14,000. It is our view that the assignment of VHF channels to both Champaign-Urbana and Cedar Rapids warrants this deletion of a VHF channel from Centralia. Accordingly, we are assigning VHF Channels 3 and 12 to Champaign-Urbana and VHF Channels 2 and 9 to Cedar Rapids. In substitution for Channel 2 in Centralia we are assigning Channel 59.

538. It is our view that the assignment of a second VHF channel to both Champaign-Urbana and Cedar Rapids is to be preferred to the assignment of a second VHF channel to Peoria. West Central Broadcasting Co. has requested the assignment of Channel 12 to Peoria by the deletion of Channel 12 from Urbana where it was proposed to be reserved for non-commercial educational use. We believe, however, that the record requires the reservation of a VHF channel for non-commercial educational use in Urbana, a primarily educational center. The record establishes that the University has had considerable experience in broadcasting as the licensee of both an AM and an FM station and that it now intends to establish a non-commercial educational television station in the Urbana area. The University has received a gift of a television transmitter and the General Assembly of the State of Illinois has specifically authorized funds for the operation of a television program broadcasting unit. As indicated above, West Central Broadcast Co. did not propose the substitution of a VHF channel in Urbana for Channel 12 which it requested be deleted from that community. It is our view, on the basis of the record, that a VHF channel should be retained in Urbana for non-commercial educational use. Accordingly, the counterproposal of West Central Broadcasting Co. is denied. We have by our decision herein added the assignment of VHF Channel 3 to Champaign-Urbana. It should be pointed out that if Channel 3 were reserved in Champaign-Urbana for non-commercial educational use in lieu of Channel 12 as proposed and Channel 12 were assigned to Peoria, the assignment of an additional VHF channel to Cedar Rapids would be precluded. As noted above, we have preferred the assignment of a VHF channel to Champaign-Urbana and Cedar Rapids over the assignment of a VHF channel to Peoria.

539. The counterproposal of Peoria Broadcasting Company seeking the assignment of a second VHF channel in Peoria would be accomplished by the deletion of the VHF channels assigned to Kirksville and Centralia. This plan would also assign a VHF channel to Brookfield. It is our view, however, that the assignment of a second VHF channel to both Champaign-Urbana and Cedar Rapids, at the expense of deleting only one channel from Centralia, is to be preferred to the assignment of a second VHF channel to Peoria and a first VHF channel to Brookfield which would be accomplished by deleting VHF channels from both Centralia and Kirksville. It is to be pointed out that Brookfield has a population of only 6,000 persons and no request has been filed by any party from that community for the assignment of a channel.

540. It is also our view that the counterproposal of Champaign News-Gazette is to be preferred to the counterproposal of Black Hawk Broadcasting Company. Although Black Hawk Broadcasting Company would, in addition to assigning a second VHF channel to Waterloo, assign a first VHF channel to Brookfield, this would be accomplished by deleting the sole VHF channel assigned to Kirksville. It is our view that the assignment of a second VHF channel to both Champaign-Urbana and Cedar Rapids is to be preferred to the assignment of a second VHF channel to Waterloo and a first VHF channel to Brookfield, a city of 6,000.

541. It is also our view that the counterproposal of Champaign News-Gazette is to be preferred to the counterproposal of KNUJ, Inc., seeking the assignment of a VHF channel to New Ulm with a population of approximately 9,000 persons. As indicated above the counterproposal of KNUJ, Inc., would result in a co-channel separation of 189 miles in Zone II on Channel 11 between Pierre and Sioux Falls, South Dakota. This separation is below the minimum of 190 miles for the assignment of co-channel station in Zone II. Moreover, it is our view that the assignment of a second channel to both Champaign-Urbana and Cedar Rapids is to be preferred to the assignment of a first channel to New Ulm, especially in view of the relative sizes of these communities.

542. The Gazette Company counterproposal requested the assignment of a second VHF channel, Channel 12, to Cedar Rapids. This counterproposal, however, is in conflict with the counterproposal of Champaign News-Gazette. However, our decision herein provides for the additional assignment of VHF Channel 2 to Cedar Rapids. Accordingly, the Gazette Company counterproposal need not be considered further.

543. In view of the foregoing, the counterproposals of Black Hawk Broadcasting Company, KNUJ, Inc., The Gazette Company, Southern Minnesota Supply Company, West Central Broadcasting Co. and Peoria Broadcasting Company are denied; and the counterproposal of Champaign News-Gazette is granted.

544. We are of the view, however, that the assignment of an additional UHF channel to Peoria is warranted. Channel 19 in Peoria would meet all required mileage separations for assignments in this zone. Accordingly, Channel 19 will be assigned to Peoria as an additional assignment.

Conclusions: The Peoria, Waterloo, Cedar Rapids Educational Reservations

545. On the basis of the record, the reservation of UHF Channels *37, *22, and *26 in Peoria, Waterloo and Cedar Rapids, respectively, are finalized.

Final Assignments and Reservations

546. The following assignments and reservations are adopted:[114]

City	VHF Channel No.	UHF Channel No.
Centralia, Illinois		32,59
Champaign-Urbana, Illinois	3,*12	21,27,33
Peoria, Illinois	8	19,*37,43
Springfield, Illinois	2	20,*26
Cedar Rapids, Iowa	2,9	20,*26
Iowa City, Iowa	*12	24
Mason City, Iowa	3	35
Waterloo, Iowa	7	16,*22
Mankato, Minnesota		15
New Ulm, Minn.		43
Kirksville, Missouri	3	18

AMES, FORT DODGE, AND DES MOINES, IOWA

547. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Ames	5	25
Des Moines	8,*11,13	17,23
Fort Dodge		21

(b) **Census Data.** The standard metropolitan area of Des Moines has a population of 226,000 and the city of Des Moines has a population of 178,000. The City of Fort Dodge has a population of 25,000. The City of Ames has a population of 23,000.

(c) **Existing Stations.** The Iowa State College of Agriculture and Mechanical Arts is licensed for the operation of Station WOI-TV at Ames on Channel 4. The licensee was ordered to show cause why the license of WOI-TV should not be modified to specify operation on Channel 5. Iowa State stated it had no objection to the move from Channel 4 to Channel 5.

(d) **Counterproposal of Northwest Broadcasting Company.** The Northwest Broadcasting Company proposed the additional assignment of Channel 4 to Fort Dodge by making the following changes in

[113] Coe College, Cedar Rapids, in its comment on June 6, 1951, requested the reservation of VHF Channel 9 for non-commercial educational use; thereafter the college advised the JCET that it was withdrawing its request in favor of the reservation of a UHF channel for possible future educational use by the college.

[114] The educational reservations for Springfield, Illinois, and Iowa City, Iowa, are discussed elsewhere.

the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Fort Dodge, Iowa		21	4†	21
Sioux City, Iowa	4,9	*30,36	2†,9	*30,36
Mitchell, South Dakota	5	20	4†	20
Vermillion, South Dakota	*2	41	*5†	41

(e) Statement in Support of Northwest Broadcasting Company Counterproposal. The Northwest Broadcasting Company urged that the geographical location and importance of Fort Dodge as the dominant city in a large area justified the assignment of two channels, one VHF and one UHF to that city. It was also urged that the Commission's proposed assignments did not provide an equitable distribution of television facilities since cities of comparable size were assigned more channels than were assigned to Dodge.

(f) The Northwest Broadcasting Company counterproposal would result in the following co-channel separation in Zone II:

Channel	Cities	Mileage
5	Vermillion, S. D.-Hastings, Nebr.	170
5	Vermillion, S. D.-Ames, Ia. (WOI-TV)	175
4	Fort Dodge, Ia.-Minneapolis, Minn.	176

(g) Opposition and Conflicting Counterproposals to the Northwest Broadcasting Company Counterproposal. Oppositions and conflicting counterproposals were filed by the following parties: Gazette Company, Cedar Rapids; Black Hawk Broadcasting Company, Waterloo, Iowa; Champaign News-Gazette, Inc., Champaign, Ill.; Southern Minnesota Supply Company, Mankato, Minnesota; Quad City Broadcasting Company, Moline, Ill., Independent Broadcasting Company, DesMoines, Ia.; Mid-Continent Radio Television, Inc., Minneapolis, Minn.; and Iowa State College, Ames, Iowa.

(h) The Des Moines Educational Reservation. The Independent School District of Des Moines and Drake University supported the reservation of VHF Channel 11 at Des Moines for non-commercial educational use. The City Council of Des Moines, Iowa, and other civic and educational parties also supported the reservation. The Independent School District urged that a reservation was necessary in order that educational institutions and other interested organizations have sufficient time to develop a program for non-commercial educational use of television in the area.

(i) Counterproposals of Cowles Broadcasting Company, Central Broadcasting Company, and Murphy Broadcasting Company. Cowles Broadcasting Company, Central Broadcasting Company, and the Murphy Broadcasting Company,[115] proposed to increase the number of commercial VHF channel assignments in Des Moines, by removing the reservation of VHF Channel 11 for non-commercial educational use and by proposing that VHF Channel 5 at Ames, Iowa, be assigned to WOI-TV and be classified as a channel reserved for non-commercial educational use instead of for commercial use as follows:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Ames, Iowa	5	25	*5	25
Des Moines, Iowa	8,*11,13	17,23	8,11†,13	17,23

(j) Statement in Support of Cowles Broadcasting Company, Central Broadcasting Company and Murphy Broadcasting Company Counterproposals. Cowles, Central and Murphy Broadcasting Companies urged that WOI-TV provide educational service to the Des Moines area; that the proposed changes in classification of WOI-TV to an educational non-commercial station would meet the needs of Des Moines for non-commercial educational television; that WOI-TV in securing its license represented it would be a non-commercial station; and that "it would be a waste of television channels to assign two channels for use in the operation of educational television stations, one at Des Moines, Iowa, and the other at Ames, Iowa."

(k) Oppositions to Cowles, Central and Murphy Counterproposals. Iowa State College,[116] and Davenport Broadcasting Company opposed the counterproposals of Cowles, Central and Murphy.

(l) Counterproposal of the Davenport Broadcasting Company, Inc., Davenport, Iowa. The Davenport Broadcasting Company, Inc., proposed the additional assignment of a VHF channel to Atalissa,[117] by deleting Channel *11 at Des Moines and by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Counterproposal	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Atalissa, Iowa			2†	
Des Moines, Iowa	8,*11,13	17,23	8, †, 13	17,23
Iowa City, Iowa	*2	24	*11†	24

(m) Statement in Support of Davenport Broadcasting Company Counterproposal. The Davenport Broadcasting Company urged that the size, population, and economic importance of Davenport-Rock Island-Moline warranted an additional VHF assignment and that the deletion of reserved Channel 11 from Des Moines, "would eliminate wasteful overlap between educational service now being rendered by Iowa State College of Agriculture and Mechanical Arts, (WOI-TV), Ames, Iowa, and the proposed assignment of Channel 11 in Des Moines for educational use."

(n) Oppositions to the Davenport Broadcasting Company Counterproposal. Cowles, Central, Independent, Murphy, and Iowa State College opposed the Davenport Broadcasting counterproposal.

(o) Counterproposal of Independent Broadcasting Company. The Independent Broadcasting Company proposed the additional assignment of Channel 4 to Des Moines by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Des Moines, Iowa	8,*11,13	17,23	4†,8,11,13	*17†,23 (or 23*)
Sioux City, Iowa	4,9	*30,36	2†,9	*30,36
Vermillion, South Dakota	*2	41	*4†	41

(p) Statement in Support of Independent Broadcasting Company Counterproposal. Independent Broadcasting Company urged that Channel 4 could be assigned to Des Moines without adversely affecting any existing TV broadcasting station or any assignment proposed by the Commission; that the Commission's priorities would not be affected with the exception of priority 5; and that an additional VHF service would be provided to a substantial area and population.

(q) The counterproposal of Independent Broadcasting Company would result in the following co-channel separation in Zones I and II:

Channel	City	Mileage	Zone
4	DesMoines-Rock Island, Ia. (WHBF-TV)	158	I
4	Des Moines-Kansas City, Mo.	180	II
4	Des Moines-Vermillion, S. D.	182	II

(r) Oppositions and Conflicting Counterproposals to Independent Broadcasting Company Counterproposal. Rock Island Broadcasting Company opposed Independent counterproposal, and urged that the counterproposal should be denied for the reason that it would create the interference which the Commission has attempted to eliminate in the Third Notice. It was pointed out that WHBF-TV, Rock Island and WOI-TV, Ames, Iowa, now operate on Channel 4. Because of the close spacings of these stations and the resultant interference the Commission in the Third Notice ordered WOI-TV to show cause why its assignment should not be changed to Channel 5. It was urged that since Ames and Des Moines are the same distance from Rock Island, the assignment of Channel 4 to Des Moines would result in the same interference situation which the Commission's Order to Show Cause to WOI-TV was designated to eliminate. The counterproposals of Northwest Broadcasting Company and Davenport Broadcasting Company are mutually exclusive with that of Independent Broadcasting Company.

Conclusions: Des Moines Educational Reservation

548. We believe on the basis of the record that we must deny the request to remove the educational reservation in Des Moines from Channel 11. In light of the evidence introduced by the educational interests in Des Moines, we believe that the educational reservation in that city should be finalized.

549. The request that we change the character of the Ames assignment can not, on the basis of the record, be granted. Iowa State College in securing a license did not secure a non-commercial license requiring it to broadcast non-commercial programs but secured a license giving it the responsibility to determine the commercial or non-commercial character of its programs.[118] We do not believe, on the basis of this record, that we should issue a show cause order which would require WOI-TV to change its classification and become a non-commercial station. In the absence of compelling reasons, we do not believe that educational institutions who secure commercial licenses should be required to change the character of their operation. To adopt a contrary policy would be to discourage educational institutions which do not prefer to operate a fully non-commercial station from entering the television field. Accordingly, we must deny the request to change the classification of the Ames assignment.

550. Moreover, from the record it appears that Des Moines and its immediate surrounding vicinity is the major economic, cultural and social center of the State of Iowa. The fact that different educational programs may be simultaneously available in the same area from WOI-TV and a non-commercial educational television station in Des Moines is not necessarily undesirable since it increases the number of program choices as does the presence of several stations in a given city. In addition, it is shown in the engineering statement in the Central Broadcasting filing that Station WOI-TV operating with the maximum power

[115] The Independent Broadcasting Company, as part of a counterproposal to assign an additional VHF channel to Des Moines, also urged the change in reservation from VHF Channel 11 to a UHF channel in Des Moines.

[116] Central Broadcasting Company filed a Motion to Strike the statement of Iowa State College of Agriculture and Mechanical Arts on the grounds that the statement signed by counsel was not sworn to. The Iowa State College of Agriculture and Mechanic Arts filed an opposition to the Motion to Strike saying that the document was intended as a brief under the meaning of Paragraph 5(f) of the Order of Hearing Procedure of July 25, 1951; that it was filed early on September 24, 1951, rather than on October 29, 1951, the last filing date; that the brief is in support of an engineering statement which has been sworn to and that, therefore, since it is a brief under the meaning of Paragraph 5(f) it need not be sworn to. Attached to their opposition to the Motion to Strike, the attorneys for the Iowa State College of Agriculture and Mechanical Arts filed an amendment to "Statement on Behalf of Iowa State College of Agriculture and Mechanical Arts in Support of Commission Allocation Plan" to delete the word "Statement" where it appears in the caption of said brief and wherever it appears capitalized in the body of said brief and substitute in lieu thereof the word "Brief." In view of the amendment submitted by the College the Motion to Strike is DENIED. The "Statement" objected to has been considered only as a Brief.

[117] Atalissa, a community of 240 persons, is 50 miles from Davenport. The counterproposal proposed a transmitter site at Durant, approximately 30 miles from Davenport.

contemplated by the Commission's proposal and operating with its presently licensed antenna height could provide Grade A service to but 45% of the City of Des Moines.

551. In view of the foregoing, the counterproposals of Cowles Broadcasting Company, Central Broadcasting Company, Murphy Broadcasting Company, and Davenport Broadcasting Company, are denied. Furthermore, with respect to the counterproposal of Davenport Broadcasting Company, we do not believe the assignment of a VHF channel to the city of Atalissa by the deletion of a VHF assignment in Des Moines, a much larger city, is warranted.

Conclusions: Additional VHF Assignment in Fort Dodge and Des Moines

552. The Northwest Broadcasting Company counterproposal would result in three co-channel separations below the 190 mile minimum for Zone II. Channel 5 would be asigned at Vermillion, 170 miles from Hastings and 175 miles from Station WOI-TV at Ames; and Channel 4 would be assigned to Fort Dodge, 176 miles from Minneapolis. Accordingly, the Northwest Broadcasting Company counterproposal is denied.

553. The Independent Broadcasting Company counterproposal would result in one co-channel separation below the 170-mile minimum for assignments in Zone I and two co-channel separations below the 190-mile minimum for Zone II. Channel 4 would be assigned to Des Moines, 158 miles from Station WHBF-TV in Rock Island in Zone 1 and 180 and 182 miles, respectively, from Kansas City, Missouri and Vermillion, both in Zone II. Accordingly, the Independent Broadcasting Company counterproposal is denied.

Conclusions: Show Cause Order

554. In view of the foregoing, an appropriate authorization will be issued to Iowa State College to specify operation of WOI-TV on Channel 5.

Final Assignments and Reservation

555. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Ames	5	25
Des Moines	8,*11,13	17,23
Fort Dodge		21

KEOKUK, IOWA; QUINCY, ILLINOIS; AND HANNIBAL, MISSOURI

556. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the following assignments:

City	VHF Channel No.	UHF Channel No.
Keokuk, Iowa		44
Quincy, Illinois	10	21
Hannibal, Missouri	7	27

(b) **Census Data.** The population of Keokuk, Iowa, is 16,000. The population of Quincy, Illinois, is 41,000. The population of Hannibal, Missouri, is 21,000.

(c) **Counterproposal of Keokuk Broadcasting Company.** Keokuk Broadcasting Company requested that Channel 10 be assigned to Keokuk. The assignment of Channel 10 to Keokuk would be accomplished by the deletion of Channel 10 from Quincy, Illinois, the substitution of Channel 7 in Quincy and the deletion of Channel 7 from Hannibal, Mo., as follows:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Keokuk, Iowa		44	10†	44
Quincy, Illinois	10	21	7†	21
Hannibal, Mo.	7	27	†	27

(d) **Statement in Support of Keokuk Broadcasting Company Counterproposal.** Keokuk Broadcasting Company urged that the deletion of Channel 7 from Hannibal would not deprive that city of television service because of the assignment of UHF Channel 27 to Hannibal. It was also asserted that Hannibal would receive Grade A service from the VHF assignment at Quincy, 15 miles from Hannibal. Further, it is urged that the assignment of Channel 10 to Keokuk would provide a substantial number of persons with a first VHF service. It was also contended that the assignment of Channel 10 to Keokuk and the assignment of Channel 7 to Quincy comply in all respects with the standards adopted herein. Finally, it was urged that a more extensive coverage would be rendered by a station located in Keokuk on Channel 10 than would be rendered by Channel 7 at either Quincy or Hannibal.

(e) **Opposition to Keokuk Broadcasting Company Counterproposal.** The Courier Post Publishing Company, Hannibal, Missouri, opposed the Keokuk counterproposal urging that Hannibal, a city of 20,540 persons is a separate competitive market from Quincy which has a population of 41,402 persons, and that a grant of the counterproposal would deprive Hannibal of its only VHF assignment. Further, it was pointed out that Hannibal and Quincy are located in separate Counties and States and each is also considered the principal city of separate retail trading areas. It was also urged that under the Commission's proposed assignments the City of Keokuk would receive two Grade A services from Keokuk and Fort Madison and that 70% of the City of Keokuk would receive a third service from Channel 10 proposed for Quincy.

Conclusions

557. It is our view that, on the basis of the record, the counterproposal of Keokuk Broadcasting Company should be denied. A grant of this counterproposal would deprive the City of Hannibal, a larger city than Keokuk, of its sole VHF channel in order to add a first VHF channel to Keokuk and a second assignment to that city. Accordingly, the counterproposal of Keokuk Broadcasting Company is denied.

Final Assignments

558. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Keokuk, Iowa		44
Quincy, Illinois	10	21
Hannibal, Missouri	7	27

DUBUQUE, IOWA

559. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the following assignments to Dubuque: UHF Channels 56 and 62.

(b) **Census Data.** The City of Dubuque has a population of 50,000.

(c) **Counterproposal of The Telegraph Herald.** The Telegraph Herald, Dubuque, Iowa, proposed that VHF Channels 5 and 11 be assigned to Dubuque with less than maximum power to protect other co-channel and adjacent channel stations. This counterproposal would require no other changes in the proposed assignments in the Third Notice.

(d) **Statement in Support of Telegraph Herald Counterproposal.** The Telegraph Herald urged that the operation of UHF stations in Dubuque would present serious economic obstacles. It was urged that operation on Channels 5 and 11 with powers below that proposed in the Third Notice would afford protection to co-channel stations to the same extent as stations with maximum facilities operating at the required minimum spacings. Specifically, it was urged that powers of 46.7 kw on Channel 5 and 87 kw on Channel 11 be authorized for stations in Dubuque. It was further urged that a grant of the counterproposal would provide a first VHF service to a substantial area.

(e) The counterproposal would result in the following co-channel separations in Zone I below the 170-mile minimum:

Channel 5 Dubuque, Ia.-Chicago (WNBQ), 162 miles.
Channel 11 Dubuque, Ia.-Chicago, 161 miles.

The counterproposal, in addition, would result in the following co-channel separations in Zone II below the 190-mile minimum:

Channel 5 Dubuque, Ia.-Ames, Ia. (WOI-TV), 159 miles.
Channel 11 Dubuque, Ia.-Des Moines, Ia., 164 miles.

(f) **Oppositions and Conflicting Counterproposals to Telegraph Herald Counterproposal.** Oppositions and conflicting counterproposals to the counterproposal of The Telegraph Herald were filed by the following parties: Central Broadcasting Co., Davenport, Iowa, The National Broadcasting Company, Chicago, Illinois, the Johnson-Kennedy Radio Corporation, Chicago, Illinois; Iowa State College, Ames, Iowa; and the Davenport Broadcasting Company, Davenport, Iowa.

Conclusions

560. Elsewhere in this Report the Commission has set forth the basis for its decision not to create a special class of stations authorized to operate with reduced power at reduced separations. In view of that decision and for the reasons therein stated the request of The Telegraph Herald is denied.

Final Assignments

561. The assignment of UHF Channels 56 and 62 in Dubuque, Iowa, are adopted.

SIOUX CITY, IOWA EDUCATIONAL RESERVATION

562. **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 30 in Sioux City for non-commercial educational use.

563. The JCET, the Mayor of Sioux City, the City Council and other local educational groups, supported the reservation of Channel 30 in Sioux City. No party objected to the reservation.

Conclusions

564. In view of the foregoing, the reservation of Channel 30 in Sioux City for non-commercial educational use is finalized.

IOWA CITY, IOWA EDUCATIONAL RESERVATION

565. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 2 in Iowa City for non-commercial educational use.

(b) The State University of Iowa supported the reservation of VHF Channel 2 in Iowa City for non-commercial educational television use. The University stated that it has engaged in non-commercial broadcasting since 1919; that a separate building has been constructed for radio broadcasting and the annual operation budget for its broadcast activities was $50,000. The University stated that from 1932 to 1938 the University regularly scheduled television programs from an experimentally licensed transmitter and that it has, for the past two years, organized and presented weekly programs from Station WOC-TV, Davenport, Iowa. The University further stated that television facilities are available and that it has begun construction of a Communications Center and that it has a completely outfitted motion picture production laboratory including ten motion picture cameras. The University submitted a detailed listing of suggested program material for use on the proposed educational television station. No one has objected to the reservation of VHF Channel 2.

(c) Quad - City Broadcasting Corp., Moline, Illinois, Davenport Broadcasting Company,[119] Davenport, Iowa, and Champaign News-Gazette, Inc., Champaign, Illinois, proposed the reservation of a VHF channel other than VHF Channel 2 for Iowa City in connection with counterproposals for additional VHF assignments in their respective cities.[120] The Commission elsewhere in this Report granted the request made by Campaign News-Gazette, Inc., which proposed as part of its over-all plan the reservation of VHF Channel 12 in lieu of the proposed reservation of VHF Channel 2 in Iowa City.

Conclusions

566. On the basis of the foregoing and the record, the reservation of Channel 12 in Iowa City for non-commercial use is finalized.

[119]Elsewhere in this Report the Commission denied the counterproposals of Quad-City Broadcasting Corp. and Davenport Broadcasting Company.

[120]The State University of Iowa on October 8, 1951, filed with the Commission a Motion to Strike portions of the statements of Hugh R. Norman and Walter F. Kean filed on behalf of Davenport Broadcasting Company, Incorporated. In these statements, the affiants introduce as a new proposal the use of a UHF channel for educational use at Iowa City whereas the initial counterproposal of May 7, 1951, did not contain this proposal. Paragraphs 5(b) and 6 of the Order of Hearing Procedure of July 25, 1951, clearly indicate that the Commission will not consider any sworn statements which are not in support of the initial pleadings. The Motion to Strike is therefore GRANTED. With respect to the sworn statements filed on behalf of Davenport Broadcasting Company, Incorporated, the Commission has not considered for the reasons given above, as evidence properly before it, the evidence relating to this new proposal. The Commission has, however, considered such evidence contained therein which is in support of its counterproposal in this proceeding.

[119]The allegations concerning the representations with respect to its programming are irrelevant to these proceedings.

ST. JOSEPH, ST. LOUIS AND SPRINGFIELD, MISSOURI: EDUCATIONAL RESERVATION

567. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the following reservations for non-commercial use:

City	VHF Channel No.	UHF Channel No.
St. Joseph, Missouri		*36
St. Louis, Missouri	*9	
Springfield, Missouri		*26

(b) **St. Joseph Educational Reservation.** The School District of St. Joseph supported the reservation of Channel 36 in St. Joseph and submitted a resolution of the Board of Education requesting that a television channel be reserved for this city. The JCET, Northeast Missouri State College, Maryville, and St. Benedict's College, Atchison, Kansas, also supported the reservation. No objections to the reservation were filed.

(c) **St. Louis Educational Reservation.** The Mayor's Committee on Educational Television and the Board of Education of the City of St. Louis and JCET supported the reservation of Channel 9 to St. Louis. No objections to the reservation were filed.

(d) **Springfield Educational Reservation.** The Board of Education of the Springfield, Missouri Public Schools, Reorganized Green County District No. 12, Drury College, and Southwest Missouri State College and JCET supported the reservation of Channel 26 to Springfield. No objections to the reservation were filed.

Conclusions

568. In view of the record, the reservations of the foregoing channels for non-commercial educational use are finalized.

Final Reservations

569. The following reservations are adopted:

City	VHF Channel No.	UHF Channel No.
St. Joseph, Missouri		*36
St. Louis, Missouri	*9	
Springfield, Missouri		*26

MINNEAPOLIS-ST. PAUL, MINNESOTA: EDUCATIONAL RESERVATION

570. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the reservation of VHF Channel 2 in Minneapolis-St. Paul for non-commercial educational use.

(b) **Minneapolis-St. Paul Educational Reservation.** The University of Minnesota, the Minneapolis Public Schools, the College of St. Catherine, the City of St. Paul, the Saint Paul Public Library and the JCET supported the reservation. These institutions expressed their willingness to cooperate with other educational institutions in the area with respect to non-commercial educational television. No objections were filed to the proposed reservation.

Conclusions

571. On the basis of the record, the reservation of Channel 2 in Minneapolis-St. Paul for non-commercial educational use is finalized.

GREEN BAY AND MILWAUKEE, WISCONSIN

572. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Green Bay	6	
Milwaukee	4,*10,12	19,25,31

(b) **Census Data.** The standard metropolitan area of Milwaukee has a population of 871,000. The City of Milwaukee has a population of 637,000. The standard metropolitan area of Green Bay has a population of 98,000. The City of Green Bay has a population of 53,000.

(c) **Existing Station.** The Journal Company is licensed for the operation of Station WTMJ-TV in Milwaukee on Channel 3. The licensee was ordered to show cause why the license of WTMJ-TV should not be modified to specify Channel 4 in lieu of Channel 3. The licensee did not file any opposition to the show cause order.

(d) **Counterproposal of Green Bay Newspaper Company.** The Green Bay Newspaper Company requested the additional assignment of VHF Channel 2 to Green Bay. No other changes in the assignments proposed in the Third Notice were requested.

(e) **Statement in Support of Green Bay Newspaper Company Counterproposal.** Green Bay Newspaper Company urged that assignment of Channel 2 to Green Bay would provide a fair, efficient and equitable distribution of television facilities; that the assignment of Channel 2 to Green Bay conforms fully with the Commission's standards and serves the priorities set forth in the Third Notice; and that the additional assignment of Channel 2 could be obtained without depriving any city of a proposed assignment under the Commission's Third Notice. Further, it was asserted that there are no cities or metropolitan areas to the west, north or east of Green Bay within approximately 200 miles which have a population greater than Green Bay; that the nearest city larger than Green Bay is Milwaukee, approximately 100 miles to the south; and that the Green Bay community is the second largest distribution and jobbing outlet and the third largest retail center in Wisconsin. The distance between Green Bay and Chicago, the nearest city where Channel 2 is proposed to be assigned, is 182 miles. The nearest adjacent channel assignment proposed is Channel 3 to Madison, Wisconsin, 121 miles from Green Bay.

(f) **Joint Counterproposal of the Wisconsin Broadcasting System, Inc. and Hearst Radio, Inc. and the Counterproposal of Milwaukee Broadcasting Company.** The Wisconsin Broadcasting System, Inc., and Hearst Radio, Inc., filed a joint counterproposal and the Milwaukee Broadcasting Company filed an identical counterproposal requesting the assignment of Channel 6 to Milwaukee by deleting it from Green Bay and substituting Channel 2 to replace Channel 6 in Green Bay as follows:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Green Bay	6		2†	
Milwaukee	4,*10,12	19,25,31	4,6†,10,12	*,†,121,19,25,31

(g) The assignment of Channel 6 in Milwaukee would result in a 167 mile co-channel separation between Milwaukee and Station WOC-TV at Davenport, Iowa in Zone I.

(h) **Statement in Support of Wisconsin Broadcasting System, Inc. and Hearst Radio, Inc. and Milwaukee Broadcasting Company Counterproposals.** It was urged that Section 3.606 of the Commission's Rules assign Channels 3, 6, 8 and 10 to Milwaukee; that under the Third Notice, however, the Commission proposed to assign VHF Channels 4, 10 and 12 to Milwaukee with Channel 10 reserved for non-commercial educational use; and that the result under the Commission's proposed assignments is to leave available for applicants only Channels 12, 19, 25 and 31.[123] It was urged that the restoration of Channel 6 in Milwaukee and the assignment of Channel 2 to Green Bay would satisfy the requirements of the Commission's rules and standards in relation to the assignments proposed for other communities under the Third Notice. It was also contended that the assignments proposed in the Third Notice are inadequate to meet the pressing and immediate needs for competitive commercial television service; and that the assignment to Milwaukee of only two VHF channels for commercial use will extend for an additional and considerable period of time the adverse effects upon competition which presently exist in Milwaukee. Further, it was stated that there are 258,000 VHF receivers in the hands of the public in Milwaukee. Finally, it was urged that because of the population, size and economic importance of Milwaukee, it is one of the key economic links in every chain of television broadcast stations for network service.

(i) **Opposition to Wisconsin Broadcasting System, Inc. and Hearst Radio, Inc. and Milwaukee Broadcasting Company counterproposals.** Oppositions to the Milwaukee counterproposal[122] have been filed by WJIM, Inc., Lansing, Michigan, and Central Broadcasting Company, Davenport, Iowa, on the grounds of interference to existing Stations WJIM-TV and WOC-TV, respectively. It was urged that the assignment of Channel 6 to Milwaukee would result in interference to these existing stations.

(j) Station WOC-TV is presently operating on Channel 5 in Davenport and the Commission has proposed that WOC-TV be shifted to Channel 6. WJIM-TV is licensed to operate on Channel 6 in Lansing, Michigan, and the Commission has proposed no change in the licensed frequency of that station. The separations between the City of Milwaukee and the cities of Lansing and Davenport are 171 and 170 miles respectively. The separations between the City of Milwaukee and the present transmitter sites of WOC-TV and WJIM-TV are 167 and 173 miles, respectively. It was asserted by the Milwaukee parties that it would be possible to locate a station in Milwaukee on Channel 6 which would meet the minimum required co-channel separation between transmitters of 170 miles. It was claimed by Central Broadcasting Company that although the Commission proposed to move WOC-TV from Channel 5 to Channel 6 in order to eliminate interference, the counterproposal of the Milwaukee parties would result in the interference situation which the Commission's proposal would avoid.

(k) **The Milwaukee Educational Reservation.** The Milwaukee Educator's Committee on Television and the Milwaukee Vocational and Adult Schools supported the reservation of VHF Channel 10 at Milwaukee, Wisconsin. The Milwaukee Educator's Committee on Television comprises the Mayor, City of Milwaukee, Wisconsin State College, University of Wisconsin (Milwaukee Extension Division), Milwaukee Public Schools and Milwaukee Vocational and Adult Schools. Numerous civic, religious, labor and business organizations and the State Radio Council of Wisconsin also supported the reservation. The Board of Vocational and Adult Education of Milwaukee passed a resolution supporting the reservation and instructed the director of the Milwaukee Vocational and Adult Schools to file a statement with the Commission which contained the following points: (1) The Board was prepared to cooperate in developing local educational television programs; (2) the Director was authorized to make a survey of all pertinent facts which relate to the proposed television station; (3) the Board was prepared on the basis of favorable and conclusive findings to assume the responsibility for the construction of such a station, provided that it was assured by the cooperating bodies, or by the city, that costs of operation would be equitably shared according to a formula to be agreed upon before construction was ordered. Pending the outcome of the survey the Board stated that it "will very probably earmark a sum sufficiently large to begin such work as can be undertaken and completed in the next fiscal year, provided the Federal Communications Commission thinks well of the proposal of the Board to build a station on its property in Milwaukee and will reserve the use of VHF Channel 10 for the proposed station." The Milwaukee Educator's Committee on Television submitted a detailed listing of proposed television programs designed for class room use and adult education. The Milwaukee Vocational and Adult Schools stated it could "legally raise all the funds needed to build a television station."

(l) **Oppositions to the Educational Reservation.** Wisconsin Broadcasting System, Inc., and Hearst Radio, Inc. proposed to increase the number of commercial VHF channels in Milwaukee from two to four by proposing to add

[121] Channel not specified.

[122] At the "freeze" date, one VHF channel had been assigned (WTMJ-TV) and Wisconsin Broadcasting, Hearst Radio, and Milwaukee Broadcasting Company (WEMP), were in hearing and had petitioned the Commission for immediate grant of their non-competing applications for the remaining three VHF channels.

[123] Music Broadcasting Company, Grand Rapids, Michigan, opposed the Milwaukee counterproposal since it conflicted with its counterproposal. Elsewhere in this decision we have denied the counterproposal of Music Broadcasting Company for the reasons there stated.

VHF Channel 6 and by proposing to shift the proposed reservation to the UHF. The parties stated that substantial public interest in having immediate and effective competition among local and network services required the recommended changes. Hearst Radio stated the Board of Vocational and Adult Education was not in a position, financially or otherwise, to construct and operate an educational television station. Hearst Radio stated further that if Channel 10 were reserved there was no prospect of any additional VHF service in Milwaukee for an indefinite, and in any event a considerable period of time. It was contended that competition for the one remaining VHF channel would prevent the possibility of an additional VHF station for some time to come. Hearst Radio stated that the educators did not claim they would be unduly prejudiced by reason of the fact that there are no UHF receivers in the Milwaukee area. It was claimed that the Board of Vocational and Adult Education would not have to pioneer in the UHF field since a commercial applicant has applied for a UHF channel, and by the time the Board was ready to build and operate an educational station, there would be a substantial number of UHF receivers in the area.

Conclusions: Milwaukee Educational Reservation

573. We do not believe, on the basis of the record, that the reservation of VHF Channel 10 should be changed. The educational interests in Milwaukee have shown a strong interest in establishing a non-commercial educational station and they have presented a concrete plan for the establishment of such a station. The Milwaukee Vocational and Adult Schools are confident that the taxes reserved to them by state law will enable them to raise the funds necessary for the construction of a station. The Milwaukee Educators' Committee on Television demonstrated that the educators are working together to solve the problems that must be faced in the establishment of a non-commercial educational station. The educators have made it clear that the finalization of the reservation of VHF Channel 10 is one of the steps required before the educators can proceed with their plans for the establishment of an educational station. The reservation of VHF Channel 10 would still leave available for commercial interests one VHF and three UHF channels which have not yet been assigned.[124] No legal right or preference to a commercial VHF channel inures to Hearst Radio and Wisconsin Broadcasting by reason of their past participation in a hearing for assignment of VHF channels in Milwaukee which was not carried to completion due to the "freeze." We believe the opinion of the Commission issued on December 12, 1951, in connection with the requests for oral hearing of Daily News Television Company, et al., makes clear that the Commission, in a proceeding such as this, may change the assignment of VHF channels in Milwaukee under the circumstances presented. Accordingly, on the basis of the record, the counterproposal of the Wisconsin Broadcasting System, Inc., and Hearst Radio, Inc., to change the reservation from VHF Channel 10 to a UHF channel, is denied; and the reservation of VHF Channel 10 for non-commercial educational television use in Milwaukee, Wisconsin is finalized.

Conclusions: Green Bay and Milwaukee

574. The counterproposal to add VHF Channel 2 to Green Bay in addition to VHF Channel 6 is mutually exclusive with those of the Milwaukee parties to add VHF Channel 6 to Milwaukee by deleting it from Green Bay. It is our view that the record does not support the addition of a 4th channel to Milwaukee in preference to a second VHF channel for Green Bay. The City of Green Bay is a large commercial center with diversified businesses and industries and the record supports the need of this area for a second assignment.

575. In addition, the assignment of VHF Channels 2 and 6 to Green Bay are in accordance with our standards adopted herein. On the other hand, the counterproposal of the Milwaukee parties would require a deviation from our rules and standards. Elsewhere in this decision we have determined that for purposes of creating new assignments the minimum separation between a city and an existing authorized transmitter shall be 170 miles. The distance between WOC-TV and Milwaukee, however, is only 167 miles.

576. In view of the foregoing, the counterproposals of the Milwaukee Broadcasting Company and the joint counterproposal of the Wisconsin Broadcasting Company, Inc. and the Hearst Radio, Inc., are denied, and the counterproposal of the Green Bay Broadcasting Company is granted.

Conclusions: WTMJ Show Cause Order

577. An appropriate authorization will be issued to the Journal Company to specify operation of WTMJ-TV on Channel 4 in Milwaukee.

Final Assignment and Reservations

578. The following assignments and reservations are adopted:

City	VHF Channel	UHF Channel
Green Bay, Wis.	2, 6	
Milwaukee, Wis.	4, *10, 12	19, 25, 31

WISCONSIN EDUCATIONAL RESERVATIONS

579. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the following educational reservations in the State of Wisconsin:

City	Channel No.
Eau Claire	*19
La Crosse	*32
Madison	*21
Marinette	*38
Milwaukee[125]	*10
Duluth, Minn.-Superior	*8

(b) **Eau Claire.** Wisconsin State College, Eau Claire, and the JCET supported the reservation of UHF Channel 19. Wisconsin State College stated it was prepared to cooperate in any state-wide program of television service which the people of Wisconsin might establish. No objections were made to the proposed reservation.

(c) **La Crosse.** La Crosse State College and JCET supported the reservation of UHF Channel 32. The College stated that it has supported the development of radio as an educational tool; that it has encouraged the establishment of the state radio FM network; and that it has worked for the effective use of radio in the schools of the La Crosse area. The College stated it was ready to cooperate in any state-wide program of television service which the people of Wisconsin might decide to establish. No objections were made to the proposed reservation.

(d) **Madison.** The University of Wisconsin supported the reservation of Channel 21 for Madison. The University stated that it had taken steps to design a system of educational television transmission throughout the state and to incorporate television program study in its courses.

(e) **Counterproposal of Radio Wisconsin, Inc.** Radio Wisconsin, Inc., proposed that the educational reservation in Madison be shifted from UHF Channel 21 to VHF Channel 3. In the Third Notice the Commission had proposed to assign VHF Channel 3 and UHF Channels 27 and 33 for commercial television and to reserve UHF Channel 21 for non-commercial educational television. Radio Wisconsin urged that the public is best served when several broadcasting stations with equal transmission facilities are compelled to compete for their audiences on the basis of the quality of the programs they broadcast; that such equality promotes the financial health of all the broadcasters and eliminates the probability of marginal operation (financially and programwise) which would exist if one station had superior facilities compared with the other stations in the same community; and that such equality for commercial broadcasters could be brought about in Madison by placing the three commercial assignments in the UHF band and shifting the reservation to VHF Channel 3.

(f) **Oppositions to Radio Wisconsin Counterproposal.** This proposal of Radio Wisconsin was opposed by Monona Broadcasting Company, and Badger Broadcasting Company. These parties contended that commercial interests were in a position to make use of the VHF channel immediately while its reservation would result at best in substantial delay in its use; and that better use of the channel would be made programwise by commercial interests. It was further stated that intermixture of VHF and UHF was supported by the Commission. Monona Broadcasting stated that Wisconsin Broadcasting's principle, if valid, would have to be applied generally and a broad revision of the assignment plan would be required.

(g) **Marinette.** The Wisconsin State Radio Council supported the reservation for non-commercial use of Channel 38 for Marinette. No objections were made to the proposed reservation.

(h) **Duluth, Minn. — Superior, Wis.** The JCET supported the reservation of Channel 8 for Duluth-Superior. The JCET pointed out that the following educational institutions would be served by an educational television station in the area: College of Saint Scholastica, Duluth; Ely Junior College, Eveleth Junior College, Hibbing Junior College, Itasca Junior College, Virginia Junior College, Ashland County Normal School, Northland College, and State College, Superior, Wisconsin. No objections were made to the proposed reservation.

(i) **Racine.** The Racine Public Library filed a sworn statement requesting the reservation of a channel for non-commercial educational television use at Racine, Wisconsin. The Public Library stated that the reservation of a channel at Milwaukee did not provide for effective community participation in the Racine-Kenosha area. It was contended that the needs of the area would be better met by the reservation of a UHF channel at Racine. No specific channel was requested. Incorporated in the statement filed by the Library were letters from various educational and labor organizations. No objections were filed to this proposal.

(j) **Support and Counterproposal of Wisconsin State Radio Council.** The Wisconsin State Radio Council supported the Commission's proposal to reserve six channels for non-commercial educational television use in the State of Wisconsin. While supporting the Commission's proposal the State Radio Council stated that the six channels proposed for reservation were inadequate to provide a state-wide non-commercial educational television service. Accordingly, the Radio Council requested six additional channel reservations to meet the educational needs of the State. The University of Wisconsin at Madison, Wisconsin, supported the State Radio Council in its request that six additional channels be reserved for non-commercial educational television use. An engineering study conducted by the Radio Council indicated that a network of twelve stations would be needed to provide at least Class B service throughout Wisconsin. These could be interconnected and operated simultaneously through the establishment of twelve microwave relay stations. The Radio Council estimated that the proposed twelve station network could be constructed for less than $3,000,000 and stated that this sum is but a fraction of the total amount invested in educational plant and equipment in the State. The Wisconsin State Radio Council at Madison, Wisconsin, is a policy-making, administrative and executive board created by the 1945 State legislature to "plan, construct, and develop a state system of radio broadcasting for the presentation of educational, informational and public service programs." The Governor of Wisconsin has designated the Council as the appropriate agency to "take action to acquaint the Commission with the desire of the State of Wisconsin to have channels reserved for educational use." The Council, as an indication of its interest in educational broadcasting, pointed to its operation of an educational network of two AM stations and six FM stations with two additional FM stations under construction. No objections were made to the proposed additional six reservations.

Conclusions: Eau Claire, La Crosse, Marinette, Duluth, Minn.— Superior, Wisconsin

580. On the basis of the record the proposed reservation of the following channels for non-commercial educational use are finalized:

City	Channel No.
Eau Claire	*19
La Crosse	*32
Marinette	*38
Duluth, Minn.-Superior, Wis.	*8

[124] See also the discussion of the educational reservation in Boston.

[125] The Milwaukee educational reservation is discussed above.

Conclusions: Madison

581. It is our view that the counterproposal of Radio Wisconsin, Inc., requesting that the educational reservation in Madison be shifted from UHF Channel 21 to VHF Channel 3 should be denied. We do not believe that the arguments advanced by Radio Wisconsin, Inc., for the assignment of all commercial stations in the UHF outweigh such other important factors, as wide VHF coverage, which have led to the adoption of our general policy concerning the reservation of VHF channels for non-commercial educational stations. We have proposed the assignment of only one VHF channel to Madison; and in light of the fact that the educational interests in that community have not requested the reservation of that VHF channel for non-commercial educational use and have made no showing with respect to the utilization of a VHF channel we do not believe the record supports the shifting of the educational reservation to the only VHF channel in Madison. Accordingly, the counterproposal of Radio Wisconsin, Inc., is denied, and the reservation of Channel 21 in Madison for noncommercial educational use is finalized.

Conclusions: Additional Reservations in Wisconsin

582. On the basis of the record we believe the Wisconsin State Radio Council's counterproposal should be granted. Accordingly, the following additional reservations of channels for use by noncommercial educational stations have been made in the State of Wisconsin:

City	UHF Channel No.
Shell Lake	*30
Park Falls	*18
Wausau	*46
Adams	*58
Chilton	*24
Richland Center	*66

Conclusions: Racine

583. In light of the action taken above finalizing the reservation of six channels proposed for non-commercial educational use in the Third Notice (including VHF Channel 8 at Milwaukee, approximately 20 miles from Racine) and making available six additional assignments for such use, the Commission believes that adequate provision has been made for non-commercial educational television in Wisconsin. Accordingly, the request from the Racine Public Library is denied.

Final Reservations

584. The following reservations are finalized in Wisconsin:

City	Channel VHF No.	Channel UHF No.
Eau Clair		*19
La Crosse		*32
Madison		*21
Marinette		*38
Milwaukee	*10	
Duluth, Minn.-Superior, Wis.	*8	
Shell Lake		*30
Park Falls		*18
Wausau		*46
Adams		*58
Chilton		*24
Richland Center		*66

COLUMBIA, MISSOURI: EDUCATIONAL RESERVATION

585. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed 3 channels.. for Columbia: VHF Channel 8 and UHF Channels 16 and 22. Columbia was designated as a "primarily educational center" and the Commission proposed the reservation of Channel 8 for non-commercial educational use.

(b) **Counterproposal of University of Missouri.** The University of Missouri requested that the Commission authorize "commercial operation on the channels reserved for educational institutions to an amount equal to 50% of the broadcast day." The sworn statement of the University again requested partial commercialization of the channel but made no reference to the degree of commercialization desired.

(c) **Statements in Support of University of Missouri Counterproposal.** The University stated that funds for the construction of a station would be available but that funds for the maintenance and operation of the station would not be available for an indefinite period. The Radio Committee of the University, after conferences with state officials, was convinced the State Legislature would not authorize the operation of the television station at State expense and that funds from commercial programs must be used for the television operation. The University stated that unless the Commission permits partial commercialization for non-profit operation it would have no alternative but to apply for a commercial station. The University stated that it did not desire to operate a commercial station for profit but preferred rather to operate a partially commercial non-profit station. The University stated that if the station were permitted to commercialize partially so that it could telecast programs originated by one of the major networks the station would have a sufficient variety of programs to make it attractive to the viewers and thus be able to hold an audience against competing commercial stations. The University also stated that if partial commercialization were permitted it would intersperse commercial programs between educational programs; that it proposed to inaugurate a series of educational programs in agriculture, domestic science, farm management, animal husbandry, horticulture, music, music appreciation, the dramatic arts, sciences, and other programs of an educational nature which might from time to time be desirable; and that in order to make the educational programs of the station most effective and to cover the various phases of education, high schools and nearby colleges would be solicited to prepare and present educational programs if the proposed station should become a reality.

(d) Stephens College, Columbia, supported the proposal of the University of Missouri. The College stated that although it did not intend to operate a television station it was interested in a television station from the point of view of using it as a significant teaching aid.

(e) No party affirmatively supported the proposed reservation of Channel 8 for non-commercial educational use.

(f) **Opposition of KFRU, Inc., Columbia, Missouri.** KFRU opposed the request of the University for partial commercial operation on VHF Channel 8 on the grounds that such an operation would give the University unfair competitive advantages over a commercial licensee, and stated it had no objection to the reservation of Channel 8 for non-commercial educational use.[126]

Conclusions

586. We have above in another portion of this Report denied the request of the University of Missouri that the Commission authorize partial or limited commercial operation on channels reserved for use by educational stations. There is no evidence or support in the record for the reservation of a channel in Columbia for use by a non-commercial educational station. On the contrary, the University of Missouri stated that it wishes to operate on Channel 8 as a commercial station if it cannot operate in a partial or limited commercial manner. The University cannot under these circumstances be given any preferential treatment by way of a reservation but will be required to compete equally with applicants for commercial channels. Accordingly, the counterproposal of the University of Missouri is denied, and, in view of the foregoing, the educational reservation is deleted and Channel 8 is assigned to Columbia for commercial use.

Final Assignments

587. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Columbia	8	16,22

KANSAS CITY, MISSOURI AND LAWRENCE, KANSAS

588. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Lawrence, Kansas	*11	17
Kansas City, Mo.	4,5,*9	19,25

(b) **Census Data.** The Kansas City standard metropolitan area has a population of 814,000 and the City of Kansas City has a population of 457,000. The City of Lawrence has a population of 23,000.

(c) **Existing Stations.** Kansas City Star Company is licensed for the operation of Station WDAF-TV, Kansas City, on Channel 4.

(d) **The Lawrence Educational Reservation.** The University of Kansas, Lawrence, supported the reservation of VHF Channel 11 in Lawrence for non-commercial educational use. The University stated it was resolved to provide an educational television service. It stated that it had made careful analysis of cost, personnel, programming, equipment, opportunities for educational service, and financial resources; that it had pioneered in the use of closed-circuit television in its Medical Center; and that the sources which it could draw upon included eleven schools, sixty-eight departments, ten divisions, a thousand teachers, and a supporting staff of an additional thousand. The University also stated that its Bureau of Lectures and Concert Artists furnished during the year over three thousand programs to four hundred communities, and that its Bureau of Visual Instruction, as one of the great film libraries of America, has furnished more than twenty thousand educational film programs in response to requests from all over the nation. As further evidence of its interest in educational broadcasting, the University stated that it has operated radio station KFKU since 1924 and that the University's FM station KANU was scheduled to go on the air in January 1952 as a full time 10,000 watt station. It was also stated that in June 1951 a new division, University of Kansas Radio, was formed, a full-time Director of Radio appointed and the full-time staff for radio doubled. Plans were also approved for two new studios in addition to those already used for broadcasting. The University stated that its resources make it possible for television to be properly financed; and that in the fiscal year of 1951-1952 it was operating on a budget of $13,000,000 with additional funds of $10,000,000 recently allocated for the construction of new buildings. While the University acknowledged that the 1951 Legislature did not appropriate specific funds for an educational television station, evidence was submitted indicating that the University had other sources of funds, such as gifts and endowments, which in 1950 were more than $1,000,000. It was also stated that the Kansas State Board of Regents, the governing body of the University, on April 20, 1951, authorized the University to apply for a license to operate a television station. The University said that engineering surveys have been prepared, that a University Committee on Television has been formed, and that "plans are going forward swiftly for the establishment of a television station soon after approval is granted by the F.C.C."

[126]The Board of Curators of the University of Missouri filed with the Commission Motions to Strike the entire affidavit of H. J. Waters, Jr., filed on behalf of KFRU, Inc., for the reason that it is hearsay; if the Commission does not strike the entire affidavit, the Board moved that certain portions of the affidavit be stricken for the reasons that it is opinion testimony not supported by any facts, that the statements are conclusions of the affiant, and that the statements are irrelevant and immaterial to the issues in this proceeding. A Motion to Strike is directed against the entire affidavit of A. D. McLarty filed on behalf of KFRU, Inc., for the reason that the statements are immaterial and irrelevant to the issues in this proceeding. KFRU, Inc., filed with the Commission a Reply to the Motions to Strike negativing the objections raised by the Board of Curators. The Motions to Strike are DENIED since they go only to the weight to be given to the evidence and not to its admissibility, materiality, and competency as evidence in this proceeding. KFRU, Inc., on October 15, 1951, filed with the Commission a Motion to Strike all or certain parts of the affidavit of Lester E. Cox, Member of the Board of Curators of the University of Missouri, and of the verified letter of Homer P. Rainey, filed on behalf of the University of Missouri on the grounds that they are irrelevant, immaterial and unsupported conclusions. Further objection is made to the affidavits of Mr. Cox and Mr. Rainey for the reason that the sworn statements deal with a proposal for limited commercial operation by educational stations, a matter relating to Appendix A of the Third Notice, while University of Missouri in its initial Comments did not direct its statements to Appendix A. On October 29, 1951, the Board of Curators filed a reply to the Motion to Strike. The Board of Curators of the University of Missouri on July 16, 1951, filed with the Commission a request to amend its comments of May 7, 1951, to also refer to Appendix A of the Third Notice. Further, the sworn statements of Mr. Cox and Mr. Rainey of September 24, 1951, are consistent with the initial comments of the Board of Curators. The other objections to the statements involved go only to the weight of the evidence and not to its admissibility. The Motion to Strike is therefore DENIED.

The University stated that a UHF channel would not be desirable as a substitute for the proposed VHF assignment since it believed that UHF at the present time could not provide the desired service coverage required by the needs of the area; that of the hundreds of thousands of sets in use in the area few, if any, were equipped for UHF reception; that since the citizens of Kansas City, Missouri, also claim the University of Kansas as their University it was its intent to use its proposed television station to provide service not only to a large portion of the population of Kansas, but also to metropolitan Kansas City, Missouri. The University submitted a detailed list of suggested television programs under the categories of Medicine and Public Health, Science, Education, Home Economics and Miscellaneous. The University's statement included letters of support for its proposed educational television station from civic, educational and religious groups. (Lawrence, Kansas was designated as a "primarily educational center".)

(e) **Counterproposal of the Midland Broadcasting Company, KCMO Broadcasting Company and WHB Broadcasting Co.** The Midland Broadcasting Company, KCMO Broadcasting Company and WHB Broadcasting Company filed an opposition to the reservation of VHF Channel 11 for educational purposes at Lawrence and a joint counterproposal for the assignment of that channel to Kansas City by making the following changes in the assignments proposed by the Commission in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Lawrence, Kansas	*11	17	†	*17,64†
Kansas City, Mo.	4,5,*9	19,25	4,5,9,11†	*19,25

Midland individually proposed the assignment of Channel 11 to Kansas City by its deletion at Lawrence and the interchange of Channels 2 and 9 between St. Joseph and Kansas City, as follows:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Lawrence, Kansas	*11	17	†	*17,64†
Kansas City, Mo.	4,5,*9	19,25	2†,4,5,11†	*19,25
St. Joseph, Mo..	2	30,*36	9†	30,*36

(f) The assignment of Channel 11 to Kansas City would result in a co-channel separation in Zone II between Kansas City and Des Moines, Iowa, of 180 miles. The minimum separation for co-channel assignments in this zone is 190 miles.

(g) **Statement in Support of Midland Broadcasting Company, et al., Counterproposal.** It was asserted that VHF Channel 11 could not be successfully used now by the University of Kansas, primarily for the reason that it has no public funds for acquiring and maintaining a television station; and stated that the only educational bodies or institutions which could apply for and use VHF Channel 11 were the public school system of Lawrence or the University of Kansas. It was submitted that the revenues of the public school system of Kansas were inadequate to permit that body to incur the large expense necessary to construct and operate a non-commercial educational television station in Lawrence. As regards the University of Kansas, the petitioners stated that the University is a State institution supported by biennial appropriations made by the Legislature of the state of Kansas whose appropriations for the University for 1951 and 1952 contain no provisions for funds that could legally be used for the construction and operation of a non-commercial educational station. It was stated that the next regular session of the legislature of Kansas at which appropriations for the University of Kansas would be made will not convene until January 1953. Accordingly, it was contended the reservation of VHF Channel 11 for non-commercial educational use in Lawrence, Kansas, will inevitably result in non-use of said channel in the foreseeable future. It was stated that UHF Channel 17 now assigned for commercial use in Lawrence, Kansas, could not now be successfully used for commercial telecasting since no dealer or distributor of television receiving equipment in this area has available converters or other equipment necessary to adapt existing television sets to receive a UHF television broadcast service. It was stated that by the time the University of Kansas, or any other educational body in Lawrence, Kansas, could obtain funds with which to build and operate a television station, a sufficient number of receivers equipped to receive UHF telecasts would then be in this area thus making the utilization of this channel feasible and practical for non-commercial educational television use.[127]

[127]Midland Broadcasting Company, WHB Broadcasting Company and KCMO Broadcasting Company filed with the Commission a joint Motion to Strike certain portions of the evidence of the University of Kansas filed with the Commission on October 15, 1951, in support of the proposal to reserve Channel 11 for non-commercial educational use in Lawrence, Kansas.

The Motion to Strike is directed against material written by and derived from third parties, including all of Page 12 and Page 13, and Exhibit E in its entirety, on the ground that such material does not comply with paragraphs 5 and 6 of the Order of Hearing Procedure and is hearsay. The Motion to Strike is DENIED. The material is admitted for the limited purpose of establishing the resources of the University for television.

The Motion to Strike is directed also against such portions of Exhibit B, Page 11 of the brochure, that refer to authorization of Deane W. Malcott, as Chancellor of the University of Kansas, to make application for a TV radio license, on the ground that it appears from the brochure that Deane W. Malcott has been succeeded by Franklin D. Murphy as Chancellor of said University, and it does not appear that Deane W. Malcott is now authorized to act as Chancellor of said University. The Motion to Strike is DENIED. The material objected to is admissible for the purpose of establishing the intention of the University at the time of preparation of the brochure.

The Motion to Strike is also directed against certain other portions of the brochure on the grounds that the statements are irrelevant, immaterial and conclusionary matter unsupported by facts. The Motion to Strike is DENIED. The objection goes only to the weight to be given to the evidence in this proceeding and not to its admissibility.

On October 30, 1951, KCMO Broadcasting Company filed with the Commission a Motion to Strike Exhibit No. 1, a sworn statement of Arthur B. Church, President of Midland Broadcasting Company, contained in the "Written Testimony in Support of Supplemental Petition of Midland Broadcasting Company" filed with the Commission on September 17, 1951. Exhibit No. 1 is devoted to the television application plans of Midland Broadcasting Company. The reason advanced for the Motion to Strike is that Exhibit No. 1 is wholly inappropriate to these proceedings in that it is an unfair attempt to aggrandize and build up a private and special position for the petitioner in the minds of the Commissioners and the Commission staff. The Motion to Strike is DENIED. There is nothing in the Third Notice of Further Proposed Rule Making or in the Order of Hearing Procedure of July 25, 1951, which precludes the offering of testimony such as is given in Exhibit No. 1. The Motion to Strike goes only to the weight to be given to the evidence and not to its admissibility.

(h) **Alternate Counterproposal of the Midland Broadcasting Company and WHB Broadcasting Company.** The Midland Broadcasting Company and WHB Broadcasting Company requested the assignment of a fourth VHF assignment to Kansas City, Mo., by making the following changes in the assignments proposed by the Commission in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Pittsburg, Kansas	7	38	12†	38
Joplin, Missouri	12	30	9†	30
Kansas City, Missouri	4,5,*9	19,25	2†,4,5,7†	*19†,25
St. Joseph, Mo.	2	30,*36	9†	30,*36

(i) The foregoing changes in the assignments proposed in the Third Notice would result in the following co-channel separations in Zone II.

Channel 12 Pittsburg, Kan.-Hutchison, Kan., 181 miles.

Channel 9 Joplin, Mo.-St. Joseph, Mo., 185 miles.

Channel 7 Kansas City-Omaha, Nebr., 166 miles.

Channel 7 Kansas City-Hannibal, Mo., 178.5 miles.

(j) **Statement in Support of Alternate Midland and WHB Counterproposal.** It was urged that because of its size and importance Kansas City should be assigned at least four VHF assignments; that the counterproposal has no effect on the Commission's priorities of allocation except priority 5; and that no community loses an assignment as a result of the counterproposal. It was recognized that the counterproposal would result in the assignment of VHF Channel 7 to Kansas City at a distance of 166 miles from Omaha, Nebraska and 178.5 miles to Hannibal. It was urged, however, that Channel 7 could be assigned to a community in the Kansas City metropolitan area such as Grandview, Missouri, which is 180 miles from Omaha and Hannibal. Grandview, Missouri, has a population of 1,556 and is 14.5 miles south of Kansas City, Missouri, and within that metropolitan area. It was contended that the assignment of Channel 7 to Grandview, Missouri, would serve the Kansas City area with signal strength values equal to or greater than those proposed in Appendices A and B for urban service.

(k) **Oppositions to the Midland and WHB Alternate Counterproposal.** Oppositions to the alternate joint counterproposal were filed by KFEQ, Inc., St. Joseph, Missouri; the Courier Post Publishing Company, Hannibal, Missouri; Four States Broadcasters, Inc., Joplin, Missouri; KFAB Broadcasting Company, Omaha, Nebraska, and Pittsburg Broadcasting Company, Inc., Pittsburg, Kansas. The counterproposal also conflicts with the counterproposal of WKY Radiophone Company, Oklahoma City, Oklahoma.

(l) **The Kansas City Educational Reservation.** Midland, *et al*, proposed that UHF Channel 19 be reserved for non-commercial educational use in lieu of VHF Channel 9. The JCET made the same proposal. The JCET proposal was based on the statements of the University of Kansas City, Missouri, and the Board of Education of the School District of Kansas City, Missouri, requesting that "the Commission release for commercial use in Kansas City VHF Channel 9 in the final allocation table of the Commission, and that one of the UHF channels to be allocated to Kansas City be reserved for educational use. . . ."

Conclusions: Lawrence, Kansas Educational Reservation

589. On the basis of the record, the Commission finds that the University of Kansas has demonstrated its interest in establishing a non-commercial educational television station in Lawrence, which has been designated as a "primarily educational center." We are not able, on the basis of the record, to find that the University will not have the funds necessary to construct and operate a non-commercial educational television station. In view of the record, the Commission believes that strong encouragement should be given to the efforts of the University to construct an educational facility at the earliest date. The Commission in its Third Notice recognized the fact that educational institutions of necessity needed a longer period of time to prepare for television than did commercial interests. It was for this reason that the reservation principle was adopted. The Commission believes that the reasons for the reservation of a channel for education purposes are particularly applicable here. Moreover, a grant of the Midland, *et al.* counterproposal would result in a co-channel station separation between Kansas City and Des Moines on Channel 11 of 180 miles in Zone II for which a minimum of 190 miles was established.

590. Accordingly, the joint petition of the Midland Broadcasting Company, KCMO Broadcasting Company, and WHB Broadcasting Company, and the individual request of Midland are denied; and the reservation of VHF Channel 11 at Lawrence, Kansas, for non-

commercial educational television use is finalized.

Conclusions: Kansas City Educational Reservation

591. On the basis of the record, the Commission accepts the proposal of the parties that UHF Channel 19 be reserved for non-commercial educational television use and that VHF Channel 9 be assigned for commercial use at Kansas City, Missouri.

Conclusions: Additional VHF Assignment in Kansas City

592. It is our view that the record does not warrant a grant of the joint counterproposal of Midland Broadcasting Company and WHB Broadcasting Company for the assignment of a fourth VHF channel in Kansas City. As a result of our decision herein, Channel 19 has been reserved for non-commercial educational use in lieu of Channel 9 and Channel 9 has been retained in Kansas City as a commercial VHF station. Accordingly, our decision assigns 3 commercial VHF channels to Kansas City with a UHF channel reserved for non-commercial educational use and two UHF channels assigned for commercial use. A grant of the request for the assignment of a fourth VHF channel to Kansas City would require a deviation from the minimum mileage separations adopted herein since it would result in co-channel separations of 166 miles between Kansas City and Omaha on Channel 7, 178.5 miles between Kansas City and Hannibal on Channel 7, 181 miles between Pittsburg, Kansas, and Hutchison, Kansas, on Channel 12, and 185 miles between Joplin, Mo., and St. Joseph, Mo., on Channel 9. The minimum assignment separation in this Zone is 190 miles.

593. The request to assign Channel 7 to Grandview constitutes, in effect, a request that the Commission measure the assignment mileage spacings from a specific proposed transmitter site in order to find compliance with our minimum assignment spacing requirements. We have above rejected this manner of measuring the mileage spacings for purposes of making new assignments in the Table. Moreover, the assignment of Channel 7 to Grandview would result in the same number of violations of the minimum co-channel separation requirements in Zone II, as are set forth in paragraph 592 above.

594. In view of the foregoing, the counterproposal of the Midland Broadcasting Company and the WHB Broadcasting Company is granted in so far as it requests that Channel 19 be reserved for non-commercial educational use in lieu of Channel 9 in Kansas City, and is denied in all other respects.

Conclusions: Additional Channel for Kansas City

595. We are of the view that the assignment of an additional channel in Kansas City is warranted on the basis of the record.[128] It was above noted that the counterproposals requesting additional VHF channels for Kansas City could not be granted. UHF Channel 65 in Kansas City would meet the required mileage spacings for channel assignments in this Zone. Accordingly, Channel 65 will be added to Kansas City, Mo.

[128]See also our discussion above in connection with the addition of a UHF channel to Pittsburg.

Final Assignments and Reservations

596. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Lawrence, Kansas	*11	17
Kansas City, Mo.	4,5,9	*19,25,65

MANHATTAN, KANSAS EDUCATIONAL RESERVATION

597. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of VHF Channel 8 for non-commercial educational use in Manhattan.

(b) Kansas State College of Agriculture and Applied Science at Manhattan supported the reservation asserting that it proposed to utilize Channel 8 for non-commercial educational television station as far as conditions made such a step possible. It stated that an application would be filed if the rules governing non-commercial educational stations as adopted by the Commission permit construction within the College's budget and present facilities. The College stated that it had available most of the equipment, facilities, and finances for such a station, noting that it has held an experimental television station license since 1932. The Office of Education of the Diocese of Salina, Belleville, Kansas, and the JCET also supported the reservation. No oppositions to the proposed reservation were filed.

Conclusions

598. In view of the foregoing the reservation of Channel 8 for non-commercial educational use at Manhattan is finalized.

TOPEKA, KANSAS, EDUCATIONAL RESERVATION

599. (a) **Proposed Reservation.** In the Third Notice the Commission proposed to reserve UHF Channel 48 in Topeka, Kansas for non-commercial educational use.

(b) Washburn Municipal University of Topeka supported the reservation of UHF Channel 48 in Topeka for non-commercial educational use, and submitted a resolution of its Board of Regents stating they were deeply interested in the use of television as an educational medium. The University stated that it would make the necessary arrangements for the establishment of an educational station when UHF is perfected for practical use; if costs are not excessive. No oppositions to the proposed reservation were filed.

Conclusions

600. In view of the foregoing the reservation of UHF Channel 48 for non-commercial educational use in Topeka is finalized.

WICHITA, KANSAS

601. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of 4 channels to Wichita, Kansas: VHF Channels 3 and 10 and UHF Channels 16 and 22, with Channel 22 reserved for non-commercial educational use.

(b) **Census Data.** The Wichita standard metropolitan area has a population of 222,000 and the City of Wichita has a population of 168,000.

(c) **Counterproposals of KFBI, Inc., and Taylor Television & Radio Corporation.** KFBI, Inc. and Taylor Television & Radio Corporation, both of Wichita, filed counterproposals seeking to add VHF Channel 6 to Wichita, Kansas. This assignment was proposed to be accomplished by changing channels in Dodge City, Kansas; Tulsa, Oklahoma; Lawton, Oklahoma; and Wichita Falls, Texas. Oppositions were filed to this counterproposal by Cameron Television, Inc., Tulsa, Oklahoma, and Wichtex Radio & Television Company, Wichita Falls, Texas. However, on July 11, 1951, KFBI, Inc. and Taylor Radio & Television Corporation withdrew their request for the VHF Channel 6 in Wichita, and it will not be discussed further in this Report.

(d) **Counterproposal of Wichita Beacon Broadcasting Company.** Wichita Beacon Broadcasting Company, Wichita, Kansas, requested the additional assignment of UHF Channels 45 and 53 to Wichita.

(e) **Statement in Support of Wichita Beacon Broadcasting Company Counterproposal.** Wichita Beacon Broadcasting Company asserted that the City of Wichita has a population of over 166,000; that six broadcasting stations are presently operating in that community; and that the demand for commercial television frequencies in Wichita will exceed the assignments proposed by the Commission. The addition of two more channels in Wichita, it was submitted, would carry out priority 5 in a rapidly growing area where the demand of frequencies will exceed those proposed by the Commission.

(f) UHF Channels 45 and 53 cannot be utilized in the same community. Since these channels are spaced 8 apart in the spectrum, they must be at least 20 miles apart to prevent I.F. beat interference. UHF Channel 45 at Wichita would be 173 miles from the co-channel assignment at Muskogee, Oklahoma. Both Wichita and Muskogee are situated in Zone II. Consequently, the assignment of UHF Channel 45 in Muskogee would not meet the required 175 mile minimum assignment separation for UHF channels in Zone II. With respect to UHF Channel 53, this assignment in Wichita would be only 166 miles from the co-channel assignment at Shawnee, Oklahoma, which is also located in Zone II. Accordingly, UHF Channel 53 in Wichita also would not meet the required 175 mile minimum assignment separation for UHF channels in Zone II.

(g) **Conflicting Counterproposals and Oppositions to the Wichita Beacon Broadcasting Company Counterproposal.** No oppositions nor conflicting counterproposals to the counterproposal of Wichita Beacon Broadcasting Company have been filed.

(h) **Educational Reservation.** The University of Wichita filed a statement supporting the reservation of UHF Channel 22 in Wichita for non-commercial educational use asserting that it had made preliminary plans for the establishment and operation of a non-commercial educational station. The Department of Education of the Catholic Diocese of Wichita also supported the reservation stating that it expected to work out an arrangement with the University of Wichita, the public school system of Wichita, the county school system and other private schools in the area. The JCET also filed a statement in support of the reservation. No oppositions to the reservation of UHF Channel 22 in Wichita were filed.

Conclusions: Educational Reservation

602. In view of the foregoing, the reservation of UHF Channel 22 in Wichita for non-commercial educational use is finalized.

Conclusions: Additional UHF Channels

603. Wichita Beacon Broadcasting Company has requested that UHF Channels 45 and 53 be added to Wichita. UHF Channels 45 and 53 cannot be employed in the same community since they must be, under the requirements adopted herein, at least 20 miles apart to avoid I.F. Beat interference. Moreover, neither Channel 45 nor Channel 53 would meet the required 175-mile minimum co-channel assignment spacing for UHF channels in Zone II. UHF Channel 45 would be only 173 miles from the co-channel assignment in Muskogee, and UHF Channel 53 would be only 166 miles from the co-channel assignment at Shawnee. The counterproposal of Wichita Beacon Broadcasting Company must therefore be denied.

Final Assignment and Reservation

604. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Wichita, Kansas	3,10	16,*22

NORTH DAKOTA EDUCATIONAL RESERVATIONS

605. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the following reservations for non-commercial educational use in North Dakota:

City	Channel No.
Bismarck	*24
Dickinson	*17
Fargo	*34
Grand Forks	*2
Minot	*6
Williston	*34

(b) **Bismarck.** The Board of Education of the City of Bismarck and JCET supported the reservation of UHF Channel 24 at Bismarck. The Board of Education asked that the channel be reserved for educational use until such time as the Bismarck Public Schools, either alone or in cooperation with other educational institutions, were able to establish and maintain an educational television station. No objections to the reservation were filed.

(c) **Dickinson.** The Dickinson State Teachers College, the Board of Education, Dickinson and JCET supported the reservation of Channel 17 at Dickinson. Dickinson State Teachers College stated that it was prepared to cooperate in the utilization of this channel with all the educational institutions in the area. The Board of Education in its sworn statement requested the reservation of the channel in anticipation of its use at some future date for educational television by the Board alone, or in cooperation with the other educational institutions in the area. No objections to the reservation were filed.

(d) **Fargo.** The JCET supported the reservation of Channel 34 and asked that the reservation be made final. The Board of Education of the City of Fargo requested that an educational channel be reserved until the Board of Education either alone or in cooperation with other educational institutions, is able to establish and maintain an educational television station for the people of the state.

Concordia College, Moorehead, Minnesota, which is located close to Fargo, stated it was in favor of reserving a generous number of channels for non-commercial educational use and stated that it hoped to be in a position to engage in television. No objections to the reservation were filed.

(e) **Grand Forks.** The University of North Dakota filed a sworn statement in support of the reservation of Channel 2 at Grand Forks. The University stated that it was the intent of the University to apply for a license to operate a station. The University stated it intended to initiate appropriate steps to secure the necessary appropriation to provide for the construction of an educational television station. No objections to the reservation were filed.

(f) **Minot.** The JCET supported the reservation of Channel 6 at Minot and asked that it be finalized. No objections to the reservation were filed.

(g) **Williston.** Williston School District No. 1 and JCET supported the reservation. The School District stated that there was a likelihood that the Williston area would increase greatly in population as a result of recent oil exploitations. This factor was expected to develop a greater need for educational television in the area. The School District further stated it wanted to be in a position to make use of television as a valuable teaching device and as a means of reaching scattered school buildings. No objections to the reservation were filed.

Conclusions

606. On the basis of the record, the reservation of the following assignments for non-commercial educational use are finalized:

City	Channel No.
Bismarck	*24
Dickinson	*17
Fargo	*34
Grand Forks	*2
Minot	*6
Williston	*34

SOUTH DAKOTA EDUCATIONAL RESERVATIONS

607. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the following reservations for non-commercial educational use in South Dakota:

City	Channel No.
Brookings	*8
Pierre	*22
Sioux Falls	*44
Vermillion	*2

(b) **Brookings.** The Board of Education Brookings City Schools supported the reservation of Channel 8 in Brookings. No objections to the reservation were filed.

(c) **Pierre.** The Pierre Independent School District supported the reservation of Channel 22. No objections to the reservation were filed.

(d) **Sioux Falls.** Augustana College supported the reservation of a channel in Sioux Falls, but requested that VHF Channel 11 or 13, assigned to Sioux Falls for commercial use, be reserved for education instead of a UHF channel. The College stated that since all operating television stations were now in the VHF band the utilization of the UHF band appeared to be entirely in the experimental stage.

(e) **Opposition of Midcontinent Broadcasting Company.** The Midcontinent Broadcasting Company, Sioux Falls, South Dakota, supported the Commission's assignments for Sioux Falls and objected to the proposal of Augustana College to shift the reservation to a VHF channel. Midcontinent stated that Augustana College's proposal was apparently predicated upon a mistaken belief that UHF channels were merely in an experimental stage at the present time, and that it might be some time before operation in the UHF became technically feasible. It was urged that the plans of this College of some 800 students for utilization of television as an educational facility were so indefinite and far in the future that a UHF television facility would be more appropriate for such operation.

(f) **Vermillion.** The University of South Dakota and JCET supported the reservation of VHF Channel 2. The University stated that it was investigating the possibility of the cooperative ownership and operation of a television station together with other educational institutions. The University stated it would take steps to utilize the channel as soon as it deemed it advisable and as soon as money was available. No objection to the reservation were filed.[129]

Conclusions

608. On the basis of the record, the proposed reservation of the foregoing assignments for non-commercial educational use are finalized. The Commission is not persuaded on the basis of the record that the educational reservation in Sioux Falls should be made in the VHF rather than in the UHF as proposed in the Third Notice. We find no reason in the record to depart from our general policy with respect to the reservation of VHF channels for use by non-commercial educational stations.

Final Reservations

609. The following reservations are finalized:

City	Channel No.
Brookings	*8
Pierre	*22
Sioux Falls	*44
Vermillion	*2

OMAHA AND LINCOLN, NEBRASKA

610. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Lincoln	10,12	*18,24
Omaha	3,6,*7	16,22,28

(b) **Census Data.** The standard metropolitan area of Omaha has a population of 366,000 and the City of Omaha has a population of 251,000. The standard metropolitan area of Lincoln has a population of 120,000 and the City of Lincoln has a population of 99,000.

(c) **Existing Stations.** May Broadcasting Company is licensed for operation of station KMTV, Omaha, on Channel 3. Radio Station WOW, Inc., is licensed for operation of station WOW-TV, Omaha, on Channel 6.

(d) **The Omaha Educational Reservation.** The JCET supported the reservation of VHF Channel 7. The School District of Omaha, Nebraska, in a comment dated April 19, 1951, stated that it supported the reservation of VHF Channel 7. However, it filed no evidence in support of its comment.

(e) **Opposition of KFAB Broadcasting Company to VHF Reservation.** KFAB Broadcasting Company, Omaha, requested that the educational reservation be moved from VHF Channel 7 to the UHF. KFAB submitted letters from officials of educational institutions concerning the intentions of these institutions with respect to the construction and operation of a television station in the event the Commission reserved VHF Channel 7. In these letters the following statements were made: The University of Omaha stated through its President that it did not plan to file an application for VHF Channel 7 because the required expenditure was beyond its means and recommended that VHF Channel 7 be released for commercial operation. The University further stated that its needs would be satisfied by one of the UHF channels if at some future time it could render an effective full-time educational television service. A letter dated May 18, 1951, from the School District of Omaha to the KOWH Broadcasting Company, Omaha, Nebraska, said in part: "We are practical enough to know that the schools in this community can never support a television station nor a broadcasting station of their own." The School District said further: "We have taken the position that we are interested in non-commercial television service. We doubt whether this will ever be available for our use." The School District also stated that their comment to the Commission of April 19, 1951, was "merely to protect our rights in being able to appear before the Federal Communications Commission on matters of telecasting."

(f) **The Lincoln Educational Reservation.** The University of Nebraska and the JCET supported the reservation of UHF Channel 18 in Lincoln for use by a non-commercial educational station. The Board of Regents of the University stated it was investigating the possibilities of the use of this channel for educational televising. No objection was filed to the reservation.

(g) **Counterproposal of KFAB Broadcasting Company.** KFAB Broadcasting Company requested that VHF Channel 12 be assigned to Omaha by deleting it from Lincoln as follows:

City	Third Notice		Counterproposal	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Omaha, Nebraska	3,6,*7	16,22,28	3,6,7†,12†	16,22,28
Lincoln, Nebraska	10,12	*18,24	10,†	*18,24,44†

(h) **Statement in Support of KFAB Counterproposal.** KFAB Broadcasting Company urged that its counterproposal would result in service to more people; that it would be consistent with the priorities, and that it would meet the required co-channel station separations. It was further urged that the area which would lose service as a result of the operation of Channel 44 in Lincoln in lieu of Channel 12 would receive other service from Channel 10 in Lincoln and that parts of this area would receive from 3 to 12 other UHF and VHF services.

(i) **Oppositions to KFAB Counterproposal.** The Lincoln Broadcasting Corporation and the Inland Broadcasting Company, both of Lincoln, supported the proposed assignments for Lincoln and opposed the KFAB Broadcasting Company counterproposal for the deletion of Channel 12 from Lincoln and the replacement thereof with a UHF channel. The opposition to the counterproposal urged the need for a second VHF channel in Lincoln. It was stated that Lincoln is the capital city and the second largest city in the State of Nebraska; that the Grade B coverage of a UHF channel would be substantially less than that of a VHF channel; and that the area is largely rural and needs the wide coverage of a VHF channel. It was also pointed out in the opposition that the grant of the KFAB counterproposal would result in the assignment of only one VHF channel in Lincoln which would give the licensee of that station a dominant position in the Lincoln area and could create a monopoly situation. Further it was pointed out that a grant of the KFAB counterproposal would result in the assignment to Omaha of four times as many VHF channels as Lincoln, although the population of Omaha is only 2½ times the population of Lincoln.

Conclusions: The Omaha Educational Reservation

611. On the basis of the record we cannot conclude that the reservation of a VHF channel in Omaha for non-commercial educational use is warranted. No local educational interest offered evidence in support of the reservation of a VHF channel in Omaha for non-commercial educational use. The only evidence of record indicated that the educational interests in Omaha do not intend to use a VHF channel for a non-commercial educational station. On the other hand, commercial interests have made clear their intention of proceeding with the construction and operation of a station in the event that VHF Channel 7 is made available for commercial use. We are, however, in light of the evidence indicating the interest of the educational institutions in Omaha in using a UHF channel for educational purposes, of the view that the record warrants the reservation of a UHF channel in Omaha. Accordingly, VHF Channel 7 is assigned to Omaha for commercial use, and UHF Channel 16 is assigned to Omaha and reserved for non-commercial educational use.

Conclusions: The Lincoln Educational Reservation

612. On the basis of the record, the reservation of UHF Channel 18 for non-commercial educational use in Lincoln is finalized.

Conclusions: Additional VHF Assignments in Omaha

613. We do not believe that the addition of a fourth VHF channel to Omaha at the expense of delet-

[129] The Northwest Broadcasting Company, Fort Dodge, Iowa, proposed to substitute VHF Channel No. 5 for VHF Channel 2 at Vermillion as part of its proposal to add VHF Channel 5 to Fort Dodge, Iowa. The Independent Broadcasting Company, Des Moines, Iowa, proposed to substitute VHF Channel 4 for VHF Channel 2 at Vermillion, as part of its proposal to add VHF Channel 4 to Des Moines. Elsewhere in this Report the Northwest Broadcasting Company and Independent Broadcasting Company counterproposals have been denied.

ing the second VHF channel from Lincoln is warranted. This is especially true in view of our action making available a third commercial VHF channel to Omaha. Accordingly, the request of KFAB[130] for the assignment of Channel 12 to Omaha is denied.

Final Assignments and Reservations

614. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Lincoln, Nebraska	10,12	*18,24
Omaha, Nebraska	3,6,7	*16,22,28

FORT SMITH AND LITTLE ROCK, ARKANSAS

615. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Fort Smith, Ark.	5	*16,22
Little Rock, Ark.	*2,4,11	17,23

(b) **Census Data.** Fort Smith has a population of 48,000.

(c) **Counterproposal of Southwestern Publishing Company.** Southwestern Publishing Company requested the additional assignment of VHF Channel 8 to Fort Smith, by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Fort Smith, Arkansas	5	*16,22	5,8†	*16,22
Muskogee, Oklahoma	8	39,*45	11†	39,*45

(d) **Statement in Support of Southwestern Publishing Co. Counterproposal.** Southwestern Publishing Company stated that its counterproposal complies with the Commission's standards; that a grant of the counterproposal would not result in a loss of service elsewhere; and that a station operating on Channel 8 at Fort Smith would provide an additional commercial television VHF service in Arkansas and Oklahoma. It was also urged that Arkansas with a population of 1,909,511 as compared to 2,233,351 in Oklahoma has been assigned only 38 channels as compared to 54 channels which have been assigned to Oklahoma.

(e) The counterproposal of Southwestern Publishing Company would result in the following co-channel assignment separations in Zone II:

Channel	Cities	Mileage
11	Muskogee, Okla.-Lawton, Okla.	188
11	Muskogee, Okla.-Little Rock, Ark.	188

(f) **Conflicting Counterproposals to the Southwestern Publishing Company Counterproposal.** The counterproposal of Southwestern Publishing Company is mutually exclusive with the counterproposals of All Oklahoma Broadcasting Company and Southwestern Sales Corp., Tulsa, and KTOK, Inc., Oklahoma City.

(g) **Fort Smith Educational Reservation.** The Fort Smith Public Schools, the Arkansas State Department of Education and the JCET supported the reservation of UHF Channel 16 at Fort Smith for non-commercial educational use. No objection was filed to the reservation.

(h) **Little Rock Educational Reservation.** The JCET, Arkansas State Teachers College, Conway, Arkansas, and the Arkansas State Department of Education supported the reservation of VHF Channel 2 at Little Rock. No objection was made to the reservation.

Conclusions: Educational Reservations

616. In view of the foregoing the proposed reservations for Fort Smith and Little Rock are finalized.

Conclusions: Additional VHF Assignment to Fort Smith

617. A grant of the Southwestern Publishing Company counterproposal would result in a co-channel assignment separation of 188 miles between Muskogee and Little Rock. This separation would be in violation of the minimum co-channel assignment separation requirements in Zone II. The counterproposal must therefore be DENIED.[131]

Final Assignments and Reservations

618. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Fort Smith, Ark.	5	*16,22
Little Rock, Ark.	*2,4,11	17,23

FAYETTEVILLE, ARKANSAS, EDUCATIONAL RESERVATION

619. **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 13 in Fayetteville for non-commercial educational use as a primarily educational center. The JCET supported the reservation and stated that the University of Arkansas at Fayetteville was studying the financial, programming, legal, and engineering requirements necessary for the establishment and operation of a television station in cooperation with other educational institutions in the area. The Arkansas State Department of Education also supported the reservation stating that it would cooperate with these educational institutions that would operate a non-commercial educational station in Fayetteville. No oppositions to the proposed reservations were filed.

Conclusions

620. In view of the foregoing, the reservation of Channel 13 in Fayetteville for non-commercial educational use is finalized.

NORMAN, MUSKOGEE, ENID AND STILLWATER, OKLAHOMA, EDUCATIONAL RESERVATIONS

621. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following reservations for non-commercial educational use:

City	Channel
Norman, Oklahoma	*37
Muskogee, Oklahoma	*45
Enid, Oklahoma	*27

No channel was proposed to be reserved in Stillwater for non-commercial educational use.

(b) **Norman.** The University of Oklahoma, Norman, and the Oklahoma Baptist University, Shawnee, Oklahoma, and the JCET supported the reservation of UHF Channel 37 at Norman. The University of Oklahoma stated that it was a pioneer in the field of educational radio broadcasting; and that "a considerable lapse of time must pass before we are fully prepared not only to file for an educational television station but also plan for the installation and operation of such a station on a scale comparable with better commercial operations in this field." While desirous of a reserved VHF channel, the University requested that the reservation of UHF Channel 37 for Norman, Oklahoma, be made final. No objection was filed to the reservation of UHF Channel 37.

(c) **Muskogee.** Northeastern State College, Tahlequah, Oklahoma, and JCET supported the reservation of UHF Channel 45 at Muskogee, Oklahoma. No objection was filed to the proposed reservation.

(d) **Enid.** The JCET supported the reservation of UHF Channel 27 at Enid. No objection was filed to the proposed reservation.

(e) **Stillwater.** Stillwater is the site of the Oklahoma Agricultural and Mechanical College.

(f) In connection with the foregoing proposed reservation of assignments for non-commercial educational use and requests for such reservations, the JCET submitted a resolution of the State Legislature of Oklahoma urging the Commission to reserve such channels in the VHF and UHF as will adequately serve the needs of the State.

Conclusions

622. With respect to the request of the University of Oklahoma for the assignment of a VHF channel to Norman, we have examined the assignments in the area and find that it is impossible to grant the request consistent with the Table of Assignments adopted herein. We must, therefore, deny the request of the University of Oklahoma for the assignment and reservation of a VHF channel for non-commercial educational use in Norman. Accordingly, we are finalizing the reservation of UHF Channel 37 in Norman for non-commercial educational use. With respect to Stillwater, it is our view that an assignment should be made to that city for non-commercial educational use and we are assigning UHF Channel 69 to Stillwater for that purpose. Further, on the basis of the record, we are finalizing the reservations proposed for Muskogee and Enid.

Final Reservations

623. The following reservations are adopted:

City	UHF Channel No.
Norman, Oklahoma	*37
Muskogee, Oklahoma	*45
Enid, Oklahoma	*27
Stillwater, Oklahoma	*69

OKLAHOMA CITY, TULSA AND LAWTON, OKLAHOMA

624. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Oklahoma City, Oklahoma	7,9,*13	19,25
Tulsa, Oklahoma	2,*4,6	17,23
Lawton, Oklahoma	11	*28,34

(b) **Census Data.** The standard metropolitan area of Oklahoma City has a population of 325,000 and the City of Oklahoma City has a population of 244,000. The standard metropolitan area of Tulsa has a population of 252,000 and the City of Tulsa has a population of 183,000. Lawton has a population of 35,000.

(c) **Existing Stations.** WKY Radiophone Company is licensed for the operation of Station WKY-TV on Channel 4 in Oklahoma City. WKY Radiophone Company was ordered to show cause why the license of Station WKY-TV should not be changed to specify Channel 7 in lieu of Channel 4.[132] Cameron Television, Inc., is licensed for the operation of Station KOTV on Channel 6 in Tulsa.

Oklahoma City

625. (a) **Counterproposal of WKY Radiophone Company and Answer to Show Cause Order.** WKY filed an opposition to the Commission's Order to Show Cause and a counterproposal which would permit it to continue operating on Channel 4. The counterproposal of WKY would require the following changes in assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Muskogee, Oklahoma	8	39,*45	11†	39,*45
Oklahoma City, Okla.	7,9,*13	19,25	4†,7,*13	19,25
Tulsa, Oklahoma	2,*4,6	17,23	2,6,*9†	17,23

(b) **Statement in Support of WKY Counterproposal.** WKY Radiophone Company in its answer to the Commission's Order to Show Cause, and in support of its request, urged that its counterproposal meets the minimum mileage separations for both co-channel and adjacent channel operation with a minimum co-channel separation of 188 miles. It was further stated that there are approximately 92,000 VHF receivers in the WKY-TV service area at the present time, and it was contended

[130] KFAB has claimed the Commission is without power to reserve for educational use channels regularly allocated for general television service. It is not clear whether this objection was directed solely to the proposed reservation of Channel 7 or whether it was directed to the reservation of any channel at all. Insofar as it related to the latter, we have disposed of the contention for the reasons stated in the Commission's decision of July 13, 1951 (FCC 51-709).

[131] It would also create a 188-mile assignment separation between Muskogee and Lawton. This separation would be eliminated by our decision herein shifting Channel 11 from Lawton to Tulsa. In its place, however, would be a 44-mile separation between Tulsa and Muskogee on Channel 11.

[132] On June 25, 1951, WKY filed a petition requesting that the order to show cause be severed from this proceeding and that a formal hearing be held thereon. This petition was dismissed without prejudice as premature by Commission Order (FCC 51-696) of July 11, 1951. In its statement filed in this proceeding on October 15, 1951, WKY stated that if in light of the evidence submitted therein the Commission is not satisfied that the operation of Station WKY-TV should remain on Channel 4, it "renews its Petition heretofore filed and requests the full, complete and fair hearing upon specified issues, to which it is entitled by law and the Commission's Rules and Regulations, prior to the final adoption of any rule or regulation which would preclude the continued operation of WKY-TV on Channel 4."

that if WKY-TV were required to shift to Channel 7, a large number of persons would be compelled to install either new or modified antennas in order to continue to receive service from WKY-TV and that the proposed shift to Channel 7 would result in a disruption of service to the public during the period of conversion. It was also asserted that the cost to the licensee for effecting the change proposed by the Commission would exceed $138,000.

(c) The counterproposal of WKY would result in the following co-channel assignment separations in Zone II:

Channel	Cities	Mileage
11	Muskogee, Okla.-Lawton, Okla.	188
11	Muskogee, Okla.-Little Rock, Ark.	188

(d) Conflicting Counterproposals. The counterproposal of WKY is mutually exclusive with that of KTOK, Inc., Oklahoma City, and All Oklahoma Broadcasting Company, and Southwestern Sales Corp., both of Tulsa.

(e) Counterproposal of KTOK, Inc., Oklahoma City. KTOK, Inc., requested the assignment of Channel 11 to Oklahoma City by making the following changes in proposed assignments:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Dodge City, Kansas	6	23	4†	23
Elk City, Oklahoma	12	15	8†	15
Lawton, Oklahoma	11	*28,34	12†	*28,34
Oklahoma City, Okla.	7,9,*13	19,25	7,9,11†,*13	19,25
Woodward, Oklahoma	8		6†	

(f) Statement in Support of KTOK Counterproposal. KTOK, Inc., stated that Oklahoma City is the capital and largest city of Oklahoma and is centrally located in the state. It was urged that the addition of a VHF channel to Oklahoma City would provide additional television service to 514,470 persons in Central Oklahoma and would provide a net gain of additional television service to substantial number of persons. It was also urged that the co-channel and adjacent channel spacings resulting from a grant of its counterproposal would meet the minimum separations, and that the size and economic importance of Oklahoma City require the assignment of an additional VHF channel.

(g) The KTOK counterproposal would create a 183-mile co-channel separation in Zone II between Woodward, Oklahoma, and Wichita Falls, Texas, on Channel 6. The minimum co-channel station separation for this zone is 190 miles.

(h) Conflicting Counterproposals to the KTOK Counterproposal. The counterproposal of KTOK, Inc., is mutually exclusive with the counterproposal of WKY Radiophone Company and the Southwestern Publishing Company, Fort Smith, Arkansas;[132] Southwestern Sales Company and All Oklahoma Broadcasting Company, both of Tulsa.

(i) The Oklahoma City Educational Reservation. The Oklahoma Agricultural and Mechanical College, Stillwater, Oklahoma, and JCET supported the reservation of VHF Channel 13 at Oklahoma City. The JCET submitted a resolution of the Legislature of the State of Oklahoma urging the reservation of such channels in the VHF and the UHF as will adequately serve the needs of education. No objection was filed to this proposed reservation.

[132] The counterproposal of the Southwestern Publishing Company at Fort Smith, Arkansas, is denied elsewhere in this Report for the reasons there stated.

(b) Statement in Support of All Oklahoma Counterproposal. All Oklahoma Broadcasting Company urged that Tulsa is a large metropolitan area which serves as the trade, service, entertainment and cultural center for eastern Oklahoma and adjoining areas of Kansas, Missouri, and Arkansas; that Tulsa has experienced the largest growth of any city in Oklahoma in the 10 year period since the 1940 census; that the assignment of Channel 11 to Muskogee and Channel 8 to Tulsa would meet the Commission's requirements; and that under the counterproposal, an additional channel and service would be provided to Tulsa with no reduction in the service which would be afforded under the Third Notice. It was urged that the grant of the counterproposal would provide a more fair, efficient and equitable distribution of television facilities than does the Commission's plan.

(c) The All Oklahoma counterproposal would create the following co-channel separations in Zone II below 190 miles:

Channel	Cities	Mileage
11	Muskogee, Okla.-Lawton, Okla.	188
11	Muskogee, Okla.-Little Rock, Ark.	188

(d) Conflicting Counterproposal to All Oklahoma Broadcasting Company Counterproposal. The counterproposal of All Oklahoma Broadcasting Company is mutually exclusive with that of WKY Radiophone Company, and KTOK, Inc., Oklahoma City; Southwestern Sales Company, Tulsa; and Southwestern Publishing Company, Fort Smith, Arkansas.

(e) Counterproposal of Southwestern Sales Corporation. Southwestern Sales Corporation has requested the assignment of Channel 11 to Tulsa by making the following changes in the proposed assignments:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Muskogee, Oklahoma	8	39, *45	†11	39, *45
Tulsa, Oklahoma	2, *4, 6	17, 23	2, *4, 6, †8	17, 23

(f) Statement in Support of Southwestern Sales Counterproposal. Southwestern Sales Corp., Tulsa, Oklahoma, urged that the size, industrial development and strategic location of Tulsa evidenced the need of that community for an additional VHF channel. It was also urged that the additional VHF channel may be assigned to Tulsa without violating the Commission's minimum mileage separation requirements.

(g) The counterproposal of Southwestern Sales would create a 187 mile co-channel separation on Channel 11 between Elk City, Oklahoma, and Lubbock, Texas, in Zone II.

(h) Conflicting Counterproposals to Southwestern Sales Corp. Counterproposal. The counterproposal of Southwestern Sales Corp. is mutually exclusive with the counterproposals of WKY Radiophone Company; Southwestern Publishing Company, Fort Smith, Arkansas;[134] KTOK, Inc., Oklahoma City and All Oklahoma Broadcasting Company, Tulsa.

(i) The Tulsa Educational Reservation. The JCET supported the reservation and submitted a resolution of the Legislature of the State of Oklahoma urging the Commission to reserve such channels in the VHF and the UHF as will adequately serve the needs of education. No objection was made to the proposed reservation.

(j) The Lawton Educational Reservation. The JCET and the State Department of Public Instruction supported the reservation of Channel 28 in Lawton for non-commercial educational use. No oppositions to this reservation were filed.

Conclusions: Additional Assignment to Oklahoma City, Tulsa, and the WKY Counterproposal

627. The foregoing conflicting counterproposals consist of (1) a request by WKY Radiophone Company to retain Channel 4 presently licensed to WKY-TV, (2) requests by various parties seeking the addition of a fourth VHF assignment to Tulsa, and (3) a request seeking a fourth VHF assignment to Oklahoma City.

628. The WKY counterproposal would create a co-channel assignment separation below the adopted 190 mile minimum for Zone II. The distance between Muskogee and Little Rock is 188 miles.[135] The KTOK counterproposal would create one co-channel assignment separation below the minimum on Channel 6 between Woodward, Oklahoma and Wichita Falls, Texas. The distance between these communities is 183 miles. The All Oklahoma counterproposal would create the same separation below the minimum as would the WKY counterproposal.[135] The Southwestern Sales Corp. counterprosal would create one co-channel assignment separation below the minimum between Elk City, Oklahoma and Lubbock, Texas, on Channel 11 of 187 miles. Since the counterproposals of the All Oklahoma Broadcasting Company; KTOK Inc.; Southwestern Sales Corporation; and WKY Radiophone Company would result in co-channel separations below the minimum provided by our decision herein, they are denied.

Conclusions: WKY Show Cause Order

629. Although we are unable to grant the WKY counterproposal, the question remains whether the authorization for WKY-TV should be changed to specify operation on Channel 7 as proposed in the Third Notice. The Order to Show Cause was issued to WKY in an effort to "reduce interference, make available a reasonable number of channels and to effect the maximum utilization of VHF television channels." It was believed that the assignment of Channel 4 in Tulsa instead of Oklahoma City would effect a more desirable utilization of the spectrum. It is true, however, that the assignment of Channel 4 in Oklahoma City would meet all required mileage spacings for Zone II. For example, the closest co-channel assignment separation to WKY-TV on Channel 4 would be Station KRLD-TV operating in Dallas, Texas, at a distance of 196 miles.

630. We have in this proceeding followed the principle that we would not compel an existing licensee to change frequencies except for compelling considerations such as the removal of a very low mileage separation. In view of the circumstances discussed above, and upon reconsideration of the whole record, we do not believe that WKY should be required to change frequencies. Accordingly, we have assigned Channel 4 to Oklahoma City, and are withdrawing the Show Cause Order to WKY. If the assignment of Channel 4 is maintained in Oklahoma City, the assignment of Channel 4 in Tulsa must be deleted, since Tulsa and Oklahoma City are only 98 miles apart. However, Channel 4 can be replaced in Tulsa

[134] WREC Broadcasting Service and WMPS, Inc., both of Memphis, Tenn., have requested the assignment of a fourth VHF channel to Memphis, in alternate counterproposals. The first counterproposal requested the deletion of Channel 3 from Blytheville, Arkansas, and the assignment of that channel to Memphis. The second alternative counterproposal requested 19 VHF changed assignments in 14 cities and 5 states. This second alternative counterproposal is in conflict with the counterproposals of the Tulsa, Oklahoma City and Fort Smith parties. In view of our decision elsewhere in this Report to grant the first alternative request to delete Channel 3 from Blytheville and the assignment of that channel to Memphis, we will not discuss the second alternative counterproposal of WREC and WMPS further in this connection. In addition, the counterproposal of Sherman Television Company, Sherman, Texas, is in conflict with the counterproposal of Southwestern Sales Corporation. In view of our decision elsewhere in this Report to deny the counterproposal of Sherman Television Company, that counterproposal will not be discussed further in this connection.

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Elk City, Oklahoma	12	15	†11	15
Lawton, Oklahoma	11	*28, 34	†12	*28, 34
Tulsa, Oklahoma	2, *4, 6	17, 23	2, *4, 6, †11	17, 23

[135] It would also create a 188 mile assignment separation between Muskogee and Lawton. This separation would be eliminated by our decision herein shifting Channel 11 from Lawton to Tulsa. In its place, however, would be a 44 mile separation between Tulsa and Muskogee on Channel 11.

by shifting Channel 11 from Lawton to Tulsa. In turn, Channel 11 in Lawton can be replaced by shifting Channel 7 from Oklahoma City to Lawton. The assignment of Channel 7 in Lawton and Channel 11 in Tulsa would meet the required minimum assignment separations for Zone II. Accordingly, Channel 4 will be deleted from Tulsa and assigned to Oklahoma City; Channel 11 will be deleted from Lawton and assigned to Tulsa; and Channel 7 will be deleted from Oklahoma City and assigned to Lawton.

Conclusions: Educational Reservation in Tulsa

631. We are of the view that the record supports the basis for reserving a channel in Tulsa for noncommercial educational use in Tulsa. In the Third Notice the Commission proposed that Channel 4 be so reserved. However, as noted above, Channel 4 must be deleted from Tulsa in light of our decision to withdraw the order to show cause to WKY. It was also noted above that VHF Channel 11 is being assigned in Tulsa to replace Channel 4. Accordingly, VHF Channel 11 will be reserved for non-commercial educational use in Tulsa.

Conclusions: Educational Reservation in Oklahoma City and Lawton

632. On the basis of the record the reservations of Channel 13 in Oklahoma City and Channel 28 in Lawton for non-commercial educational use are finalized.

Final Assignments and Reservations

633. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Oklahoma City, Okla.	4, 9, *13	19, 25
Tulsa, Okla.	2, 6, *11	17, 23
Lawton, Okla.	7	*28, 34

MEMPHIS, TENNESSEE, AND BLYTHEVILLE, ARKANSAS

634. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Blytheville, Arkansas	3	64
Memphis, Tennessee	5, *10, 13	42, 48

(b) **Census Data.** The standard metropolitan area of Memphis has a population of 482,000 and the City of Memphis has a population of 396,000. The City of Blytheville has a population of 16,000.

(c) **Existing Stations.** Memphis Publishing Company is licensed for the operation of Station WMCT at Memphis on Channel 4. The Commission ordered the Memphis Publishing Company to show cause why the license of WMCT should not be modified to specify operation on Channel 5 in lieu of Channel 4. No opposition to the Commission's Show Cause Order was filed by Memphis Publishing Company.

(d) **Alternative Counterproposal of Hoyt B. Wooten d/b as WREC Broadcasting Service and WMPS, Inc.** WREC Broadcasting Service and WMPS, Inc., requested the additional assignment of a VHF channel to Memphis in two alternative counterproposals. In the first alternative counterproposal it was requested that VHF Channel 3 be deleted from Blytheville and assigned to Memphis, and that UHF Channels 17 and 23 be assigned to Blytheville in place of Channel 3 as follows:

	Third Notice		Counterproposal I	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Blytheville, Ark	3	64	†	†17, †23, 64
Memphis, Tenn.	5, *10, 13	42, 48	†3, 5, *10, 13	42, 48

(e) **Statement in Support of WREC and WMPS Counterproposal I.** WREC and WMPS urged that the size, population and economic importance of Memphis warranted the addition of a VHF channel and that Channel 3 could be assigned to Memphis without violating any of the Commission's standards for minimum separation of co-channel or adjacent channel assignments. It was pointed out that the nearest assignment of Channel 3 would be at Jackson, Mississippi, a distance of 197 miles from Memphis; that more than half the population that would be served by the operation of Channel 3 at Blytheville resides in the State of Tennessee in areas which have no common identity of interest with Blytheville; that Memphis is a vastly more important economic market than Blytheville and that the rural population surrounding Blytheville are more dependent on Memphis than upon Blytheville; and that it was unlikely that the assignment of Channel 3 in Blytheville would result in the operation of that facility with maximum power. Finally, it was asserted that the operation of the UHF channel in Blytheville would be adequate to serve the needs of that community for television service.

(f) **Opposition to WREC and WMPS Counterproposal I.** Harold L. Sudbury, Blytheville, Arkansas, supported the assignments proposed by the Commission for Blytheville and opposed the Memphis counterproposal. In the opposition it was stated that Blytheville is situated in a large farming and rural area and would be best served by a lower VHF channel; that because of the rural area, extensive coverage was required in order to reach several hundred thousand persons; that no showing had been made by the Memphis parties of a need for the specific use of Channel 3 at Memphis; and that the assignments proposed by the Commission would result in a fair and equitable distribution of the available frequencies.

(g) **Alternative Counterproposal 2 of WREC and WMPS.** In alternative counterproposal 2 WREC Broadcasting Service and WMPS, Inc. requested the addition of a VHF channel to Memphis by making the following changes in the assignments proposed in the Third Notice:

	Third Notice		Counterproposal 2	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Blytheville, Ark.	3	64	†13	64
El Dorado, Ark.	10	26	†7	26
Fort Smith, Ark.	5	*16, 22	†11	*16, 22
Hot Springs, Ark.	9	52	†12	52
Jonesboro, Ark.	8	39	†4	39
Little Rock, Ark.	*2, 4, 11	17, 23	†*3, †5, †8	17, 23
Pine Bluff, Ark.	7	36	†10	36
Alexandria, La.	11, 13		†8, 13	
Monroe, La.	8	43	†4	43
Shreveport, La.	3, 12		†2, †11	
State College, Miss.	*2		†*4	
Jackson, Tenn.	5	16	†10	16
Memphis, Tenn.	5, *10, 13	42, 48	†2, †7, †*9, †11	42, 48
Tyler, Texas	7	19	†12	19

The alternative counterproposal of WREC and WMPS would result in the following co-channel separations in Zone II:

Channel	Cities	Mileage
3	Little Rock, Ark.-Springfield, Mo.	180
8	Little Rock, Ark.-Muskogee, Okla.	188
10	Jackson, Tenn.-Birmingham, Ala.	184

(h) **Oppositions and Conflicting Counterproposals to WREC and WMPS Alternative Counterproposal 2.** Oppositions and mutually exclusive counterproposals to the alternative counterproposals of WREC Broadcasting Service and WMPS, Inc., were filed by the following parties: Southwestern Publishing Co., Fort Smith, Arkansas; Voice of Longview, Longview, Texas; Memphis Publishing Company, Memphis, Tennessee; WKY Radiophone Co., Oklahoma City, Oklahoma; Harold L. Sudbury, Blytheville, Arkansas; KTOK, Inc., Oklahoma City, Oklahoma; All Oklahoma Broadcasting Co., Tulsa, Oklahoma; and Southwestern Sales Corporation, Tulsa, Oklahoma.

(i) **The Memphis Educational Reservation.** The Board of Education of the Memphis City Schools, The Memphis Chamber of Commerce, Shelby County Department of Education, Southwestern University and the JCET supported the reservation of VHF Channel 10 in Memphis for use by a noncommercial educational station. The JCET stated that an educational television committee had been formed in Memphis and the Mayor of Memphis had appointed the President of the Board of Education of the Memphis City Schools as its Chairman in April, 1951. The Board of Education of the Memphis City Schools stated that it was using television to some extent in the schools and that the necessary finances would become available in the near future. No objection was filed to the proposed reservation.

Conclusions: Memphis Education Reservation

635. On the basis of the record the reservation of Channel 10 in Memphis for non-commercial educational use is finalized.

Conclusions: Additional Assignment to Memphis

636. It is our view that the record supports the basis for the assignment of a third commercial VHF channel to the Memphis area. We believe that the size, population and economic importance of the City of Memphis warrant this additional assignment. It has been proposed that this be accomplished by the deletion of VHF Channel 3 from Blytheville, a community of approximately 16,000 persons and the substitution of a UHF channel in that community. In view of the relative size, population and economic importance and resources of the City of Memphis as compared with the City of Blytheville, we believe the record supports the basis for the deletion of Channel 3 from Blytheville and the assignment of that channel to Memphis. The second alternative counterproposal would result in three co-channel separations below the minimum adopted for Zone II and must be denied.

637. WREC and WMPS suggested the assignment of UHF Channels 17 and 23, in addition to Channel 64 proposed for Blytheville in the Third Notice, to Blytheville to replace VHF Channel 3. It is our view, however, that 2 UHF channels are adequate to meet the needs of the Blytheville community. Further, since the assignment of either Channel 17 or 23 would result in a co-channel assignment spacing below the minimum for Zone II we are making UHF Channel 74 available to Blytheville.

638. Accordingly, the first alternative counterproposal of Hoyt B. Wooten d/b as WREC Broadcasting Service and WMPS, Inc. is granted, insofar as it requests the assignment of Channel 3 to Memphis and the second alternative counterproposal is denied.

Conclusions: Show Cause Order

639. An appropriate authorization will be issued to Memphis Publishing Company to specify operation of WMCT on Channel 5.

Final Assignments and Reservation

640. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Blytheville, Ark.		64, 74
Memphis, Tenn.	3, 5, *10, 13	42, 48

TEMPLE, TEXAS

641. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of two channels to Temple: UHF Channels 16 and 22.

(b) **Census Data.** The population of Temple is 25,000.

(c) **Counterproposal of Bell Broadcasting Company.** Bell Broadcasting Company, Temple, Texas, requested the additional assignment of Channel 6 to Temple. No other changes in the assignments proposed in the Third Notice were requested.

(d) **Statement in Support of Bell Broadcasting Company Counterproposal.** Bell Broadcasting Company contended that since the closest cities to Temple having VHF assignments under the Third Notice are Waco, 30 miles to the north, and Austin, 61 miles to the south, Temple would not receive reliable VHF service. It was pointed out that Fort Hood, containing approximately 35,000 military personnel, was located in the western portion of Bell County, 25 miles from Temple and that Temple contains several large private hospitals, in addition to a large veterans hospital. It was also con-

tended that a UHF channel would not be adequate to cover the entire Temple trading area and that a VHF facility was, therefore, necessary.

(e) Channel 6 at Temple would be 183 miles from the co-channel assignment at San Angelo, Texas. Both Temple and San Angelo are situated in Zone II.

(f) **Conflicting Counterproposals and Oppositions to the Bell Broadcasting Company Counterproposal.** The Bell Broadcasting Company counterproposal does not conflict with any other counterproposal nor have any oppositions been filed thereto.

Conclusions

642. The counterproposal of Bell Broadcasting Company would assign Channel 6 to Temple, at a distance of only 183 miles from the assignment of Channel 6 at San Angelo. Since both Temple and San Angelo are located within Zone II, the counterproposal does not meet the 190 mile minimum assignment separation. Accordingly, the counterproposal of Bell Broadcasting Company is denied.

Final Assignments

643. The following assignments are adopted:

City	UHF Channel No.
Temple	16, 22

BRECKENRIDGE, TEXAS

644. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of one channel, UHF Channel 14, to Breckenridge.

(b) **Census Data.** The population of Breckenridge is 7,000.

(c) **Counterproposal of Stephens County Broadcasting Company.** Stephens County Broadcasting Company, Breckenridge, requested the additional assignment of Channel 7 to Breckenridge. This counterproposal conflicted with the counterproposal of Trinity Broadcasting Corporation, Dallas, Texas, and an opposition thereto was filed by the Trinity Broadcasting Corporation. Sworn evidence in support of the Stephens County Broadcasting Company, which in accordance with Paragraph 10 of the Order of Hearing Procedure (FCC 51-739) issued in the proceeding was due on October 15, 1951, was not timely filed. On February 1, 1952, Stephens County Broadcasting Company filed a "petition for leave to file late statement and exhibit" in support of its counterproposal. It was alleged therein that "Due to a misunderstanding of the procedure adopted by the Commission in its Order of July 25, 1951, [its] consultant did not prepare the necessary supporting data until a very recent date." It was urged that the filing of sworn evidence at this late date would not unduly retard the instant proceeding nor prejudice any parties thereto.

Conclusions

645. We are of the view that the aforesaid petition does not make the requisite showing of good cause for the acceptance of sworn evidence filed more than three months late. The petition for late filing is therefore denied and the sworn evidence in support of the Stephens County Broadcasting Company is not accepted in this proceeding. In light of our above action, no sworn evidence in support of the counterproposal is before us and, accordingly, this counterproposal and the opposition relating thereto will not be considered further in this Report.

Final Assignments

646. The following assignment is adopted:

City	UHF Channel No.
Breckenridge, Texas	14

SHERMAN, DENISON AND DENTON, TEXAS

647. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Sherman		46
Denison		52
Denton	*2	17

(b) **Census Data.** The population of Sherman is 20,000, the population of Denison is 18,000 and the population of Denton is 21,000.

Sherman

648. (a) **Counterproposal of Sherman Television Company.** Sherman Television Company, Sherman, requested the additional assignment of VHF Channel 12 to Sherman. No other changes in the assignments proposed in the Third Notice were requested.

(b) **Statement in Support of Counterproposal of Sherman Television Company.** Sherman Television Company contended that the Sherman area would probably not receive VHF service under the Third Notice since it is not located near any city to which the Commission has proposed the assignment of VHF channels. It was alleged that the proposed VHF facility in Sherman would serve "well over 100,000 people," and that during the summer vacation period this number would be materially increased.

(c) Under the Sherman counterproposal, Channel 12 at Sherman would be 183 miles from Shreveport, Louisiana. Both Sherman and Shreveport are situated within Zone II.

(d) **Conflicting Counterproposals and Oppositions to the Sherman Television Company Counterproposal.** The Sherman Television Company counterproposal conflicts with the counterproposals of KTOK, Inc., Oklahoma City, Oklahoma, and Voice of Longview, Longview, Texas. In addition, an opposition to the Sherman Television Company counterproposal was filed by KTOK, Inc.

Denison

649. (a) **Counterproposals of Red River Valley Broadcasting Corporation and Red River Publishing Company.** Counterproposals were filed by Red River Valley Broadcasting Corporation and Red River Valley Publishing Company, both of Sherman, requesting the additional assignment of VHF Channel 10 to Sherman-Denison, to be accomplished by substituting a UHF channel for VHF Channel 2 in Denton and by making the following other changes from the assignments proposed in the Third Notice:

	Third Notice		Proposed Changes	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Sherman, Texas		46		†
Denison, Texas		52		†
Denton, Texas	*2	17	†	†*46, †52
Sherman-Denison, Texas			†10	†17
Fort Worth, Texas	5, 10	20, *26	†2, 5	20, *26
Waxahachie, Texas		45		†63
Hillsboro, Texas		63		†45
Weatherford, Texas		51		†54

(b) **Statement in support of the Red River Valley Broadcasting Corporation and the Red River Valley Publishing Company Counterproposals.** Red River Valley Broadcasting Corporation and Red River Valley Publishing Company noted that Denison, Texas, is located approximately eight miles from Sherman and contended that Sherman and Denison are situated so closely together they should be considered as one area. It was submitted that Sherman-Denison contains the largest concentration of population in northern Texas, and that with the exception of Dallas, located about 60 miles to the south, and Fort Worth farther to the southwest, there are no major population centers within 125 miles of Sherman-Denison. It was urged that the assignment of a VHF channel rather than a UHF channel to Sherman-Denison would result in service to a larger portion of the trade area. It was alleged that a UHF station would serve 100% of the Denton trade area as compared with only 81.2% of the Sherman-Denison trade area, while a VHF assignment would serve 94.8% of the Sherman-Dension area.

(c) The assignment of Channel 10 to Sherman-Denison would be accomplished by substituting UHF Channel 46 in Denton for VHF Channel 2, where it is reserved for non-commercial educational use, and by substituting Channel 2 in Fort Worth for Channel 10; Channel 63 in Waxahachie for Channel 45; and Channel 45 in Hillsboro for Channel 63. It was noted by Red River Valley that these changes would result in two UHF channels widely spaced in the spectrum, Channels 17 and 46, being assigned to Denton. It was suggested that instead Channels 46 and 52 could be assigned to Denton by substituting Channel 52 in Denton for Channel 17; Channel 17 in Sherman-Denison for Channel 52; and Channel 54 in Weatherford, Texas, for Channel 51.

(d) Denison is 172 miles from Tulsa, Oklahoma, where Channel 17 is assigned. Weatherford is 169 miles from Bryan, Texas, where Channel 54 is assigned. Denison and Weatherford are situated within Zone II, and Bryan is situated within Zone III.

(e) **Conflicting Counterproposals and Oppositions to the Red River Valley Broadcasting Corporation and the Red River Valley Publishing Company Counterproposals.** The Red River Valley counterproposals conflict with the Trinity Broadcasting Corporation counterproposals for Dallas, Texas; and oppositions thereto have been filed by the Trinity Broadcasting Corporation and the Houston Post Company, Houston, Texas.

Denton

650. **The Denton Educational Reservation.** VHF Channel 2 was reserved by the Third Notice for non-commercial educational use in Denton as a "primarily educational center." North State Texas College of Denton filed a statement supporting the above reservation noting that the College was interested in television as a medium for general public instruction and that the Board of Regents had pledged its support in this endeavor. The JCET also filed a statement supporting the reservation including within its presentation a statement of the Texas State College for Women at Denton indicating that it would support and participate in the establishment of a non-commercial educational station at Denton.

Conclusions: Additional Assignment of Channel 12 in Sherman

651. The Sherman Television Company counterproposal would assign Channel 12 to Sherman at a distance of only 183 miles from Shreveport, Louisiana. Since both Sherman and Denison are situated within Zone II, this assignment would violate the required 190 mile minimum assignment separation for this zone. Accordingly, the Sherman Television Company counter proposal is denied.

Conclusions: The Denton Educational Reservation and Channel 10 in Sherman-Denison

652. In order to accomplish the assignment of Channel 10 in Sherman-Denison, the Red River Valley Broadcasting Company and Red River Valley Publishing Company counterproposals would substitute UHF Channel 46 in Denton for VHF Channel 2 reserved for non-commercial educational use. VHF Channel 2 was assigned and reserved in Denton as a "primarily educational center." As noted elsewhere in this Report, we have as an assignment principle, assigned VHF channels to primarily educational centers where VHF channels were available. We see no reason, on the basis of the record in this proceeding, for deviating from this principle in order to make possible the assignment of a VHF channel in Sherman-Denison. We are of the view, therefore, that Channel 2 should not be deleted from Denton. Furthermore, the suggested changes in order to assign UHF Channels 46 and 52 to Denton instead of UHF Channels 17 and 46 would require violations of minimum assignment separation requirements. In order to make the above assignments, Channel 54 would be assigned to Weatherford and Channel 17 to Sherman-Denison. Weatherford is only 169 miles from Bryan where Channel 54 is also assigned and Denison is only 172 miles from Tulsa where Channel 17 is also assigned. All of the above communities are situated in Zone II and accordingly the proposed assignments would not meet the 175 mile minimum separation required for UHF co-channel assignments in this Zone. The counterproposals of Red River Valley Broadcasting Corporation and Red River Valley Publishing Company are therefore denied.

Final Assignments and Reservation

653. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Sherman, Texas		46
Denison, Texas		52
Denton, Texas	*2	17

LONGVIEW, TEXAS

654. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of two UHF channels to Longview, Texas: Channels 32 and 38.

(b) **Census Data.** The population of Longview is 25,000.

(c) **Counterproposal of Voice of Longview.** Voice of Longview, Longview, Texas, requested the assignment of VHF Channel 12 to Longview, by substituting Channel 10 in Shreveport, Louisiana, for Channel 12, Channel 5 in El Dorado, Arkansas, for Channel 10, as follows:

	Third Notice		Proposed Changes	
	VHF Channel	UHF Channel	VHF Channel	UHF Channel
City	No.	No.	No.	No.
Longview, Texas		32, 38	+12	32, 38
Shreveport, La.	3, 12		3, †10	
El Dorado, Ark.	10	26	†5	26

(d) **Statement in Support of Voice of Longview Counterproposal.** Voice of Longview urged that the assignment of Channel 12 to Longview could be accomplished without depriving any other community of a television assignment. It was suggested that as an alternative to assigning Channel 12 to Longview, Channel 32 or 38, presently proposed for Longview in the Third Notice, could be assigned to either Gilmer or Tatum, Texas, communities near Longview. Voice of Longview contended that wherever possible at least one VHF channel should be assigned to each community.

(e) The Voice of Longview counterproposal would assign Channel 5 to El Dorado, Arkansas, 182 miles from the co-channel assignment of Channel 5 at Fort Smith, Arkansas. Both El Dorado and Fort Smith are situated within Zone II.

(f) **Conflicting Counterproposals and Oppositions to the Voice of Longview Counterproposal.** Conflicting counterproposals and oppositions to the Voice of Longview counterproposal were filed by East Texas Television Company, Longview, Texas; Lamar Life Insurance Company, Jackson, Mississippi; and Sherman Television Company, Sherman, Texas.

(g) In its opposition, East Texas Television Company opposed any removal of UHF Channel 32 or 38 from Longview for assignment to Tatum or Gilmer. It was noted that the town of Tatum has a population of 599 persons; that it has less than 10 retail stores; and that Tatum cannot support a television station. The Gilmer population was alleged to be 4,114, and it was urged that this community also does not possess the economy necessary to maintain a television facility. It was also noted that neither Tatum nor Gilmer has an AM or FM outlet. In addition to the foregoing, International Broadcasting Corporation, Shreveport, Louisiana, supported the proposed assignments for Shreveport, including the assignment of Channel 12 but has not specifically opposed the Voice of Longview's request to substitute Channel 10 in Shreveport.

(h) **Counterproposal of East Texas Television Company.** East Texas Television Company requested the additional assignment of Channel 9 to Longview by substituting Channel 10 in Lufkin for Channel 9 as follows:

	Third Notice		Proposed Changes	
	VHF Channel	UHF Channel	VHF Channel	UHF Channel
City	No.	No.	No.	No.
Longview, Texas		32, 38	+9	32, 38
Lufkin, Texas	9	46	†10	46

(i) **Statement in Support of East Texas Television Company Counterproposal.** East Texas Television Company stated that within an area of 25 miles of Longview is a population of 121, 492 and 38,985 housing units, and that Lufkin, on a comparable basis, has a population of 55,447 and 17,041 housing units. It was contended that Longview, and its trade area, is able economically to support a VHF television broadcast facility while there is "serious and grave doubts that the Lufkin area could so support one." It was urged that a VHF television station in Longview would reach a large population in East Texas which would not receive such service from any other station proposed in the Third Notice. East Texas submitted that the public interest, convenience and necessity requires the assignment of a VHF television assignment in this area. It was urged that Channel 10 in Lufkin would be adequate to provide service to that community.

(j) The East Texas Television Company would utilize Channel 9 in Longview co-channel with Hot Springs, Arkansas. East Texas Television Company alleged that the distance between these cities was 176 miles but gave no indication as to how this measurement was obtained and it appears to be in error. Forest Capital Broadcasting Company, in its opposition, alleged that the distance between Longview and Hot Springs is 168 miles. We find the distance to be approximately 170 miles. Channel 10 at Lufkin would be 176 miles from the co-channel assignment of Channel 10 at El Dorado, Arkansas, and 180 miles from the co-channel assignment of Channel 10 at Fort Worth, Texas. All of the above cities are in Zone II with the exception of Lufkin, which is in Zone III.

(k) **Conflicting Counterproposals and Oppositions to the East Texas Television Company Counterproposal.** The counterproposal of East Texas Television Company conflicts with the counterproposal of Trinity Broadcasting Corporation, Dallas, Texas. Oppositions to the East Texas Television counterproposal have been filed by Trinity Broadcasting Corporation; Julius M. Gordon & Associates, Inc., Lufkin, Texas; and Forest Capital Broadcasting Co., Lufkin, Texas.

Conclusions: Voice of Longview Counterproposal

655. The Voice of Longview counterproposal in assigning Channel 12 to Longview would assign Channel 5 at El Dorado, Arkansas, only 182 miles from the co-channel assignment at Fort Smith, Arkansas. Since both El Dorado and Fort Smith are situated in Zone II, this assignment would not meet the required 190 mile minimum separation for co-channel assignments in this Zone. Accordingly, the Voice of Longview counterproposal is denied.

Conclusions: East Texas Television Company Counterproposal

656. The East Texas Television Company counterproposal would assign Channel 9 in Longview at a distance of only 170 miles from Hot Springs, Arkansas, where this channel is assigned. This distance is well below the required 190 mile minimum separation for co-channel assignments in Zone II where these communities are situated. In addition, in achieving the assignment of Channel 9 in Longview, East Texas Television Company would assign Channel 10 in Lufkin at a distance of only 176 miles from the co-channel assignment at El Dorado, Arkansas, and 180 miles from the co-channel assignment at Fort Worth, Texas. Lufkin is situated in Zone III and Fort Worth and El Dorado in Zone II. Accordingly, the counterproposal does not meet the 190 mile minimum co-channel assignment separation. In light of the above violations of the minimum separation requirements, the East Texas Television Company counterproposal is denied.

Final Assignments

657. The following assignments are adopted:

City	UHF Channel No.
Longview, Texas	32, 38

SAN ANTONIO AND VICTORIA TEXAS

658. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
San Antonio, Texas	4, 5, *9, 12	35, 41
Victoria, Texas		19

(b) **Census Data.** The population of the San Antonio standard metropolitan area is 500,000 and of the City of San Antonio, 408,000. The population of Victoria is 16,000.

(c) **Existing Stations.** San Antonio Television Company is licensed for the operation of Station KEYL on Channel 5 and Southland Industries, Inc., is licensed for the operation of Station WOAI-TV on Channel 4, both in San Antonio, Texas.

(d) **Counterproposal of Lack's Stores, Inc.** Lack's Stores, Inc. requested the additional assignment of VHF Channel 12 to Victoria by substituting UHF Channel 23 in San Antonio for Channel 12, as follows:

	Third Notice		Counterproposal	
	VHF Channel	UHF Channel	VHF Channel	UHF Channel
City	No.	No.	No.	No.
San Antonio, Texas	4, 5, *9, 12	35, 41	4, 5, *9, †	†23, 35, 41
Victoria, Texas		19	†12	19

(e) **Statement in Support of Lack's Stores, Inc. Counterproposal.** Lack's Stores, Inc. alleged that the nearest VHF assignments under the Commission's plan were proposed for Corpus Christi, San Antonio, Galveston and Houston, all at least 75 miles from Victoria. It was noted that these cities form a triangle, with Victoria roughly in the center; and, accordingly, it was submitted that large areas surrounding Victoria would not receive reliable VHF service under the Commission's plan. It was urged that UHF would not be adequate, and that a UHF facility would not be utilized in Victoria in the foreseeable future. It was contended, accordingly, that a maximum need for VHF service exists in Victoria. It was noted that the removal of one of the channels from San Antonio would still leave this city and its surrounding area with three VHF services.

(f) **Conflicting Counterproposals and Oppositions to Lack's Stores, Inc., Counterproposal.** No conflicting counterproposals have been filed. Oppositions to the counterproposal of Lack's Stores, Inc., have been filed by Texas State Network, Inc.,[138] and the Walmac Company, both of San Antonio.

(g) **Educational Reservation in San Antonio.** St. Mary's University of San Antonio filed a statement in support of the reservation of Channel 9 in San Antonio for non-commercial educational use. The University stated that it was presently cooperating with the two commercial stations in San Antonio in providing programs of an educational nature. It was noted that while the University had no definite solution for the problem of financing, it proposed to work with other educational groups to find a means of establishing an educational television station. Additional support for the reservation was submitted by Our Lady of the Lake College at San Antonio. No oppositions to the proposed reservation were filed.

Conclusions: Additional VHF Assignment for Victoria

659. We are of the view that the record does not support the basis for assigning VHF Channel 12 to Victoria at the expense of deleting a VHF channel from San Antonio. In light of the wide disparity in population between San Antonio and Victoria, a community of 16,000, we do not believe such an assignment would be warranted. Accordingly, the counterproposal of Lack's Stores, Inc., is denied.

Conclusions: Educational Reservation in San Antonio

660. On the basis of the record the reservation of Channel 9 in San Antonio for non-commercial educational use is finalized.

Final Assignments and Reservation

661. The following assignments

[138] On November 6, 1951, Texas State Network, Inc., Fort Worth, Texas, filed a Motion to Strike the statement of Lack's Stores, Inc., filed October 15, 1951, in support of its May 7, 1951 comments, alleging that the October 15, 1951 statement constituted a new proposal departing from the May 7, 1951 comment and therefore not in conformity with Paragraph 5(b) of the Order of Hearing Procedure of July 25, 1951. The May 7, 1951 Comment of Lack's Stores, Inc., proposed the assignment of VHF Channel 12 in Victoria, Texas, rather than to San Antonio, Texas, and the engineering affidavit attached thereto stated "it is anticipated that an additional UHF facility can be made available to San Antonio to replace the VHF facility removed." In its sworn statement of October 15, 1951, Lack's Stores, Inc., proposed the assignment of VHF Channel 12 to Victoria instead of San Antonio with UHF Channel 23 to replace the deletion of Channel 12 at San Antonio. The engineering affidavit attached thereto supports this assignment. On November 13, 1951, Lack's Stores, Inc., filed an opposition to the Motion to Strike. We believe that the October 15, 1951 sworn statement of Lack's Stores, Inc., is consistent with its Comment of May 7, 1951. Accordingly, the Motion to Strike is DENIED and the Lack's Stores, Inc., statement is being considered in this proceeding.

and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
San Antonio, Texas	4, 5, *9, 12	35, 41
Victoria, Texas		19

DALLAS, TEXAS

662. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of five channels to Dallas, Texas; VHF Channels 4, 8, and 13 and UHF Channels 23 and 29, with Channel 13 reserved for non-commercial educational use.

(b) **Census Data.** The Dallas standard metropolitan area has a population of 615,000 and the City of Dallas has a population of 434,000.

(c) **Existing Stations.** A. H. Belo Corporation is licensed for the operation of Station WFAA-TV on Channel 8 and KRLD Radio Corporation is licensed for the operation of Station KRLD-TV on Channel 4, both in Dallas.

(d) **Statement in Support of Proposed Assignments.** A. H. Belo Corporation, Dallas, Texas, supported the proposed assignments for Dallas. It was noted that the nearest co-channel assignment to Channel 8 in Dallas would be at Muskogee, Oklahoma, a distance of 220 miles, and the nearest adjacent channel assignment would be Channel 7 at Tyler, Texas, a distance of 92 miles.

(e) **Counterproposal of Trinity Broadcasting Corporation.** Trinity Broadcasting Corporation, Dallas, requested the assignment of an additional VHF channel to Dallas by deleting Channel 8 from Dallas and substituting therefor Channels 7 and 9, and making other changes as set forth below:

	Third Notice		Proposed Changes	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Dallas, Texas	4, 8, *13	23, 29	4, †7, †9, *13	23, 29
Tyler, Texas	7	19	†8	19
Lufkin, Texas	9	46	†5	46
Fort Worth, Texas	5, 10	20, *26	5, †11	20, *26
Waco, Texas	11	*28, 34	†10	*28, 34
Lawton, Oklahoma	11	*28, 34	†10	*28, 34

(f) **Statement in Support of Counterproposal of Trinity Broadcasting Corporation.** Trinity Broadcasting Corporation pointed out that of the three VHF channels proposed for Dallas in the Third Notice, two are presently in use and the last, Channel 13, is proposed to be reserved for non-commercial educational use. Accordingly, it was noted that under the proposed assignments, no VHF channels would be available for new commercial applicants in Dallas. In view of the size of Dallas, its rapid growth, and its large and prosperous trading area, Trinity Broadcasting Corporation urged that the maximum number of "wide coverage television facilities" should be assigned. Trinity Broadcasting Corporation submitted that assigning only two VHF channels in Dallas for commercial purposes would create "monopolistic problems of two dominant television networks in a large and prosperous area where competition should obviously be encouraged rather than limited." It was argued that it would be possible to reassign VHF channels to five communities in Texas and one community in Oklahoma in such a way as not to reduce the number of VHF channels proposed by the Commission for any of these communities while at the same time achieving an additional VHF channel in Dallas. Since Station WFAA-TV is operating on Channel 8, which Trinity Broadcasting Corporation would delete, this station would have to move from Channel 8 to Channel 7. Trinity Broadcasting Corporation urged that this "minor move within the upper half of the VHF band is an extremely simple one technically and involves relatively little cost."

(g) The assignment of Channel 7 at Dallas would result in a 182 mile co-channel separation between Dallas and Austin, Texas, where Channel 7 is assigned. The assignment of Channel 9 at Dallas would result in a 173 mile co-channel separation between Dallas and Abilene, Texas, where Channel 9 is assigned. The assignment of Channel 8 at Tyler would result in a 179 mile co-channel separation between Tyler and Houston where Channel 8 is assigned. The assignment of Channel 5 at Lufkin would result in a 180 mile co-channel separation between Lufkin and Fort Worth, Texas, where Channel 5 is assigned. Dallas, Fort Worth, Abilene and Tyler are all situated in Zone II. Houston, Lufkin and Austin are situated in Zone III.

(h) **Conflicting Counterproposals and Oppositions to the Trinity Broadcasting Corporation Counterproposal.** The Trinity Broadcasting Corporation's counterproposal conflicts with the counterproposal of KTRH Broadcasting Company and Shamrock Broadcasting Company, Houston, Texas; South Texas Television Company, Houston, Texas; Red River Valley Broadcasting Corporation and Red River Valley Publishing Company, Sherman, Texas; East Texas Television Company, Longview, Texas; and Stephens County Broadcasting Company, Breckenridge, Texas.[137] In addition, oppositions to the Trinity Broadcasting Corporation counterproposal were filed by A. H. Belo Corporation, Dallas, Texas; Julius M. Gordon & Associates, Inc., Lufkin, Texas; KTRH Broadcasting Company and Shamrock Broadcasting Company, Houston, Texas; Lucille Ross Buford, licensee of Station KGKB, Tyler, Texas, and Oil Belt Television Company, Breckenridge, Texas.[138]

(i) **Educational Reservation.** The JCET filed a statement supporting the reservation of Channel 13 in Dallas for non-commercial educational use. It was urged that Dallas was a great metropolitan area with many schools and colleges and that it was important that Channel 13 be reserved. No oppositions to the proposed reservation have been filed.

[137] No sworn evidence in support of the Breckenridge counterproposal was accepted for filing, and, accordingly, this comment will not be considered in this Report.

[138] Although Oil Belt Television Company filed a comment in opposition to the counterproposal of Trinity Broadcasting Corporation on June 11, 1951, no sworn evidence was submitted in support of its oppositions; and, accordingly, the opposition will not be considered further in this Report.

Conclusions: Additional Commercial VHF Assignments

663. The Trinity Broadcasting Company counterproposal would assign an additional VHF channel to Dallas only by deviating from the required minimum mileage separations. Channel 7 at Dallas would be only 182 miles from the co-channel assignment at Austin; Channel 9 at Dallas would be only 173 miles from the co-channel assignment at Abilene; Channel 8 at Tyler would be only 179 miles from the co-channel assignment at Houston; and finally, Channel 5 at Lufkin would be only 180 miles from the co-channel assignment at Fort Worth. Since all of these measurements are between cities in Zone II, or between cities in Zone II and Zone III, they do not meet the required 190 mile minimum separation for co-channel assignments. Accordingly, the counterproposal of Trinity Broadcasting Corporation is denied.

Conclusions: Educational Reservation

664. On the basis of the record, the reservation of VHF Channel 13 in Dallas for non-commercial educational use is finalized.

Conclusions: Additional Channel for Dallas

665. We are of the view that the assignment of an additional channel in Dallas is warranted on the basis of the record.[139] It was above noted that the counterproposal requesting additional VHF channels for Dallas could not be granted. UHF Channel 73 in Dallas would meet the required mileage spacings for channel assignments in this zone. Accordingly, Channel 73 will be added to Dallas.

Final Assignments and Reservation

666. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Dallas, Texas	4, 8, *13	23, 29, 73

AMARILLO, LUBBOCK AND MONAHANS, TEXAS

667. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Amarillo	*2, 4, 5, 7, 10	
Lubbock	11, 13	*20, 26
Monahans	5	

(b) **Census Data.** The standard metropolitan area of Lubbock has a population of 101,000 with the City of Lubbock having a population of 72,000. The Amarillo standard metropolitan area has a population of 87,000 and the City of Amarillo, a population of 74,000. The population of Monahans is 6,000.

Lubbock

668. (a) **Counterproposal of Plains Radio Broadcasting Company.** Plains Radio Broadcasting Company, Lubbock, Texas, requested the additional assignment of Channel 5 to Lubbock by deleting this channel from Amarillo, Texas, and by making the following changes in the assignments proposed in the Third Notice:

	Third Notice		Proposed Changes	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Amarillo	*2, 4, 5, 7, 10		*2, 4, † 7, 10	
Lubbock	11, 13	*20, 26	†5, 11, 13	*20, 26
Monahans	5		†9	

(b) **Statement in Support of Plains Radio Broadcasting Company Counterproposal.** Plains Radio Broadcasting Company pointed out that the assignment of Channel 5 to Lubbock, rather than to Amarillo, would provide three VHF channels to Lubbock, and four VHF channels to Amarillo. It was noted that the population of Amarillo and the population of Lubbock are practically equal. Accordingly, it was urged that the assignment of Channel 5 to Lubbock rather than to Amarillo would effect a more equitable distribution of television facilities. It was argued that there is no valid reason why Amarillo should be assigned five VHF channels, with Lubbock only two.

(c) It was pointed out that although in 1940 Amarillo had a substantially larger population than did Lubbock, during the past ten years Lubbock has grown 124% in population. It is also noted that the 1950 population figures for the metropolitan area of Lubbock are substantially greater than those for Amarillo. It was submitted that because of the comparable size of the two cities, and the comparable amount of business done in each city, a fair and equitable distribution of television facilities requires that a comparable number of VHF channels be assigned to each of the cities. The closest co-channel assignment to Channel 5 at Lubbock would be 268 miles, while the closest adjacent channel assignment would be 161 miles. Channel 9 at Monahans would be 205 miles from the closest co-channel assignment, and 150 miles from the closest adjacent channel assignment.

(d) **Conflicting Counterproposals and Oppositions to the Plains Radio Broadcasting Company Counterproposal.** No oppositions nor conflicting counterproposals to the Plains Radio Broadcasting Company counterproposal have been filed.

(e) **The Lubbock Educational Reservation.** The JCET supported the reservation of UHF Channel 20 in Lubbock for non-commercial educational use and submitted statements by Texas Technological College and the Lubbock Independent School District supporting the reservation. No oppositions to the proposed reservation were filed.

Amarillo

669. **The Amarillo Educational Reservation.** The JCET and Amarillo Public Schools supported the reservation of VHF Channel 2 for non-commercial educational use in Amarillo. The JCET submitted a statement by West Texas College, Canyon, Texas, supporting the reservation. No oppositions to the proposed reservation were filed.

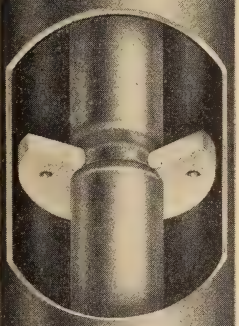
Conclusions: Additional VHF Assignment in Lubbock

670. We are of the view, that the record supports the basis for the assignment of VHF Channel 5 in Lubbock. In light of the compar-

[139] See also our discussion above in connection with the addition of a UHF channel to Pittsburgh.

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able size and importance of Lubbock and Amarillo, we believe that the assignment of a third VHF channel to Lubbock would effect a more equitable distribution of television facilities than the assignment of a fifth channel to Amarillo. Accordingly, the counterproposal of Plains Radio Broadcasting Company is granted. As noted above, the Mexican-United States Television Agreement has been modified to reflect the substitution of VHF Channel 9 to Monahans for Channel 5.

Conclusions: Lubbock and Amarillo Educational Reservations

671. In view of the foregoing, the reservation of Channel 20 in Lubbock and Channel 2 in Amarillo for non-commercial educational use are finalized.[140]

Final Assignments and Reservations

672. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Lubbock, Texas	5, 11, 13	*20, 26
Amarillo, Texas	*2, 4, 7, 10	
Monahans, Texas	9	

McALLEN, BROWNSVILLE, HARLINGEN AND WESLACO, TEXAS

673. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the following assignments:

City	VHF Channel No.	UHF Channel No.
McAllen		20
Brownsville	4, 5	
Harlingen		23

No assignments were proposed for Weslaco.

(b) **Census Data.** The City of Brownsville has a population of 36,000; the City of Harlingen a population of 23,000; the City of McAllen a population of 20,000; and Weslaco a population of 8,000.

McAllen

674. (a) **Counterproposal of McAllen Television Company.** McAllen Television Company, McAllen, Texas, requested the additional assignment of VHF Channel 5 to McAllen by moving Channel 5 from Brownsville to McAllen and assigning Channel 12 to Brownsville in place of Channel 5, as follows:

	Third Notice		Proposed Changes	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
McAllen, Texas		20	†5	20
Brownsville, Texas	4, 5		4, †12	

(b) **Statement in Support of McAllen Television Company Counterproposal.** McAllen Television Company argued that two channels would not be utilized in Brownsville; that there is a widespread interest in McAllen and Hidalgo County for VHF television service; and that the removal of Channel 5 from Brownsville and its assignment at McAllen would not deprive the Brownsville population of VHF service, since Channel 4 would remain in Brownsville. It was also suggested that Channel 12 could be utilized in Brownsville should additional television service be required in that community.

(c) As noted above, Channel 12 is assigned to Reynosa, Mexico, by the Mexican-United States Television Agreement. Reynosa is only 52 miles from Brownsville where Channel 12 is proposed as a substitute for Channel 5.

(d) **Conflicting Counterproposals and Oppositions to the McAllen Television Company Counterproposal.** A conflicting counterproposal to the McAllen Television Company counterproposal has been filed by Taylor Radio and Television Corporation, Weslaco, Texas. Oppositions to the McAllen Television Company counterproposal were filed by Brownsville Broadcasting Company, Brownsville, Texas, and Taylor Radio and Television Corporation, Weslaco.

Harlingen

675. (a) **Counterproposal of Harbenito Broadcasting Company, Inc.** Harbenito Broadcasting Company, Inc., Harlingen, Texas, requested the additional assignment of Channel 4 to Harlingen, Texas. This assignment would be accomplished by deleting the Channel 4 assignment from Brownsville, Texas, and substituting UHF Channel 36 in Brownsville, as follows:

	Third Notice		Proposed Changes	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Harlingen, Texas		23	†4	23
Brownsville, Texas	4, 5		†, 5	†36

(b) **Statement in Support of Harbenito Broadcasting Company, Inc., Counterproposal.** Harbenito Broadcasting Company contended that its counterproposal would effect a fair, efficient and equitable distribution of television facilities. It was urged that the assignment of a VHF channel at Harlingen would make available a second station to that community, and would provide service to a substantially greater population than that which would receive service from a station located in Brownsville. It was submitted that the use of Channel 4 at Brownsville would result in a dissipation of the signal since a substantial amount of the service area would fall within the Gulf of Mexico, and since a greater portion of the service area would fall in Mexico than would be the case if Channel 4 were assigned to Harlingen. It was also noted that under the Harbenito counterproposal, the number of stations available to Brownsville would not be reduced since UHF Channel 36 would be provided as a substitute for that community and that the assignment of Channel 4 at Harlingen would still provide Grade A service to Brownsville. Harbenito Broadcasting Company noted that Harlingen is more centrally located in the Rio Grande Valley than Brownsville; that the maximum population density occurs several miles west of Brownsville; and that, accordingly, a significant increase in population could be served by the assignment of Channel 4 to a community farther west than Brownsville. Harbenito Broadcasting Company, Inc., also asserted that a combination of the Harlingen and San Benito populations, San Benito being less than 4 miles from Harlingen, is slightly in excess of that of Brownsville.

(c) The closest co-channel assignment to Channel 4 at Harlingen would be the assignment in the Mexican-United States Television Agreement for Saltillo, Coahuila, Mexico, at a distance of 214 miles, while the closest adjacent channel assignment would be Channel 3 at Laredo, Texas, at a distance of 143 miles. The nearest co-channel assignment to Channel 36 in Brownsville would be at Jacksonville, Texas, at a distance of 437 miles, and the nearest adjacent channel assignment would be Channel 35 at San Antonio, 248 miles distant.

(d) **Conflicting Counterproposals and Oppositions to the Harbenito Broadcasting Company, Inc., Counterproposal.** Oppositions to the Harbenito Broadcasting Company, Inc., counterproposal were filed by Brownsville Broadcasting Company, Brownsville, Texas, and the Houston Post Company, Houston, Texas. Taylor Radio and Television Corporation, Weslaco, Texas, filed a counterproposal conflicting in part with the Harbenito Broadcasting Company, Inc. counterproposal. In its opposition, the Brownsville Broadcasting Company supported the Commission's proposed assignments of VHF Channels 4 and 5 in Brownsville. It was urged that Harlingen had a population of only 23,000 as compared with 36,000 for Brownsville; that the assignment of one VHF and one UHF channel to Brownsville would create a serious economic situation for the UHF broadcaster, while the problem of intermixture would not arise under the Commission's proposal and that UHF Channel 54 or 60 could be assigned to Harlingen if added assignments were necessary in that community. In its opposition, the Houston Post objected to the use of Channel 4 in Harlingen since it would be assigned only 228 miles from the co-channel assignment at San Antonio. The Houston Post Company urged a minimum spacing of 240 miles for assignments in this area on Channels 2 through 6.

Weslaco-Harlingen

676. (a) **Counterproposal of Taylor Radio and Television Corporation.** Taylor Radio and Television Corporation of Weslaco, Texas, requested the additional assignments of Channels 4 and 5 to Weslaco-Harlingen by deleting Channels 4 and 5 from Brownsville, and by making the following changes in the assignments proposed in the Third Notice:[141]

	Third Notice		Proposed Changes	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Brownsville, Texas	4, 5		†, †	
Weslaco-Harlingen, Texas			†4, †5	
Harlingen, Texas		23		23

(b) **Statement in Support of Taylor Radio and Television Corporation Counterproposal.** Taylor Radio and Television Corporation contended that a large portion of the service areas of Channels 4 and 5 at Brownsville would extend eastward into the Gulf of Mexico. It was urged that the assignment of these channels in the Weslaco-Harlingen area would provide Grade A television service to a substantially larger number of residents in the Lower Rio Grande Valley Area. Taylor Radio and Television Corporation pointed out that Brownsville is but one city of an isolated compact group of cities, with the population of Brownsville being only 21% of the total population of the 15 cities situated in the Lower Rio Grande Valley. It was noted that Brownsville lies at the extreme eastern end of the Lower Rio Grande Valley, almost on the Gulf of Mexico, and that Harlingen, on the other hand, is located much nearer to the geographic center of the Valley. It was stated that Weslaco is 37.2 miles west of Brownsville and 19 miles west of Harlingen. Weslaco is 21.8 miles east of Mission, Texas, the westernmost heavily populated town in the Valley Area.

(c) Channel 4 at Weslaco-Harlingen would be 205 miles from the closest co-channel assignment at Saltillo, Coahuila, Mexico, and 137 miles from the closest adjacent channel assignment. Channel 5 at Weslaco-Harlingen would be 228 miles from the closest co-channel assignment at San Antonio, Texas, and 114 miles from the closest adjacent channel assignment.

(d) **Conflicting Counterproposals and Oppositions to the Taylor Radio and Television Corporation Counterproposal.** Oppositions to the Taylor Radio and Television Corporation counterproposal were filed by Brownsville Broadcasting Company, Brownsville, Texas; Houston Post Company, Houston, Texas; and McAllen Television Company, McAllen, Texas. McAllen Television Company filed a conflicting counterproposal and Harbenito Broadcasting Company, Inc., filed a counterproposal conflicting in part. In its opposition to the Taylor Radio and Television Corporation counterproposal, the Houston Post Company urged that tropospheric propagation in this area requires greater separations than those that would result under the Taylor counterproposal. In the opposition of the Brownsville Broadcasting Company to the counterproposal of Taylor Radio and Television Corporation, the same objections were raised as those in its opposition to the Harbenito Broadcasting Company, Inc., counterproposal discussed above. In the opposition of McAllen Television Company to the Taylor Radio and Television Corporation counterproposal, it was noted that Weslaco is a very small town. The removal of two channels from Brownsville, and their assignment in Weslaco, it was urged, would monopolize all of the VHF channels in the Lower Rio Grande Valley in this small inland town. It was submitted that it would be more appropriate and in the public interest to assign Channel 5 to McAllen, Texas, as proposed by McAllen Television Company.

Conclusions: VHF Assignments

677. As was noted above, the uti-

[140] No request was made in the record for a VHF educational reservation in Lubbock.

[141] Taylor Radio and Television Corporation also proposed to add Channel 2 to Weslaco by deleting that channel from Monterrey, Nuevo Leon, Mexico, and adding it as well to Saltillo, Coahuila, Mexico. In light of the conflict between the Mexican-United States Television Agreement and the Taylor Radio and Television Corporation's counterproposal seeking to shift Channel 2 from Monterrey to Saltillo in order to make available Channel 2 for Weslaco, Taylor Radio and Television Corporation abandoned its proposal to assign Channel 2 in Weslaco. Accordingly, it will not be discussed further in this Report.

lization of VHF Channels 4 and 5 in Brownsville would result in a large portion of the service areas of these stations falling over the Gulf of Mexico and within the Mexican border. The assignment of these channels in a city more centrally located in the Lower Rio Grande would provide a greater population and greater area with Grade A and B service. Moreover, these assignments would not necessarily deprive Brownsville of Grade A service. Accordingly, we are of the view that the VHF assignments for Brownsville should be assigned instead to Brownsville-Harlingen-Weslaco, rather than to Brownsville alone. Channels 4 and 5, therefore, will be assigned to Brownsville-Harlingen-Weslaco. These assignments may be utilized in any community lying within the triangle formed by Browsville, Harlingen and Weslaco. However, we do not believe that McAllen should be added to Brownsville-Harlingen-Weslaco thereby making Channels 4 and 5 available for assignment in that community. McAllen is located at a considerable distance to the west of Brownsville. A station in McAllen, for example, would not afford Grade A service to Brownsville. We are of the view that the request for the assignments of an additional channel to McAllen, Texas, must be denied. We do not believe that a VHF channel should be deleted from Brownsville-Harlingen-Weslaco in order to make an additional assignment available to McAllen. Furthermore, in light of the Mexico-United States television agreement, Channel 12 could not be assigned to Brownsville in order to replace Channel 5 in that community; Channel 12 in Brownsville would be only 52 miles from Reynosa, Tamaulipas, Mexico, where this channel is assigned by the Mexico-United States Television Agreement.

Conclusions: UHF Assignments

678. Channel 23 proposed for Harlingen cannot be utilized in all of Brownsville-Harlingen-Weslaco because of the required mileage spacings for UHF assignments. Accordingly, Channel 23 will remain assigned to Harlingen. Channel 36 proposed for Brownsville by Harbenito Broadcasting Company, Inc., similarly cannot be utilized in all of Brownsville-Harlingen-Weslaco. We believe, however, that the record supports the basis for assigning Channel 36 to Brownsville and it will be assigned to Brownsville.

Final Assignments

679. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Brownsville-Harlingen-Weslaco, Texas[142]	4, 5	
Brownsville, Texas		36
Harlingen, Texas		23
McAllen, Texas		20

HOUSTON, TEXAS

680. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed assignment of five channels to Houston: VHF Channels 2, 8 and 13 and UHF Channels 23 and 29, with VHF Channel 8 reserved for non-commercial educational use.

(b) **Census Data.** The Houston standard metropolitan area has a population of 807,000 and the city has a population of 596,000.

(c) **Existing Stations.** The Houston Post Company is licensed for the operation of Station KPRC-TV on Channel 2.

(d) **Counterproposal of South Texas Television Company.** South Texas Television Company requested the additional assignment of Channels 5 and 10 to Houston, and that Channel 8, which is proposed to be reserved for non-commercial educational use, be made available instead for commercial purposes. These assignments would be achieved by the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Houston, Texas	2, *8, 13	23, 29	2, †5, *8, †10, 13	23, 29
Beaumont-Port Arthur, Texas	4, 6	31, *37	†, †	31, *37
Galveston, Texas	11	35, 41, *47	†4	35, 41, *47
Karnes City, Texas				†43
Port Arthur, Texas			†12	
Beaumont, Texas			†6	

(e) **Statement in Support of South Texas Television Company Counterproposal.** South Texas Television Company urged that Channels 5 and 10 could be employed in Houston without causing or receiving undue interference, and that such assignments would result in substantial gains in service. It was stated that the closest co-channel assignment to Channel 5 at Houston would be at San Antonio, a distance of 189 miles. Channel 5 would also be 204 miles from Alexandria, Louisiana, where Channel 5 is assigned as a result of our decision herein. All of the above communities are situated in Zone III. Channel 10 at Houston would be 183 miles from Corpus Cristi, Texas, where this channel is assigned. Port Arthur, Texas, on Channel 12 as proposed would be 182 miles from the co-channel assignment at Shreveport, Louisiana. Corpus Christi and Port Arthur are situated in Zone III and Shreveport in Zone II.

(f) With respect to the request that Channel 8 be made available for commercial use, South Texas Television Company asserted that there is no "evidence of a demand for purely educational television facilities at Houston." South Texas Television Company also contended that the Commission did not have the authority to reserve channels for a particular "class" of applicants.[143]

(g) **Conflicting Counterproposals and Oppositions to the South Texas Television Company Counterproposal.** The South Texas Television Company counterproposal conflicts with counterproposals of Trinity Broadcasting Company, Dallas, Texas; and East Texas Television Company, Longview, Texas. In addition, oppositions to the South Texas Television Company counterproposal were filed by the following parties: Lufkin Amusement Company, Beaumont, Texas; Houston Post Company, Houston, Texas; Radio station KTBS, Inc.[144] Shreveport, Louisiana; and Trinity Broadcasting Company, Dallas, Texas.

(h) **Counterproposal of KTRH Broadcasting Company and Shamrock Broadcasting Company.** A joint counterproposal was filed by KTRH Broadcasting Company and Shamrock Broadcasting Company, both of Houston, Texas, also requesting the additional assignment of Channels 5 and 10 to Houston by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Houston, Texas	2, *8, 13	23, 29	2, †5, 8, †10, 13	23, 29
Beaumont-Port Arthur, Tex.	4, 6	31, *37	†6	31, *37
Port Arthur, Tex.			†12	

(i) **Statement in Support of Counterproposal of KTRH Broadcasting Company and Shamrock Broadcasting Company.** KTRH Broadcasting Company and Shamrock Broadcasting Company alleged that all minimum requirements for channel spacings as proposed in the Third Notice would be met. It was further urged that Houston ranks 14th in the United States in population and that, among the first twenty cities in the United States, Houston shows the fastest rate of increase in population. It was submitted that with the exception of Pittsburgh and Cleveland where five channels are proposed in the Third Notice, all cities ranking above Houston have anywhere from six to ten assignments. It was contended that, while the possibility of increased tropospheric propagation may cause interference over that expected on the basis of propagation curves, a balance must be sought between the number of assignments which can be added to cities and such interference. It was contended that the assignment of one VHF channel to Beaumont and one to Port Arthur, as it proposed, was a more reasonable approach than assigning the channels to Beaumont-Port Arthur.

(j) Channel 5 at Houston would be 189 miles from the co-channel assignment at San Antonio, and 204 miles from the co-channel assignment at Alexandria, Louisiana. Houston, San Antonio, and Alexandria are all situated in Zone III. Channel 10 at Houston would be 183 miles from the co-channel assignment at Corpus Christi, which is also located in Zone III. Channel 12 in Port Arthur would be 182 miles from the co-channel assigned at Shreveport, Louisiana. Port Arthur lies in Zone III and Shreveport in Zone II.

(k) **Conflicting Counterproposals and Oppositions to the KTRH Broadcasting Company and Shamrock Broadcasting Company Counterproposals.** The above counterproposal conflicts with the counterproposals of Trinity Broadcasting Company and East Texas Television Company, Longview, Texas. In addition, oppositions to the joint counterproposal of KTRH Broadcasting Company and Shamrock Broadcasting Company were filed by Lufkin Amusement Company, Beaumont, Texas; Houston Post Company, Houston, Texas; Radio Station KTBS, Inc., Shreveport, Louisiana[145]; and Trinity Broadcasting Corporation, Dallas, Texas. Lufkin Amusement Company opposed the Houston counterproposals in so far as they requested the assignment of Channel 12 to Port Arthur instead of to Beaumont-Port Arthur. Lufkin also opposed the assignment of Channel 4 at Galveston in place of Channel 11 and of Channel 5 to Houston. It was submitted that the Commission's plan was to be preferred and that the service area of at least five proposed assignments would be degraded under the Houston plans. It was urged that both co-channel and adjacent channel station separations would be substantially decreased in an area recognized as being subject to abnormally high tropospheric propagation characteristics. It was stated that under the Commission's plan the nearest co-channel assignment to Channel 4 at Beaumont-Port Arthur would be at New Orleans, a distance of 242 miles from Beaumont and the nearest adjacent channel assignment at College Station, Texas, more than 130 miles from Beaumont. It was alleged that under the Houston counterproposals, Channel 12 at Port Arthur would be 180 miles from Shreveport where the same channel is assigned, and 79 miles from Houston where adjacent Channel 13 is proposed under the Third Notice. It was urged that the Houston counterproposals would aggravate this condition since the Port Arthur transmitter site would be closer to the gulf in order to maintain the required separation between Port Arthur and Shreveport. It was noted that the center of Port Arthur is only 15 miles from the gulf, while the center of Beaumont is 29 miles from the coast. It was pointed out that the assignment of Channel 4 instead of Channel 11 at Galveston would mean a co-channel spacing of only 223 miles from San Antonio as opposed to 267 miles between Beaumont and San Antonio under the Commission's plan. Lufkin submitted that while tropospheric propagation along the Gulf Coast would have little effect under the Third Notice assignments in this area, tropospheric propagation

[142] These assignments may be used in any community lying within the triangle formed by Brownsville-Harlingen-Weslaco.

[143] The contention that the Commission does not have authority to provide for educational reservations in the Table of Assignments has been disposed of in the Memorandum Opinion of July 13, 1951.

[144] Although Radio Station KTBS, Inc. of Shreveport filed a comment in opposition to the South Texas counterproposal, no evidence in support of its opposition was filed. Accordingly, the KTBS opposition will not be considered in this Report.

[145] This counterproposal originally also urged that UHF Channel 27 be assigned to Fredericksburg, Texas. This request, however, was withdrawn.

[146] No sworn evidence in support of its opposition was filed by KTBS and, accordingly, the opposition will not be considered in this Report.

would be a factor under the Houston counter-proposals and service would be seriously degraded. It was contended that the proposed assignments for Houston and the surrounding area in the Third Notice are adequate to provide service to that community, and that there would appear to be no justification for additional assignments. In its opposition to the Houston counterproposals the Houston Post Company supported the Commission's proposal to employ wider spacing between stations in Gulf Coast area. It was contended that the station separations proposed by the Houston counterproposals were insufficient for this area.

(l) **The Educational Reservation.** The University of Houston submitted a statement supporting the reservation of VHF Channel 8 in Houston, Texas. The University stated that there was extensive support for the reservation from numerous organizations including educational institutions, the Chamber of Commerce, legislators, and the City Council. The University stated that it was "prepared to submit immediately an application for permit to construct an educational television station." It represented that the educational interests in Houston are prepared to operate this station initially not less than six hours a day with ultimate plans for twelve hour day operation. It was noted that the University is presently operating an FM station and is proposing to expend an additional $250,000 for television equipment. The University stated that one source of funds is a special royalty annual income of approximately $250,000, which will be available if needed for the establishment of the television station. The University stated that it is prepared to finance construction on its own, or in cooperation with the Houston Independent School District, and that all educational interests in the area have been assured that in uniting they will have the privilege of using the facility of the educational television station. It was stated that a committee representing various interests will be set up to allocate time on an equitable basis. The JCET also supported the reservation of VHF Channel 8 in Houston. As a part of its presentation, JCET submitted a statement of the Houston Independent School District requesting the reservation. The Superintendent indicated that a committee had formulated various program suggestions. Detailed statistics were submitted to show that the Houston School District has the financial resources necessary for television. It was noted that the 1950 actual budget was almost $19 million and that enrollment in the schools totaled 95,757. In addition, it was pointed out that the School District has an extensive adult education program for the entire community and that during 1950-1951 over 15,000 adults were enrolled in the various activities and course offerings of the adult education department.

Conclusions: Additional VHF Commercial Channels

681. We are of the view that the record does not support the basis for assigning VHF Channels 5 and 10 to Houston. These assignments can be achieved only at the expense of deviating from the required 220 mile minimum assignment spacing for Zone III and 190 mile minimum spacing for Zone II in several instances. These counterproposals would also require the deletion of a VHF channel from Beaumont, Texas, since under the Commission's plan channels are assigned to Beaumont-Port Arthur while the Houston counterproposals would assign VHF channels separately to Beaumont and Port Arthur. As we have noted above, we believe that in this Gulf Coast area, separations greater than the minimum for other parts of the country must be maintained in order to prevent interference caused by tropospheric propagation that could result in a severe degradation of television service in that area. To illustrate the defects in the Houston counterproposals, in order to assign Channel 5 to Houston, this channel would be employed 189 miles from San Antonio, and 204 miles from Alexandria, Louisiana. In order to achieve the assignment of Channel 10 in Houston, a co-channel spacing of 183 miles between Houston and Corpus Christi, Texas, must be employed. It should be pointed out that Corpus Christi and Houston both lie along the Gulf Coast. The above separations are well below the 220 mile minimum for Zone III. Channel 12 at Port Arthur would be only 182 miles from Shreveport, below the 190 mile minimum for Zone II in which Shreveport lies. Accordingly, the counterproposals of South Texas Television Company and KTRH Broadcasting Company and Shamrock Broadcasting Company, in so far as they request the assignment of additional VHF channels, are denied.

Conclusions: Educational Reservation

682. It is our view that the record warrants the reservation of VHF Channel 8 in Houston for non-commercial educational use. The evidence indicates an early utilization of this frequency for use in Houston. We see no merit, therefore, in the South Texas Television Company's contention that no evidence of a demand for "purely educational facilities" exists. We are of the view that no basis exists for deviating in this instance from the principle of making available for educational purposes a VHF channel in those communities with three or more VHF assignments where all such VHF assignments are not in operation. Accordingly, the reservation of Channel 8 in Houston for non-commercial educational use is finalized.

Conclusions: Additional Channel for Houston

683. We are of the view that the assignment of an additional channel in Houston is warranted on the basis of the record.[147] It was above noted that the counterproposals requesting additional VHF channels for Houston could not be granted. UHF Channel 39 in Houston would meet the required mileage spacings for channel assignments in this zone. Accordingly, Channel 39 will be added to Houston.

Final Assignments and Reservation

684. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Houston, Texas	2, *8, 13	23, 29, 39

[147] See also our discussion above in connection with the addition of a UHF channel to Pittsburgh.

BEAUMONT-PORT ARTHUR, TEXAS

685. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of four channels to Beaumont-Port Arthur, Texas: VHF Channels 4 and 6 and UHF Channels 31 and 37, with Channel 37 reserved for non-commercial educational use.

(b) **Census Data.** The standard metropolitan area of Beaumont-Port Arthur has a population of 195,000; the City of Beaumont has a population of 94,000; and the City of Port Arthur has a population of 58,000.

(c) **Statement in Support of Proposed Assignments.** Beaumont Broadcasting Corporation, Beaumont, Texas, filed a statement supporting the proposed assignments for Beaumont-Port Arthur.[148]

(d) **Educational Reservation.** The JCET filed a statement supporting the reservation of Channel 37 for non-commercial educational use in Beaumont-Port Arthur and submitted a statement by Lamar State College of Technology in support of the reservation. No oppositions to the proposed reservation were filed.

Conclusions: Educational Reservation

686. In view of the foregoing, the reservation of Channel 37 for non-commercial educational use in Beaumont-Port Arthur is finalized.

Final Assignments and Reservation

687. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Beaumont-Port Arthur, Tex.	4, 6	31, *37

WACO, TEXAS

688. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of three channels to Waco, Texas: VHF Channel 11 and UHF Channels 28 and 34, with Channel 28 reserved for non-commercial educational use.

(b) **Census Data.** The Waco standard metropolitan area has a population of 130,000 and the City of Waco has a population of 85,000.

(c) **Statement in Support of Proposed Assignments.** KWTX Broadcasting Company, Waco, Texas, filed a statement supporting the Commission's proposed assignments for Waco. It was pointed out that Channel 11 in Waco would be 209 miles from the closest co-channel assignment, and 83 miles from the closest adjacent channel assignment.[149]

(d) **Educational Reservation.** Baylor University, the Waco Independent School District, and the JCET supported the reservation of Channel 28 in Waco for non-commercial educational use. No oppositions to the proposed reservation have been filed.

Conclusions: Educational Reservation

689. In view of the foregoing, the reservation of Channel 28 in Waco for non-commercial educational use is finalized.

Final Assignments and Reservation

690. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Waco, Texas	11	*28, 34

WICHITA FALLS, TEXAS

691. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of four channels to Wichita Falls, Texas; VHF Channels 3 and 6 and UHF Channels 16 and 22, with Channel 16 reserved for non-commercial educational use.

(b) **Census Data.** Wichita Falls has a standard metropolitan area population of 98,000, and the City has a population of 68,000.

(c) **Statement in Support of Proposed Assignments.** Rowley-Brown Broadcasting Company, Wichita Falls, Texas, supported the proposed assignments for Wichita Falls. It was pointed out that the assignment of Channel 3 at Wichita Falls would be 255 miles from the closest co-channel assignment, and 91 miles from the closest adjacent channel assignment, and that Channel 6 at Wichita Falls would be 203 miles from the closest co-channel assignment, and 104 miles from the closest adjacent channel assignment. It was urged that there is a need for these assignments in Wichita Falls.

(d) **Educational Reservation.** The JCET supported the reservation of Channel 16 in Wichita Falls for non-commercial educational use and submitted a statement of the Dean of Administration of Midwestern University, Wichita Falls, that the University is anxious to utilize television as soon as developments in UHF make it feasible to do so. No oppositions to the proposed reservation were filed.

Conclusions: Educational Reservation

692. In view of the foregoing, the reservation of Channel 16 in Wichita Falls for non-commercial educational use is finalized.

Final Assignments and Reservation

693. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Wichita Falls, Texas	3, 6	*16, 22

COLLEGE STATION, TEXAS: EDUCATIONAL RESERVATION

694. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of VHF Channel 3 in College Station, Texas, for non-commercial educational use.

(b) The JCET filed a statement supporting the reservation of Channel 3 in College Station for non-commercial educational use. No oppositions to the proposal reservation were filed.

Conclusions

695. In view of the foregoing, the reservation of Channel 3 for non-commercial educational use in College Station, Texas, is finalized.

[148] The counterproposals of South Texas Television Company, and KTRH Broadcasting Company and Shamrock Broadcasting Company, requested that Channels 12 and 6 be assigned to Beaumont and Port Arthur separately, rather than to Beaumont-Port Arthur. The Commission has denied these counterproposals elsewhere in this Report.

[149] Trinity Broadcasting Corporation, Dallas, Texas, filed a counterproposal which, among other things, would change the VHF assignment in Waco to Channel 10. However, the Trinity counterproposal has been denied elsewhere in this Report.

LAREDO, TEXAS: EDUCATIONAL RESERVATION

696. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 15 in Laredo, Texas, for non-commercial educational use.

(b) **Statement in Support of Reservation.** The JCET filed a statement supporting the reservation of Channel 15 in Laredo, Texas, for non-commercial educational purposes and submitted a statement of the Superintendent of Catholic Schools at Beeville, supporting the reservation. No opposition to the proposed reservation has been filed.

Conclusions

697. In view of the foregoing, the reservation of Channel 15 for non-commercial educational use in Laredo is finalized.

SAN ANGELO, TEXAS: EDUCATIONAL RESERVATION

698. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 23 in San Angelo, Texas, for non-commercial educational use.

(b) The City Manager of San Angelo supported the reservation of Channel 23 in San Angelo for non-commercial educational use stating that the City Commission had pledged cooperation in sharing the costs of construction of a television station. The JCET submitted a statement in support of the reservation, including statements of the San Angelo Public Schools and San Angelo College. No oppositions to the proposed reservation have been filed.

Conclusions

699. In view of the foregoing, the reservation of Channel 23 for non-commercial educational use in San Angelo is finalized.

TEXARKANA, TEXAS: EDUCATIONAL RESERVATION

700. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 18 in Texarkana, Texas, for non-commercial educational use.

(b) The JCET supported the reservation of Channel 18 in Texarkana for non-commercial educational use and submitted a statement of the Superintendent of Texarkana Public Schools expressing an interest in and need for the reservation. No oppositions to the proposed reservation have been filed.

Conclusions

701. In view of the foregoing, the reservation of Channel 18 for non-commercial educational use in Texarkana is finalized.

EL PASO, TEXAS: EDUCATIONAL RESERVATION

702. (a) **Proposed Reservation.** In the Third Notice, the Commission proposed the reservation of Channel 7 in El Paso, Texas, for non-commercial educational use.

(b) Texas Western College of El Paso supported the reservation of Channel 7 in El Paso for non-commercial educational use. No oppositions to the proposed reservation have been filed.

Conclusions

703. In view of the foregoing, the reservation of Channel 7 for non-commercial educational use at El Paso is finalized.

FORT WORTH, TEXAS: EDUCATIONAL RESERVATION

704. (a) **Proposed Reservation.** In the Third Notice, the Commission proposed the reservation of Channel 26 in Fort Worth, Texas, for non-commercial educational use.

(b) The JCET filed a statement supporting the reservation of Channel 26 in Fort Worth for non-commercial educational use and submitted a statement of the Director of the Fort Worth Association supporting the reservation. No oppositions to the proposed reservation have been filed.

Conclusions

705. In view of the foregoing, the reservation of Channel 26 for non-commercial educational use in Fort Worth is finalized.

GALVESTON, TEXAS: EDUCATIONAL RESERVATION

706. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 47 for non-commercial educational use in Galveston, Texas.

(b) The JCET filed a statement supporting the reservation of Channel 47 in Galveston for non-commercial educational use and submitted a statement of the Acting Superintendent of Galveston Independent Schools indicating an interest in the reservation. No oppositions to the proposed reservation have been filed.

Conclusions

707. In view of the foregoing, the reservation of Channel 47 for non-commercial educational use in Galveston, Texas, is finalized.

CORPUS CHRISTI, TEXAS, EDUCATIONAL RESERVATION

708. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 16 in Corpus Christi, Texas, for non-commercial educational use.

(b) The Superintendent of the Corpus Christi Independent School District suported the reservation of Channel 16 in Corpus Christi for non-commercial educational use. The JCET also filed a statement supporting the reservation including testimony of the Dean and Acting President of the University of Corpus Christi expressing the interest of the University in the reservation. The JCET also submitted a statement of the Superintendent of Catholic Schools at Beeville, Texas, supporting the reservation and promising cooperation with other educational institutions in the area. No oppositions to the proposed reservation have been filed.

Conclusions

709. In view of the foregoing, the reservation of Channel 16 for non-commercial educational use in Corpus Christi is finalized.

AUSTIN, TEXAS: EDUCATIONAL RESERVATION

710. (a) **Proposed Reservation.** In the Third Notice the Commission proposed to reserve Channel 30 in Austin, Texas, for non-commercial educational use.

(b) The University of Texas supported the reservation of Channel 30 in Austin for non-commercial educational use, stating that the Board of Regents had instructed the Chancellor and officials of the University to continue the development of plans for the establishment of a non-commercial educational television station. No oppositions to the proposed reservation were filed.

Conclusions

711. In view of the foregoing, the reservation of Channel 30 for non-commercial educational use in Austin is finalized.

MORGANTOWN, WEST VIRGINIA: EDUCATIONAL RESERVATION

712. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of Channel 24 for Morgantown.

(b) West Virginia University supported the reservation of Channel 24 in Morgantown for non-commercial educational use. No objection was filed to the proposed reservation.

Conclusions

713. In view of the foregoing the reservation of Channel 24 in Morgantown for non-commercial educational use is finalized.

CHARLOTTE, HIGH POINT, WINSTON-SALEM, NORTH CAROLINA; PRINCETON, BECKLEY, WEST VIRGINIA

714. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Greensboro, N. C.	2	*51, 57
Charlotte, N. C.	3, 9	36, *42
High Point, N. C.		15
Winston-Salem, N. C.	12	26, *32
Princeton, West Va.		
Beckley, W. Va.		21

(b) **Census Data.** The standard metropolitan area of Charlotte has a population of 197,000 and the City of Charlotte has a population of 134,000. The Greensboro-High Point standard metropolitan area has a population of 191,000 and the City of High Point has a population of 40,000. The City of Greensboro has a population of 74,000. The standard metropolitan area of Winston-Salem has a population of 146,000 and the City of Winston-Salem has a population of 88,000. The City of Princeton has a population of 8,000. The City of Beckley has a population of 19,000.

(c) **Existing Stations.** Jefferson Standard Broadcasting Company is licensed for the operation of Station WBTV, Charlotte, on Channel 3. Greensboro News Company is licensed for the operation of Station WFMY-TV, Greensboro, on Channel 2.

Charlotte

715. (a) **Joint Counterproposal of The Broadcasting Company of the South and Inter-City Advertising Company, Charlotte, North Carolina.** In a joint counterproposal The Broadcasting Company of the South and Inter-City Advertising Company requested the additional assignment of Channel 6 to Charlotte, by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Augusta, Georgia	6, 12		†7, 12	
Charlotte, N. C.	3, 9	36, *42	3, †6, 9	36, *42
Wilmington, N. C.	6	29, *35	†12	29, *35
Charleston, S. C.	2, 5, *13		2, †4, *13	
Columbia, S. C.	7, 10	*19, 25	†5. 10	*19. 25

(b) **Statement in Support of Broadcasting Company of the South and Inter-City Advertising Company Counterproposal.** It was urged that the adoption of the counterproposal would not result in the reduction of the number of assignments proposed by the Commission and that the size and economic importance of Charlotte warranted the assignment of a third VHF channel to that community.

(c) The closest co-channel assignment separations resulting from the requested changes in assignments would be at a distance of 183 miles on Channel 5 between Raleigh, North Carolina, and Columbia, South Carolina; a distance of 183 miles on Channel 12 between Winston-Salem, North Carolina, and Wilmington, North Carolina; and a distance of 180 miles on Channel 6 between Knoxville, Tennessee, and Charlotte, North Carolina.

(d) **Oppositions and Conflicting Counterproposals to Broadcasting Company of the South and Inter-City Advertising Company.** Oppositions and conflicting counterproposals were filed by High Point Enterprises, Inc., High Point, North Carolina; Piedmont Publishing Company and Winston-Salem Broadcasting Company, Winston-Salem, North Carolina; Daily Telegraph Printing Company, Bluefield, West Virginia; Radio Augusta, Inc., Augusta, Georgia; Southeastern Broadcasting Company and Middle Georgia Broadcasting Company, Macon, Georgia, and Joe L. Smith, Jr., Inc., Beckley, West Virginia.

(e) **The Charlotte Educational Reservation.** Davidson College, Davidson, North Carolina, and JCET supported the reservation of Channel 42 at Charlotte. The JCET submitted a resolution of the Charlotte Board of School Commissioners suporting the reservation. No objection was filed to this proposed reservation.

High Point

716. (a) **Counterproposal of High Point Enterprises, Inc., High Point, North Carolina.** High Point Enterprises, Inc., requested the additional assignment of VHF Channel 6 to High Point, North Carolina, without making any other changes in the assignments proposed in the Third Notice.

(b) **Statement in Support of High Point Enterprises, Inc., Counterproposal.** It was recognized by High Point Enterprises, Inc., that the operation of Channel 6 at High Point would result in the co-channel operation of that channel at Richmond, Virginia, and Wilmington, North Carolina, at distances of 178 and 166 miles, respectively, from High Point. It was urged, however, that there would be no difficulty in meeting the 170 mile required separation between transmitters; and, moreover, that a separation of 134.5 miles was all that was required to protect Grade A service and that the separations proposed by High Point Enterprises, Inc., on Channel 6 would exceed that distance.

(c) **Oppositions and Conflicting Counterproposals to High Point Enterprises, Inc., Counterproposal.** Conflicting counterproposals were filed by Broadcasting Company of the South and Inter-City Advertising Company, Charlotte, N. C.;

Piedmont Publishing Company and Winston-Salem Broadcasting Company, Winston-Salem, N. C.; Daily Telegraph Printing Company, Bluefield, West Virginia, and Joe L. Smith, Jr. Inc., Beckley, West Virginia. Havens & Martin opposed the High Point counterproposal.

Winston-Salem

717. (a) **Counterproposal of Piedmont Publishing Company and Winston-Salem Broadcasting Company.** In identical counterproposals Piedmont Publishing Company and Winston-Salem Broadcasting Company requested the additional assignment of VHF Channel 6 to Winston-Salem, without making any other changes in the assignments proposed by the Commission in the Third Notice.

(b) **Statement in Support of the Piedmont Publishing Company and Winston-Salem Broadcasting Company Counterproposal.** It was urged that the assignment of Channel 6 to Winston-Salem would comply with the Commission's requirement for minimum co-channel and adjacent channel separation; that the nearest co-channel assignment would be at Richmond, at a distance of 185 miles. It was further urged that the size and economic importance and population of the area justified the assignment of a third VHF channel to that community; and that the resources of the community were adequate to support a third VHF channel.

(c) The counterproposal would in addition result in a co-channel assignment separation of 183 miles on Channel 6 between Winston-Salem and Wilmington, North Carolina.

(d) **Oppositions and Conflicting Counterproposals to Piedmont and Winston-Salem Counterproposals.** Conflicting counterproprosals were filed by Broadcasting Company of the South and Inter-City Advertising Company, High Point Enterprises, Inc., Daily Telegraph Printing Company, Joe L. Smith, Jr. Inc., Beckley, West Virginia. Havens and Martin, Inc., Richmond, Virginia, opposed the foregoing counterproposals.

(e) **The Winston-Salem Educational Reservation.** The Winston-Salem Teachers College supported the reservation of Channel 32 at Winston-Salem for non-commercial educational use. No opposition to the reservation was filed.

Princeton

718. (a) **Counterproposal of Daily Telegraph Printing Company, Bluefield, West Virginia.** In a counterproposal to the Commission's Third Notice the Daily Telegraph Printing Company requested the assignment of VHF Channel 6 to Princeton, West Virginia, without any other changes in the assignments proposed in the Third Notice.

(b) **Statement in Support of Daily Telegraph Counterproposal.** Daily Telegraph urged that a grant of the counterproposal would not adversely affect any assignment proposed by the Commission in the Third Notice. It was urged that the counterproposal complies with the priorities outlined in the Commission's Third Notice; that there are no co-channel or adjacent channel assignments within 180 or 170 miles, respectively, from Princeton, West Virginia; and that a grant of the counterproposal would constitute the only Grade A VHF television service to a substantial number of people. In further support of the counterproposal it was urged that UHF is not satisfactory for the area in view of the rugged and mountainous terrain surrounding Princeton.

(c) The counterproposal would result in a 185 mile co-channel assignment separation between Princeton and Knoxville, Tennessee on Channel 6 in Zone II.

(d) **Opposition and Conflicting Counterproposals to Daily Telegraph Counterproposal.** Oppositions and conflicting counterproposals were filed by Broadcasting Company of the South and Inter-City Advertising Company, High Point Enterprises, Inc., Piedmont Publishing Co., Winston-Salem Broadcasting Company, and Joe L. Smith, Jr., Inc., Beckley, West Virginia.

Beckley

719. (a) **Counterproposal of Joe L. Smith, Jr. Inc.,** Joe L. Smith, Jr. Inc., requested the additional assignment of Channel 6 to Beckley without making any other changes in the channels proposed in the Third Notice.

(b) **Statement in Support of Joe L. Smith, Jr. Inc., Counterproposal.** Joe L. Smith, Jr. Inc., stated that the assignment of Channel 6 at Beckley would be in accordance with the assignments proposed by the Commission in the Third Notice. The assignment of Channel 6 at Beckley complies with the minimum spacings adopted herein.

(c) **Oppositions and Conflicting Counterproposals to Joe L. Smith, Jr. Inc., Counterproposal.** Oppositions and conflicting counterproposals were filed by Winston-Salem Broadcasting Company and Piedmont Publishing Company, both of Winston-Salem, North Carolina; Daily Telegraph Printing Company, Bluefield, West Virginia; Broadcasting Company of the South and Inter-City Advertising Company, both of Charlotte, North Carolina; and High Point Enterprises, Inc., High Point, North Carolina. Winston-Salem Broadcasting Company suggested that Channel 9 could be utilized in Beckley in lieu of Channel 6; and WSAZ, Inc., suggested that Channel 4 could be utilized in Beckley in lieu of Channel 6.

(d) The assignment of Channel 9 in Beckley would not comply with the minimum separations adopted in this Report. The assignment of Channel 9 in Beckley would create co-channel assignment separations of 160 miles from Beckley to Wheeling, West Virginia, and 177 miles from Beckley to Charlotte, North Carolina.

(e) The assignment of Channel 4 in Beckley would likewise not comply with the minimum co-channel assignment separations adopted in this Report. The assignment of Channel 4 in Beckley would create a co-channel assignment separation between Beckley and Chapel Hill, North Carolina, on Channel 4 of 176 miles under Plan 1, and between Chapel Hill and Bristol, Tennessee, on Channel 5 of 178 miles under Plan 2, both separations being in Zone II.

Conclusion: The Educational Reservations in Charlotte and Winston-Salem

720. On the basis of the record the reservation of Channel 42 in Charlotte and Channel 32 in Winston-Salem for non-commercial educational use are finalized.

Conclusions: Requests for VHF Assignments

721. The counterproposals seeking the additional assignment of a VHF channel to Charlotte, High Point, Winston-Salem and Princeton would result in the following co-channel assignment separations below 190 miles in Zone II:

Counterproposal	Channel
Broadcasting Co. of the South and Inter-City Adv. Co.	(5 (12 (6 (
High Point Enterprises, Inc.	6
Winston-Salem Broadcasting Co. and Piedmont Publishing Co.	6
Daily Telegraph Printing Co.	6

722. Since these separations in Zone II are below the minimum for this area, the counterproposals must be denied. Accordingly, the counterproposals of Broadcasting Company of the South and Inter-City Advertising Company, High Point Enterprises, Inc., Piedmont Publishing Company, Winston-Salem Broadcasting Company and Daily Telegraph Printing Company are denied.

723. With respect to the addition of a VHF assignment to Beckley, the suggested assignment of Channel 4 and 9 to this city would result in the following co-channel assignment separations below 170 miles in Zone I and 190 miles in Zone II:

Party	Channel
Winston-Salem Broadcasting Co.	9
WSAZ, Inc. Plan 1	4
WSAZ, Inc. Plan 2	5

724. Since these separations in Zones I and II are below the minimum for these areas the counterproposals must be denied. Accordingly, the counterproposals of WSAZ, Inc., and Winston-Salem Broadcasting Company are denied in so far as they request the assignment of VHF Channel 4 or VHF Channel 9.

725. The assignment of Channel 6 to Beckley would comply with the minimum separations adopted and in our view should be made. Accordingly, the counterproposal of Joe L. Smith, Jr., Inc. is granted.

Final Assignments

726. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Greensboro, N. C.	2	*51, 57
Charlotte, N. C.	3, 9	36, *42
High Point, N. C.		15
Winston-Salem, N. C.	12	26, *32
Beckley, W. Va.	6	21

NORFOLK-PORTSMOUTH, AND NEWPORT NEWS, VIRGINIA

727. (a) **Proposed Assignments and Reservations:** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Newport News		33
Norfolk-Portsmouth	10, 12	15, *21, 27

(b) **Census Data.** The standard metropolitan area of Norfolk-Portsmouth has a population of 446,000. The City of Norfolk has a population of 214,000. The city of Portsmouth has a population of 80,000. The City of Newport News has a population of 42,000.

(c) **Existing Station:** The WTAR Radio Corporation is licensed to operate station WTAR-TV on Channel 4 at Norfolk. The licensee has been ordered to show cause why the license of WTAR-TV should not be modified to specify Channel 10 in lieu of Channel 4.

Cities	Mileage
Raleigh, N.C.-Columbia, S.C.	183
Winston-Salem, N.C.-Wilmington, N.C.	183
Knoxville, Tenn.-Charlotte, N.C.	180
Wilmington, N.C.-High Point N.C.	166
Winston-Salem, N.C.-Wilmington, N.C.	183
Princeton, W. Va.-Knoxville, Tenn.	185

Norfolk-Portsmouth

728. (a) **First Alternative Counterproposal and Answer to Order to Show Cause of WTAR Radio Corporation.** In a counterproposal to the Commission's Third Notice and in its Answer to the Commission's Order to Show Cause, WTAR objected to the proposal to modify the license of WTAR-TV to specify Channel 10 in lieu of Channel 4. In its counter-proposal to the assignments proposed in the Third Notice, WTAR Radio Corporation requested the assignment of Channel 3 to Norfolk-Portsmouth for the operation of WTAR-TV by the following changes in the assignments proposed in the Third Notice:

Cities	Zone	Mileage
Beckley-Wheeling	I	160
Beckley-Charlotte	II	177
Beckley-Chapel Hill	II	176
Chapel Hill-Bristol	II	178

City	Third Notice		Counterproposal I	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Norfolk-Portsmouth, Va.	10, 12	15, *21, 27	3†, 10	15, *21, 27
Richmond, Va.	3, 6	*23, 29	6, 12†	*23, 29

(b) **Statement in Support of WTAR Counterproposal I.** In support of its first alternative counterproposal and in opposition to the Commission's Order to Show Cause, WTAR Radio Corporation argued that WTAR-TV has been in operation since April 2, 1950, on Channel 4; that the shift to Channel 10 would involve costs to the licensee in the amount of $56,000; that additional revenue would be lost as a result of the three to four week period of conversion; and that the public would be deprived of its only available television service during this period. It was further urged that the assignment of Channel 3 to Norfolk and Channel 12 to Richmond were technically feasible and would comply with the Commission's standards for minimum separation of co-channel and adjacent

UHF

or

VHF

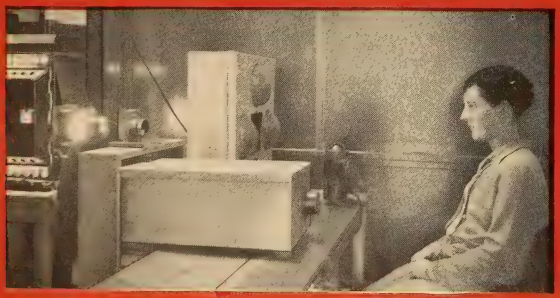
There are 25 years of television experience behind our ability to supply ALL your TV equipment needs.....

GENERAL ELECTRIC TV 'FIRSTS' PIONEER TRANSMITTER AND

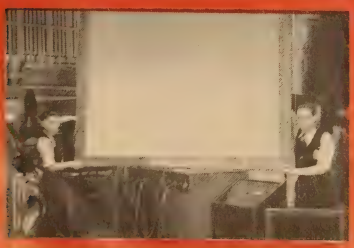
25 YEARS AGO...



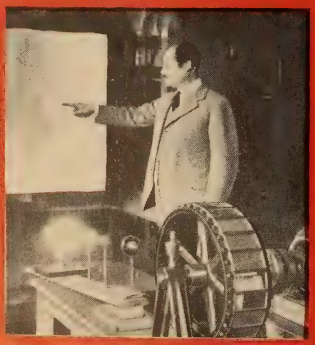
First Home TV Receiver. In 1927, at Schenectady, Dr. Alexanderson reveals his console model with a tiny 3" screen. The receiver used a rotating perforated disc to scan the image. Sound was received on a different wave length through speaker at right.



First Television "Camera." As light from electric arc at left is projected through 48 holes of revolving disc, the flashes are picked up by 4 electric eyes protruding from wooden frame on table. The impulses are then broadcast much the same as any radio message



First Theatre Television. In May, 1930, Dr. Alexanderson produced a picture 7 feet square on a screen in [illegible] Theatre, Schenectady. Receiver used a light [illegible] by Dr. August Karolus.



First Television "Transmitter" is demonstrated by its inventor. Each of the 24 mirrors mounted on a wheel of the machine was set at a different angle to televise an image before 7 photocells.



First Remote Pickup. Pioneer G-E equipment at Albany, 15 miles from Schenectady, picked up the image and voice of Governor Alfred E. Smith accepting Democratic presidential nomination.

Complete 1952 Line of Broadcast Equipment Shows Startling Advance in Electronic Science

ON December 16, 1926, when Dr. E. F. W. Alexanderson, famed General Electric scientist, first demonstrated a system for transmitting pictures by radio, The New York Times hailed the event as a major achievement in electronic science.

This prolific inventor, who was issued a patent on an average of every 7 weeks during his 45-year active tenure with the company, established the tradition of bold, challenging television research that sparks the efforts of G-E engineers today. The first home receiver, the first remote pickup, the first theatre projection of TV—all were developed in Alexanderson's laboratory. He and his associates have kept up the pace for 25 years.

You can put your confidence in—

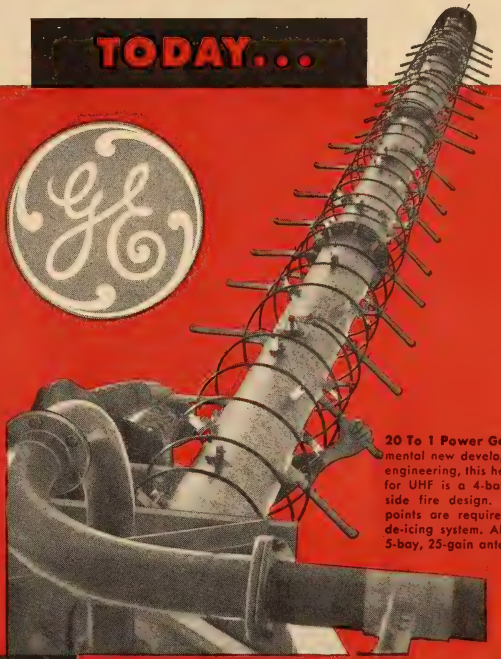
SPAN QUARTER CENTURY FROM RECEIVER TO LATEST UHF EQUIPMENT

TODAY...

Today, with the greatest new industry in America on the threshold of unprecedented expansion—with UHF channels soon to be claimed by scores of applicants—G.E.'s latest television developments deserve your attention. Complete studio units for VHF and UHF operation, television transmitters ranging in power from 100 watts to 50 kw, and antenna systems with effective power gains up to 25 times—are available to existing stations and prospective broadcasters.

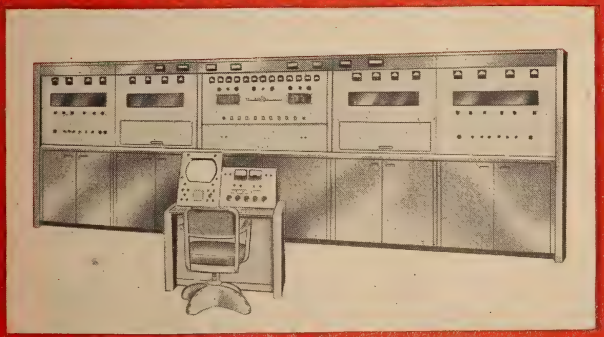
In an expensive business, it pays to examine carefully your investment in basic station equipment. Here at Electronics Park we believe we have the most modern television factory in the world. We'd like you to see it before you make any equipment decisions. Your General Electric Broadcast Man will be glad to make the arrangements.

General Electric Company, Electronics Park, Syracuse, N. Y.



20 To 1 Power Gain! A fundamental new development of G-E engineering, this helical antenna for UHF is a 4-bay radiator of side fire design. Only 4 feed points are required. Simplified de-icing system. Also available: 5-bay, 25-gain antenna.

GENERAL ELECTRIC



World's Most Powerful UHF Television Transmitter. This 12 kw unit offers a unique frequency control system. One crystal oscillator controls both the visual and the aural carriers, locking them together with a fixed separation of 4.5 mc. A number of broadcasters have already placed orders for this UHF transmitter.



High-Power UHF Klystron Tube. A successful solution to the difficult problem of high power at UHF. Designed and built to G-E specifications, this tube's remarkable amplification and extreme stability actually make high-power UHF television a reality.

channel stations. In support of the counterproposal it was urged that the operation of Channel 3 in Norfolk would result in a total gain of service; that the interference free area of a station operating on Channel 3 would be greater than the operation of a station on Channel 12 in Norfolk. It was also urged that as a result of the exchange of Channels 3 and 12 between Norfolk and Richmond, the area which would receive interference-free service and the area which would receive Grade A service would be increased.

(c) **Oppositions and Conflicting Counterproposals to the WTAR Counterproposal I.** An opposition to the counterproposal of WTAR Broadcasting Company was filed by Larus and Brother Company, Inc., Richmond, Virginia, urging that the operation of Channel 3 in Richmond would provide Grade B service to a greater area than the operation of Channel 12 in Richmond. A conflicting counterproposal was filed by Hampton Roads Broadcasting Corporation, Newport News.

(d) **Second Alternative Counterproposal of WTAR Broadcasting Company.** In its second alternative counterproposal to the assignments proposed by the Commission in the Third Notice, WTAR Broadcasting Company requested the additional assignment of VHF Channel 2 to Norfolk and modification of the WTAR-TV license to specify operation on that channel without changes in any other assignments proposed by the Commission in the Third Notice.

(e) **Statement in Support of WTAR Counterproposal II.** In support of this counterproposal it was urged by WTAR Broadcasting Corporation that in the event that the Commission assigned Channel 2 to Norfolk, WTAR would have no objection to shifting the frequency of WTAR-TV from Channel 4 to Channel 2. It was further urged that the assignment of Channel 2 to Norfolk would provide a third VHF channel to the area; that the population of the standard metropolitan area of Norfolk-Portsmouth was 13½% of the population of the State of Virginia and that the assignment of a third VHF channel, or a sixth channel, to Norfolk-Portsmouth was in accordance with the mandates of Section 307(b) of the Communications Act. It was recognized by the WTAR Radio Corporation that the minimum co-channel separation which would result under this alternative counterproposal would be 169 miles from Norfolk to Baltimore on Channel 2 and that this separation was below the minimum proposed by the Commission.

(f) **Oppositions and Conflicting Counterproposal to WTAR Counterproposal II.** The A. S. Abell Company licensee of WMAR-TV, Baltimore, Maryland, opposed the second alternative counterproposal of the WTAR Radio Corporation asserting that interference would result to the service area of WMAR-TV as a result of the reduced separation on Channel 2 between Baltimore and Norfolk. A conflicting counterproposal was filed by Hampton Roads Broadcasting Company, Newport News.

Newport News

729. (a) **The Counterproposal of Hampton Roads Broadcasting Corporation.** Hampton Roads Broadcasting Corporation requested the additional assignment of VHF Channel 12 to Newport News by deleting that channel from Norfolk-Portsmouth and replacing it with VHF Channel 2 as follows:

	Third Notice		Counterproposal	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Newport News, Va.		33	12†	33
Norfolk-Portsmouth, Va.	10, 12	15, *21, 27	2†, 10	15, *21,27

(b) **Statement in Support of Hampton Roads Broadcasting Corp. Counterproposal.** Hampton Roads urged that the economic and industrial importance of Newport News warrants the assignment of a first VHF channel; that the cities of Norfolk - Portsmouth - Newport News had previously been classified as a metropolitan district in the Hampton Roads area; that in the television assignments proposed by the Commission in April of 1947 and in July of 1949 the Norfolk-Portsmouth-Newport News were treated as one unit and were made a common assignment. It was urged that Hampton Roads is a 50-square mile harbor and serves the ports of Norfolk, Portsmouth and Newport News; that the Hampton Roads area has traditionally been considered as a composite area; that Newport News is situated across the Bay at a distance of 11.7 miles north of Norfolk; that Newport News has many large and diversified industrial activities. It was urged by Hampton Roads Broadcasting Corporation that Newport News, with a population of 41,551 and a thriving industrial capacity warrants the assignment of at least one VHF channel, particularly when no other community under the Hampton Roads proposal would be deprived of television service by making the changes requested in the counterproposal. It was recognized by Hampton Roads Broadcasting Corporation that a co-channel separation of 169 miles would result from the operation of Channel 2 at Norfolk and Baltimore.

(c) **Oppositions and Conflicting Counterproposals to Hampton Roads Counterproposal.** A. S. Abell, Baltimore, and the Beach View Broadcasting Corporation of Norfolk both opposed the counterproposal of Hampton Roads because of the 169 miles separation that would be created by a grant thereof. WTAR Radio Corp. filed a conflicting counterproposal.

(d) **The Norfolk-Portsmouth Educational Reservation.** The JCET and the School Board of Norfolk supported the reservation of Channel 21 in Norfolk-Portsmouth for non-commercial educational use. No objection was made to the proposed reservation.

Conclusions: The Norfolk-Portsmouth Educational Reservation

730. On the basis of the record, the reservation of Channel 21 in Norfolk-Portsmouth for non-commercial educational use is finalized.

Conclusions: Additional VHF Assignments in Norfolk-Portsmouth and Newport News

731. The counterproposals seeking the additional assignment of a VHF channel to Norfolk-Portsmouth (WTAR second alternative counterproposal) and to Newport News would result in the following co-channel assignment separation below 170 miles in Zone I:

Channel	Cities	Miles
2	Norfolk-Baltimore (WMAR-TV)	169

Since the minimum assignment separation of co-channel stations in Zone I is 170 miles these counterproposals must be denied. Accordingly, the second alternative counterprosal of WTAR Broadcasting Company and the counterproposal of Hampton Roads Broadcasting Company are denied.

Under the 1940 census Norfolk-Portsmouth-Newport News were contained in one metropolitan district. Under the revised 1950 census definitions Newport News was not included within the same area, since Newport News is located in Warwick County, whereas, Norfolk and Portsmouth are located in Norfolk County. We do not believe, however, that the census definitions should be controlling here for assignment purposes. Newport News is located 11.7 miles from Norfolk and the record establishes that the Norfolk-Portsmouth-Newport News area has traditionally been regarded as a unit and that there is a high degree of common interests within these three cities. Accordingly, although the counterproposal of Hampton Roads cannot be granted because of the violation of our standards for minimum co-channel spacing resulting under its proposal, we believe that the proposal of Hampton Roads should be granted in part by making available to Norfolk-Portsmouth-Newport News the channels assigned to each of these cities. It is our view that the first alternative counterproposal of WTAR is meritorious and it is therefore granted as modified above.

Conclusions: Answer to Show Cause Order and First Alternative Counterproposal of WTAR Broadcasting Company

732. The first alternative counterprosal of WTAR Radio Corporation for the assignment of Channel 3 to Norfolk is in compliance with the Commission's standards and is consistent with the counterproposals of Shenandoah Valley Broadcasting Corporation, Harrisonburg, Virginia, and WSAZ, Inc., Huntington, West Virginia, both of which have been granted elsewhere in this Report.

733. It is our view that the first alternative counterproposal of WTAR Radio Corporation is meritorious, and it is therefore granted. An appropriate authorization will be issued to WTAR Radio Corporation to specify operation of WTAR-TV on Channel 3.

Final Assignments and Reservations

734. The following assignments and reservation are adopted:

City	Channel No.
Norfolk-Portsmouth-Newport News	3, 10, 15, *21, 33
Norfolk-Portsmouth [150]	27

[150] Channel 27 cannot be used under the table of minimum separations in Newport News. Accordingly, Channel 27 is assigned to Norfolk-Portsmouth only.

RICHMOND, CHARLOTTESVILLE AND PETERSBURG, VIRGINIA

735. (a) **Prosoped Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Charlottesville		45
Petersburg	8	41
Richmond	3, [151] 6	*23, 29

(b) **Census Data.** The Standard metropolitan area of Richmond has a population of 328,000 and the City of Richmond has a population of 230,000. The City of Charlottesville has a population of 26,000. The City of Petersburg has a population of 35,000.

(c) **Existing Station.** Havens and Martin, Inc., is licensed for the operation of WTVR, Richmond, on Channel 6.

Richmond

736. (a) **Counterproposals of Larus and Brother Company, Inc. and Richmond Newspapers, Inc.** Larus and Brother Company, Inc. and Richmond Newspapers, Inc. requested the additional assignment of VHF Channel 8 to Richmond by deleting that channel from Petersburg, Virginia and substituting therefor UHF Channel 59.

(b) **Statement in Support of Larus and Brother and Richmond Newspapers Counterproposal.** Larus and Brother Co., Inc. and Richmond Newspapers, Inc. urged that the economic importance and population of Richmond as compared with Petersburg justifies the deletion of Channel 8 from Petersburg and the assignment of that channel to Richmond. It was urged that the population of the City of Richmond had increased by more than 19%, and the population of the standard metropolitan area by more than 24% since 1940. It was also contended that its counterproposal would comply with the Commission's standards for minimum separation of co-channel and adjacent channel assignments. It was pointed out that the closest co-channel assignment on Channel 8 from Richmond would be at Lancaster, Pennsylvania, a distance of 184 miles. In further support of the counterproposal it was urged that the operation of Channel 8 at Richmond would render service to a substantial area and population; that the operation of Channel 8 at Richmond would result in a net gain of coverage; and that the area losing Grade B service would be served by from two to nine other services. It was also urged that the operation of VHF Channel 8 at Richmond would provide Grade A service to Petersburg. In further support of the counterproposal of Richmond Newspapers, Inc. it was urged that a minimum of three or four VHF assignments is required in Richmond to afford the required number of major outlets and to avoid monopoly.

(c) **Oppositions and Conflicting Counterproposals to the Larus and Brother and Richmond Newspapers Counterproposals.** An opposition to the counterproposals was filed by

[151] In accordance with our decision to grant the counterproposal of WTAR Radio Corp., Norfolk, we have adopted the assignment of Channel 12 in Richmond in lieu of Channel 3 as proposed in the Third Notice.

Louis H. Peterson, Petersburg, Virginia.[152] In the opposition it was urged that Channel 8 be retained in Petersburg. It was asserted that the City of Petersburg was not part of the Richmond standard metropolitan area and that the distance between the cities was 23 miles. It was urged that the deletion of Channel 8 from Petersburg and the assignment of that channel to Richmond would result in a substantial loss of the only VHF Grade B service to persons residing along the Virginia-North Carolina boundary. It was asserted that the operation of Channel 8 at Petersburg would render service to a large area and population. The City of Charlottesville, the Chamber of Commerce of Charlottesville, Virginia, and Barham and Barham, Radio Station WCHV filed a conflicting counterproposal to that of the Richmond parties.

(d) **The Richmond educational reservation.** The City of Richmond supported the reservation of Channel 23 in Richmond for non-commercial educational use. No objection was filed to the reservation.

Charlottesville

737. (a) **Joint Counterproposal of City of Charlottesville, the Chamber of Commerce of Charlottesville, Virginia, and Barham and Barham, Radio Station WCHV.** In a joint counterproposal the Charlottesville parties requested the deletion of VHF Channel 8 from Petersburg and the assignment of that channel to Charlottesville and the substitution of UHF Channel 59 in Petersburg for the deleted channel.

(b) **Statement in Support of Charlottesville Counterproposal.** The Charlottesville parties urged that if Channel 8 were assigned to Charlottesville it was proposed to locate the transmitter at Bucks Elbow, at a distance of 13¾ miles from the city and at an elevation of 2,450 feet above average terrain and 3,180 feet above mean sea level. It was urged that the operation of Channel 8 at Charlottesville as proposed at the mountain site would render service to very large area and population. It was further stated that the operation of VHF Channel 8 from a downtown site in Charlottesville would also render the first VHF service to a large area in the northern portion of the State of Virginia. It was also contended that a grant of the counterproposal would be consistent with the Commission's standards for minimum separation of co-channel and adjacent channel assignments. In addition it was urged that the closest station which could render Grade A service to the area of Charlottesville was assigned to Waynesboro on Channel 42 at a distance of 23 miles and that the Blue Ridge Mountains separate the two cities with elevations of about 3,000 feet. It was concluded that it was unlikely that satisfactory service would be provided to the city of Charlottesville from the operation of a UHF channel.

(c) **Oppositions and Conflicting Counterproposals to the Charlottesville Counterproposal.** Oppositions to the foregoing joint counterproposal were filed by Larus and Brother Company, Inc., and Richmond Newspapers, Inc., both of Richmond, urging that it was inappropriate to consider the use of Channel 8 in Charlottesville operating with a transmitter site assumed at a mountain. It was urged that the use of Channel 8 at the downtown site of Charlottesville would not provide service to as many persons as would be served by the operation of that station from either Richmond or Petersburg. It was also urged in the opposition that the use of Bucks Elbow mountain site would be equally advantageous in the UHF and that Channel 64 could be assigned to Charlottesville. An opposition to the counterproposal was also filed by Louis H. Peterson. WSAZ, Inc. has filed an opposition to this counterproposal since it would involve the assignment of Channel 8 in Charlottesville, a distance of 173 miles from Charleston, West Virginia, where WSAZ-TV proposed the assignment of Channel 8.

(d) **The Charlottesville Educational Reservation.** The University of Virginia supported the reservation of Channel 45 in Charlottesville for non-commercial educational use. No objections were made to the reservation.[153]

Conclusions: Educational Reservations in Richmond and Charlottesville

738. On the basis of the record the reservation of Channel 23 and 45 at Richmond and Charlottesville, respectively, for non-commercial educational use are finalized.

Conclusions: Additional VHF Assignments in Richmond and Charlottesville

739. We are of the view that no basis has been established on the record for the deletion of Channel 8 assigned to Petersburg in order to assign that channel to Richmond or Charlottesville.

740. We are of the view that the deletion of the sole VHF channel from Petersburg, a city of 35,000, in order to assign a third VHF channel to Richmond or a total of five channels to that city is in view of the circumstances presented unwarranted. Similarly, we believe that the assignment of a VHF channel to Charlottesville at the expense of deleting the only VHF channel proposed for Petersburg, a larger community, is unwarranted. It is recognized that Charlottesville would not, under the Third Notice, have any commercial assignments. However, one of the parties has proposed the use of Channel 64 in Charlottesville for that purpose and we find that this channel should be assigned to Charlottesville.

741. In view of the foregoing, the counterproposals of Larus and Brother Company, Inc., and Richmond Newspapers, Inc., and the counterproposal of the City of Charlottesville, the Chamber of Commerce of Charlottesville, Virginia, and Barham and Barham, Radio Station WCHV, are denied.

Final Assignments and Reservations

742. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Charlottesville		*45, 64
Petersburg	8	41
Richmond	6, 12	*23, 29

BLACKSBURG, DANVILLE, LYNCHBURG, AND ROANOKE, VIRGINIA

743. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Blacksburg		*60
Danville		24
Lynchburg	13	16
Roanoke	7, 10	27, *33

(b) **Blacksburg Educational Reservation.** The JCET supported the reservation of Channel 60 in Blacksburg for non-commercial educational use. No objection was made to the proposed reservation.

(c) **Roanoke Educational Reservation.** The JCET and the Virginia Polytechnic Institute supported the reservation of Channel 33 in Roanoke for non-commercial educational use. No objection was made to the proposed reservation.

(d) **Danville.** The population of the city of Danville is 35,000. Piedmont Broadcasting Corporation filed a sworn statement in support of the Commission's proposed assignment for Danville, Virginia, stating that the location, size and economic position of Danville require and can readily sustain a television broadcast station. No opposition to the Commission's proposed assignment for Danville has been filed in this proceeding.

(e) **Lynchburg.** The city of Lynchburg has a population of 48,000. Lynchburg Broadcasting Corporation, Lynchburg, Virginia, filed a sworn statement supporting the Commission's proposed assignments for Lynchburg, Virginia. In the sworn statement it was asserted that the City of Lynchburg is within 14 miles of the geographical center of the State of Virginia, and is the dominant city in the area in which it is located; that Lynchburg is the geographical, economic and cultural center of central Virginia and that the assignments proposed by the Commission are necessary to serve the needs of the area. Old Dominion Broadcasting Corporation also filed a sworn statement supporting the assignments proposed for Lynchburg. No opposition to the assignments proposed for Lynchburg has been filed in this proceeding.

Conclusions

744. On the basis of the record the following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Blacksburg		*60
Danville		24
Lynchburg	13	16
Roanoke	7, 10	27, *33

NASHVILLE AND COOKEVILLE, TENNESSEE

745. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Cookeville		24
Nashville	*2, 4, 8	30, 36

(b) **Census Data.** The standard metropolitan area of Nashville has a population of 322,000 and the City of Nashville has a population of 174,000. The City of Cookeville has a population of 7,000.

(c) **Existing Station:** WSM, Inc., is licensed for the operation of Station WSM-TV at Nashville on Channel 4.

Nashville

746. (a) **Joint Counterproposal of WLAC Broadcasting Station and WSIX Broadcasting Service, and Counterproposal of Capital Broadcasting Company.** In a joint counterproposal WLAC Broadcasting Service and WSIX Broadcasting Station and in an identical counterproposal, Capital Broadcasting Company, all requested an additional assignment of VHF Channel 5 in Nashville and the deletion of the educational reservation from Channel 2 without any other changes in the assignments proposed in the Third Notice.

(b) **Statement in Support of WLAC, WSIX, and Capital Counterproposals.** In support of the request for the additional assignment of VHF Channel 5 at Nashville it was urged that it would not require any other changes in the assignments proposed by the Commission in the Third Notice; that the assignment of Channel 5 to Nashville meets the Commission's standards for minimum separation of co-channel and adjacent channel stations. It was asserted that the operation of Channel 5 at Nashville would render service to a substantial area and populations; that there were approximately 43,393 VHF television sets in the Nashville area. It was also asserted that UHF channels would be inadequate to serve the needs of the Nashville area since UHF stations would serve a substantially smaller service area than would VHF stations.

(c) **Conflicting Counterproposals to the WSIX, WLAC and Capital Counterproposals.** A conflicting counterproposal was filed by WHUB, Inc., Cookeville, Tennesee.

(d) **The Nashville Educational Reservation.** The JCET supported the reservation of VHF Channel 2 for use by a non-commercial educational station and submitted a sworn statement of Vanderbilt

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[152] Larus and Brother Company, Inc. filed a Motion to Strike certain portions of the sworn statement of Louis H. Peterson, filed on August 27, 1951. In particular the Motion to Strike is directed against Exhibit A and B on the grounds of hearsay. A Motion to Strike was directed against evidence in Paragraph 7 of the sworn statement on the ground that they are conclusions purportedly based on Exhibit A which is objected to as inadmissible in evidence. The Motions to Strike are DENIED for they go only to the weight to be given to the evidence and not to its admissibility.

A Motion to Strike is directed against an "Engineering Statement supporting Louis H. Peterson's Support of FCC Proposal to Assign Channel 8 to Petersburg, Virginia", sworn to by Peterson's consulting engineer and filed with the Commission on October 22, 1951. The last paragraph on Page 1 of this statement includes this sentence. "Statements supporting the opposition of Louis H. Peterson to these proposals have been filed with the FCC and they are incorporated herein by reference." The Motion to Strike states that the affiant attempts to incorporate by reference the statement of Louis H. Peterson of June 6, 1951, on file with the Commission; that this statement was submitted on behalf of Louis H. Peterson by his counsel prior to the adoption by the Commission of the Order of Hearing Procedure of July 25, 1951, that the statement was not sworn to by Louis H. Peterson, nor has he filed a "sworn statement verifying the matters of fact set out therein" as required by paragraph 5(b) of the Order of Hearing Procedure. This Motion to Strike is GRANTED. The affiant engineer may not incorporate this material by reference under the Order of Hearing Procedure. Such material in the affiant engineer's statement, other than that incorporated by reference, is properly before the Commission for consideration.

[153] A comment recommending that this channel be assigned for commercial use was filed by Radio Station WCHV and by the Charlottesville Chamber of Commerce. However, these parties failed to submit a sworn statement in this proceeding.

University in Nashville. The University indicated that it was "fully conscious of the advantage that such a station would be to its operation, and is proposing to make full investigation and to seek the necessary funds for this purpose." Vanderbilt University stated that it recognized the importance of this opportunity and that it was the purpose of the University administration to make a thorough study of the situation. The University reported that it hoped that on its own account, it might find the way to avail itself of the use of a television channel. The Davidson County Board of Education also supported the reservation.

(e) **Opposition to Nashville Educational Reservation.** WLAC Broadcasting Service and WSIX Broadcasting Station, Nashville, Tennessee, and Capital Broadcasting Co.[154] opposed the proposed reservation of VHF Channel 2. Their sworn statement included an affidavit of the Mayor of Nashville stating that the commercial radio stations had been cooperative with the city educational institutions in the broadcasting of public service programs, and that the city was not financially able within the predictable future to support an educational television station. Affidavits were also presented from Scarritt College for Christian Workers, Fisk University, George Peabody College for Teachers, and David Lipscomb College indicating that these institutions had no objection to making Channel 2 available for commercial use in light of the great doubt that they would be able to operate a station in the near future.

Cookeville

747. (a) **Counterproposal of WHUB, Inc.** In a counterproposal to the Commission's Third Notice, WHUB, Inc., requested the additional assignment of VHF Channel 5 to Cookeville without any other changes in the assignments proposed in the Third Notice.

(b) **Statement in Support of WHUB, Inc. Counterproposal.** WHUB urged that Cookeville is located about 72 miles east of Nashville, 90 miles west of Knoxville and 80 miles north of Chattanooga; that the population of Putnam County in which Cookeville is located is 29,825; that the trade area of Cookeville encompasses an area of approximately 50 miles around Cookeville with a population of approximately 300,000. It was further urged that the industrial, agricultural and economic growth of the Cookeville region and the importance to the nation of the continued development of the area warrant the best service possible in every field of communications including television. It was urged that Cookeville's strategic location, its position as a geographic, cultural and economic center make it the logical site of a VHF station that will give service to the area and thereby assist in the continuing growth and advancement of the area.[155] In further support of the WHUB counterproposal it was asserted that the assignment of Channel 5 to Cookeville would comply with the Commission's standards for minimum separation of co-channel and adjacent channel assignments and would provide a service to a substantial area and population.

(c) The counterproposal would result in the following co-channel assignment separations below 190 miles in Zone II:

Cities	Channel	Mileage
Cookeville, Tenn.-Atlanta, Ga.	5	180
Cookeville, Tenn.-Bristol, Tenn.	5	185

(d) **Oppositions and Conflicting Counterproposals to WHUB, Inc., Counterproposal.** Oppositions and conflicting counterproposals were filed by Capital Broadcasting Co., WSIX Broadcasting Station and WLAC Broadcasting Service, all of Nashville, and the Fort Industry Company, Atlanta, Georgia.

Conclusions: Nashville Educational Reservation

748. We find on the basis of the evidence that the proposed reservation of VHF Chanel 2 in Nashville for use by a non-commercial educational station should be finalized.[156] The record establishes that Vanderbilt University is seriously considering the establishment of a non-commercial educational station in Nashville. It is our view that the educational community in Nashville must be afforded time in which to establish such a station. Accordingly, on the basis of the record, the proposed reservation of Channel 2 for use by a non-commercial educational station is finalized; and the counterproposal of WLAC Broadcasting Station, WSIX Broadcasting Service and Capital Broadcasting Company are denied insofar as they request the deletion of the reservation of Channel 2 at Nashville.

Conclusions: Additional VHF Assignments in Nashville and Cookeville

749. The counterproposal of the Nashville parties seeking the additional assignment of VHF Channel 5 to Nashville and the counterproposal of WHUB seeking the additional assignment of the same channel to Cookeville are mutually exclusive since Cookeville and Nashville are approximately 72 miles apart. We believe on the basis of the record that the assignment of Channel 5 should be made to Nashville rather than to Cookeville. The Cookeville counterproposal would result in two co-channel assignment separations below the minimum adopted herein for Zone II; whereas, the assignment of Channel 5 to Nashville is in accordance with our standards. Moreover, it is our view that the assignment to Nashville, a city of 174,000 with a metropolitan area of 322,000 is to be preferred to Cookeville with a population of 7,000. In view of the foregoing, the joint counterproposal of WLAC Broadcasting Service, WSIX Broadcasting Station and the counterproposal of Capital Broadcasting Company are granted and the counterproposal of WHUB, Inc., is denied.

Final Assignments and Reservation

750. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Cookeville		24
Nashville	*2, 4, 5, 8	30, 36

CHATTANOOGA AND KNOXVILLE, TENNESSEE: EDUCATIONAL RESERVATIONS

751. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the following reservations for non-commercial educational use:

City	VHF Channel No.	UHF Channel No.
Chattanooga, Tenn.		*55
Knoxville, Tenn.		*20

(b) **Chattanooga.** The Board of Education of the Chattanooga Public Schools supported the reservation of Channel 55 for non-commercial educational use. No objections were made to the proposed reservation.

(c) **Knoxville.** The University of Tennessee supported the reservation of Channel 20 for non-commercial educational use. No objections were made to the reservation.

Conclusions

752. On the basis of the record, the reservations of Channels 55 and 20 at Chattanooga and Knoxville, respectively, are finalized.

KINGSPORT, TENNESSEE

753. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of one channel to Kingsport, Tennessee, UHF Channel 28.

(b) **Census Data.** The City of Kingsport has a population of 20,000.

(c) **Counterproposal of Kingsport Broadcasting Company.** The Kingsport Broadcasting Company requested the additional assignment of VHF Channel 2 to Kingsport without any other changes in the assignments proposed in the Third Notice.

(d) **Statement in Support of Kingsport Counterproposal.** Kingsport Broadcasting Company urged that the size, economic importance and population of Kingsport warranted the assignment of a VHF channel to that community. It was recognized that the assignment of Channel 2 to Kingsport would result in a co-channel separation of 159 miles to Greensboro, North Carolina, where that channel is also assigned but it was argued that consideration should be given by the Commission to the unusual terrain conditions which exist in the area. It was stated that a mountain range between Kingsport and Greensboro rises to an elevation of 5,000 feet or higher and that the normal separation required between transmitters should not apply in this instance. It was also urged that more television services could be made available if the required separations were reduced to 150 miles for VHF channels. Finally, it was asserted that if Channel 2 were assigned to Kingsport that the interference level could be held to that value contemplated by the Commission 170 mile rule for proposed transmitter to transmitter spacings by the proper site selection or reduction in power below 20 dbk or 100 kw.

Conclusions

754. It is our view that the counterproposal of the Kingsport Broadcasting Company, Inc., must be denied. The counterproposal would result in a co-channel assignment separation of 159 miles on Channel 2 between Kingsport and Greensboro, North Carolina in Zone II. The minimum co-channel assignment separation for this Zone is 190 miles. Elsewhere in this Report we have set forth the reasons for the denial of requests for a special class of low power stations and for assignments at reduced separations due to high intervening terrain. Accordingly, the counterproposal of Kingsport Broadcasting Company, Inc., is denied, and the assignments proposed by the Commission in the Third Notice for Kingsport are adopted.

BRISTOL, TENNESSEE AND BRISTOL, VIRGINIA

755. (a) **Proposed Assignments.** In the Third Notice, the Commission proposed to assign two channels to Bristol, Tennessee, VHF Channel 5 and UHF Channel 46; and did not propose the assignment of any channels to Bristol, Virginia.

(b) **Census Data.** The population of the City of Bristol, Tennessee, is 17,000 and the population of the City of Bristol, Virginia is 16,000.

(c) **Support of Proposed Assignments to Bristol.** Radio Phone Broadcasting Station supported the Commission's proposed assignment for Bristol, Tennessee, stating that the assignments proposed by the Commission were necessary to render service to that area.

(d) **Counterproposal of Appalachian Broadcasting Company, Bristol, Virginia.** Appalachian Broadcasting Company requested that the assignments proposed by the Commission to Bristol, Tennessee, also be assigned to Bristol, Virginia. It was urged that Bristol, Tennessee, and Bristol, Virginia, are adjacent municipalities separated by the state line; that although the two cities constitute one market, Bristol, Virginia, is, in many respects, the central community; that two colleges are located within the City of Bristol, Virginia, and that Bristol, Virginia compares favorably with Bristol, Tennessee, with respect to the number of retail stores, service establishments, wholesale establishments, manufacturing establishments and production works. No opposition was filed to the counterproposal of Appalachian Broadcasting Company.

Conclusions

756. It is our view that, on the basis of the common identity of the two communities, the assignments proposed in the Third Notice for Bristol, Tennessee, should be revised to provide those assignments to Bristol, Tennessee-Bristol, Virginia, rather than to Bristol, Tennessee, only. Accordingly, the assignments proposed by the Commission are revised to assign Channels 5 and 46 to Bristol, Tennesee-Bristol, Virginia.

NORTH CAROLINA EDUCATIONAL RESERVATIONS

757. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the reservation of

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[154] Capital Broadcasting Company opposed the principle of reservation for non-commercial educational use in general in addition to the specific objection at Nashville.

[155] Capital Broadcasting Company, Nashville, Tennessee, filed a Motion to Strike the affidavit of Luke Medley submitted in support of the WHUB counterproposal, on the grounds that it was argumentative and an expression of the opinion of the affiant in all material respects and that such factual statements as appear in it are not material or relevant to any of the issues in this proceeding. WHUB, Inc., filed an opposition to the Motion to Strike saying that the affidavit is not argumentative and that it is a statement of facts which is material and relevant to the issues in this proceeding. The Motion to Strike is DENIED since it goes only to the weight to be given to the evidence and not to its admissibility as evidence in this proceeding.

[156] In arriving at this conclusion we have not relied on the filing dated November 13, 1951, by the JCET.

the following assignments for non-commercial educational use:

City	VHF Channel No.	UHF Channel No.
Asheville		*56
Chapel Hill	*4	
Charlotte [157]		*42
Durham		*40
Greensboro		*51
Raleigh		*22
Wilmington		*35
Winston-Salem [157]		*32

(b) **Asheville.** Western Carolina Teachers College, Cullowhee, North Carolina; City of Asheville, the Asheville Chamber of Commerce and the Asheville Schools and the JCET supported the reservation of Channel 56 in Asheville. No objection was filed to the proposed reservation.

(c) **Chapel Hill.** The JCET, the Chapel Hill Schools and the Consolidated University of North Carolina supported the reservation of Channel 4 in Chapel Hill for non-commercial educational use. No objection was filed to the proposed reservation.

(d) **Durham.** The Durham City Schools, Durham, North Carolina, Duke University and the JCET supported the reservation of Channel 40 in Durham for non-commercial educational use. No objection was filed to the proposed reservation.

(e) **Greensboro.** The Greensboro Public Schools, the Agricultural and Technical College, Greensboro, North Carolina, and The Consolidated University of North Carolina, Chapel Hill, North Carolina, the Board of Trustees of Greensboro City Administrative Unit and the JCET supported the reservation of Channel 51 at Greensboro for non-commercial educational use. No objection was filed to the proposed reservation.

(f) **Raleigh.** The Consolidated University of North Carolina at Chapel Hill, Raleigh and Greensboro and the JCET supported the reservation of Channel 22 at Raleigh for non-commercial educational use. Incorporated in the filing of the JCET were letters from the Raleigh Public Schools and the East Carolina College, Greenville, North Carolina, supporting the reservation. No objection was filed to the proposed reservation.

(g) **Wilmington.** The Board of Education, New Hanover County and Wilmington Schools, the County Council of the P.T.A. of New Hanover County, Wilmington College and Williston College and the JCET supported the reservation of UHF Channel 35 in Wilmington for non-commercial educational use. Incorporated in the filing of the JCET was a telegram from the State Superintendent of Public Instruction supporting the Wilmington reservation. No objection was filed to the proposed reservation.

Conclusions

758. On the basis of the record the reservations of the following assignments for non-commercial educational television use are finalized:

City	VHF Channel No.	UHF Channel No.
Asheville		*56
Chapel Hill	*4	
Durham		*40
Greensboro		*51
Raleigh		*22
Wilmington		*35

[157] The Charlotte and Winston-Salem educational reservations are discussed and finalized in another portion of this Report.

SPARTANBURG, COLUMBIA, SOUTH CAROLINA AND MIDDLESBOROUGH, KENTUCKY

759. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Columbia	7, 10	*19, 25
Spartanburg		17
Middlesborough	7	57

(b) **Census Data.** The standard metropolitan area of Columbia has a population of 143,000 and the City of Columbia has a population of 87,000. The City of Spartanburg has a population of 37,000. The City of Middlesborough has a population of 14,500.

(c) **Counterproposal of Spartan Radiocasting Company.** Spartan Radiocasting Company requested the assignment of VHF Channel 7 to Spartanburg by deleting this assignment from Columbia and making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
University, Ala.	*7		*2†	
Rome, Ga.	9	59	7†	59
Middlesborough, Ky.	7	57	10†	57
State College, Miss.	*2		*4†	
Columbia, S. C.	7, 10	*19, 25	†, 10	*19, 25
Spartanburg, S. C.		17	7†	17
Chattanooga, Tenn.	3, 12	43, 49, *55	3, 9†	43, 49, *55
Knoxville, Tenn.	6, 10	*20, 26	6, 12†	*20, 26

(d) **Statement in Support of Spartan Radiocasting Company Counterproposal.** Spartan Radiocasting Company urged that the assignment of VHF Channel 7 to Spartanburg in lieu of the assignment of that channel to Columbia, South Carolina, would result in a fairer, more efficient and equitable distribution of the available frequencies. It was contended that under the Commission's proposed assignments no Grade A VHF service would be available to a substantial number of persons in the Spartanburg area, and that in view of the size and particularly the economic importance of Spartanburg as compared with Columbia that the assignment of Channel 7 to Spartanburg is to be preferred. It was further urged that the operation of Channel 7 at Spartanburg would render service to a greater area and population than would the operation of this channel at Columbia. With respect to the population of the respective communities it was asserted by Spartan Radiocasting Company that Spartanburg County, in which the City of Spartanburg is located, has a population of 150,349 whereas Richland County, in which the City of Columbia is located has a population of 142,565. The counterproposal would result in a 188 mile co-channel assignment separation on Channel 2 between University, Alabama, and WSB-TV at Atlanta in Zone II.

(e) **Oppositions and Conflicting Counterproposals to the Spartan Radiocasting Company Counterproposal.** Oppositions and conflicting counterproposals were filed by the following parties; Meridian Broadcasting Company, Meridian, Mississippi; Southeastern Broadcasting Company and Middle Georgia Broadcasting Company, Macon, Georgia; Johnstown Broadcasting Company and Voice of Dixie, Inc., Birmingham, Alabama; Tuscaloosa Broadcasting Company, Tuscaloosa, Alabama; Radio Athens, Inc., Athens, Georgia; The Broadcasting Company of the South and Intercity Advertising Company, Charlotte, North Carolina; Atlanta Newspapers, Inc., Atlanta, Georgia; Marseco Broadcasting Company, Palmetto Broadcasting Corp., and the City of Columbia, Columbia, S. C.

(f) Marseco Broadcasting Company, Palmetto Broadcasting Corp., and the City of Columbia urged that Columbia is the Capital of the State, that it is the largest city in the State and that it is centrally located within the State, that the population of the City of Columbia is 104,843 which is more than twice the population of the City of Spartanburg and is entitled under Section 307(b) of the Communications Act to a second VHF channel in preference to a first VHF to the City of Spartanburg. It was further urged that the economic importance and educational interests of the City of Columbia justified the retention of the second VHF channel in Columbia. Further, it was urged that evidence adduced on behalf of the counterproposal of Spartan Radiocasting Company did not include data with respect to the UHF services that would be available to the area that would be served by the operation of Channel 7 in Spartanburg and that in fact between four and eleven other services would be available to the Grade B service area of a station operating on Channel 7 in Spartanburg.

Columbia

760. **The Columbia Educational Reservation.** The JCET supported the reservation of Channel 19 at Columbia for non-commercial educational use. Attached to its filing was a sworn statement of Benedict College at Columbia expressing a definite interest in the channel. The JCET submitted sworn statements of support from the Mayor of Columbia, The University of South Carolina at Columbia, and the Superintendent of Schools in Columbia. No objections to the proposed reservation were filed.

Conclusions: Columbia Educational Reservation

761. On the basis of the record the reservation of Channel 19 at Columbia for non-commercial educational use is finalized.

Conclusions: Additional VHF Assignment to Spartanburg

762. We believe on the basis of the record that a VHF channel should be assigned to Spartanburg as proposed by Spartan Radiocasting Company. We have in this Report consistently followed the policy that cities of the size and importance of Spartanburg will be assigned a first VHF assignment before another community will be assigned a second VHF assignment. In view of the size of the City of Spartanburg and the extensive population living in the surrounding area in Spartanburg County, we believe the record requires the deletion of one of the two VHF assignments proposed for Columbia so that Spartanburg may receive a first VHF assignment. However, because of the mileage separation of 188 miles on Channel 2 between University, Alabama, and Atlanta, Georgia (WSB-TV), the Commission is unable to grant the proposal of Spartan Radiocasting Company. Channel 7, however, may be assigned to Spartanburg by the deletion of that channel from Middlesborough, Kentucky, a city of 14,500. We believe, on the basis of the record, in view of the size and importance of Spartanburg and the extensive population surrounding Spartanburg that Channel 7 should be deleted from Middlesborough, Kentucky, in order to make possible the assignment of Channel 7 to Spartanburg. We believe, however, in view of these reassignments that Channel 67 should be assigned to Columbia, South Carolina, and Channel 63 to Middlesborough, Kentucky.

Final Assignments and Reservation

763. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Columbia, S. C.	10	*19, 25, 67
Spartanburg, S. C.	7	17
Middlesborough, Ky.		57, 63

CHARLESTON, CLEMSON AND GREENVILLE, SOUTH CAROLINA

764. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Charleston	2, 5, *13	
Greenville	4	23, *29

No channel was assigned to Clemson in the Third Notice.

(b) **Charleston Educational Reservation.** The JCET supported the reservation of Channel 13 in Charleston for non-commercial educational use. Attached to its filing were statements of support from the Medical College of the State of South Carolina and the Charleston Public Schools at Charleston. The College stated that it has under construction a large teaching hospital and laboratory addition, and has provided in plans and specifications for the development of educational television. No objection was made to the proposed reservation.

(c) **Clemson Educational Reservation.** Clemson Agricultural College requested that a channel be assigned to Clemson and that it be reserved for educational use. Clemson College stated that it originates remote live broadcasts which are carried by Radio Stations WSPA, Spartanburg, and WIS, Columbia and that it furnishes a transcription service to 26 radio stations. The Board of Trustees indicated that they are planning to survey the matter of costs of con-

struction and operation of a television station, and that a television station would be used in the agricultural extension program of the College. Since Clemson has a population of approximately 3,000, the College stated that it was unlikely that a commercial station would be established in the community.

(d) **Statement in Support of Greenville Assignments.** Greenville News-Piedmont Company, Greenville, South Carolina, supported the Commission's proposed assignments for Greenville. It was asserted that the assignments proposed by the Commission meet the Commission's standards for minimum separation of co-channel and adjacent channel stations; that the operation of a VHF channel in Greenville would render service to a substantial population and area; that the wholesale and retail trade sales each approximate one-half billion dollars and that there are more than 100,000 employees within the coverage area of the station with a payroll of nearly a quarter of a million dollars. It was asserted that the importance of the area establishes the need for the assignments proposed by the Commission. No oppositions to the Commission's proposed assignments for Greenville have been filed in this proceeding.

(e) **The Greenville Educational Reservation.** Furman University at Greenville and JCET supported the reservation of Channel 29 in Greenville for use by a non-commercial educational station. The University stated that it was surveying the costs of construction and operation. The University reported that it has assets amounting to over 5 million dollars, and in addition is one of the beneficiaries in the Duke Endowment to the extent of 5 percent of the income from a fund of $40,000,000. The JCET submitted a statement of the School District of Greenville County in support of the reservation. No objection was made to the proposed reservation.

Conclusions

765. On the basis of the record the following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Charleston	2, 5, *13	
Clemson		*68
Greenville	4	23, *29

ATHENS, ATLANTA, MACON, GEORGIA

766. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Athens	*8	60
Atlanta	2, 5, 11	*30, 36
Macon	13	*41, 47

(b) **Census Data.** The City of Athens has a population of 28,000. The standard metropolitan area of Atlanta has a population of 672,000 and the City of Atlanta has a population of 331,000. The standard metropolitan area of Macon has a population of 135,000 and the City of Macon has a population of 70,000.

(c) **Existing Stations.** Broadcasting, Inc., is licensed for the operation of Station WLTV, Atlanta, Georgia, on Channel 8. The Commission ordered Broadcasting, Inc., formerly Atlanta Newspapers, Inc., to show cause why the license of WLTV (formerly WSB-TV) should not be modified to specify operation on Channel 11 in lieu of Channel 8. No opposition to the Order to Show Cause was filed by Broadcasting, Inc. The Fort Industry Company is licensed for the operation of Station WAGA-TV, Atlanta on Channel 5. Atlanta Newspapers, Inc., has a construction permit for Station WSB-TV, Atlanta, on Channel 2 an is operating under special authority.

Athens

767. (a) **The Athens Educational Reservation.** The University of Georgia supported the reservation of Channel 8 in Athens for non-commercial educational use. The University described its experience in producing radio and television programs over commercial stations. The University stated that its committee on television has been considering the problems presented by the construction and operation of an educational television station including such matters as the services to be rendered, programming methods, the cost of installation and annual operating costs, and the administrative organization. It estimated that the cost of constructing a television station would be between $250,000 and $300,000, and that by utilizing staff personnel it could operate with an annual budget of $100,000.

(b) **Counterproposals of Radio Athens, Inc.** Radio Athens, Inc. submitted two alternative counterproposals for the additional assignment of one commercial VHF channel to Athens. The first alternative counterproposal requested the reservation of UHF Channel 60 for non-commercial use in lieu of Channel 8 and the assignment of Channel 8 in Athens for commercial use. The second alternative proposal requested the assignment of VHF Channel 11 in Athens by making the following changes in the assignments proposed in the Third Notice:

City	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.	Third Notice VHF Channel No.	Third Notice UHF Channel No.
Huntsville, Ala.		31	11†	31
Athens, Ga.	*8	60	*8, 11†	60
Atlanta, Ga.	2, 5, 11	*30, 36	2, 5, 7†	*30, 36

(c) **Statement in Support of Radio Athens Counterproposals.** In support of the request for the reservation of a UHF channel in lieu of a VHF channel in Athens for non-commercial educational use, Radio Athens asserted that it had, in the operation of Station WRFC, cooperated with the University in the broadcast of educational programs; that the construction of an educational station would be delayed for a long period of time; and that commercial interests would construct a station immediately in order to meet the need for television service.

(d) In support of the counterproposal to add Channel 11 to Athens it was urged that the operation of Channel 11 in Athens would meet the Commission's requirements for minimum separation of co-channel and adjacent channel stations; that the closest co-channel separation resulting from the operation of Channel 11 in Athens would be at Johnson City, Tennessee, at a distance of 173 miles; that the closest adjacent channel separation under the counterproposal would be between Atlanta on Channel 7 and Athens on Channel 8 at a distance of 60 miles. It was further urged that the counterproposal would assign a second channel to Huntsville, Alabama.

(e) The counterproposal would, in addition, result in a co-channel assignment separation of 185 miles on Channel 7 between Atlanta and University, Alabama, in Zone II.

(f) **Oppositions and Conflicting Counterproposals to the Radio Athens Counterproposal.** Oppositions and conflicting counterproposals were filed by the following parties: Southeastern Broadcasting Company and Middle Georgia Broadcasting Company, Macon, Georgia; Spartan Radiocasting Company, Spartanburg, South Carolina; WEAS, Inc., Decatur, Georgia; Georgia Institute of Technology, Atlanta, Georgia; Johnstown Broadcasting Company and Voice of Dixie, Inc., Birmingham, Alabama; Broadcasting, Inc., Atlanta, Georgia and WJKL, Inc., Johnson City, Tennessee.

Atlanta

768. (a) **Counterproposals of WEAS, Inc., Decatur, Georgia and Georgia Institute of Technology, Atlanta, Georgia.** WEAS, Inc. requested the assignment of Channel 8 to Atlanta by the deletion of that channel from Athens, where it was proposed to be reserved by the Commission for non-commercial educational use. In identical counterproposals the Georgia Institute of Technology and WEAS, Inc., requested the additional assignment of Channel 7 to Atlanta. The addition of Channel 7 to Atlanta would be accomplished with no other changes in the assignments proposed in the Third Notice.

(b) **Statement in Support of the WEAS and Georgia Institute of Technology, Counterproposal.** In support of its counterproposals to assign Channel 8 to Atlanta by deleting this assignment from Athens WEAS urged that the Atlanta area was the most important center of industry and population in the entire south and that a nationwide television service required at least four commercial VHF stations in Atlanta. It was further asserted that Atlanta would be deprived of service by one of the major networks unless it was assigned four commercial VHF channels.

(c) In support of the identical counterproposal of Georgia Institute and WEAS it was urged that the assignment of Channel 7 to Atlanta would not violate any of the Commission's standards for minimum separation of co-channel and adjacent channel stations; that the nearest co-channel assignment resulting from its counterproposal would be at University, Alabama, a distance of 185 miles, and the nearest adjacent channel assignment would be Channel 8 at Athens, Georgia, at a distance of 60 miles. It was further urged that the assignment of Channel 7 to Atlanta would result in a net gain of VHF service to a substantial area and population.

(d) **Conflicting Counterproposals to the WEAS and Georgia Institute of Technology Counterproposals.** Conflicting counterproposals were filed by the following parties: Radio Athens, Inc., Athens, Georgia; Southeastern Broadcasting Company and Middle Georgia Broadcasting Co., Macon, Georgia; Johnstown Broadcasting Co. and Voice of Dixie, Inc., Birmingham, Alabama; Spartan Radiocasting Co., Spartanburg, S. C.; and Broadcasting Company of the South and Intercity Advertising Co., Charlotte, North Carolina.

(e) **The Atlanta Educational Reservation.** The Atlanta Board of Education supported the reservation of Channel 30 in Atlanta for non-commercial educational use. The Board of Education stated that it has been licensed to operate a non-commercial educational FM station, WABE-FM since 1949; that the facilities of this station have been made available to six public school systems, serving 4,100 classrooms and 125,000 students; and that the Board has one of the finest film libraries which would be available for use on television. It was also stated that various FM programs produced by the Board could be adopted for television presentation. No objection was filed to the proposed reservation.

Macon

769. (a) **The Macon Educational Reservation.** The JCET supported the reservation of Channel 41 in Macon, Georgia, and submitted a statement in support of this reservation from Mercer University at Macon. No objections to the proposed reservation were filed.

(b) **Joint Counterproposal of Southeastern Broadcasting Company and Middle Georgia Broadcasting Company.** In a joint counterproposal Southeastern Broadcasting Company and Middle Georgia Broadcasting Company requested the additional assignment of Channel 7 to Macon, Georgia. No other changes in the assignments proposed in the Third Notice were requested.

(c) **Statement in Support of Southeastern Broadcasting Company and Middle Georgia Broadcasting Company Counterproposal.** It was urged that the assignment of Channel 7 to Macon was in accordance with the Commission's standard for minimum separation of co-channel and adjacent channels. It was stated that the closest co-channel separation to Macon on Channel 7 would be at Columbia, South Carolina, at a distance of 170 miles. Further it was urged that the operation of Channel 7 at Macon would result in a net gain of service to a substantial area and population.

(d) **Oppositions and Conflicting Counterproposals to Southeastern Broadcasting Company and Middle Georgia Broadcasting Company Counterproposal.** Oppositions and conflicting counterproposals were filed by the following parties: Radio Athens, Inc., Athens, Georgia; WEAS, Inc., Decatur, Georgia; Georgia Institute of Technology, Atlanta, Georgia; Spartan Radiocasting Company, Spartanburg, South Carolina; Broadcasting

Company of the South and Intercity Advertising Company, Charlotte, North Carolina and Marseco Broadcasting Company, Columbia, South Carolina.

Conclusions: Athens Educational Reservation

770. The request of Radio Athens, Inc., for the shift of the educational reservation in Athens to a UHF channel is based on the asserted need of that city for the assignment of a VHF commercial channel. The request of WEAS, Inc., for the deletion of Channel 8 from Athens in order to assign that channel to Atlanta is based on the asserted need of Atlanta for a fourth VHF channel. On the other hand, the University of Georgia has established its interest in constructing a station to serve the community and believes that the maintenance of the reservation will serve to aid the University in its plan.

771. With respect to the request of WEAS, Inc., we find no merit in the deletion of the only VHF channel from Athens to provide a fourth VHF channel to Atlanta. With respect to both requests for the deletion of the reservation it is to be noted that Athens has been designated as a "primarily educational center." In the Third Notice, we stated that we would reserve, where possible, a VHF channel for non-commercial use in primarily educational centers. We see no basis in the record for deviating here from this policy. Accordingly, the counterproposal of Radio Athens, Inc., is denied in so far as it requests the reservation of a UHF channel in lieu of a VHF channel in Athens for noncommercial educational use; and the counterproposal of WEAS, Inc., for the deletion of Channel 8 from Athens is denied. The reservation of VHF Channel 8 in Athens for non-commercial educational use is finalized.

Conclusions: Requests for Additional VHF Assignments in Athens, Atlanta and Macon

772. The counterproposals seeking the additional assignment of a VHF channel to Athens, Atlanta and Macon, respectively would result in the following co-channel assignment separations below 190 miles in Zone II:

Counterproposal	Channel	Cities	Miles
Radio Athens, Inc. (II)	11	Athens—Johnson City	173
Radio Athens, Inc. (II)	7	Atlanta—University	185
WEAS, Inc. & Ga. Inst. of Tech.	7	Atlanta—University	185
S. E. Broadcasting Co. & Middle Georgia Broadcasting Co.	7	Macon—Columbia	170

Since the minimum separation of co-channel stations in Zone II is 190 miles these counterproposals must be denied. Accordingly, the counterproposals of Radio Athens, WEAS, Inc., Georgia Institute of Technology, Southeastern Broadcasting Company and Middle Georgia Broadcasting Company, are denied.

773. An appropriate authorization will be issued to Broadcasting, Inc., to specify operation of WLTV on Cannel 11.

Conclusions: Atlanta and Macon Educational Reservations

774. On the basis of the record the reservation of Channel 30 in Atlanta and Channel 41 in Macon are finalized.

Final Assignments and Reservations

775. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Athens	*8	60
Atlanta	2, 5, 11	*30, 36
Macon	13	*41, 47

COLUMBUS AND SAVANNAH, GEORGIA, EDUCATIONAL RESERVATIONS

776. (a) **Proposed Reservations.** In the Third Notice the Commission proposed to reserve the following assignments for non-commercial educational use:

City	VHF Channel No.	UHF Channel No.
Columbus		*34
Savannah	*9	

(b) **Columbus.** The JCET supported the reservation of Channel 34 in Columbus for non-commercial educational use. No objection was made to the reservation.

(c) **Savannah.** The JCET supported the reservation of Channel 9 in Savannah for non-commercial educational use. No objection was made to the proposed reservation.

Conclusions

777. On the basis of the record the reservation of Channels 34 and 9 in Columbus and Savannah, respectively, for non-commercial educational use is finalized.

DAYTONA BEACH AND TALLAHASSEE, FLORIDA

778. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Daytona Beach	2	
Tallahassee	2, *11	24

(b) The foregoing proposed assignments would result in a separation of 214 miles between Daytona Beach and Tallahassee on Channel 2 in Zone III.

(c) **Census Data.** The City of Daytona Beach has a population of 30,000. The City of Tallahassee has a population of 27,000.

(d) **Tallahassee Educational Reservation.** The JCET and Florida State University supported the reservation of VHF Channel 11 in Tallahassee for non-commercial educational use. The University stated that the reservation was necessary to provide it with the time to obtain funds and organize its resources. No objection to the reservation was filed.

Conclusions: Deletion of Proposed VHF Assignment

779. In the Third Notice the Commission proposed the assignment of Channel 2 to Daytona Beach and Tallahassee at a separation of 214 miles in Zone III. Since this separation in Zone III is below the minimum adopted herein for zone III we are required to delete one of the two assignments to comply with the separation requirements. The population of Daytona Beach is somewhat larger than the population of Tallahassee and Channel 2 is the only assignment proposed for Daytona Beach. On the other hand three channels were proposed to be assigned to Tallahassee. In view of the relative size of these cities and the number of channels proposed to be assigned to these cities, we believe the deletion of Channel 2 from Tallahassee and the assignment of that channel to Daytona Beach is warranted. In replacement for Channel 2 in Tallahassee we are assigning UHF Channel 51.

Conclusions: Tallahassee Educational Reservation

780. On the basis of the record the reservation of Channel 11 in Tallahassee for non-commercial educational use is finalized.

Final Assignments and Reservation

781. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Daytona Beach	2	
Tallahassee	*11	24, 51

PENSACOLA, FLORIDA, ALBANY, GEORGIA AND JACKSON, MISSISSIPPI

782. (a) **Proposed Assignments and Reservations:** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Pensacola	3, 10	15, *21
Albany	10	25
Jackson	3, 12	*19, 25

(b) The foregoing proposed assignments would result in the following separations below 220 miles in Zone III:

Channel	Cities	Separation
3	Pensacola-Jackson	218
10	Pensacola-Albany	199

(c) **Census Data.** The City of Pensacola has a population of 43,000. The City of Albany has a population of 31,000. The standard metropolitan area of Jackson has a population of 142,000. The City of Jackson has a population of 98,000.

Pensacola

783. **The Educational Reservation.** C. P. Mason, Mayor of Pensacola, supported the reservation of UHF Channel 21 in Pensacola for non-commercial educational use. No objection to the reservation was filed.

Jackson

784. (a) **Counterproposal of Lamar Life Insurance Co., Jackson, Mississippi.** Lamar Life Insurance Company requested the additional assignment of VHF Channel 5 to Jackson by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposal VHF Channel No.	Proposal UHF Channel No.
Jackson	3, 12	*19, 25	3, 5†, 12	*19, 25
Mobile	5, 8	*42, 48	8, 10†	*42, 48
Pensacola	3, 10	15, *21	3, 5†	15, *21

(b) **Statement in Support of Lamar Life Insurance Co. Counterproposal.** It was asserted that the assignment of VHF Channel 5 to Jackson would not result in the reduction of the number of VHF assignments proposed by the Commission for any other city in the Third Notice; and that the lowest co-channel separation resulting under the counterproposal would be Lafayette, Louisiana, on Channel 5 at a distance of 180 miles. The counterproposal would, in addition, result in the following co-channel assignment separations below 220 miles in Zone III:

Channel	Cities	Mileage
5	Pensacola, Fla.-Jackson, Miss.	218
10	Mobile, Ala.-Baton Rouge, La.	188

(c) **Oppositions and Conflicting Counterproposals to the Lamar Life Insurance Co. Counterproposal.** The following parties filed oppositions and conflicting counterproposals to the counterproposal of Lamar Life Insurance Co.: Giddens and Rester, Mobile, Alabama; the Houston Post Co., licensee of Station KPRC-TV, Houston, Texas; Voice of Longview, Longview, Texas; and Deep South Broadcasting Co., Montgomery, Alabama.

(d) **The Jackson Educational Reservation.** The JCET supported the reservation of UHF Channel 19 in Jackson for non-commercial educational use. No objection to the reservation was filed.

Conclusions: Deletion of Proposed Assignment

785. In the Third Notice the Commission proposed the assignment of Channel 3 to Pensacola and to Jackson at a separation of 218 miles; and the assignment of Channel 10 to Pensacola, and to Albany at a separation of 199 miles. Since these separations are below the minimum for Zone III we are required to delete one assignment of Channel 3 and one assignment of Channel 10 to provide the requisite seperations.

786. With respect to Channel 10 we are presented with the choice of deleting that channel from Pensacola or Albany. The City of Pensacola with a population of 43,000 is somewhat larger than the City of Albany. In the Third Notice two VHF and two UHF channels were proposed to be assigned to Pensacola, and only one VHF and one UHF channel were proposed to be assigned to Albany. In view of the fact that Channel 10 is the only channel proposed for Albany we believe that the deletion of that channel from Pensacola and the assignment to Albany is warranted. In replacement for Channel 10 in Pensacola we are assigning UHF Channel 46. With respect to Channel 3 we are presented with the choice of deleting that channel from Pensacola or from Jackson. The City of Jackson has a population of 98,000 and the standard metropolitan area has a population of 142,000. In the Third Notice we proposed the assignment of two VHF and two UHF channels to Jackson. Since our decision herein has deleted Channel 10 from Pensacola, there remains assigned to that city only one VHF channel. It is our view that the deletion of the second channel assigned to Jackson is to be preferred to the deletion of the only remaining VHF channel assigned to Pensacola. In replacement for VHF Channel 10 in Jackson we are assigning UHF Channel 47.

Conclusions: Request for VHF Assignment in Jackson

787. Since the counterproposal of Lamar Life Insurance Company for the assignment of Channel 5 to Jackson would create a co-channel assignment separation of 180 miles between Jackson and Lafayette, Louisiana, on Channel 5, 218 miles between Pensacola, Florida, and

Jackson, Miss., on Channel 5, and 188 miles between Mobile, Alabama and Baton Rouge, Louisiana, on Channel 10, in Zone III, the counterproposal is denied.

Conclusions: Jackson Educational Reservation

788. On the basis of the record the reservation of UHF Channel 21 in Pensacola and UHF Channel 19 in Jackson are finalized.

Final Assignments and Reservations

789. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Pensacola, Fla.	3	15, *21, 46
Albany, Ga.	10	25
Jackson, Miss.	12	*19, 25, 47

AUBURN, MOBILE, AND UNIVERSITY, ALABAMA EDUCATIONAL RESERVATIONS

790. (a) Proposed Reservations. In the Third Notice the Commission proposed the following reservations for non-commercial educational use:

City	VHF Channel No.	UHF Channel No.
Auburn		*56
Mobile		*42
University	*7	

(b) **Auburn.** The Alabama Polytechnic Institute and JCET supported the reservation of Channel 56 in Auburn for non-commercial educational use. No objection was filed to this proposed reservation.

(c) **Mobile.** The JCET and the Mobile Public Schools supported the reservation of Channel 42 in Mobile for non-commercial educational use. No objection to the proposed reservation was filed.

(d) **University.** The University of Alabama supported the reservation of Channel 7 in University for non-commercial educational use, and submitted letters in support of the reservation of VHF Channel 7 from the Superintendent, City Schools, Tuscaloosa, Alabama, the Superintendent of the Tuscaloosa County Schools and the State Superintendent of Education. The University of Alabama stated through its President that it has had more than twenty years of experience in educational radio broadcasting and that "It is our sincere hope that we shall be able to begin operating our own television station within a period of two or three years following the final allocation of television channels." No one objected to the proposed reservation of VHF Channel 7 for educational purposes in University, Alabama.[158]

Conclusions

791. On the basis of the record, the following reservations for non-commercial educational use are finalized:

City	VHF Channel No.	UHF Channel No.
Auburn		*56
Mobile		*42
University	*7	

BIRMINGHAM, MONTGOMERY, AND TUSCALOOSA, ALABAMA

792. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Birmingham	6, *10, 13	42, 48
Montgomery	12	20, *26, 32
Tuscaloosa		45, 51

(b) **Census Data.** The standard metropolitan area of Birmingham has a population of 559,000 and the City of Birmingham has a population of 326,000. The standard metropolitan area of Montgomery has a population of 139,000 and the City of Montgomery has a population of 107,000. The City of Tuscaloosa has a population of 46,000.

(c) **Existing Stations.** Voice of Alabama, Inc., is licensed for the operation of Station WAFM-TV, Birmingham, Alabama, on Channel 13. Birmingham Broadcasting Company is licensed for the operation of Station WBRC-TV, Birmingham, Alabama, on Channel 4. The Commission ordered Birmingham Broadcasting Company to show cause why the license of WBRC should not be modified to specify operation on Channel 6 in lieu of Channel 4. Birmingham Broadcasting Company stated that it did not object to the modification of license of WBRC-TV to specify Channel 6.

Birmingham

793. (a) **The Birmingham Educational Reservation.** The Jefferson County Board of Education and the JCET supported the reservation of Channel 10 in Birmingham for non-commercial educational use. The Jefferson County Board of Education requested the permanent reservation of VHF Channel 10 until the five public school systems and three institutions of higher learning in Jefferson County could perfect arrangements for establishing and maintaining an educational television station.

(b) **Counterproposals of Johnston Broadcasting Company and Voice of Dixie, Inc., Birmingham, Alabama.** Johnstown Broadcasting Company and Voice of Dixie, Inc., in separate counterproposals, requested the additional assignment of Channel 7 to Birmingham. Johnstown Broadcasting Company requested the assignment of Channel 7 by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Birmingham, Ala.	6, *10, 13	42, 48	6, 7†, *10, 13	42, 48
University, Ala.	*7		*2†	
State College, Miss.	*2		*4†	

Voice of Dixie, Inc., requested the additional assignment of Channel 7 by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Birmingham, Ala.	6, *10, 13	42, 48	6, 7†, *10, 13	42, 48
University, Ala.	*7		*2†	
Meridian, Miss.	11	30, *36	4†	30, *36
State College, Miss.	*2		*8†	
West Point, Miss.	8	56	11†	56

(c) **Statement in Support of Johnston Broadcasting Company and Voice of Dixie, Inc. Counterproposals.** In support of both counterproposals for the additional assignment of Channel 7 to Birmingham it was urged that two stations are presently on the air in Birmingham and that there are 60,000 sets in the area that would receive service from the operation of an additional VHF station in that community. It was also urged that UHF stations are undesirable in the Birmingham area because of the mountainous terrain, and because licensees of UHF stations would not be able to compete successfully with VHF operations. In addition it was urged by Voice of Dixie, Inc., that a grant of its counterproposal would permit the operation of Channel 11 in Biloxi as requested by Deep South Broadcasting Company. The counterproposals would result in the following co-channel assignment separations:

Channel	Cities	Mileage	Zone
2	University, Ala.—Atlanta, Ga. (WSB-TV)	188	II
4	Meridian, Miss.-New Orleans, La.	185	III

(d) **Oppositions and Conflicting Counterproposals to Johnstown Broadcasting Co. and Voice of Dixie, Inc.** Oppositions and conflicting counterproposals were filed by the following parties: WEAS, Inc. and Georgia Institute of Technology, Atlanta, Georgia, Radio Athens, Inc., Athens, Georgia, Tuscaloosa Broadcasting Co., Tuscaloosa, Ala., Spartan Radiocasting Co., Spartanburg, S. C., Atlanta Newspapers, Inc. (now Broadcasting, Inc.), Atlanta, Ga., and Deep South Broadcasting Co., Montgomery, Ala.

Montgomery

794. (a) **Counterproposal of Deep South Broadcasting Company.** Deep South Broadcasting Company requested the additional assignment of VHF Channel 3 to Montgomery by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Montgomery, Ala.	12	20, *26, 32	3†, 12	20, *26, 32
Pensacola, Fla.	3, 10	15, *21	10, 13†	15, *21
Biloxi, Miss.	13	*44, 50	11†	*44, 50
Meridian, Miss.	11	30, *36	4†	30, *36

(b) **Statement in Support of Deep South Broadcasting Company Counterproposal.** Deep South urged that the assignment of VHF Channel 3 to Montgomery and the other changes requested in the counterproposal are in accordance with the Commission's standards for minimum co-channel and adjacent channel station separation. It was stated that the nearest co-channel assignment to Montgomery on Channel 3 would be at Chattanooga at a distance of 193 miles and that the nearest adjacent channel would be at Columbus, Georgia, on Channel 4 at a distance of 77 miles. In further support of the counterproposal it was urged that the size, economic importance and population of Montgomery required the assignment of a second VHF channel to that community. The counterproposal would result in a 185-mile co-channel assignment separation between Meridian, Miss., and New Orleans, La., on Channel 4 in Zone III.

(c) **Oppositions and Counterproposals to Deep South Broadcasting Co. Counterproposal.** Oppositions to the counterproposal of Deep South Broadcasting Company were filed by the following parties: Loyola University of the South, New Orleans, La., Lamar Life Insurance Company, Jackson, Miss., Meridian Broadcasting Co., Meridian, Miss., Tuscaloosa Broadcasting Co., Tuscaloosa, Ala., Voice of Dixie, Inc., and Johnston Broadcasting Co., Birmingham, Ala.

(d) **The Montgomery Educational Reservation.** The Montgomery Public Schools and the JCET supreported the reservation of Channel 26 in Montgomery for non-commercial educational use. No Objection was filed to the proposed reservation.

Tuscaloosa

795. (a) **Counterproposal of Tuscaloosa Broadcasting Company.** Tuscaloosa Broadcasting Company requested the additional assignment of VHF Channel 2 to Tuscaloosa. This additional assignment of Channel 2 to Tuscaloosa would be accomplished by the substitution of Channel 4 for educational

[158] The Tuscaloosa Broadcasting Company, Tuscaloosa, Ala., proposed as part of one of its plans to add a VHF channel in Tuscaloosa to shift the VHF channel in University, Ala., from VHF Channel 7 to VHF Channel 2. The same shift for University, Ala., was proposed by the Voice of Dixie, Inc., Birmingham, Ala., as part of its plan to add VHF Channel 7 to Birmingham. Neither company objected to the reservation of a VHF channel in University, Ala. The Commission has, however, in another portion of this Report denied the requests of the Tuscaloosa Broadcasting Company, Tuscaloosa, Ala., and the Voice of Dixie, Inc., Birmingham, Ala. Accordingly, no shift in the proposed VHF reservation is required.

use in State College, Miss., as follows: [159]

City	Third Notice		Counterproposal 1	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Tuscaloosa, Ala.		45, 51	2†	45, 51
State College, Miss.	*2		*4†	

(b) **Statement in Support of Tuscaloosa Broadcasting Co. Counterproposal.** It was urged that the additional assignment of Channel 2 to Tuscaloosa would meet the Commission's standards for minimum separation of co-channel and adjacent channel stations. It was urged that the operation of Channel 2 in Tuscaloosa would provide service to a substantial area and population. The counterproposal would result in a 188 mile co-channel assignment separation between University and WSB-TV at Atlanta on Channel 2 in Zone II.

(c) **Oppositions and Conflicting Counterproposals to Tuscaloosa Broadcasting Co. Counterproposal.** Oppositions and conflicting counterproposals were filed by the following parties: Spartan Radiocasting Co., Spartanburg, S. C., Johnstown Broadcasting Co., and Voice of Dixie, Inc., Birmingham, Ala., Deep South Broadcasting Co., Montgomery, Ala., Atlanta Newspapers, Inc., Atlanta, Ga., and Meridian Broadcasting Co., Meridian, Miss.

Conclusions: The Birmingham and Montgomery Educational Reservations

796. On the basis of the record the reservations of Channel 10 in Birmingham and Channel 26 in Montgomery, for non-commercial educational use are finalized.

Conclusions: Requests for Additional VHF Assignments in Birmingham, Montgomery and Tuscaloosa

797. The counterproposals seeking the additional assignment of a VHF channel to Birmingham, Montgomery, and Tuscaloosa, respectively, would result in the following co-channel assignment separations:

Counterproposal	Channel
Johnstown Broadcasting Co.	2
Voice of Dixie, Inc.	2
Voice of Dixie, Inc.	4
Deep South B/cng. Co.	4
Deep South B/cng. Co.	4

798. Since the minimum separations of co-channel stations in Zones II and III are 190 and 220 miles, respectively, these counterproposals must be denied. Accordingly, the counterproposals of Johnstown Broadcasting Co., Voice of Dixie, Inc., Deep South Broadcasting Co., and Tuscaloosa Broadcasting Co. are denied.

799. **Conclusions: Show Cause Order.** An appropriate authorization will be issued to Birmingham Broadcasting Company to specify operation of Station WBRC-TV on Channel 6 in lieu of Channel 4.

Final Assignments and Reservations

800. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Birmingham	6, *10, 13	42, 48
Montgomery	12	20, *26, 32
Tuscaloosa		45, 51

MERIDIAN, MISSISSIPPI

801. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposes the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Meridian	11	30, *36

(b) **Census Data.** The City of Meridian has a population of 42,000.

(c) **Counterproposal of Meridian Broadcasting Company, Meridian, Mississippi.** Meridian Broadcasting Company requested the additional assignment of VHF Channel 4 to Meridian. No other changes in the assignments proposed in the Third Notice were requested. The counterproposal of Meridian Broadcasting Company is mutually exclusive with the counterproposals of Tuscaloosa Broadcasting Company, Tuscaloosa, Ala., Voice of Dixie, Inc., and Johnstown Broadcasting Co., both of Birmingham, Ala.

Cities	Miles	Zone
University-Atlanta (WSB-TV)	188	II
University-Atlanta	188	II
Meridian-New Orleans	185	III
Meridian-New Orleans	185	III
University-Atlanta (WSB-TV)	188	II

However, it was suggested by Meridian Broadcasting Company that the conflict between the counterproposals requesting an additional assignment to Tuscaloosa and Meridian could be resolved as follows:

City	Third Notice		Counterproposal	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Tuscaloosa, Ala.		45, 51	2†	45, 51
Meridian, Miss.	11	30, *36	4†, 11	30, *36
State College, Miss.	*2		*8†	
West Point, Miss.	8	56	†	56

Alternatively it was also suggested by Meridian Broadcasting Company that the conflict between the counterproposals seeking an additional assignment to Birmingham and Meridian could be resolved as follows:

City	Third Notice		Counterproposal	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Birmingham, Ala.	6, *10, 13	42, 48	6, 7†, *10, 13	42, 48
University, Ala.	*7		*2†	
Meridian, Miss.	11	30, *36	4†, 11	30, *36
State College, Miss.	*2		*8†	
West Point, Miss.	8	56	†	56

(d) **Statement in Support of Meridian Broadcasting Company Counterproposals.** Meridian Broadcasting Company urged that the City of Meridian is the second largest city in the State of Mississippi; that the size, population and economic importance of Meridian warrant the assignment of a second VHF channel to that community; that the population of the city is largely rural and that television service must be supplied to such rural areas by the operation of VHF stations rather than by the operation of UHF stations. It was urged that the operation of Channel 4 in Meridian, Mississippi, would provide service to a substantial area and population. The three alternative counterproposals would each result in a 185-mile co-channel separation on Channel 4 between Meridian and New Orleans in Zone III.

(e) **Oppositions and Conflicting Counterproposals to Meridian Counterproposals.** In addition to the two parties mentioned above oppositions and conflicting counterproposals were filed by the following parties: Deep South Broadcasting Co., Montgomery, Ala., and Spartan Broadcasting Co., Spartanburg, S. C.

(f) **The Meridian Educational Reservation.** Meridian Municipal Junior College and the JCET supported the reservation of Channel 36 in Meridian for non-commercial educational use. No party objected to the reservation.

Conclusions: Educational Reservation

802. On the basis of the record the reservation of Channel 36 in Meridian, for non-commercial educational use is finalized.

Conclusions: Request for Additional VHF Assignment in Meridian

803. The counterproposals seeking the additional assignment of a VHF channel to Meridian would result in a 185 mile co-channel assignment separation on Channel 4 between Meridian and New Orleans in Zone III. Since the minimum separation of a co-channel station in Zone III is 220 miles this counterproposal must be denied. Accordingly, the counterproposal of Meridian Broadcasting Company is denied.

Final Assignments and Reservation

804. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Meridian	11	30, *36

BILOXI, STATE COLLEGE AND UNIVERSITY, MISSISSIPPI EDUCATIONAL RESERVATIONS

805. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the following reservations for non-commercial educational use:

City	VHF Channel No.	UHF Channel No.
Biloxi		*44
State College	*2	
University		*20

(b) **Biloxi.** The JCET supported the reservation of Channel 44 at Biloxi for non-commercial educational use. No objections were filed to the reservation.

(c) **State College.** Mississippi State College and the JCET supported the reservation of VHF Channel 2 for a non-commercial educational television station at State College, Mississippi. It was pointed out that Mississippi State College is the land grant institution of the State and as such it anticipated using television to bring programs of interest to the farm population of Mississippi. The College also anticipated that the television station would serve as an important training ground for students. Included with the Joint Committee's filing was a sworn statement of the Mississippi State College for Women supporting the reservation.[160] No objection was filed to the proposed reservation.

(d) **University.** The University of Mississippi and the Board of Trustees for State Institutions of Higher Learning supported the reservation of UHF Channel 20 in University for non-commercial educational use. No objection was filed to the proposed reservation.

CONCLUSIONS

806. On the basis of the record the following reservations for non-commercial educational use are finalized:

City	VHF Channel No.	UHF Channel No.
Biloxi		*44
State College	*2	
University		*20

FORT LAUDERDALE, GAINESVILLE, JACKSONVILLE, ORLANDO, PANAMA CITY, WEST PALM BEACH, FLORIDA

807. **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Fort Lauderdale		17, 23
Gainesville	*5	20
Jacksonville	4, *7, 12	30, 36
Orlando	6, 9	18, *24
Panama City	7	*30, 36
West Palm Beach	5, 12	*15, 21

Fort Lauderdale

808. (a) **Census Data.** The City of Fort Lauderdale has a population of 36,000.

(b) **Counterproposal of Gore Publishing Company.** Gore Publishing Company requested the assignment of Channel 9 to Fort

[159] Tuscaloosa Broadcasting Company filed an alternate counterproposal requesting the additional assignment of Channel 8 to Tuscaloosa. Tuscaloosa Broadcasting Company made this alternative counterproposal contingent upon the second alternative counterproposal of WREC Broadcasting Service and WMPS, Inc., Memphis, Tennessee. Under the alternative counterproposal of Tuscaloosa Broadcasting Company it was requested that in addition to the changes of the proposed assignments in the Commission's Third Notice set forth in the second alternative of the Memphis proposal, Tuscaloosa Broadcasting Company would make five other changes in the Commission's proposed assignments. Elsewhere in this Report we have denied the second alternative counterproposal of the Memphis parties. Since the alternative counterproposal of Tuscaloosa Broadcasting Company was made expressly contingent upon the grant of that second alternative counterproposal of the Memphis parties the alternative counterproposal of the Tuscaloosa Broadcasting Company will not be discussed further.

[160] Voice of Dixie, Inc., Birmingham, Ala., Tuscaloosa Broadcasting Company, Tuscaloosa, Ala., Hoyt B. Wooten, d/b as WREC Broadcasting Service and WMPS, Inc., Memphis, Tenn., and Spartan Radiocasting Company, Spartanburg, S. C., proposed to delete VHF Channel 2 from State College, Miss., and substitute another VHF channel there as part of a plan to add another VHF channel to their respective cities. No such shift is required, however, since these counterproposals have been denied for the reasons stated elsewhere in this Report.

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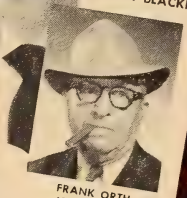
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Lauderdale by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposal	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Fort Myers	11		12†	
Fort Lauderdale		17, 23	9†	17, 23
Miami	*2, 4, 7, 10		*2, 4, 7, 13†	*15, 21
West Palm Beach	5, 12	*15, 21	5, 11†	

(c) Statement in Support of Gore Publishing Company Counterproposal. Gore Publishing Company urged that Fort Lauderdale, with a population of 37,000 persons had increased by 100% since 1940; that during the tourist season the population of Fort Lauderdale exceeds 100,000; that of the 248 cities in the United States with a population between 25,000 to 50,000 Fort Lauderdale ranks 19th in total retail sales; that the assignments proposed by the Commission were inadequate to meet the needs of the Fort Lauderdale community; and that the assignment of a first VHF channel to that community would result in a fair, equitable and efficient distribution of the available channels.

(d) Oppositions and Conflicting Counterpproposals to Gore Publishing Company Counterproposal. Oppositions and conflicting counterproposals to the counterproposal of Gore Publishing Company with filed by Miami Broadcasting Company, Isle of Dreams Broadcasting Corporation, the Fort Industry Company and WKAT, Inc.

(e) The Gore Publishing Company counterproposal would result in a co-channel separation of 183 miles on Channel 9 between Fort Lauderdale and Orlando in Zone III.

Gainesville

809. **The Educational Reservation.** The JCET supported the reservation of VHF Channel 5 in Gainesville for non-commercial educational use. No objection to the reservation was filed.

Jacksonville

810. (a) **Census Data.** The standard metropolitan area of Jacksonville has a population of 304,000. The City of Jacksonville has a population of 205,000.

(b) **Existing Stations.** Florida Broadcasting Company is licensed for the operation of WMBR-TV, Jacksonville on Channel 4.

(c) Counterproposal of Jacksonville Broadcasting Corporation. Jacksonville Broadcasting Corporation requested the additional assignment of Channel 10 to Jacksonville. No other changes in the assignments proposed by the Commission in the Third Notice were requested.

(d) Statement in Support of Jacksonville Broadcasting Corporation Counterproposal. Jacksonville Broadcasting Corporation urged that the nearest assignments on Channel 10 proposed by the Commission are at Tampa—St. Petersburg, and Albany; that the distance from Jacksonville to Albany and to Tampa is 171 miles, the distance to St. Petersburg is 186 miles. It was further stated that the nearest adjacent channel assignments would be to Orlando on Channel 9 at a distance of 124 miles from Jacksonville. It was stated that the operation of Channel 10 in Jacksonville would cause interference within the Grade B service of the Albany station and to the operation of Channel 10 in Tampa. It was urged, however, that two or more services would be provided from the operation of other stations to the area receiving interference.

(e) Opposition to the Jacksonville Broadcasting Corporation Counterproposal. The Tribune Company, Tampa, Florida, opposed the counterproposal of Jacksonville Broadcasting Corporation urging that the operation of Channel 10 in Jacksonville might preclude the use of Channel 10 in Tampa.

(f) Counterproposal of City of Jacksonville, Jacksonville, Florida. The City of Jacksonville requested the additional assignment of VHF Channel 2 to Jacksonville by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposal	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Daytona Beach, Fla.	2		11†	
Jacksonville, Fla.	4, *7, 12	30, 36	2†, 4, *7, 12	30, 36
Tallahassee, Fla.	2, *11	24	6†, *11	24
Thomasville, Ga.	6	27	3†	27

(g) Statement in Support of City of Jacksonville Counterproposal. The City of Jacksonville urged that a grant of its counterproposal would not decrease the number of channels proposed by the Commission in the Third Notice and that the economic importance of the City of Jacksonville warranted the assignment of a third VHF channel.

(h) The City of Jacksonville counterproposal would result in the following co-channel assignments in Zone III.

Channel	Cities	Distance
3	Thomasville, Ga.-Pensacola	195
11	Daytona Beach-Tallahassee	215

(i) Opposition and Conflicting Counterproposal to the Counterproposal of City of Jacksonville. Opposition to the counterproposal of the City of Jacksonville was filed by Central Florida Broadcasting Company since the counterproposal was mutually exclusive with its counterproposal to assign VHF Channel 2 to Orlando, Florida.

(j) The Jacksonville Educational Reservation. The Duval County Board of Public Instruction and the JCET supported the reservation of Channel 7 in Jacksonville for non-commercial educational purposes. The Board stated that the educational needs of the county warranted the reservation of a channel; and that although the Board has no present plans to construct a television station it is proposed to conduct a survey to determine whether, alone or in cooperation with other educational institutions, it could construct or use a television station.

(k) **Opposition to the Jacksonville Reservation.** Jacksonville Broadcasting Corporation opposed the reservation of VHF Channel 7 for educational purposes, and requested that it be made available for commercial use. It contended that the Commission is without authority to reserve any channels for non-commercial educational stations;[161] that the reservation of VHF Channel 7 at Jacksonville is arbitrary and capricious as no showing was made in this proceeding of any need or interest in the use of any channel in Jacksonville; that the Jacksonville Junior College is the only educational institution in the area which possibly could use the channel and it has as yet shown no interest in owning and operating a television station.

Orlando

811. (a) **Census Data.** The standard metropolitan area of Orlando has a population of 115,000. The City of Orlando has a population of 52,000.

(b) Counterproposal of Central Florida Broadcasting Company. Central Florida Broadcasting Company requested the assignment of VHF Channel 2 to Orlando, Florida by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposal	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Daytona Beach, Fla.	2		11†	18†
Orlando, Fla.	6, 9	18, *24	2†, 6, 9	†, *24

(c) Statement in Support of Central Florida Broadcasting Counterproposal. It was urged that the counterproposal would result in providing Orlando with an additional VHF channel and Daytona Beach with a second channel.

(d) The Central Florida counterproposal would result in the following co-channel assignments in Zone III.

Channel	Cities	Distance
11	Daytona Beach-Tallahassee	215
11	Daytona Beach-Fort Meyers	184
2	Orlando-Miami	204

(e) Oppositions and Conflicting Counterproposals. Oppositions and conflicting counterproposals to the counterproposal of Central Florida Broadcasting Company were filed by the following parties: WKAT, Inc., Miami, Florida; the New Journal Corporation, Daytona Beach, Florida; the Isle of Dreams Broadcasting Corporation, Miami, Florida, the City of Jacksonville, Jacksonville, Florida.

(f) The Orlando Educational Reservation: John B. Stetson University, Leland, Florida, and the JCET supported the reservation of UHF Channel 24 in Orlando, for non-commercial educational use. The University stated that it is equipped to train students in the preparation and presentation of educational and religious television programs and that it expects to use television as an instrument of education. No opposition was filed to the proposed reservation.

Panama City

812. **The Educational Reservation.** The JCET supported the reservation of UHF Channel 30 in Panama City for non-commercial education use. No objection to the reservation was filed.

West Palm Beach

813. **The Educational Reservation.** The Board of Public Instruction of Palm Beach County supported the reservation of UHF Channel 15 in West Palm Beach for non-commercial educational use. No objection to the reservation was filed.

Conclusions: Educational Reservations in Gainesville, Panama City, West Palm Beach and Orlando

814. On the basis of the record the reservation of VHF Channel 5 in Gainesville and UHF Channels 30 in Panama City, 15 in West Palm Beach and 24 in Orlando are finalized.

Conclusions: Educational Reservation in Jacksonville, Florida

815. Educational institutions in Jacksonville supported the reservation of VHF Channel 7 for non-commercial educational use. The Jacksonville Broadcasting Corporation opposed the reservation. We are of the view that the educational reservation in Jacksonville should be maintained. In the Third Notice we stated that a VHF channel would be reserved in all communities with three or more VHF channels where all such VHF assignments were not in operation. In view of the evidence adduced by educational institutions in Jacksonville on behalf of the reservation of Channel 7, we are of the view that no basis has been established in this record for a deviation from the policy announced in the Third Notice. Accordingly, the counterproposal of Jacksonville Broadcasting Corporation, in so far as it requested the deletion of the reservation of Channel 7 for non-commercial educational use, is denied.

Conclusions: Requests for Additional VHF Assignments

816. The counterproposals seeking the additional assignment of a VHF channel to Fort Lauderdale, Jacksonville and Orlando would result in the following co-channel assignment separations below 220 miles in Zone III:

Counterproposals	Channel	Cities	Separation
Gore Publishing Co.	9	Fort Lauderdale-Orlando	183
Jacksonville B/cng. Co.	10	Jacksonville-Albany	171
City of Jacksonville	3	Thomasville, Ga.-Pensacola	195
City of Jacksonville	11	Daytona Beach-Tallahassee	215
Central Florida B/cng. Co.	2	Orlando-Miami	184
Central Florida B/cng. Co.	11	Daytona Beach-Tallahassee	215
Central Florida B/cng. Co.	11	Daytona Beach-Fort Myers	184

[161] The contention that the Commission is without authority to reserve channels for non-commercial educational use was disposed of in the Commission's decision of July 12, 1951.

817. Since each of the counterproposals would result in one or more co-channel assignment separations below the minimum they must be denied. Accordingly, the counterproposals of Gore Publishing Company, Jacksonville Broadcasting Company, City of Jacksonville and Central Florida Broadcasting Company are denied.

Final Assignments and Reservation

818. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Fort Lauderdale		17, 23
Gainesville	*5	20
Jacksonville	4, *7, 12	30, 36
Orlando	6, 9	18, *24
Panama City	7	*30, 36
West Palm Beach	5, 12	*15, 21

MIAMI AND TAMPA— ST. PETERSBURG, FLORIDA VALDOSTA, GEORGIA

819. **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.
Miami, Fla.	*2, 4, 7, 10
Tampa-St. Petersburg, Fla.	*3, 8, 10, 13
Valdosta, Ga.	8

820. The foregoing proposed assignments would result in the following co-channel separations below 220 miles in Zone III:

Channel	Cities	Separation
8	Tampa-St. Petersburg-Valdosta	203
10	Tampa-St. Petersburg-Miami	204

Miami

821. (a) **Census Data.** The standard metropolitan area of Miami has a population of 495,000. The City of Miami has a population of 249,000.

(b) **Existing Stations.** Southern Radio and Television Equipment Company has a construction permit for WTVJ: Miami, on Channel 4, and is operating under special authority.

(c) **Counterproposals of Miami Broadcasting Company, Isle of Dreams Broadcasting Corp., The Fort Industry Company and WKAT, Inc.** Miami Broadcasting Company, Isle of Dreams Broadcasting Corp., The Fort Industry Company and WKAT, Inc., requested the additional assignment of one or more VHF and UHF channels to the City of Miami. Isle of Dreams Broadcasting Corp., and Fort Industry Company submitted three alternative plans to accomplish the additional assignments requested. Following are the plans submitted by the Miami parties: ⟶

NOTE: A blank space opposite a city indicates that under the plan no change in channel assignments were requested for that city.

(d) **Statements in Support of Miami Broadcasting Co., Isle of Dreams Broadcasting Corp., The Fort Industry and WKAT, Inc. Counterproposals.** In support of the foregoing Miami counterproposals it was urged that a fair, efficient and equitable distribution of facilities among the several states and communities warranted the assignment of additional channels to the Miami area; that the City of Miami is the second largest city in Florida and the Miami metropolitan area has the greatest population of any metropolitan area in the State of Florida; that Miami is a well known resort center whose population is swelled by tourists and vacationists each year and that Miami is one of the country's playgrounds, a center of entertainment, talent, showmanship and events of special interest; that Miami is located in the Southern Peninsula and where few outside television services would be available; that Miami supports 11 AM and 6 FM stations; that the economic resources of the area are adequate to support the operation of additional television stations; that there are presently pending 5 applications for commercial television assignments for the City of Miami; and that the assignments proposed by the Commission for Miami, of 4 VHF channels are inadequate to meet the needs of the Miami area in view of the proposed reservation of one VHF channel for educational purposes.

(e) The Miami counterproposals would result in the following co-channel separations below 220 miles in Zone III:

ISLE OF DREAMS

Plan 1

Channel 9
Miami-Orlando 204 miles
Channel 13
Miami-Tampa 205 miles

Plan 2

Channel 9
Miami-Orlando 204 miles
Channel 13
Miami-Tampa 205 miles

Plan 3

Channel 11
Daytona Beach-West Palm Beach 182 miles
Channel 5
Fort Myers-Gainesville 209 miles
Channel 6
Miami-Tampa 205 miles
Channel 9
Miami-Orlando 204 miles
Channel 2
Orlando-Miami 204 miles

FORT INDUSTRY CO.

Plan 1

Channel 9
Miami-Orlando 204 miles
Channel 13
Miami-Tampa 205 miles

Plan 2

Channel 9
Miami-Orlando 204 miles
Channel 13
Miami-Tampa 205 miles

Plan 3

Channel 9
Miami-Orlando 204 miles
Channel 13
Miami-Tampa 205 miles

MIAMI BROADCASTING CO.

Channel 9
Miami-Orlando 204 miles
Channel 13
Miami-Tampa 205 miles

WKAT, INC.

Channel 11
Daytona Beach-West Palm Beach 182 miles
Channel 9
Miami-Tampa 205 miles
Channel 13
Miami-Tampa 205 miles
Channel 8
Orlando-Valdosta 198 miles[162]
Channel 2
Tampa-Miami 205 miles
Channel 4
Tampa-Miami 205 miles

(f) **Oppositions and Conflicting Counterproposals to the Miami Counterproposals.** Gore Publishing Company, Fort Lauderdale, Florida, filed a mutually exclusive counterproposal seeking the additional assignment of VHF Channel 9 to Fort Lauderdale, and opposed the mutually exclusive counterproposal of the Miami parties.

(g) **The Miami Educational Reservation.** The Board of Public Instruction of Dade County, Florida, and University of Miami supported the reservation of VHF Channel 2 in Miami for non-commercial educational use. The Board of Public Instruction of Dade County, Florida, submitted statements in support of the reservation from numerous organizations and individuals, including the Mayor of the City of Miami, The Mayor of Miami Shores Village, The Greater Miami Council of Churches, certain members of the Board of County Commissioners, Miami, Florida, State Congressman Dante B. Fascell and the Classroom Teachers' Association of Dade County. The Board of Public Instruction stated that non-commercial educational broadcasting facilities were necessary to meet the educational needs of the Dade County area and that the Superintendent of Schools was directed to include in the education budget for the scholastic year 1951-1952 sufficient funds to finance the television station. The Board asserted that Dade County has an annual budget of approximately $30 million and is therefore able to construct and operate a television station. The Board presently operates educational radio Station WTHS-FM, and the Board asserted that it spent approximately $60,000 in the operation of that station to provide a modern educational radio service to Dade County. The Board also stated that it proposes to utilize the television station to present a wide range of educational programs to serve the schools and the general public, in cooperation with other educational institutions.

(h) **Opposition to the Miami Reservation.** The Fort Industry Company[163] opposed the reservation of VHF Channel 2 in Miami and proposed the reservation of both UHF Channels 29 and 35 for non-commercial educational use in lieu of VHF Channel 2. The Fort Industry Company stated the reservation would tend to impair freedom of competition by limiting the number of commercial stations with substantially equal facilities, and that the reservation would prolong the length of time the public would have to wait for the inception of a second commercial service since the scarcity of commercial channels thus created might well result in protracted hearings. The Fort Industry Company claimed the most that would be expected of an edu-

[162] We have below deleted the assignment of Channel 8 at Valdosta.

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Miami Broadcasting Co. Proposal VHF Channel No.	Miami Broadcasting Co. Proposal UHF Channel No.
Fort Myers, Fla.	11		12†	
Miami, Fla.	*2, 4, 7, 10		*2, 4, 9†, 11†, 13†	27†, 33†
West Palm Beach, Fla.	5, 12	*15, 21	5, 7†	*15, 21

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	WKAT, Inc. Proposal VHF Channel No.	WKAT, Inc. Proposal UHF Channel No.
Daytona Beach, Fla.	2		11†	
Fort Myers, Fla.	11		12†	
Melbourne, Fla.	†		10†	
Miami, Fla.	*2, 4, 7, 10		*2, 4†, 7, 9†, 13†	
Orlando, Fla.	6, 9	18, *24	3†, 8†	18, *24
Tampa-St. Petersburg, Fla.	*3, 8, 10, 13		2†, 4†, *6†, 9†, 13†	
West Palm Beach, Fla.	5, 12	*15, 21	5, 11†	*15, 21

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Isle of Dreams Alternative Proposals Plan 1 VHF Channel No.	Plan 1 UHF Channel No.	Plan 2 VHF Channel No.	Plan 2 UHF Channel No.	Plan 3 VHF Channel No.	Plan 3 UHF Channel No.
Daytona Beach, Fla.	2						11†	
Fort Myers, Fla.	11		12†		12†		5†	
Jacksonville, Fla.	4, *7, 12	30, 36					4, *7, 13†	30, 36
Miami, Fla.	*2, 4, 7, 10		*2, 4, 9†, 11†, 13†		*2, 4, 7, 9†, 13†		*2, 4, 6†, 7, 9†	
Orlando, Fla.	6, 10	18, *24					2†, 9	18, *24
Tampa-St. Petersburg, Fla.	*3, 8, 10, 13						*3, 6†, 8, 10, 12†	
West Palm Beach, Fla.	5, 12	*15, 21	5, 7†	*15, 21	5, 11†	*15, 21	11†, 13†	*15, 21

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Fort Industry Alternative Proposals Plan 1 VHF Channel No.	Plan 1 UHF Channel No.	Plan 2 VHF Channel No.	Plan 2 UHF Channel No.	Plan 3 VHF Channel No.	Plan 3 UHF Channel No.
Fort Myers, Fla.	11		12†				12†	
Fort Pierce		19			12†	19		31†
Miami, Fla.	*2, 4, 7, 10		2, 4, 7, 9†, 13†	*29†, *35†	2, 4, 7, 10, 13†	*29†, *35†	2, 4, 5†, 7, 9†, 11†, 13†	*29†, *35†
West Palm Beach, Fla.	5, 12	*15, 21	5, 11†	*15, 21	5, †	*15, 21, 27†	†, †	*15, 21, 27†, 33†

cational television station was a service designed primarily to train students in television techniques, supplemented by perhaps a few hours weekly of regular educational programs. The Fort Industry Company contended a commercial UHF station would be at a competitive disadvantage in the Miami market since a substantial number of VHF sets were in the hands of the public.[164]

Tampa—St. Petersburg

822. (a) **Census Data.** The Tampa-St. Petersburg standard metropolitan area has a population of 409,000. The City of Tampa has a population of 125,000. The City of St. Petersburg has a population of 97,000.

(b) **Tampa-St. Petersburg Educational Reservation.** The Public School System of Hillsborough County, The Pinellas County School System, Pinnellas Broadcasting Co., and the JCET supported the reservation of VHF Channel 3 in Tampa-St. Petersburg for non-commercial educational use. The Public School System stated it would act in cooperation with the School System of Pinellas County and possibly other educational institutions to bring non-commercial educational television to the area; that several departments of the School system now develop and produce radio programs and that an educational television station would render a type of service which could not be expected from commercial television. The Pinellas County School System stated that the reservation was indispensable to the establishment of an educational television station. Pinellas Broadcasting Company stated that educational television was a new field, and that it would require time for the formulation of practical and detailed plans for the utilization of non-commercial educational purposes in St. Petersburg-Tampa area; that such an educational station could be financed by the Boards of Education of five surrounding counties, the University of Tampa, the General Extension Division of the University of Florida and the St. Petersburg Junior College.

(c) **Opposition to the Tampa-St. Petersburg Reservation.** The Tampa Times Company and The Tribune Company opposed the reservation of VHF Channel 3 in Tampa-St. Petersburg and proposed that it be made available for commercial use. The Tampa Times stated there was a public need for the commercial use of Channel 3 as evidenced by the filing of five applications for television stations in the Tampa-St. Petersburg market; that there was a definite probability that educational organizations would not apply for a non-commercial educational television station because of a lack of funds; and that a channel in the 782-890 Mc. band could be assigned for non-commercial educational purposes if and when a need should arise. The Tribune Company opposed the reservation of non-commercial educational channels on the grounds that it was illegal under Sections 307, 309 and 326 of the Communications Act, and on the further ground that reservation was unwise.[165]

Valdosta, Georgia

823. **Census Data.** The City of Valdosta has a population of 20,000.

Conclusions: Deletion of Proposed Assignments

824. In the Third Notice the Commission proposed the assignment of Channel 10 to Tampa-St. Petersburg and to Miami at a separation of 204 miles, and the assignment of Channel 8 to Tampa-St. Petersburg and to Valdosta at a separation of 203 miles. Since these separations in Zone III are below the minimum for this area we are required to delete one assignment of Channel 10 and one assignment of Channel 8 to comply with the requisite separations.

825. With respect to Channel 10 we are presented with a choice of deleting that channel from Tampa-St. Petersburg or from Miami. In the Third Notice the Commission proposed the assignment of 4 VHF channels to Miami and 4 VHF channels to Tampa-St. Petersburg. In both communities one VHF channel was proposed to be reserved for non-commercial educational use. The City of Miami has a population of 247,000 and the metropolitan area has a population of 495,000. The City of Tampa has a population of 125,000, the City of St. Petersburg has a population of 97,000 and the metropolitan area has a population of 409,000. It is our view based on the record in this proceeding and relative size of these communities that the deletion of Channel 10 from Tampa-St. Petersburg and the assignment of that channel to Miami is warranted. In replacement for Channel 10 in Tampa-St. Petersburg we are assigning Channel 30 to that community.

826. With respect to Channel 8 we are presented a choice of deleting that channel from Tampa-St. Petersburgh or from Valdosta. The City of Valdosta has a population of about 20,000. In view of the great disparity in the size in these communities we believe the deletion of Channel 8 from Valdosta and the assignment of that channel to Tampa-St. Petersburg is warranted. In replacement for Channel 8 in Valdosta we are assigning UHF Channel 37 to that community.

Conclusions: Additional VHF Assignment in Miami

827. As indicated above each of the counterproposals submitted by the Miami parties for the additional assignment of one or more VHF channels to that community would result in assignment separations below the minimum of 220 miles in Zone III. Accordingly, the counterproposals of Isle of Dreams, Fort Industry, Miami Broadcasting Company and WKAT, Inc., are denied in so far as these counterproposals request the additional assignment of one or more VHF channels to Miami.

Conclusions: Miami and Tampa-St. Petersburg Educational Reservations

828. Educational institutions in Miami supported the reservation of VHF Channel 2 and educational institutions in Tampa-St. Petersburg supported the reservation of VHF Channel 3 for non-commercial educational use in their respective communities. The Fort Industry in Miami, The Tampa Times Company and the Tribune Company in Tampa-St. Petersburg opposed the reservations in their communities and requested the substitution of UHF channels for educational use.

829. We are of the view that the educational reservation in Miami and Tampa-St. Petersburg should not be shifted to the UHF. In the Third Notice we stated that a VHF channel would be reserved in all communities with three or more VHF channels where all such VHF assignments were not in operation. In view of the evidence adduced by educational institutions in Miami and Tampa-St. Petersburg on behalf of the reservation of the VHF channel we are of the view that no basis has been established in this record for a deviation from the policy announced in the Third Notice. Accordingly, the counterproposal of Fort Industry, The Tampa Times Company and The Tribune Company in so far as they requested the substitution of UHF channels for the VHF channels reserved for non-commercial educational use in Miami and Tampa-St. Petersburg are denied.

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposal VHF Channel No.	Proposal UHF Channel No.
Baton Rouge, La.	10	28, *34, 40	2†, 10	28, *34, 40
New Orleans, La.	*2, 4, 6, 7	20, 26, 32	4, 6, 7, *9†	20, 26, 32
Hattiesburg, Miss.	9	17	11†	17
Meridian, Miss.	11	30, *36	9†	30, *36

Conclusions: Additional UHF Assignments in Miami

830. Miami Broadcasting Company requested the additional assignment of UHF Channels 27 and 33 to Miami. It is our view that the record supports the assignment of these channels to Miami. Accordingly, a counterproposal of Miami Broadcasting Company is granted in so far as it requests the additional assignments of UHF Channels 27 and 33 to Miami.

Final Assignments and Reservations

831. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Tampa-St. Petersburg, Fla.	*3, 8, 13	38
Miami, Fla.	*2, 4, 7, 10	27, 33
Valdosta, Ga.		37

BATON ROUGE, HOUMA, LAKE CHARLES, NEW ORLEANS, AND SHREVEPORT, LOUISIANA

832. (a) **Proposed Assignments and Reservations:** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Baton Rouge	10	28, *34, 40
Houma		30
Lake Charles	7	*19, 25
New Orleans	*2, 4, 6, 7	20, 26, 32
Shreveport	3, 12	

The foregoing proposed assignments would result in the following co-channel assignment separation below 220 miles in Zone III:

Channel	Cities	Mileage
7	Lake Charles-New Orleans	189

(b) **Census Data.** The standard metropolitan area of Baton Rouge has a population of 158,000, and the City of Baton Rouge has a population of 126,000. The population of the City of Houma is 12,000. The standard metropolitan area of New Orleans has a population of 685,000 and the City of New Orleans has a population of 570,000. The City of Lake Charles has a population of 41,000. The standard metropolitan area of Shreveport has a population of 177,000 and the City of Shreveport has a population of 127,000.

(c) **Existing Station.** WDSU Broadcasting Corporation is: licensed for the operation of Station WDSU-TV on Channel 6 in New Orleans.

Baton Rouge

833. (a) **Counterproposal of Baton Rouge Broadcasting Company, Inc.** Baton Rouge Broadcasting Company requested the additional assignment of VHF Channel 2 to Baton Rouge by making the following changes in the assignments proposed by the Commission in the Third Notice:

(b) **Statement in Support of Baton Rouge Counterproposal.** Baton Rouge Broadcasting Company urged that Baton Rouge is the third largest city and the Capital of the State of Louisiana; that the population of Baton Rouge had increased by 262% between 1940 and 1950; that the City of Shreveport with approximately the same population as Baton Rouge and the City of Alexandria with approximately one-fourth the population of Baton Rouge were each assigned two VHF channels. It was urged that the size and economic importance of Baton Rouge warrant the assignment of two VHF channels to that community. It was further urged that the assignment of Channel 2 would be in conformance with the Commission's standards for minimum separation of co-channel and adjacent channel stations. It was pointed out that under the counterproposal the closest resultant co-channel separation would be between New Orleans and Meridian, Mississippi on Channel 9 at a distance of 185 miles; and between Alexandria, Louisiana, and Hattiesburg, Mississippi, on Channel 11 at a distance of 187 miles.[166] It was asserted that the operation of Channel 2 in Baton Rouge would afford a total gain of VHF service to a substantial area and population. The counterproposal would in addition result in a co-channel assignment separation on Channel 9 between Meridian, Mississippi, and Dothan, Alabama, of 210 miles.

[163] The Fort Industry Company proposal that the Commission adopt a rule providing for a six-month review of steps taken by educational institutions to utilize the reserved channels has been considered in another portion of this Report.

[164] The Fort Industry Company filed a Motion to Strike those portions of the brief of The Board of Public Instruction which it is alleged introduce new evidentiary matter and raise new contentions in contravention of the Commission's Order of Hearing Procedure at such a time in the proceedings as to deny other interested parties an opportunity to reply. A response to this Motion was filed by the Board of Public Instruction of Dade County in which it contends that the material objected to is entirely appropriate for fair comment and argumentation in a legal brief. The Motion to Strike is GRANTED since the material objected to is clearly raised for the first time, not supported by sworn written testimony and not in accordance with Paragraphs 5(b), or 5(c) of the Commission's Order of Hearing Procedure.

In view of the action herein taken it is unnecessary to rule upon the alternative request of The Fort Industry Company for other appropriate relief.

[165] The Commission's decision of July 13, 1951, disposed of this contention.

[166] In view of the action taken elsewhere in this Report this assignment separation in violation of the minimum would be removed.

(c) **Conflicting Counterproposal to the Baton Rouge Broadcasting Company Counterproposal.** A conflicting counterproposal was filed by Loyola University of the South, New Orleans.

(d) **The Baton Rouge Educational Reservation:** Louisiana State University and Agricultural and Mechanical College at Baton Rouge, Louisiana, supported the reservation of Channel 34 at Baton Rouge for non-commercial educational use stating that advanced students in the College of Engineering and the Department of Physics will be available to assist in the technical aspects of television. The University stated that it is presently negotiating a one-year interim contract with local commercial television stations for the production of educational television programs pending the time it can put into operation a non-commercial educational television station. No objections were filed to the proposed reservation.

Houma

834. (a) **Counterproposal of Charles Wilbur Lamar, Jr.** Charles Wilbur Lamar, Jr., requested the additional assignment of VHF Channel 12 to Houma, without any other changes in the assignments proposed in the Third Notice.

(b) **Statement in Support of Lamar Counterproposal.** Lamar urged that the assignment of Channel 12 to Houma would comply with the Commission's minimum standards for co-channel and adjacent channel separation. It was pointed out that the nearest assignments on Channel 12 proposed by the Commission are at Jackson, Mississippi, and Shreveport, Louisiana, which are 190 and 270 miles, respectively, from Houma. Adjacent channel assignments proposed by the Commission which are nearest to Houma are at Biloxi, Mississippi, and Alexandria, Louisiana, at distances of 122 and 165 miles, respectively, from Houma. It was urged that the operation of Channel 12 in Houma would render service to a substantial area and population.

(c) **Conflicting Counterproposal to Charles W. Lamar, Jr. Counterproposal.** A conflicting counterproposal was filed by Loyola University of the South, New Orleans.

New Orleans

835. (a) **Counterproposal of Loyola University of the South.** Loyola University requested the additional assignment of VHF Channel 11 to New Orleans, without any other changes in the assignments proposed in the Third Notice.

(b) **Statement in Support of Loyola University Counterproposal.** Loyola University urged that VHF Channel 11 could be assigned to New Orleans without reducing the number of channels proposed by the Commission for assignments to any other city, or without changing the assignments proposed by the Commission for any other city. It was urged that the UHF assignments proposed by the Commission for New Orleans were inadequate to serve the needs of that area since a considerable period of time would elapse before converters or new receivers capable of utilizing ultra high frequency signals could be distributed in the area. It was urged that this circumstance would prolong for an indefinite period the existing television monopoly in the New Orleans area.

(c) The Loyola counterproposal would result in the following co-channel separations in Zone III:

Channel	Cities	Mileage
11	New Orleans-Alexandria [167]	170
11	New Orleans-Meridian, Miss.	185

(d) **Oppositions and Conflicting Counterproposals to Loyola University Counterproposal.** Oppositions and conflicting counterproposals were filed by the following parties: Charles W. Lamar, Jr., Houma; Baton Rouge Broadcasting Company, Baton Rouge; The Houston Post Company, Houston; and Deep South Broadcasting Company, Montgomery.

(e) **The New Orleans Educational Reservation.** Tulane University supported the reservation of Channel 2 at New Orleans for non-commercial educational use, stating that it hoped the Commission would maintain the reservation until such time as the educational groups in the area could complete their studies on educational television.

(f) **Opposition of Loyola University to New Orleans Educational Reservation.** Loyola University contended that the Commission's proposed reservation of VHF Channel 2 at New Oreans for non-commercial educational use, and the attendant withdrawal of that channel from use for general broadcasting purposes, was beyond the power and discretion of the Commission. This contention that the Commission is without legal power to reserve channels in the Table of Assignments for use by non-commercial educational stations has been disposed of in the Commission's Opinion of July 12, 1951.

Lake Charles

836. (a) **Support of Proposed Assignments.** Calcasieu Broadcasting Company filed a sworn statement supporting the assignments proposed by the Commission for Lake Charles. It was stated that the assignment of a total of 3 channels to Lake Charles, with one channel reserved for educational use, appears to be an equitable assignment of the available channels to that city.

(b) **Educational Reservation.** The JCET supported the reservation of Channel 19 at Lake Charles for non-commercial educational use. Various other civic and educational leaders of Lake Charles also supported the reservation. No objections were made to the reservation.

Shreveport

837. **Support of Proposed Assignments.** International Broadcasting Corporation, Shreveport, Louisiana filed a statement supporting the assignments proposed by the Commission for Shreveport. No oppositions have been filed to the Commission's assignments for Shreveport.

Conclusions: Baton Rouge and New Orleans Educational Reservations.

838. On the basis of the record, the reservations of Channel 34 at Baton Rouge and Channel 2 at New Orleans, for non-commercial educational use are finalized.

Conclusions: Request for Additional VHF Assignments in Baton Rouge, Houma and New Orleans

839. The counterproposals seeking the additional assignment of a VHF channel in those cities would result in the following co-channel assignment separations below 220 miles in Zone III:

Proposal	Channel
Baton Rouge Broadcasting Co.	9
	9
Charles W. Lamar	12
Loyola University	11

[167] In view of our action elsewhere in this Report this co-channel assignment separation would no longer exist.

Cities	Mileage
Meridian, Miss.-Dothan, Ala.	210
New Orleans-Meridian, Miss.	185
Houma-Jackson, Miss.	192
New Orleans-Meridian, Miss.	185

Accordingly, the counterproposals of Baton Rouge Broadcasting Company, Charles W. Lamar, Jr., and Loyola University of the South are denied.

Conclusions: Deletion of Proposed Assignment

840. In the Third Notice the Commission proposed the assignment of Channel 7 to Lake Charles and New Orleans at a separation of 189 miles. Since this separation is below the minimum of 220 miles for Zone III we are required to delete one assignment of Channel 7 to comply with the requisite minimum separation.

841. The City of Lake Charles has a population of 41,000 and the City of New Orleans has a population of 570,000. In the Third Notice only 1 VHF Channel was proposed for Lake Charles while 4 VHF channels were proposed for New Orleans. We believe on the basis of the record that the deletion of Channel 7 from New Orleans and the assignment of that channel to Lake Charles is warranted. In replacement of Channel 7 at New Orleans we are assigning UHF Channel 61.

Final Assignments and Reservations.

842. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Baton Rouge	10	28, *34, 40
Houma		30
Lake Charles	7	*19, 25
New Orleans	*2, 4, 6	20, 26, 32, 61
Shreveport	3, 12	

ALEXANDRIA AND LAFAYETTE, LOUISIANA, BILOXI, MISSISSIPPI

843. (a) **Proposed Assignments and Reservations:** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Alexandria, La.	11, 13	
Lafayette, La.	5	38
Biloxi, Miss.	13	*44, 50
Galveston, Texas	11	35, 41, *47
Houston, Texas	2, *8, 13	23, 29

(b) The foregoing proposed assignments would result in the following co-channel assignment separations below 200 miles in Zone III.

Channel	Cities	Mileage
11	Galveston-Alexandria	197
13	Houston-Alexandria	204
13	Alexandria-Biloxi	217

(c) **Census Data.** The City of Alexandria has a population of 35,000. The City of Lafayette has a population of 34,000. The City of Biloxi has a population of 37,000. The standard metropolitan area of Galveston has a population of 113,000 and the City of Galveston has a population of 67,000. The standard metropolitan area of Houston has a population of 807,000 and the City of Houston has a population of 596,000.

Conclusions: Deletion of Proposed VHF Assignments

844. In the Third Notice, the Commission proposed the assignments of Channel 13 to Alexandria and Houston at a separation of 204 miles and to Alexandria and Biloxi at a separation of 217 miles in Zone III. Since these separations in Zone III are below the minimum for the area we are required to delete one or two assignments on Channel 13 to comply with the requisite separation. The population of both Houston and Biloxi is greater than that of Alexandria. Two VHF channels were proposed for Alexandria, one for Biloxi and three for Houston. In order to remove the sub-standard separation on Channel 13 we are faced with the choice of deleting this channel from Alexandria or from both Houston and Biloxi. In view of the foregoing, we believe the deletion of Channel 13 from Alexandria is warranted. In replacement for Chanel 13 in Alexandria we are assigning UHF Channel 62.

845. Further the assignments proposed in the Third Notice would result in the assignment of Channel 11 to Alexandria and Galveston at a separation of 197 miles in Zone III. Since this separation is below the minimum for this area we are required to delete one assignment of Channel 11 to comply with the requisite separation. The population of Galveston is approximately twice that of Alexandria. In view of the relative size of these cities we believe the deletion of Channel 11 from Alexandria and the assignment of that channel to Galveston is warranted.

846. In view of the action taken above the City of Alexandria would be left with no VHF assignments. In the Third Notice Channels 5 and 38 were proposed to be assigned to Lafayette, a city of 34,000. Since we are required to delete the assignments proposed for Alexandria, that city with a somewhat larger population than Lafayette, would have no VHF channels assigned to it. In view of the comparative size of Lafayette and Alexandria, it is our view that the deletion of Channel 5 from Lafayette and the assignment of that channel to Alexandria is warranted. As a replacement for Channel 5 at Lafayette we are assigning UHF Channel 67.

Final Assignment[168]

847. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Alexandria, La.	5	62
Lafayette, La.		38, 67
Biloxi, Miss.	13	*44, 50

PROPOSED UHF ASSIGNMENTS IN AREA II BELOW THE MINIMUM CO-CHANNEL ASSIGNMENT SEPARATIONS

848 (a) In the Third Notice the Commission proposed the following LHF assignments which do not meet the minimum co-channel assignment separations:

City	UHF Channel No.
Kingston, N. C.	26
Bad Axe, Mich.	15
Clinton, Mo.	15
Muskogee, Okla.[169]	39
Pryor Creek, Okla.	64
Harriman, Tenn.	45
Marysville, Tenn.	42
Shelbyville, Tenn.	52

(b) The foregoing proposed assignments would result in the following co-channel assignment separations below 175 miles in Zone II:

Channel	Cities	Mileage
26	Kinston, N. C.-Winston Salem, N. C.	162
15	Bad Axe, Mich.-Manistee, Mich	168
39	Duncan, Okla.-Muskogee, Okla.	170
64	Pryor Creek, Okla.-Chickasha, Okla.	171

[168] The final assignments for Galveston and Houston appear elsewhere in this Report.

42	Springfield, Tenn.-Maryville, Tenn.	171
52	Gainesville, Ga.-Shelbyville, Tenn.	172
15	Clinton, Mo.-Claramore, Okla.	173
45	Laurens, S. C.-Harriman, Tenn.	173

Since the above co-channel assignment separations are below the minimum for Zone II we are faced with the necessity of changing 8 assignments in order to comply with the requisite separation. Accordingly, we have deleted the UHF assignments listed above and substituted other UHF assignments which meet the minimum separations in Zone II.

FINAL ASSIGNMENTS

849. The following assignments are adopted:

City	UHF Channel No.
Kinston, N. C.	45
Bad Axe, Mich.	46
Clinton, Mo.	49
Muskogee, Okla.	66
Pryor Creek, Okla.	54
Harriman, Tenn.	67
Maryville, Tenn.	51
Shelbyville, Tenn.	62

DENVER, BOULDER, CRAIG, COLORADO SPRINGS, PUEBLO, DURANGO, GRAND JUNCTION, AND MONTROSE, COLORADO; LARAMIE, WYOMING

850. **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Denver	2, 4, *6, 7	20, 26
Boulder	*9	22
Craig		19
Colorado Springs	10, 12	*17, 23
Pueblo	3, 5, *8	28, 34
Durango		15
Grand Junction		21
Montrose		18
Laramie	*8	18

Denver

851. (a) **Census Data.** The standard metropolitan area of Denver has a population of 564,000 and the City of Denver has a population of 416,000.

(b) **Counterproposals of Senator Edwin C. Johnson.** Senator Johnson proposed that an additional VHF channel be assigned to Denver, by the adoption of one of the following three alternative proposals.[170]

(c) **Statement in Support of Senator Johnson's Counterproposal.** Senator Johnson stated that Denver is the largest city in the Rocky Mountain area encompassing more than 9 states; that Denver is the hub of the rail, motor, air, banking, communications and commercial activities of the West; and the economic potential and marketing facilities of Denver are more than sufficient to support adequately five commercial VHF stations. It was also stated that priorities set forth in the Commission's Third Notice for the assignment of television channels should not control where extraordinary or peculiar factors require otherwise. It was claimed that as a consequence of having only three commercial VHF channels the people of Denver would be deprived of the programs of a number of networks and the adverse influence of monopoly would affect national and local advertisers who seek Denver markets. In this connection it was urged that no competitive nationwide network system could be effected without service to and through the City of Denver. In view of the foregoing it was claimed that the proposed assignments to Denver did not constitute a fair and equitable assignment of facilities.

(d) **First Alternative Counterproposal of Senator Johnson.** The first alternative counterproposal of Senator Johnson would delete Channel 9 from Boulder and assign that channel to Denver, Colorado and redesignate UHF Channel 22 in Boulder as reserved for noncommercial educational use. It was stated that Boulder, which is only a short distance from Denver, would be able to receive television service without difficulty from Denver. It was also urged that Boulder is within the retail trade area of Denver and that the people of Boulder look to Denver as the center of their business and cultural interests. It was submitted that the assignment of a VHF channel to Boulder, less than 26 miles away from Denver, is not justified since such a channel would not be operated in the foreseeable future on a non-commercial basis. It was claimed that the Commission could impose a condition upon the commercial user of this channel in Denver to reserve time on it for educational purposes by the University of Colorado. Finally, it was urged that the reassignment of Boulder's Channel 9 to Denver would not seriously affect, in any practical way, the priorities set forth in the Commission's Third Notice and that such reassignment could be done without causing interference to other proposed assignments in the Commission's plan.

(e) **Second Alternative Counterproposal of Senator Johnson.** The second alternative counterproposal of Senator Johnson would delete Channel 12 from Colorado Springs, and assign that channel to Denver. It was stated that the grant of this request would result in a much improved assignment plan without causing any interference with any co-channel or adjacent channel operation.

(f) **Third Alternative Counterproposal of Senator Johnson.** The third counterproposal would add a VHF channel to Denver by shifting assignments proposed by the Commission in the Third Notice for five other cities and without reducing the number of assignments proposed by the Commission for these cities. In support of the third alternative counterproposal it was urged that the Commission could maintain its present proposed plan and add an additional VHF channel to Denver without degrading the Commission's engineering principles and standards. It was also stated that the Commission had proposed the assignment of only ten channels to Colorado state, with three reserved for non-commercial education use; whereas other states, such as New Mexico, Arizona and Utah, each with less than half of Colorado's population were assigned, proportionately, a greater number of channels. New Mexico was assigned fifteen VHF channels with three reserved for non-commercial educational use; Arizona was assigned fourteen VHF channels with two reserved for non-commercial educational use; Utah was assigned nine VHF channels with one reserved for non-commercial educational use. Wyoming, which has one-quarter of Colorado's population, was assigned ten VHF stations with one reserved for non-commercial educational use. In addition, it was pointed out that such cities as Grand Junction, Montrose, Alamosa, Fort Collins, Greeley and Trinidad, all in Colorado, and other progressive Colorado cities, were not assigned a VHF channel.

(g) **Oppositions and Conflicting Counterproposals to Senator Johnson's Counterproposal (Plan 3).** Northwestern Broadcasting Company filed a counterproposal to assign VHF Channel 5 to Craig, which is in conflict with Senator Johnson's Plan 3. Northwestern Broadcasting Company stated that the conflict could be resolved by assigning VHF Channel 13 to Craig in lieu of VHF Channel 5. This would be accomplished by the substitution of VHF Channel 8 for VHF Channel 13 at Rock Springs, Wyoming. Western Slope Broadcasting Company filed a counterproposal to assign VHF Channel 3 to Grand Junction, which is in conflict with Senator Johnson's Plan 3. Western Slope Broadcasting Company stated that the conflict could be resolved by assigning VHF Channel 5 to Grand Junction in lieu of VHF Channel 3. Uncompahgre Broadcasting Company filed a counterproposal requesting the assignment of VHF Channel 11 to Montrose, which is in conflict with Senator Johnson's Plan 3. Uncompahgre Broadcasting Company stated that the conflict could be resolved by the assignment of either VHF Channel 8 or 9 or 10 to Montrose in lieu of VHF Channel 11. Warren M. Mallory filed a counterproposal requesting the assignment of either Channel 3 or VHF Channel 5 to Laramie, which is conflict with Senator Johnson's Plan 3. Warren M. Mallory stated that the conflict could be resolved by the assignment of one channel to Cheyenne in lieu of two channels as proposed.

(h) **The Denver Educational Reservation.** The Denver Public Schools (School District Number One, City and County of Denver), the University of Denver (Colorado Seminary), the Adult Education Council of Denver, the Denver Public Library, and the Colorado State Department of Education supported the reservation of VHF Channel 6 at Denver, Colorado for non-commercial educational use. The University of Colorado, Boulder, Colorado also requested the Commission to reserve channels in Denver for such use. It appears that an executive committee has been established in Denver, consisting of representatives of the University of Denver, the Board of Education of the City and County of Denver, the Public Library System of Denver and the Adult Educational Council of Denver. The task of the executive committee is to set up a program of specific study of Denver's educational needs and resources as they pertain to the reservation. In addition, an analysis of the problems of programming, costs, and audience interest has been undertaken by a faculty group of the University of Denver. The University of Denver stated it possessed resources and facilities which could be used in television broadcasting. In anticipation of the arrival of television to the Denver area, the University in 1948 employed a full-time television expert. University officials conferred in 1948-1949 with studio design engineers of the Radio Corporation of America to develop plans for a community television studio. A thorough study was made of equipment and program costs and the problems of programming. The University stated that although "the cost factors in that 1948-1949 study are no longer valid, the general conclusions that a co-operative educational television undertaking can be practicable in Denver remain unshaken . . ." The Denver Public Schools, as evidence of the financial responsibility of the school system for any educational program that it might undertake, stated that their budget for 1950-1951 was $18,443,000. The Denver Public Schools said it believed that the schools had the staff and organization which would make a television program feasible, and that its possibilities are being thoroughly studied. Pending the results of such study they requested that a suitable channel for television be reserved for educational use in Denver. In accordance with this view, the Public Schools stated that they had embarked on a program of study of the uses of television in cooperation with other educational institutions and cultural organizations of Denver.

(i) **Opposition to the Denver Educational Reservation.** Senator Johnson opposed the reservation of a VHF channel in Denver for non-commercial educational use, and Senator Johnson's Plans 1, 2 and 3 would substitute the reservation of a UHF channel in Denver for the VHF channel. Senator Johnson stated: "Television is a powerful

	Third Notice		Counterproposals					
			Plan 1		Plan 2		Plan 3	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Denver, Colo.	2, 4, *6, 7	20, 26	2, 4, 6, 7, 9†	20, *26	2, 4, 6, 7, 12†	20, *26	2, 4, 6, 7, 9†	20, *26
Boulder, Colo.	*9	22	†	*22	*9	22	*12†	22
Colorado Springs, Colo.	10, 12	*17, 23						
Cheyenne, Wyo.	11, 13				10, †	*17, 23	11†, 13†	*17, 23
Rawlings, Wyo.	12						3†, 5†	
Alliance, Nebr.	12	21					11†	
							13†	21

[169] Channels 8 and *45 were also proposed for Muskogee.

[170] Each of the three alternative counterproposals of Senator Johnson included a request for the shift of the educational reservation in Denver from VHF Channel 6 to UHF Channel 26. This request will be considered separately. Senator Eugene D. Millikin also filed a comment urging additional assignments to Denver but submitted no sworn evidence in support of the comment.

and effective medium for the teacher. It is the finest educational tool of our time. However, television is far too valuable as a national resource and much too intricate and delicate a process to waste away through idleness, lack of funds and in experience. I want this medium to be available to the people of Colorado now. I am positive that neither the University of Denver nor any other educational group will be ready during the next ten years to apply for a license and state that they are 'fit, willing and able' to operate a television station." Senator Johnson also recommended that the Commission could and should impose a condition in all television licenses that a certain amount of time be made available for educational purposes in the public interest.

Boulder[171]

852. **The Education Reservation.** Boulder is the site of the University of Colorado and has been designated as "a primarily educational center." Boulder is approximately 26 miles from Denver. The University of Colorado and the Board of Regents supported the reservation of a television channel for Boulder. The Board of Regents stated the University would continue to make studies of the feasibility and the cost of educational television and educational television operations and the progress being made at other educational institutions. The University reported it would then make a determination within a reasonable period of time as to when the University of Colorado might construct a television facility. The University of Colorado stated that if educational television lived up to its potentialities, it would be educationally sound to invest the large sums required to operate and build the facilities. Otherwise, the University stated, it would be forced to limit its television services to producing programs for presentation on commercial stations. The Colorado State Department of Education also supported the reservation.

Craig

853. (a) **Census Data.** The population of Craig is 3,000.

(b) **Counterproposal of Northwestern Colorado Broadcasting Company.** Northwestern Colorado Broadcasting Company requested the assignment of VHF Channel 5 to Craig without any other changes in the assignment proposed in the Third Notice. In the alternative it was requested that VHF Channel 13 be assigned to Craig by the substitution of Channel 8 for Channel 13 at Rock Springs.

(c) **Statement in Support of Northwestern Colorado Broadcasting Company Counterproposal.** Northwestern Colorado Broadcasting Company stated that assignment of VHF Channel 5 or VHF Channel 13 to Craig would afford a first and second television service to an appreciable area; and, accordingly, a grant of the counterproposal would constitute an equitable assignment to the area.

(d) **Conflicting Counterproposal to Northwestern Colorado Broadcasting Company Counterproposal.** The third alternative counterproposal of Senator Edwin Johnson to assign Channel 5 to Cheyenne is in conflict with the Northwestern Colorado Broadcasting Company counterproposal to assign Channel 5 to Craig. The request of Northwestern Colorado Broadcasting Company to assign VHF Channel 5 to Craig and the request of Senator Johnson (Plan 3) to assign Channel 5 to Cheyenne would result in a co-channel separation of 152 miles in Zone II. The request of Northwestern Colorado Broadcasting Company to assign VHF Channel 5 to Craig and the request of Warren M. Mallory to assign Channel 5 in Laramie would result in a co-channel separation of 117 miles in Zone II. The alternative request of Northwestern Colorado Broadcasting Company to assign VHF Channel 13 to Craig requires the assignment of VHF Channel 8 to Rock Springs and would result in a co-channel separation of 189 miles between Rock Springs and Laramie on Channel 8 in Zone II. Senator Johnson's counterproposal (Plan 3) would assign VHF Channel 13 to Colorado Springs; and the assignment of VHF Channel 13 to Craig would result in a co-channel separation of 186 miles between Craig and Colorado Springs in Zone II.

Colorado Springs

854.(a) **Census Data.** The population of Colorado Springs is 45,000.

(b) **The Educational Reservation.** The JCET supported the reservation of Channel 17 in Colorado Springs for non-commercial educational use. Included in the statement of the JCET was a letter from the Colorado Springs Fine Arts Center stating that it supported the efforts of the JCET to obtain the reservation of television channels for the region. No opposition to this reservation was filed.

Pueblo

855. **The Educational Reservation.** The Pueblo Public Schools, District 60 and the Pueblo Junior College supported the reservation of Channel 8 in Pueblo for non-commercial educational use. Resolutions of the Board of Education of the Pueblo Public Schools and the Pueblo Junior College Committee requested this reservation, pending completion of studies of the problems of educational television broadcasting such as costs and areas of use. No opposition to this reservation was filed.

Durango

856. (a) **Census Data.** The population of Durango is 7,000.

(b) **Counterproposal of San Juan Broadcasting Co., Inc.** San Juan Broadcasting Company, Inc., requested the assignment of VHF Channel 6 to Durango. In support of the counterproposal it was urged that the assignment of a VHF channel to Durango would provide a first television service to an appreciable area.

Grand Junction

857. (a) **Census Data.** The population of Grand Junction is 15,000

(b) **Counterproposal of Western Slope Broadcasting Company.** Western Slope Broadcasting Company, Grand Junction, requested that VHF Channel 3 be assigned to Grand Junction without any changes in the assignments proposed in the Third Notice. Since the counterproposal of Western Slope Broadcasting Company conflicted with Senator Johnson's Plan 3, Western Slope Broadcasting Company suggested that the conflict could be resolved by the assignment of Channel 5 to Grand Junction in lieu of Channel 3.

(c) **Statement in Support of Western Slope Broadcasting Co. Counterproposal.** Western Slope stated that its proposal would supply a first and second television service to an appreciable area. In addition it was urged that the assignment of a VHF channel is justified because the economic resources and size of Grand Junction evidence the ability of that community to support a VHF television station.

Montrose

858. (a) **Census Data.** The population of Montnose is 5,000. ,

(b) **Counterproposal of Uncompahgre Broadcasting Co.** Uncompahgre Broadcasting Company requested the assignment of VHF Channel 11 to Montrose without any otrer changes in the assignments proposed in the Third Notice. Since the counterproposal of Uncompahgre conflicted with Senator Johnson's Plan 3, Uncompahgre suggested that the conflict could be resolved by the assignment of Channel 8 or 9 or 10 to Montrose.

(c) **Statement in Support of Uncompahgre Counterproposal.** Uncompahgre Broadcasting Company urged that the assignment of a VHF channel to Montrose would result in a first television service to an appreciable area.

Laramie

859. (a) **Census Data.** The population of Laramie is 16,000.

(b) **Counterproposal of Warren M. Mallory.** Warren M. Mallory, Laramie, requested that either VHF Channel 3 or VHF Channel 5 be assigned to Laramie in addition to the assignments proposed in the Commission's Third Notice.

(c) **Statement in Support of Mallory Counterproposal.** Mallory urged that commercial interests in Laramie could not establish a television station in the immediate future on UHF Channel 18 proposed for Laramie because no UHF transmitting equipment is presently available on the market, but that if a VHF channel were made available commercial interests in Laramie have expressed a willingness to establish immediately a commercial station which would not only provide commercially sponsored entertainment but would also provide time for educational programs sponsored by the University of Wyoming, located in Laramie. It was also urged that the isolation of Laramie due to mountainous geographical terrain would prevent that city from receiving service from stations located in such other communities as Cheyenne, Wyoming, and Denver, Colorado.

(d) **Conflicting Counterproposals to Mallory Counterproposal.** The counterproposal of Warren M. Mallory and the third alternative counterproposal of Senator Johnson are mutually exclusive. Mallory, however, suggested that the conflict between the two counterproposals could be resolved by the assignment of Channel 3 to Laramie and Channel 5 to Cheyenne or the assignment of Channel 5 to Laramie and the assignment of Channel 3 to Cheyenne. The counterproposal of Warren H. Mallory to assign Channel 5 to Laramie is mutually exclusive with the counterproposal of Northwestern Colorado Broadcasting Company to add that channel to Craig, Colorado.

(e) **The Educational Reservation.**[172] The University of Wyoming and its Board of Trustees supported the reservation of VHF Channel 8 at Laramie for use by a non-commercial educational station. No oppositions to this proposed reservation were filed.

Conclusions: Denver Educational Reservation

860. We have in another portion of this Report considered the proposal of Senator Johnson that the Commission impose a condition on all television licensees that a certain amount of time be made available for educational purposes as an alternative to the establishment of reservations for non-commercial educational use. Accordingly, it will not be discussed further.

861. We believe on the basis of the record that the proposed educational reservation of Channel 6 in Denver should be finalized. The educational institutions in Denver have demonstrated on the record their interest in establishing a non-commercial educational television station. They have banded together to solve the problems connected with the establishment and operation of such a station; the University of Denver, in particular, has shown on the record a strong interest in bringing educational television to the Denver area; and the educational institutions established on the record that they are proceeding to develop plans for the early establishment of a non-commercial educational television station in Denver. On the basis of the record, and in view of the foregoing, the Commission finds it must deny the counterproposal of Senator Edwin Johnson insofar as it would substitute UHF Channel 26 for VHF Channel 6 as the reserved channel in Denver, Colorado. Accordingly, the reservation of VHF Channel 6 in Denver, Colorado for non-commercial educational television use is finalized.

Conclusions: The Boulder Educational Reservation

862. We find no adequate basis on the record for deleting the proposed reservation of Channel 9 for non-commercial educational use in Boulder. Boulder has been designated as a "primarily educational center" and the University of Colorado has established its interest in establishing a non-commercial educational station in Boulder. Under these circumstances we find no adequate basis for deviating from our policy of attempting to provide VHF educational reservations in "primarily educational centers". On the basis of the record and in view of the foregoing, the Commission finds that it must deny the counterproposal of Senator Edwin Johnson insofar as the reservation of UHF Channel 22 instead of VHF Channel 9 at Boulder, Colorado is concerned. In view of our grant of Senator Johnson's third plan, Channel 12 will be substituted at Boulder for Channel 9. Accordingly, the Commission is finalizing the reservation of Channel 12 in Boulder for use by a non-commercial educational station.

Conclusions: The Colorado Springs and Pueblo Educational Reservations

863. The Commission is of the opinion, on the basis of the record, that a reservation for non-commer-

[171] Plan 1 of Senator Johnson's counterproposal would reserve UHF Channel 22 in lieu of VHF Channel 9 in Boulder for non-commercial educational use.

[172] In its Comments of May 7, 1951 Warren M. Mallory requested the reservation of UHF Channel 18 in Laramie for non-commercial educational use in lieu of VHF Chanel 8. No sworn statement in support of this request was filed. Accordingly, it will not be considered further.

cial educational television is warranted in Colorado Springs and Pueblo. Accordingly, the reservation of UHF Channel 17 in Colorado Springs, and VHF Channel 8 in Pueblo, are finalized.

Conclusions: The Laramie Educational Reservation

864. On the basis of the record the reservation of Channel 8 in Laramie for non-commercial educational use is finalized.

Summary of Requests for Additional VHF Assignments

865. The remaining counterproposals consist of: (1) a proposal by Senator Johnson for the assignment of either VHF Channel 9 or 12 to Denver; (2) a proposal by Northwestern Colorado Broadcasting Company for the assignment of either VHF Channel 5 or 13 to Craig; (3) a proposal by the San Juan Broadcasting Company, Inc., for the assignment of VHF Channel 6 to Durango, Colorado; (4) a proposal of Western Slope Broadcasting for the assignment of VHF Channel 3 or 5 to Grand Junction, Colorado; (5) a proposal by the Uncompahgre Broadcasting Company for the assignment of either VHF Channel 8, 9, 10 or 11 to Montrose, Colorado; (6) a proposal by Warren M. Mallory for the assignment of either VHF Channel 3 or 5 to Laramie.

Conclusions: Additional VHF Assignments to Denver, Craig and Laramie

866. The first and second alternative counterproposals of Senator Johnson would add a 4th commercial VHF assignment or a total of 5 VHF assignments to Denver by deleting the only VHF assignment to Boulder and the second VHF assignment to Colorado Springs, respectively. We have above denied the first counterproposal in connection with Boulder educational reservation discussion. With respect to the second alternative counterproposal, we do not believe the record supports the basis for the deletion of the second VHF channel in Colorado Springs, a city of 45,000, in order to effect the assignment of a 4th commercial VHF channel (with a total of 5 VHF channels) to Denver. The third alternative counterproposal of Senator Johnson would result in the additional assignment of VHF Channel 9 to Denver without deleting a channel from any other community. This counterproposal is, however, mutually exclusive with the counterproposal seeking the assignments of VHF channels in Craig and Laramie. The Commission is of the opinion that a fifth VHF channel in Denver, one of the major cities of the United States and a city of 416,000, is to be preferred to the assignment of a first VHF channel to Craig, a city of 3,000 and a second VHF channel to Laramie, a city of 16.000. We believe that in view of the great disparity in size, population and importance between Denver and the Cities of Craig and Laramie that the assignment of an additional VHF channel to Denver is warranted. The Northwestern Colorado Broadcasting Company's counterproposal to resolve the conflict between Senator Johnson's and its proposal would result in a mileage separation of 189 miles between Rock Springs, Wyoming, and Laramie, Wyoming, and of 186 miles between Craig, and Colorado Springs, in Zone II. Since the minimum co-channel separation in Zone II is 190 miles the alternative counterproposal of Northwestern Colorado Broadcasting Company must be denied.

867. The counterproposal of Mallory to resolve the conflict between Senator Johnson's and his proposal would require the deletion of a VHF channel from Cheyenne. We do not believe the record warrants the deletion of one of the two VHF channels from Cheyenne, a city of 32,000, in order to provide a second VHF assignment for Laramie, a city of 16,000. Accordingly, the second alternative counterproposal of Senator Johnson, the counterproposal of Northwestern Colorado Broadcasting Co., and the counterproposal of Warren M. Mallory are denied and the third alternative counterproposal of Senator Johnson in so far as it requests the addition of a VHF channel to Denver is granted.

Conclusions: Additional VHF Assignment to Grand Junction, Durango and Montrose

868. It is the Commission's view that the counterproposals of Western Slope Broadcasting Company for a VHF channel in Grand Junction; San Juan Broadcasting Company, Inc., for a VHF channel in Durango and the Uncompahgre Broadcasting Company for a VHF channel in Montrose should be granted. The assignments are consistent with the Rules and standards adopted herein and will result in television service to areas and persons which would otherwise not receive VHF service. Accordingly, the counterproposals of Western Slope Broadcasting Company and San Juan Broadcasting Co., Inc., as modified and the counterproposal of Uncompahgre Broadcasting Company are granted.

Final Assignments and Reservations

869. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Boulder, Colo.	*12	22
Colorado Springs, Colo.	11, 13	*17, 23
Denver, Colo.	2, 4, *6, 7, 9	20, 26
Durango, Colo.	6	15
Grand Junction Colo.	5	21
Montrose, Colo.	10	18
Pueblo, Colo.	3, 5, *8	28, 34
Alliance, Nebr.	13	21
Cheyenne, Wyo.	3, 5	
Laramie, Wyo.	*8	18
Rawlins, Wyo.	11	
Craig, Colo.		19

WALLA WALLA, WASHINGTON

870. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of VHF Channels 5 and 8 to Walla Walla.

(b) **Census Data.** The population of the City of Walla Walla is 24,000.

(c) **Counterproposal of Salt Lake Pipe Line Company.** Salt Lake Pipe Line Company requested that VHF Channel 5 not be assigned to Walla Walla.

(d) **Statement in Support of Salt Lake Pipe Line Company Counterproposal.** Salt Lake Pipe Line Company stated that it is the permittee of operational fixed stations in the Petroleum Radio Service at Pasco, Washington on 72.15 Mc, Adams, Oregon on 74.02 Mc, and Mt. Emily, Oregon on 75.74 Mc, 74.50 Mc, and 74.42 Mc, in the band 72-76 Mc; that these stations are a part of a communication system constructed at a cost of more than $400,000 for the operation and maintenance of its petroleum pipe line; that when construction permits were requested a check was made of possible interference to television channels based upon an earlier Notice in these proceedings which did not propose assignment of Channel 5 to Walla Walla; that equipment operating on other frequencies was used at locations where interference might occur to television but no interference was then expected in the vicinity of Walla Walla; that the above stations are located 37 miles, 25 miles, and 46 miles, respectively, from Walla Walla, and thus may be expected to cause interference to a television station operating on Channel 5 at Walla Walla where the channel is proposed to be assigned under the Third Notice; and that to redesign the communications system by changing frequency of the stations at Pasco, Adams, and Mt. Emily in order to eliminate television interference would require the erection of other stations at heavy expense.

(e) In its Report and Order released May 6, 1948, in Docket 8487 with respect to the sharing of television channels and assignments of frequencies to television and non-government fixed and mobile services the Commission stated:

Allocation of the Band 72-76 Megacycles

The band 72 to 76 megacycles, except for the guard band around the 75 Mc marker, is presently allocated to non-government fixed and mobile services. It is in between television Channel 4 (66 to 72 Mc) and Channel 5 (76 to 82 Mc) and hence is a source of potential adjacent channel interference to each channel. The evidence showed that at least so far as mobile operations are concerned, operation in this band is not feasible since destructive interference to television reception is inevitable. However, the evidence did show that some use can be made of these frequencies with no interference to television on the basis of careful engineering and the formulation of engineering and interference standards. The establishment and application of such standards appear to be capable of solution for the fixed service. They do not appear to be practical in the case of the land mobile service whose requirements are most acute in the same areas which require either television Channels 4 or 5, or both. Accordingly, the Commission has determined that the frequencies 72 to 76 megacycles should be assigned only to the fixed service on an engineered basis and on condition that no adjacent channel interference will result to the reception of television stations which may be authorized or provided for in the Commission's Rules. The Commission recognizes that this allocation does remove some of the flexibility in the television allocation table but this is restricted to television Channels 4 and 5 and not all the television channels, as would be the case if assignments were made for shared use of television channels on an engineered basis. Morever, if the band 72 to 76 megacycles is not to be used by the fixed service on an engineered basis, it would be difficult to assign any service therein. This would constitute a waste of frequencies.

(f) Pursuant to the above Report and Order, Part 2 of the Commission's Rules and Regulations—Rules Governing Frequency Allocations and Radio Treaty Matters; General Rules and Regulations—provides that:

Operational fixed stations may be authorized to use frequencies in this band [72-76 Mc] in accordance with columns 10 and 11 of the table of frequency allocations, on the condition that harmful interference will not be caused to the reception of television stations on Channels 4 and 5.

(g) Part 11—Rules Governing Industrial Radio Services—provided in Section 11.303(a):

Subject to the condition that no harmful interference will be caused to reception of television Channels Number 4 or 5, the following frequencies are available for assignment to fixed stations in the Petroleum Radio Service on a shared basis with other services: [72-76].

Conclusions

871. The Commission has given careful consideration to the possibility of substituting another VHF television channel at Walla Walla for Channel 5 but the assignments for Walla Walla are closely interrelated with the proposals for other cities in the Pacific Northwest area and with Canadian assignments. Such a substitution would deprive another city of a VHF television channel without an adequate VHF substitute and, therefore, does not appear to be feasible. In view of the foregoing and the fact that the authorizations of operational fixed stations in the 72-76 Mc band were expressly made on the basis of non-interference to television assignments, the counterproposal of Salt Lake Pipe Line Company is denied. Other pipe line companies have employed microwave frequencies for communications systems of the type which Salt Lake operates. Such frequencies possess characteristics suitable to the fixed operations and present no problem of interference to television. It is our opinion that the potentiality of interference to television in Walla Walla can best be avoided by Salt Lake Pipe Line Company changing its communications to microwave frequencies. Accordingly, the Salt Lake City Pipe Line Company will have to vacate the frequencies involved when a television station is prepared to commence operation on Channel 5 in Walla Walla.

Final Assignments

872. The assignments of VHF Channels 5 and 8 to Walla Walla are adopted.[173]

TACOMA AND OLYMPIA, WASHINGTON

873. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Tacoma, Wash.	11, 13	*56, 62
Olympia, Wash.		60

(b) **Census Data.** The metropolitan area of Tacoma has a population of 276,000. The City of Tacoma has a population of 144,000. The City of Olympia has a population of 16,000.

(c) **Counterproposal of Tom Olsen.** Tom Olsen requested the additional assignment of VHF Channel 11 to Olympia by the deletion of that channel from Tacoma.

(d) **Statement in Support of Tom Olsen Counterproposal.** Tom Olsen

[173] The assignment of UHF Channel 22 in Walla Walla and its reservation for non-commercial educational use is discussed elsewhere in this Report.

stated that the operation of Channel 11 in Olympia would not cause objectionable interference to any proposed assignment; that it would provide additional Grade A service and a second television station for Olympia; and that Tacoma would receive a total of 6 VHF and 7 UHF services of at least Grade A quality under the FCC allocation proposal: 4 from Tacoma, 2 from Bremerton, 6 from Seattle, and 1 from Olympia.

(e) **Opposition to Tom Olsen Counterproposal.** The Tribune Publishing Company, Tacoma, Washington, opposed the counterproposal of Tom Olsen to move VHF Channel 11 from Tacoma to Olympia.

(f) **The Tacoma Educational Reservation.** Tacoma Public Schools, Tacoma Vocational - Technical School, College of Puget Sound, and the State Superintendent of Public Instruction supported the reservation of Channel 56 at Tacoma. No objection was filed to the proposed reservation.

Conclusions: Tacoma Educational Reservation

874. On the basis of the record the reservation of Channel 56 at Tacoma is finalized.

Conclusions: Olympia and Tacoma

875. It is our view, on the basis of the record, that the deletion of Channel 11 from Tacoma to provide a VHF assignment to Olympia is not warranted. Tacoma has a population of 144,000, as compared to Olympia with a population of 16,000; and Tacoma is one of the largest cities in the State of Washington. Accordingly, the counterproposal of Tom Olsen is denied.

Final Assignments and Reservation

876. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Tacoma, Wash.	11, 13	*56, 62
Olympia, Wash.		60

BELLINGHAM, SEATTLE, LONGVIEW, WASHINGTON, AND ALBANY, OREGON

877. **Proposed Assignments.** In the Third Notice the Commission proposed the following assignments and reservation:

City	VHF Channel No.	UHF Channel No.
Bellingham		18, 24
Seattle	4, 5, 7, *9	20, 26
Longview		33
Albany		55

Bellingham

878. (a) **Census Data.** The City of Bellingham has a population of 34,000.

(b) **Counterproposal of KVOS, Inc.** KVOS, Inc., Bellingham, Washington, requested the additional assignment of VHF Channel 12 to Bellingham. The assignment of Channel 12 to Bellingham would be accomplished by the assignment of Channel 3 to Chilliwack, Canada, in lieu of Channel 12.

(c) **Statement in Support of KVOS, Inc., Counterproposal.** KVOS, Inc., stated that the assignment of Channel 12 to Bellingham would not deprive any city listed in the Third Notice of a VHF or a UHF channel; that the shift of Channel 12 from Chilliwack meets the mileage separation requirements; that a grant of the counterproposal would provide additional Grade A service; and that a VHF channel would provide a more dependable service to a considerable area than would a UHF service.

(d) The KVOS, Inc., counterproposal would result in an adjacent channel separation of 81 miles between Chilliwack on Channel 3 and Victoria, Canada, on Channel 2 and an adjacent channel separation of 105 miles between Chilliwack on Channel 3 and Seattle, Washington, on Channel 4.

(e) **Oppositions and Conflicting Counterproposals to KVOS, Inc. Counterproposal.** Oppositions and conflicting counterproposals were filed by Fisher's Blend Station, Inc., Seattle; Totem Broadcasters, Inc., Seattle; Twin Cities Broadcasting Corp., Longview, all of Washington; and Central Willamette Broadcasting Company, Albany, Oregon.

Seattle

879. (a) **Census Data.** The Seattle metropolitan area has a population of 733,000. The City of Seattle has a population of 468,000.

(b) **Counterproposal of Totem Broadcasters, Inc.** Totem Broadcasters, Inc., requested the additional assignment of VHF Channel 2 to Seattle,[174] by the assignment of Channel 3 to Victoria, Canada, in lieu of Channel 2.

(c) **Statement in Support of Totem Broadcasters, Inc. Counterproposal.** Totem Broadcasters, Inc., stated that Channel 2 at Seattle would comply with the standards, that the economic resources of Seattle were adequate to support an additional channel and that the assignment of 4 VHF commercial channels to Seattle would result in a healthy competitive situation.

(d) The Totem Broadcasters, Inc., counterproposal would create an adjacent channel separation of 75 miles between Victoria, Canada, on Channel 3 and Seattle on Channel 2.

(e) **Oppositions and Conflicting Counterproposal to Totem Broadcasters, Inc., Counterproposals.** Oppositions and conflicting counterproposals were filed by KVOS, Inc., Bellingham, Twin Cities Broadcasting Corp., Longview, both of Washington, and Central Willamette Broadcasting Co., Albany, Oregon. The Totem Broadcasters, Inc., counterproposal together with the counterproposal of KVOS, Inc., would create an 81 mile co-channel separation between Victoria and Chilliwack on Channel 3.

(f) **Counterproposal of Fisher's Blend Station, Inc.** Fisher's Blend Station, Inc., requested the additional assignment of VHF Channel 2 to Seattle in two alternative counterproposals. Plan 1 would add Channel 2 to Seattle by the assignment of Channel 3 to Victoria, Canada, in lieu of Channel 2.[175] Plan 2 would make the following changes in the assignments proposed in the Third Notice.

City	Third Notice		Proposed Changes (Plan 2)	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Seattle, Wash.	4, 5, 7, *9	20, 26	2†, 4, 5, 7, *9	20, 26
Victoria, B. C.	2	40, 46	12†	40, 46
Chilliwack, B. C.	12	42	3†	42

(g) **Statement in Support of Fisher's Blend Station, Inc. Counterproposal.** Fisher's Blend Station, Inc., stated that the assignment of VHF Channel 2 to Seattle would comply with the Standards, would provide a gain of Grade B interference-free service, that Seattle is the largest city in the Pacific Northwest located in the center of the most densely populated region in that area, that the population of Seattle had increased since 1940; that nearly one-third of the entire population of the State of Washington resides in the Seattle metropolitan area; and that the economic resources of the area were adequate to support the additional station requested.

(h) The Fisher's Blend Plan 1 would create an adjacent channel separation of 75 miles between Victoria, B. C., on Channel 3 and Seattle on Channel 2. Plan 2 would create an adjacent channel separation of 90 miles between Victoria, B. C., on Channel 12 and Tacoma, Washington, on Channels 11 and 13.

(i) **Opposition and Conflicting Counterproposals to Fisher's Blend Station, Inc., Counterproposal.** Oppositions and conflicting counterproposals were filed by KVOS, Inc., Bellingham, Washington; Twin Cities Broadcasting Corporation, Longview, Washington; and Central Willamette Broadcasting Company, Albany, Oregon. The Fisher's Blend Plans 1 and 2, together with the counterproposal of KVOS, Inc., would create, respectively, an 81 mile co-channel separation between Victoria and Chilliwack on Channel 3 and a 48 mile co-channel separation between Victoria and Bellingham on Channel 12.

(j) **The Seattle Educational Reservation.** Educational institutions in Seattle supported the reservation of VHF Channel 9 for noncommercial educational use. No objections were filed to the proposed reservation.

Longview

880. (a) **Census Data.** The City of Longview has a population of 20,000.

(b) **Counterproposal to Twin Cities Broadcasting Corporation.** Twin Cities Broadcasting Corporation requested the additional assignment of VHF Channel 2 to Longview. Plan 1 would assign Channel 2 to Longview without making any other changes in the assignments proposed in the Third Notice. Plan 2 would shift Channel 6 or 8 or 10 from Vancouver, Canada, to Victoria, Canada, shift Channel 2 from Victoria to Vancouver, and make the additional assignment of Channel 2 to Longview.

(c) **Statement in Support of Twin Cities Broadcasting Corporation Counterproposal.** Twin Cities Broadcasting Corporation stated that the City of Longview has a diversity of industries; that it is the center of a trading territory of more than 75,000 people; that the area could support a VHF channel; that the population of the City of Longview has increased 63% since 1940; that Cowlitz County in which the city is located has a population of 53,132 persons and has increased 32% since 1940; and that VHF channels were not made available for use in the southwest section of the State of Washington due to the fact that they were assigned to the large areas in northern Washington.

(d) Plan 1 would result in a co-channel separation of 158 miles between Longview and Victoria, B. C., on Channel 2. Plan 2 would create a 75 mile adjacent channel separation between Victoria on Channel 6 or 8 or 10 and Seattle, Washington, on Channels 7 and 9; and 190 mile co-channel seperation between Vernon, B. C., and Vancouver, B. C. on Channel 2.

(e) **Oppositions and Conflicting Counterproposals to Twin Cities Broadcasting Corporation Counterproposal.** Opposition and conflicting counterproposals to the counterproposal of Twin Cities Broadcasting Corporation were filed by Central Willamette Broadcasting Co., Albany, Oregon; KVOS, Inc., Bellingham, Washington; Totem Broadcasters, Inc., KING Broadcasting Co.; and Fisher's Blend Station, Inc., of Seattle, Washington. The Twin Cities Broadcasting Corporation Plan 2 together with the counterproposal of KVOS, Inc., would create an adjacent channel separation between Vancouver-New Westminster on Channel 2 and Chilliwack on Channel 3. The distance from Vancouver to Chilliwack is 58 miles and the distance from New Westminster to Chilliwack is 47 miles.

Albany

881. (a) **Census Data.** The City of Albany has a population of 10,000.

(b) **Counterproposal of Central Willamette Broadcasting Company.** Central Willamette Broadcasting Company requested that VHF Channel 4 be assigned to Albany,[176]

[174] Queen City Broadcasting Company also filed a comment in which it stated that it had no objection to the assignment of Channel 2 to Seattle provided such assignment does not result in the removal of Channel 4 from Seattle, but submitted no sworn statement. Accordingly, the request has not been considered further.

[175] Plan 1 of Fisher's Blend Station, Inc., is identical with the counterproposal of Totem Broadcasters, Inc.

[176] In a counterproposal filed May 7, 1951, Central Willamette Broadcasting Company requested the assignment of VHF Channel 12 to Albany. In its sworn statement, however, Central Willamette requested Channel 4 in lieu of Channel 12. Although several parties have opposed the request for the assignment of Channel 4 on the merits, no party has objected to the acceptance of the new counterproposal in this proceeding. Accordingly, the Commission is considering the request for the assignment of Channel 4 in Albany on the merits.

by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice		Proposed Changes	
	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Albany, Ore.		55	4†	55
Medford, Ore.	4, 5		5, 8†	
Yreka, Calif.	11		10†	
Eugene, Ore.	*9	20, 26	*9, 11†	20, 26
Salem, Ore.	3	*18, 24	2†	*18, 24
Portland, Ore.	6, 8, *10, 12	21, 27	5†, 8, *10, 12	21, 27
Longview, Wash.		33	3†	33
Seattle, Wash.[177]	4, 5, 7, *9	20, 26	2†, 4, 6†, 7, *9	20, 26
Bellingham, Wash.		18, 24	12†	18, 24
Victoria, B. C.	2	40, 46	5†	40, 46
Chilliwack, B. C.	12	42	†	42
Vancouver-New Westminster, B. C.	6, 8, 10	14, 30, 36	3†, 8, 10	14, 30, 36

(c) **Statement in Support of Central Willamette Broadcasting Company Counterproposal.** Central Willamette Broadcasting Company stated that the proposed assignment of 1 UHF channel to Albany is inadequate, that the City of Albany had a 78% increase in population between 1940 and 1950, that the terrain in the area is better adapted to VHF than UHF, and that the assignments in the counterproposal would result in a fairer and more efficient utilization of the available frequencies.

(d) The Central Willamette Broadcasting Company counterproposal would result in co-channel separations of 200 miles between Victoria and Portland on Channel 5, and 212 miles between Vancouver-New Westminster and Longview on Channel 3; an adjacent channel separation of 75 miles between Victoria on Channel 5 and Seattle on Channel 6; and the deletion of Channel 12 from Chilliwack. It was suggested in the counterproposal that the Canadian Government could assign Channel 3 to Chilliwack to replace Channel 12 instead of to Vancouver-New Westminster. This suggestion, however, would result in the deletion of Channel 6 from Vancouver-New Westminster with no VHF replacement. It was also suggested that the Canadian Government could assign a UHF channel to Chilliwack to replace Channel 12. In any event the Central Willamette Broadcasting Company counterproposal would require the deletion of a VHF assignment from a Canadian city.

(e) **Opposition and Conflicting Counterproposals to the Central Willamette Broadcasting Company Counterproposal.** Oppositions and conflicting counterproposals to the counterproposal of Central Willamette Broadcasting Company have been filed by King Broadcasting Company, Seattle; KVOS, Inc., Bellingham, Totem Broadcasters, Inc., Seattle; Twin Cities Broadcasting Corp., Longview; Fisher's Blend Station, Inc., Seattle, all of Washington; and Lane Broadcasting Company, Eugene, Oregon.

Conclusions: Seattle Educational Reservation

882. On the basis of the record the reservation of Channel 9 at Seattle for non-commercial educational use is finalized.

Conclusions: Albany

883. The Central Willamette Broadcasting Company counterproposal would result in a 200 mile co-channel assignment spacing between Victoria, B.C. and Portland on Channel 5, and a 212 mile co-channel assignment spacing between Vancouver-New Westminster, B.C. and Longview on Channel 3; and Channel 5 at Victoria would be 75 miles from the adjacent channel assignment, Channel 6, at Seattle. Further, this counterproposal would require the deletion of Channel 12 from Chilliwack in Canada. Central Willamette Broadcasting Company suggested that Channel 12 could be replaced in Chilliwack by assigning Channel 3 to Chilliwack instead of to Vancouver-New Westminster as proposed in the Central Willamette counterproposal, or by assigning an additional UHF channel to Chilliwack. However, in any event, the Central Willamette Broadcasting Company counterproposal would require the deletion of a VHF assignment from a Canadian community. The Central Willamette Broadcasting Company counterproposal must be denied for the reasons set forth above in our discussion of Canadian-United States television assignments.

Conclusions: Bellingham, Longview, Seattle

884. Twin Cities Broadcasting Corporation (Plan 1) would assign Channel 2 to Longview, without making any other changes in assignments. However, Channel 2 at Longview would be 158 miles from the co-channel assignment at Victoria, B.C. The Twin Cities Broadcasting Corporation (Plan 1) counterproposal must be denied for the reasons set forth above in the discussion of Canadian-United States television assignments.

885. The remaining counterproposal of Twin Cities Broadcasting Corporation (Plan 2), seeks a first VHF channel for Longview; the counterproposal of KVOS, Inc. seeks a first VHF channel for Bellingham; and the counterproposals of Fisher's Blend Station, Inc. and Totem Broadcasters, Inc. seek a fifth VHF channel for Seattle. Only one of the above counterproposals can be granted since they are all conflicting. We are of the view that the assignment of a first VHF channel to Bellingham, a city of 34,000 people, is to be preferred to the assignment of a first VHF channel to Longview, a city with a population of only 20,000, or to the assignment of a fifth VHF channel to Seattle. Accordingly, the KVOS, Inc. counterproposal is granted and Channel 12 is assigned to Bellingham. In order to accomplish this, Channel 3 will be assigned to Chilliwack, B.C. in place of Channel 12.

886. Since we have granted the KVOS, Inc. counterproposal for Bellingham, the conflicting counterproposals of Fisher's Blend Stations' Inc., (Plans 1 and 2), Totem Broadcasters, Inc., and Twin City Broadcasting Corporation (Plan 2) must be denied.

887. Fisher's Blend Stations, Inc. (Plan 1) and Totem Broadcasters, Inc., in assigning a fifth VHF channel to Seattle, would assign Channel 3 to Victoria, B.C. However, the KVOS, Inc. counterproposal assigns Channel 3 to Chilliwack, B.C., 81 miles from Victoria. The Totem Broadcasters, Inc. counterproposal and Fisher's Blend Stations, Inc. (Plan 1) counterproposal must be denied for the reasons set forth above in our discussion of Canadian-United States television assignments.

888. The Fisher's Blend Stations, Inc. (Plan 2) counterproposal, in assigning a fifth VHF channel to Seattle, would assign Channel 12 at Victoria, B.C. However, Channel 12 at Victoria would be only 48 miles from the assignment of Channel 12 in Bellingham resulting from our grant of the KVOS, Inc., counterproposal. The Fisher's Blend Stations, Inc. (Plan 2) counterproposal must be denied for the reasons set forth above in our discussion of Canadian-United States television assignments.

889. The Twin City Broadcasting Corporation (Plan 2) counterproposal, in assigning a VHF channel to Longview, would assign Channel 2 to Vancouver-New Westminster, B.C. However, in granting the KVOS, Inc. counterproposal for Bellingham, Channel 3 is assigned to Chilliwack, B.C. Channel 3 at Chilliwack would be 47 miles from New Westminster and 58 miles from Vancouver where adjacent Channel 2 is proposed to be assigned by Twin City. The Twin City Broadcasting Corporation (Plan 2) counterproposal must be denied for the reasons set forth above in our discussion of Canadian-United States television assignments.

Final Assignments and Reservation

890. The following assignments and reservation are adopted:[178]

City	VHF Channel No.	UHF Channel No.
Bellingham, Wash.	12	18, 24
Longview, Wash.		33
Seattle, Wash.	4, 5, 7, *9	20, 26
Albany, Ore.		55

ELLENSBURG, WASHINGTON

891. (a) **Proposed Assignment.** In the Third Notice the Commission proposed the assignment of UHF Channel 49 to Ellensburg.

(b) The Central Washington Broadcasters, Inc., supported the proposed assignment of Channel 49 to Ellensburg. No objections were filed to the assignment of this channel.[179]

Conclusions

892. In view of the foregoing the proposed assignment of Channel 49 for Ellensburg is adopted.

THE WASHINGTON EDUCATIONAL RESERVATIONS

893. (a) **Proposed Reservations.** In the Third Notice, the Commission proposed the following reservations in Washington for non-commercial educational use:

City	VHF Channel No.[180]	UHF Channel No.
Pullman	*10	
Seattle	*9	
Spokane	*7	
Tacoma		*56

(b) **Pullman.** The State College of Washington and the State Superintendent of Public Instruction supported the reservation of Channel 10 in Pullman for non commercial educational use. No objections were filed to the reservation of this channel.

(c) The Spokane Public Schools and the State Superintendent of Public Instruction supported the reservation of Channel 7 in Spokane for non-commercial educational use. No objections were filed to the reservation of this channel.

(d) **Counterproposal of Washington State Superintendent of Public Instruction.** The State Superintendent of Public Instruction requested the assignment of one channel at each of the following communities and its reservation for non-commercial educational use: Omak-Okanogan, Wenatchee, Ellensburg, Yakima, Kennewick-Richland-Pasco and Walla Walla.

(e) **Statement in Support of Counterproposal of State Superintendent of Public Instruction.** The State Superintendent of Public Instruction stated that the middle portion of the State of Washington could not receive educational coverage from the educational reservations proposed for Tacoma, Seattle, Spokane, and Pullman. No objections were filed to the counterproposal of the State Superintendent of Public Instruction.

Conclusions

894. It is our view that the record supports the reservation of Channel 10 at Pullman and Channel 7 at Spokane for non-commercial educational use. It is our view that the record also supports the assignment and reservation for non-commercial educational use of a UHF channel in Omak-Okanogan, Wenatchee, Ellensburg, Yakima, Kennewick-Richland-Pasco, and Walla Walla. Accordingly, the counterproposal of the State Superintendent of Public Instructions for the assignment and reservation of channels to these communities for non-commercial educational use is granted.

Final Assignments and Reservations[181]

895. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Pullman, Wash.	*10	
Spokane	*7	
Omak-Okamogan		*35
Wenatchee		*45
Ellensburg		*65
Yakima		*47
Kennewick-Richland-Pasco		*41
Walla Walla		*22

BOISE, IDAHO EDUCATIONAL RESERVATION

896. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the assignment to Boise of VHF Channels 4, 7 and 9 with Channel 4 re-

[177] King Broadcasting Corporation is licensed for the operation of Station KING-TV on Channel 5 in Seattle. The Central Willamette counterproposal to delete Channel 5 from Seattle would require modification of the KING-TV license to terminate its operation on Channel 5.

[178] No request was made on the record for an educational reservation in Bellingham.

[179] The additional assignment of Channel 65 to Ellensburg and its reservation for non-commercial use is discussed elsewhere in this Report.

[180] The Seattle and Tacoma educational reservations are discussed elsewhere in this Report.

[181] The Seattle and Tacoma educational reservations are discussed elsewhere in this report.

served for non-commercial educational use.

(b) The JCET and the College of Idaho supported the reservation of Channel 4 in Boise for non-commercial educational use.

(c) **Counterproposal of KIDO, Inc.** KIDO, Inc. requested that Channel 9 be reserved for non-commercial educational use instead of Channel 4.

(d) **Statement in Support of KIDO, Inc. Counterproposal.** KIDO, Inc. stated that VHF Channels 2-6 were preferable to VHF Channels 7-13 for coverage of rural areas such as surround Boise; that it did not appear likely a non-commercial educational station would be established in the community in the foreseeable future; and that Channel 4 should be assigned for commercial use.

(e) **Counterproposal of Boise Valley Broadcasters.** Boise Valley Broadcasters requested that VHF Channel 7 or 9 be reserved for non-commercial educational use instead of Channel 4.

(f) **Statement in Support of Boise Valley Broadcasters Counterproposal.** It was asserted that it did not appear likely that a non-commercial educational station would be established in the foreseeable future and that Channel 4 should be assigned for commercial use.

Conclusions

897. We are of the view that the record supports the reservation of Channel 4 in Boise for non-commercial educational use. We do not recognize differences in VHF channels for assignment purposes; accordingly, the requests of KIDO, Inc., and Boise Valley Broadcasters that the educational reservation be shifted to Channel 7 or 9 are denied and the reservation of Channel 4 in Boise for non-commercial use is finalized.

MOSCOW, IDAHO EDUCATIONAL RESERVATION

898. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of UHF Channel 15 in Moscow for non-commercial educational use.

(b) The University of Idaho supported the reservation of Channel 15 in Moscow for non-commercial educational use. No objection was filed to the proposed reservation of this channel.

Conclusions

899. In view of the foregoing the reservation of Channel 15 in Moscow for non-commercial educational use is finalized.

LOGAN, SALT LAKE CITY, OGDEN, PRICE. PROVO, VERNAL, UTAH

900. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the following assignments and reservation.

City	VHF Channel No.	UHF Channel No.
Logan	2	30
Ogden	12	*18, 24
Price	11	
Provo	9	22, *28
Salt Lake City	4, 5, *7	20, 26

No assignment was proposed for Vernal.

(b) **Census Data.** The standard metropolitan area of Salt Lake City has a population of 275,000 and Salt Lake City has a population of 182,000. The City of Price has a population of 6,000. The City of Vernal has a population of 3,000.

(c) **Existing Stations.** Intermountain Broadcasting and Television Corporation is licensed to operate Station KDYL-TV in Salt Lake City on Channel 4. Radio Service Corporation of Utah is licensed to operate Station KSL-TV in Salt Lake City on Channel 5.

Salt Lake City

901. (a) **Counterproposal of Salt Lake City Broadcasting Company.** Salt Lake City Broadcasting Company, Inc. requested that VHF Channel 2 be assigned to Salt Lake City by making the following changes in the assignments proposed in the Third Notice:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Logan	2	30	12+	30
Ogden	12	*18, 24	9+	*18, 24
Price	11		3+	
Provo	9	22, *28	11+	22, *28
Salt Lake City	4, 5, *7	20, 26	2+, 4, 5, *7	20, 26

(b) **Statement in Support of Salt Lake City Broadcasting Co. Counterproposal.** Salt Lake City Broadcasting Co. stated that the counterproposal would afford an additional channel to Salt Lake City without depriving any other community or state of a television facility proposed under the Commission's Third Notice; that the assignment of VHF Channel 2 as requested would meet the Commission's standards; that petitioner proposed to use a site located on Ocquirrh Mountain Ridge which is about 5,000 feet above the populated area in and around Salt Lake City; that the operation of Channel 2 in Salt Lake City as proposed would result in a first service to a substantial area and population; that the large number of persons in Salt Lake City justified the grant of an additional VHF assignment to that city; and that the population of Salt Lake City had increased approximately 20% during the ten-year period following the 1940 census. No oppositions were filed to the Salt Lake City counterproposal.[182]

(c) **The Salt Lake City Educational Reservation.** Utah State Board of Education, Ogden City Board of Education, Brigham Young University at Provo, University of Utah at Salt Lake City, and Utah State Agricultural College at Logan supported the reservation of Channel 7 at Salt Lake City for non-commercial educational use. No objections were filed to the proposed reservation.

Price

902. (a) **Counterproposal of Eastern Utah Broadcasting Co.** Eastern Utah Broadcasting Company, Price, Utah, requested that VHF Channel 6 be assigned to Price, Utah, in lieu of Channel 11.

(b) **Statement in Support of Eastern Utah Broadcasting Co. Counterproposal.** It was urged that the assignment of Channel 6 to Price in lieu of Channel 11 would result in greater coverage and that the operation of Channel 6 in Price would comply with the Commission's Standards for minimum co-channel and adjacent channel separations.

(c) **Oppositions and Conflicting Counterproposals to Eastern Utah Broadcasting Co. Counterproposal.** Salt Lake City Broadcasting Company, Inc. stated that its proposed ". . . move of Channel 2 to Salt Lake City can be accomplished with either Channel 6 or Channel 3 substituted for Channel 11 assigned to Price," and therefore that it had no objection to the assignment of Channel 6 to Price.

Vernal

903. (a) **Counterproposal of Uintah Broadcasting Company.** Uintah Broadcasting Company requested the assignment of VHF Channel 8 to Vernal. In addition, Uintah Broadcasting Company pointed out that conflicts resulting from the requested assignment of Channel 8 to Vernal could be resolved by the assignment of Channel 3 to Vernal in lieu of Channel 8.

(b) **Statement in Support of Uintah Broadcasting Company Counterproposal.** Uintah Broadcasting Company urged that operation on Channel 3 or Channel 8 in Vernal would afford a first television service to a substantial area and population.

Ogden

904. **The Educational Reservation.** The Utah State Board of Education supported the reservation of Channel 18 in Ogden. The Board requested that this reservation be maintained until educational institutions in the area had the opportunity to secure adequate data upon which to base decisions as to how this channel might best be used co-operatively for educational television. No objections to the reservation were filed.

PROVO

905. **The Educational Reservation.** The Utah State Board of Education supported the reservation of Channel 28 in Provo. The Board requested that this reservation be continued until educational institutions in the area had the opportunity to secure adequate data upon which to base decisions as to how this channel might best be used co-operatively for educational television. Brigham Young University also supported the reservation of the channel and submitted resolutions from the Provo School District Board of Education, the Nebo School District, the Alpene School District, and the Central Utah Vocational School favoring the development of non-commerical educational television in Provo. No objections to the reservation were filed.

Logan

906. **The Educational Reservation.** Utah State Agricultural College at Logan, Utah, requested the reservation of a channel on 782-890 Mc band for non-commercial educational use in Logan. The College stated that its administration and faculty believe it to be their responsibility to make the educational resources of the College available to as many persons as possible through the means of an educational television station. Accordingly, the College reported that it would give all possible support to a non-commercial educational television station by providing talent, information, and technical assistance. No objections were filed to the College's request.

Conclusions: Utah Educational Reservations

907. On the basis of the record the proposed reservations for non-commercial educational use in the State of Utah are finalized. With regard to Logan, the Commission is of the opinion, on the basis of the record, that an assignment to that city for educational use is warranted. Accordingly, UHF Channel 46 is assigned to Logan, Utah, and reserved for non-commercial educational use.

Conclusions: Additional VHF Assignments in Salt Lake City and Vernal

908. The counterproposals for additional VHF assignments in Salt Lake City and Vernal are in conformance with the Rules and standards adopted herein. We believe, on the basis of the record, that the assignment of a 4th VHF channel to Salt Lake City and a 1st VHF channel to Vernal are warranted. Accordingly, the counterproposals of Salt Lake City Broadcasting Co. and Uintah Broadcasting Company are granted.

909. With respect to the request of Eastern Utah Broadcasting Co. for the assignment of Channel 6 in Price in lieu of Channel 11, we would deny this request since the Commission does not recognize differences in VHF or UHF channels for assignment purposes. However, since the Salt Lake City counterproposal which we have granted above required a change in the Price assignment and since Channel 6 at Price would be consistent with that proposal, the request of Eastern Utah Broadcasting Co. is granted.

Final Assignments and Reservations

910. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Logan	12	30, *46
Ogden	9	*18, 24
Price	6	
Provo	11	22, *28
Salt Lake City	2, 4, 5, *7	20, 26
Vernal	3	

PORTLAND, OREGON

911. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the assignment to Portland of VHF Channels 6, 8, 10 and 12 and UHF Channels 21 and 27, with Channel 10 reserved for non-commercial educational use.

(b) **Support of Proposed Assignments.** KOIN, Inc. supported the assignments proposed for Portland.

(c) **The Portland Educational Reservation.** The University of Portland, the Portland Public Schools and the Portland Art Museum supported the reservation of Channel 10 in Portland for non-commercial educational use. No objection was filed to the reservation of this channel.

Conclusions: The Educational Reservation

912. It is our view that the record supports the proposed reservation of Channel 10 in Portland for non-commercial educational use.

Final Assignments and Reservation

913. The following assignments

[182] Oquirrh Radio and Television Company filed a mutually exclusive counterproposal requesting the assignment of VHF Channel 2 to Tooele, Utah. On October 1, 1951, Oquirrh Radio and Television Company withdrew its counterproposal for the use of Channel 2 at Tooele ". . . in favor of the allocation of that channel to Salt Lake City." Accordingly, the counterproposal of Oquirrh Radio and Television Company will not be considered further.

and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Portland, Ore.	6, 8, *10, 12	21, 27

EUGENE, OREGON

914. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment to Eugene of VHF Channel 9 and UHF Channels 20 and 26 with Channel 9 reserved for non-commercial educational use.

(b) **Census Data.** The City of Eugene has a population of 36,000. The City of Medford has a population of 17,000.

(c) **Counterproposal of KUGN, Inc.** KUGN, Inc. requested the additional assignment of VHF Channel 11 to Eugene without making any other changes in the assignments proposed in the Third Notice.

(d) **Statement in Support of KUGN, Inc. Counterproposal.** KUGN, Inc. stated that the City of Eugene and Lane County in which it is situated contain the second largest concentration of population in the State of Oregon; KUGN, Inc. recognized that the separation between Eugene and Yreka City, California, where Channel 11 is proposed to be assigned by the Third Notice is 163 miles, but asserted that the intervening terrain is composed of rough mountainous areas and that no serious interference would occur.

(e) Channel 13 can be assigned at Eugene in accordance with the standards without making any other changes in the assignments proposed in the Third Notice.

(f) **Opposition and Conflicting Counterproposals to KUGN, Inc., Counterproposal.** No opposition or conflicting counterproposals were filed to the counterproposal of KUGN, Inc.

(g) **Counterproposal of Lane Broadcasting Company, Eugene, Oregon.** Lane Broadcasting Company requested that either VHF Channel 4 or 5, proposed to be assigned in the Third Notice to Medford, Oregon, be deleted from that community and assigned to Eugene.

(h) **Statement in Support of Lane Broadcasting Counterproposal.** Lane Broadcasting Company stated that Eugene is one of the principal market areas of the State of Oregon and with respect to population, commercial market data and cultural background is second only in the State of Oregon to the City of Portland.

(i) **Opposition and Conflicting Counterproposal to Lane Broadcasting Company Counterproposal.** A conflicting counterproposal was filed by Central Willamette Broadcasting Company, Albany, Oregon. We have elsewhere in this Report denied this proposal for the reasons there stated.

(j) **The Eugene Educational Reservation.** The University of Oregon at Eugene and School District No. 4 of Lane County supported the reservation of Channel 9 in Eugene for non-commercial educational use. No objection was filed to the reservation of this channel.

Conclusions: The Educational Reservation

915. In view of the foregoing, the reservation of Channel 9 in Eugene for non-commercial educational use is finalized.

Conclusions: Additional VHF Assignment in Eugene

916. We believe that the record supports the addition of a VHF channel in Eugene. The counterproposal of KUGN, Inc., to assign Channel 11 to that community cannot be granted since it would result in an assignment separation below the minimum separation requirements adopted herein.

917. The counterproposal of Lane Broadcasting Company would result in the deletion of a VHF channel proposed to be assigned to Medford. Although it is our view that the record supports the basis for the assignment of an additional VHF channel to Eugene, we do not believe that this assignment need be achieved at the expense of deleting one of the two VHF channels assigned to Medford. We are persuaded to this conclusion in view of the feasibility of the assignment of VHF Channel 13 at Eugene. Accordingly, the counterproposal of KUGN, Inc., and Lane Broadcasting Company in so far as they request the assignment of an additional VHF channel to Eugene are granted by the assignment of VHF Channel 13 to that community.

Final Assignments and Reservation

918. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Eugene, Ore.	*9, 13	20, 26

CORVALLIS, OREGON: EDUCATIONAL RESERVATION

919. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of VHF Channel 7 in Corvallis for non-commercial educational use.

(b) Oregon State Agricultural College supported the reservation of Channel 7 in Corvallis for non-commercial educational use. No objections were filed to the reservation of this channel.

Conclusions

920. In view of the foregoing, the reservation of Channel 7 in Corvallis for non-commercial use is finalized.

SALEM, OREGON: EDUCATIONAL RESERVATION

921. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of UHF Channel 18 in Salem for non-commercial educational use.

(b) Willamette University and Oregon State Department of Education supported the reservation of Channel 18 in Salem for non-commercial educational use. No objections were filed to the reservation of this channel.

Conclusions

922. In view of the foregoing, the reservation of Channel 18 in Salem for non-commercial educational use is finalized.

BUTTE, MONTANA

923. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment to Butte of VHF Channels 4, 6, and 7 with Channel 7 reserved for non-commercial educational use.

(b) **Census Data.** The City of Butte has a population of 33,000.

(c) **Counterproposal of Copper Broadcasting Company.** Copper Broadcasting Company requested the additional assignment of UHF Channel 15 to Butte without making any other changes in the channels proposed in the Third Notice.

(d) **Statement in Support of Copper Broadcasting Company Counterproposal.** Copper Broadcasting Company stated that two commercial VHF channels were insufficient to meet the needs of Butte.

(e) **Oppositions and Conflicting Counterproposals to Counterproposal of Copper Broadcasting Company.** No oppositions or conflicting counterproposals were filed to the counterproposal of Copper Broadcasting Company.

(f) **The Butte Educational Reservation.** The JCET supported the reservation of Channel 7 in Butte for non-commercial educational use. No objections were filed to the reservation of this channel.

Conclusions: Educational Reservation

924. In view of the foregoing, the reservation of VHF Channel 7 in Butte for non-commercial educational use is finalized.

Conclusions: Channel 15

925. It is our view that the record supports the basis for the grant of an additional channel to Butte. Accordingly, the counterproposal of Copper Broadcasting Company is granted and Channel 15 is assigned to Butte.

Final Assignments and Reservation

926. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
Butte, Mont.	4, 6, *7	15

STATE OF MONTANA: EDUCATIONAL RESERVATION

927. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the following reservations for non-commercial educational use:

City	VHF Channel No.	UHF Channel No.
Billings, Mont.	*11	
Bozeman, Mont.	*9	
Great Falls, Mont.		*23
Miles City, Mont.	*6	
Missoula, Mont.	*11	

(b) **Billings.** The Eastern Montana College of Education supported the reservation of VHF Channel 11 at Billings. The following educational organizations and groups joined with Eastern Montana College in support of the reservation: Billings Business College; Billings Commercial Club; Mayor of Billings; Billings Ministerial Association; Superintendent of Schools, Laurel, Montana; County Superintendent of Schools, Yellowstone County, Billings; Rocky Mountain College; Postmaster, U.S. Post Office, Billings; P.T.A. City Council; Superintendent School District #2, Billings; and Central Catholic High School. The JCET also supported this reservation. No objection was filed to this reservation.

(c) **Bozeman and Miles City.** The JCET supported the reservation of VHF Channel 9 in Bozeman and VHF Channel 6 in Miles City and requested that these reservations be made final. No objections were filed to these reservations.

(d) **Great Falls.** The College of Great Falls supported the reservation of Channel 23 at Great Falls. The JCET also supported this reservation. The College of Great Falls requested that UHF Channel 23 be reserved until it, either alone or in cooperation with other educational institutions, was able to establish and maintain an educational television station. No oppositions to the reservation were filed.

(e) **Missoula.** The University of Montana and the Executive Board of the University supported the reservation of VHF Channel 11 at Missoula, Montana. Support of the reservation was also received from the Public Schools of Missoula and the Missoula P.T.A. Council, Missoula County Schools, Missoula County High School, and the Montana Federation of Women's Clubs. No objection to the proposed reservation was received.

Conclusions

928. In view of the foregoing, the proposed reservation of the above channels for non-commercial educational use are finalized.

Final Reservations

929. The following reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Billings, Mont.	*11	
Bozeman, Mont.	*9	
Great Falls, Mont.		*23
Niles City, Mont.	*6	
Missoula, Mont.	*11	

ALBUQUERQUE, ROSWELL, AND SANTA FE, NEW MEXICO EDUCATIONAL RESERVATIONS

930. (a) **Proposed Reservations:** In the Third Notice the Commission proposed the reservation of the following channels in New Mexico:

City	VHF Channel No.
Albuquerque	*5
Roswell	*3
Santa Fe	*9

(b) **Albuquerque.** The JCET supported the reservation of Channel 5 in Albuquerque submitting statements of the University of Mexico and the New Mexico State Department of Education. No oppositions to the proposed reservations were filed.

(c) **Roswell.** The JCET supported the reservation of Channel 3 in Roswell submitting a statement of the New Mexico Military Institute at Roswell. In addition, the University of Eastern New Mexico and the New Mexico Board of Education supported the reservation. No oppositions to the proposed reservation were filed.

(d) **Santa Fe.** The Santa Fe Municipal Schools supported the reservation of Cannel 9 in Santa Fe. The Board of Education of New Mexico stated that it was engaged in a survey as to the needs of the community, the costs of construction and operation, and the extent that educational television could be used in the community. The JCET also supported the reservation, submitting a statement of the Archdiocese of Santa Fe expressing interest in and a willingness to cooperate with other educational agencies in the establishment and support of a non-commercial educational television station. No oppositions to the proposed reservation were filed.

Conclusions

931. In view of the foregoing, the reservation of Channel 5 in Albuquerque, Channel 3 in Roswell and Channel 9 in Santa Fe for non-commercial educational use are finalized.

GALLUP, RATON AND SILVER CITY, NEW MEXICO

932. (a) **Proposed Assignments.** In the Third Notice the Commis-

sion proposed the following assignments:

City	VHF Channel No.	UHF Channel No.
Gallup	3, 10	
Raton		46
Silver City	12	

(b) **Census Data.** Gallup has a population of 9,000; Raton a population of 8,000; and Silver City a population of 7,000.

(c) **Counterproposal of New Mexico State Department of Education.** The New Mexico State Department of Education requested the reservation of channels in Gallup, Raton, and Silver City for non-commercial educational use, as follows:

	Third Notice		Counterproposal	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Gallup	3, 10		*3†, 10	
Raton		46		*46†
Silver City	12		*12†	

(d) **Statement in Support of New Mexico State Department of Education Counterproposal.** The Department of Education pointed out that New Mexico is a rural state with population unevenly distributed and that approximately one-half of the counties in the state, the more rural counties, do not have supervisors or special teachers to aid the state's educational program. The Department of Education urged that the use of educational television would enable available personnel to extend their services and made them more effective. The Department of Education stated that the education of adults is a particularly pressing problem in the state, and that it believes the use of television would make it possible and feasible to carry on adult educational programs without the expenditure of large sums which are not now available. The Department of Education stated that the reservation of six channels in New Mexico (three proposed in the Third Notice and three additional requested) would afford adequate coverage to the State. It was contended that the topography requires six stations to obtain the desired coverage. The Department of Education argued that the reservation of these channels was indispensable in order to provide sufficient time to explore all aspects of educational television and to raise funds necessary for the construction and operation of the non-commercial educational television stations. No oppositions to the proposed reservations were filed.

Conclusions

933. The Commission is of the view that the record supports the basis for reserving channels in Gallup, Raton and Silver City for non-commercial educational use. However, we do not believe the only channels in Raton and Silver City and one of two channels in Gallup should be reserved in light of the needs in these communities for commercial service. Accordingly, Channel 8 will be added to Gallup, Channel 52 will be added to Raton, and Channel 10 will be added to Silver City, all to be reserved for non-commercial educational use. The addition of Channel 10 in Silver City, which is within 250 miles of the Mexican border, has been reflected in the Mexican-United States Television Agreement, as modified.

Final Assignments and Reservations

934. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Gallup	3, *8, 10	
Raton		46, *52
Silver City	*10, 12	

YUMA, ARIZONA

935. (a) **Proposed Assignments.** In the Third Notice the Commission proposed the assignment of two channels to Yuma, Arizona: VHF Channels 11 and 13.

(b) **Census Data.** Yuma, Arizona has a population of 9,000.

(c) **Counterproposal of American Broadcasting Company, Inc.** American Broadcasting Company, Inc., Los Angeles, California, filed a counterproposal which, among other changes, would substitute VHF Channel 9 and UHF Channel 47 in Yuma for VHF Channels 11 and 13 in an effort to avoid duplication of VHF Channels 7 and 9 in Los Angeles and Mexicali, Mexico as proposed in the Third Notice. Since the filing of the ABC counterproposal, however, the Mexican-United States Television Agreement has substituted Channel 3 in Mexicali for Channels 7 and 9 and ABC has supported these assignments. Accordingly, the counterproposal of ABC for Yuma is moot and will not be discussed further in this Report.

Final Assignments

936. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Yuma, Ariz.	11, 13	

PHOENIX AND TUCSON, ARIZONA EDUCATIONAL RESERVATION

937. (a) **Proposed Reservation.** In the Third Notice the Commission proposed the reservation of VHF Channel 8 in Phoenix and VHF Channel 6 in Tucson for non-commercial educational use.

(b) **Phoenix.** The JCET supported the reservation of Channel 8 in Phoenix submitting statements of the Dean of Phoenix College and Arizona State College at Tempe, Arizona, in support of the reservation. No oppositions to the proposed reservation were filed.

(c) **Tucson.** The University of Arizona supported the reservation of Channel 6 in Tucson stating that the Tucson Public Schools had expressed a willingness to cooperate in the establishment and operation of an educational television station. The JCET also supported the reservation. No oppositions to the proposed reservation were filed.

Conclusions

938. In view of the foregoing the reservation of Channel 8 in Phoenix and Channel 6 in Tucson for non-commercial educational use is finalized.

SACRAMENTO, FRESNO, SANTA BARBARA, VISALIA, CALIFORNIA

939. (a) **Proposed Assignments and Reservations.** In the Third Notice the Commission proposed the following assignments and reservations:

City	VHF Channel No.	UHF Channel No.
Sacramento	6, 10	*40, 46
Fresno	12	*18, 24
Santa Barbara		20, 26
Visalia	3	

(b) **Census Data.** The Sacramento standard metropolitan area has a population of 277,000 and the City of Sacramento a population of 138,000. The Fresno standard metropolitan area has a population of 277,000 and the City of Fresno has a population of 92,000. Santa Barbara has a population of 45,000. Visalia has a population of 12,000.

Sacramento

940. (a) **Counterproposal of McClatchy Broadcasting Company.** McClatchy Broadcasting Company requested the additional assignment of VHF Channel 3 to Sacramento by substituting VHF Channel 4 in Reno, Nevada for VHF Channel 3, as follows:[188]

	Third Notice		Counterproposal	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Sacramento, Calif.	6, 10	*40, 46	3†, 6, 10	*40, 46
Reno, Nevada	3, 8	*21, 27	4†, 8	*21, 27

(b) **Statement in Support of McClatchy Broadcasting Company Counterproposal.** McClatchy Broadcasting Company stated that Sacramento is the capital of California and is one of the fastest growing metropolitan areas in the United States. It was asserted that Sacramento increased 28.1% in population in the 10 year period between 1940 and 1950, and that during this same period, the Sacramento metropolitan area increased 61.8% in population. McClatchy urged that the assignment of Channel 3 in Sacramento is justified, in that it would meet the objectives of Sections 1 and 307(b) of the Communications Act, to provide a fair, more efficient and equitable distribution of television facilities than would the Third Notice. It was submitted that this assignment would conform to the principles expressed by the priorities. McClatchy Broadcasting Company submitted that those counterproposals conflicting with the assignment of VHF Channel 3 to Sacramento should be rejected in light of the urgent need for an additional VHF assignment at Sacramento. McClatchy pointed out that the Commission has proposed five VHF and five UHF channels for San Francisco and a total of only four channels for Sacramento, and argued that the equities favor the assignment of an additional channel to Sacramento. It was also contended that an additional VHF channel in Sacramento is to be preferred over an additional channel for Fresno.

[188] It was stated that Channels 2, 5, and 11 could also be assigned to Reno.

(c) **Counterproposal of Harmco, Inc., and KCRA., Inc.** Harmco, Inc. and KCRA, Inc., filed a joint counterproposal requesting the assignment of an additional VHF channel to Sacramento. Two plans for accomplishing this assignment were proffered: Plan 1 would substitute Channel 2 or 4 in Reno for Channel 3, and Plan 2 would substitute a UHF channel in Monterey for VHF Channel 8 and Channel 11 for Channel 8 in Reno, as follows:

	Third Notice		Counterproposal 1		Counterproposal 2	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Monterey	8		8		†	19†, 53† or 64†
Sacramento	6, 10	*40, 46	3†, 6, 10	*40, 46	6, 8†, 10	*40, 46
Reno	3, 8	*21, 27	2† or 4†, 8	*21, 27	3, 11†	*21, 27

(d) **Statement in Support of Harmco-KCRA Counterproposal.** Harmco, Inc., and KCRA, Inc., noted that there are four AM and three FM stations operating in Sacramento; and that there were 18,500 VHF television receivers in use in the Sacramento trading area as of September 1, 1951. It was urged that Sacramento could support an additional VHF channel and that such assignment would enable the establishment of "a truly competitive television service."

(e) Channel 3 in Sacramento would be 209 miles from the closest co-channel assignment in Eureka, California; and 80 miles from the adjacent channel Station KRON-TV operating on Channel 4 in San Francisco; and 75 and 68 miles, respectively, from the adjacent channel assignment of Channel 2 in San Francisco-Oakland. Channel 4 in Reno would be 190 miles from the transmitter of KRON-TV operating in San Francisco on Channel 4. All of the above communities are situated in Zone II and the above assignments would meet the minimum required separations for assignments in this Zone. Channel 2, 5, or 11 in Reno, however, would not meet the required 190 mile minimum separation for co-channel assignments. Channel 8 at Sacramento would meet the minimum required mileage spacings for Zone II.

(f) **Oppositions and Conflicting Counterproposals to the McClatchy Broadcasting Company and Harmco-KCRA Counterproposals.** The McClatchy Broadcasting Company counterproposal was opposed by the California Inland Broadcasting Company, Fresno, California; Columbia Broadcasting System, Inc.; and the Chronicle Publishing Company, licensee of Station KRON-TV operating on Channel 4 in San Francisco. The McClatchy counterproposal conflicts with the California Inland Broadcasting Company counterproposal and several counterproposals seeking additional VHF channels for San Francisco-Oakland. The San Francisco-Oakland counterproposals have been denied elsewhere in this Report. The Harmco-KCRA counterproposal was opposed by the Monterey Radio-Television Company, Monterey, California; Kenyon Brown,

Reno, Nevada; the American Broadcasting Company, Inc., operating Station KGO-TV on Channel 7 in San Francisco; and the Chronicle Publishing Company. The Harmco-KCRA counterproposal conflicts with the counterproposals of Television California, Oakland, California; California Inland Broadcasting Company, Fresno, California; Kenyon Brown, Reno, Nevada; Tribune Building Company, Oakland, California; Salinas Broadcasting Company, Salinas, California; KROW, Inc., Oakland, California; and CBS, Inc., San Francisco, California. In its oppositions to the Sacramento counterprosal, CBS argued that it was more important, in order to afford the opportunity for a nationwide competitive television service, to provide an additional VHF channel in San Francisco than to provide an additional VHF assignment for Sacramento. Chronicle Publishing Company opposed the assignment of Channel 3 in Sacramento contending that it would degrade the service of Station KRON-TV on Channel 4 in San Francisco. For the same reason, KRON-TV opposed the assignment of Channel 4 in Reno. Monterey Radio-Television Company opposed the Harmco-KCRA plan insofar as it would delete VHF Channel 8 from Monterey, and urged that it was possible to assign an additional VHF channel to Sacramento without deleting the Monterey assignment. ABC, Inc., opposed the assignment of Channel 8 in Sacramento if it would mean a limitation on the power of Station KGO-TV operating on Channel 7 in San Francisco.

(g) Sacramento Educational Reservation. The Sacramento City Unified School District supported the proposed reservation of UHF Channel 40 in Sacramento for noncommercial educational use, stating the preparations were under way to study and advise with the Sacramento Area Educational Television Committee concerning the joint cooperation in the operation of an educational station. The Director of the Grant Union High School and Technical College filed a request on behalf of the Sacramento Area Educational Television Committee that VHF Channel 6 be reserved in Sacramento rather than UHF Channel 40. This Committee represents the Amador, Colusa, Sacramento, Stanislaus, Yolo, and Yuba County Public School Systems. It was contended that a VHF assignment was required in Sacramento to provide adequate coverage in a region of high mountain ranges and large valleys. No oppositions to the proposed reservation or the request for a VHF reservation were filed.

Fresno

941. (a) **Counterproposal of McClatchy Broadcasting Company.** McClatchy Broadcasting Company requested the additional assignment of three additional VHF channels to Fresno by substituting Channel 11 for Channel 5 in Goldfield, Nevada; Channel 13 for Channel 9 in Tonopah, Nevada; and Channel 12 for Channel 13 in Las Vegas, Nevada, as indicated below:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Fresno, Calif.	12	*18, 24	5†, 7†, 9†, 12	*18, 24
Goldfield, Nevada	5		11†	
Las Vegas, Nevada	8, *10, 13		8, *10, 12†	
Tonopah, Nevada	9		13†	

(b) Statement in Support of McClatchy Broadcasting Company Counterproposal. McClatchy Broadcasting Company urged that Fresno is the central city of the Fresno standard metropolitan area, which increased in population 53.6% since 1940. It was also stated that the Fresno city population increased 49.3% since 1940. It was urged that the assignments proposed for Fresno in the Third Notice are inadequate, particularly since only one VHF channel is assigned to that community and one of the two UHF channels is reserved for non-commercial educational use. It was argued that the size and importance of Fresno requires the assignment of at least three additional VHF channels. McClatchy argued that the operation of Channels 5, 7 and 9 would be feasible in Fresno. It was stated that Channel 5 at Fresno would be 161 miles from Station KPIX operating on Channel 5 in San Francisco; Channel 7 would be 162.5 miles from Station KGO-TV operating on Channel 7 in San Francisco; and Channel 9 would be 161 miles from San Francisco and 155 miles from Oakland, where Channel 9 is assigned. McClatchy submitted that while these assignments would result in separations "somewhat less than those specified" in the Third Notice, the safety factor provided by the mountain range between Fresno and San Franciso "will set off the effect of reduced distance and enable full power operations from the Fresno site." It was argued that where there are unusual terrain conditions, such as exist in California, it would be good engineering practice to apply these geographical advantages to the assignment of television facilities. Data has been submitted concerning high frequency field intensity measurements made across a mountain path between the period of August 17 and September 17, 1951, in support of McClatchy's proposal. McClatchy contended that mountainous terrain has a substantial effect on the propagation along the same length path over relatively smooth terrain. It was argued that the measurements submitted by McClatchy demonstrate that the reduction in signal due to the mountainous terrain would be on the order of 7 db, and that such a reduction should permit closer spacings of co-channel stations in this area. McClatchy also submitted that the same degree of protection afforded by a co-channel spacing of 170 miles could be obtained by a slight reduction in power. McClatchy urged that the Commission must strike a balance between the need for more VHF service and an endeavor to give a few stations a wider service range. It was also urged that, if necessary, distances could be maintained by proper site selection.

(c) Conflicting Counterproposals and Oppositions to McClatchy Broadcasting Company Counterproposal. Oppositions to the McClatchy Company counterproposal have been filed by KPIX, Inc., and American Broadcasting Company, Inc., San Francisco, California. American Broadcasting Company, Inc., licensee of Station KGO-TV operating on Channel 7 in San Francisco, pointed out that the McClatchy counterproposal would involve co-channel operation between KGO-TV and Fresno at 162.5 miles. ABC urged that, while there is no question that the terrain may affect the coverage which a television station may expect to provide, the terrain between the transmitter and the receiver, separated by a distance comparable to that between Fresno and San Francisco, may have little or no effect on the tropospheric propagation over that path. It was noted that tropospheric propagation includes all transmissions resulting from departure from the standard atmosphere and that the troposphere is that portion of the earth's atmosphere occupying the space above the earth up to about 6 miles. ABC contended that when this is taken into consideration, the existence of a mountain range of only a few thousand feet in height, occupying but a small percentage of the total path, might have little influence on interfering signals propagated through the troposphere. It was stated that, moreover, service field calculations indicate that under certain conditions higher than a normal field behind a mountain might be expected than would be predicted from propagation curves based on the assumption of a smooth earth. It was also urged by ABC that the field intensity measurements submitted on behalf of McClatchy were made at a single point approximately 100 miles from the transmitter site of KRON-TV in the direction of Fresno. The measurements consisted of continuous recordings of the field strength of KRON-TV over a period of only one month. It was noted in the discussion of these field intensity measurements that no information was offered as to whether investigations were made to determine that the site selected for the recordings was one in which a generally homogenous field existed, nor was informaion given as to whether the general area was probed at pertinent locations or at antenna heights different from those used for the recordings. It was also noted that Channel 7 is in a different portion of the spectrum from Channel 4, and from the FM frequencies under which the measurements were made. It was, therefore, submitted by ABC that any conclusions drawn from these measurements can only be applicable to the FM frequency spectrum or to Channels 2 through 6. It was urged that it would be unsound to assign co-channel television stations in Fresno and San Francisco based on very limited data such as that offered by McClatchy. It was also pointed out that there was no indication given whether the fields received were due to ground wave transmissions or to tropospheric propagation and that there was no information to indicate whether the field intensity level on Channel 7 might be the same or entirely different from the field intensities which were actually recorded. It was also noted that there was no information indicating that the field intensity of the stations which were recorded and of the other stations in San Francisco might be the same or entirely different, 10, 20, or 30 miles farther from San Francisco. ABC pointed out that there was no information in the report indicating what level field intensity might be expected in the San Francisco service area from a television station operating in Fresno. Accordingly, ABC concluded that the only thing that might be derived from this report is that during the period from August 17 to September 17, 1951, the received field intensity of KRON-TV, KNBC-TV and KCRA-FM was of the magnitude shown in this report at the particular receiving location selected. ABC argued that in light of the foregoing it would be unsound to assign Channel 7 to Fresno.

(d) Counterproposal of KARM, The George Harm Station. KARM, The George Harm Station, Fresno, California, requested the assignment of three additional VHF channels to Fresno, by substituting Channel 11 for Channel 5 in Goldfield, Nevada; Channel 6 for Channel 9 in Tonopah, Nevada; and Channel 12 for Channel 6 in Ely, Nevada, as indicated below:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Fresno, Calif.	12	*18, 24	5†, 7†, 9†, 12	*18, 24
Ely, Nevada	3, 6		3, 12†	
Goldfield, Nevada	5		11†	
Tonopah, Nevada	9		6†	

It was suggested, as an alternative, that only UHF channels be assigned to Fresno.

(e) Statement in Support of KARM, The George Harm Station, Counterproposal. KARM, The George Harm Station, stated that there were seven pending applications for new television stations in Fresno. KARM asserted that additional VHF channels for Fresno could only be obtained by co-channel assignments with San Francisco-Oakland. It was conceded that since the distance from Fresno to San Francisco is 161 miles, such co-channel assignments would require deviations from the required minimum assignment spacing. However, it was argued that the assignment of channels to both cities would be feasible with operation in Fresno so situated as to provide the grade of service to Fresno specified in the Third Notice, and at the same time to maintain a 170 mile transmitter-to-transmitter spacing. It was urged that such operation could be achieved from a transmitter location midway between Fresno and Visalia.

(f) Conflicting Counterproposals and Oppositions to the KARM, The George Harm Station, Counterproposal. Oppositions to the counterproposal of KARM, The George Harm Station, were filed by KPIX, Inc., and the American Broadcasting Company, Inc., both of San Francisco.

(g) Counterproposal of California Inland Broadcasting Company. California Inland Broadcasting Company, Fresno, California, requested the additional assignment

of a VHF channel to Fresno by substituting UHF Channel 49 for VHF Channel 3 in Visalia, California, as indicated below:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Fresno, Calif.	12	*18, 24	3†, 12	*18, 24
Visalia, Calif.	3		†	49†

(h) Statement in Support of California Inland Broadcasting Company Counterproposal. California Inland Broadcasting Company contended that Channel 3 would be capable of widespread rural coverage only if transmitting facilities capable of radiating maximum power, with maximum permissible antenna height are utilized. It was argued that such would not be the case in Visalia, a community of only approximately 11,000 people. It was argued that the priorities would be better served by assigning VHF Channel 3 to Fresno where it would be utilized "to its maximum effectiveness." Under its counterproposal, California Inland Broadcasting Company stated that the closest co-channel assignment to Channel 3 at Fresno would be at Reno, Nevada, 192 miles distant. It was also stated that UHF Channel 49 at Visalia would meet all minimum mileage spacing requirements.

(i) Conflicting Counterproposals and Oppositions to California Inland Broadcasting Company Counterproposal. The California Inland Broadcasting Company counterproposal conflicts with the counterproposal of McClatchy Broadcasting Company, Sacramento, California; Harmco, Inc., and KCRA, Inc., Sacramento; Tribune Building Company, Oakland, California; Columbia Broadcasting System, Inc., San Francisco, California; Television California, San Francisco, California; and Radio KIST, Inc., Santa Barbara, California. Oppositions to the California Inland Broadcasting Company counterproposal have been filed by Television California; Tribune Building Company; Columbia Broadcasting System, Inc., and Radio KIST, Inc.

(j) Fresno Educational Reservation. The JCET supported the reservation of UHF Channel 18 in Fresno for non-commercial educational use, submitting statements of the Superintendent of the Fresno County Schools and Reedley College located in Fresno County. No oppositions to the reservation were filed.

Santa Barbara and Visalia

942. **(a) Counterproposal of Radio KIST, Inc.** Radio KIST, Inc., Santa Barbara, California, originally filed a counterproposal seeking the assignment of Channel 8 at Santa Barbara. Subsequently, Radio KIST, Inc., filed an alternate counterproposal[184] requesting the assignment of VHF Channel 3 to Santa Barbara to be accomplished by deleting Channel 3 from Visalia and substituting two UHF channels as indicated below:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
Santa Barbara		20, 26	3†	20, 26
Visalia	3		†	43†, 49†

[184] On December 11, 1951, Radio KIST, Inc., filed a petition for leave to file further comments and evidence in the proceeding requesting, as an alternative to its previous counterproposal, that VHF Channel 3 be assigned to Santa Barbara. The Commission granted this petition by Order (FCC 52-28) of January 9, 1952 and accepted the new Radio KIST, Inc., counterproposal in this proceeding.

(b) Statement in Support of Counterproposal of Radio KIST, Inc. Radio KIST, Inc., urged that in light of the Mexican-United States Television Agreement removing VHF Channel 3 from San Diego, the assignment of VHF Channel 3 be made to Santa Barbara. It was noted that the distance from Santa Barbara to Mexicali, where VHF Channel 3 is assigned by the Mexican-United States Television Agreement, is 274 miles. It was urged that the distance to the adjacent channel transmitter on VHF Channels 2 and 4 on Mount Wilson, Los Angeles, would be 94 miles and that this distance meets the minimum separation requirements. The distance between Santa Barbara and San Diego where VHF Channel 8 is assigned is 188 miles.

(c) Oppositions and Conflicting Counterproposals to the Radio KIST, Inc. Counterproposal. Oppositions to the counterproposal of Radio KIST, Inc., seeking the assignment of VHF Channel 8, were filed by the following parties: American Broadcasting Company, Inc., Los Angeles, California; Kennedy Broadcasting Company, San Diego, California; McClatchy Broadcasting Company, Bakersfield, California; and Thomas S. Lee Enterprises, Inc., Los Angeles, California. This counterproposal conflicts with the McClatchy Broadcasting Company counterproposal for Bakersfield. Oppositions to the counterproposal of Radio KIST, Inc., seeking the assignment of VHF Channel 3 in Santa Barbara, were filed by Columbia Broadcasting System, Inc., Los Angeles, California; California Inland Broadcasting Company, Fresno, California; and National Broadcasting Company, Inc., Los Angeles, California. This counterproposal conflicts with the California Inland Broadcasting Company counterproposal for Fresno.

(d) In its opposition to the Radio KIST, Inc., counterproposal, National Broadcasting Company, Inc., licensee of KNBH operating on VHF Channel 4 in Los Angeles from Mount Wilson, alleged that a station in Santa Barbara on VHF Channel 3 would cause interference to an area of approximately 1,600 square miles within the KNBH service area. NBC urged that this would represent a substantial part of the entire KNBH interference free service area, and that the population within such area would be 109,612 persons. If the Santa Barbara station would operate at greater height than 500 feet, or at a lesser distance from KNBH, NBC noted that the interference area would be correspondingly greater.

(e) In its opposition to Radio KIST, Inc., CBS urged that the KIST counterproposal for VHF Channel 3 is contrary to the public interest. CBS noted that although Santa Barbara is 87 miles from Los Angeles, signals transmitted on VHF Channels 2 and 4 in Los Angeles are received in Santa Barbara, and that several thousand VHF receivers are on hand in Santa Barbara receiving programs from Los Angeles. The assignment of VHF Channel 3 to Santa Barbara as proposed, because of resulting interference, would prevent reception of VHF Channels 2 and 4 in the Santa Barbara area. It was also urged, in addition, that the assignment of VHF Channel 3 in Santa Barbara would create an intermixture problem since the licensee of the station on Channel 3 would operate the only VHF station in that community competing against two UHF stations.

(f) In its opposition to the KIST counterproposal, California Inland Broadcasting Company urged that while Fresno and Santa Barbara are only 160 miles apart, transmitter sites could be obtained in the Fresno area to maintain a 170 mile spacing. On this basis, California Inland Broadcasting Company interposed no objection to a finding by the Commission that both counterproposals of Radio KIST, Inc., and California Inland Broadcasting Company requesting the assignment of VHF Channel 3 to Santa Barbara and Fresno could be granted and are not in conflict. However, California Inland urged that if a determination must be made between the two proposals, the California Inland proposal should be preferred.

Conclusions: Additional VHF Channels in Sacramento

943. We are of the view that the record supports the basis for assigning an additional VHF channel to Sacramento. Counterproposals have been filed requesting both VHF Channels 8 and 3 for Sacramento: Harmco-KCRA has suggested that VHF Channel 8 be assigned to Sacramento by substituting a UHF channel for VHF Channel 8 in Monterey and VHF Channel 11 for VHF Channel 8 in Reno. However, VHF Channel 11 in Reno being only 188 miles from the co-channel assignment in San Jose would not meet the 190 mile minimum assignment separation for Zone II. VHF Channel 8, therefore, cannot be assigned to Sacramento as proposed by Harmco-KCRA. McClatchy Broadcasting Company and Harmco-KCRA have requested that VHF Channel 3 be assigned to Sacramento by substituting VHF Channel 4 for VHF Channel 3 in Reno. Both Channel 3 in Sacramento and Channel 4 in Reno would meet the minimum mileage separation requirements for assignments in Zone II. We can see no merit, therefore, in the opposition to these counterproposals by The Chronicle Publishing Company, which operates Station KRON-TV on VHF Channel 4 at San Francisco. The assignment of VHF Channel 3 in Sacramento conflicts with counterproposals seeking the assignment of additional VHF channels in San Francisco-Oakland and Fresno. We believe that the assignment of a third VHF channel to Sacramento is to be preferred to the assignment of a sixth VHF channel to San Francisco-Oakland. As noted in our discussion of the San Francisco counterproposals, we are of the view that the assignment of five VHF and five UHF channels to San Francisco-Oakland constitute a fair and equitable assignment to those communities in view of the needs of other areas for television service. With respect to the conflicting Fresno counterproposal which requests the assignment of VHF Channel 3 in Fresno as a second VHF channel, it should be pointed out that the California Inland Broadcasting Company counterproposal for Fresno also conflicts with the counterproposal of Radio KIST, Inc., seeking the assignment of a first VHF channel for Santa Barbara. VHF Channel 3 can be utilized in both Sacramento and Santa Barbara; but, on the other hand, the assigment of Channel 3 in Fresno would preclude the assigment of this frequency in both Sacramento and Santa Barbara. We believe, therefore, that the assignment of VHF Channel 3 in Fresno would effect the more efficient and equitable distribution of VHF assignments. Accordingly, VHF Channel 3 is assigned to Sacramento and VHF Channel 4 is substituted in Reno for Channel 3.

Conclusions: Educational Reservation in Sacramento

944. In the Third Notice the Commission pointed out that a VHF channel was reserved for non-commercial educational use in all communities having three or more VHF channels where all VHF channels were not in operation. Since only two VHF channels were proposed for Sacramento in the Third Notice, UHF Channel 40 was reserved in that city for non-commercial educational use. Grant Union High School and Technical College requested that VHF Channel 6 in Sacramento be reserved for non-commercial educational use. No oppositions to this request were filed. We have above assigned Channel 3 as a third VHF channel to Sacramento. We are of the view, therefore, that the reservation should be shifted in Sacramento from UHF Channel 40 to VHF Channel 6. We believe that such action is necessary and proper in light of the principle in the Third Notice set out above and the unopposed request for the VHF reservation. Accordingly, VHF Channel 6 will be reserved in Sacramento for non-commercial educational use, and UHF Channel 40 will be available for commercial purposes.

Conclusions: Educational Reservation in Fresno

945. On the basis of the record, the reservation of Channel 18 in Fresno for non-commercial educational use is finalized.

Conclusions: VHF Channels 5, 7 and 9 in Fresno

946. McClatchy Broadcasting Company and KARM, The George Harm Station, have requested the additional assignment of VHF Channels 5, 7 and 9 to Fresno. However, such assignments would result in substantial deviations from the required 190 mile minimum co-channel assignment separation for Zone II: Channel 5 would be 161 miles from KPIX on Channel 5 in San Francisco; Channel 7 would be 162.5 miles from KGO-TV on Channel 7 in San Francisco; and Channel 9 would be 161 miles from San Francisco and 155 miles from Oakland where this channel is assigned. It was urged that in light of the mountainous terrain that would separate the stations involved, the distances would be adequate safeguards to prevent interference. Measurements were submitted to substantiate this contention. We are of the view, however, that we cannot,

upon the basis of the data submitted, deviate from our required minimum. The Commission will not permit assignment separations below the minimum between stations cut off by mountain ranges until a sufficient body of pertinent propagation information on this point can be assembled and analyzed. It was also contended that station separation could be met by locating a site outside of Fresno. We do not believe that there is any basis for making assignments deviating from the required minimum assignment spacings on the basis of this contention. Nor, as we have noted elsewhere in this Report, do we believe that assignments can be made in cases such as this on the basis of operation with less than maximum power. We also see no adequate basis in the record upon which we may grant the request that all commercial assignments in Fresno be relegated to the UHF portion of the spectrum. Accordingly, the counterproposals of McClatchy Broadcasting Company and KARM, The George Harm Station, are denied.

Conclusions: Channel 3 in Fresno

947. California Inland Broadcasting Company requested the assignment of Channel 3 as a second VHF channels, to Fresno, to be accomplished by substituting a UHF channel for Channel 3 in Visalia. This request conflicts with the counterproposals of Radio KIST, Inc., seeking a first VHF channel for Santa Barbara and McClatchy Broadcasting Company and Harmco-KCRA seeking a third VHF channel for Sacramento. The assignment of Channel 3 in Fresno would preclude the assignment of this frequency in both Santa Barbara and Sacramento, while Channel 3 can be employed in Santa Barbara and Sacramento at the same time. As we have noted above, we are of the view that the granting of the Santa Barbara and Sacramento assignments is to be preferred since such action would effect the more equitable and efficient assignments in this area. Accordingly, the counterproposal of California Inland Broadcasting Company is denied.

Conclusions: Additional Channels for Fresno

948. We believe that the record supports the basis for assigning additional channels to Fresno, a city of 92,000 in a metropolitan area of 277,000. Accordingly, two additional UHF channels, Channels 47 and 53, are assigned to Fresno.

Conclusions: Additional VHF Channel in Santa Barbara

949. Radio KIST, Inc., has requested the assignment of VHF Channel 3 or 8 as a first VHF channel for Santa Barbara. Channel 8 in Santa Barbara, however, would be only 188 miles from the co-channel assignment in San Diego and thus would not meet the 190 mile minimum co-channel assignment spacing for Zone II. Channel 3 in Santa Barbara, on the other hand, would meet all minimum spacing requirements. In order to assign Channel 3 to Santa Barbara, Radio KIST, Inc., suggests that UHF Channels 43 and 49 be substituted in Visalia for Channel 3. Santa Barbara has a population of 45,000 as compared to Visalia with a population of 12,000. We believe, therefore, that a first VHF channel in Santa Barbara is to be preferred to a first VHF channel in Visalia. The assignment of Channel 3 in Santa Barbara conflicts with the California Inland Broadcasting Company counterproposal for Fresno. We believe that in view of the population of Santa Barbara, that city is entitled to a first VHF assignment before a second VHF assignment is made in Fresno. Moreover, as we have noted above, we believe that the assignment of Channel 3 in both Santa Barbara and Sacramento is to be frequency in Fresno alone. CBS prequency in Fresno alone. CBS and NBC who operate adjacent channel stations in Los Angeles on Mount Wilson (Channels 2 and 4) have opposed the assignment of Channel 3 in Santa Barbara. However, since the assignment of Channel 3 in Santa Barbara meets the minimum mileage spacing requirement, we see no merit in these oppositions. Accordingly, Channel 3 is assigned to Santa Barbara and UHF Channels 43 and 49 are substituted for Channel 3 in Visalia. As noted in connection with our discussion of international considerations, this assignment has been reflected in the Mexican-United States Television Agreement, as modified.

Final Assignments and Reservations

950. The following assignments and reservations are adopted:

City	VHF Channel No.	UHF Channel No.
Sacramento	3, *6, 10	40, 46
Fresno	12	*18, 24, 47, 53
Santa Barbara	3	20, 26
Visalia		43, 49

SAN FRANCISCO — OAKLAND, CALIFORNIA

951. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of 10 channels for San Francisco-Oakland: VHF Channels 2, 4, 5, 7 and 9 and UHF Channels 20, 26, 32, 38, and 44, with Channel 9 reserved for non-commercial use.

(b) **Census Data.** The population of San Francisco is 775,000; and the population of Oakland is 385,000. The population of the San Francisco-Oakland standard metropolitan area is 2,241,000.

(c) **Existing Stations.** Chronicle Publishing Company is licensed for the operation of Station KRON-TV on Channel 4; KPIX, Inc. is licensed for the operation of Station KPIX on Channel 5; and American Broadcasting Company, Inc. is licensed for the operation of Station KGO-TV on Channel 7, all in San Francisco.

(d) **Counterproposal of Columbia Broadcasting System, Inc.** Columbia Broadcasting System, Inc. filed a counterproposal containing four alternate plans requesting the assignment of additional VHF channel for San Francisco-Oakland: Plan 1 would add Channel 11 to San Francisco Oakland by substituting Channel 30 in Stockton, California for Channel 42; Channel 43 in Madera, California for Channel 30; Channel 51 in Salinas, California for Channel 28; and UHF Channel 42 in San Jose, California for VHF Channel 11. Plan 2 would add VHF Channel 13 to San Francisco-Oakland by substituting UHF Channel 64 for VHF Channel 13 in Stockton. Plan 3 would add VHF Channels 11 and 13 to San Francisco-Oakland by substituting UHF Channels 30 and 64 for VHF Channel 13 and UHF Channel 42 in Stockton; UHF Channel 42 for VHF Channel 11 in San Jose; Channel 51 for Channel 28 in Salinas; and Channel 43 for Channel 30 in Madera. Plan 4 would add VHF Channel 13 to San Francisco-Oakland by substituting Channel 6 in Stockton for Channel 13; Channel 3 in Sacramento for Channel 6; and Channel 5 for Channel 3 in Reno. The four plans are set out below:[185]

(e) **Statement in Support of Columbia Broadcasting System, Inc. Counterproposal.** In requesting additional VHF channels for San Francisco, Oakland, CBS advanced the same reasons offered in support of its requests for additional VHF channels in Boston and Chicago. CBS urged that additional commercial VHF channels were needed in San Francisco-Oakland as in Boston and Chicago to assure a nationwide competitive television service. CBS also argued that a network must own facilities in markets such as Boston, Chicago and San Francisco to enable it to compete with other networks and submitted that it is essential that such facilities be VHF.

(f) The CBS plans 1, 2 and 3 would delete VHF channels from San Jose and Stockton. In the Third Notice the Commission proposed four channels for San Jose: VHF Channel 11 and UHF Channels 48, 54 and 60, with Channel 54 reserved for non-commercial educational use. The San Jose standard metropolitan area has a population of 291,000 and the City of San Jose has a population of 95,000. In the Third Notice the Commission proposed three channels for Stockton, VHF Channel 13 and UHF Channels 36 and 42, with Channel 42 reserved for non-commercial educational use. The Stockton standard metropolitan area has a population of 201,000 and the City of Stockton a population of 71,000.

(g) CBS Plan 4 would assign Channel 6 to Stockton in place of Channel 13 at a distance of 188 miles from the co-channel assignsituated in Zone II; and, accordingly, this separation would not meet the 190 mile minimum for co-channel assignments in this zone. This plan would also assign Channel 5 at Reno at a distance of 185 miles from KPIX operating on Channel 5 in San Francisco.

Plan 1

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Madera		30		43†
Salinas		28		51†
San Francisco-Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44	2, 4, 5, 7, *9 11†	20, 26, 32, 38, 44
San Jose	11	48, *54, 60	†	42†, 48, *54, 60
Stockton	13	36, *42	13	*30†, 36

Plan 2

City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
San Francisco-Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44	2, 4, 5, 7, *9, 13†	20, 26, 32, 38, 44
Stockton	13	36, *42	†	36, *42, 64†

Plan 3

City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Madera		30		43†
Salinas		28		51†
San Francisco-Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44	2, 4, 5, 7, *9 11†, 13†	20, 26, 32, 38, 44
San Jose	11	48, *54, 60	†	42†, 48, *54, 60
Stockton	13	36, *42	†	*30†, 36, 64†

Plan 4

City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
San Francisco Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44	2, 4, 5, 7, *9, 13†	20, 26, 32, 38, 44
Sacramento	6, 10	*40, 46	3†, 10	*40, 46
Stockton	13	36, *42	6	36, *42
Reno	3, 8	*21, 27	5†, 8	*21, 27

(h) **Conflicting Counterproposals and Oppositions to the CBS Counterproposals.** CBS Plan 1, which would substitute a UHF channel in San Jose for VHF Channel 11, was opposed by the San Jose Television Broadcasting Company of San Jose. CBS Plan 2, which would substitute a UHF channel for VHF Channel 13 in Stockton, was opposed by E. F. Peffer, Radio Diablo, Inc., and McClatchy Broadcasting Company, Stockton. CBS Plan 3, which would substitute UHF channels for VHF Channels 11 and 13 in San Jose and Stockton, was opposed by San Jose Television Broadcasting Company, San Jose, and E. F. Peffer, Radio Diablo, Inc. and McClatchy Broadcasting Company, Stockton. CBS Plan 4 was opposed by KPIX, Inc., San Francisco and E. F. Peffer, Radio Diablo, Inc., and McClatchy Broadcasting Company. This plan conflicts with the counterproposals of McClatchy Broadcasting Company and Harmco, Inc. and KCRA, Inc. seeking an additional VHF channel for Sacramento.

(i) **Counterproposal of Television California.** Television California, San Francisco, requested the assignment of an additional VHF channel to San Francisco-Oakland to be accomplished by substituting Channel 4 for Channel 3 in Reno; Channel 3 for Channel 6 in Sacramento; and Channel 6 for Channel 13 in Stockton, as indicated below:[188]

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Counterproposal VHF Channel No.	Counterproposal UHF Channel No.
Sacramento	6, 10	*40, 46	3†, 10	*40, 46
San Francisco-Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44	2, 4, 5, 7, *9, 13†	20, 26, 32, 38, 44
Stockton	13	36, *42	6†	36, *42
Reno	3, 8	*21, 27	4†, 8	*21, 27

[185] CBS also requested, in the alternative, that the educational reservation be shifted from VHF Channel 9 to a UHF channel.

(j) **Statement in Support of Television California Counterproposal.** Television California urged that the assignment of Channel 13 in San Francisco-Oakland can be accomplished without depriving any community of a television facility. Television California noted that its counterproposal conflicted with that of McClatchy Broadcasting Company and Harmco, Inc., and KCRA, Inc., requesting the addition of a VHF channel to Sacramento. However, it was argued that Sacramento is assigned almost half as many channels as San Francisco while the population of Sacramento is scarcely 1/10th that of San Francisco. It was contended, also, that the San Francisco metropolitan area is more extensively in area than is the Sacramento metropolitan area, which is relatively compact. Television California submitted that, with these factors considered, together with the nature of the rugged terrain surrounding San Francisco, the assignment of an additional VHF channel to San Francisco would comply more fully with the mandate of Sections 1 and 307(b) of the Communications Act and of the Commission's priorities, than would the assignment of an additional VHF channel to Sacramento. Television California also urged that the assignment of an additional channel to San Francisco-Oakland is justified in light of those applicants who have participated in a hearing for television stations in San Francisco.[187]

(k) **Conflicting Counterproposals and Oppositions to Television California Counterproposal.** The Television California counterproposal conflicts with the counterproposals of McClatchy Broadcasting Company and Harmco, Inc., and KCRA, Inc. for Sacramento. Oppositions to the Television California counterproposal have been filed by E. F. Peffer; McClatchy Broadcasting Company; KPIX, Inc., San Francisco; Radio Diablo, Inc., and Harmco, Inc. and KCRA, Inc.

(l) The Television California counterproposal would assign Channel 6 to Stockton at a distance of 188 miles from the co-channel assignment at San Luis Obispo. Both Stockton and San Luis Obispo are situated in Zone II; and, therefore, this separation would not meet the 190 miles minimum for co-channel assignments in this zone.

(m) **Counterproposal of Tribune Building Company.** Tribune Building Company, Oakland, requested the assignment of an additional VHF channel in San Francisco-Oakland to be accomplished by substituting Channel 3 for Channel 13 in Stockton; Channel 2 for Channel 3 in Visalia; and Channel 4 for Channel 3 in Reno, as indicated below:

	Third Notice		Counterproposal	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
San Francisco-Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44	2, 4, 5, 7, *9, 13†	20, 26, 32, 38, 44
Stockton	13	36, *42	3†	36, *42
Reno	3, 8	*21, 27	4†, 8	*21, 27
Visalia	3		2†	

(n) **Statement of Support of Tribune Building Company Counterproposal.** The Tribune Building Company contended that the need for television service in the Oakland-East Bay area can be met only by the assignment of an additional VHF channel exclusively for use by a licensee located in Oakland. It was urged that the Oakland-East Bay area has a greater population than that of San Francisco-West Bay area and is politically, economically and culturally a separate area. With respect to the use of UHF channels, the Tribune Building Company argued that during the period of initial development of UHF service, the existing VHF stations in San Francisco would become stronger, and the Oakland-East Bay area, during this period, would have no television outlet. It was noted that the three stations now operating in the San Francisco-Oakland metropolitan area are licensed to operate in the San Francisco-West Bay area. The Tribune Building Company argued that the Third Notice did not provide for a fair, efficient, and equitable distribution of television facilities insofar as the Oakland-East Bay area is concerned, contending that the Oakland-East Bay area should be considered as one community, and as such, is the only population center of over one million that is not assigned a VHF channel in the Third Notice. However, the Tribune Building Company stated that it does not advocate the creation of "a new metropolitan area" but seeks the assignment of Channel 13 to the San Francisco - Oakland metropolitan area. The Tribune Building Company stated that if such an assignment is made, it proposed to file an application for a construction permit to be utilized in the Oakland-East Bay area. The Tribune Building Company also argued that the hearing that has been held in the San Francisco-Oakland area gives the participants in such hearing no "vested" or other rights.[188]

The Tribune Building Company stated that its proposal would not require the deletion of channels from any community. However, it was noted that the distance between the center of Los Angeles and Visalia where co-channel operation is proposed on Channel 2, is only 168 miles. Further, the distance from Visalia to station KNXT operating in Los Angeles on Channel 2 from a Mount Wilson site is only 160 miles. Since both Los Angeles and Visalia are situated in Zone II, the assignment of Channel 2 in Visalia would not meet the 190-mile minimum spacing for co-channel assignments in this zone. The Tribune Building Company urged, however, that the terrain between Visalia and Los Angeles is very rugged, with three intervening mountain ranges, and that these mountains would produce a triple defraction of signals attenuating them greatly in the path between the two cities thereby making it technically possible to employ closer separations than would be necessary over flat terrain.

(o) **Conflicting Counterproposals and Oppositions to Tribune Building Company Counterproposal.** Oppositions to the Tribune Building Company counterproposal have been filed by E. F. Peffer; McClatchy Broadcasting Company; Radio Diablo, Inc.; The Chronicle Publishing Company; and Harmco, Inc. and KCRA, Inc. This counterproposal conflicts with the counterproposals of Harmco, Inc. and KCRA, Inc., and McClatchy Broadcasting Company of Sacramento.

(p) **Counterproposal of KROW, Inc.** KROW, Inc., Oakland, filed a counterproposal containing four alternate plans for adding VHF Channel 13 to San Francisco-Oakland. Plan 1 would add VHF Channel 13 to San Francisco-Oakland by substituting Channel 6 for Channel 13 in Stockton; Channel 3 for Channel 6 in Sacramento; and Channel 11 or Channel 13 for Channel 3 in Reno. Plan 2 would add VHF Channel 13 to San Francisco-Oakland by substituting Channel 8 for Channel 13 at Stockton; Channel 11 or Channel 13 for Channel 8 at Reno; and UHF Channel 19 for VHF Channel 8 at Monterey. Plan 3 would add VHF Channel 13 to San Francisco-Oakland by substituting UHF Channel 58 for VHF Channel 13 at Stockton. Plan 4 would assign VHF Channel 13 to San Francisco-Oakland by substituting Channel 8 for Channel 6 at Sacramento; Channel 6 for Channel 13 at Stockton; Channel 11 or Channel 13 for Channel 3 at Reno, and UHF Channel 19 for VHF Channel 8 at Monterey, California. The four plans are set forth below.[189]

(q) **Statement in Support of KROW, Inc. Counterproposal.** KROW, Inc. urged that the assignment of six commercial VHF channels should be maintained in the San Francisco-Oakland metropolitan area.[190] KROW asserted that no city in Central California compares in size or importance with the San Francisco-Oakland metropolitan area, and contended that only 4 VHF commercial channels in this area, as proposed in the Third Notice, would encourage monopoly and lack of competitive programming. It was urged that if the Commission did not assign an additional VHF channel to San Francisco-Oakland, the City of Oakland might be deprived of a VHF assignment, and that Section 307(b) of the Communications Act requires such as assignment.

(r) **Conflicting Counterproposals and Oppositions to KROW, Inc. Counterproposal.** Oppositions to KROW'S Plan 1 have been filed by McClatchy Broadcasting Company; E. F. Peffer; Radio Diablo, Inc.; and Harmco, Inc. and KCRA, Inc. This plan conflicts with the McClatchy and Harmco - KCRA counterproposals for Sacramento. Plan 2 has been opposed by Radio Diablo, Inc.; E. F. Peffer; Mc-

	Third Notice		Counterproposal	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Plan 1				
Reno	3, 8	*21, 27	8, 11† or 13†	*21, 27
Sacramento	6, 10	*40, 46	3†, 10	*40, 46
San Francisco-Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44	2, 4, 5, 7, *9, 13†	20, 26, 32, 38, 44
Stockton	13	36, *42	6†	36, *42
Plan 2				
Monterey	8		†	19†
Reno	3, 8	*21, 27	3, 11† or 13†	*21, 27
San Francisco-Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44	2, 4, 5, 7, *9, 13†	20, 26, 32, 38, 44
Stockton	13	36, *42	8†	36, *42
Plan 3				
San Francisco-Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44	2, 4, 5, 7, *9, 13†	20, 26, 32, 38, 44
Stockton	13	36, *42	†	36, *42, 58†
Plan 4				
Monterey	8		†	19†
Reno	3, 8	*21, 27	3, 11† or 13†	*21, 27
Sacramento	6, 10	*40, 46	8†, 10	*40, 46
San Francisco-Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44	2, 4, 5, 7, *9, 13†	20, 26, 32, 38, 44
Stockton	13	36, *42	6†	36, *42

[187] Television California requested that the Commission in its "final order" make it clear that Channel 2 is not "reserved" in San Francisco-Oakland for any particular applicant. Television California noted that it has pending before the Commission a petition that Don Lee's application for Channel 2 be dismissed because it was no longer being prosecuted by Thomas S. Lee. We are here concerned with the assignments for the various communities. We do not believe that this is the appropriate proceeding in which to determine which applicant in a particular community will receive a television assignment. Accordingly, the Commission is not ruling here concerning the status of Channel 2 in San Francisco-Oakland so far as it affects any specific applicant. Television California has also requested that the procedural rights of the parties whose applications have been heard should be fully preserved. Television California argued that those applicants who were heard are in a special category. The question of the status of those applicants whose applications have been heard has been disposed of elsewhere.

[188] Television California raised the question of the Commission's authority to reduce the number of VHF channels in San Francisco in view of the fact that hearings were held on applications for channels in that community. The Commission, however, is of the view that its opinion issued on December 12, 1951, in connection with the request for oral hearing of Daily News Television Company, *et al.*, makes clear that the Commission, in a proceeding such as this, may change the assignment of VHF channels for San Francisco-Oakland under the circumstances presented.

[189] The Tribune Building Company requested oral argument if the Commission ruled that the applicants who participated in the hearing in San Francisco in Docket No. 7283, el al had any "vested" rights. In light of our action in connection with those applicants who have participated in the hearing in San Francisco, the request for oral argument by the Tribune Building Company is moot.

[189] KROW, Inc. also opposed the reservation of VHF Channel 9 in San Francisco-Oakland for non-commercial educational use and suggested that a UHF channel be reserved instead.

[190] KROW, Inc. argued that since it has gone through a hearing in San Francisco on its application for a television station in that community, the Commission cannot change the assignments that were assigned to San Francisco Oakland at the time of the hearing. We believe, however, that the opinion of the Commission issued on December 12, 1951, in connection with the request for oral hearing of Daily News Television Co., et al., makes clear that the Commission, in a proceeding such as this, may change the assignment of VHF channels for San Francisco-Oakland under the circumstances presented.

Clatchy Broadcasting Company; Monterey Radio-Television Company; and American Broadcasting Company, Inc., San Francisco. Plan 3 has been opposed by E. F. Peffer; McClatchy Broadcasting Company; and Radio Diablo, Inc. KROW'S Plan 4 has been opposed by Monterey Radio-Television Company; American Broadcasting Company; McClatchy Broadcasting Company; E. F. Peffer; and Radio Diablo, Inc. This plan conflicts with the counterproposals of McClatchy Broadcasting Company and Harmco-KCRA for Sacramento.

(s) KROW's Plan 1 would assign Channel 6 in Stockton at a distance of 188 miles from the co-channel assignment at San Luis Obispo. KROW's Plan 2 would assign Channel 11 at Reno 188 miles from the co-channel assignment at San Jose, or Channel 13 at Reno, 185 miles from San Francisco and 178 miles from Oakland, where Channel 13 is also proposed by KROW. KROW's Plan 3 would similarly assign Channel 11 or 13 to Reno and Channel 6 to Stockton. Since all of the above communities are situated in Zone II, the proposed assignments would not meet the 190-mile minimum for co-channel assignments in this zone.

(t) **Educational Reservation.** The Superintendent of Schools of Alameda County at Oakland, filed a statement supporting the reservation of Channel 9 for non-commercial educational use in San Francisco-Oakland. The statement was filed on behalf of the Bay Area Public Schools Television Council, composed of the public school districts in the counties of Alameda, Contra Costa, Marin, San Francisco, San Joaquin, San Mateo, Santa Clara, Solano, and Sonoma; and in behalf of the San Francisco Bay Area Educational Television Committee, composed of the University of California at Berkeley, Stanford University, Mills College, San Francisco State College, San Jose State College, and the junior colleges in the area. It was represented that the reservation would be used jointly and cooperatively by the various educational organizations in the area, which have an enrollment of 350,000 with an additional 200,000 adults participating in various educational programs. It was explained that the group proposed to utilize educational television by a joint effort through the organization of a non-profit corporation or other representative body. It was stated that the organizations could finance the capital outlay believed necessary to construct and operate a television station. The JCET and California Congress of Parents and Teachers also supported the reservation. The Superintendent of Schools of Alameda opposed the CBS and KROW, Inc. suggestions that the reservation be shifted to a UHF channel arguing that the educators should not be required to carry the burden of developing UHF.

(u) **Opposition to the Educational Reservation.** Columbia Broadcasting System, Inc. and KROW, Inc. opposed the reservation of VHF Channel 9 in San Francisco-Oakland. CBS requested that a UHF channel be reserved rather than a VHF channel advancing the same reasons as those urged in connection with its opposition to VHF reservations in Boston and Chicago. KROW, Inc. contended that the reservation should be shifted to a UHF channel because the commercial operators can not afford to operate in the UHF in view of the hundreds of thousands of VHF receivers already in the area. Educators, on the other hand, it was urged were not dependent on circulation and could pioneer in the popular acceptance of UHF. Further, KROW submitted that commercial interests should have the VHF channel because they would provide a multi-purpose program service whereas an educational station would be limited to a single purpose use. KROW contended, also, that the reservation of Channel 9 deprived the San Francisco-Oakland hearing applicants of prior rights to such channel under the Commission's Rules. KROW argued that the reservation of this channel on behalf of prospective non-hearing applicants was in direct violation of established rules and policies of the Commission. Since no educational applicants appeared in the San Francisco-Oakland hearing case, and since no application was filed by any educational group requesting any of the VHF channels which had been designated for hearing, KROW contended that the applicants who had completed their hearing were entitled to priority with respect to Channel 9.

Conclusions: Educational Reservation

952. We are of the view that the record supports the basis for reserving VHF Channel 9 in San Francisco-Oakland for non-commercial educational use. We believe that the educational interests in the San Francisco-Oakland area have demonstrated on the record a strong interest in and a firm intention to proceed with the task of instituting a non-commercial educational service in this area. We are impressed with the fact that steps have been taken to coordinate the interests of a large number of educational interests. This area is one of the great cultural centers of the country, and the Commission believes it should lend every encouragement to the early establishment of an educational television service in this area. With four other VHF stations and five UHF channels available to the commercial interests, we believe that the reservation of one VHF channel for educational use is an equitable distribution of the channels available for assignment in this area.[191] Accordingly, the reservation of Channel 9 in San Francisco-Oakland for non-commercial educational use is finalized.[192]

Conclusions: Additional Commercial VHF Channels

953. Four parties: CBS, Television California, The Tribune Building Company, and KROW, Inc., have requested the assignment of additional VHF channels to San Francisco-Oakland. We are of the view, however, that the record does not support the basis for assigning additional VHF channels to this community. CBS has submitted four alternate requests: CBS Plan 1 would assign an additional VHF channel by substituting a UHF channel for the only VHF channel in San Jose, a city with a population of 95,000 in a metropolitan area of 291,000. CBS Plan 2 would assign an additional VHF channel by substituting a UHF channel for the only VHF channel in Stockton, a city with a population of 71,000 in a metropolitan area of 201,000. CBS Plan 3 would assign two additional VHF channels by substituting UHF channels for the only VHF channels in both San Jose and Stockton. CBS Plan 4 would assign an additional VHF channel by substituting VHF Channel 3 for VHF Channel 6 in Sacramento, thereby precluding the assignment of an additional VHF channel to Sacramento as requested by several parties. Further, this plan would make the assignment of Channel 6 in Stockton at a distance of only 188 miles from the co-channel assignment in San Luis Obispo and would thus violate the 190-mile minimum spacing for co-channel assignments in Zone II. Television California would similarly assign an additional VHF channel to San Francisco-Oakland by substituting Channel 3 for Channel 6 in Sacramento. The Television California counterproposal would also preclude the assignment of an additional VHF channel in Sacramento. The Television California request would also assign Channel 6 in Stockton in violation of the 190-mile minimum spacing for co-channel assignments in Zone II. The Tribune Building Company would assign an additional VHF channel to San Francisco-Oakland by substituting Channel 3 for Channel 6 in Sacramento, thereby precluding the assignment of an additional VHF channel to Sacramento. In addition, the Tribune Building Company counterproposal would assign Channel 2 in Visalia at a distance of only 160 miles from Station KNXT operating on Channel 2 in Los Angeles. This separation, also, does not meet the 190-mile minimum for co-channel assignments in Zone II. Finally, KROW, Inc. has submitted four alternate plans seeking an additional VHF assignment for San Francisco-Oakland: KROW Plan 1 would assign an additional VHF channel by substituting Channel 3 for Channel 6 in Sacramento, thereby precluding the assignment of an additional VHF channel to Sacramento. In addition, this plan would assign Channel 6 in Stockton, only 188 miles from the co-channel assignment in San Luis Obispo, and Channel 11 or 13 in Reno. Channel 11 at Reno would be only 188 miles from San Jose, and Channel 13 at Reno would be only 185 miles from San Francisco and 178 miles from Oakland, where Channel 13 is proposed to be assigned by KROW. These co-channel separations, therefore, would not meet the 190-mile minimum for Zone II. KROW Plan 2 would assign an additional VHF channel to San Francisco-Oakland by substituting a UHF channel for VHF Channel 8, the only channel assigned to Monterey-Salinas, a community with a population of 30,000.[193] This plan would also assign Channel 11 or 13 to Reno in violation of the 190-mile minimum for co-channel assignments in Zone II. KROW Plan 3 would assign an additional VHF channel to San Francisco-Oakland by substituting a UHF channel for the only VHF channel in Stockton. Finally, KROW Plan 4 would assign an additional VHF channel to San Francisco-Oakland by substituting a UHF channel for a VHF channel in Monterey. This plan would also assign Channel 6 in Stockton, and Channel 11 or 13 in Reno, in violation of the 190-mile minimum for co-channel assignment separations in Zone II.

954. As will be noted from the foregoing, the requests for additional VHF channels in San Francisco-Oakland consist of (1) those substituting UHF channels for VHF channels in San Jose, Stockton, or Monterey-Salinas; and (2) those making changes in assignments without deleting a VHF channel from any community. With respect to the first group, we do not believe that the record supports the basis for assigning an additional VHF channel in San Francisco-Oakland at the expense of deleting the only VHF channel from cities as large and as important as San Jose, Stockton or Monterey-Salinas. We are of the view that the only VHF channel should not be deleted from those communities in order to afford a sixth VHF channel to San Francisco-Oakland. In addition, the KROW Plans 2 and 4, which would delete VHF Channel 8 from Monterey, would assign Channel 11 or 13 in Reno in violation of the 190-mile minimum for co-channel assignments; and KROW Plan 4 would similarly assign Channel 6 in Stockton. With respect to the second group of requests, those which do not delete VHF channels from other communities, it will be noted that all such requests conflict with the counterproposals of McClatchy Broadcasting Company and Harmco, Inc. and KCRA, Inc. seeking the addition of a third VHF channel for Sacramento. In the Third Notice four channels were proposed for Sacramento; VHF Channels 6 and 10 and UHF Channels 40 and 46, with Channel 40 reserved for non-commercial educational use. Sacramento has a population of 138,000 and the Sacramento standard metropolitan area has a population of 277,000. We are of the view that the assignment of a third VHF channel to Sacramento is to be preferred to the assignment of a sixth VHF channel, and eleventh channel for San Francisco-Oakland. We believe that the assignment of ten channels, five VHF and five UHF with one VHF channel reserved for non-commercial educational use, is a fair and equitable distribution for San Francisco-Oakland in light of the need for facilities in other communities. Furthermore, every request seeking an additional VHF assignment for San Francisco-Oakland without deleting a VHF channel from another community would violate the 190-mile minimum for co-channel assignments in Zone II. In view of the foregoing, the counterproposals of CBS, Television California, The Tribune Building Company, and KROW, Inc. are denied. With respect to the Tribune Building Company and KROW, Inc. contentions that an additional assignment is needed in Oakland, it should be pointed out that the a

[191] See also our decision with respect to the educational reservation in Boston, Mass.

[192] With respect to the contention of KROW concerning its legal rights as a participant in a hearing prior to the "freeze" raised in connection with the reservation of Channel 9, the Commission pointed out above that its opinion issued on December 12, 1951, in connection with the requests for oral hearing of Daily News Television Co., et al. makes clear that the Commission, in a proceeding such as this, may change the assignments of VHF channels for San Francisco-Oakland.

[193] As a result of our decision herein Channel 8 will be assigned to Monterey-Salinas.

signment of 10 channels have been made to San Francisco-Oakland and that the question of the standing of parties from Oakland is properly to be determined in a licensing proceeding. In view of the assignments that have been made, we do not believe it appropriate in this proceeding to determine which channel should be granted to Oakland or to an Oakland applicant.

Final Assignments

955. The following assignments and reservation are adopted:

City	VHF Channel No.	UHF Channel No.
San Francisco-Oakland	2, 4, 5, 7, *9	20, 26, 32, 38, 44

PORT CHICAGO, CALIFORNIA

956. **(a) Proposed Assignments.** In the Third Notice, no assignments were proposed for Port Chicago.

(b) Census Data. The population of Port Chicago is estimated at 3,290. It is an unincorporated town lying within the San Francisco-Oakland urbanized district.

(c) Counterproposal of KECC, Inc., Pittsburg, California. KECC, Inc. requested that Channel 15 be assigned to Port Chicago, California without any other changes in the assignments proposed by the Commission in the Third Notice.

(d) Statement in Support of KECC, Inc. Counterproposal. KECC pointed out that Port Chicago was located in Contra Costa and that no assignments were proposed by the Third Notice for this entire county. It was alleged that the assignment of Channel 15 to Port Chicago would meet the Commission's required mileage separations and would effectuate priorities 1 and 3 in providing a first television service to certain communities in the County, and a first and only local service to Port Chicago and the entire County. It was alleged that Contra Costa County ranks fifth in California in population and is "the fastest growing County in the State." It was argued that Section 307(b) of the Communications Act and the Commission's priorities require the assignment of a channel to Contra Costa County. It was submitted that the great bulk of population of Contra Costa County lies northeast of San Francisco, 20-30 miles distant, behind a large range of hills east of San Francisco Bay, and that these areas form an entirely separate and largely isolated community from the metropolitan centers of San Francisco and Oakland. Because of these terrain features, it was argued, television service would not be adequate for most of the County if it would have to rely on San Francisco stations for service.

(e) Conflicting Counterproposal and Oppositions. The assignment of Channel 15 to Port Chicago would preclude the assignment of Channel 30 to Stockton as requested by CBS in its counterproposals 1 and 3 for San Francisco. The CBS counterproposals for San Francisco have been denied elsewhere in this Report and will, therefore, not be considered further in this connection.

Conclusions

957. The assignment of Channel 15 to Port Chicago would meet our standards for minimum separations and it is our view that the record warrants the assignment of Channel 15 to that community. Accordingly, the counterproposal of KECC, Inc. is granted.

Final Assignments

958. The following assignment is adopted:

City	VHF Channel No.	UHF Channel No.
Port Chicago, Calif.		15

BAKERSFIELD, CALIFORNIA

959. **(a) Proposed Assignment.** In the Third Notice the Commission proposed the assignment of two channels to Bakersfield: VHF Channel 10 and UHF Channel 29.

(b) Census Data. Bakersfield has a population of 35,000.

(c) Counterproposal of Paul R. Bartlett and Gene DeYoung. Paul R. Bartlett and Gene DeYoung, Bakersfield, California requested the additional assignment of VHF Channel 8 to Bakersfield. No other changes are suggested to accomplish this assignment.

(d) Statement in Support of Counterproposal of Paul R. Bartlett and Gene DeYoung. Paul R. Bartlett and Gene DeYoung urged that the assignment of Channel 8 to Bakersfield can be effected without modifying or adversely affecting any assignment proposed in the Third Notice. It was alleged that such assignment would be in full accordance with the standards and would meet the priorities as specified in the Third Notice, in that it would make available an additional service to Bakersfield and the surrounding area without limiting or depriving any other community or area of television service.

(e) Counterproposal of McClatchy Broadcasting Company. McClatchy Broadcasting Company also requested the additional assignment of VHF Channel 8 at Bakersfield, to be accomplished without changing any other assignments.

(f) Statement in Support of McClatchy Broadcasting Company Counterproposal. McClatchy Broadcasting Company alleged that the assignment of Channel 8 in Bakersfield would meet the channel spacing requirements as set out in the Third Notice. It was noted that the distance between Bakersfield and the closest co-channel assignment at Monterey, California would be 182 miles. It was argued that the assignment of Channel 8 to Bakersfield would further the objectives of Sections 1 and 307(b) of the Communications Act, and that such assignment would conform to the principles expressed in the priorities. It was noted that the Bakersfield 1950 population increased 18.1% over that of 1940, and that Kern County, in which Bakersfield is located, has a 1950 population 68.1% greater than that of 1940.

(g) Channel 8 in Bakersfield would be 182 miles from the co-channel assignment at Monterey, California. Both Bakersfield and Monterey are situated in Zone II; and accordingly, the assignment of Channel 8 in Bakersfield would not meet the 190 mile minimum required assignment separation for this Zone.

(h) Conflicting Counterproposals and Oppositions to the Bakersfield Counterproposals. Radio KIST, Inc., Santa Barbara, California, originally filed a counterproposal seeking the assignment of Channel 8 to Santa Barbara. This counterproposal conflicts with the Bakersfield counterproposals, since Bakersfield and Santa Barbara are only 76 miles apart. KIST, however, later filed an alternate counterproposal seeking the assignment of Channel 3 to Santa Barbara, which has been granted elsewhere in this Report. KIST filed oppositions to the Bakersfield counterproposals since it conflicted with its original counterproposal requesting Channel 8 in Santa Barbara. The Salinas Broadcasting Company filed a counterproposal seeking the assignment of VHF Channel 8 in Salinas, California, at a distance of 172 miles from Bakersfield and in conflict with the Bakersfield counterproposals. This counterproposal is denied elsewhere in this Report.

Conclusions

960. Paul R. Bartlett and Gene DeYoung and the McClatchy Broadcasting Company requested the assignment of VHF Channel 8 to Bakersfield to be accomplished without changing any other assignments. As noted above, however, Channel 8 at Bakersfield would be only 182 miles from the co-channel assignment at Monterey. Since both these communities lie in Zone II, the assignment of Channel 8 in Bakersfield would violate the 190 mile minimum spacing for co-channel assignments. The counterproposals of Paul R. Bartlett, Gene DeYoung and McClatchy Broadcasting Company are, therefore, denied.

Final Assignments

961. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Bakersfield, Calif.	10	29

SALINAS AND MONTEREY, CALIFORNIA

962. **(a) Proposed Assignments.** In the Third Notice the Commission proposed the following assignments for Salinas and Monterey:

City	VHF Channel No.	UHF Channel No.
Monterey, Calif.	8	
Salinas, Calif.		28

(b) Census Data. The population of Monterey is 16,000 and the population of Salinas is 14,000.

(c) Support for Proposed Monterey Assignment. Steven A. Cisler and Monterey Radio-Television Company supported the assignment of VHF Channel 8 to Monterey. It was stated that the closest co-channel assignment would be at Reno, Nevada at a distance of 232 miles, and the closest adjacent channel assignment would be Channels 7 and 9 at San Francisco-Oakland, a distance of 86 miles. It was asserted that Monterey's population of 16,000 represented a 59.9% increase over its 1940 population.

(d) Counterproposal of Salinas Broadcasting Company. Salinas Broadcasting Company, Salinas, requested the assignment of a VHF channel to Salinas, to be accomplished by deleting Channel 8 from Monterey and substituting therefor Channel 28, as follows:

	Third Notice		Counterproposal	
City	VHF Channel No.	UHF Channel No.	VHF Channel No.	UHF Channel No.
Monterey, Calif.	8		†	28†
Salinas, Calif.		28	8†	†

(e) Statement in Support of Salinas Broadcasting Company Counterproposal. Salinas Broadcasting Company pointed out that Salinas is the county seat of Monterey County, which has a population of 130,498, and that of this figure, 48,755 persons reside in Monterey and "towns located on the Monterey Peninsula and unincorporated areas on the Peninsula," and that, on the other hand, 81,743 persons reside in Salinas and the eastern portion of Monterey County of which Salinas is the hub. It was noted that Salinas has a Class III regional AM station while Monterey has only a Class IV local AM station. It was noted that Salinas lies on the main line of the Southern Pacific Railroad while Monterey is only on a branch spur. It was stated that the California Department of Employment reported that the "Salinas city area" had a population of 38,200, while the "Monterey city area" had a population of only 17,000, and that, accordingly, Salinas has a 2-1 advantage over Monterey in population. The Salinas Broadcasting Company urged that, in view of the relative standing and comparative statistics of Salinas and Monterey, the proposed assignments should be shifted, assigning VHF Channel 8 to Salinas and UHF Channel 28 to Monterey. The distance between the two communities is 15 miles. It was urged that where a VHF channel can be assigned to a larger community without "serious dislocation" of the overall assignment plan, the larger community should be assigned the VHF channel.

(f) Oppositions and Conflicting Counterproposals to the Salinas Broadcasting Company Counterproposal. The Salinas Broadcasting Company counterproposal conflicts with the counterproposals of Harmco, Inc., and KCRA, Inc., Sacramento, California; Columbia Broadcasting System, Inc., San Francisco, California (proposals 1 and 3); McClatchy Broadcasting Company, Bakersfield, California; and KROW, Inc., San Francisco, California. Oppositions to the Salinas Broadcasting Company counterproposal were filed by McClatchy Broadcasting Company; CBS; and the Monterey Radio-Television Company. All of the conflicting counterproposals have been denied elsewhere in this Report for the reasons there stated. In its opposition the Monterey Radio-Television Company urged that Salinas has a population of 14,000 representing an increase of only 19.9% over the 1940 census figures, while Monterey has a population of over 16,000 representing a 59.9% increase. It was contended, therefore, that not only is Monterey the larger community, but it is growing more rapidly.

Conclusions

963. The distance between Salinas and Monterey is approximately 15 miles. Stations in either community would provide Grade A service to the other on both Channels 8 and 28. The population of Monterey is only slightly greater than that of Salinas. In view of the foregoing, we are of the view that Channel 8 and 28 should be

assigned to Monterey and Salinas jointly rather than Channel 8 to Monterey and Channel 28 to Salinas separately. Channels 8 and 28 in both Salinas and Monterey will meet the required mileage spacings for assignments in this zone. Accordingly, Channels 8 and 28 will be assigned to Monterey-Salinas.

Final Assignments

964. In view of the foregoing, the following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Monterey-Salinas	8	28

RENO, NEVADA

965. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of four channels to Reno, Nevada: VHF Channels 3 and 8 and UHF Channels 21 and 27, with Channel 21 reserved for non-commercial educational use.[104]

(b) **Census Data.** The population of Reno is 32,000.

(c) **Counterproposals of Kenyon Brown.** Kenyon Brown, Reno, requested the assignment of VHF Channel 11 as an additional assignment to Reno. No other changes in assignments are suggested in order to accomplish this assignment.

(d) **Statement in Support of Kenyon Brown Counterproposal.** Kenyon Brown urged that Reno is the largest city in Nevada, with approximately 31% of the state's population. It was noted that Reno is located in Washoe County, the largest county in Nevada, with a population of 50,205. Kenyon Brown argued that an equitable distribution of television facilities requires that Reno be assigned an additional VHF channel and that the assignment of Channel 11 in Reno could be achieved without involving priorities 1 through 4, and would meet priority 5 in providing an additional facility for the largest city in Nevada. It was stated that under its counterproposal the closest co-channel assignment would be Channel 11 at San Jose, California, 188 miles from Reno.

(e) **Oppositions and Conflicting Counterproposals to the Kenyon Brown Counterproposal.** The Kenyon Brown counterproposal conflicts with the counterproposal of Harmco, Inc. and KCRA, Inc., for Sacramento, California and an opposition has been filed by Harmco and KCRA.

(f) **Educational Reservation.** The Reno School District No. 10 filed a statement supporting the reservation of Channel 21 in Reno for non-commercial educational use. No oppositions to the proposed reservation were filed.

Conclusions: Educational Reservation

966. In view of the foregoing, the reservation of Channel 21 in Reno for non-commercial educational use is finalized.

Conclusions: Additional VHF Assignment

967. Kenyon Brown has requested the additional assignment of VHF Channel 11 to Reno. However, Channel 11 in Reno would be only 188 miles from the co-channel assignment at San Jose, California. Both Reno and San Jose are situated in Zone II. Accordingly, the Kenyon Brown counterproposal would not meet the required 190 miles minimum co-channel assignment separation for this Zone and is therefore denied. It should also be noted that in light of the required separations, no VHF channel can be assigned as an additional assignment to Reno.

Final Assignments and Reservation

968. In connection with our discussion of Sacramento, California, VHF Channel 4 has been substituted for VHF Channel 3 in Reno in order to make possible the assignment of an additional VHF channel in Sacramento. In view of the foregoing, the following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
Reno, Nevada	4, 8	*21, 27

LAS VEGAS, NEVADA: EDUCATIONAL RESERVATION

969. In the Third Notice, the Commission proposed the reservation of VHF Channel 10 for non-commercial educational use in Las Vegas, Nevada. The JCET filed a statement supporting the reservation. No oppositions to the proposed reservation were filed.

Conclusions

970. In view of the foregoing, the reservation of Channel 10 for non-commercial educational use in Las Vegas, Nevada is finalized.

SAN DIEGO, CALIFORNIA

971. (a) **Proposed Assignments and Reservation.** In the Third Notice the Commission proposed the assignment of six channels to San Diego, California: VHF Channels 3, 8 and 10 and UHF Channels 21, 27, and 33, with Channel 3 reserved for non-commercial educational use. However, as noted in connection with our discussion of international considerations above, the Mexican-United States Television Agreement assigns Channel 3 to Mexicali, Baja California, Mexico rather than San Diego,[105]

(b) **Census Data.** San Diego has a population of 334,000. The San Diego standard metropolitan area has a population of 557,000.

(c) **Existing Stations.** Kennedy Broadcasting Company is licensed for the operation of Station KFMB-TV in San Diego on Channel 8.

(d) **Counterproposal of Charles E. Salik.** Charles E. Salik, San Diego, requested the assignment of an additional VHF channel to San Diego, to be accomplished by deleting VHF Channel 6 or 12 from Tijuana, Mexico as indicated below:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Changes VHF Channel No.	Proposed Changes UHF Channel No.
San Diego, Calif.	(*3), 8, 10	21, 27, 33	6† or 12†, 8, 10	21, 27, 33
Tijuana, Mexico	6, 12		12† or 6†	

(e) **Statement in Support of Counterproposal of Charles E. Salik.** Charles E. Salik pointed out that the assignment of Channels 6 and 12 in Tijuana precludes the assignment of these channels in San Diego. It was noted, that of the VHF channels proposed for San Diego, Channel 8 is already in operation and that only one other VHF channel remains unassigned. Charles E. Salik stated that there would be other applicants in addition to himself for this assignment and urged that additional VHF channels be assigned to San Diego for commercial purposes to afford a sound assignment of channels in the public interest and in conformity with Section 307(b) of the Communications Act. It was suggested that UHF channels could be utilized in Tijuana in place of VHF Channel 12 or VHF Channel 6. Charles E. Salik argued that the assignment of both VHF Channels 6 and 12 in Tijuana is "contrary to principles of sound assignment within the United States and contrary to any just obligations or principles of international accord with Mexico; and therefore contrary to the public interest."

(f) **Counterproposal of Airfan Radio Corporation, Ltd.** Airfan Radio Corporation, Ltd., San Diego, California, requested the additional assignment of a VHF channel to San Diego by deleting VHF Channel 6 or 12 from Tijuana, Mexico as indicated below:

City	Third Notice VHF Channel No.	Third Notice UHF Channel No.	Proposed Change VHF Channel No.	Proposed Change UHF Channel No.
San Diego, Calif.	(*3), 8, 10	21, 27, 33	6† or 12†, 8, 10	21, 27, 33
Tijuana, Mexico	6, 12		12† or 6†	39, 45, 51, 57, 63

(g) **Statement in Support of Counterproposal of Airfan Radio Corporation, Ltd.** Airfan Radio Corporation, Ltd., submitted that the assignment of two VHF channels to Tijuana, Mexico would not be an equitable distribution of television facilities corresponding to the legitimate needs of the area to be served. It was suggested that UHF Channels 39, 45, 51, 57 and 63 could be assigned to Tijuana to replace VHF Channel 6 or 12.

(h) **Conflicting Counterproposals and Oppositions to the Counterproposals of Charles E. Salik and Airfan Radio Corporation, Ltd.** The American Broadcasting Company, Inc., Los Angeles, California, filed an opposition to the Charles E. Salik and Airfan Radio Corporation, Ltd. counterproposals.[106]

(i) **Educational Reservation.** The Superintendent of Schools supported an educational reservation in San Diego on behalf of the San Diego City Schools, the San Diego County Schools, and the San Diego State College. It was asserted that the $32 million budget for the above organizations would make possible the financing of an educational television station. A resolution of the San Diego City Council supporting the reservation was also submitted.

The JCET and California Congress of Parents and Teachers also supported the reservation. No oppositions to a reservation in San Diego were filed.

Conclusions: Additional Commercial Channels

972. Both Charles E. Salik and Airfan Radio Corporation, Ltd. seek additional VHF channels for San Diego to be accomplished by deleting VHF channel from Tijuana, Mexico. These counterproposals conflict with the Mexican-United States Television Agreement. Accordingly, for the reasons stated above in connection with our discussion of the Mexican-United States Television Agreement, the counterproposals of Charles E. Salik and Airfan Radio Corporation, Ltd., must be denied. However, we are of the view that the record does support the basis for assigning an additional commercial channel to San Diego. A VHF channel is not available for assignment in San Diego in accordance with the Table of Assignments adopted herein, and the Mexican-United States Television Agreement.[107] However, Channel 39 will meet all required mileage spacings for Zone II in which San Diego is situated. Accordingly, we are assigning UHF Channel 39 to that community.

Conclusions: Educational Reservation

973. We are of the view that the record supports the basis for reserving a channel in San Diego for non-commercial educational use. However as noted above, Channel 3 which was proposed in the Third Notice to be so reserved cannot be assigned to San Diego in light of the Mexican-United States Television Agreement. Accordingly, we are assigning UHF Channel 15 to San Diego and are reserving this channel for non-commercial educational use. Channel 15 meets all required mileage spacings for Zone II.

Final Assignments and Reservation

974. The following assignments are adopted:

City	VHF Channel No.	UHF Channel No.
San Diego, Calif.	8, 10	*15, 21, 27, 33, 39

LOS ANGELES, SAN BERNARDINO, SAN JOSE AND STOCKTON, CALIFORNIA: EDUCATIONAL RESERVATIONS

975. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the following reservations for non-commercial educational use:

City	UHF Channel No.
Los Angeles, Calif.	*28
San Bernardino, Calif.	*24
San Jose, Calif.	*54
Stockton, Calif.	*42

(b) **Los Angeles.** The reservation of Channel 28 at Los Angeles was supported by the Superintendent of the Los Angeles City Schools, Occidental College, Chapman College, and the College of Medical Evangelists at Los Angeles. In addition, the JCET filed a statement supporting the reservation and submitted a statement supporting the reservation by the Long Beach Public Schools. No oppositions to the proposed reservation were filed.

(c) **San Bernardino.** The President and Superintendent of San Bernardino Valley College filed a statement supporting the reservation of Channel 24 for non-commercial educational television use at San Bernardino. The Statement was filed on behalf of the Riverside and San Bernardino Counties Educational Television Council.

[104] In connection with our discussion of Sacramento, California, Channel 4 is substituted for Channel 3 in Reno.

[105] Television Broadcasting Company, San Diego, California, filed a counterproposal seeking the assignment of VHF Channel 12 and UHF Channel 15 to San Diego and assigning VHF Channel 6 and UHF Channels 27 and 33 to Tijuana. However, Television Broadcasting Company has filed no sworn evidence in support of its counterproposal and it will not be considered further in this Report.

[106] Earle C. Anthony, Los Angeles, California, also filed oppositions to the Airfan Radio Corporation, Ltd. and Charles E. Salik counterproposals. However, evidence in support of its oppositions was not filed and will not be considered in this Report.

[107] In this connection see our discussion in paragraph 239 above concerning VHF assignments in the San Diego-Tijuana-Mexicali area.

which represents all of the public school districts in the counties of Riverside and San Bernardino, as well as the University of California, Riverside Campus; Redlands University; San Bernardino Valley College; Chaffey College; Riverside College; and other various colleges and public schools in the counties. It was stated that the channel will be used jointly and cooperatively by the members of the Committee. No oppositions to the reservation were filed.

(d) **San Jose.** San Jose State College filed a statement supporting the reservation of Channel 54 for non-commercial educational use in San Jose. Statements supporting the reservation were also filed by the University of Santa Clara located in the same county, and the Santa Clara County Television Council. In addition, the JCET filed a statement to which was attached evidence of support for the reservation by the Santa Clara County Schools. No oppositions to the reservation were filed.

(e) **Stockton.** The JCET filed a statement supporting the reservation of Channel 42 in Stockton for non-commercial educational use. The JCET submitted a statement of the City Manager of Stockton indicating support of the reservation by the Stockton City Council, College of the Pacific, Modesto Junior College and the Superintendent of Schools of the Stockton Unified School District. No oppositions to the proposed reservation were filed.

Conclusions

976. In view of the foregoing the following reservations for non-commercial use are finalized:

City	UHF Channel No.
Los Angeles, Calif.	*28
San Bernardino	*24
San Jose, Calif.	*54
Stockton, Calif.	*42

THE TERRITORIES

977. In the Third Notice the Commission stated that it would determine whether any issue had been raised which would prevent the early lifting of the "freeze" with respect to channel assignments in Alaska, the Hawaiian Islands, Puerto Rico and the Virgin Islands. In the absence of any such issue, the Commission proposed to lift the "freeze" without awaiting to reach a final determination with respect to all the assignments proposed in Appendix C. Further consideration of this matter has, however, led to the conclusion that the "freeze" in the Territories could not be lifted until final Rules and standards had been adopted for the television broadcast service. The Commission has not, however, until this time been in a position to issue its new and revised television Rules and standards. In the absence of such a final decision with respect to these Rules and standards, it has, therefore, not been able to lift the "freeze" in the Territories before this date.

Educational Reservations in The Territories

978. (a) **Proposed Reservations.** In the Third Notice the Commission proposed the following reservations for non-commercial educational use:

City	VHF Channel No.
Anchorage, Alaska	*7
Fairbanks, Alaska	*9
Juneau, Alaska	*3
Ketchikan, Alaska	*9
Lihui, Hawaiian Islands	*8
Honolulu, Hawaiian Islands	*2
Wailuku, Hawaiian Islands	*10
Hilo, Hawaiian Islands	*4
San Juan, Puerto Rico	*6

(b) **Counterproposal of Pacific Frontier Broadcasting Co., Ltd.** Pacific Frontier Broadcasting Company, Ltd., urged that "the reservation of Channel 2 for a non-commercial educational station at Honolulu, T.H., be eliminated and that such reservations be made instead of any one of Channels 7, 9, 11 or 13. [We suggest Channel 7]." It was argued by Pacific Frontier that, due to rugged terrain, Channel 2 would provide optimum coverage on the Island of Oahu from the transmitter site contemplated on the Loolaun Range and that in view of the propagation characteristics of this frequency over rough terrain such operation would provide optimum coverage of the Island of Oahu and would therefore make a most efficient use of that television facility. Pacific Frontier stated that it desired to use a channel in the lower half of the VHF spectrum and that "in order to save expenses by joint use of the antenna structure, from both Channels 2 and 4, petitioner requests that the asterisk be removed from Channel 2, and transferred to one of the channels in the high band portion of the VHF spectrum." In response to the Pacific Frontier counterproposal the JCET stated that it "has no objection to the granting of the request of the Pacific Frontier Broadcasting Company to shift the channel at Honolulu reserved for non-commercial educational television station from VHF Channel 2 to VHF Channel 7."

(c) **The Remaining Reservations in the Territories.** The JCET supported the reservation of Channel 7 in Honolulu and Channel 6 in San Juan for non-commercial educational use. No objections were filed to the proposed reservations.

Conclusions: Honolulu Educational Reservation

979. In light of the stipulation of the JCET concerning the reservation of Channel 7 in Honolulu in place of Channel 2, the educational reservation in Honolulu is shifted to Channel 7 and Channel 2 will be available for commercial use.

Conclusions: Anchorage, Fairbanks, Juneau, Ketchikan, Lihui, Waluku, Hilo, San Juan Educational Reservations

980. On the basis of the record, and in view of the fact that no oppositions were filed, the proposed reservations of channels for non-commercial educational use in Fairbanks, Alaska; Anchorage, Alaska; Juneau, Alaska; Ketchikan, Alaska; Lihui, Hawaii; Wailuku, Hawaii; Hilo, Hawaii, and San Juan, Puerto Rico are finalized.

Final Reservations

981. The following reservations in the Territories for non-commercial educational use are finalized:

City	VHF Channel No.
Anchorage, Alaska	*7
Fairbanks, Alaska	*9
Juneau, Alaska	*3
Ketchikan, Alaska	*9
Lihui, Hawaiian Islands	*8
Honolulu, Hawaiian Islands	*7
Wailuku Hawaiian Islands	*10
Hilo, Hawaiian Islands	*4
San Juan, Puerto Rico	*6

REMAINING COMMERCIAL ASSIGNMENTS PROPOSED IN THE THIRD NOTICE

982. As indicated above (paragraph 248) no comments have been received in this proceeding with respect to the large majority of assignments proposed in the Third Notice. It is our view that the proposed assignments for which no comments have been filed and which we have not considered elsewhere in this Report constitute a fair and equitable distribution of the available channels. Accordingly, these assignments are included in the Table of Assignments (Section 3.606(b) of the Rules) and are adopted herewith.

TEMPORARY PROCESSING PROCEDURE

983. At the conclusion of this proceeding the Commission expects to receive, within a relatively short period of time, an unprecedented number of applications for new television broadcast stations. The filing and processing of these applications will be the first step toward the development of the nationwide television broadcast service provided for in the new Table of Assignments and the new rules and regulations. The Commission is, therefore, amending Section 1.371 of its Rules and Regulations by deleting footnote 10 as it presently reads and substituting a new footnote 10. The new footnote 10 to Section 1.371, designated as Appendix C-1, sets forth the procedure to be followed, until further order of the Commission, in the processing of television broadcast applications.

984. Footnote 10 sets forth in detail the manner in which the Commission will process applications for permits to construct new television broadcast stations, applications for permits and modifications thereof relating to presently operating television stations and stations authorized after April 14, 1952, applications for licenses and modifications thereof, and petitions relating to television authorizations.

985. Supplementing the underlying principles of the Table of Assignments, the processing procedure adopted today is designed to make television service available to the greatest number of people in the shortest period of time[108] consistent with the provisions of the Communications Act and the public interest. Separate processing lines are being provided for different categories of applications. With the exception of applications for channels designated for use by non-commercial educational stations, applications will be grouped within these categories and given a processing priority by category. The categories are set up on the basis of the present lack of television service in the communities for which they are filed. Applications for non-commercial educational television stations, which are expected to be relatively few in number during the period for which the temporary processing procedure is being set up, will be processed separately in the order in which they are filed, beginning July 1, 1952, except that the priorities set up for applications for other new television stations will be effective with respect to non-commercial educational stations where there is a conflict of transmitter sites cutting across the category lines. The same procedure will be followed for applications for Puerto Rico, Alaska, Hawaiian Islands, and Virgin Islands.

986. The first applications to be processed, however, will be those arising out of final determinations made by the Commission with respect to presently operating television stations whose channel assignments will be changed as a result of the orders to show cause set forth in the Commission's Third Notice, since the implementation of these changes will affect the orderly implementation of the Table of Assignments. These applications will be processed beginning with the effective date of the new rules.

987. Upon the completion of processing the applications flowing from the orders to show cause, two processing lines will be established to operate concurrently. The operation of these lines will not begin before July 1, 1952, in order to allow a reasonable period for filing new applications and amending those now on file. One line will process applications for new television stations in all cities not presently receiving television service.[109] The other line will process applications for new television stations in cities presently receiving service. Within the group in the first processing line, the cities for which applications are filed will be taken in the order of their populations, so that the largest concentrations of population now receiving no service will be handled first.

988. On the second processing line, five separate groupings are being made, each group to be handled upon completion of the preceding group. The first two of these groups give precedence to the UHF service, where either no VHF channels (excluding non-commercial educational channels) are assigned or all VHF channels (excluding non-commercial educa-

[108] Although the Commission has previously processed applications for new television broadcast stations upon the basis of the date of filing, that procedure cannot appropriately be applied to the present situation. In its order of September 30, 1948 adopting footnote 10 to Section 1.371, the Commission stated that pending applications and those thereafter filed would not be acted upon, but would be placed in the pending file. In its Notice of Further Proposed Rule Making of July 11, 1949, and its Third Notice of March 22, 1951, the Commission requested new applicants to refrain from filing applications because of the amendments which would be required when the "freeze" would be lifted. Implicit in these requests was the assurance that persons complying therewith would not be placed in a disadvantageous position vis-a-vis persons who might file new applications in disregard of the Commission's requests. Processing by date of filing would therefore be inequitable under these circumstances.

[109] A standard of 40 miles from the nearest main transmitter in operation has been adopted as the test of whether a city is receiving service. This is a reasonable standard for processing purposes based upon the record herein. The method for computing distances for this purpose is also specifically set forth in footnote 10.

tional channels) are already occupied. Since all existing stations are in the VHF band, and all present receivers require at least some modification to receive stations in the UHF band, this precedence will help enable the younger service to make a firm start, a matter of great importance to the development of the assignment pattern provided for in the Table of Assignments. The three remaining groups provide, in order, for cities with one service but no local station, for cities with one local station but no other service, and for cities receiving service from two or more stations, thus carrying out the principle of making service available first to cities now receiving none, and then making available a local service before other cities are provided with multiple services. Further priorities are provided within the categories in the second processing line, depending upon the number of operating television stations in the city, where the nature of the category permits a distinction on that basis, and otherwise upon a population basis, except for the group of cities presently receiving service but to which only UHF channels are assigned, which will be processed upon the basis of the number of services presently being received.

989. A separate processing line will be set up to handle applications to modify construction permits granted on and after July 1, 1952, petitions for reconsideration of actions taken with respect to applications for new television stations, and petitions for waiver of hearing of these applications, all to be processed as filed. The new processing procedure also provides that applications for changes in existing facilities (other than those required under the orders to show cause), and license applications, which clearly are not as urgent as applications for construction permits for new television stations, will be processed at a later date, and that priority will depend upon the number of operating stations in the city, with population a secondary standard of priority.

990. The Commission will publish, from time to time, lists of cities for which application for new television stations falling within the above-mentioned categories are filed, so that the general public and all applicants and other interested parties may be kept informed of the progress of the processing procedure. These lists will be revised periodically to reflect the insertion in the processing lines of new applications, and will show the order on the appropriate processing line of each city for which one or more applications are filed.

991. In order to expedite the procedure with respect to the licensing of new television broadcast stations, applications will be considered for grant only on the specific channel designated therein. Hearings held because of conflicts in channel requests within any city or hyphenated community will be limited to the applicants seeking the same channel. Where two or more applications for new stations in different cities, or applications for changes in existing facilities, are in conflict because the distance between their respective proposed transmitter sites is less than that provided in the rules, they will, of necessity, also be designated for hearing on a competitive basis. It should be particularly noted, because of the fact that some applications will normally be reached for processing before others, that applications whose transmitter sites may conflict with other applications in communities which would be reached for processing at an earlier stage will, in order to receive comparative consideration with such other applications, have to be filed at least one day before Commission action on the other application, or, in the event that the other application has been designated for hearing, 20 days before the designated hearing date. This procedure is identical with that which has been in force heretofore, but is mentioned because the provisions made herein for the staggered order of processing might otherwise give potential applicants an erroneous impression of their rights.

992. The new rules and regulations herein adopted will require substantial amendments in existing applications before they may be considered, and the new footnote to Section 1.371 contains instructions with respect to filing such amendments, as well as with respect to amendments which may be made by new applicants prior to the completion of Commission processing of applications for the city or community involved.

AMENDMENT AND RECODIFICATION OF THE RULES

993. Subpart E of Part 3 of the Commission's Rules governing Television Broadcast Stations has been amended and recodified. The new rules which have been added to the Subpart and the rules which have been revised implement the decisions reached by the Commission in these proceedings. Rules which were inconsistent with the new rules and obsolete rules have been deleted. In addition, the Standards of Good Engineering Practice Concerning Television Broadcast Stations have been amended to reflect the Commission's decisions in these proceedings and have been recodified and made a part of Subpart E. Finally, new Subpart E also contains editorial changes and improvements in and clarification of certain of the language of the existing Rules which make no changes in their substantive requirements.

994. In view of the foregoing, it is ordered that Section 1.371 of Part 1 of the Commission's Rules and Regulations relating to the processing of applications for television broadcast stations is amended as set forth in Appendix C(1) below.

995. In view of the foregoing, it is ordered that FCC Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Station," is amended as set forth in Appendix C(2) below.

996. In view of the foregoing, it is ordered that the "Standards of Good Engineering Practice Concerning Television Broadcast Stations" are deleted and Subpart E of Part 3 of the Commission's Rules and Regulations, "Rules Governing Television Broadcast Station," is amended as set forth in Appendix D below.

997. The amended Rules and amended FCC Form 301, as set forth in Appendices C and D below, are promulgated pursuant to Sections 1, 4(i) and (j), 301, 303(a), (b), (c), (d), (e), (f), (g), (h) and (r), and 307(b) of the Communications Act of 1934, as amended, and pursuant to the provisions of Section 4 of the Administrative Procedure Act.

998. It is ordered that the above amendments as set forth in Appendices C and D will become effective 30 days from the date of publication in the Federal Register.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Slowie
Secretary

APPENDIX A—Table I

Population Density Per Square Mile by Zones, 1950

	Land Area	Population	Population Per Square Mile
Total United States	2,974,725	150,697,361	50.7
Zone I	329,805	73,250,736	222.1
Zone II	2,405,479	65,999,295	27.4
Zone III	239,441	11,447,330	47.8
ZONE I			
District of Columbia	61	802,178	13,150.5
Rhode Island	1,057	791,896	749.2
New Jersey	7,522	4,835,329	642.8
Massachusetts	7,867	4,690,514	596.2
Connecticut	4,899	2,007,280	409.7
New York (Part)	35,386	14,446,405	408.2
Wisconsin (Part)	5,033	1,512,731	300.6
Michigan (Part)	21,867	5,524,484	252.6
Maryland	9,881	2,343,001	237.1
Pennsylvania	45,045	10,498,012	233.1
Ohio	41,000	7,946,627	193.8
Delaware	1,978	318,085	160.8
Illinois	55,935	8,712,176	158.8
Indiana	36,205	3,934,224	108.7
Virginia (Part)	21,571	2,331,241	108.1
New Hampshire (Part)	4,541	433,519	95.5
West Virginia (Part)	19,363	1,483,938	76.7
Maine (Part)	9,129	586,232	64.2
Vermont (Part)	1,465	52,864	36.1
Total Zone I	329,805	73,250,736	222.1
ZONE II			
West Virginia (Part)	4,717	521,614	110.6
North Carolina	49,097	4,061,929	82.7
Tennessee	41,797	3,291,718	78.8
Alabama (Part)	24,791	1,874,263	75.6
Kentucky	39,864	2,944,806	73.9
Georgia (Part)	40,116	2,819,324	70.3
South Carolina	30,305	2,117,027	69.9
California	156,740	10,586,223	67.5
Louisiana (Part)	9,268	534,181	57.6
Missouri	69,226	3,954,653	57.1
Virginia (Part)	18,322	987,439	53.9
Mississippi (Part)	24,849	1,175,818	47.3
Iowa	56,045	2,621,073	46.8
Vermont (Part)	7,813	324,883	41.6
Wisconsin (Part)	49,672	1,921,844	38.7
Minnesota	80,009	2,982,483	37.3
Arkansas	52,675	1,909,511	36.3
Washington	66,786	2,378,963	35.6
Oklahoma	69,031	2,233,351	32.4
New York (Part)	12,558	383,787	30.6
Michigan (Part)	35,155	847,282	24.1
Kansas	82,108	1,905,299	23.2
New Hampshire (Part)	4,476	99,723	22.3
Texas (Part)	181,281	4,000,334	22.1
Nebraska	76,663	1,325,510	17.3
Oregon	96,315	1,521,341	15.8
Maine (Part)	21,911	327,542	14.9
Colorado	103,922	1,325,089	12.8
North Dakota	70,057	619,636	8.8
South Dakota	76,536	652,740	8.5
Utah	82,346	688,862	8.4
Idaho	82,769	588,637	7.1
Arizona	113,575	749,587	6.6
New Mexico	121,511	681,187	5.6
Montana	145,878	591,024	4.1
Wyoming	97,506	290,529	3.0
Nevada	109,789	160,083	1.5
Total Zone II	2,405,479	65,999,295	27.4
ZONE III			
Louisiana (Part)	35,894	2,149,355	59.9
Florida	54,262	2,771,305	51.5
Alabama (Part)	26,287	1,187,480	45.2
Texas (Part)	82,232	3,710,840	45.1
Mississippi (Part)	22,399	1,003,096	44.8
Georgia (Part)	18,367	625,254	34.0
Total Zone III	239,441	11,447,330	47.8

Source: 1950 U. S. Census of Population.

APPENDIX A—Table II

Number of Cities Over 50,000 and Land Area By Zone and State

1950

Zone or State	Number of Cities Over 50,000	Land Area (Square Miles)
Total United States	232	2,974,725
Zone I	128	329,805
Zone II	86	2,405,479
Zone III	18	239,441
Zone I		
District of Columbia	1	61
Rhode Island	4	1,057
Massachusetts	17	7,867
New Jersey	14	7,522
Connecticut	6	4,899
Wisconsin (Part)	4	5,033
Delaware	1	1,978
Michigan (Part)	9	21,867
Ohio	14	41,000
New York (Part)	12	35,386
Pennsylvania	15	45,045
Indiana	9	36,205
New Hampshire (Part)	1	4,541
Illinois	12	55,935
Virginia (Part)	4	21,571
West Virginia (Part)	3	19,363
Maryland	1	9,881
Maine (Part)	1	9,129
Vermont (Part)	...	1,465
Total Zone I	128	329,805

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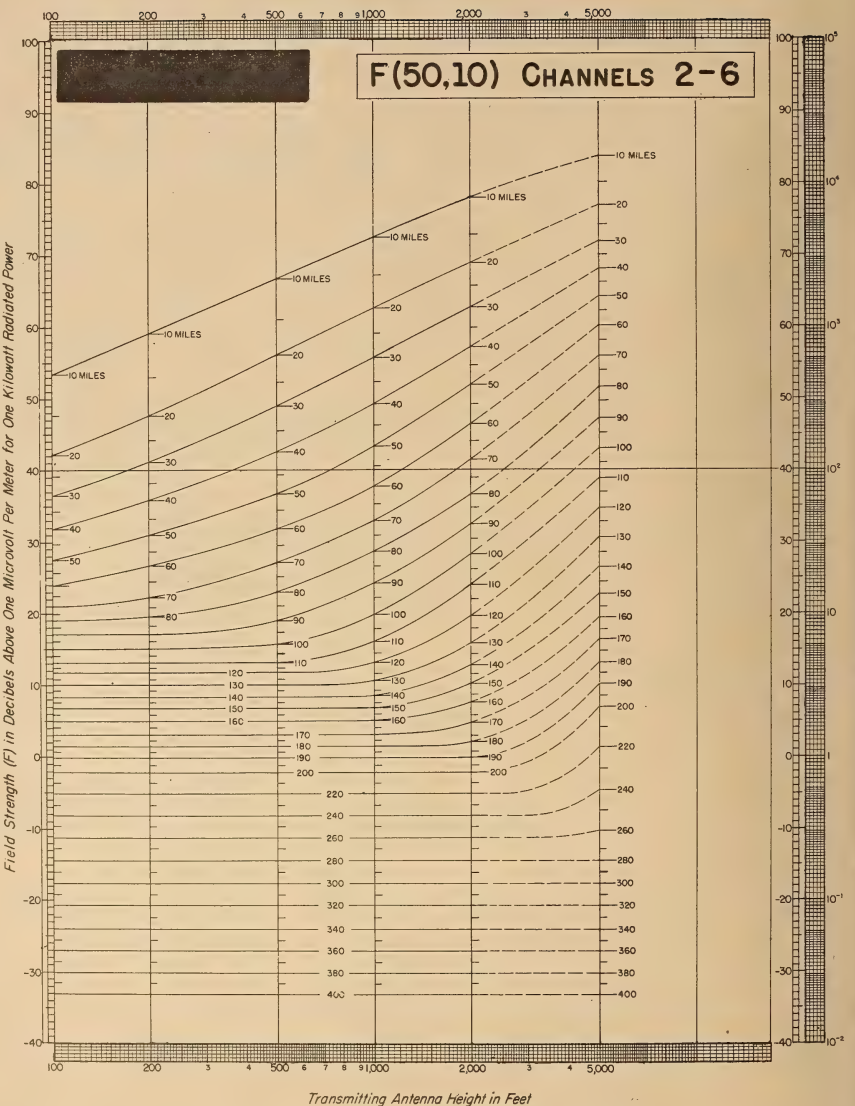
Number of Cities Over 50,000 and Land Area By Zone and State

Zone or State	Number of Cities Over 50,000	Land Area (Square Miles)
Zone II		
California	20	156,740
Georgia (Part)	5	40,116
North Carolina	6	49,097
Louisiana (Part)	1	9,268
South Carolina	3	30,305
Tennessee	4	41,797
Iowa	5	56,045
Alabama (Part)	2	24,791
Kentucky	3	39,864
Missouri	4	69,226
Virginia (Part)	1	18,322
Washington	3	66,786
Texas (Part)	8	181,281
Minnesota	3	80,009
Kansas	3	82,108
Oklahoma	2	69,031
Michigan (Part)	1	35,155
Nebraska	2	76,663
Utah	2	82,346
Wisconsin (Part)	1	49,672
Colorado	2	103,922
Arkansas	1	52,675
South Dakota	1	76,536
Oregon	1	96,315
Arizona	1	113,575
New Mexico	1	121,511
Idaho	...	82,769
Maine (Part)	...	21,911
Mississippi (Part)	...	24,849
Montana	...	145,878
Nevada	...	109,789
New Hampshire (Part)	...	4,476
New York (Part)	...	12,558
North Dakota	...	70,057
Vermont (Part)	...	7,813
West Virginia (Part)	...	4,717
Wyoming	...	97,506
Total Zone II	86	2,405,479

Number of Cities Over 50,000 and Land Area By Zone and State

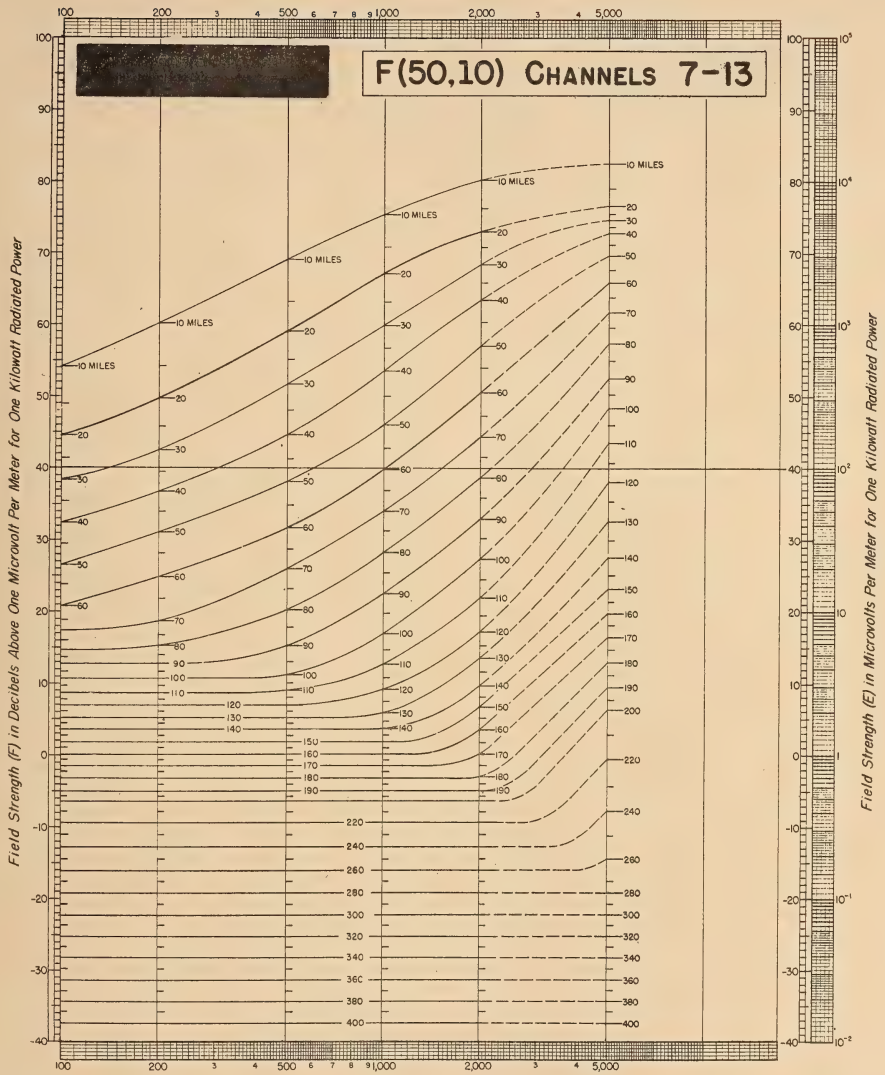
Zone or State	Number of Cities Over 50,000	Land Area (Square Miles)
Zone III		
Texas (Part)	8	82,232
Florida	5	54,262
Alabama (Part)	2	26,287
Louisiana (Part)	2	35,894
Mississippi (Part)	1	22,399
Georgia (Part)	0	18,367
Total Zone III	18	239,441

Source: 1950 U. S. Census of Population



TELEVISION CHANNELS 2-6
ESTIMATED FIELD STRENGTH EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 10 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET

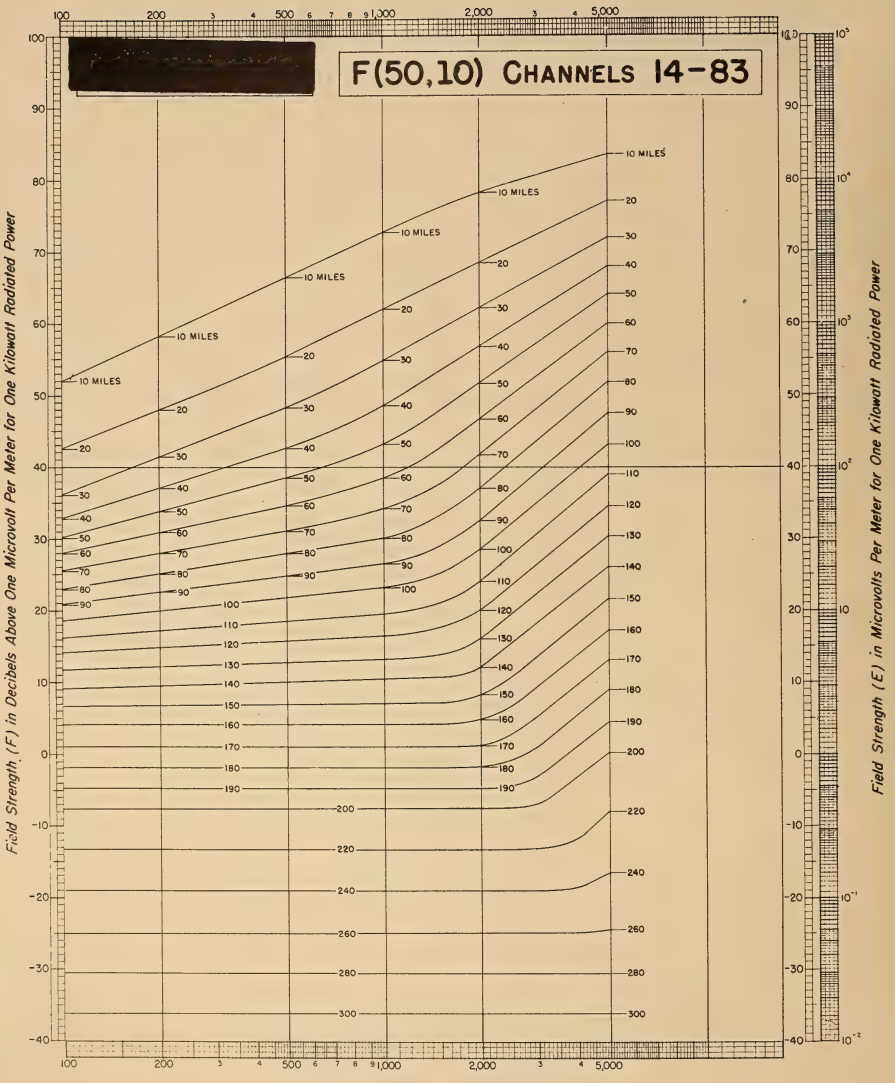
APPENDIX B FIGURE 1



TELEVISION CHANNELS 7-13

ESTIMATED FIELD STRENGTH EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 10 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET

FIGURE 2



TELEVISION CHANNELS 14-83
ESTIMATED FIELD STRENGTH EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 10 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET
FIGURE 3

APPENDIX C(1)

Section 1.371 of the Commission's Rules is amended by deleting footnote 10 from the heading thereto and substituting new footnote 10 reading as follows:

[10]Temporary Processing Procedure for Television Broadcast Applications

Until further order of the Commission, the following temporary procedures shall apply with respect to applications for permits to construct new television broadcast stations, applications for permits and modifications thereof relating to operating television stations and to stations authorized after April 14, 1952, applications for licenses and modifications thereof, and to petitions specified below. The term "operating television station" means a television broadcast station for which a construction permit or license was issued prior to April 14, 1952.

(a) Applications accepted for filing which request the television authorizations described above will be separated into the following groups:

Group A—(1) applications filed pursuant to final determinations reached by the Commission on its proposals to change channel assignments of 31 operating television stations as set forth in paragraphs "8" and "9" of the Commission's "Third Notice of Further Proposed Rule Making" issued on March 22, 1951, (FCC 51-244) in Docket Nos. 8736 et al.; and (2) applications for new television stations on channels in cities located 40 or more miles from the main transmitter in use of the nearest operating television station.

Group B—(1) applications for new television stations on channels in cities which are located less than 40 miles from the main transmitter in use of one or more operating television stations and to which cities only UHF channels are assigned in the Commission's Table of Assignments (excluding non - commercial educational VHF channels); (2) applications for new television stations on channels in cities in which there are one or more operating television stations and in which cities all the VHF channels (excluding non-commercial educational channels) have been authorized and only UHF channels are available for authorization; (3) applications for new television stations on channels in cities in which there are no operating television stations and which are located less than 40 miles from the main transmitter in use of not more than one operating television station; (4) applications for new television stations or channels in cities in which there is only one operating television station and which are located 40 or more miles from the main transmitter in use of any other operating television station; and (5) applications for new television stations on channels in cities which are located less than 40 miles from the main transmitters in use of two or more operating television stations.

Group C—(1) applications to modify construction permits granted on and after July 1, 1952; (2) petitions for reconsideration of actions taken by the Commission with respect to Group A(2) and Group B applications; and (3) petitions for waiver of hearings on such applications under Section 1.391 of the Commission's Rules.

Group D—(1) applications for changes in existing facilities filed prior to April 14, 1952, by licensees and permittees of operating television stations, which applications were placed in the Commission's pending file pursuant to the provisions of the Commission's "freeze" order of September 30, 1948; (2) all other applications for changes in existing facilities filed on and after April 14, 1952, by licensees and permittees of operating television stations; and (3) all applications for television broadcast station licenses filed on and after April 14, 1952. Applications, and requests for Special Temporary Authority and extensions thereof submitted pursuant to the provisions of the Commission's Fifth Report and Order (FCC 51-752) in Dockets 8736 et al., are excluded from Group D.

(b) In computing the distances specified in Group A(2) and Group B, the geographical coordinates listed in Special Publication No. 238 of the U.S. Department of Commerce (entitled "Airline Distances Between Cities in the United States") shall be used as the reference point for the city under consideration, and the geographical coordinates on file with the Commission of the nearest operating television station shall be used as the other reference point. The computation of distance shall be made in accordance with the method set forth in Section 3.611 of the Commission's Rules. Where the city under consideration is not listed in the above Publication, the geographical coordinates of the main post office of that city (determined to the nearest second) shall be used as the reference point. Where an application requests a station in a city not listed in the Table of Assignments but said city is within 15 miles of a city so listed (Section 3.607(b) of the Rules), the point of measurement shall be the listed city. Where an application requests a station in a city which is one of two or more cities listed in combination in the Table of Assignments, i.e., "San Francisco-Oakland", the point of measurement shall be the geographical coordinates of the city farthest removed from the nearest operating television station(s). Where one combination city receives less service than the other, the lesser served city shall determine the group in which they fall.

(c) Group A(1) applications filed prior to July 1, 1952, and which are in a position to be acted on by the Commission will be processed promptly after the effective date of Subpart E of Part 3 of the Commission's Rules. On July 1, 1952, the Commission will commence processing pending Group A(1) applications not theretofore processed. When processing of these applications has been completed, the Commission will establish two processing lines, one for Group A(2) applications and the other for the Group B applications, and will commence processing both Groups simultaneously. Group C applications and petitions will be acted upon as filed and a separate processing line will be established for such requests. Processing of Group D applications will not be commenced before November 1, 1952. At the earliest practicable date, the Commission will issue an announcement concerning the processing of Group D applications.

(d) Applications for new television stations which are filed on and after July 1, 1952, will be placed in their respective Groups and will be processed in accordance with the priorities set forth in subparagraph "(e)" below. Group A(1) applications containing requests which fall in Group D will be considered in their entirety as Group A(1) applications.

(e) Within each Group, priority in processing will follow the order in which the Group is subdivided, as follows:

(1) Priority in processing applications in Group A (1) will be determined on the basis of the factual situation existing in each case, taking into consideration such factors as the particular problems presented by such applications and the dependence of certain applications on prior action to be taken by the Commission with respect to other applications in the same group.

(2) Priority in processing Group A (2) applications will be based on the population (1950 Census) of the city for which an application has been filed, i.e., applications in the city having the largest population will be processed first; applications in the next largest city will be processed second, and so on until all cities have been completed.

(3) Priority in processing Group B (1) applications will be based on the number of services (stations less than 40 miles away) being received in the city for which an application has been filed and the population (1950 Census) of that city. Thus, cities receiving one service will be processed first; cities receiving two services will be processed second, and so on. The cities will be arranged so that in each priority group the city with the largest population will be processed first, and so on. Priority in processing Group B (2) applications will be based on the number of operating television stations in the city for which an application has been filed and the population (1950 Census) of that city. Thus, cities with one television station will be processed first; cities with two television stations will be processed second, and so on. The cities will be arranged so that in each priority group the city with the largest population will be processed first, and so on. Priority in processing Group B (3) and Group B (4) applications will be based on the population (1950 Census) of the city for which an application has been filed, i.e., applications in the city having the largest population will be processed first; applications in the next largest city will be processed second, and so on until all cities in each group have been completed. Priority in processing applications in Group B (5) will be based on the number of operating television stations in the applicant's city. Thus, applications in a city which receives two or more television services but has no local operating television station will be processed first; if it has one local station, it will be processed second, and so on. The cities will be arranged so that in each priority group the city with the largest population (1950 Census) will be processed first, and so on.

(4) Where cities in Group A (2) and Group B are listed in the Table of Assignments in combination, the total population of both cities shall be considered for the purposes of this subparagraph. Where an application requests a station in a city not listed in the Table but said city is within 15 miles of a city so listed, priority will be based on the population of the listed city only.

(5) Group C applications and petitions will be processed in the order in which they are accepted for filing. Where the number of such requests requires a determination as to which shall be processed first, priority in processing will parallel the priorities provided for above for the respective cities for which applications have been filed.

(6) Priority in processing applications in Group D will be based on the number of operating television stations in the applicant's city and the population of each city. Thus, applications in cities in which the respective applicants operate the only television stations in those cities will be processed first; two station cities will be processed second, and so on. The cities will be arranged so that in the first priority group, the city with the largest population (1950 Census) will be processed first, and so on.

(7) Where applications in Groups A, B and D are mutually exclusive because the distance between their respective proposed transmitter sites is contrary to the station separation requirements set forth in Section 3.610 of the Commission's Rules, said applications will be designated for hearing at the time the application with the higher priority is processed. If the question concerning transmitter sites is resolved before a decision is rendered in the matter, the application with the lower priority will be returned to its appropriate place on the processing line. In order to be considered mutually exclusive with a higher priority application, the lower priority application must have been accepted for filing and must be in compliance with the provisions of paragraph (j) herein at least one day before the higher priority application has been acted upon by the Commission. If the higher priorities application is in hearing status at the time the lower priority application is accepted for filing, the 20-day cut-off date specified in Section 1.387(b)(3) will be applicable.

(f) As soon after July 1, 1952, as is practicable, the Commission will make public the list of cities

for which applications have been filed falling in Group A (2) and Group B based on the priorities set forth above. From time to time, the Commission will issue revisions of these lists so that interested parties may be fully informed of the progress of the Group A (2) and Group B processing lines. Provision for the publication of the Group D list will be announced at a later date.

(g) The foregoing priority procedures shall not be applicable to non-commercial educational television stations, except where an application for such a station is mutually exclusive with a Group A, B or D application. Applications for non-commercial educational television stations will be separately processed, beginning July 1, 1952, in the order in which they are accepted for filing.

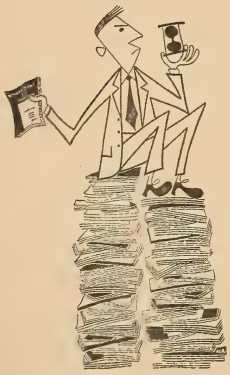
(h) On and after July 1, 1952, applications for television stations in Puerto Rico, Alaska, Hawaiian Island and Virgin Islands will be separately processed in the order in which they are accepted for filing.

(i) An application for a new television broadcast station must request a specific channel provided for in the Commission's Table of Assignments for the city in which the applicant proposes to construct his station. Regardless of the number of applications filed for channels in a city or the number of assignments available in that city, those applications which are mutually exclusive, i.e., which request the same channel, will be designated for hearing. All other applications for channels will, if the applicants are duly qualified, receive grants. For example, if Channels 6, 13, 47 and 53 have been assigned to City X and there are pending two applications for Channel 6, and one application for each of the remaining channels, the latter three applications will be considered for grants without hearing and the two mutually exclusive applications requesting Channel 6 will be designated for hearing. If there are two pending applications for Channel 6 and two applications for Channel 13, separate hearings will be held.

(j) Applications for new television stations which were designated for hearing prior to April 14, 1952, and on which final action has not been taken by the Commission are, by order in each docket, being removed from hearing status. Said applications and all other applications for construction permits for television broadcast stations which were filed prior to April 14, 1952, shall be amended by the filing of a new and complete FCC Form 301 as revised April 14, 1952. In preparing such forms, applicants shall set forth complete answers to all questions contained therein and shall submit new and complete exhibits, data and other attachments. Applicants may not answer questions or submit exhibits, data and attachments by cross-reference to other applications or documents on file with the Commission except where proposed exhibits, data and attachments are not obtainable without undergoing undue hardship. In such instances, cross-reference must be specific and shall include the file number, page and paragraph of the application and amendment referred to, the number of the exhibit, and a description thereof. Applicants shall not cross-reference by using such phrasing as "on file," "previously filed" or similar phraseology. Applications which have not been amended by the filing of a completed FCC Form 301, or which fail to comply with the above requirements by the time they are reached for processing, will be dismissed.

(k) Except with respect to Group A (1) applications, an application by a licensee or permittee of a television broadcast station which seeks to modify an outstanding license or permit to specify a channel other than that authorized in said license or permit will not be accepted for filing by the Commission.

The following pages of FCC Form 301 (Revised 3-21-52) supersede page 1 of Section I, pages 1, 2 and 3 of Section V-C, and Section V-G (Antenna) of FCC Form-301 (revised 6-16-48), and are to be substituted for the superseded pages in all applications filed with the Commission in April, May and June, 1952. The new pages are identified in the lower right hand corner by the date 6-30-52. A complete reprinting of the Form 301 incorporating these pages is in progress. After it becomes available the pages identified by the date 6-30-52 will no longer be used.



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FCC Form 301
Section I

Form Approved
Budget Bureau No. 52-R014.10

United States of America
Federal Communications Commission

APPLICATION FOR AUTHORITY TO CONSTRUCT A NEW BROADCAST STATION OR MAKE CHANGES IN AN EXISTING BROADCAST STATION
(Revised 3-21-52)

INSTRUCTIONS

A. This form is to be used in applying for authority to construct a new AM (standard), commercial FM (frequency modulation), or commercial television broadcast station, or to make changes in existing commercial broadcast stations. This form consists of this part, Section I, and the following sections:

Section II, Legal Qualifications of Broadcast Applicant

Section III, Financial Qualifications of Broadcast Applicant

Section IV, Statement of Program Service of Broadcast Applicant

Section V-A, Standard Broadcast Engineering Data

Section V-B, FM Broadcast Engineering Data

Section V-C, Television Broadcast Engineering Data

Section V-G, Antenna and Site Information

B. Prepare three copies of this form and all exhibits. Swear to one copy of Section I. Prepare two additional copies (a total of five) of Section V-G and associated exhibits. File all the above with Federal Communications Commission, Washington 25, D. C.

C. Number exhibits serially in the space provided in the body of the form and list each exhibit in the space provided on the back of this sheet. Show date of preparation of each exhibit, antenna pattern, and map, and show date when each photograph was taken.

D. The name of the applicant stated in Section I hereof shall be the exact corporate name, if a corporation; if a partnership, the names of all partners and the name under which the partnership does business; if an unincorporated association, the name of an executive officer, his office; and the name of the association. In other Sections of the form the name need be only sufficient for identification of the applicant.

E. Information called for by this application which is already on file with the Commission (except that called for in Section V-G) need not be refiled in this application provided (1) the information is now on file in another application or FCC form filed by or on behalf of this applicant; (2) the information is identified fully by reference to the file number (if any), the FCC form number, and the filing date of the application or other form containing the information and the page of paragraph referred to, and (3) after making the reference, the applicant states: "No change since date of filing." Any such reference will be considered to incorporate into this application all information, confidential or otherwise, contained in the application or other form referred to. The incorporated application or other form will thereafter, in its entirety, be open to the public.

F. This application must be executed by applicant, if an individual; by a partner of applicant, if a partnership; by an officer of applicant, if a corporation or association; or by attorney of applicant only under conditions shown in Section 1.303, Rules Relating to Organization and Practice and Procedure, in which event satisfactory evidence of disability of applicant or his absence from the Continental United States and authority of attorney to act must be submitted with application.

G. Before filling out this application, the applicant should familiarize himself with the Communications Act of 1934, as amended, Parts 1, 2, 3 and 17 of the Commission's Rules and Regulations and the Standards of Good Engineering Practice.

H. BE SURE ALL NECESSARY INFORMATION IS FURNISHED AND ALL PARAGRAPHS ARE FULLY ANSWERED. IF ANY PORTIONS OF THE APPLICATION ARE NOT APPLICABLE, SPECIFICALLY SO STATE. DEFECTIVE OR INCOMPLETE APPLICATIONS MAY BE RETURNED WITHOUT CONSIDERATION.

File No.

Name and post office address of applicant (See Instruction D)

Send notices and communications to the following-named person at the post office address indicated

1. Requested facilities

Frequency	Channel No.	Power in kilowatts: Night	Power in kilowatts: Day	Minimum hours operation daily

Hours of operation

Unlimited ☐	Sharing with (Specify Stations)	Other (Specify)
Daytime only ☐		
Limited ☐		

Type of station (as Standard, FM, Television)

Location of main studio

City	State

2. If authority to make changes in an existing station is requested

a. Present facilities

Frequency	Call	Channel No.	Power in kilowatts: Night	Power in kilowatts: Day	Minimum hours operation daily

Hours of operation

Unlimited ☐	Sharing with (Specify Stations)	Other (Specify)
Daytime only ☐		
Limited ☐		

Location of main studio

City	State

b. If this application is for changes in an existing authorization, complete Section I and any other sections necessary to show all substantial changes in information filed with the Commission in prior applications or reports. In the spaces below check Sections submitted herewith and as to Sections not submitted herewith refer to the prior application or report containing the requested information in accordance with Instruction E. (If contemplated expenditures are less than $1,000, do not complete Section III. Section IV not required for applications for minor changes not involving change in power, change in frequency, change in hours of operation, or moving from city to city.)

Section No.	Para. No.	Reference (File or Form No. and Date)
☐ Section II		
☐ Section III		
☐ Section IV		
☐ Section V		

Have there been any substantial changes in the information incorporated in this application by reference in this paragraph? Yes ☐ No ☐

3. If this application is contingent on the grant of another pending application, state name of other applicant and file number of other application.

6-30-52

Broadcast Application	FEDERAL COMMUNICATIONS COMMISSION	Section V-C
TELEVISION BROADCAST ENGINEERING DATA	Name of applicant	

1. Purpose of authorization applied for: (Indicate by check mark)

(If application is for a new station or for any of the changes numbered B through E, complete all paragraphs of this form; if change F is of a character which will change coverage or increase the overall height of the antenna structure more than 20 feet, answer all paragraphs, otherwise complete only paragraphs 2 and 3 and the appropriate other paragraphs; for changes G through I, complete only paragraph 2 and the appropriate other paragraphs; for change J, complete only paragraphs 2 and 16)

A. ☐ Construct a new station
B. ☐ Change effective radiated power or antenna height above average terrain
C. ☐ Change transmitter location
D. ☐ Change frequency
E. ☐ Approval of site and antenna
F. ☐ Change antenna system
G. ☐ Change transmitter
H. ☐ Install auxiliary or alternate main transmitter
I. ☐ Other changes (specify)
J. ☐ Change studio location

2. Facilities requested

Frequency	Channel number
_____ — _____ Mc.	

Effective Radiated Power (visual)	Antenna height above average terrain in feet. (Must agree with height given in Para. 12 of this Section)
In dbk:	
In kw:	

3. (a) Antenna structure

Is the proposed construction in the immediate vicinity or does it serve to modify the construction of any standard broadcast station, FM broadcast station, television broadcast station, or other class of radio station? If "Yes", attach as Exhibit No. complete engineering data thereon. Yes ☐ No ☐

Will proposed structure be constructed on the top of an existing structure? If "Yes", describe and give height above ground of existing structure. Yes ☐ No ☐

Overall height in feet above ground. (Do not include the height of any obstruction lighting which may be required.)	Overall height in feet above mean sea level. (Do not include the height of any obstruction lighting which may be required.)

Height of antenna radiation center in feet above mean sea level.

(b) Antenna data

Visual

Make	Type No.

Number of sections	Power gain in db

Aural (if separate)

Make	Type No.

Number of sections	Power gain in db

Is directional antenna proposed? Yes ☐ No ☐

If "Yes", attach as Exhibit No. complete engineering data thereon.

4. Transmitters

(a) Visual

Make	Type No.	Rated power In dbk: In kw:

(b) Aural

Make	Type No.	Rated power In dbk: In kw:

If the above transmitters are composite or of types for which data have not been filed with the F.C.C., attach as Exhibit No. a complete showing of transmitter details in accordance with the Commission's Rules. The showing should include schematic diagrams, makes and types of tubes, operating constants of the last radio stages, full details of frequency control, vestigial sideband filter (if used), multiplex networks and isolation networks. If changes are to be made in a licensed transmitter, include a schematic diagram and give full details of the changes.

(c) Describe in Exhibit No. means which will be used for determining and maintaining power output of the transmitters to the values specified in this application.

5. Modulation monitors

(a) Visual monitor or monitoring equipment

Make	Type No.

(b) Aural monitor

Make	Type No.

6. Frequency monitors

(a) Visual monitor

Make	Type No.	Accuracy

(b) Aural monitor

Make	Type No.	Accuracy

7. If the above monitors or monitoring equipment have not been approved by the F.C.C., include as Exhibit No. a brief technical description of each.

8. Transmission line proposed to supply power to the antenna from the transmitter

(a) Visual

Make	Type No.	Description

Size (nominal inside transverse dimensions) in inches	Length in feet	Power loss in db for this length

6-30-52

8. Transmission line (Continued)

(b) Aural (if separate)

Make	Type No.	Description

Size (nominal inside transverse dimension) in inches	Length in feet	Power loss in db for this length

9. Proposed operation

(a) Visual

Transmitter power output (after vestigial sideband filter, if used) In dbk: In kw:	Multiplexer loss in db:	Input to transmission line in dbk:

Transmission line power loss in db:	Antenna input power in dbk:	Antenna power gain in db:	Effective radiated power In dbk: In kw:

(b) Aural

Transmitter power output In dbk: In kw:	Multiplexer loss in db:	Input to transmission line in dbk:

Transmission line power loss in db:	Antenna input power in dbk:	Antenna power gain in db:	Effective radiated power In dbk: In kw:

10. Will the studios, cameras, microphones, and other equipment proposed for transmission of programs be designed for compliance with the Commission's Rules? Yes ☐ No ☐

11. (a) Attach as Exhibit No. a map(s) (topographic where obtainable, such as U. S. Geological Survey quadrangles) for the area within 15 miles of the proposed transmitter location and show drawn thereon the following data:

1. Proposed transmitter location--accurately plotted;
2. Transmitter location and call letters of all known radio stations (except amateur) and the location of known commercial and government receiving stations within 2 miles of the proposed transmitter location;
3. Proposed location of main studio;
4. Character of the area within 2 miles of proposed transmitter location, suitably designated as to residential, business, industrial, and rural nature;
5. At least eight radials each extending to a distance of ten or more miles from the proposed transmitter location, one or more of which must extend through the principal city or cities to be served.

(b) Attach as Exhibit No. profile graphs with reasonably large scales for the radials in (a)(5) above. Each graph shall show the elevation of the antenna radiation center. Identify each graph by its bearing from the proposed transmitter location. Direction of true north shall be zero azimuth, with angles measured clockwise. Show source of topographical data on each.

12. From the profile graphs in 11(b), for the eight mile distance between two and ten miles from the proposed transmitter location, and in accordance with the procedure prescribed in the Commission's Rules, supply the following tabulation of data: (Grade A and Grade B contours are those in the absence of interference.)

Radial bearing (degrees true)	Average elevation of radial (2-10 mi.) in feet above mean sea level	Height in feet of antenna radiation center above average elevation of radial (2-10 mi.)	Effective radiated power in radial direction	Predicted distance in miles to the Grade A contour	Predicted distance in miles to the Grade B contour
____ °	____ feet	____ feet	____ dbk	____ mi.	____ mi.

Antenna height above average terrain _____ feet (Must be identical with Paragraph 2)

13. Attach as Exhibit No. map(s) (Sectional Aeronautical charts where obtainable, preferably without aeronautical overlay) of the area proposed to be served and shown drawn thereon:

(a) Proposed transmitter location and the radials along which the profile graphs have been prepared;

(b) The predicted Grade A and Grade B contours from 12 above;

(c) Scale of miles.

14. Attach as Exhibit No. a sufficient number of aerial photographs taken in clear weather at appropriate altitudes and angles to show the nature of the surrounding terrain in the vicinity of the proposed transmitter site. The photographs must be marked so as to show compass directions. Photographs taken in eight different directions from an elevated position on the ground will be acceptable in lieu of the aerial photographs if the area can be clearly shown. Give date photographs were taken.

6-30-52

Broadcast Application	TELEVISION BROADCAST ENGINEERING DATA	Section V-C, Page 3

15. Proposed location of transmitter

State	County	Geographical coordinates (to be determined to nearest second) of the proposed TV antenna structure.	
City or town	Street address	North latitude ° ' "	West longitude ° ' "
How were coordinates determined?			

16. Proposed location of main studio

State	County	Other studios proposed
City or town	Street address	

17. State the minimum value of field strength in dbu, predicted in accordance with the method prescribed in the Commission's Rules, that will be provided over the entire city in which the main studio is located.

18. (a) Does the proposed transmitter location comply with the minimum separation requirements of the Commission's Rules? Yes ☐ No ☐

(b) If any co-channel separations are proposed that are less than the applicable minimum separation requirement plus 20 miles, or if other channel separations are proposed that are less than the applicable minimum separations plus 10 miles, list such separations below. (Include existing stations, proposed stations and assignments; the location and geographical coordinates of each antenna; the distance to each from the proposed transmitter location; and the method used in each instance to measure the distance.) If none, so state.

I certify that I am the Technical Director, Chief Engineer, or Consulting Engineer of the radio station for which this application is submitted and that I have examined the foregoing statement of technical information and that it is true to the best of my knowledge and belief. (This signature may be omitted provided the engineer's original signed report of the data from which the information contained herein has been obtained is attached hereto.)

Date _____ _____

Technical Director, Chief Engineer or Consulting Engineer

6-30-52

Broadcast Application | FEDERAL COMMUNICATIONS COMMISSION | Section V-G (Antenna)

ANTENNA AND SITE INFORMATION
(see instruction B Section I)

Name of applicant

Address where applicant can be reached in person

Since this Section is submitted to the Regional Airspace Subcommittee of the Air Coordinating Committee for clearance in connection with obstructions to air navigation, it is necessary that all the data called for be supplied. Previously and separately filed data must not be incorporated by reference.

Legal Counsel

Address

Consulting Engineer

Address

Class of station | Facilities requested

Purpose of application (Check appropriate box)

a. New antenna construction ☐
b. Alteration of existing antenna structures ☐
c. Change in location ☐

1. Location of antenna

State | County | City or Town

Exact antenna location (street address) (If outside city limits, give distance and direction from, and name of nearest town)

Geographic coordinates (to be determined to nearest second. For directional antenna give coordinates of center of array.) For single vertical radiator give tower location.

North latitude 0 ' "

West longitude 0 ' "

2. Features of surrounding terrain

List any natural formations or existing man-made structures (hills, trees, water tanks, towers, etc.) which, in the opinion of the applicant, would tend to shield the antenna from aircraft and thereby minimize the aeronautical hazard of the antenna.

Submit as Exhibit No. a chart on which is plotted the exact location of the antenna site, and also the relative location of the natural formations and/or the existing man-made structures listed above.

The chart used shall be an Instrument Approach Chart (or the landing chart on reverse side thereof), or a Sectional Aeronautical Chart, choice depending upon proximity of the antenna site to landing areas. 1/ In general, the Sectional Aeronautical Chart should be used only when the antenna site is more than 10 miles from a landing area or when an Instrument Approach Chart is unobtainable. 1/ These charts may be purchased from the U. S. Coast and Geodetic Survey, Washington 25, D. C.

1/ Exception - Where the proposed antenna site is within the boundary of a landing area for which no Instrument Approach Chart is available, submit a self-made, large scale map showing antenna site, runway(s) and existing man-made structures listed above.

3. Designation, distance, and bearing to center line of nearest established airway within 5 miles

4. List all landing areas within 10 miles of antenna site. Give distance and direction to the nearest boundary of each landing area from the antenna site.

	Landing Area	Distance	Direction
(a)			
(b)			
(c)			

5. Description of antenna system (If directional, give spacing and orientation of towers).

Type

Description of tower(s)

Self-supporting	Guyed			Tubular (Pole)		
Tower (height figures should not include obstruction lighting)	#1	#2	#3	#4	#5	#6
Height of radiating elements						
Overall height above ground						
Overall height above mean sea level						

If a combination of Standard, FM, or TV operation is proposed on the same multi-element array (either existing or proposed) submit as Exhibit No. a horizontal plan for the proposed antenna system, giving heights of the elements above ground and showing their orientation and spacing in feet. Clearly indicate if any towers are existing.

Submit as Exhibit No. a vertical plan sketch for the proposed total structure (including supporting building if any) giving heights above ground in feet for all significant features. Clearly indicate existing portions, noting painting and lighting.

Is the proposed antenna system designed so that obstruction lights may be installed and maintained at the uppermost point(s)? Yes ☐ No ☐

6. Is the proposed site the same or immediately adjoining the transmitter-antenna site of other stations authorized by the Commission or specified in another application pending before the Commission? Yes ☐ No ☐

If the answer is "Yes", give

Call letters | File numbers

Date _____

Signature of Engineer preparing data

F.C.C. - Washington, D. C. 6-30-52

Broadcast Application | FEDERAL COMMUNICATIONS COMMISSION | Section V-G (Antenna)

ANTENNA AND SITE INFORMATION
(see instruction B Section I)

Name of applicant

Address where applicant can be reached in person

Since this Section is submitted to the Regional Airspace Subcommittee of the Air Coordinating Committee for clearance in connection with obstructions to air navigation, it is necessary that all the data called for be supplied. Previously and separately filed data must not be incorporated by reference.

Legal Counsel

Address

Consulting Engineer

Address

Class of station | Facilities requested

Purpose of application (Check appropriate box)

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b. Alteration of existing antenna structures ☐
c. Change in location ☐

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State | County | City or Town

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(a)			
(b)			
(c)			

5. Description of antenna system (If directional, give spacing and orientation of towers).

Type

Description of tower(s)

Self-supporting | Guyed | Tubular (Pole)

Tower (height figures should not include obstruction lighting)	#1	#2	#3	#4	#5	#6
Height of radiating elements						
Overall height above ground						
Overall height above mean sea level						

If a combination of Standard, FM, or TV operation is proposed on the same multi-element array (either existing or proposed) submit as Exhibit No. a horizontal plan for the proposed antenna system, giving heights of the elements above ground and showing their orientation and spacing in feet. Clearly indicate if any towers are existing.

Submit as Exhibit No. a vertical plan sketch for the proposed total structure (including supporting building if any) giving heights above ground in feet for all significant features. Clearly indicate existing portions, noting painting and lighting.

Is the proposed antenna system designed so that obstruction lights may be installed and maintained at the uppermost point(s)? Yes ☐ No ☐

6. Is the proposed site the same or immediately adjoining the transmitter-antenna site of other stations authorized by the Commission or specified in another application pending before the Commission? Yes ☐ No ☐

If the answer is "Yes", give

Call letters | File numbers

Date _____

_____
Signature of Engineer preparing data

F.C.C. - Washington, D. C. 6-30-52

APPENDIX D

Table of Contents
Federal Communications Commission

Part 3—Radio Broadcast Services

Subpart E—Rules Governing Television Broadcasting Stations

Section	Heading
	General
3.601	Scope of rules.
3.602	Other pertinent rules.
3.603	Numerical designation of television channels.
	Channel Utilization
3.606	Table of Assignments.
3.607	Availability of channels.
3.608	International agreements.
3.609	Changes in Table of Assignments.
3.610	Separations.
3.611	Reference points and distance computations.
3.612	Protection from interference.
3.613	Main studio location.
3.614	Power and antenna height requirements.
	Applications and Authorizations
3.621	Noncommercial educational stations.
3.622	Application for television stations.
3.623	Full disclosures.
3.624	Repetitious applications.
3.625	Installation of apparatus.
3.626	Period of construction.
3.627	Forfeiture of construction permits; extension of time.
3.628	Equipment tests.
3.629	Program tests.
3.630	Normal license period.
3.631	Renewal of license.
3.632	Temporary extension of station licenses.
3.633	License, simultaneous modification and renewal.
3.634	Assignment or transfer of control.
3.635	Use of common antenna site.
3.636	Multiple ownership.
3.637	Alternate main transmitters.
3.638	Auxiliary transmitter.
3.639	Changes in equipment and antenna system.
3.640	Administrative changes in authorizations.
	General Operating Requirements
3.651	Time of operation.
3.652	Station identification.
3.653	Mechanical reproductions.
3.654	Sponsored programs, announcement.
3.655	Rebroadcast.
3.656	Lotteries and give-away programs.
3.657	Broadcasts by candidates for public office.
3.658	Affiliation agreements.
3.659	Special rules relating to contracts providing for reservation of time upon sale of a station.
3.660	Station license, posting of.
3.661	Operator requirements.
3.662	Inspection of tower lights and associated control equipment.
3.663	Logs, maintenance of.
3.664	Logs, retention of, etc.
3.665	Station inspection.
3.666	Experimental operation.
3.667	Discontinuance of operation.
	Technical Standards
3.681	Definitions.
3.682	Transmission standards and changes.
3.683	Field intensity contours.
3.684	Prediction of coverage.
3.685	Transmitter location and antenna system.
3.686	Measurements for rule making purposes and upon request of the Commission.
3.687	Transmitters and associated equipment.
3.688	Indicating instruments.
3.689	Operating power.
Appendix A	Maps of Zones I and III.
Appendix B	Tables for Distance Computations.
Appendix C	Engineering Charts.
Cross-Reference	to Recodification

Subpart E of Part 3

Old Number	New Number
3.601	Revised. 3,603
3.602	Deleted
3.603 (a) and (b)	Revised. 3,607, 3,614
3.603 (c)	Revised. 3613
3.604 (a) and (b)	Revised. 3.607, 3.614
3.604 (c)	Revised. 3.613
3.605 (a) and (b)	Revised. 3.607, 3.614
3.605 (c)	Revised. 3.613
3.606 (a)	Revised. 3.606, 3.609
3.606 (b)	Revised. 3.610
3.606 (c)	Revised. 3.622
3.611	Revised. 3.622
3.612	3.623
3.613	3.625
3.614	3.626
3.615	3.627
3.616	Revised. 3.628
3.617	3.629
3.618	3.630
3.619	3.633
3.620	3.361
3.621	3.632
3.622	3.624
3.623	3.634
3.631	3.658 (a)
3.632	3.658 (b)
3.633	3.658 (c)
3.634	3.658 (d)
3.635	3.658 (e)
3.636	3.658 (f)
3.637	3.658 (g)
3.638	3.658 (h)
3.639	3.635
3.640	Revised. 3.636
3.641	3.659
3.651	Deleted. See 3.689
3.652	Revised. 3.687 (c)
3.653 (a)	Revised. 3.687 (b) (7) and (a) (7)
3.653 (b) and (c)	Revised. 3.687 (c)
3.654	Deleted. See 3.681 et seq.
3.655	3.638
3.656	3.637
3.657	3.639
3.658	3.688 (a) and (f)
3.661	Revised. 3.651
3.662	3.666
3.663	3.665
3.664	3.660
3.665	3.661
3.666	Deleted. See 3.689
3.667	3.687 (b) (7)
3.668	Revised. 3.687 (c) (1)
3.669	3.662 (Revised as per Section 17.29)
3.670	3.667
3.681	Revised. 3.663 (Revised also as per Section 17.30)
3.682	3.664 (a)
3.683	3.664 (b)
3.684	3.664 (c)
3.685	3.664 (d)
3.686	3.664 (e)
3.687	3.652
3.688	3.653
3.689	3.654
3.690	3.657
3.691	3.655
3.692	3.656

Cross-Reference to Recodification of Standards of Good Engineering Practice Concerning Television Broadcast Stations

Old Sections	New Number (of Rules)
1. Definitions	Revised. 3.681
2. Transmission Standards and changes or modifications thereof	Revised. 3.682
3. Engineering Standards of Allocation	
3A.	Deleted.
3B.	Revised. 3.683, 3.684 (a), 3.685 (a)
3C. first paragraph	Revised. 3.684 (d)
second paragraph	Revised. 3.684 (c) and (d)
third paragraph	Revised. 3.684 (c) and (e)
fourth paragraph	Revised. 3.684 (f)
fifth paragraph	Deleted.
4. Topographical Data	3.684 (g)
5. Interference Standards	Revised. 3.610 and 3.612
6. Field Intensity Measurements in Allocation	
first to fifth paragraphs, inclusive	Revised. 3.686 (a) to (e), incl.
sixth and seventh paragraphs	Deleted.
eighth paragraph	Revised. 3.686 (f)
ninth paragraph	Revised. 3.686 (g)
7. Transmitter Location	
7A.	Revised. 3.685 (b)
7B.	Revised. 3.685 (b)
7C.	3.685 (c)
7D. first paragraph	3.685 (d)
second paragraph	Revised. 3.685 (i)
8. Antenna Systems	
8A.	3.685 (b)
8B.	Revised. 3.685 (f)
8C.	3.685 (g)
8D.	Revised. 3.685 (h)
8E. and 8F.	Revised. 3.685 (i)
9. Transmitters and Associated Equipment	
9A. Visual Transmitter Design	3.687 (a)
9B. Aural Transmitter Design	3.687 (b)
9C. Design Applicable to Both Visual and Aural Transmitters	Revised. 3.687 (c), 3.687 (a) (7) and 3.687 (b) (7)
9D. Construction	3.687 (d)
9E. Wiring and Shielding	3.687 (e)
9F. Installation	3.687 (g)
9G. Spare Tubes	3.687 (h)
9H. Operation	3.687 (i)
9I. Studio Equipment	3.687 (j)
10. Indicating Instruments	
10A. first paragraph	3.688 (a)
second paragraph	3.688 (b)
10B.	Revised. 3.688 (f)
10C.	3.688 (c)
10D.	3.688 (d)
10E.	3.688 (e)
11. Operating Power — Determination and Maintenance	
11A. Determination	Revised. 3.689 (a)
11B. Maintenance	3.689 (b)
12. Auxiliary Transmitters	3.687 (f)

Old Appendices	New Appendices (to Rules)
I. Television Synchronizing Waveform	Appendix C, Figure 4
II. Idealized Picture Transmission Amplitude Characteristic	Appendix C, Figure 3
III. Assumed Ideal Detector Output	Appendix C, Figure 7
IV. Figure 1. Ground Wave Signal Range, 46 Mc.	Deleted.
IV. Figure 2. Ground Wave Signal Range, 63 Mc.	Revised. Appendix C, Figure 5
IV. Figure 3. Ground Wave Signal Range, 82 Mc.	Revised. Appendix C, Figure 5
IV. Figure 4. Ground Wave Signal Range, 195 Mc.	Revised. Appendix C, Figure 6
V. (Not in Standards)	
VI. Standard Pre-Emphasis Curve	Appendix C, Figure 8

Subpart E — Rules Governing Television Broadcast Stations.

General

3.601. **Scope of rules.** This Subpart contains the rules and regulations (including engineering standards) governing television broadcast stations, including non-commercial educational television broadcast stations, in the United States, its Territories and Possessions.

3.602. **Other pertinent rules.** Other pertinent provisions of the Commission's rules and regulations relating to the television broadcast service are included in the following Parts:

Part 1 — Rules Relating to Practice and Procedure

Part 2—Rules Governing Frequency Allocation and Radio Treaty Matters; General Rules and Regulations

Part 4 — Experimental and Auxiliary Broadcast Services

Part 17—Rules Concerning the Construction, Marking, and Lighting of Antenna Structures

3.603. **Numerical designation of television channels.**

Channel No.	Frequency band (Megacycles)
2	54-60
3	60-66
4	66-72
5	76-82
6	82-88
7	174-180
8	180-186
9	186-192
10	192-198
11	198-204
12	204-210
13	210-216
14	470-476
15	476-482
16	482-488
17	488-494
18	494-500
19	500-506
20	506-512
21	512-518
22	518-524
23	524-530
24	530-536
25	536-542
26	542-548
27	548-554
28	554-560
29	560-566
30	566-572
31	572-578
32	578-584
33	584-590
34	590-596
35	596-602
36	602-608
37	608-614
38	614-620
39	620-626
40	626-632
41	632-638
42	638-644
43	644-650
44	650-656
45	656-662
46	662-668
47	668-674
48	674-680
49	680-686
50	686-692
51	692-698
52	698-704
53	704-710
54	710-716
55	716-722
56	722-728
57	728-734
58	734-740
59	740-746
60	746-752
61	752-758
62	758-764
63	764-770
64	770-776
65	776-782
66	782-788
67	788-794
68	794-800
69	800-806
70	806-812
71	812-818
72	818-824
73	824-830
74	830-836
75	836-842
76	842-848
77	848-854
78	854-860
79	860-866
80	866-872
81	872-878
82	878-884
83	884-890

CHANNEL UTILIZATION

3.606. **Table of Assignments.** (a) The following Table of Assignments contains the channels assigned to the listed communities in the United States, its Territories, and Possessions. Channels designated with an asterisk are assigned for use by non-commercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.[1]

[1]These identifications are now being prepared and will be included in the Table as soon as it is practicable to do so. New television stations authorized to operate subsequent to the issuance of these Rules will be required to operate with their carrier frequencies offset where it is so specified in the Table. Offset carrier frequencies of existing television broadcast stations operating on channels so affected will be listed in all construction permits, licenses, or renewal of licenses, upon issuance thereof. Permittees and licensees who wish to so operate prior to the time offset carrier frequencies are specified in their authorizations may request authority for such operation by filing informal requests therefor.

Table of Assignments

	Channel No.
ALABAMA	
Andalusi	29
Anniston	37
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 8, *42, 48
Montgomery	12, 20, *26, 32
Opelika	22
Selma	58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7
ARIZONA	
Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13
ARKANSAS	
Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	44
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14
CALIFORNIA	
Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	33
El Centro	16
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34
Modesto	14
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Petaluma	56
Port Chicago	15
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 28
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco-Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52
COLORADO	
Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30
CONNECTICUT	
Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	57, *63
Stamford-Norwalk	27
Waterbury	53
DELAWARE	
Dover	40
Wilmington	12, 53, *59
DISTRICT OF COLUMBIA	
Washington	4, 5, 7, 9, *20, *26
FLORIDA	
Belle Glade	25
Bradenton	28
Clearwater	32
Daytona Beach	2
De Land	44
Fort Lauderdale	17, 23
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	6, 9, 18, *24
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21
GEORGIA	
Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	16
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	13, *41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Waycross	16
IDAHO	
Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Couer d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 10
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20
ILLINOIS	
Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	49
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22
INDIANA	
Anderson	61
Angola	15
Bedford	39
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	21, *27, 33
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Longansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Richmond	32

	Channel No.
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63
Vincennes	44
Washington	60

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	46
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	29
Oelwein	28
Oskaloosa	52
Ottumwa	15
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	36
Hazard	19
Hopkinsville	20
Lexington	27, 33
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	49
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43
Pikeville	14
Princeton	45
Richmond	60
Somerset	22
Winchester	37

LOUISIANA

Abbeville	42
Alexandria	5, 62
Bastrop	53
Baton Rouge	10, 28, *34, 40
Bogalusa	39
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	51
Houma	30
Jackson	18
Jennings	48
Lafayette	38, 67
Lake Charles	7, *19, 25
Minden	30
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	*2, 4, 6, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 30
Cambridge	22
Cumberland	17
Frederick	62
Hagerstown	52
Salisbury	16

MASSACHUSETTS

Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	40, 46
Greenfield	42
Holyoke (see Springfield)	
Lawrence	38
Lowell	32
New Bedford	28, 34
North Adams	15
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	12
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	5, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	14
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wis.	3, 6, *8, 32, 38
Ely	16
Fairmont	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Willmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	28
Corinth	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Vicksburg	41
West Point	8, 56
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monett	14
Nevada	18
Poplar Bluff	15
Rolla	31
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	20
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Fremont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

NEW MEXICO

Alamagordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK

Albany-Schenectady-Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, 19, *25
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13, *56, 62

	Channel No.
Burlington	63
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46
Elizabeth City	31
Fayetteville	18
Gastonia	48
Goldsboro	34
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	53
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 13, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Gallipolis	18
Hamilton-Middletown	65
Lancaster	28
Lima	35, 41
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	46, 52
Steubenville (see Wheeling, W. Va.)	
Tiffin	47
Toledo	11, 13, *30
Warren	21
Youngstown	27, 33, 73
Zanesville	50

OKLAHOMA

Ada	50
Altus	36
Alva	30
Anadarko	58
Ardmore	55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	12, 15
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	55
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	*7, 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2
La Grande	13
Lebanon	43
McMinnville	46
Medford	4, 5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	28
Salem	3, *18, 24
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 45
Altoona	10, 19, 25
Bethlehem	51
Bradford	48
Butler	43
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 66
Harrisburg	27, 33, 71
Hazleton	63
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	38
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	55, 61
Scranton	16, 22, 73
Sharon	39
State College	*44
Sunbury	65
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND

Providence	10, 12, 16, *22

SOUTH CAROLINA

Aiken	54
Anderson	58
Camden	14
Charleston	2, 5, *13
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	37
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17
Sumter	47
Union	65

SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24
Covington	19
Dyersburg	46
Elizabethton	40
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	9, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 5, 8, 30, 36
Oak Ridge	32
Paris	51
Pulaski	44
Shelbyville	62
Springfield	42
Tullahoma	65
Union City	55

TEXAS

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *30
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco[1]	4, 5
Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20
Corpus Christi	6, 10, *16, 22
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 10, 20, *26
Gainesville	49
Galveston	11, 35, 41, *47
Gonzales	64
Greenville	62
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebbronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	6, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53

[1] These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

	Channel No.
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19
Uvalde	20
Vernon	18
Victoria	19
Waco	11, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	33
Brattleboro	58
Burlington	*16, 22
Montpelier	3, 40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk-Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick-Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick-Richland-Pasco)	31
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 55
Yakima	23, 29, *47

WEST VIRGINIA

Beckley	6, 21
Bluefield	41
Charleston	8, *43, 49
Clarksburg	12, 22
Elkins	40
Fairmont	35
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morgantown	*24

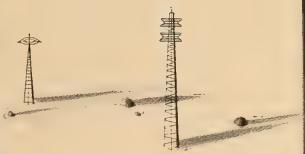


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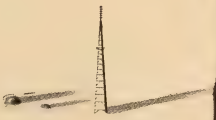
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	Channel No.
Parkersburg	15
Welch	25
Weston	32
Wheeling (also see Wheeling-Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson	17

WISCONSIN

Adams	*58
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 6
Janesville	63
Kenosha	61
La Crosse	8, *32, 38
Madison	3, *21, 27, 33
Manitowoc	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34
Racine	49, 55
Rhinelander	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Wisconsin Rapids	14

WYOMING

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worland	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

HAWAIIAN ISLANDS

Lihue, Kauai	3, *8, 10, 12
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Wailuku, Maui	3, 8, *10, 12
Hilo, Hawaii	2, *4, 7, 9, 11, 13

PUERTO RICO

Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

VIRGIN ISLANDS

Christiansted	8
Charlotte Amalie	10, 12

3.607. **Availability of channels.** (a) Subject to the provisions of subparagraph (b) herein, applications may be filed to construct television broadcast stations only on the channels assigned in the Table of Assignments and only in the communities listed therein. Applications which fail to comply with this requirement, whether or not accompanied by a petition to amend the Table, will not be accepted for filing.

(b) A channel assigned to a community listed in the Table of Assignments is available upon application in any unlisted community which is located within 15 miles of the listed community. Where channels are assigned to two or more communities listed in combination in the Table, such channels are also available to any unlisted communities which are located within 15 miles of any of such listed communities. The distance between such listed and unlisted communities shall be determined by the distance between the respective coordinates thereof as set forth in the publication of the United States Department of Commerce entitled "Air Line Distances Between Cities in the United States."[2] If said publication does note contain the coordinates of either or both communities, the coordinates of the main post office in either or both of such communities shall be used. The method to be followed in making the measurements is set forth in Section 3.611 of this Subpart.

3.608. **International agreements.** Authorizations issued by the Commission for television broadcast facilities will be subject to the provisions of any agreements entered into by the United States with Canada and Mexico concerning television assignments and authorizations.[3] Where, pursuant to such an agreement, timely objection is received from the foreign country involved to an authorization granted by the Commission, the Commission may, on its own motion, set aside such authorization pending consideration of such objection. Upon receipt of such objection, the Commission will notify the person to whom such authorization has been issued.

3.609. **Changes in Table of Assignments.** Except as provided below, the Table of Assignments (Section 3.606) and the rules relating to separations as set forth in Section 3.610 of this Subpart, shall not be subject to amendment on petition within the one year period following the effective date of these Rules. Petitions to amend the Table of Assignments will be eligible for consideration during said period under the following circumstances, provided that the requests therein comply with the minimum assignment separations set forth in Section 3.610 of this Subpart and that the petitions do not request any deletions or substitutes of channels in any community listed in the Table:

(a) Where the petitioner seeks the assignment of a channel to a community which is not listed in the Table and which is not located within 15 miles of a listed community.

(b) Where the petitioner seeks the assignment of a noncommercial educational channel to a community listed in the Table and to which such a channel has not been assigned.

(c) Where the petitioner seeks the assignment of a channel other than a noncommercial educational channel to a community listed in the Table and to which such a channel has not been assigned.

3.610. **Separations.** The following provisions relate to assignment separations and station separations. Petitions to amend the Table of Assignments (other than those also expressly requesting amendment of this subparagraph) will be dismissed and all applications for new television broadcast stations or for changes in the transmitter sites of existing stations will not be accepted for filing if they fail to comply with the requirements specified in the following subparagraphs.[4]

(a) Minimum co-channel assignment and station separations:

(1) Zone	Channels 2-13	Channels 14-83
I	170 miles	155 miles
II	190 miles	175 miles
III	220 miles	205 miles

(i) Zone I consists of that portion of the United States located within the confines of the following lines drawn on the United States Albers Equal Area Projection Map (based on standard parallels 29½° and 45½°; North American datum): Beginning at the most easterly point on the state boundary line between North Carolina and Virginia; thence in a straight line to a point at the junction of the Ohio, Kentucky and West Virginia State boundary line; thence westerly along the the southern boundary lines of the States of Ohio, Indiana and Illinois to a point at the junction of the Illinois, Kentucky and Missouri State boundary lines; thence northerly along the western boundary line of the State of Illinois to a point at the junction of the Illinois, Iowa, and Wisconsin State boundary lines; thence easterly along the northern state boundary line of Illinois to the 90th meridian; thence north along this meridian to the 43.5° parallel; thence east along this parallel to the 71st meridian; thence in a straight line to the intersection of the 69th meridian and the 45th parallel; thence east along the 45th parallel to the Atlantic Ocean. When any of the above lines pass through a city, the city shall be considered to be located in Zone I. (See Appendix A, Figure 1.)

(ii) Zone II consists of that portion of the United States which is not located in either Zone I or Zone III, and Puerto Rico, Alaska, Hawaiian Islands and the Virgin Islands.

(iii) Zone III consists of that portion of the United States located south of a line, drawn on the United States Albers Equal Area Projection Map, (based on standard parallels 29½° and 45½°; North American datum), beginning at a point on the east coast of Georgia and the 31st parallel and ending at the United States-Mexican border, consisting of arcs drawn with a 150 mile radius to the north from the following specified points.

	North Latitude	West Longitude
a)	29°40′	83°24′
b)	30°07′	84°12′
c)	30°31′	86°30′
d)	30°48′	87°58′30″
e)	30°23′	90°12′
f)	30°04′30″	93°19′
g)	29°46′	95°05′
h)	28°43′	96°39′30″
i)	27°52′30″	97°32′

When any of the above arcs pass through a city, the city shall be considered to be located in Zone II. (See Appendix A, Figure 2.)

(2) The minimum co-channel mileage separation between a station in one zone and a station in another zone shall be that of the zone requiring the lower separation.

(b) Minimum assignment and station adjacent channel[5] separations applicable to all Zones:

(1) Channels 2-13	Channels 14-83
60 miles	55 miles

(2) Due to the frequency sapcing which exists between Channels 4 and 5, between Channels 6 and 7, and between Channels 13 and 14, the minimum adjacent channel separations specified above shall not be applicable to these pairs of channels. (See Section 3.603.)

(c) In addition to the foregoing, the following minimum assignment and station separations between stations on Channels 14-83, inclusive, must be met in either rulemaking proceedings looking toward the amendment of the Table of Assignments or in licensing proceedings. No channel listed in column (1) will be assigned to any city, and no application for an authorization to operate on such a channel will be granted unless the mileage separations indicated at the top of columns (2)-(7), inclusive, are met with respect to each of the channels listed in these columns and parallel with the channel in column (1).[5]

[2] This publication may be purchased from the Government Printing Office, Washington, D. C.

[3] These agreements when formalized, will be published as part of these rules.

[4] Licensees and permittees of television broadcast stations which were operating on April 14,1952 pursuant to one or more separations below those set forth in Section 3.610 may continue to so operate, but in no event may they further reduce the separations below the minimum. As the existing separations of such stations are increased, the new separations will become the required minimum separations until separations are reached which comply with the requirements of Section 3.610. Thereafter, the provisions of said Section shall be applicable.

[5] The parenthetical reference beneath the mileage figures in columns 2 to 7, inclusive, indicate, in abbreviated form, the bases for the required mileage separations. For a discussion of these bases, see the "Sixth Report and Order" of the Commission (FCC 52-294). The hyphenated numbers listed in column (3) are both inclusive.

(1) Channel	(2) 20 miles (I.F. beat)	(3) 20 miles (Intermod-ulation)	(4) 55 miles (Adjacent channel)	(5) 60 miles (Oscil-lator)	(6) 60 miles (Sound image)	(7) 75 miles (Picture image)
14	22	16-19	15	21	28	29
15	23	17-20	14,16	22	29	30
16	24	14,18-21	15,17	23	30	31
17	25	14-15,19-22	16,18	24	31	32
18	26	14-16,20-23	17,19	25	32	33
19	27	14-17,21-24	18,20	26	33	34
20	28	15-18,22-25	19,21	27	34	35
21	29	16-19,23-26	20,22	28,14	35	36
22	30,14	17-20,24-27	21,23	29,15	36	37
23	31,15	18-21,25-28	22,24	30,16	37	38
24	32,16	19-22,26-29	23,25	31,17	38	39
25	33,17	20-23,27-30	24,26	32,18	39	40
26	34,18	21-24,28-31	25,27	33,19	40	41
27	35,19	22-25,29-32	26,28	34,20	41	42
28	36,20	23-26,30-33	27,29	35,21	42,14	43
29	37,21	24-27,31-34	28,30	36,22	43,15	44,14
30	38,22	25-28,32-35	29,31	37,23	44,16	45,15
31	39,23	26-29,33-36	30,32	38,24	45,17	46,16
32	40,24	27-30,34-37	31,33	39,25	46,18	47,17
33	41,25	28-31,35-38	32,34	40,26	47,19	48,18
34	42,26	29-32,36-39	33,35	41,27	48,20	49,19
35	43,27	30-33,37-40	34,36	42,28	49,21	50,20
36	44,28	31-34,38-41	35,37	43,29	50,22	51,21
37	45,29	32-35,39-42	36,38	44,30	51,23	52,22
38	46,30	33-36,40-43	37,39	45,31	52,24	53,23
39	47,31	34-37,41-44	38,40	46,32	53,25	54,24
40	48,32	35-38,42-45	39,41	47,33	54,26	55,25
41	49,33	36-39,43-46	40,42	48,34	55,27	56,26
42	50,34	37-40,44-47	41,43	49,35	56,28	57,27
43	51,35	38-41,45-48	42,44	50,36	57,29	58,28
44	52,36	39-42,46-49	43,45	51,37	58,30	59,29
45	53,37	40-43,47-50	44,46	52,38	59,31	60,30
46	54,38	41-44,48-51	45,47	53,39	60,32	61,31
47	55,39	42-45,49-52	46,48	54,40	61,33	62,32
48	56,40	43-46,50-53	47,49	55,41	62,34	63,33
49	57,41	44-47,51-54	48,50	56,42	63,35	64,34
50	58,42	45-48,52-55	49,51	57,43	64,36	65,35
51	59,43	46-49,53-56	50,52	58,44	65,37	66,36
52	60,44	47-50,54-57	51,53	59,45	66,38	67,37
53	61,45	48-51,55-58	52,54	60,46	67,39	68,38
54	62,46	49-52,56-59	53,55	61,47	68,40	69,39
55	63,47	50-53,57-60	54,56	62,48	69,41	70,40
56	64,48	51-54,58-61	55,57	63,49	70,42	71,41
57	65,49	52-55,59-62	56,58	64,50	71,43	72,42
58	66,50	53-56,60-63	57,59	65,51	72,44	73,43
59	67,51	54-57,61-64	58,60	66,52	73,45	74,44
60	68,52	55-58,62-65	59,61	67,53	74,46	75,45
61	69,53	56-59,63-66	60,62	68,54	75,47	76,46
62	70,54	57-60,64-67	61,63	69,55	76,48	77,47
63	71,55	58-61,65-68	62,64	70,56	77,49	78,48
64	72,56	59-62,66-69	63,65	71,57	78,50	79,49
65	73,57	60-63,67-70	64,66	72,58	79,51	80,50
66	74,58	61-64,68-71	65,67	73,59	80,52	81,51
67	75,59	62-65,69-72	66,68	74,60	81,53	82,52
68	76,60	63-66,70-73	67,69	75,61	82,54	83,53
69	77,61	64-67,71-74	68,70	76,62	83,55	54
70	78,62	65-68,72-75	69,71	77,63	56	55
71	79,63	66-69,73-76	70,72	78,64	57	56
72	80,64	67-70,74-77	71,73	79,65	58	57
73	81,65	68-71,75-78	72,74	80,66	59	58
74	82,66	69-72,76-79	73,75	81,67	60	59
75	83,67	70-73,77-80	74,76	82,68	61	60
76	68	71-74,78-81	75,77	83,69	62	61
77	69	72-75,79-82	76,78	70	63	62
78	70	73-76,80-83	77,79	71	64	63
79	71	74-77,81-83	78,80	72	65	64
80	72	75-78,82-83	79,81	73	66	65
81	73	76-79,83	80,82	74	67	66
82	74	77-80	81,83	75	68	67
83	75	78-81	82	76	69	68

3.611 **Reference points and distance computations.** (a) In considering petitions to amend the Table of Assignments, the following reference points shall be used by the commission in determining assignment separations between communities:

(1) Where transmitter sites for the pertinent channels have been authorized in communities involved in a petition to amend the Table of Assignments, separations between such communities shall be determined by the distance between the coordinates of the authorized transmitter sites in the respective communities as set forth in the Commission's authorizations therefor.

(2) Where an authorized transmitter site is available for use as a reference point in one community but not in the other for the pertinent channels, separations shall be determined by the distance between the coordinates of the transmitter site as set forth in the Commission's authorization therefor and the coordinates of the other community as set forth in the publication of the United States Department of Commerce entitled "Air Line Distances Between Cities in the United States." If said publication does not contain the coordinates for said other community, the coordinates of the main post office thereof shall be used.

(3) Where no authorized transmitter sites are available for use as reference points in both communities for the pertinent channels, the distance between the two communities listed in the above publication shall be used. If said publication does not contain such distance, the separation between the two communities shall be determined by the distance between the coordinates thereof as set forth in said publication. Where such coordinates are not contained in said publication, the coordinates of the main post offices of said communities shall be used.

(b) Station separations in licensing proceedings shall be determined by the distance between the coordinates of the proposed transmitter site in one community and

(1) The coordinates of an authorized transmitter site for the pertinent channel in the other community; or, where such transmitter site is not available for use as a reference point,

(2) The coordinates of the other community as set forth in the above-described publication of the United States Department of Commerce; or, if not contained therein,

(3) The coordinates of the main post office of such other community.

(4) In addition, where there are pending applications in other communities which, if granted, would have to be considered in determining station separations, the coordinates of the transmitter sites proposed in such applications must be used to determine whether the requirements with respect to minimum separations between the proposed stations in the respective cities have been met.

(c) In measuring assignment and station separations involving cities listed in the Table, in combination, where there is no authorized transmitter site in any of the combination cities on the channel involved, separation measurements shall be made from the reference point which will result in the lowest separation.

(d) The distance between reference points is considered to be the length of the hypotenuse of a right triangle, one side of which is the difference in latitude of the reference points and the other side the difference in longitude of the two reference points, and shall be computed as follows:[6]

(1) Determine the difference in latitude and the difference in longitude between the two reference points. Convert these two differences into degrees and decimal parts of a degree in accordance with Appendix B, Table I.

(2) Determine the middle latitude of the two reference points to the nearest second of latitude (average the latitudes of the two points).

(3) Multiply the difference in latitude by the number of miles per degree of latitude difference obtained from Table II of Appendix B for the appropriate middle latitude (interpolate linearly).[7] [8] This determines the North-South distance in statute miles.

(4) Multiply the difference in longitude by the number of miles per degree of longitude difference obtained from Table III of Appendix B, for the appropriate middle latitude (interpolate linearly). This determines the East-West distance in statute miles.

(5) Determine the distance between the two reference points by the square root of the sum of the squares of the distances obtained in (3) and (4) above, i.e.

$$D = (L_n^2 + L_o^2)^{\frac{1}{2}}$$

Where: D = Distance in statute miles

L_n = North-South distance in miles from (3) above

L_o = East-West distance in miles from (4) above

In computing the above, sufficient decimal figures shall be used to determine the distance to the nearest mile.

3.612. **Protection from interference.** Permittees and licensees of television broadcast stations are not protected from any interference which may be caused by the grant of a new station or of authority to modify the facilities of an existing station in accordance with the provisions of the Subpart. The nature and extent of the protection from interference accorded to television broadcast stations is limited solely to the protection which results from the minimum assignment and station separation requirements and the rules with respect to maximum powers and antenna heights set forth in this Subpart.[9]

3.613. **Main studio location.** (a) The main studio of a television broadcast station shall be located in the principal community to be served.

(b) In cases where a showing is made that, due to the existence of unusual circumstances, compliance with the provisions of the above subparagraph will result in severe and undue hardship, the Commission will give consideration to the use of a main studio location other than that specified above. The licensee or permittee of a television broadcast station shall not move his main studio outside the borders of the community in which it is located without first securing a modification of construction permit or license. Such licensee or permittee shall notify the Commission promptly of any change in the location of the main studio within the community.

3.614 **Power and antenna height requirements.** (a) **Minimum requirements**—Applications filed for television broadcast stations in cities in the population groupings set forth below will not be accepted for filing if they fail to comply with the following requirements as to power at the specified antenna heights above average terrain:

Population of City
(Excludes adjacent areas)
(1950 Census)
1,000,000 and above
250,000-1,000,000
50,000- 250,000
Under 50,000
Minimum effective radiated

[6] This method is appropriate for determining distances up to 220 miles, and for such distances will normally be more accurate than by using spherical trigonometry without correction for the spheroidal shape of the earth. However, its accuracy deteriorates rapidly at distances beyond 300 miles and this method should not be used to compute greater distances.

[7] Tables II and III of Appendix B were computed from Clarke's Reference Spheroid of 1866. In the interest of clarity, the first two digits in the mileage tabulation in Table III have been omitted. The approriate numbers before the decimal point are obtained in the tabulation at the point where the second digit changes by one unit.

[8] In determining necessary distance computations for the Territories, the appropriate mileage per degree may be obtained by linear interpolation of the data given on pages 122 and 123 of the tables in publication H.O. No. 9 (Bowditch-American Practical Navigator—1943 Edition) of the U.S. Navy Dept., Hydrographic Office. This publication may be purchased from the Government Printing Office, Washington, D. C.

[9] The nature and extent of the protection from interference accorded to television broadcast stations which were authorized prior to April 14, 1952, and which were operating on said date is limited not only as specified above but is further limited by any smaller separations existing between such stations on said date. Where, as a result of the adoption of the Table of Assignments, or of changes in transmitter sites made by such stations after said date, separations smaller than the required minimum are increased but still remain lower than the required minimum, protection accorded such stations will be limited to the new separations.

power in db above one kilowatt (dbk) for the antenna height shown

17 dbk (50 kw)/500 ft. antenna
10 dbk (10 kw)/500 ft. antenna
3 dbk (2 kw)/500 ft. antenna
0 dbk (1 kw)/300 ft. antenna

No minimum antenna height is specified. Where antenna heights differ from those listed above, the Grade A field intensity coverage shall not be less than that resulting from the use of the minimum powers with the antenna heights shown above. Equivalent coverage shall be based on the chart designated as Appendix C, Figure 1; however, the effective radiated power may not exceed the figures specified in subparagraph (b) below. In no event shall less than 0 dbk effective radiated power be authorized for any station.

(b) **Maximum power**—Except as provided in subparagraph (1) below, the maximum effective radiated powers of television broadcast stations operating on the channels set forth below with antenna heights not in excess of 2,000 feet above average terrain shall be as follows:

Channel Nos.	Maximum Effective Radiated Power in db above one kilowatt (dbk)
2-6	20 dbk (100 kw)
7-13	25 dbk (316 kw)
14-83	30 dbk (1000 kw)

(1) In Zone I, on Channels 2-13 inclusive, the maximum powers specified above for these channels may be used only with antenna heights not in excess of 1000 feet above average terrain. Where antenna heights exceeding 1000 feet above average terrain are used on Channels 2-13, or antenna heights exceeding 2000 feet above average terrain are used on Channels 14-83, the maximum power shall be based on the chart designated as Appendix C, Figure 2a.

(2) In Zones II and III, the maximum powers which may be used by television broadcast stations operating on the respective channels set forth in the above table with antenna heights exceeding 2000 feet above average terrain shall be based on the chart designated as Appendix C, Figure 2b.

Applications and Authorizations

3.621. **Noncommercial educational stations.** In addition to the other provisions of this Subpart, the following shall be applicable to noncommercial educational television broadcast stations:

(a) Except as provided in subparagraph (c) below, noncommercial educational broadcast stations will be licensed only to nonprofit educational organizations upon a showing that the proposed stations will be used primarily to serve the educational needs of the community; for the advancement of educational programs, and to furnish a nonprofit and noncommercial television broadcast service.

(1) In determining the eligibility of publicly supported educational organizations, the accreditation of their respective state departments of education shall be taken into consideration.

(2) In determining the eligibility of privately controlled educational organizations, the accreditation of state departments of education or recognized regional and national educational accrediting organizations shall be taken into consideration.

(b) Where a municipality or other political subdivision has no independently constituted educational organization such as, for example, a board of education having autonomy with respect to carrying out the municipality's educational program, such municipality shall be eligible for a noncommercial educational television broadcast station. In such circumstances, a full and detailed showing must be made that a grant of the application will be consistent with the intent and purpose of the Commission's Rules relating to such stations.

(c) Noncommercial educational television broadcast stations may transmit educational, cultural and entertainment programs, and programs designed for use by schools and school systems in connection with regular school courses, as well as routine and administrative material pertaining thereto.

(d) An educational station may not broadcast programs for which a consideration is received, except programs produced by or at the expense of or furnished by others than the licensee for which no other consideration than the furnishing of the program is received by the licensee. The payment of line charges by another station or network shall not be considered as being prohibited by this subparagraph.

(e) To the extent applicable to programs broadcast by a noncommercial educational station produced by or at the expense of or furnished by others than the licensee of said station, the provisions of Section 3.654 relating to announcements regarding sponsored programs shall be applicable, except that no announcements (visual or aural) promoting the sale of a product or service shall be transmitted in connection with any program; provided, however, that where a sponsor's name or product appears on the visual image during the course of a simultaneous or rebroadcast program either on the backdrop or in similar form, the portions of the program showing such information need not be deleted.

3.622. **Applications for television stations.** Applications for new stations or for modification of existing authorizations shall be filed on FCC Form 301; for licenses, on FCC Form 302; for renewal of licenses, on FCC Form 303. Separate applications shall be filed by each applicant for the voluntary sharing of television channels. Such applications shall be accompanied by copies of the time-sharing agreements under which the applicants propose to operate.

3.623. **Full disclosures.** Applications shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed thereby.

3.624. **Repetitious applications.** (a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new television broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

3.625. **Installation of apparatus.** Applications for construction permits or modification thereof involving the installation of new transmitting apparatus should be filed at least 60 days prior to the contemplated installation.

3.626. **Period of construction.** Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of 6 months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

3.627. **Forfeiture of construction permits; extension of time.** (a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) An application (FCC Form No. 701) for extension of time within which to construct a station shall be filed at least 30 days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases, such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than 30 days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

(c) If a construction permit has been allowed to expire for any reason, application may be made for a new permit on FCC Form 321, "Application for Construction Permit to Replace Expired Permit."

3.628. **Equipment tests.** (a) During the process of construction of a television broadcast station, the permittee, after notifying the Commission and Engineer in Charge of the radio district in which the station is located may, without further authority of the Commission, conduct equipment tests for the purpose of such adjustments and measurements as may be necessary to assure compliance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations.

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date for the beginning of equipment tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Equipment tests may be continued so long as the construction permit shall remain valid.

(d) Inspection of a station will ordinarily be required during the equipment test period and before the commencement of program tests. After construction and after adjustments and measurements have been completed to show compliance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations, the permittee should notify the Engineer in Charge of the radio district in which the station is located that it is ready for inspection.

(e) The authorization for tests embodied in this section shall not be construed as constituting a license to operate but as a necessary part of the construction.

3.629. **Program tests.** (a) Upon completion of construction of a television broadcast station in accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations, and when an application for station license has been filed showing the station to be in satisfactory operating condition,[10] the permittee may request authority to conduct program tests: **Provided,** That such request shall be filed with the Commission at least ten (10) days prior to the date on which it is desired to begin such operation and that the Engineer in Charge of the radio district in which the station is located is notified.

(b) Program tests shall not commence until specific Commission authority is received. The Commission reserves the right to change the date of the beginning of such tests or to suspend or revoke the authority for program tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Unless sooner suspended or revoked, the program test authority continues valid during Commission consideration of the application for license and during this period further extension of the construction permit is not required. Program test authority shall be automatically terminated by final determination upon the application for station license.

(d) All operation under program test authority shall be in strict compliance with the rules governing television broadcast stations and in strict accordance with representations made in the application for license pursuant to which the tests were authorized.

(e) The granting of program test authority shall not be con-

[10] All data necessary to show compliance with the terms and conditions of the construction permit must be filed with the license application.

strued as approval by the Commission of the application for station license.

3.630. **Normal license period.** (a) All television broadcast station licenses will be issued for a normal license period of one year. Licenses will be issued to expire at the hour of 3:00 a.m., eastern standard time, in accordance with the following schedule and at one year intervals thereafter.[11]

(1) For stations located in Delaware, Pennsylvania, Tennessee, Kentucky, Indiana and Texas, August 1, 1951.

(2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, Ohio, Michigan, Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1951.

(3) For stations located in North Carolina, South Carolina, Illinois, Wisconsin and California, December 1, 1951.

(4) For stations located in Florida, Puerto Rico, Virgin Islands, Iowa, Missouri, Washington, Oregon, Alaska and Hawaii, February 1, 1952.

(5) For stations located in Alabama, Georgia, Minnesota, North Dakota, South Dakota, Montana, Colorado, Connecticut, Maine, Massachusets, New Hampshire, Rhode Island and Vermont, April 1, 1952.

(6) For stations located in Arkansas, Louisiana, Mississippi, Kansas, Oklahoma, Nebraska, New Jersey and New York, June 1, 1952.

3.631. **Renewal of license.** (a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 90 days prior to the expiration date of the license sought to be renewed (FCC Form No. 303). No application for renewal of a television broadcast station will be considered unless there is on file with the Commission the information currently required by SS 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of a television station license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

[11] Renewals of licenses will be granted for the period specified in the rule: **Provided, however,** That if as a result of the transition from the present schedule to the proposed schedule the period for which a license is renewed is 4 months or less, the licensee may within 30 days of the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next renewal of license which shall consist of (1) a request that its license be renewed and (2) a statement that no substantial changes have been made in its operations or in its plans for future operations since its last renewal application; or if changes have been made or proposed, a statement specifying such changes. Upon review of such statement, the Commission may grant a renewal of license for the full period provided for in the rule; or, if the Commission requires additional information, it may require the filing of renewal application (FCC Form 303).

3.632. **Temporary extension of station licenses.** Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing television license, the Commission may, in its discretion, grant a temporary extension of such license: **Provided, however,** That no such temporary extension shall be construed as a finding by the Commission that the operation of any television station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: **And provided further,** That such temporary extension of license will in nowise affect or limit the action of the Commission with respect to any pending application or proceeding.

3.633. **License, simultaneous modification and renewal.** When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license), the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

3.634. **Assignment or transfer of control**—(a) **Voluntary.** Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control) or FCC Form No. 316 (Short Form) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) **Pro forma.** Assignment or transfer application shall be filed on FCC Form 316 where:

(1) There is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;

(2) There is an assignment from a corporation to its individual stock-holders without effecting any substantial change in the disposition of their interests.

(3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;

(4) There is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;

(5) There is an involuntary transfer to an Executive, Administrator or other court appointed officer caused by death or legal disability, except that this form does not cover assignments (or transfers) from the Executor, Administrator or other court appointed officers to the ultimate beneficiary;

(6) There is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests;

(7) There is an assignment of less than a controlling interest in a partnership.

(c) **Involuntary.** In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) The Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) Within thirty days after the occurrence of such death or legal disability, application on FCC Form No. 316 shall be filed for consent to involuntary transfer of control of such corporation to a person or entity qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

3.635. **Use of common antenna site.** No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees; and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

3.636. **Multiple ownership.** (a) No person (including all persons under common control) [12] shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; **Provided however,** That the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

(c) Subparagraphs (a) and (b) are not applicable to noncommercial educational stations.

[12] The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

3.637. **Alternate main transmitters.** The licensee of a television broadcast station may be licensed for alternate main transmitters provided that a technical need for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) Both transmitters shall have the same power rating.

(c) Both transmitters shall meet the construction, installation, operation and performance requirements of this Subpart.

3.638. **Auxiliary transmitter.** Upon showing that a need exists for the use of auxiliary transmitters in addition to the regular transmitters of a television station, a license therefor may be issued: **Provided, That:**

(a) Auxiliary transmitters may be installed either at the same location as the main transmitters or at another location.

(b) A licensed operator shall be in control whenever auxiliary transmitters are placed in operation.

(c) The auxiliary transmitters shall be maintained so that they may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitters.

(2) The transmission of regular programs during maintenance or modification [13] work on the main transmitters necessitating discontinuance of their operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitters shall be tested at least once each week to determine that they are in proper operating condition and that they are adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operation under paragraph (c).

(e) The auxiliary transmitters shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by the regulations in this Subpart.

(f) The operating power of an auxiliary transmitter may be less than the authorized power of the main transmitters, but in no event shall it be greater than such power.

3.639. **Changes in equipment and antenna system.** Licensees of television broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(a) No changes in equipment shall be made:

[13] This includes the equipment changes which may be made without authority as set forth elsewhere in the rules and regulations or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request therefor shall be in accordance with Section 1.324 of the Commission's Rules.

(1) That would result in the emission of signals outside of the authorized channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed in this Subpart.

(b) Specific authority upon filing formal application therefor (FCC Form No. 301 or such other form as is provided therefor), is required for any of the following changes:

(1) Changes involving an increase or decrease in the power rating of the transmitters.

(2) A replacement of the transmitters as a whole.

(3) Change in the location of the transmitting antenna.

(4) Change in antenna system, including transmission line.

(5) Change in the power delivered to the antenna.

(6) Change in frequency control and/or modulation system.

(c) Other changes, except as above provided for in this section or in the provisions of this Subpart, may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof and such changes shall be shown in the next application for renewal of license.

3.640. **Administrative changes in authorizations.** In the issuance of television broadcast station authorizations, the Commission will specify the transmitter power output and effective radiated power, when calculated to the figures in the ranges shown in Column (1) below, to the accuracy indicated by the corresponding figure in Column (2) below. Power in decibels will be specified to the nearest 0.1 dbk and antenna heights above average terrain will be specified to the nearest 10 feet. Midway figures will be authorized in the lower alternative.

Column 1	Column 2
0.1— 0.3 kw	0.005 kw
0.3— 1.0 kw	0.01 kw
1.0— 3.0 kw	0.05 kw
3 — 10.0 kw	0.1 kw
10 — 30.0 kw	0.5 kw
30 — 100.0 kw	1.0 kw
100 — 300.0 kw	5.0 kw
300 —1000.0 kw	10.0 kw

General Operating Requirements

3.651. Time of operation. (a) All television broadcast stations will be licensed for unlimited time operation. Each such station shall maintain a regular program operating schedule as follows: not less than two hours daily in any five broadcast days per week and not less than a total of twelve hours per week during the first eighteen months of the station's operation; not less than two hours daily in any five broadcast days per week and not less than a total of sixteen hours, twenty hours and twenty-four hours per week for each successive six month period of operation, respectively; and not less than two hours in each of the seven days of the week and not less than a total of twenty-eight hours per week thereafter. "Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentations, shall not be considered in computing periods of program service. If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency ceass and operation is resumed.

(b) Noncommercial educational television broadcast stations are not required to operate on a regular schedule and no minimum number of hours of operation is specified; but the hours of actual operation during a license period shall be taken into consideration in considering the renewal of non-commercial educational television broadcast licenses.

(c)(1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

(i) For actual tests of station equipment or actual experimentation in accordance with Section 3.666; and

(ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs. In such situations the aural transmitter may be used to advise the audience of difficulties and to transmit for a short period program material of such nature that the audience will be enabled to remain tuned to the station; for example, music or news accompanying a test pattern or other visual presentation.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmission shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other: **Provided,** That nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

(i) To accompany aural announcements of the station's program schedule and aural news broadcasts or news commentaries, for a total period not to exceed one hour in any broadcast day.

(ii) To accompany aural transmissions for a period of time not to exceed fifteen minutes immediately prior to the commencement of a programming schedule.

Examples: (1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e., a "simulcast") is consistent with this paragraph.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this paragraph, except for the specific purposes and periods specified in paragraph (b)(2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the same program having a substantial relationship to each other, within the meaning of paragraph (b) (2). Mood music unrelated to the visual transmission is not consistent with this paragraph.

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers, or receiving antennas is not consistent with this paragraph.

(5) Music accompanying the transmission of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this paragraph.

(6) Music accompanying the transmission of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this paragraph.

3.652. **Station identification.** (a) A licensee of a television broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases, the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

3.653. **Mechanical reproductions.** (a) Each program which consists in whole or in part of one or more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper.

(b) The exact form of identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood. The licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

3.654. **Sponsored programs, announcement.** (a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any television broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any films, records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such films, records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: **Provided, however,** That only one such announcement need be made in the case of any such program of 5 minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in paragraph (b) of this section are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in paragraph (b) of this section are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the television broadcast stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product shall be deemed sufficient for the purposes of this section

and only one such announcement need be made at any time during the course of the program.

3.655. **Rebroadcast.** (a) The term "rebroadcast" as used below means reception by radio of the program [14] of a television broadcast station, and the simultaneous or subsequent retransmission of such programs by a broadcast station. The broadcasting of a program relayed by an auxiliary broadcast station licensed to the television broadcast station is not considered a rebroadcast.

(b) The licensee of a television broadcast station may, without further authority of the Commission, rebroadcast the program of a United States television broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.[15]

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in paragraph (b) of this section without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.[16]

3.656. **Lotteries and give-away programs.**[17] (a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a television broadcast station, will not be granted where the applicant proposes to follow or continue to follow policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See 18 U.S.C. sec. 1304.)

(b) The determination whether a particular program comes within the provisions of paragraph (a) of this section depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of paragraph (a) of this section if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

(1) Such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) Such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the television station on a previous program will be considered as an aid in answering the question correctly; or

(4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

3.657. **Broadcasts by candidates for public office**—(a) **Legally qualified candidate.** A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who:

(1) Has qualified for a place on the ballot, or

(2) Is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

(b) **General requirements.** No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities: **Provided,** That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) **Rates and practices.** The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to the regulations in this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) **Inspection of records.** Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

3.658. **Affiliation agreements.**—(a) **Exclusive affiliation of station.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization [18] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

(b) **Territorial exclusivity.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its area upon the programs of the network organization.

(c) **Term of affiliation.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than 2 years: **Provided,** That a contract, arrangement, or understanding for a period up to 2 years may be entered into within 6 months prior to the commencement of such period.

(d) **Option time.** No license shall be granted to a television broadcast station which options [19] for network programs any time subject to call on less than 56 days' notice, or more time than a total of 3 hours [20] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m.[21] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

(e) **Right to reject programs.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b) with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

(f) **Network ownership of stations.** No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control [22] of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

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[14] As used in this section, program includes any complete program or part thereof.

[15] The notice and certification of consent shall be given within 3 days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a television broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

[16] By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, Section 3.655(c) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U.S. Government radio stations.

[17] The Commission on September 21, 1949, adopted an order which read in part as follows:

It is ordered, That, effective immediately, the effective date of Sections 3.192, 3.292 and 3.692 [now Section 3.656] of the Commission's rules is hereby postponed until a date to be fixed by further order, which shall be at least thirty days after a final decision by the Supreme Court of the United States, or thirty days after the time within which an appeal to the Supreme Court may be taken has expired without such an appeal being taken, in pending litigation with respect to these rules.

[18] The term "network organization" as used herein includes national and regional network organizations. See ch. VII, J. of Report on Chain Broadcasting.

[19] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[20] All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[21] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

[22] The word "control" as used in this section, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

(g) **Dual network operation.** No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: **Provided,** That this section shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

(h) **Control by networks of station rates.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

3.659. **Special rules relating to contracts providing for reservation of time upon sale of a station.** (a) No license, renewal of license, assignment of license, or transfer of control of a corporate licensee shall be granted or authorized to a television broadcast station which has a contract, arrangement or understanding, express or implied, pursuant to which, as consideration or partial consideration for the assignment of license or transfer of control, the assignor of a station license or the transferor of stock, where transfer of a corporate licensee is involved, or the nominee of such assignor or transferor retains any right of reversion of the license or any right to the reassignment of the license in the future, or reserves the right to use the facilities of the station for any period whatsoever.

(b) In the case of assignment of license or transfer of control of a corporate licensee approved by the Commission before the effective date of this section, February 15, 1949, involving a contract, arrangement or understanding of the type covered by paragraph (a) of this section and the existence and terms of which were fully disclosed to the Commission at the time of execution, the Commission will give consideration to the issuance of a license despite the existence of such contract, arrangement or understanding, if the parties thereto modify such contract within 6 months from the effective date of this section. Such modifications will be considered on the facts of each case but no such modification will be approved unless the modified contract contains at least the following provisions:

(1) A maximum limitation of the time subject to reservation so that no more than 12 hours per week shall be subject to reservation, of which no more than 4 hours shall be on any given day.

(2) A clause providing that the licensee reserves the right to reject or refuse programs which he reasonably believes to be unsatisfactory or unsuitable or for which, in his opinion, a program of outstanding local or national importance should be substituted, but provision may be made for the substitution of other television time for programs so rejected or for the payment at the station card rate for the time made unavailable.

(3) A prohibition against the resale or reassignment of any of the broadcast time reserved by such modified contract.

(4) An express negation of any right with respect to reversion or reassignment of license.

(5) An express provision setting forth a definite expiration date of the contract, arrangement or understanding. Such expiration date shall not extend beyond February 15, 1964, and shall in no event extend beyond the expiration date originally provided for in any such contract, agreement or understanding, in the event that such expiration date is a date prior to February 15, 1964.

(6) An express provision giving to the licensee the right to terminate the contract, arrangement or understanding for substantial cause, including, but not limited to the assignment of license or the transfer of control of a corporate licensee, consistent disagreement over programs between the parties, or the acquisition of a network affiliation by the licensee, upon the payment of a lump sum or periodic payments, and providing that the amount initially fixed shall thereafter decrease as the amount of time reserved is decreased by performance of the contract. Any such payment should not be so unduly large as to constitute in practice an effective deterrent to the licensee exercising the right. In determining whether the amount is unduly large, the Commission will consider the amount by which consideration in return for the transfer of the station was decreased by reason of the reservation of time or the present value of the television time still reserved and unused as of the date of the exercise of the right of termination.

3.660. **Station license, posting of.** The original of each station license shall be posted in the transmitter room.

3.661. **Operator requirements.** One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or FCC Form No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in nowise interfere with the operation ofthe broadcast transmitter.

3.662. **Inspection of tower, lights and associated control equipment.** The licensee or permittee of any television broadcast station which has an antenna structure requiring illumination pursuant to the provisions of Section 303(q) of the Communications Act of 1934, as amended:

(a) (1) Shall make an observation of the tower lights at least once each 24 hours either visually or by observing an automatic and properly maintained indicator designed to register any failure of such lights, to insure that all such lights are functioning properly as required; or alternatively,

(2) Shall provide and properly maintain an automatic alarm system designed to detect any failure of such lights and to provide indication of such failure to the licensee.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or office of Civil Aeronautics Administration any observed or otherwise known failure of a code or rotating beacon light or top light not corrected within thirty minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals not to exceed three months all automatic or mechanical control devices, indicators and alarm systems associated with the tower lighting to insure that such apparatus is functioning properly.

3.663 **Logs; Maintenance of.** The licensee or permittee of each television station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:

(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical reproduction, either visual or aural, is used, the entry shall show the exact nature thereof and the time it is announced as a mechanical reproduction. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor; or that the broadcast is under the auspices of a non-profit educational organization other than the licensee or permittee.

(4) An entry showing, for each program of network origin, the name of the network originating the program.

(b) In the operating log:

(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.

(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:

(i) Operating constants of last radio stage of the aural transmitter (total plate current and plate voltage).

(ii) Transmission line meter readings for both transmitters.

(iii) Frequency monitor readings.

(5) Log of experimental operation during experimental period (if regular operation is maintained during this period, the above logs shall be kept).

(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to describe the operation fully.

(c) Where an antenna and antenna supporting structure(s) is required to be illuminated, the licensee or permittee shall make entries in the radio log as follows:

(1) The time the tower lights are turned on and off each day if manually controlled.

(2) The time the daily check of proper operation of the tower lights was made.

(3) In the event of any observed or otherwise known failure of a tower light:

(i) Nature of such failure.

(ii) Date and time the failure was observed, or otherwise noted.

(iii) Date, time and nature of the adjustments, repairs, or replacements that were made.

(iv) Identification of Airways Communication Station (Civil Aeronautics Administration) notified of the failure of any code or rotating beacon light not corrected within thirty minutes, and the date and time such notice was given.

(v) Date and time notice was given to the Airways Communication Station (Civil Aeronautics Administration) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months:

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices, indicators and alarm systems.

(ii) Any adjustments, replacements, or repairs made to insure compliance with the lighting requirements and the date such adjustments, replacements, or repairs were made.

3.664. (a) **Logs, retention of.** Logs of television broadcast stations shall be retained by the licensee or permittee for a period of two years; **Provided, however,** That logs involving communications incident to a disaster or which include communications incident to or involved in an investigation by the Commission and concerning which the licensee or permittee has been notified, shall be retained by the licensee or permittee until he is specifically authorized in writing by the Commission to destroy them; **Provided Further,** That logs incident to or involved in any claim or complaint of which the licensee or permittee has notice shall be retained by the licensee or permittee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

(b) **Logs, by whom kept.** Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when

going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

(c) **Log form.** The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned are readily available. Key letters or abbreviations may be used if proper meaning or explanation is contained elsewhere in the log.

(d) **Correction of logs.** No log or portion thereof shall be erased, obliterated, or wilfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

(e) **Rough logs.** Rough logs may be transcribed into condensed form, but in such case, the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

3.665. **Station inspection.** The licensee of a television broadcast station shall make the station available for inspection by representatives of the Commission at any reasonable hour.

3.666. **Experimental operation.** Television broadcast stations may (upon informal application) conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of Section 3.651 with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

3.667. **Discontinuance of operation.** The licensee of each station shall notify the Commission in Washington, D. C., and the Engineer in Charge of the radio district where such station is located of permanent discontinuance of operation at least two days before operation is discontinued. The licensee shall, in addition, immediately forward the station license and other instruments of authorization to the Washington, D. C., office of the Commission for cancellation.

Technical Standards

3.681. **Definitions—**

(a) **Amplitude modulation (AM).** A system of modulation in which the envelope of the transmitted wave contains a component similar to the wave form of the signal to be transmitted.

(b) **Antenna height above average terrain.** The average of the antenna heights above the terrain from two to ten miles from the antenna. (In general, a different antenna height will be determined in each direction from the antenna. The average of these various heights is considered as the antenna height above average terrain.)

(c) **Antenna power gain.** The square of the ratio of the root-mean-square free space field intensity produced at one mile in the horizontal plane, in millivolts per meter for one kilowatt antenna input power to 137.6 mv/m. This ratio should be expressed in decibels (db). (If specified for a particular direction, antenna power gain is based on the field strength in that direction only.)

(d) **Aspect ratio.** The numerical ratio of the frame width to frame height, as transmitted.

(e) **Aural transmitter.** The radio equipment for the transmission of the aural signal only.

(f) **Black level.** The amplitude of the modulating signal corresponding to the scanning of a black area in the transmitted picture.

(g) **Center frequency (aural).**

(1) The average frequency of the emitted wave when modulated by a sinusoidal signal.

(2) The frequency of the emitted wave without modulation.

(h) **Color field.** Scanning through the picture area once in the chosen scanning pattern and in each of the primary colors. In the line interlaced scanning pattern of two to one, the scanning of the alternate lines of the picture area once in each of the primary colors.

(i) **Color frame.** Scanning all of the picture area once in each of the primary colors. In the line interlaced scanning pattern of two to one, a color frame consists of two color fields.

(j) **Color transmission.** The transmission of color television signals which can be reproduced with different values of hue, saturation, and luminance.

(k) **Effective radiated power.** The product of the antennae peak input power and the antenna power gain. This product should be expressed in kilowatts and in decibels above one kilowatt (dbk). (If specified for a particular direction, effective radiated power is based on the antenna power gain in that direction only. The licensed effective radiated power is based on the average antenna power gain for each horizontal plane direction.)

(l) **Field.** Scanning through the picture area once in the chosen scanning pattern and in a single color. In the line interlaced scanning pattern of two to one, the scanning of the alternate lines of the picture area once in a single color.

(m) **Frame.** Scanning all of the picture area once in a single color. In the line interlaced scanning pattern of two to one, a frame consists of two fields.

(n) **Free space field intensity.** The field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

(o) **Frequency modulation (FM).** A system of modulation where the instantaneous radio frequency varies in proportion to the instantaneous amplitude of the modulating signal (amplitude of modulating signal to be measured after pre-emphasis, if used) and the instantaneous radio frequency is independent of the frequency of the modulating signal.

(p) **Frequency swing.** The instantaneous departure of the frequency of the emitted wave from the center frequency resulting from modulation.

(q) **Interlaced scanning.** A scanning process in which successively scanned lines are spaced an integral number of line widths, and in which the adjacent lines are scanned during successive cycles of the field frequency.

(r) **Monochrome transmission.** The transmission of television signals which can be reproduced in gradations of a single color only.

(s) **Negative transmission.** Where a decrease in initial light intensity causes an increase in the transmitted power.

(t) **Peak power.** The power over a radio frequency cycle corresponding in amplitude to synchronizing peaks.

(u) **Percentage modulation.** As applied to frequency modulation, the ratio of the actual frequency swing to the frequency swing defined as 100 percent modulation, expressed in percentage. For the aural transmitter of television broadcast stations, a frequency swing of ±25 kilocycles is defined as 100 percent modulation.

(v) **Polarization.** The direction of the electric field as radiated from the transmitting antenna.

(w) **Positive transmission.** Where an increase in initial light intensity causes an increase in the transmitted power.

(x) **Progressive scanning.** A scanning process in which scanning lines trace one dimension substantially parallel to a side of the picture area and in which successively traced lines are adjacent.

(y) **Scanning.** The process of analyzing successively, according to a predetermined method, the light values of picture elements constituting the total picture area.

(z) **Scanning line.** A single continuous narrow strip of the picture area containing highlights, shadows, and halftones, determined by the process of scanning.

(aa) **Standard television signal.** A signal which conforms to the television transmission standards.

(bb) **Synchronization.** The maintenance of one operation in step with another.

(cc) **Television broadcast band.** The frequencies in the band extending from 54 to 890 megacycles which are assignable to television broadcast stations. These frequencies are 54 to 72 megacycles (channels 2 through 4), 76 to 88 megacycles (channels 5 and 6), 174 to 216 megacycles (channels 7 through 13), and 470 to 890 megacycles (channels 14 through 83).

(dd) **Television broadcast station.** A station in the television broadcast band transmitting simultaneous visual and aural signals intended to be received by the general public.

(ee) **Television channel.** A band of frequencies 6 megacycles wide in the television broadcast band and designated either by number or by the extreme lower and upper frequencies.

(ff) **Television transmission standards.** The standards which determine the characteristics of a television signal as radiated by a television broadcast station.

(gg) **Television transmitter.** The radio transmitter or transmitters for the transmission of both visual and aural signals.

(hh) **Vestigial sideband transmission.** A system of transmission wherein one of the generated sidebands is partially attenuated at the transmitter and radiated only in part.

(ii) **Visual frequency.** The frequency of the signal resulting from television scanning.

(jj) **Visual transmitter.** The radio equipment for the transmission of the visual signal only.

(kk) **Visual transmitter power.** The peak power output when transmitting a standard television signal.

3.682 **Transmission standards and changes**

(a) **Transmission standards**

(1) The width of the television broadcast channel shall be six megacycles per second.

(2) The visual carrier shall be located 4.5 megacycles lower in frequency than the aural center frequency.

(3) The aural center frequency shall be located 0.25 megacycles lower than the upper frequency limit of the channel.

(4) The visual transmission amplitude characteristic shall be in accordance with the chart designated as Appendix C, Figure 3.

(5) For monochrome transmission the number of scanning lines per frame shall be 525, interlaced two to one in successive fields. The frame frequency shall be 30, the field frequency 60, and the line frequency 15,750 per second.

(6) For color transmissions the number of scanning lines per frame shall be 405, interlaced two to one in successive fields of the same color. The frame frequency shall be 72, the field frequency 144, the color frame frequency 48, and the line frequency 29,160 per second.

(7) The aspect ratio of the transmitted television picture shall be 4 units horizontally to 3 units vertically.

(8) During active scanning intervals, the scene shall be scanned from left to right horizontally and from top to bottom vertically, at uniform velocities.

(9) A carrier shall be modulated within a single television channel for both picture and synchronizing signals, the two signals comprising different modulation ranges in amplitude, in accordance with the charts designated as Appendix C, Figures 3 and 4.

(10) A decrease in initial light intensity shall cause an increase in radiated power (negative transmission).

(11) The black level shall be represented by a definite carrier level, independent of light and shade in the picture.

(12) The pedestal level (normal black level) shall be transmitted at 75 percent (with a tolerance of plus or minus 2.5

percent) of the peak carrier amplitude.

(13) The level at maximum luminance shall be 15% or less of the peak carrier level.

(14) The signals radiated shall have horizontal polarization.

(15) A radiated power of the aural transmitter not less than 50 percent nor more than 150 percent of the peak radiated power of the video transmitter shall be employed.

(16) Variation of output. The peak-to-peak variation of transmitter output within one frame of video signal due to all causes, including hum, noise, and low-frequency response, measured at both synchronizing peak and pedestal level, shall not exceed 5 percent of the average synchronizing peak signal amplitude.[23]

(17) Black level. The black level should be made as nearly equal to the pedestal as the state of the art will permit. If they are made essentially equal, satisfactory operation will result and improved techniques will later lead to the establishment of the tolerance if necessary.[23]

(18) Brightness characteristics. The transmitter output shall vary in substantially inverse logarithmic relation to the brightness of the subject. No tolerances are set at this time.[23]

(19) The color sequence for color transmission shall be repeated in the order red, blue, green, in successive fields.

(20) The transmitter color characteristics for color transmission shall be such as to reproduce the transmitted colors as correctly as the state of the art will permit on a receiver having the following trichromatic co-efficients, based on the standardized color triangle of the International Commission on Illuminations:

Red	Blue	Green
$x = 0.674$	$x = 0.122$	$x = 0.227$
$y = 0.326$	$y = 0.142$	$y = 0.694$

When equal amplitudes of red blue, and green are transmitted, such a receiver will furnish a white corresponding to illuminant C with the trichromatic co-efficients $x = .310$ and $y = .316$.

(b) **Changes in transmission standards.** The Commission will consider the question whether a proposed change or modification of transmission standards adopted for television would be in the public interest, convenience and necessity, upon petition being filed by the person proposing such change or modification, setting forth the following:

(1) The exact character of the change or modification proposed;

(2) The effect of the proposed change or modification upon all other transmission standards that have been adopted by the Commission for television broadcast stations;

(3) The experimentation and field tests that have been made to show that the proposed change or modification accomplishes an improvement and is technically feasible;

(4) The effect of the proposed change or modification in the adopted standards upon operation and obsolescence of receivers;

(5) The change in equipment required in existing television broadcast station for incorporating the proposed change or modification in the adopted standards; and

(6) The facts and reasons upon which the petitioner bases his conclusion that the proposed change or modification would be in the public interest, convenience, and necessity.

Should a change or modification in the transmission standards be adopted by the Commission, the effective date thereof will be determined in the light of the considerations mentioned in subparagraph (4) above.

3.683 **Field intensity contours.** (a) In the authorization of television broadcast stations, two field intensity contours are considered. These are specified as Grade A and Grade B and indicate the approximate extent of coverage over average terrain in the absence of interference from other television stations. Under actual conditions, the true coverage may vary greatly from these estimates because the terrain over any specific path is expected to be different from the average terrain on which the field strength charts were based. The required field intensities, F(50, 50), in decibels above one microvolt per meter (dbu) for the Grade A and Grade B contours are as follows:[24]

	Grade A	Grade B
Channels 2- 6	68 dbu	47 dbu
Channels 7-13	71 dbu	56 dbu
Channels 14-83	74 dbu	64 dbu

(b) The field intensity contours provided for herein shall be considered for the following purposes only:

(1) In the estimation of coverage resulting from the selection of a particular transmitter site by an applicant for a television station.

(2) In connection with problems of coverage arising out of application of Section 3.636 of the Rules.

(3) In connection with problems of coverage arising out of application of Section 3.658(b) of the Rules.

(4) In determining compliance with Section 3.658(a) of the Rules concerning the minimum field intensity to be provided over the principal community to be served.

3.684 **Prediction of coverage**

(a) All predictions of coverage made pursuant to this paragraph shall be made without regard to interference and shall be made only on the basis of estimated field intensities. The peak power of the visual signal is used in making predictions of coverage.

(b) Predictions of coverage shall be made only for the same purposes as relate to the use of field intensity contours as specified in Section 3.683(b).

(c) In predicting the distance to the field intensity contours, the F (50,50) field intensity charts (Appendix C, Figures 5 and 6) shall be used. If the 50% field intensity is defined as that value exceeded for 50% of the time, these F(50,50) charts give the estimated 50% field intensities exceeded at 50% of the locations in decibels above one microvolt per meter. The charts are based on an effective power of one kilowatt radiated from a half-wave dipole in free space, which produces an unattenuated field strength at one mile of about 103 db above one microvolt per meter (137.6 millivolts per meter). To use the charts for other powers, the sliding scale associated with the charts should be trimmed and used as the ordinate scale. This sliding scale is placed on the charts with the appropriate gradation for power in line with the horizontal 40 db line on the charts. The right edge of the scale is placed in line with the appropriate antenna height gradations, and the charts then become direct reading (in uv/m and in db above 1 uv/m) for this power and antenna height. Where the antenna height is not one of those for which a scale is provided, the signal strength or distance is determined by interpolation between the curves connecting the equidistant points. Dividers may be used in lieu of the sliding scale. In predicting the distance to the Grade A and Grade B field intensity contours, the effective radiated power to be used is that in the horizontal plane in the pertinent direction. In predicting other field intensities over areas not in the horizontal plane, the effective radiated power to be used is the power in the direction of such areas; the appropriate vertical plane radiation pattern must, of course, be considered in determining this power.

(d) The antenna height to be used with these charts is the height of the radiation center of the antenna above the average terrain along the radial in question. In determining the average elevation of the terrain, the elevations between 2 and 10 miles from the antenna site are employed. Profile graphs must be drawn for at least eight radials from the proposed antenna site. These profiles should be prepared for each radial beginning at the antenna site and extending to 10 miles therefrom. Normally, the radials are drawn for each 45° of azimuth; however, where feasible, the radials should be drawn for angles along which roads tend to follow. (The latter method may be helpful in obtaining topographical data where otherwise unavailable, and is particularly useful in connection with mobile field intensity measurements of the station and the correlation of such measurements with predicted field intensities.) In each case, one or more radials must include the principal city or cities to be served, particularly in cases of rugged terrain, even though the city may be more than 10 miles from the antenna site. The profile graph for each radial should be plotted by contour intervals of from 40 to 100 feet and, where the data permits, at least 50 points of elevation (generally uniformly spaced) should be used for each radial. In instances of very rugged terrain where the use of contour intervals of 100 feet would result in several points in a short distance, 200- or 400-foot contour intervals may be used for such distances. On the other hand, where the terrain is uniform or gently sloping the smallest contour interval indicated on the topographic map (see below) should be used, although only relatively few points may be available. The profile graphs should indicate the topography accurately for each radial, and the graphs should be plotted with the distance in miles as the abscissa and the elevation in feet above mean sea level as the ordinate. The profile graphs should indicate the source of the topographical data employed. The graph should also show the elevation of the center of the radiating system. The graph may be plotted either on rectangular coordinate paper on or special paper which shows the curvature of the earth. It is not necessary to take the curvature of the earth into consideration in this procedure, as this factor is taken care of in the charts showing signal intensities. The average elevation of the 8-mile distance between 2 and 10 miles from the antenna site should then be determined from the profile graph for each radial. This may be obtained by averaging a large number of equally spaced points, by using a planimeter, or by obtaining the median elevation (that exceeded for 50 percent of the distance) in sectors and averaging these values.

(e) In instances where it is desired to determine the area in square miles within the Grade A and Grade B field intensity contours, the area may be determined from the coverage map by planimeter or other approximate means; in computing such areas, exclude (i) areas beyond the borders of the United States, and (ii) large bodies of water, such as ocean areas, gulfs, sounds, bays, large lakes, etc., but not rivers.

(f) In cases where the terrain in one or more directions from the antenna site departs widely from the average elevation of the 2 to 10 mile sector, the prediction method may indicate contour distances that are different from what may be expected in practice. For example, a mountain ridge may indicate the practical limit of service although the prediction method may indicate otherwise. In such cases the prediction method should be followed, but a supplemental showing may be made concerning the contour distances as determined by other means. Such supplemental showing should describe the procedure employed and should include sample calculations. Maps of predicted coverage should include both the coverage as predicted by the regular method and as predicted by a supplemental method. When measurements of area are required, these should include the area obtained by the regular prediction method and the area obtained by the supplemental

[23] These items are subject to change but are considered best practice under the present state of the art. They will not be enforced pending a further determination thereof.

[24] It should be realized that the F(50, 50) curves when used for Channels 14-83 are not based on measured data at distances beyond about 30 miles. Theory would indicate that the field intensities for Channels 14-83 should decrease more rapidly with distance beyond the horizon than for Channels 2-6, and modification of the curves for Channels 14-83 may be expected as a result of measurements to be made at a later date. For these reasons, the curves should be used with appreciation of their limitations in estimating levels of field intensity. Further, the actual extent of service will usually be less than indicated by these estimates due to interference from other stations. Because of these factors, the predicted field intensity contours give no assurance of service to any specific percentage of receiver locations within the distances indicated. In licensing proceedings these variations will not be considered.

method. In directions where the terrain is such that special problems may arise, a supplemental showing of expected coverage must be included together with a description of the method used in predicting such coverage. In special cases, the Commission may require additional information as to terrain and coverage.

(g) In the preparation of the profile graphs previously described, the elevations or contour intervals shall be taken from the United States Geological Survey Topographic Quadrangle Maps for all areas for which such maps are available. If such maps are not published for the area in question, the next best topographic information should be used. Topographic data may sometimes be obtained from State and municipal agencies. Data from Sectional Aeronautical Charts (including bench marks) or railroad depot elevations and highway elevations from road maps may be used where no better information is available. In cases where limited topographic data is available, use may be made of an altimeter in a car driven along roads extending generally radially from the transmitter site.

Ordinarily the Commission will not require the submission of topographical maps for areas beyond 15 miles from the antenna site, but the maps must include the principal city or cities to be served. If it appears necessary, additional data may be requested. United States Geological Survey Topographic Quadrangle Maps may be obtained from the Department of the Interior, Geological Survey, Washington, D. C. Sectional Aeronautical Charts are available from the Department of Commerce, Coast and Geodetic Survey, Washington, D. C.

3.685 **Transmitter location and antenna system.** (a) The transmitter location shall be chosen so that, on the basis of the effective radiated power and antenna height above average terrain employed, the following minimum field intensity in decibels above one microvolt per meter (dbu) will be provided over the entire principal community to be served:

Channels 2-6	Channels 7-13	Channels 14-83
74 dbu	77 dbu	80 dbu

(b) Location of the antenna at a point of high elevation is necessary to reduce to a minimum the shadow effect on propagation due to hills and buildings which may reduce materially the intensity of the station's signals. In general, the transmitting antenna of a station should be located at the most central point at the highest elevation available. To provide the best degree of service to an area, it is usually preferable to use a high antenna rather than a low antenna with increased transmitter power. The location should be so chosen that line-of-sight can be obtained from the antenna over the principal city or cities to be served; in no event should there be a major obstruction in this path. The antenna must be constructed so that it is as clear as possible of surrounding buildings or objects that would cause shadow problems. It is recognized that topography, shape of the desired service area, and population distribution may make the choice of a transmitter location difficult. In such cases, consideration may be given to the use of a directional antenna system, although it is generally preferable to choose a site where a nondirectional antenna may be employed.

(c) In cases of questionable antenna locations it is desirable to conduct propagation tests to indicate the field intensity expected in the principal city or cities to be served and in other areas, particularly where severe shadow problems may be expected. In considering applications proposing the use of such locations, the Commission may require site tests to be made. Such tests should be made in accordance with the measurement procedure hereafter described, and full data thereon must be supplied to the Commission. Test transmitters should employ an antenna having a height as close as possible to the proposed antenna height, using a balloon or other support if necessary and feasible. Information concerning the authorization of site tests may be obtained from the Commission upon request.

(d) Present information is not sufficiently complete to establish "blanket areas" of television broadcast stations. A "blanket area" is that area adjacent to a transmitter in which the reception of other stations is subject to interference due to the strong signal from this station. The authorization of station construction in areas where blanketing is found to be excessive will be on the basis that the applicant will assume full responsibility for the adjustment of reasonable complaints arising from excessively strong signals of the applicant's station or take other corrective action.

(e) A directional antenna is considered to be an antenna that is designed or altered for the purpose of obtaining a noncircular radiation pattern. Directional antennas may not be used for the purpose of reducing minimum mileage separation requirements but may be employed for the purpose of improving service or for the purpose of using a particular site; the provisions under which they may be authorized are as follows:

(1) Directional antennas with a ratio of minimum to maximum radiation in the horizontal plane of more than 10 decibels will not be permitted.

(2) The minimum effective radiated power in any horizontal direction shall meet the minimum power requirements of Section 3.614 and Appendix C, Figure 1.

(3) The effective radiated power in any horizontal or vertical direction may not exceed the maximum values permitted by Section 3.614 and Appendix C, Figures 2(a) and 2(b).

(4) The maximum effective radiated power in any direction above the horizon shall be as low as the state of the art permits and may not exceed the effective radiated power in the horizontal direction in the same vertical plane.

(f) Applications proposing the use of directional antenna systems must be accompanied by the following:

(1) Complete description of the proposed antenna system.

(2) Orientation of array with respect to true north; time phasing of fields from elements (degrees leading or lagging); space phasing of elements (in feet and degrees); and ratio of fields from elements.

(3) Horizontal and vertical plane radiation patterns showing the free space field intensity in millivolts per meter at one mile and the effective radiated power, in dbk, for each direction. The method by which the radiation patterns were computed or measured shall be fully described, including formulas used, equipment employed, sample calculations and tabulations of data. Sufficient vertical plane patterns shall be included to indicate clearly the radiation characteristics of the antenna above and below the the horizontal plane. The horizontal plane pattern shall be plotted on polar coordinate paper with reference to true north. The vertical plane patterns shall be plotted on rectangular coordinate paper with reference to the horizontal plane.

(4) Name, address, and qualifications of the engineer making the calculations.

(g) Applications proposing the use of television broadcast antennas within 200 feet of other television broadcast antennas operating on a channel within 20 percent in frequency of the proposed channel, or proposing the use of television broadcast antennas on channels 5 or 6 within 200 feet of FM broadcast antennas, must include a showing as to the expected effect, if any, of such proximate operation.

(h) Where simultaneous use of antennas or antenna structures is proposed, the following provisions shall apply:

(1) In cases where it is proposed to use a tower of a standard broadcast station as a supporting structure for a television broadcast antenna, an appropriate application for changes in the radiating system of the standard broadcast station must be filed by the licensee thereof. A formal application (FCC Form 301) will be required if the proposal involves substantial change in the physical height or radiation characteristics of the standard broadcast antennas; otherwise an informal application will be acceptable.[25] An application may be required for other classes of stations when the tower is to be used in connection with a television station.

(2) When the proposed television antenna is to be mounted on a tower in the vicinity of a standard broadcast directional array and it appears that the operation of the directional antenna system may be affected, an engineering study must be filed with the television application concerning the effect of the television antenna on the directional pattern. Readjustment and field intensity measurements of the standard broadcast station may be required following construction of the television antenna.

(i) The provisions of Part 17 of the Commission's Rules shall govern the construction, marking and lighting requirements of antenna structures used by television broadcast stations. In the event a common tower is used by two or more licensees or permittees for antenna and/or antenna supporting purposes, the licensee or permittee who is owner of the tower shall assume full responsibility for the installation and maintenance of any painting and/or lighting requirements. In the event of shared ownership, one licensee or permittee shall assume such responsibility and advise the Commission accordingly.

3.686. **Measurements for rule making purposes and upon request of the Commission.** (a) Except as provided for in Section 3.612 above, television broadcast stations shall not be protected against any type of interference or propagation effect. Persons desiring to submit testimony, evidence, or data to the Commission for the purpose of showing that the technical standards contained in this Subpart do not properly reflect any given types of interference or propagation effects may do so only in appropriate rule making proceedings to amend such technical standards. Persons making field intensity measurements for formal submission to the Commission in rule making proceedings, or making such measurements upon the request of the Commission, should comply with the procedure for making such measurements as outlined below:

(b) Measurements made to determine field intensities of television broadcast stations should be made with mobile equipment along roads which are as close and similar as possible to the radials showing topography which were submitted with the application for construction permit.[26] Suitable measuring equipment and a continuous recording device must be employed, the chart of which is either directly driven from the speedometer of the automobile in which the equipment is mounted or so arranged that distances and identifying landmarks can be readily noted. The measuring equipment must be calibrated against recognized standards of field intensity and so constructed that it will maintain an acceptable accuracy of measurement while in motion or when stationary. The equipment should be so operated that the recorder chart can be calibrated directly in field intensity in order to facilitate analysis of the chart. The receiving antenna must be horizontally polarized and should be nondirectional.

(c) Mobile measurements should be made with a minimum chart speed of 3 inches per mile and preferably 5 or 6 inches per mile. Locations shall be noted on the recorder chart as frequently as necessary to fix definitely the relation

[25] In case of doubt, an informal application (letter) together with complete engineering data should be submitted.

[26] Cluster and spot measurements may also be submitted, if accompanied by a complete showing of the procedures employed.

between the measured field intensity and the location. The time constant of the equipment should be such as to permit adequate analysis of the charts, and the time constant employed shall be shown. Measurements should be made to a point on each radial well beyond the particular contour under investigation.

(d) While making field intensity measurements either the visual or the aural transmitter may be used. If the visual transmitter is used, it is recommended that a black picture be transmitted or that the transmitter be operated at black level without synchronization peaks. Operation at a power somewhat less than black level is permissible but too great a reduction in power is not recommended due to the difficulty of recording weak signals. In any event, an appropriate factor shall be used to convert the readings obtained to the field strength that would exist on synchronization peaks while operating at the authorized power.

(e) After the measurements are completed, the recorder chart should be divided into not less than 15 sections on each equivalent radial from the station. The field intensity in each section of the chart should be analyzed to determine the field intensity received 50 percent of the distance (median field) throughout the section, and this median field intensity associated with the corresponding sector of the radial. The field intensity figures must be corrected for a receiving antenna elevation of 30 feet and for any directional effects of the automobile and receiving antenna not otherwise compensated. This data should be plotted for each radial, using log-log coordinate paper with distance as the abscissa and field intensity as the ordinate. A smooth curve should be drawn through these points (of median fields for all sectors) and this curve used to determine the distance of the desired contour. The distances obtained for each radial may then be plotted on the map of predicted coverage or on polar coordinate paper (excluding water areas, etc.) to determine the service and interference areas of a station.

(f) In certain cases the Commission may desire more information or recordings and in these instances special instructions will be issued.

(g) Data obtained in conjunction with field intensity measurements shall be submitted to the Commission in affidavit form in triplicate, including the following:

(1) Map or maps showing the roads or points where measurements were made, the service and/or interference areas determined by the prediction method and by the measurements, and any unusual terrain characteristics existing in these areas. The maps, preferably of a type showing topography in the area, should show the Grade A and Grade B field intensity contours.

(2) If a directional transmitting antenna is employed, a diagram on polar coordinate paper showing the predicted free space field intensity in millivolts per meter at one mile in all directions.

(3) A full description of the procedures and methods employed, including the type of equipment, the method of installation and operation, and calibration procedures.

(4) Complete data obtained during the survey, including calibration. (Only the original or one photostatic copy of the recording tapes, or representative samples, need be submitted.)

(5) Antenna system and power employed during the survey.

(6) Name, address, and qualifications of the engineer or engineers making the measurements.

3.687 Transmitters and associated equipment.

(a) **Visual transmitter.**

(1) The overall attenuation characteristics of the transmitter, measured in the antenna transmission line after the vestigial sideband filter (if used), shall not be greater than the following amounts below the ideal demodulated curve. (See Appendix C, Figure 7.)

2 db at 0.5 Mc
2 db at 1.25 Mc
3 db at 2.0 Mc
6 db at 3.0 Mc
12 db at 3.5 Mc

The curve shall be substantially smooth between these specified points, exclusive of the region from 0.75 Mc to 1.25 Mc.[27]

(2) The field strength or voltage of the lower sideband, as radiated or dissipated and measured as described in (3) below, shall not be greater than —20 db for a modulating frequency of 1.25 Mc or greater.[28]

(3) The attenuation characteristics of a visual transmitter shall be measured by application of a modulating signal to the transmitter input terminals in place of the normal composite television video signal. The signal applied shall be a composite signal composed of a synchronizing signal to establish peak output voltage plus a variable frequency sine wave voltage occupying the interval between synchronizing pulses. The axis of the sine wave in the composite signal observed in the output monitor shall be maintained at an amplitude 0.5 of the voltage at synchronizing peaks. The amplitude of the sine wave input shall be held at a constant value. This constant value should be such that at no modulating frequency does the maximum excursion of the sine wave, observed in the composite output signal monitor, exceed the value 0.75 of peak output voltage. The amplitude of the 100-kilocycle sideband shall be measured and designated zero db as a basis for comparison. The modulation signal frequency shall then be varied over the desired range and the field strength or signal voltage of the corresponding sidebands measured. As an alternate method of measuring, in those cases in which the automatic d-c insertion can be replaced by manual control, the above characteristic may be taken by the use of a video sweep generator and without the use of pedestal synchronizing pulses. The d-c level shall be set for midcharacteristic operation.[28]

(4) The radio frequency signal, as radiated, shall have an envelope as would be produced by a modulating signal in conformity with Appendix C, Figure 4, as modified by vestigial sideband operation specified by Appendix C, Figure 3.

(5) The time interval between the leading edges of successive horizontal pulses shall vary less than one half of one percent of the average interval.

(6) The rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals shall not be greater than 0.15 percent per second, the frequency to be determined by an averaging process carried out over a period of not less than 20, nor more than 100 lines, such lines not to include any portion of the vertical blanking signal.

(7) Sufficient monitoring equipment shall be employed to determine whether the visual signal complies with the requirements of this Subpart.

(b) **Aural transmitter.**

(1) The transmitter shall operate satisfactorily with a frequency swing of ±25 kilocycles, which is considered 100 percent modulation. It is recommended, however, that the transmitter be designed to operate satisfactorily with a frequency swing of at least ±40 kilocycles.

(2) The transmitting system (from input terminals of microphone pre-amplifier, through audio facilities at the studio, through telephone lines or other circuits between studio and transmitter, through audio facilities at the transmitter, and through the transmitter, but excluding equalizers for the the correction of deficiencies in microphone response) shall be capable of transmitting a band of frequencies from 50 to 15,000 cycles. Pre-emphasis shall be employed in accordance with the impedance-frequency characteristic of a series inductance-resistance network having a time constant of 75 microseconds. (See Appendix C, Figure 8.) The deviation of the system response from the standard pre-emphasis curve shall lie between two limits as shown by Appendix C, Figure 8. The upper of these limits shall be uniform (no deviation) from 50 to 15,000 cycles. The lower limit shall be uniform from 100 to 7,500 cycles, and three db below the upper limit; from 100 to 50 cycles the lower limit shall fall from three db limit at a uniform rate of one db per octave (4 db at 50 cycles); From 7,500 to 15,000 cycles the lower limit shall fall from 3 db limit at a uniform rate of two db per octave (5 db at 15,000 cycles).

(3) At any modulating frequency between 50 and 15,000 cycles and at modulation percentages of 25 percent, 50 percent, and 100 percent, the combined audio frequency harmonics measured in the output of the system shall not exceed the root-mean-square values given in the following table:

Modulation frequency	Distortion (Percent)
50 to 100 cycles	3.5
100 to 7,500 cycles	2.5
7,500 to 15,000 cycles	3.0

(i) Measurement shall be made employing 75 microsecond de-emphasis in the measuring equipment and 75 microsecond pre-emphasis in the transmitting equipment, and without compression if a compression amplifier is employed. Harmonics shall be included to 30 kc.[29]

(ii) It is recommended that none of the three main divisions of the system (transmitter, studio to transmitter circuit, and audio facilities) contribute over one-half of these percentages, since at some frequencies the total distortion may become the arithmetic sum of the distortions of the divisions.

(4) The transmitting system output noise level (frequency modulation) in the band of 50 to 15,000 cycles shall be at least 55 db below the audio frequency level representing a frequency swing of ±25 kc.[30]

(5) The transmitting system output noise level (amplitude modulation) in the band of 50 to 15,000 cycles shall be at least 50 db below the level representing 100 percent amplitude modulation.[30]

(6) If a limiting or compression amplifier is employed, pre-

[27] Output measurement shall be made with the transmitter operating into a dummy load of pure resistance and the demodulated voltage measured across this load. The ideal demodulated curve is that shown in Appendix C, Figure 7.

[28] Field strength measurements are desired. It is anticipated that these may not yield data which are consistent enough to prove compliance with the attenuation standards prescribed above. In that case, measurements with a dummy load of pure resistance, together with data on the antenna characteristics, shall be taken in place of overall field measurements. The "synchronizing signal" referred to in these paragraphs means either a standard synchronizing wave form or any pulse that will properly set the peak.

[29] Measurements of distortion using de-emphasis in the measuring equipment are not practical at the present time for the range 7,500 to 15,000 cycles for 25 and 50 percent modulation. Therefore, measurements should be made at 100 percent modulation and on at least the following modulating frequencies: 50, 100, 400, 1,000, 5,000, 10,000 and 15,000 cycles. At 25 and 50 percent modulation, measurements should be made on at least the following modulating frequencies: 50, 100, 400, 1,000 and 5,000 cycles.

[30] For the purpose of these measurements, the visual transmitter should be inoperative since the exact amount of noise permissible from that source is not known at this time.

caution should be maintained in its connection in the circuit due to the use of pre-emphasis in the transmitting system.

(7) A modulation monitor shall be in operation at the aural transmitter. The percentage of modulation of the aural transmissions shall be maintained as high as possible consisstent with good quality of transmission and good broadcast practice and in no case less than 85 percent nor more than 100 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

(c) **Requirements applicable to both visual and aural transmitters.**

(1) Automatic means shall be provided in the visual transmitter to maintain the carrier frequency within one kilocycle of the authorized frequency; automatic means shall be provided in the aural transmitter to maintain the carrier frequency within four kilocycles of the assigned aural carrier frequency or, alternatively, 4.5 megacycles above the actual visual carrier frequency within five kilocycles. When required by Section 3.606, the visual and aural carrier frequencies are to be offset in frequency by 10 kilocycles (plus or minus, as indicated) from the normal carrier frequencies.[31]

(2) The transmitters shall be equipped with suitable indicating instruments for the determination of operating power and with other instruments necessary for proper adjustment, operation, and maintenance of the equipment.

(3) Adequate provision shall be made for varying the output power of the transmitters to compensate for excessive variations in line voltage or for other factors affecting the output power.

(4) Adequate provisions shall be provided in all component parts to avoid overheating at the rated maximum output powers.

(5) Frequency monitors for the visual and aural transmitters, independent of the frequency control of the transmitters, shall be in operation at the transmitters.

(6) In the event the visual monitoring equipment, the aural modulation monitor, or the visual or aural frequency monitor becomes defective, the station may be operated without such equipment pending its repair or replacement for a period not in excess of 60 days without further authority of the Commission, Provided, That—

(i) Appropriate entries shall be made in the operating log of the station to show the date and time the equipment was removed from and restored to service.

(ii) The Engineer in Charge of the radio district in which the station is located shall be notified both immediately after the equipment is found to be defective and immediately after the repaired or replacement equipment has been installed and is functioning properly.

(iii) During the period when the station is operated without the aural modulation monitor or the visual monitoring equipment, the licensee shall provide other suitable means for insuring that the aural modulation is maintained within the tolerance prescribed in subparagraph b(7) above and that the visual signal is maintained in accordance with the requirements of this Subpart.

(iv) During the period when the station is operated without the visual or aural frequency monitor, the respective carrier frequency shall be compared with an external frequency source of known accuracy at sufficiently frequent intervals to insure that the frequency is maintained within the tolerance prescribed in (1) above. An entry shall be made in the station log as to the method used and the results thereof.

(v) If the conditions beyond the control of the licensee or permittee prevent the restoration of the monitor or monitoring equipment to service within the above allowed period, an informal request in accordance with Section 1.332(d) may be filed with the Engineer in Charge of the radio district in which the station is located for such additional time as may be required to complete repairs of the defective instrument or equipment.

(d) **Construction.** In general, the transmitters shall be mounted either on racks and panels or in totally enclosed frames protected as required by article 810 of the National Electrical Code,[32] and as set forth below:

(1) Means shall be provided for making all tuning adjustments, requiring voltages in excess of 350 volts to be applied to the circuit, from the front of the panels with all access doors closed.

(2) Proper bleeder resistors or other automatic means shall be installed across all the capacitor banks to lower any voltage which may remain accessible with access door open to less than 350 volts within two seconds after the access door is opened.

(3) All plate supply and other high voltage equipment, including transformers, filters, rectifiers and motor generators, shall be protected so as to prevent injury to operating personnel.

(i) Commutator guards shall be provided on all high voltage rotating machinery. Coupling guards should be provided on motor generators.

(ii) Power equipment and control panels of the transmitters shall meet the above requirements (exposed 220-volt A. C. switching equipment on the front of the power control panels is not recommended but is not prohibited).

(iii) Power equipment located at a television broadcast station not directly associated with the transmitters (not purchased as part of same), such as power distribution panels, are not subject to the provisions of this Subpart.

(4) The following provisions shall be applicable to metering equipment:

(i) All instruments having more than 1,000 volts potential to ground on the movement shall be protected by a cage or cover in addition to the regular case. (Some instruments are designed by the manufacturers to operate safely with voltages in excess of 1,000 volts on the movement. If it can be shown by the manufacturer's rating that the instrument will operate safely at the applied potential, additional protection is not necessary.)

(ii) In case the plate voltmeters are located on the low potential side of the multiplier resistors with the high potential terminal of the instruments at or less than 1,000 volts above ground, no protective case is required. However, it is good practice to protect voltmeters subject to more than 5,000 volts with suitable over-voltage protective devices across the instrument terminals in case the winding opens.

(iii) Transmission line meters and any other radio frequency instrument which may be necessary for the operator to read shall be so installed as to be read easily and accurately without the operator having to risk contact with circuits carrying high potential radio frequency energy.

(e) **Wiring and Shielding.**

(1) The transmitter panels or units shall be wired in accordance with standard practice, such as insulated leads properly cabled and supported, coaxial cables, or rigid bus bar properly insulated and protected.

(2) Wiring between units of the transmitters, with the exception of circuits carrying radio frequency energy or video energy, shall be installed in conduits or approved fiber or metal raceways to protect it from mechanical injury.

(3) Circuits carrying radio frequency or video energy between units shall be coaxial cables, two wire balanced lines, or properly shielded lines.

(4) All stages or units shall be adequately shielded and filtered to prevent interaction and radiation.

(5) The frequency and modulation monitors and associated radio frequency lines to the transmitter shall be thoroughly shielded.

(f) **Auxiliary transmitters.** Auxiliary transmitters may not exceed the power rating of the main transmitters. As a general guide, specifications for auxiliary transmitters should conform as much as possible to those of the main transmitters. No requirements are set forth at this time.

(g) **Installation.**

(1) The installation of transmitting equipment shall be made in suitable quarters.

(2) Suitable facilities shall be provided for the welfare and comfort of the operator.

[31] Television broadcast stations authorized as of April 1, 1952, are permitted a frequency tolerance of 0.002% from the assigned visual and aural carrier frequencies until April 1, 1953.

[32] The pertinent sections of article 810 of the National Electrical Code read as follows: "8191. General—Transmitters shall comply with the following:

"a. Enclosing. — The transmitter shall be enclosed in a metal frame or grille, or separated from the operating space by a barrier or other equivalent means, all metallic parts of which are effectually connected to ground.

"b. Grounding of controls.—All external metallic handles and controls accessible to the operating personnel shall be effectually grounded. No circuit in excess of 150 volts shall have any parts exposed to direct contact. A complete dead-front type of switchboard is preferred.

"c. Interlocks on doors.—All access doors shall be provided with interlocks which will disconnect all voltages in excess of 350 volts when any access door is opened."

(h) **Spare tubes.**

(1) A spare tube of every type employed in the transmitters and the frequency and modulation monitors shall be kept on hand at the equipment location. When more than one tube of any type is employed, the following table determines the number of spares of that type required:

Number of each type employed:	Spares required
1 or 2	1
3 to 5	2
6 to 8	3
9 or more	4

(2) An accurate circuit diagram and list of required spare tubes, as furnished by the manufacturer of the equipment, shall be supplied and retained at the transmitter location.

(i) **Operation.**

(1) Spurious emissions, including radio frequency harmonics, shall be maintained at as low a level as the state of the art permits.

(2) If a limiting or compression amplifier is used in conjunction with the aural transmitter, due operating precautions should be maintained because of pre-emphasis in the transmitting system.

(j) **Studio equipment.** Studio equipment shall be subject to all the above requirements where applicable, except as follows:

(1) If properly covered by an underwriters' certificate, it will be considered as satisfying safety requirements.

(2) Section 8191 of article 810 of the National Electrical Code shall apply for voltages only in excess of 500 volts.

(3) No specific requirements are made relative to the design and acoustical treatment of studios. However, the design of studios, particularly the main studio, shall be compatible with the required performance characteristics of television broadcast stations.

3.688. **Indicating instruments.** (a) Each television broadcast station shall be equipped with indicating instruments for measuring the direct plate voltage and current of the last radio stage of the visual and aural transmitters and the transmission line radio frequency current, voltage, or power of both transmitters; such instruments shall conform to the specifications therefor set forth in this Subpart.

(b) The following requirements and specifications shall apply to indicating instruments used by television broadcast stations in compliance with (a) above:

(1) Length of scale shall be not less than 2 3/10 inches.

(2) Accuracy shall be at least 2 percent of the full scale reading.

(3) Scale shall have at least 40 divisions.

(4) Full scale reading shall be not greater than five times the minimum normal indication.

(5) No specifications are prescribed at this time regarding the peak indicating device required by Section 3.689(b).

(c) Any required instrument, the accuracy of which is questionable, shall not be employed. Repairs and calibration of instruments shall be made by the manufacturer, or by an authorized instrument repair service of the manufacturer, or by some other properly qualified or equipped instrument repair service. In any case, the repaired instrument must be supplied with a certificate of calibration.

(d) Recording instruments may be employed in addition to the indicating instruments to record the direct plate current and/or voltage to the last radio stage provided that they do not affect the operation of the circuits or accuracy of the indicating instruments. If the records are to be used in any proceeding before the Commission, as representative of operation, the accuracy must be the equivalent of the indicating instruments and the calibration shall be checked at such intervals as to insure the retention of such accuracy.

(e) The function of each instrument used in the equipment shall be clearly and permanently shown on the instrument itself or on the panel immediately adjacent thereto.

(f) In the event that any one of the indicating instruments required by subparagraph (a) of this Section becomes defective when no substitute which conforms with the required specifications is available, the station may be operated without the defective instrument pending its repair or replacement for a period not in excess of 60 days; Provided, That—

(1) Appropriate entries shall be made in the operating log of the station, showing the date and time the meter was removed from and restored to service.

(2) The Engineer in Charge of the radio district in which the station is located shall be notified both immediately after the instrument is found to be defective and immediately after the repaired or replacement instrument has been installed and is functioning properly.

(3) If the defective instrument is a plate voltmeter or plate ammeter in the last radio stage, the operating power shall be maintained by means of the radio frequency transmission line meter.

(4) If conditions beyond the control of the licenses prevent the restoration of the meter to service within the above allowed period, informal request may be filed in accordance with Section 1.332(d) with the Engineer in charge of the radio district in which the station is located for such additional time as may be required to complete repairs of the defective instrument.

3.689 **Operating power.**

(a) Determination:

(1) Visual transmitter.—The operating power of the visual transmitter shall be determined at the output terminal of the vestigial sideband filter, if such filter is used; otherwise, at the transmitter output terminal. The average power shall be measured while operating into a dummy load of substantially zero reactance and a resistance equal to the transmission line surge impedance, while transmitting a standard black television picture. The peak power shall be the power obtained by this method, multiplified by the factor 1.68. During this measurement the direct plate voltage and current of the last radio stage and the peak output voltage or current shall be read for use below.

(2) Aural transmitter.—The operating power of the aural transmitter shall be determined by the indirect method. This is the product of the plate voltage (Ep) and the plate current (Ip) of the last radio stage, and an efficiency factor, F; that is:

Operating power = EpxIpxF

(i) The efficiency factor, F, shall be established by the transmitter manufacturer for each type transmitter for which he submits data to the Commission, and shall be shown in the instruction books supplied to the customer with each transmitter. In the case of composite equipment the factor F shall be furnished to the Commission by the applicant along with a statement of the basis used in determining such factor.

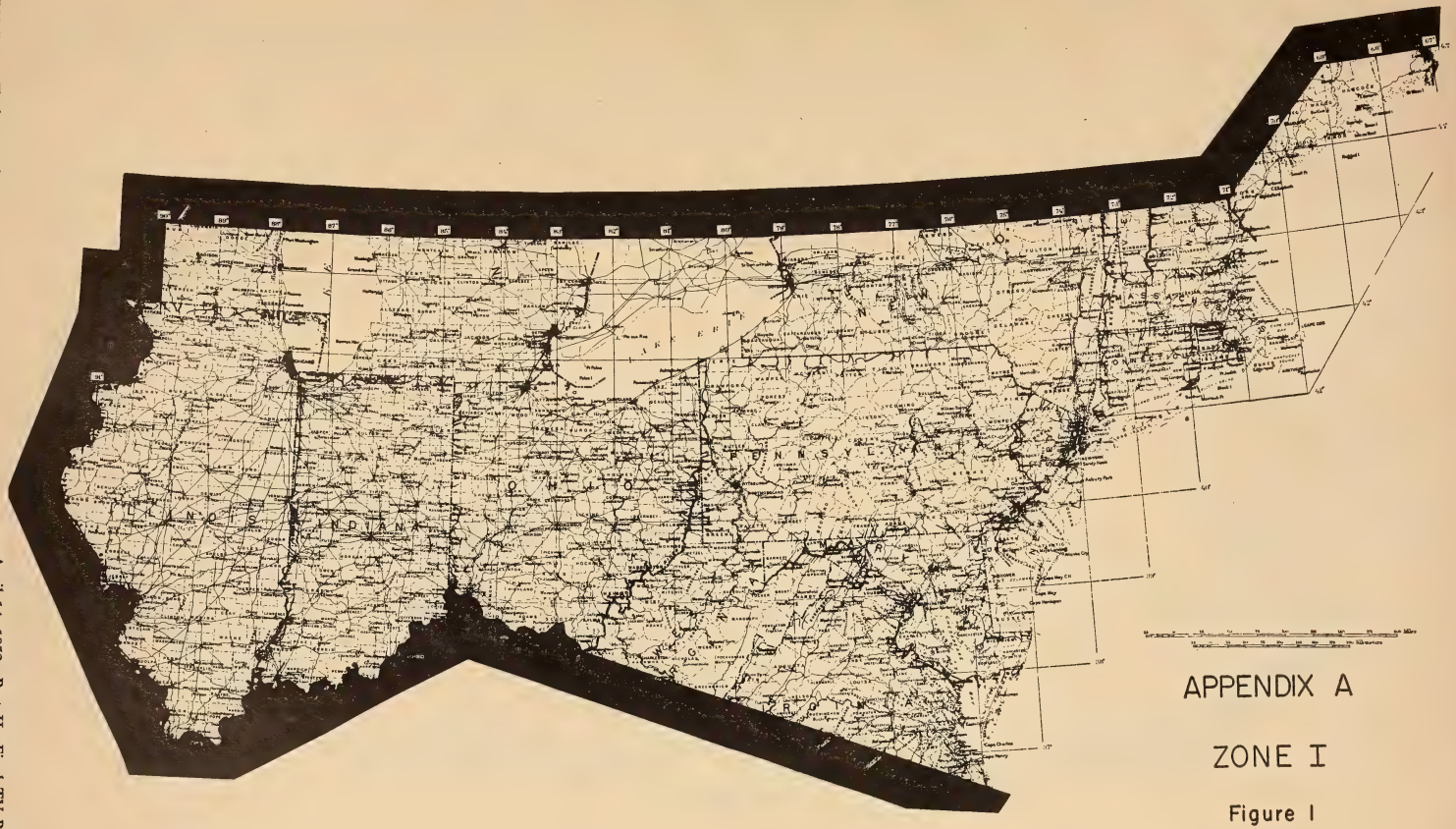
(b) Maintenance:

(1) Visual transmitter. — The peak power shall be monitored by a peak reading device which reads proportionally to voltage, current, or power in the radio frequency line, the meter to be calibrated during the measurement described in subparagraph (a)(1) of this Section. The operating power as so monitored shall be maintained as near as practicable to the authorized operating power and shall not exceed the limits of 10 percent above and 20 percent below the authorized power except in emergencies. As a further check, both the plate voltage and plate current of the output stage shall be measured with a standard black television picture with the transmitter operating into the antenna. These values must agree substantially with corresponding readings taken under paragraph (a)(1) of this Section.

(2) Aural transmitter.—The operating power of the aural transmitter shall be maintained as near as practicable to the authorized operating power, and shall not exceed the limits of 10 percent above and 20 percent below the authorized power except in emergencies.

(3) Reduced power. — In the event it becomes impossible to operate with the authorized power, the station may be operated with reduced power for a period of 10 days or less provided the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified in writing immediately thereafter and also upon the resumption of the normal operating power.[33]

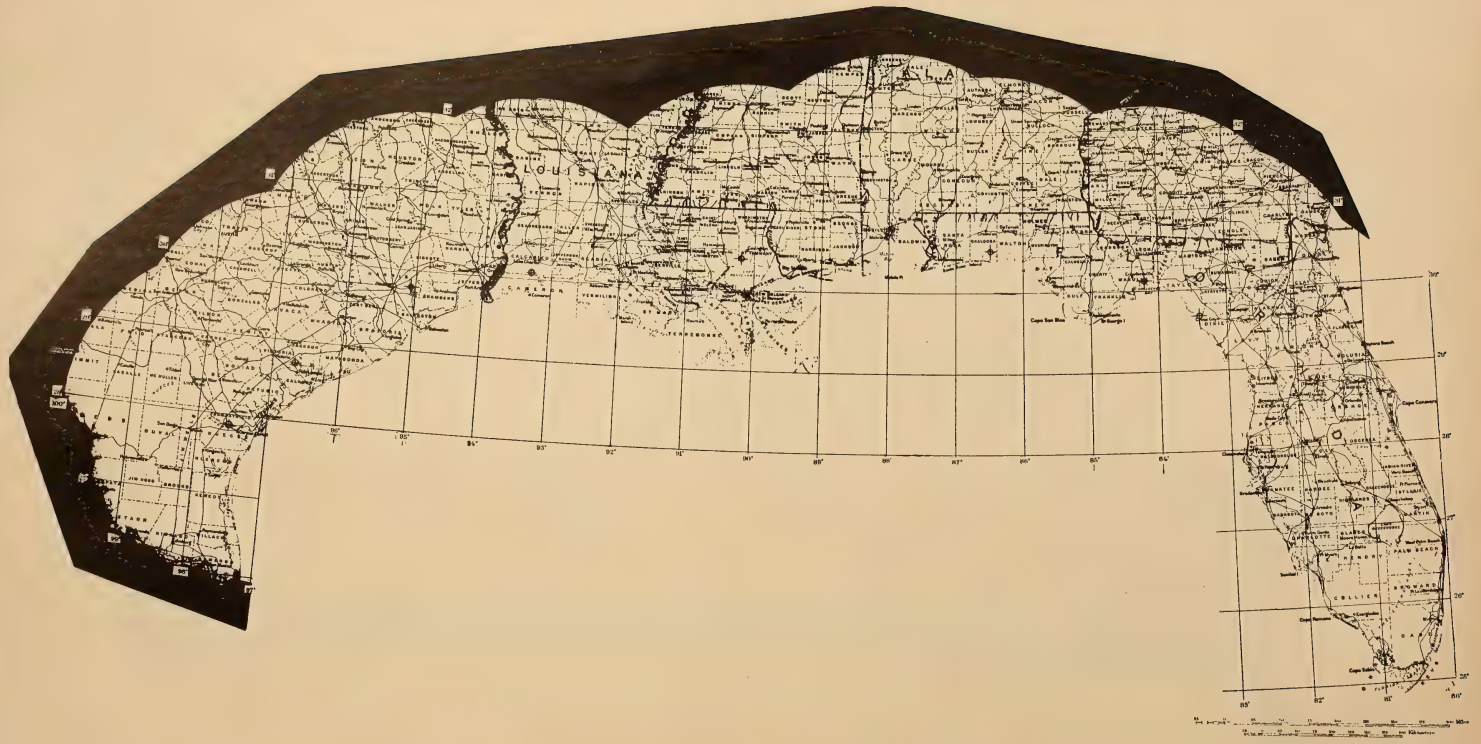
[33] See Part 0 of the Commission's Rules for addresses of the Commission's Engineering Field Offices.



APPENDIX A

ZONE I

Figure 1



ZONE III

Figure 2

APPENDIX B

Table I

MINUTES TO DECIMAL PARTS OF A DEGREE

Minutes	Degrees	Minutes	Degrees	Minutes	Degrees
1	0.01667	21	0.35	41	0.68333
2	.03333	22	.36667	42	.70
3	.05	23	.38333	43	.71667
4	.06667	24	.40	44	.73333
5	.08333	25	.41667	45	.75
6	.10	26	.43333	46	.76667
7	.11667	27	.45	47	.78333
8	.13333	28	.46667	48	.80
9	.15	29	.48333	49	.81667
10	.16667	30	.50	50	.83333
11	.18333	31	.51667	51	.85
12	.20	32	.53333	52	.86667
13	.21667	33	.55	53	.88333
14	.23333	34	.56667	54	.90
15	.25	35	.58333	55	.91667
16	.26667	36	.60	56	.93333
17	.28333	37	.61667	57	.95
18	.30	38	.63333	58	.96667
19	.31667	39	.65	59	.98333
20	.33333	40	.66667	60	1.00

SECONDS TO DECIMAL PARTS OF A DEGREE

Seconds	Degrees	Seconds	Degrees	Seconds	Degrees
1	0.00028	21	0.00583	41	0.01139
2	.00056	22	.00611	42	.01167
3	.00083	23	.00639	43	.01194
4	.00111	24	.00667	44	.01222
5	.00139	25	.00694	45	.0125
6	.00167	26	.00722	46	.01278
7	.00194	27	.0075	47	.01306
8	.00222	28	.00778	48	.01333
9	.0025	29	.00806	49	.01361
10	.00278	30	.00833	50	.01389
11	.00306	31	.00861	51	.01417
12	.00333	32	.00889	52	.01444
13	.00361	33	.00917	53	.01472
14	.00389	34	.00994	54	.015
15	.00417	35	.00972	55	.01528
16	.00444	36	.01	56	.01556
17	.00472	37	.01028	57	.01583
18	.005	38	.01056	58	.01611
19	.00528	39	.01083	59	.01639
20	.00556	40	.01111	60	.01667

* * *

APPENDIX B

Table II

MILES PER DEGREE OF LATITUDE DIFFERENCE

Middle Latitude	Statute Miles	Middle Latitude	Statute Miles
25° 0′	68.828	40° 0′	68.992
30	68.833	30	68.998
26 0	68.837	41 0	69.004
30	68.842	30	69.011
27 0	68.847	42 0	69.017
30	68.852	30	69.023
28 0	68.857	42 0	69.029
30	68.862	30	69.035
29 0	68.867	44 0	69.041
30	68.873	30	69.047
30 0	68.878	45 0	69.053
30	68.883	30	69.060
31 0	68.889	46 0	69.066
30	68.894	30	69.072
32 0	68.899	47 0	69.078
30	68.905	30	69.084
33 0	68.911	48 0	69.090
30	68.916	30	69.096
34 0	68.922	49 0	69.102
30	68.928	30	69.108
35 0	68.933	50 0	69.115
30	68.939		
36 0	68.945		
30	68.951		
37 0	68.957		
30	68.962		
38 0	68.968		
30	68.974		
39 0	68.980		
30	68.986		

Have you read

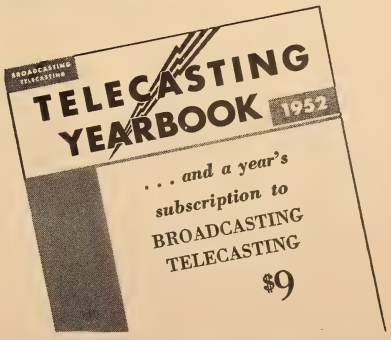
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***This 54th issue . . .**



APPENDIX B - TABLE III

Miles per Degree of Longitude Difference

Middle Latitude Degrees	25	26	27	28	29	30	31	32	33	34
					Statute Miles					
Min.										
0	62.728	62.211	61.675	61.120	60.547	59.955	59.345	58.716	58.070	57.406
1	.720	.202	.666	.111	.537	.945	.335	.706	.059	.395
2	.712	.193	.657	.101	.528	.935	.324	.695	.048	.384
3	.703	.184	.648	.092	.517	.925	.314	.684	.037	.373
4	.694	.176	.639	.082	.508	.915	.303	.674	.026	.362
5	.686	.167	.630	.073	.498	.905	.293	.663	.015	.350
6	.677	.158	.621	.064	.488	.895	.282	.652	58.004	.339
7	.669	.149	.611	.054	.478	.885	.272	.642	57.994	.328
8	.660	.140	.602	.045	.469	.875	.262	.631	.983	.316
9	.652	.132	.593	.035	.459	.865	.252	.620	.972	.305
10	.644	.123	.584	.026	.449	.855	.241	.610	.961	.294
11	.635	.114	.575	.017	.440	.845	.231	.599	.950	.283
12	.627	.105	.566	61.007	.430	.835	.221	.588	.939	.271
13	.618	.096	.557	60.997	.420	.825	.210	.578	.928	.260
14	.609	.088	.547	.988	.410	.814	.200	.567	.917	.249
15	.601	.079	.538	.979	.400	.804	.189	.556	.906	.238
16	.592	.070	.529	.969	.390	.794	.179	.546	.895	.227
17	.583	.061	.520	.959	.381	.784	.168	.535	.884	.215
18	.575	.052	.510	.950	.371	.774	.158	.524	.873	.204
19	.567	.044	.501	.940	.361	.764	.147	.514	.862	.192
20	.559	.035	.492	.931	.352	.754	.137	.503	.851	.181
21	.550	.026	.483	.921	.342	.744	.127	.492	.840	.170
22	.541	.017	.474	.912	.332	.734	.116	.481	.829	.159
23	.532	62.008	.465	.902	.322	.723	.106	.470	.818	.147
24	.524	61.999	.455	.893	.312	.713	.095	.460	.807	.136
25	.515	.990	.446	.883	.302	.703	.085	.449	.796	.125
26	.507	.981	.437	.874	.292	.693	.074	.438	.785	.113
27	.498	.972	.428	.865	.282	.683	.064	.428	.774	.102
28	.489	.963	.419	.855	.273	.672	.054	.417	.763	.090
29	.480	.955	.409	.845	.263	.662	.043	.406	.752	.079
30	.472	.946	.400	.836	.253	.652	.033	.396	.741	.068
31	.463	.937	.391	.826	.243	.642	.022	.385	.729	.057
32	.455	.928	.381	.817	.233	.632	.012	.374	.718	.045
33	.446	.918	.372	.807	.223	.622	59.001	.363	.707	.034
34	.438	.909	.363	.798	.213	.611	58.991	.352	.696	.022
35	.429	.900	.354	.788	.203	.601	.980	.341	.685	57.011
36	.420	.891	.344	.778	.194	.591	.970	.331	.674	56.999
37	.412	.882	.335	.768	.184	.581	.960	.320	.663	.988
38	.403	.874	.325	.759	.174	.571	.949	.309	.652	.977
39	.395	.865	.316	.750	.164	.561	.939	.298	.641	.966
40	.386	.856	.307	.740	.154	.550	.928	.288	.629	.954
41	.377	.847	.298	.730	.144	.540	.917	.277	.618	.943
42	.369	.838	.289	.721	.134	.530	.907	.266	.607	.931
43	.360	.829	.279	.711	.124	.520	.896	.255	.596	.919
44	.351	.820	.270	.701	.114	.510	.886	.244	.585	.908
45	.342	.811	.261	.692	.104	.500	.875	.233	.574	.897
46	.334	.802	.252	.682	.094	.489	.865	.223	.563	.885
47	.325	.793	.242	.672	.084	.479	.854	.212	.552	.874
48	.316	.784	.233	.663	.074	.468	.843	.201	.541	.863
49	.308	.775	.223	.654	.065	.458	.833	.190	.529	.851
50	.299	.766	.214	.644	.055	.448	.822	.179	.518	.840
51	.290	.757	.205	.634	.045	.438	.812	.168	.507	.829
52	.281	.748	.195	.625	.035	.427	.801	.157	.496	.817
53	.272	.739	.186	.615	.025	.417	.790	.147	.485	.805
54	.264	.730	.176	.605	.015	.406	.780	.136	.473	.794
55	.255	.721	.167	.595	60.005	.396	.769	.125	.462	.782
56	.246	.712	.158	.586	59.995	.386	.759	.114	.451	.771
57	.237	.702	.148	.576	.985	.376	.748	.103	.440	.759
58	.228	.693	.139	.566	.975	.365	.737	.092	.429	.748
59	.220	.684	.129	.557	.965	.355	.727	.081	.418	.737

APPENDIX B - TABLE III

Miles per Degree of Longitude Difference

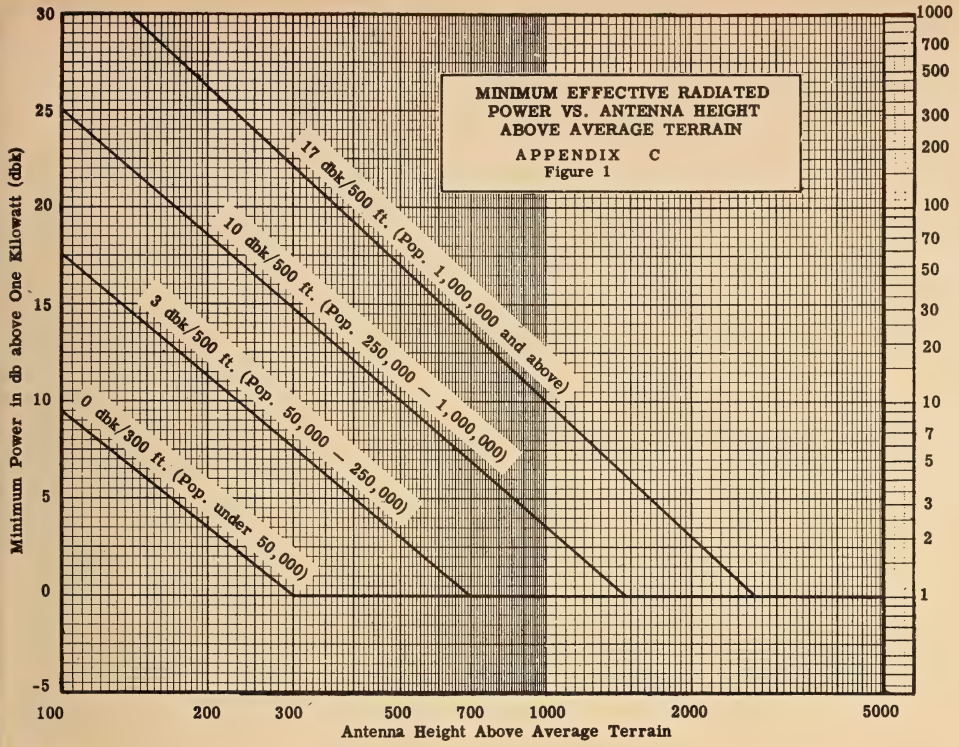
Middle Latitude Degrees	35	36	37	38	39	40	41	42	43	44
					Statute Miles					
Min.										
0	56.725	56.026	55.311	54.578	53.828	53.063	52.280	51.482	50.669	49.839
1	.713	.014	.299	.565	.816	.050	.267	.469	.655	.825
2	.702	56.002	.286	.553	.803	.037	.254	.455	.641	.811
3	.690	55.991	.274	.541	.791	.024	.241	.442	.627	.797
4	.678	.979	.262	.528	.778	53.011	.229	.429	.614	.783
5	.667	.967	.250	.516	.765	52.998	.215	.415	.600	.769
6	.655	.955	.238	.503	.753	.985	.201	.402	.586	.755
7	.644	.943	.226	.491	.740	.972	.188	.388	.573	.741
8	.632	.931	.213	.479	.727	.959	.175	.375	.559	.727
9	.621	.920	.201	.466	.715	.946	.162	.361	.545	.713
10	.610	.908	.189	.454	.702	.933	.149	.348	.531	.699
11	.598	.896	.177	.441	.689	.920	.135	.335	.517	.685
12	.586	.884	.165	.429	.677	.907	.122	.321	.504	.671
13	.575	.872	.153	.417	.664	.894	.109	.307	.490	.657
14	.563	.860	.141	.404	.651	.881	.096	.294	.476	.643
15	.552	.849	.128	.392	.639	.868	.082	.280	.462	.629
16	.540	.837	.116	.380	.626	.855	.069	.267	.449	.615
17	.529	.825	.104	.367	.613	.842	.056	.253	.435	.601
18	.517	.813	.093	.354	.601	.830	.043	.240	.421	.587
19	.505	.802	.080	.342	.588	.817	.030	.226	.408	.573
20	.483	.790	.068	.330	.575	.804	.016	.213	.394	.559
21	.482	.778	.056	.317	.562	.791	52.003	.199	.380	.545
22	.470	.766	.043	.304	.549	.778	51.990	.185	.366	.531
23	.459	.754	.031	.292	.536	.765	.977	.172	.352	.517
24	.447	.742	.019	.280	.524	.752	.963	.159	.338	.503
25	.435	.730	55.007	.267	.511	.739	.950	.145	.325	.489
26	.424	.718	54.995	.255	.498	.726	.936	.132	.311	.475
27	.412	.706	.983	.242	.486	.713	.923	.118	.297	.461
28	.401	.694	.970	.230	.473	.700	.910	.104	.283	.447
29	.389	.682	.958	.217	.460	.687	.897	.091	.270	.433
30	.378	.671	.946	.205	.448	.674	.883	.077	.256	.419
31	.366	.659	.934	.192	.435	.661	.870	.064	.242	.405
32	.354	.647	.922	.180	.422	.648	.857	.050	.228	.391
33	.343	.635	.909	.167	.409	.635	.843	.036	.214	.377
34	.331	.623	.897	.155	.396	.622	.830	.023	.200	.362
35	.319	.611	.885	.142	.384	.608	.817	51.010	.186	.348
36	.308	.599	.872	.130	.371	.595	.804	50.996	.173	.334
37	.296	.587	.861	.117	.358	.582	.790	.982	.159	.320
38	.284	.575	.848	.104	.345	.569	.777	.968	.145	.306
39	.273	.563	.836	.092	.332	.556	.763	.955	.131	.292
40	.261	.551	.824	.080	.320	.543	.750	.942	.117	.277
41	.249	.539	.811	.067	.307	.530	.736	.928	.103	.263
42	.238	.527	.799	.054	.294	.517	.723	.914	.089	.249
43	.226	.515	.787	.042	.281	.504	.710	.901	.076	.235
44	.214	.503	.775	.030	.268	.491	.697	.887	.062	.221
45	.202	.491	.762	.017	.255	.478	.684	.873	.048	.207
46	.191	.479	.750	54.005	.243	.465	.670	.860	.034	.193
47	.179	.467	.738	53.992	.230	.452	.657	.846	.020	.179
48	.167	.455	.726	.979	.217	.438	.643	.833	50.006	.165
49	.156	.443	.713	.967	.204	.425	.630	.819	49.992	.151
50	.144	.431	.701	.955	.191	.412	.616	.805	.978	.136
51	.132	.419	.688	.942	.178	.399	.603	.792	.965	.122
52	.120	.407	.676	.929	.165	.386	.590	.778	.951	.108
53	.109	.395	.664	.917	.152	.373	.576	.764	.937	.094
54	.097	.383	.652	.904	.140	.359	.563	.751	.923	.080
55	.085	.371	.639	.891	.127	.346	.549	.737	.909	.066
56	.073	.359	.627	.879	.114	.333	.536	.723	.895	.051
57	.061	.347	.614	.867	.101	.320	.523	.710	.881	.037
58	.050	.335	.602	.854	.088	.307	.509	.696	.867	.023
59	.038	.323	.590	.841	.075	.294	.496	.682	.853	49.009

APPENDIX B

TABLE III

Miles per Degree of Longitude Difference

Middle Latitude Degrees	45	46	47	48	49
		Statute Miles			
Min.					
0	48.995	48.135	47.260	46.371	45.468
1	.980	.120	.245	.356	.453
2	.966	.106	.231	.341	.438
3	.952	.091	.216	.326	.422
4	.937	.077	.201	.311	.407
5	.923	.063	.187	.296	.392
6	.909	.048	.172	.281	.377
7	.895	.034	.158	.266	.362
8	.881	.019	.143	.252	.346
9	.867	48.005	.128	.237	.331
10	.852	47.990	.114	.222	.317
11	.838	.975	.099	.207	.301
12	.824	.961	.084	.192	.286
13	.809	.946	.069	.177	.270
14	.795	.932	.054	.162	.255
15	.781	.917	.040	.147	.240
16	.767	.903	.025	.132	.225
17	.752	.888	47.010	.117	.210
18	.738	.874	46.995	.102	.194
19	.724	.859	.980	.087	.179
20	.709	.845	.966	.072	.164
21	.695	.830	.951	.057	.149
22	.681	.816	.936	.042	.134
23	.667	.801	.921	.027	.118
24	.653	.787	.906	46.012	.103
25	.638	.772	.891	45.997	.088
26	.623	.758	.877	.982	.073
27	.609	.743	.862	.967	.057
28	.595	.729	.847	.952	.042
29	.581	.714	.832	.937	.026
30	.567	.699	.818	.922	45.011
31	.552	.685	.803	.906	44.996
32	.538	.671	.788	.891	.981
33	.524	.656	.773	.876	.965
34	.509	.641	.759	.861	.950
35	.494	.627	.744	.846	.935
36	.480	.612	.729	.831	.920
37	.466	.597	.714	.816	.904
38	.452	.583	.699	.801	.889
39	.437	.568	.684	.786	.874
40	.423	.553	.669	.771	.858
41	.409	.539	.654	.756	.843
42	.395	.524	.639	.741	.827
43	.380	.509	.624	.726	.812
44	.365	.495	.609	.710	.797
45	.351	.480	.595	.695	.782
46	.336	.465	.580	.680	.766
47	.322	.451	.565	.665	.751
48	.308	.436	.551	.650	.736
49	.293	.421	.536	.635	.720
50	.279	.407	.521	.620	.705
51	.265	.392	.506	.604	.689
52	.250	.377	.491	.589	.674
53	.236	.363	.476	.574	.659
54	.222	.348	.461	.559	.643
55	.207	.333	.446	.544	.628
56	.192	.319	.431	.529	.613
57	.178	.304	.416	.514	.597
58	.163	.289	.401	.499	.582
59	.149	.275	.386	.484	.566


MINIMUM EFFECTIVE RADIATED POWER VS. ANTENNA HEIGHT ABOVE AVERAGE TERRAIN
APPENDIX C
Figure 1
17 dbk/500 ft. (Pop. 1,000,000 and above)
10 dbk/500 ft. (Pop. 250,000 — 1,000,000)
3 dbk/500 ft. (Pop. 50,000 — 250,000)
0 dbk/300 ft. (Pop. under 50,000)
Minimum Power in db above One Kilowatt (dbk)
Minimum Power in Kilowatts
Antenna Height Above Average Terrain
30
25
20
15
10
5
0
-5
1000
700
500
300
200
100
70
50
30
20
10
7
5
3
2
1
100
200
300
500
700
1000
2000
5000

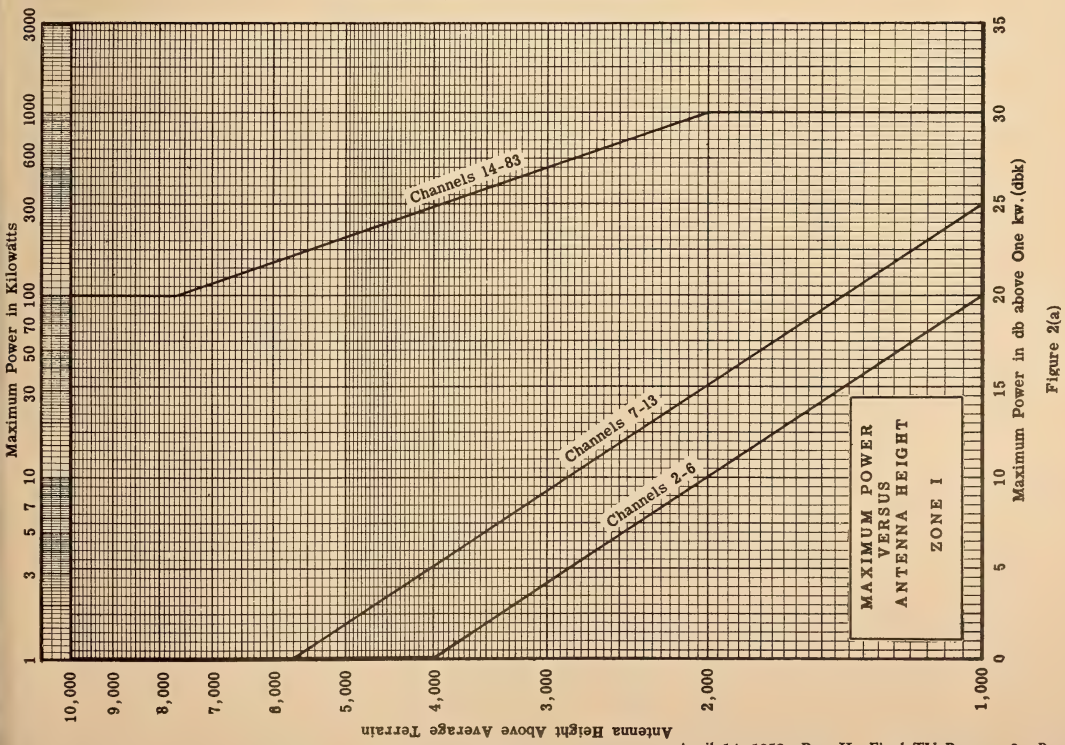

MAXIMUM POWER VERSUS ANTENNA HEIGHT
ZONE I
Channels 14-83
Channels 7-13
Channels 2-6
Maximum Power in Kilowatts
Maximum Power in db above One kw.(dbk)
Antenna Height Above Average Terrain
3000
1000
600
300
100
70
50
30
10
7
5
3
1
35
30
25
20
15
10
5
0
10,000
9,000
8,000
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6,000
5,000
4,000
3,000
2,000
1,000

Figure 2(a)

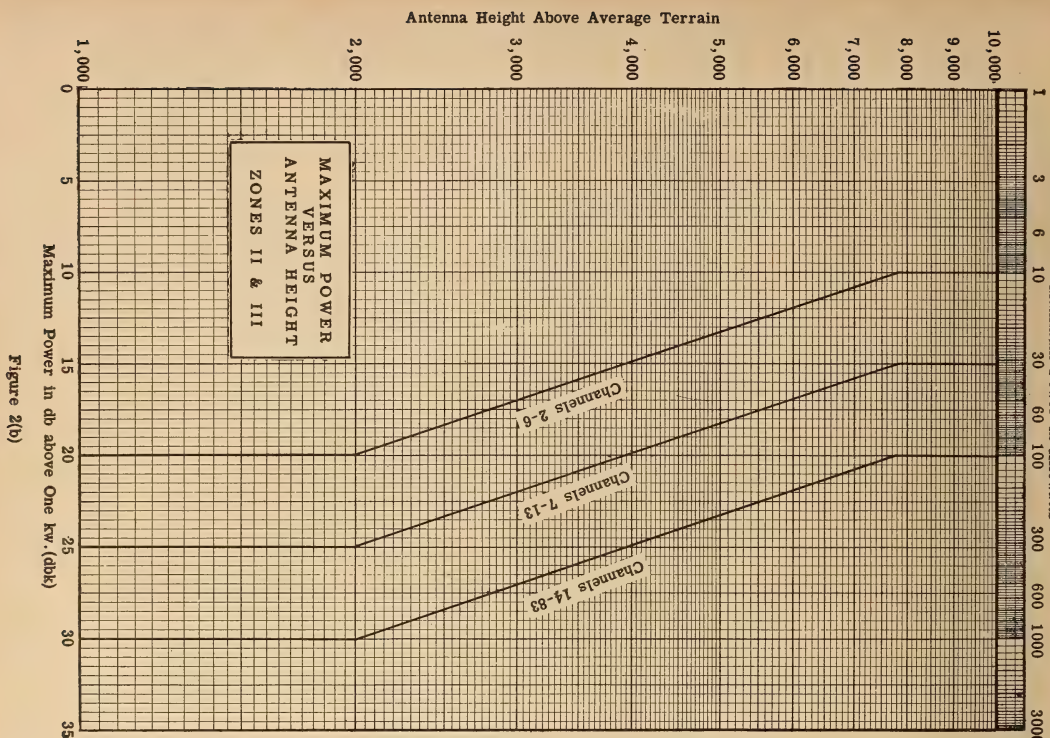
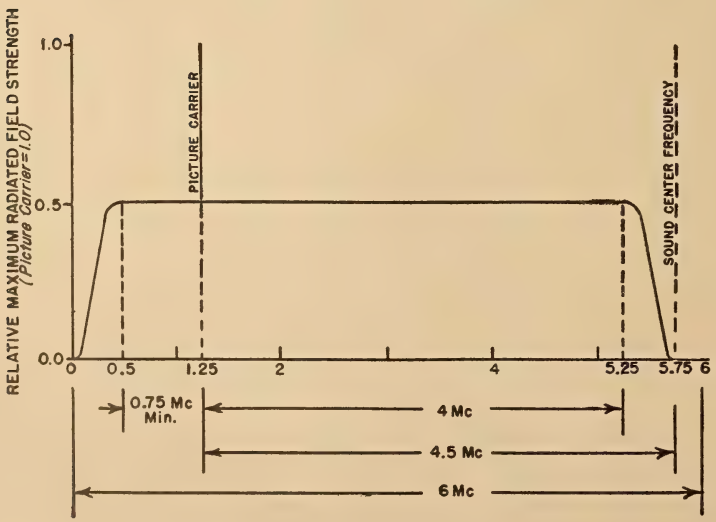


Figure 2(b)

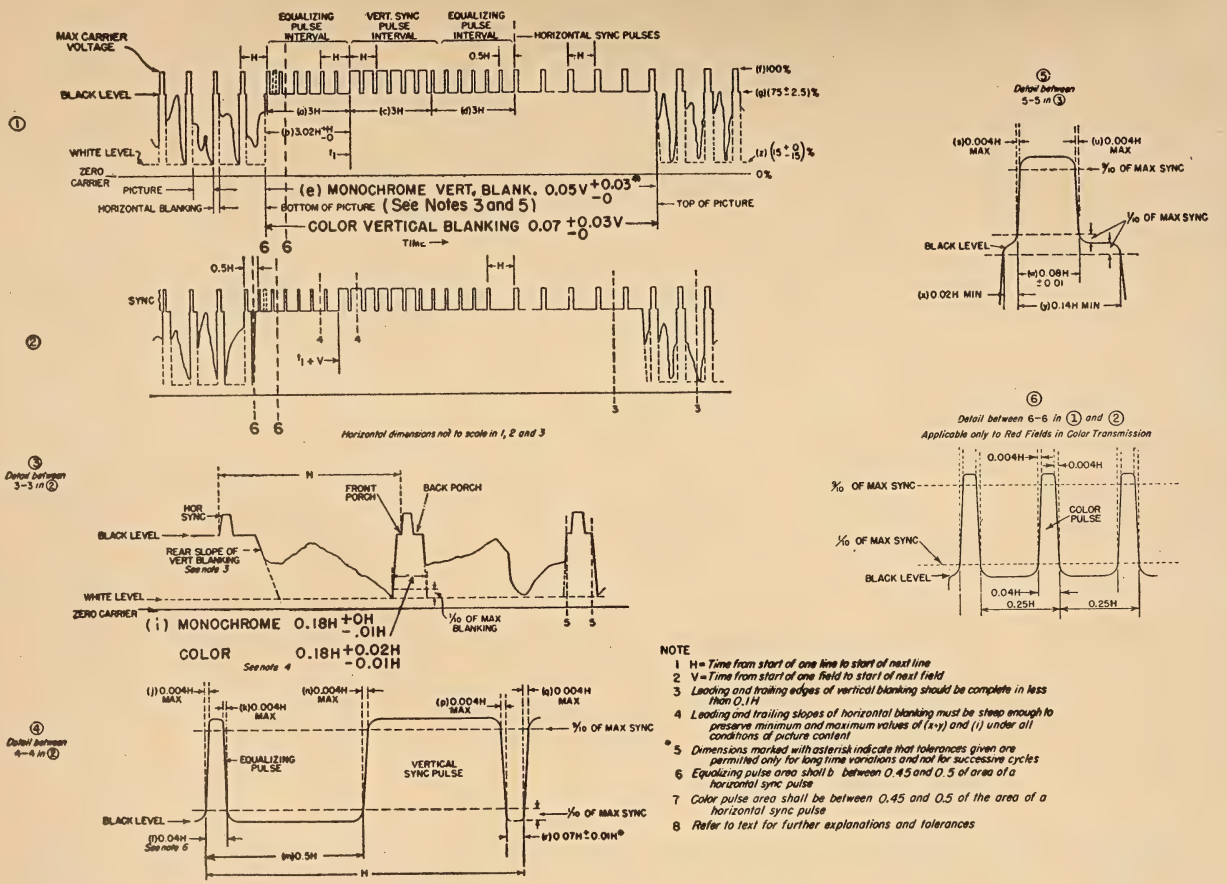
IDEALIZED PICTURE TRANSMISSION AMPLITUDE CHARACTERISTIC



Note: Not drawn to scale

Figure 3

TELEVISION SYNCHRONIZING WAVEFORM



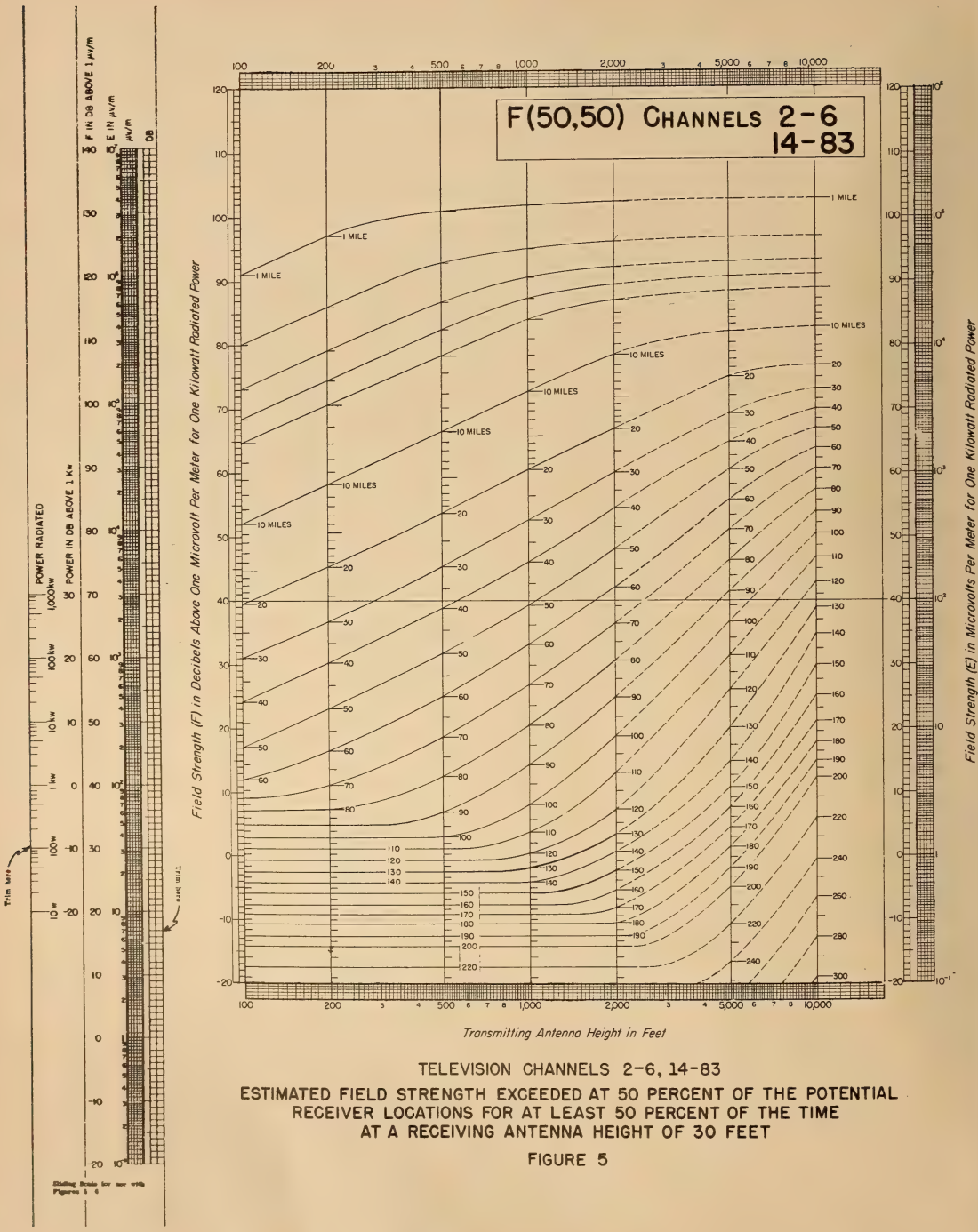
NOTE

1 H = Time from start of one line to start of next line
2 V = Time from start of one field to start of next field
3 Leading and trailing edges of vertical blanking should be complete in less than 0.1H
4 Leading and trailing slopes of horizontal blanking must be steep enough to preserve minimum and maximum values of (x+y) and (i) under all conditions of picture content
* 5 Dimensions marked with asterisk indicate that tolerances given are permitted only for long time variations and not for successive cycles
6 Equalizing pulse area shall b between 0.45 and 0.5 of area of a horizontal sync pulse
7 Color pulse area shall be between 0.45 and 0.5 of the area of a horizontal sync pulse
8 Refer to text for further explanations and tolerances

Figure 4

F.C.C. - WASHINGTON, D. C.

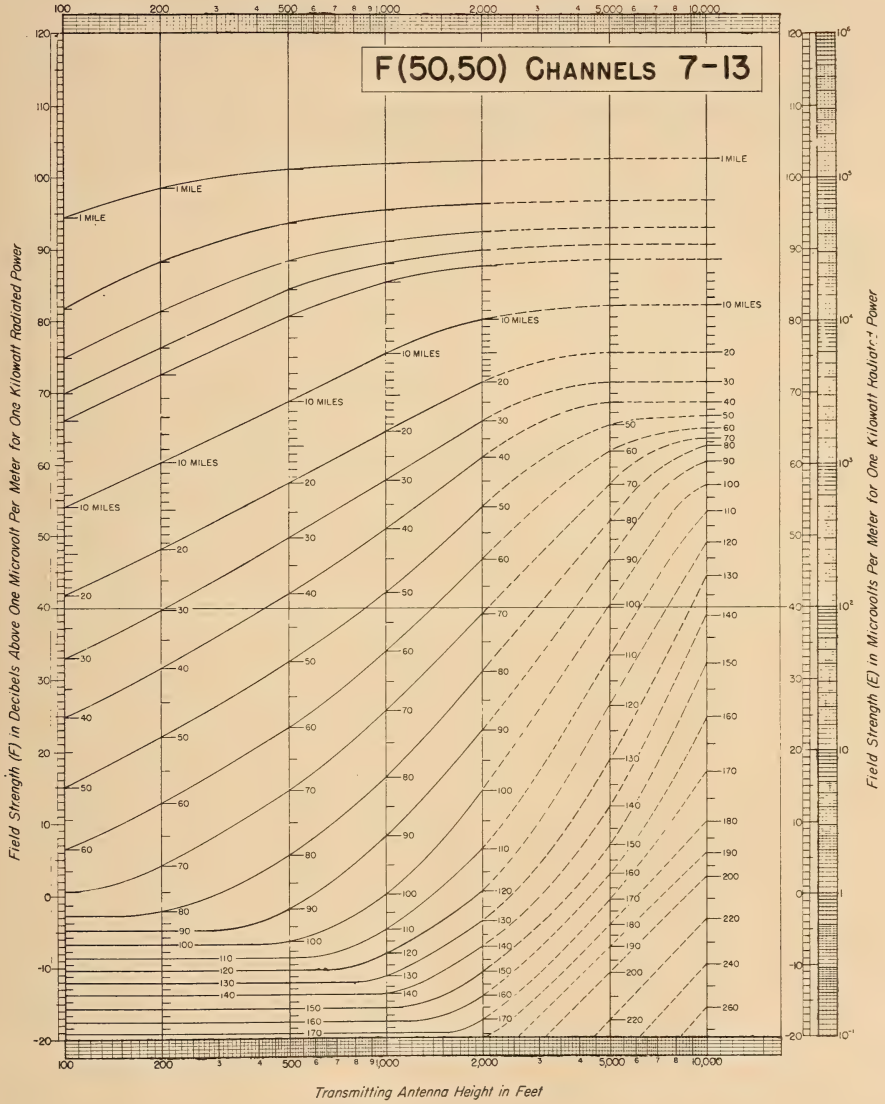
55552



TELEVISION CHANNELS 2-6, 14-83

ESTIMATED FIELD STRENGTH EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 50 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET

FIGURE 5



TELEVISION CHANNELS 7-13

ESTIMATED FIELD STRENGTH EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 50 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET

FIGURE 6

ASSUMED IDEAL DETECTOR OUTPUT

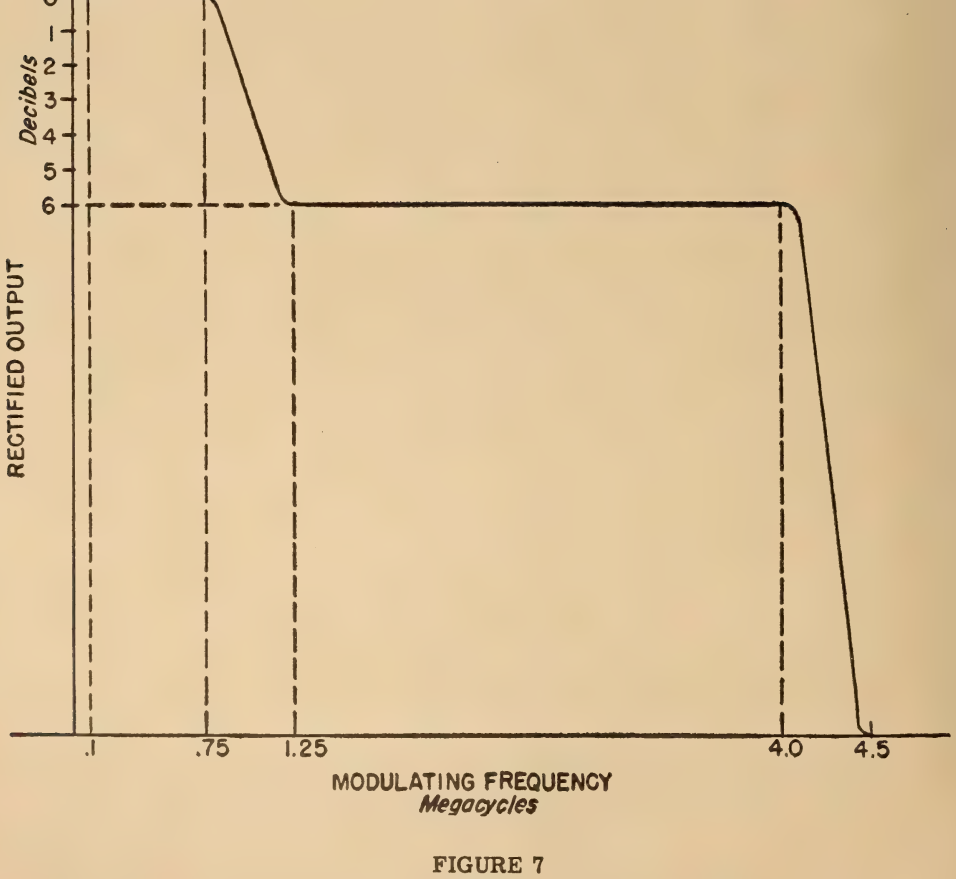


FIGURE 7

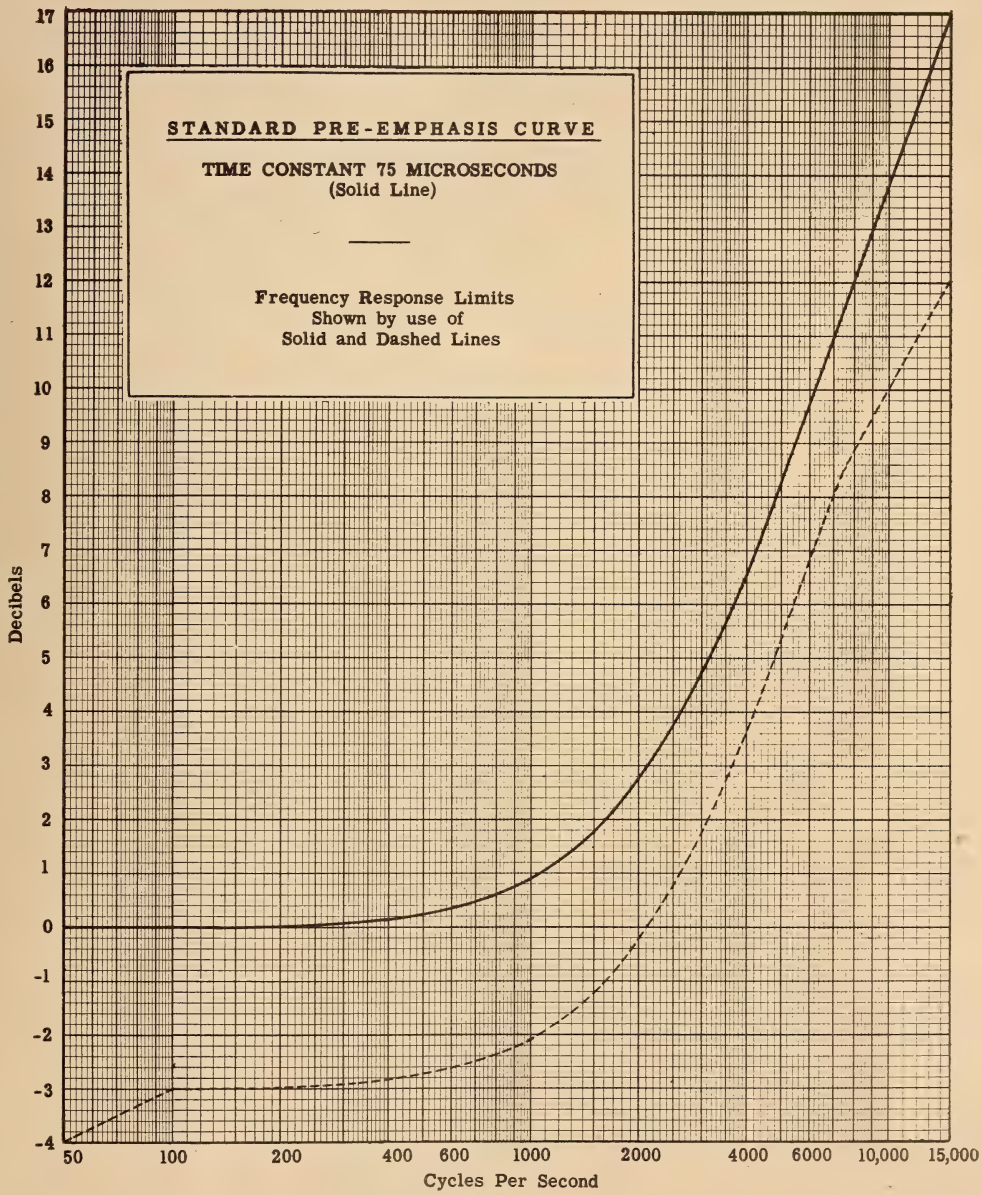

STANDARD PRE-EMPHASIS CURVE
TIME CONSTANT 75 MICROSECONDS
(Solid Line)
Frequency Response Limits
Shown by use of
Solid and Dashed Lines
Decibels
17
16
15
14
13
12
11
10
9
8
7
6
5
4
3
2
1
0
-1
-2
-3
-4
50
100
200
400
600
1000
2000
4000
6000
10,000
15,000
Cycles Per Second

FIGURE 8

For permanent San Diego coverage

KFMB-TV chose a

FISHER TOWER

Our record speaks for itself. The staff we maintain is backed up by years of experience in both the fabrication and erecting of towers of all heights.

TV—AM—FM

CONSULT

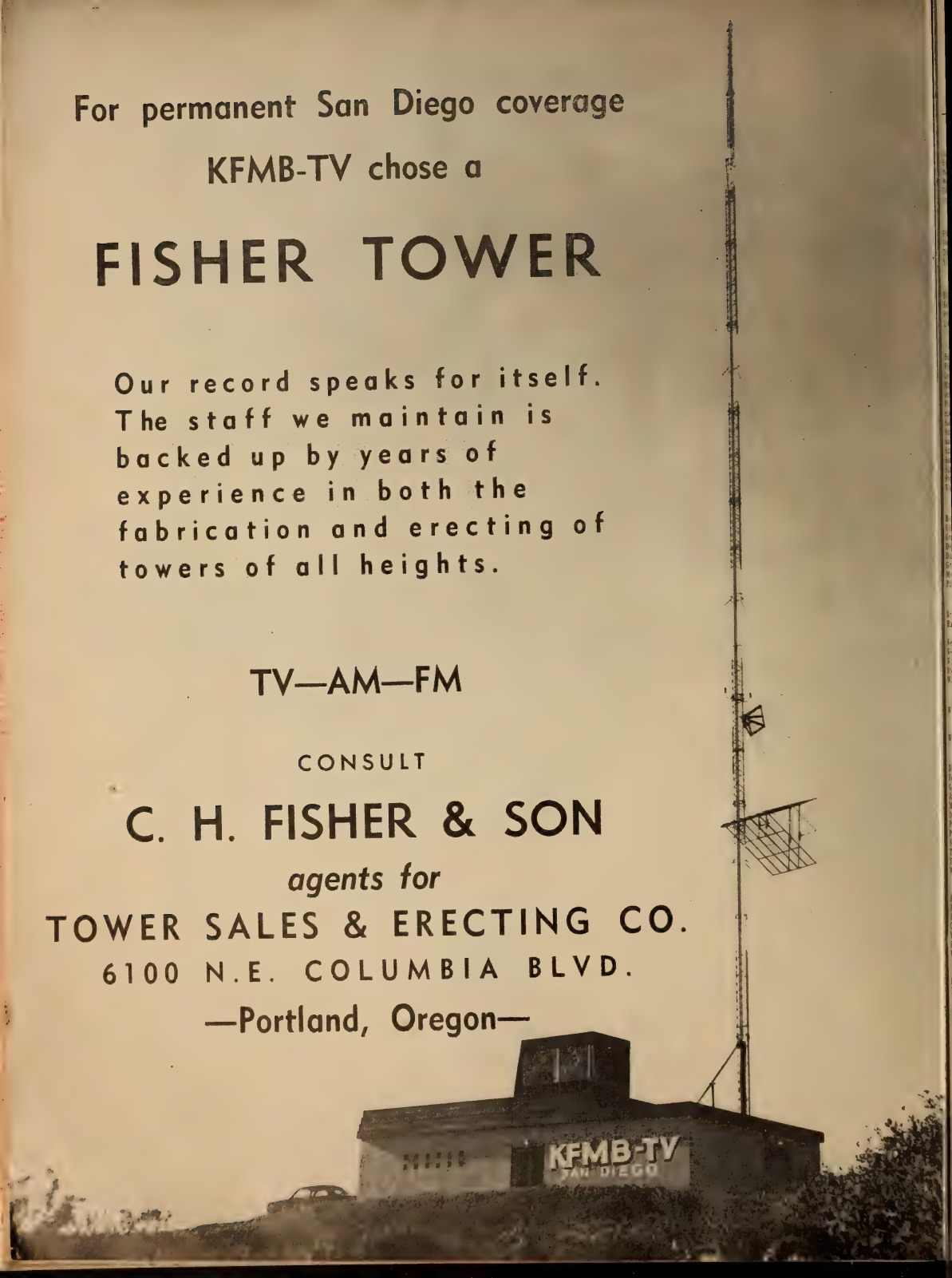
C. H. FISHER & SON

agents for

TOWER SALES & ERECTING CO.

6100 N.E. COLUMBIA BLVD.

—Portland, Oregon—



APPENDIX E
INDEX OF ASSIGNMENT DECISIONS

City	Proposed Assignments and Reservations	Counter proposals and related filings	Conclusions	Final Assignments and Reservations
		(Paragraph Numbers)		
ALABAMA				
Auburn	790	790	791	791
Birmingham	792	793	796-799	800
Mobile	790	790	791	791
Montgomery	792	794	796-799	800
Tuscaloosa	792	795	797-799	800
University	790	790	791	791
ARIZONA				
Flagstaff	239	239	239	
Phoenix	937	937	938	938
Tucson	937	937	938	938
Yuma	935	935	238, 936	936
ARKANSAS				
Blytheville	634	634	636-638	640
Fayetteville	619	619	620	620
Fort Smith	615	615	616, 617	618
Little Rock	615	615	616	618
CALIFORNIA				
Bakersfield	959	959	238, 960	961
Fresno	939	941	238, 945-948	950
Los Angeles	975	975	976	976
Monterey	962	962	963	964
Oakland	See San Francisco-Oakland.			
Port Chicago	956	956	957	958
Sacramento	939	940	943, 944	950
Salinas	962	962	963	964
San Bernardino	975	975	976	976
San Diego	971	971	238, 972, 973	974
San Francisco-Oakland	951	953	952-954	955
San Jose	975	975	976	976
Santa Barbara	939	942	949	950
Stockton	975	975	976	976
Visalia	939	942	947	950
COLORADO				
Boulder	850	852	861	869
Colorado Springs	850	854	863	869
Craig	850	853	865, 866	869
Denver	850	851	860, 865-867	869
Durango	850	856	865, 868	869
Grand Junction	850	857	865, 868	869
Montrose	850	858	865, 868	869
Pueblo	850	855	863	869
CONNECTICUT				
Bridgeport	253	264	283	288
Hartford	253	262, 264	236, 268-269, 277-281, 284	288
New Haven	253	263	281, 285-287	288
New London	253		236, 277-283	288
Norwich	253	264	283	288
Storrs	253	264	283	
Waterbury	253	264	283	288
DELAWARE				
Wilmington	339	339	340, 346	347
DISTRICT OF COLUMBIA				
Washington	331	331	332	332
FLORIDA				
Daytona Beach	778	778	779	781
Fort Lauderdale	807	808	816	818
Gainesville	807	809	814	818
Jacksonville	807	810	815-817	818
Miami	819	820, 821	827-830	831
Orlando	807	811	814, 816, 817	818
Panama City	807	812	814	818
Pensacola	782	783	784-788	789
St. Petersburg	See Tampa-St. Petersburg			
Tallahassee	778	778	779, 780	781
Tampa-St. Petersburg	819	820, 822	828-830	831
West Palm Beach	807	813	814	818
GEORGIA				
Albany	782		786	789
Athens	766	767	770-774	775
Atlanta	766	768	771-774	775
Columbus	776	776	777	777
Macon	776	769	772, 774	775
Savannah	776	776	777	777
Voldosta	819	820, 822, 823	824, 826	831
IDAHO				
Boise	896	896	897	897
Moscow	898	898	899	899
ILLINOIS				
Carbondale	518	518	519	520
Centralia		529	537	546
Champaign	526	527	534-545	546
Chicago	507	507	508, 509	510
Dekalb	515	515	516	517
Moline	See Davenport, Iowa			
Peoria	526	529	534-545	546
Quincy	556	556	557	558
Rockford	511	511	512	512
Rock Island	See Davenport, Iowa			
Springfield	513	513	514	514, 546
Urbana	526	528	534-545	546
INDIANA				
Bloomington	441	441	442-443 4	444
Evansville	445	445	446-447	447
Fort Wayne	438	438	439	440
Gary	459	459	236, 461	462
Indianapolis	430	430	236, 431-433	434
Lafayette	457	457	458	458
Logansport	435	435	436	437
Michigan City	452	452	453	453
Muncie	454	454	236, 455	456
South Bend	450	450	451	451
Terre Haute	448	448	449	449
IOWA				
Ames	547	547	549-554	555
Cedar Rapids	526	533	534-545	546
Davenport-Rock Island-Moline, Illinois	521	521	522-524	525
Des Moines	547	547	548-554	555
Dubuque	559	559	560	561
Fort Dodge	547	547	548-554	555
Iowa City	565	565	566	546, 566
Keokuk	556	556	557	558
Mason City				546
Sioux City	562	563	564	564
Waterloo	526	532	534-545	546
KANSAS				
Lawrence	588	588	589, 590	596
Manhattan	597	597	598	598
Topeka	599	599	600	600
Wichita	601	601	602, 603	604
KENTUCKY				
Louisville	463	463	464-466	467
Middlesborough	759	759	762	763
Owensboro	435	435	436	437
LOUISIANA				
Alexandria	843	843	844-846	847
Baton Rouge	832	833	838, 839	842
Houma	832	834	839	842
Lafayette	843	843	844-846	847
Lake Charles	832	836	840, 841	842
New Orleans	832	835	838-841	842
Shreveport	832	837		842
MAINE				
Bangor	249	249	250	250
Oreno	251	251	252	252
Portland	249	249	250	250
MARYLAND				
Baltimore	331	331	332	332
MASSACHUSETTS				
Boston	253	256	265-268, 272-276	288
Brockton	253	257	276	288
Holyoke	See Springfield-Holyoke			
Pittsfield	253	260	277-280	288
Springfield-Holyoke	253	258	268-269, 277-280	288
Worcester	253	259	268-269	288
MICHIGAN				
Ann Arbor	505	505	506	506
Bad Axe	848	848	236, 849	849
Bay City	490	490	236, 491, 492	493
Cadillac	500	500	501	502
Calumet	500	500	501	502
Coldwater	468	468	236, 469	470
Detroit	478	478	235, 479-483	484
Escanaba	500	500	236, 501	502
Flint	471	471	235, 472, 473	474
Grand Rapids	485	485	486-488	489
Hancock	500	500	501	502
Lansing	475	475	235, 476	477
Marquette	500	500	501	502
Saginaw	497	497	498	499
Sault Ste. Marie	503	503	504	504
Traverse City	494	494	495	496
MINNESOTA				
Duluth	579	579	580	584
Mankato	526	530	534-545	546
Minneapolis-St. Paul	570	570	571	571
New Ulm	526	530	534-545	546
St. Paul	See Minneapolis			
MISSISSIPPI				
Biloxi	805, 843	805, 843	806, 844-846	806, 847
Jackson	782	784	785-788	789
Meridian	801	801	802, 803	804
State College	805	805	806	806
University	805	805	806	806
MISSOURI				
Clinton	848	848	849	849
Columbia	585	585	586	587
Hannibal	556	556	557	558
Kansas City	588	588	591, 592-595	596
Kirksville		529	539, 540	546
St. Joseph	567	567	568	569
St. Louis	567	567	568	569
Springfield	567	567	568	569
MONTANA				
Billings	927	927	928	929
Bozeman	927	927	928	929
Butte	923	923	236, 924, 925	926
Great Falls	927	927	928	929
Miles City	927	927	928	929
Missoula	927	927	928	929
NEBRASKA				
Alliance		851		869
Lincoln	610	610	612, 613	614
Omaha	610	610	611, 613	614
NEVADA				
Las Vegas	969	969	970	970
Reno	965	965	966, 967	968

City	Proposed Assignments and Reservations	Counter proposals and related filings	Conclusions	Final Assignments and Reservations
		(Paragraph Numbers)		
NEW HAMPSHIRE				
Durham	253	254	265-267	288
Hanover	None	289	236, 290	291
Rochester		289	290	291
NEW JERSEY				
Andover	None	327	236, 329	330
Camden	None	327	329	330
Freehold	None	327	329	330
Hammonton	None	327	329	330
Montclair	None	327	236, 329	330
Newark	325	325	326	327
New Brunswick		327	329	330
NEW MEXICO				
Albuquerque	930	930	931	931
Gallup	932	932	933	934
Raton	932	932	933	934
Roswell	930	930	931	931
Santa Fe	930	930	931	931
Silver City	932	932	238, 933	934
NEW YORK				
Albany-Schenectady-Troy	292	292, 319	236, 295, 320	296, 321
Binghamton	292, 297	292, 297	295, 298	296, 299
Buffalo	292, 300	292, 301	235, 236, 295, 303-307	296, 308
Corning	None	315	235, 316	
Ithaca	292, 300	292, 302	295, 303-307	296, 308
Kingston	None	322	236, 323	324
Malone		292	236, 293	296
New York City	292, 325	292, 325	294-295, 326	296, 327
Niagara Falls	300	301	303-307	308
Oneonta		319	320	321
Poughkeepsie		292	236, 293	296
Rochester	292	292, 317	295, 318	296
Rome	See Utica-Rome			
Schenectady	292	319	320	321
Syracuse	292, 309	292, 311	235, 295, 312-313	296, 314
Troy	See Albany-Schenectady-Troy			
Utica-Rome	292	292	295	296
Watertown	309	310	235, 312-313	314, 321
NORTH CAROLINA				
Asheville	757	757	758	758
Chapel Hill	757	757	758	758
Charlotte	714, 757	715, 757	720-722, 758	726, 758
Durham	757	757	758	758
Greensboro	714, 757	757	758	726, 758
High Point	714	716	721, 722	726
Kinston	848	848	849	849
Raleigh	757	757	758	758
Salem	See Winston-Salem			
Wilmington	757	757	758	758
Winston-Salem	714, 757	717, 757	720-722	726
NORTH DAKOTA				
Bismarck	605	605	606	606
Dickinson	605	605	606	606
Fargo	605	605	606	606
Grand Forks	605	605	606	606
Minot	605	605	606	606
Williston	605	605	606	606
OHIO				
Akron	390	391	393	394
Cincinnati	404	404	236, 405-409	410
Cleveland	411	412	236, 413-415	416
Columbus	417	417	418-419	420
Dayton	395	395	396-397	398
Oxford	388	388	389	389
Sandusky	411	412	413	416
Steubenville	348	353	236, 358-360, 362	366
Toledo	386	386	387	387
Warren	399	399	400	400
Wooster	390	392	393	394
Youngstown	401	401	236, 402	403
Zanesville	427	427	428	429
OKLAHOMA				
Enid	621	621	622	623
Lawton	624	624	630	632
Muskogee	648	621, 848	622, 849	623, 849
Norman	621	621	622	623
Oklahoma City	624	624, 625	627-632	632
Pryor Creek	848	848	849	849
Stillwater		621	622	623
Tulsa	624	624, 626	627-632	632
OREGON				
Albany	877	881	235, 883	890
Corvallis	919	919	920	920
Eugene	914	914	915-917	918
Portland	911	911	912	913
Salem	921	921	922	922
PENNSYLVANIA				
Altoona	367	368	236, 370	371
Beaver Falls	384	384	235, 385	
Braddock	None	351	357	
Erie	376	376	236, 377-380	381
Harrisburg	333	333	236, 334	335
Johnstown	374	374	375	
Lancaster	339	339	341-346	347
Lebanon	336	336	337	338
Lock Haven	None	382	236, 382	382
McKeesport	None	350	355	
Philadelphia	339	339	340-345	347
Pittsburgh	348	349	236, 354-358, 361-363, 365	366
Reading	336	336	337	338
Scranton	333	333	236, 334	335
State College	372	372	373	373
Washington	348	352	358, 361-362	366

City	Proposed Assignments and Reservations	Counter-proposals and related filings	Conclusions	Final Assignments and Reservations
		(Paragraph Numbers)		
RHODE ISLAND				
Providence	253	261	268-271	288
SOUTH CAROLINA				
Charleston	764	764	765	765
Clemson	764	764	765	765
Columbia	759	759, 760	761	763
Greenville	764	764	765	765
Spartanburg	759	759	762	763
SOUTH DAKOTA				
Brookings	607	607	608	609
Pierre	607	607	608	609
Sioux Falls	607	607	608	609
Vermillion	607	607	608	609
TENNESSEE				
Bristol	755	755	756	756
Chattanooga	751	751	752	752
Cookeville	745	747	749	750
Harriman	848	848	849	849
Kingsport	753	753	754	754
Knoxville	751	751	752	752
Maryville	848	848	849	849
Memphis	634	634	635-639	640
Nashville	745	746	748, 749	750
Shelbyville	848	848	849	849
TEXAS				
Amarillo	667	669	671	672
Austin	710	710	711	711
Beaumont-Port Arthur	685	685	686	687
Breckenridge	644	644	645	646
Brownsville	673	675	677, 678	679
College Station	694	694	695	695
Corpus Christi	708	708	709	709
Dallas	662	662	663-665	666
Denison	647	649	652	653
Denton	647	650	652	653
El Paso	702	702	703	703
Fort Worth	704	704	705	705
Galveston	706	706	707	707
Harlingen	673	675, 676	238, 677, 678	679
Houston	680	680	681-683	684
Laredo	696	696	697	697
Longview	654	654	655, 656	657
Lubbock	667	668	238, 670, 671	672
McAllen	673	674	238, 677-678	679
Monahans	667	668	670	672
Port Arthur	See Beaumont-Port Arthur			
San Angelo	698	698	699	699
San Antonio	658	658	660	661
Sherman	647	648	651-652	653
Temple	641	641	238, 642	643
Texarkana	700	700	701	701
Victoria	658	658	238, 659	661
Waco	688	688	689	690
Weslaco	674	676	238, 677-678	679
Wichita Falls	691	691	692	693
UTAH				
Logan	900	906	907	910
Ogden	900	904	907	910
Price	900	902	909	910
Provo	900	905	907	910
Salt Lake City	900	901	907-909	910
Vernal	900	903	907-909	910
VERMONT				
Burlington	251	251	252	252
VIRGINIA				
Blacksburg	743	743	744	744
Bristol	755	755	756	756
Charlottesville	735	737	738-741	742
Danville	743	743	744	744
Harrisonburg	367	369	236, 370	371
Lynchburg	743	743	744	744
Newport News	727	729	731	734
Norfolk-Portsmouth	727	728	730-733	734
Petersburg	735	737	738-741	742
Portsmouth	See Norfolk-Portsmouth			
Richmond	735	736	738-741	742
Roanoke	743	743	744	744
WASHINGTON				
Bellingham	877	878	236, 884-889	890
Ellensburg	891	891, 893	236, 892, 894	892, 895
Kennewick		893	236, 894	895
Longview	877	880	235, 884-889	890
Olympia	873	873	874, 875	876
Omak-Okanogan		893	236, 894	895
Pasco		893	236, 894	895
Pullman	893	893	894	895
Richland		893	236, 894	895
Seattle	877, 893	879, 893	235, 882, 884-889	890
Spokane	893	893	894	895
Tacoma	873, 893	873, 893	875	876
Walla Walla	870	870	236, 871	872
Wenatchee		893	236, 894	895
Yakima		893	236, 894	895
WEST VIRGINIA				
Beckley	714	719	723-725	726
Charleston	421	423	424-425	426
Clarksburg	427	427	428	429
Huntington	421	422	236, 424-425	426
Morgantown	712	712	713	713
Princeton	714	718	721, 722	726
Wheeling	348	353	358-360	366

City	Proposed Assignments and Reservations	Counter-proposals and related filings	Conclusions	Final Assignments and Reservations
			(Paragraph Numbers)	
WISCONSIN				
Adams		579	236, 582	584
Chilton		579	236, 582	584
Eau Claire	579	579	580	584
Green Bay	572	572	236, 574-577	578
LaCrosse	579	579	580	584
Madison	579	579	581	584
Marinette	579	579	580	584
Milwaukee	572, 579	572, 579	573-577, 583	578, 584
Racine		579	583	
Richland Center		579	236, 582	584
Park Falls		579	582	584
Shell Lake		579	236, 582	584
Superior	579	579	580	584
Wausau		579	236, 582	584
WYOMING				
Cheyenne		851	867	869
Laramie	850	859	864, 865, 866	869
Rawlins		851		869
ALASKA				
Anchorage	978	978	979, 980	981
Fairbanks	978	978	979, 980	981
Juneau	978	978	979, 980	981
Ketchikan	978	978	979, 980	981
HAWAIIAN ISLANDS				
Lihui	978	978	979, 980	981
Honolulu	978	978	979, 980	981
Wailuku	978	978	979, 980	981
Hilo	978	978	979, 980	981
PUERTO RICO				
San Juan	978	978	979, 980	981

CONCURRING OPINION OF COMMISSIONER E. M. WEBSTER

The importance of television in the field of education has already been firmly established in the minds of all thinking people. Accordingly, it is not a question as to whether programs of this nature should be televised, but, rather, whether the Commission should reserve, for future use by educational groups, certain television channels for non-commercial educational purposes only, or leave the production of such programs to the discretion of the commercial interests, including those educational groups desiring to operate commercially.

When the Third Notice of Further Proposed Rule Making was issued March 22, 1951, I stated in a separate opinion that I believed the reservation of channels for non-commercial educational television stations was warranted only upon a showing that there is a reasonable probability that, if such reservation were made, the channels would be utilized in the reasonably near future. It was my opinion that a vast majority of the representatives of educational institutions had little concept of the costs and practical problems involved in the construction and operation of a television station, and that when brought face to face with practicalities they might find the economic hurdle difficult if not impossible to surmount. I was unable to overcome the feeling that the proponents of non-commercial educational channel reservations, knowing the importance of education to the well-being of our nation, and having been alerted to the mass appeal of television, were carried away by the glowing potentialities thereof in the field of education and failed to approach this new venture from a practical point of view. It appears that, of those educational organizations not privately endowed, few, if any, have the active backing and cooperation of their state or local governments which will be called upon to appropriate the funds for such non-profit operations. Nevertheless, with virtually no reasonable assurance that funds would be available for the construction and continued operation of non-commercial educational television stations, the Commission was requested to indefinitely reserve channels therefor. In other words, in the face of claims by commercial interests that, with the cooperation of educators, they could produce educational television programs in a manner which would be in the best interest of the public, we were asked to permit a scarce and valuable part of the public domain to lie fallow, possibly for a period of years, if the educational groups found it infeasible to put these channels to reasonably prompt use.

I felt, as I am sure all of the Commissioners did, that I could not permit the understandable burst of enthusiasm displayed by the educational group to sway my thinking as to whether the public interest would best be served by indefinitely reserving a certain number of channels for future use by the non-commercial groups, or by making all television channels immediately available for use by commercial stations and looking to this group to furnish the public with educational programs. In my opinion neither interest presented a strong case up to the time the Third Notice of Further Proposed Rule Making was issued, and, on the basis of the record then made, I was not satisfied that we would be justified in making the requested reservations.

Neither the Commission's notice nor my separate opinion directed either group to show, in the proceedings scheduled to follow the Third Notice, what it contemplated doing by way of televising educational programs. However, it appears to me that the logical course for the commercial group to have taken, if it was serious in its contention that reservations of television channels should not be made for non-commercial educational stations, would have been to show what commercial stations are capable of doing in this connection both as to quality and quantity. By the same token, I expected the educational group to take steps to support the proposed reservations on a city-by-city basis. It cannot be said that the opportunity to make such a showing was not given, since comments with respect to the table of assignments in the city-by-city portion of the proceedings were specifically provided for in footnote 12 of the Third Notice.

It was my hope that by buttressing their respective positions the conflicting interests would give the Commission more affirmative data on which to base a decision, and I so indicated in my separate opinion. It does not appear to me that this was effectively done by either group. The failure of the commercial interest to make a strong, positive showing with respect to educational productions leaves me with the impression that that group is not as prepared to voluntarily go forward with this type of television programming as originally indicated. As for the educational group, in a relatively few instances a showing was made that there were definite plans for constructing and operating non-commercial educational television stations in the near future. But with respect to an overwhelming majority of the 209 communities tentatively assigned educational channels by the Third Notice, support therefor by local educational organizations took, for the most part, the form of affidavits stating that reservations of such channels were desired. In the case of 18[1] communities receiving tentative assignments of educational channels, no testimony at all was given by local institutions that the use of such channels is contemplated even in the distant future. While the Joint Committee on Educational Television did file a sworn statement which endorsed the Commission's proposal to reserve channels in these 18 communities and requested that the assignments be made final, its affidavit made no effort to justify these specific reservations.

In my opinion the proposals of both groups, having been weighed in the balance, leave much to be desired. On the one hand we have the non-commercial educational group, imbued with lofty motives and high hopes, but, generally speaking, without funds or reasonably firm plans for televising educational programs in the near future. On the other hand we have the commercial interest, apparently possessed of means for televising educational programs in the reasonably near future, but likewise without plans as to what, if anything, would be done in this connection. However, since the future, if not the present, status of educational programming in the field of television depends on the provision made therefor at this time, the Commission, as I see it, finds itself in the unenviable position of having to make a choice between the inadequate proposals of these interests, or promulgate rules requiring commercial stations to provide adequate educational programs. I am not ready at this point to recommend that this latter step be taken.

Having made little or no showing as to what it is willing to do in this connection, obviously, we cannot depend on the commercial interest to give this vitally important type of programming the attention it merits. Therefore, we are left with no alternative. Despite the inadequate showing made by the non-commercial educational group, circumstances dictate that the requested reservations be made. There is this much to be said in favor of such assignments. Regardless of the obstacles which must be overcome, in general, educational institutions, in order to further the purpose for which they exist, undoubtedly will be conscientiously concerned with the construction and operation of non-commercial educational stations at the earliest possible date. We can only hope that their state and local governments share their interest and foresight.

One of the considerations which enables me to accept the reservation of channels is the fact that, in the event the educators fail in their efforts, the Commission, at any time it considers it in the public interest to do so, can reconsider its decision in this connection and, through rule making proceedings, assign idle educational channels for commercial purposes, and possibly promulgate rules requiring other than non-commercial educational stations to provide adequate educational programs. Moreover, after a period of one year from the date on which this table of assignments is made final, any interested party is at liberty to petition the Commission for rule making proceedings looking toward the commercialization of any or all educational channels lying fallow at that time. Accordingly, in view of the observations set out above, and on the basis of the entire record, I believe it is in the public interest to reserve the channels for non-commercial educational television stations specified in this Report and Order.

[1] Portland, Maine; Bangor, Maine; State College, Pa.; Erie, Pa.; Dayton, Ohio; Bozeman, Montana; Miles City, Montana; Butte, Montana; Minot, N. D.; Dallas, Texas; College Station, Texas; Gainesville, Fla.; Panama City, Fla.; Las Vegas, Nevada; Columbus, Ga.; Biloxi, Miss.; Roanoke, Va.; San Juan, Puerto Rico

SEPARATE VIEWS OF COMMISSIONER HENNOCK CONCURRING IN PART AND DISSENTING IN PART

1. For the reasons set forth hereinafter, I find it necessary to dissent from the Commission's decision in its Sixth Report and Order concerning:

A. *The Increases in Station Power and Antenna Height;*

B. *The Use of Channels #66-83;*

C. *The Procedure for Processing and Hearing Applications;*

2. With reference to the *Educational Reservations,* and the *Table of Assignments,* I am Concurring in the decision insofar as it adopts the principle of reserving channels for educational purposes and insofar as it assigns specific channels for such purposes, and Dissenting from the decision insofar as it fails to make a more adequate and proper provision for education herein.

* * *

A. THE INCREASES IN STATION POWER AND ANTENNA HEIGHT—(Pars. 143-165 of the Sixth Report)

The question of power and antenna height concerns in essence the relationship between the VHF and the UHF portions of the spectrum, as well as the development of television in the smaller communities of the country. By granting increases in power and antenna height the Commission, in my opinion, has unduly and unnecessarily enhanced the VHF at the expense of the UHF. As the UHF is the new and heretofore experimental portion of the spectrum containing 85% of all TV channels, and its use is so clearly necessary to a national system, the Commission should not

hinder its development by adding to the advantage held by the already highly developed VHF. Rather, the UHF should now be encouraged in every way possible so as to aid its development, establishment and eventual growth into an integral part of a truly nation-wide television system.

I believe therefore that the Commission in general should retain the provisions now in its Rules regarding power and antenna height for the lower VHF and finalize a maximum power of 50 kw for these channels (2-6) at a maximum antenna height of 500 feet, or their equivalent.[1] Retaining the maximum height of 500 feet, maximum power for the upper VHF (channels 7-13) should be raised to 150 kw to keep the 3 to 1 ratio adopted by the Commission tending to equalize potential coverage, and a maximum power of 1000 kw authorized for the UHF, to assist the early development of its high power operations. Even 50 kw (or 150 kw) at 500 feet, it should be noted, would permit increases in power and height for nearly all stations now operating which, despite already extensive coverage, are presently below these maxima.

The primary aim of this allocations proceeding must be the *maximum utilization of all television channels.* Certainly a system comprising only a few hundred VHF stations, each with the greatest possible coverage, would be most efficient from the point of view of these individual stations. This would not, however, even approximate a nation-wide system and it would be most unfortunate if the medium were to develop in such a manner, depriving scores of cities of their sole opportunity for local self-expression in television.

There are serious economic problems facing the development of the UHF against presently existing or future VHF service, basic to a determination of this question of powers and heights, which the Commission apparently has minimized or disregarded. Even the briefest consideration makes clear the difficulties confronting a potential UHF operator in a community now receiving no VHF service or only marginal VHF service, which community is subsequently flooded by reliable, multiple VHF signals from far-off, larger cities. First, the VHF sets purchased in the area, which may number in the tens of thousands and even approach "saturation," will not be able to receive local telecasts over UHF, without being converted.[1a] Furthermore, the VHF operations in the larger cities in all likelihood will, if established practices are continued, obtain exclusive rights to network affiliations and operations in the area, thus securing for themselves a large body of highly popular TV programming. In addition, the major national and regional advertisers who provide much of the necessary economic base for television operations will tend, for practical business reasons, to gravitate toward those existing VHF stations with extensive coverage. Thus, the potential UHF operation will predominantly be forced back upon new UHF and converted sets and upon local programming resources and local advertisers, which alone may not provide sufficient support for a television station.

Similar economic difficulties, with the exception of the set conversion problem, will also confront the establishment of a local, small city VHF station. Thus, provisions for height and power intimately affect assignments to smaller cities. The Commission has recognized that some delay is certain before television, more costly and complicated than radio, develops in these smaller cities. This very allocations plan has been expressly formulated to give these cities additional time to take advantage of their assignments, thus preserving their future opportunity for local television outlets. Mere assignments, however, are not enough; the Commission must also establish rules and conditions which make these assignments reasonably capable of being translated into actual operations.

There will be, irrespective of the power and height authorized, some degree of VHF overlap. This decision, however, substantially aggravates the amount of this overlap and to that extent may deter full development of the whole TV spectrum. To illustrate: Commission propagation data shows that operations at maxima of 50 kw and 500 feet in the lower VHF will, when limited by noise only, have a Grade B service radius of 52 miles. Operations at 100 kw and 2000 feet on these channels limited by noise only will, however, result in a Grade B service radius of 86 miles, an increase of 34 miles.[2] Expressed in terms of land coverage, this results in an increase of the station's Grade B service area from 8,500 square miles to 23,300 square miles.

While co-channel interference lessens the extension of coverage brought about by increased power and height, such extension will in all events be considerable. Thus at a separation of 220 miles, with both co-channel stations going to the maximum of 100 kw at 2000 feet, each station's Grade B service radius in the other's direction will increase from 50 miles to 67 miles. If only one station goes to the new maxima, its radius will increase from 50 miles to 76 miles in the direction of its co-channel station; although the latter, remaining at 50 kw and 500 feet, will suffer a 5 mile decrease in its service radius in the former's direction, the higher maxima will still effect a *substantial net increase* in overall coverage.[3] These increases, in my opinion, should not be permitted, particularly in view of the fact that the wider mileage separations and the use of offset carrier established in this Report have, by diminishing co-channel interference, already resulted in service areas greater than those provided prior to the "freeze."

The Commission's experience with FM, where the set problem was so crucial, should make it clear beyond question that practical economic considerations cannot be left largely to chance in the establishment of a new service. Moreover, the "safety factor," often referred to in this Report, would seem to require that there be no further major extension of the coverage of individual VHF stations throughout the country, at least until UHF clears its initial hurdles in getting started and more definite knowledge is gained concerning UHF and its interrelationships with the VHF. Nor should the application of this "safety factor" be limited to Zone 1, for the ultimate health of the UHF will have a vital bearing upon television development in all zones.[4]

To increase power and height now is irrevocably to cast the die in favor of the VHF and to take an unnecessary gamble with the future of our entire television system. Particularly in view of the Commission's statutory duty to "generally encourage the larger and more effective use of radio in the public interest," I believe that no further increases in power and antenna heights, beyond those minor ones hereinbefore indicated, should be permitted.

B. THE USE OF CHANNELS #66-83—(Pars. 26-32 of the Sixth Report)

The Commission, in my opinion, should have adopted and finalized the proposal in its Third Notice to give a substantial preference in these unassigned "flexibility" channels to cities without television assignments.[5] Under this proposal, a party in a city without television assignments (and not within 15 miles of an assignment) could have applied in a licensing proceeding for a "flexibility" channel. In contrast, a party in a city to which one or more assignments had been provided would have been ineligible to make such an application and would have been required to institute rule making proceedings to secure a "flexibility" assignment. Such a rule of "limited eligibility" protected the future interest of smaller cities without assignments in these "flexibility" channels, and thereby preserved what generally will be their sole opportunity to obtain local television outlets.

I believe that the Commission has erred in deleting this Third Notice proposal and in making unassigned channels available to all on practically an equal basis. The Commission's statements in this Report to the effect that these channels will "primarily" be used for communities w i t h o u t assignments (commercial and educational) are insufficient in the absence of specific safeguards and standards to accomplish such a needed result. The privilege given cities without assignments to petition for "flexibility" channels *even during* the general one-year ban on amendments to the Table does not offer anything near the substantial protection required. In view of the anticipated heavy demand for frequencies, the equal right of all parties (after one year) to petition by rule making for these channels and particularly the lack of any definitive criteria under which the Commission could withhold them against such demand, it is likely that most unassigned channels will be preempted by larger cities which already have multiple television assignments. I do not believe that we should so encourage the early appropriation of these channels at the expense of smaller communities which may, in time, be able and eager to support a local television station.

C. THE PROCEDURE FOR PROCESSING AND HEARING APPLICATIONS

By far the best system for processing television applications would be the so-called "two-lump" procedure; using it the Commission would separately process all VHF applications and all UHF applications for a given community and would order consolidated hearings when either the total number of VHF or UHF applications exceeded the number of available VHF or UHF channels. The "channel by channel" procedure and the requirement that applications specify transmitter sites will, in my opinion, cause unnecessary legal and administrative difficulties without obtaining any substantial gain in the number of grants without hearing issued by the Commission, and thus should not have been adopted.

Strong reasons exist for preferring the "two-lump" procedure even if it may be assumed (to my mind, incorrectly) that the other would be more expeditious. The "two-lump" method would enable the Commission more closely to meet its primary duty in licensing proceedings to choose the best qualified applicants in a community. For example, its use would obtain the three most worthy applicants (perhaps out of seven or eight) for three VHF channels that may be available in a given city.[6] "Channel by channel," however, will at best obtain the most highly qualified applicant for *each* of the three channels; in so doing it may bypass one or two more worthy applicants who have been lost in the contest over a particular channel.

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[1] Thus, antenna heights of over 500 feet would be permitted for all channels when proportionate decreases in power were utilized to provide an equivalent ratio which would keep a station's particular contour constant. Such a practice has heretofore been followed and will be in the future with respect to heights over 1000 feet in Zone 1. (See Sec. 3.614 (b) (1) of the TV Rules).

[1a] It should be noted that the efficiency and convenience of UHF converters has not yet been proved. In view of the difficulties previously had with other converters, in FM and television, this remains a serious problem for existing TV sets.

[2] Statistics for the upper VHF show a comparable extension of Grade B service radius limited by noise only of from 44 to 80 miles as the result of equivalent increases but, for purposes of simplicity, only lower VHF figures have been used.

[3] In other directions, it should be noted, both operations would tend to approach the noise limitation figure of 86 miles referred to above, for the stations will not necessarily be limited in every direction by co-channel separations of this order.

[4] The temporary loss of some service to outlying areas if power and height are not increased is more than compensated for by the substantial enlargement of the opportunity for development of local TV outlets. Subsequently, if it should appear that some local outlets will not be forthcoming, the increases in power and height could then (in accordance with the "safety factor") be granted to extend coverage to these outlying areas.

[5] See Part II, Assignment Principles, of the Third Notice. These unassigned channels, known in the Third Notice as "flexibility" channels, in addition to channels 66 to 83 include those additional assignments which could, consistent with the standards established herein, be made on channels 2 through 65.

[6] This applies with equal force to UHF channels and applications, although for purposes of simplicity only the VHF is referred to. It should be noted that were it not for the desirability of getting UHF started against the advantage already held by the highly developed VHF, a "one-lump" procedure, including all the multiple applicants for available channels, would for the reasons stated herein be best and should have been adopted.

That all VHF channels are identical has been a basic principle of the allocations plan and the Commission has denied several counter-proposals in these proceedings which sought to distinguish between VHF frequencies as such. By permitting applicants to pick and seek particular VHF frequencies, the "channel by channel" procedure is inconsistent with this basic allocations principle.[7] Unfortunately, it also offers greater opportunity for and thus encourages maneuvering, pressuring and trading among applicants within available VHF channels. No one can believe that these competitive practices will be intended to or will produce applicants best qualified to serve the public interest and most dedicated to it. Clearly, the Commission should not abdicate to individual applicants its critical role in licensing proceedings; it should not select a procedure that puts a premium on their wiles and stratagems.

The contention that "channel by channel" offers greater speed is without substantial foundation in my opinion. Most likely, the number of early grants will be very much the same no matter which procedure is adopted. At best there will be a limited number of instances in which "channel by channel" will free for grant an application otherwise caught in hearing. It is unreasonable to anticipate many islands in the rough seas of VHF competition, instances where there will not be multiple applications requiring hearings for every choice VHF channel. In the case of UHF, the lesser competition will probably bring, in general, fewer immediate applications and should permit a quantity of uncontested grants, regardless of the method adopted.

In view of the anticipated heavy contest for VHF frequencies, it is probable that "channel by channel" will in many instances require multiple VHF hearings in the same community. This increase in the total number of hearings will, in view of the limited hearing staff, cause a serious delay in overall processing. It also raises the possibility of inconsistent results in these several VHF hearings in a city, due in part to the use of different Examiners and also to the varied and inconsistent decisional factors controlling licensing that may be present in each hearing.[8] Although a single Examiner for all of these VHF hearings reduces the dangers of inconsistent results, there remains the probability of varied and inconsistent decisional factors in them. Such an arrangement, in any event, would waste whatever time advantage "channel by channel" might otherwise have held, for the Examiner, in order to avoid giving an unfair "head start" to any applicant, would undoubtedly have to hold up his earlier decisions until all VHF decisions in that city were ready for simultaneous issuance.

The requirement for applicants' specification of transmitter sites, apparently one of the prime reasons for Commission adoption of the "channel by channel" procedure, is actually a cardinal weakness of it. Not only will it make more difficult and seriously slow up routine processing but it will require a heavy, and in most cases an unnecessary, expense for all applicants. It opens, moreover, an unfortunately wide avenue for those "backstage" competitive manipulations already referred to.

Since transmitter sites will be specified in more than 1000 applications, it is not unlikely that a good number of them will not meet the established mileage separations to other specified sites. Not only will co-channel separations have to be taken into account here, and adjacent channel separations as well, but, insofar as the UHF applications are concerned, also those many other separations established by the so-called "Taboo Table."[9] Particularly accentuating this difficulty will be the fact that in preparing an application for filing, there is no way for an applicant to know of the specified sites in other applications to be filed which will cause him to violate the minimum separations.

Every time specified sites violate the separations, a conflict requiring a hearing will be created involving applicants from different cities (as well as between other competing applicants in their respective cities).[10] These conflicts, closely resembling those arising in standard broadcasting, *are precisely those which the television allocations plan and Table of Assignments were designed to resolve and avoid.*

Only a relatively few such conflicts would be able to begin a chain reaction which would tie up extensive regions of the country and large numbers of channels in extremely complicated hearings. Even should the conflict and hearing be limited to applicants in two cities, it is indeed difficult to see what criteria the Commission would use to prefer an applicant from one city over his competitor in another (not to mention the other competitors in each city), for the Table of Assignments has already established that the operations of the several channels which may be involved are, in their respective cities, technically feasible and proper in every respect.

The transmitter problem could best be handled on a "site-to-be-determined" basis under the "two-lump" procedure. The transmitter site and its related issues would then play no part in a comparative hearing. Only the successful applicant (or applicants) holding a construction permit would be required to secure a site meeting minimum mileage separations. Any difficulties in so doing could more easily be ironed out within the greater flexibility of informal, administrative processes. Given the result in either case of sites within the minimum separations, the procedure which reduces difficulties to a minimum should be preferred.

In view of the foregoing contrast of its assured benefits against the probable minimal gains and the serious difficulties entailed in the other procedure, there is every reason to adopt the "two-lump" method for the processing and the hearing of applications.

D. **THE EDUCATIONAL RESERVATIONS, AND THE TABLE OF ASSIGNMENTS,** to which I Concur insofar as the decision adopts the principle of reserving channels for educational purposes and assigns specific channels for such purposes, and to which I Dissent insofar as the decision fails to make a more adequate and proper provision for education herein.

I

I am in complete agreement with the Commission's action in finally adopting the principle of indefinitely reserving television channels for non-commercial educational purposes. I concur, therefore, in the Commission's decision insofar as it has finally reserved specific channels in cities throughout the United State. Both Commission recognition of the principle and the specific reservations mark a significant step forward for educational-TV. I believe, however, that the Commission's provision for education herein is deficient in many vital respects, both general and specific. By failing to provide education with its rightful share of the television spectrum, the Commission, in my opinion, runs the risk of stunting the growth of educational-TV in the formative days of its infancy and of forever retarding the future of our entire educational system.

My Separate Views to the Commission's Third Notice, issued March 21, 1951, pointed out certain defects in the proposals therein respecting educational television in the hope that they would be remedied before final action was taken. Our decision today, however, in large measure finalizes these proposals and thus freezes into permanency most of the flaws and shortcomings contained in them. Furthermore, their adoption has resulted in numerous errors in the specific allocations of the Commission's Table of Assignments. In view of the finality of this action, the additional evidence adduced by educators in the city-by-city hearings and the constantly increasing advancements in educational-TV, I now feel even more certain that the Commission has grievously erred in not providing education with the reservations it needs and deserves and that, in so doing, it has worked an injustice to the public interest.

II

In order to give a proper perspective to the Commission's action, certain background facts should first be stated in summary form. It is fundamental that the Commission is herein shaping the nature and course of television operations for generations to come. In this decision, the Commission allocates and opens up for licensing almost all of the frequencies that now remain available for television service. Education in general will not immediately be able to claim and use these television channels; it will need, as the Commission recognizes, additional time in which to secure funds, evolve organizational structures and, just as important, investigate and develop the new, expanded role which it can, through television, play in the community.

In view of the pent-up commercial demand for television facilities and the certainty of their early preemption for regular commercial operations, only the reservation now of a substantial number of channels will insure their availability for future, full-scale educational use. Provision for education in television must literally be made now or never. Since education cannot in the immediate future compete for the remaining channels, the absence of a reservation in any city is almost a death blow to its opportunity for an educational-television service.

III

There has been no question as to the tremendous potential inherent in large-scale use of television by educators. TV, as the "electronic blackboard," is a teaching tool of rare power and persuasion. Combining sight and sound, blessed with an immediacy of transmission and impact, welcomed by and available to almost everyone, television offers an unprecedented opportunity for education, both formal and informal. It is uniquely capable of serving all of our people in our schools, homes and factories on a constant and intimate basis. It can do so, moreover, at a cost which is extraordinarily low when full account is taken of its effectiveness and extensive coverage.

To refer to educational-TV, however, is no longer to speak merely of a potential, however basic such considerations might be. The steadily expanding volume of educational telecasting and the many successful experiments in teaching through TV are already realizing the potential of this new medium in every day life.[11] These activities show only a sample of what education could do with its own full-time stations; they provide increasing proof that television, in the hands of educators, could revitalize and expand our entire educational system and do so at a minimum cost.

IV

The phenomenon of television has had an unprecedentedly rapid growth; it has become in only six years an integral part of the lives and habits of millions of people. Already possessing major standing among the mass media, its power and influence will without question soon be second to none. It is particularly irresistible to children, tens of thousands of whom already spend more time before their TV

[7] The "two-lump" procedure on the other hand is not only consistent with the fundamental principles of the allocations plan but is the procedure which in essence has been used by the Commission in FM and heretofore in television. It represents too a sound departure from the method used in AM, where a "channel by channel" procedure was permissible for licensing proceedings brought in the absence of an engineered allocations plan and Table of Assignments.

[8] Thus, for example, depending upon the lineup of applicants for particular VHF channels, the basic factor of local residence may be without substantial significance in one hearing where both applicants possess it, substantially overlooked in another hearing where neither applicant is local to the community, and determinative in a third hearing where one applicant is a local resident and the other is not. Under the "two-lump" procedure, however, all decisional factors would play a consistently equal role in the results for all VHF channels.

[9] See Sec. 3.610 (b) (3) of the Rules. Briefly to list them, these "Taboo Table" separations, *all involving different channels,* include I. F. beat (20 miles), Intermodulation (20 miles), Oscillator (60 miles), Sound Image (60 miles) and Picture Image (75 miles). *Every one of these separations will have to be taken into account in every direction in measuring and determining the interrelationships of all transmitter sites specified.*

[10] Since educators will also be required to specify transmitter sites, they may similarly be forced into conflict with commercial interests in other cities, a situation inconsistent with the basic non-competitive principle of a reservation. Moreover, in such conflicts there are no established criteria under which the Commission could choose between an educator in one city and a commercial applicant in another.

[11] [See Column 1, page 168]

receivers than they do in school.

Television, like other technical innovations, is neutral in character; its use (or rather, our use of it) will ultimately determine its value. In view of television's extraordinary influence, which must grow rather than abate in future years, the Commission has an especial responsibility to the public—adults as well as children—to insure that this great natural resource to a substantial degree is devoted to cultural interests, to education as well as entertainment. The Commission's lawful task is not merely to establish the technical framework for television service. The public must not only be reached, it must (in the truly beneficial sense of that word) be "served." The Commission's goal, within the ambit of its statutory powers, should therefore be to bring about the best possible television service for the American people. The participation of educators on a full-scale basis is indispensable to its achievement.

V

It is clear from the record in these proceedings, as it is from the entire history of broadcasting, that educational stations can and will make a distinctive and valuable contribution to television. Although there are commercial stations which, as part of their public service responsibilities, have granted time and facilities for educational telecasting, these programs at best do not even begin to satisfy education's need in television. Commercial stations in general cannot provide, nor in all fairness could they be expected to provide, a complete educational service. Only a system of independently licensed educational stations operating full-time on a non-commercial basis can accomplish such a service.[12]

Educational-TV stations, when established, will do more than furnish a uniquely valuable teaching aid for in-school and home use. They will supply a beneficial complement to commercial telecasting. Providing for a greater diversity in TV programming, they will be particularly attractive to the many specialized and minority interests in the community, cultural as well as educational, which tend to be bypassed by commercial broadcasters thinking in terms of mass audiences. They will permit the entire viewing public an unaccustomed freedom of choice in programming. Educationally licensed and operated stations will, in addition, result in a substantial and beneficial diversification in the ownership and control of broadcast facilities. This would be closely in line with established Commission policy which has sought to achieve such diversification through the exercise of its licensing authority. Finally, educational stations will provide the highest standards of public service. Introducing non-commercial objectives and activities, they will be a leavening agent raising the aim and operations of our entire broadcasting system.

VI

The Commission's mandate, in these circumstances, requires it to provide a thoroughgoing opportunity for education in television, to grant educators an *adequate* "home in the spectrum." It can do so only by maximizing the number of reservations for education and realistically implementing its action here and in its Rules and Regulations so as to encourage and enable educators to take full advantage of these reservations. By "maximizing the number of reservations," I mean the necessity of giving education one of the *paramount* priorities in the allocation of channels and of reserving as many assignments as possible, consistent with the other *major* needs in the spectrum. Certainly the Commission has not adopted or applied such a policy here.[13]

There can be no doubt that the television spectrum in the main should be devoted to commercial operations in accordance with the traditional concepts of our broadcasting system. Commercial broadcasting plays a vital function in the development and operation of this system, one which the noncommercial cannot fulfill. Educational television has, however, its own uniquely valuable contribution of public service to make to this system. Thus, only by establishing a high ranking educational priority could the Commission meet its obligation, inherent in the Communications Act and expressly recognized in its 1935 Report to Congress respecting Section 307 (c) of that Act, to "actively assist in the determination of the rightful place of broadcasting in education and to see that it is used in that place."

In establishing a scale of relative values, upon which its allocations and assignments are based, the Commission has sorely undervalued education and placed it in a grossly subordinate position. As a result of the Commission's failure to strike a proper balance of the various interests here involved, education has not been provided with the proportionate share of the channels it deserves. Certainly commercial broadcasting should get the "lion's" share of these TV frequencies; it should not, however, get the "lamb's" share as well.

VII

The evidence of educator's deep interest in television and the steps they have already taken or contemplate as to the building and operation of TV stations is detailed, voluminous and persuasive. Educators' affidavits have, in scores of instances, gone far beyond expressions of mere willingness or hope. They have set forth concrete facts and figures; they have particularized in minute degree the why's and how's of their plans for educational television. Merely to glance through them—to mention only the affidavits of the New York State Board of Regents, the New Jersey Board of Education, the Wisconsin State Radio Council, the Universities of Kansas, Houston, Ohio State and Southern Illinois, of educators in the cities of Milwaukee, Houston, Pittsburgh, Chicago, San Francisco, Boston, etc.—establishes conclusively that education, given a proper reservation, will make excellent use of the facilities set aside for it.

The Commission holds herein that the entire record in the general portion of the proceedings overcomes objections to the basic principle of reservations.[14] In the same way, the entire record in these proceedings, particularly the evidence in the city-by-city hearings, should be held to overcome any and all objections to finalizing specific reservations herein. Cumulatively, this entire record supports a maximum number of reservations sufficient for a nationwide service, which would allow almost everyone in this country to enjoy the benefits of an educational "school of the air." At the very least, this record requires that the Commission finalize all of the reservations proposed in the Third Notice and grant, in the absence of more basic considerations to the contrary, those other reservations specifically requested by educators herein.[15]

VIII

With the foregoing remarks to serve as background, we may now turn to an examination of the Table of Assignments itself. In my opinion, the Commission's provision for educational-TV is *generally* inadequate in that:

> a. *It fails to reserve sufficient channels for a nationwide educational service.*

Since reservations for all practical purposes are indispensable to the establishment of educational television stations, it is axiomatic that only a policy of setting aside channels on a nationwide basis will accomplish the development of a truly national educational service. Yet, the 233 reservations finalized by the Commission, representing approximately 11.6% of the total number of assignments, fall woefully short of providing the requisite number of channels for such a service. They allow at best for haphazard and inequitable educational development of the medium.[16]

There is no allocation for educational-TV in approximately *one-fourth of all of the metropolitan communities* in this country. This includes cities as large as Youngstown (Ohio) with a metropolitan area population of 525,000; Allentown-Bethlehem (Pennsylvania) with a population of 430,000; and Springfield-Holyoke (Massachusetts) with a population of 400,000. The people in these many large cities, therefore, will probably be deprived for all time of a valuable educational service which their more fortunate neighbors in comparable or smaller communities may soon enjoy.

Similarly, there is only a single reservation provided for each of the following states: Massachusetts, Maryland, Kentucky, Wyoming, Delaware, Rhode Island and Vermont, out of a combined total of 114 channels assigned to them. Only two reservations have been provided for the entire states of Minnesota, Nebraska, Arizona, Idaho, Nevada and New Hampshire. In New York City where scores of educational and cultural institutions serve more than 11,000,000 people in the area, only one channel has been reserved despite the forcefully documented request of the New York State Board of Regents for a second channel to meet the combined needs of the Regents, the City itself, the Board of Education and the many private schools and institutions of higher learning located there. This is done despite the fact that New York City is today the primary production center for commercial television and its many writers, artists and technicians would likewise be

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[11] The dynamic aspects of the growth of educational television have been dramatically illustrated, not only on but off the record where they must be common knowledge to the Commission. Each month brings a larger number of schools into this field, sponsoring and producing telecasts, initiating classes and workshops (both technical and creative) and securing and operating their own television equipment, including studios and closed circuit operations. (See *inter alia* JCET Exhibit 647). Regular educationally sponsored telecasts of several years standing have proved most successful and have continually been expanding. An outstanding example is found in Philadelphia where the TV "School of the Air", used as part of the regular curriculum in the classroom, has been in operation since 1949 and where, last year, the TV "University of the Air" commenced operations to provide adult education in the home under the joint sponsorship of the area's 19 schools of higher learning. Together, these two programs now telecast a total of nine half-hour programs per week over the three stations in that city. Regular educational telecasts on a more modest scale have been seen also in other cities, including Detroit, New York, Newark, Miami, Chicago, etc. These programs cannot, however, as indicated above, provide anything near an adequate substitute for education's own TV stations.

In the past year, several educational organizations have developed plans for state-wide TV neworks. The exhaustive proposal of the New York State Board of Regents is the most highly developed of these, but initial steps toward such networks have also been taken in Wisconsin (now operating a state-wide radio network of eight stations), New Jersey, Connecticut and Washington.

And only a short time ago, a conference in St. Louis of leading educators, citizens and organizations in this field laid the groundwork for a national educational-TV network to facilitate the building and operation of non-commercial stations. This conference underscores the swiftness of developments here, for the possibility of cooperative endeavor within a particular city is herein marked as a significant step forward. (See Par. 44 of the Sixth Report).

[12] This record and history of broadcasting further establish that commercial radio and television over the years have in general failed to give even a barely minimal opportunity for educational broadcasting. The need for educational stations, however, would as shown stated, exist even if this were not the fact.

[13] The sole allocation principle respecting education adopted by the Commission is that which assigns a channel to those cities which are primarily educational centers. *Beyond this, education has played no part in the allocations of channels;* the Commission has merely reserved one channel in a city when, by applying allocation principles, three or more have been assigned to it. For these reasons, the Joint Committee on Educational Television has requested that the Commission adopt an educational priority to serve as a basic principle in the allocation of channels. (See Pars. 83-4 of the Sixth Report). Despite the Commission's glossing over of this request, it should be noted that many more reservations would have been provided herein if such a high-ranking priority had been adopted before the issuance of the Third Notice or this Final Decision.

[14] Par. 44 of the Sixth Report.

[15] It should be noted that educators have unfairly been required to participate in both the general and city-by-city portions of these proceedings. To my mind, the Commission in the public interest could and should have provided a substantial number of reservations in its final decision without requiring any showing from educators in either portion and certainly without requiring one in both.

[16] Thus, for example, by providing a reservation in every city in which two assignments were proposed by the Third Notice (rather than the three assignments used as the basis for reservations in that Notice), the Commission could have set aside an additional 146 assignments for education. These would, of course, allow for a closer approximation of a nationwide system. (See my Separate Views to the Third Notice for a discussion of cultural monopoly as contrasted to the economic variety, Section II). It has also been my constant position that the Commission had the responsibility to make or initiate a study of educational needs throughout the country to serve as the basis for television allocations to education.

of great value to educational television.

b. *The reservations have predominantly been confined to the ultra-high (UHF) portion of the spectrum and an insufficient number of VHF reservations provided:*

By limiting education to UHF frequencies in cities in which commercial television over VHF has already made substantial inroads, or will soon do so, the Commission has placed the educators there at a fundamental disadvantage. This situation exists in a large number of cities, including such major communities as Detroit, Philadelphia, Cincinnati, Cleveland, Washington, etc. While it may be true that some educators in these circumstances will find UHF operations only a "temporary handicap," for others it may prove to be a permanent disability. The public's stake in educational-TV is too great to be forced to rest on such speculation.

The past year since issuance of the Third Notice has further aggravated this problem, and made even clearer the inadvisability of forcing education into the UHF in these cities. More than 16 million TV receivers are now in the hands of the public and, in many communities set ownership nears or stands at the "saturation point." Educators undertaking the task, considerable in itself, of raising funds for non-commercial operations will be faced with the difficult obstacle that their UHF operations in these cities would not be capable of being received by a single one of the millions of outstanding sets, unless these sets are first converted.

No one can be unmindful of the fact that commercial operators attempting UHF telecasting in cities with established VHF service will themselves be handicapped by an initial competitive disadvantage.[17] But, however great this problem of integrating UHF into existing VHF operations may be, it can best be handled by commercial operators who are spurred on by competitive motives and possible monetary profits and it properly should be entrusted to them. For the Commission to force education to carry what is essentially a substantial commercial burden is unrealistic and unwise, for it appreciably limits the opportunity a reservation offers to educators.[18]

Education's share of the VHF is clearly inadequate. Not a single VHF reservation has been provided for the states of New York, Michigan, Ohio, Indiana, Connecticut, New Jersey, Virginia, West Virginia, Nebraska, Kentucky, Rhode Island, Delaware, Vermont, and Maryland, out of a combined total of 97 VHF channels assigned to them. Only a single VHF has been reserved in each of the following states: Massachusetts, Pennsylvania, Wisconsin, Missouri, North Carolina, New Hampshire, Maine, Mississippi, Nevada, South Carolina, Utah, Idaho, Wyoming and Louisiana, out of a combined total of 136 VHF assigned to them. Thus, *in 28 states*, including many of the leaders in population and resources which have particular need for educational television, *educators have received fourteen VHF out of a total of 233 assigned.*

In order to correct this inequitable distribution of channels to education, the Commission should have, whenever possible, placed in the VHF the additional reservations allocated herein and should have made particular effort to provide a VHF reservation in the "closed" and predominantly VHF cities.

c. *The Commission has improperly bound its policy of reservations too closely to a showing of present demand by educators.*

A study of the specific assignments herein clearly establishes that the Commission has refused to extend its reservations to the cities necessary for a nationwide educational service *solely for the reason that no showing of demand for such reservations has been made by local educators* in these cities. On this same basis the Commission in several cities has deleted proposed VHF reservations. Only in cases where a proposed reservation has not been opposed by commercial interests has the Commission finalized reservations, whether VHF or UHF, without requiring evidence of educational demand. In all other instances educators have supported the proposed reservations in their respective cities.

Reservations are too critically needed, however, to be made to depend on showings of present demand. That local educators in each and every city affected have not, at this premature date in the early history of TV, given formal assurances of their intention and ability to make use of the medium, should not be material here. In this crucial area of public welfare, the Commission must not rely solely upon the self-interest and awareness of present-day educators to delineate and prescribe future educational needs in television. The public interest, in my opinion, would have required the Commission to make substantial reservations in this allocations proceeding, *even if* educators had made no formal showing of any kind on this record.

As amply shown on the record and spelled out by the Commission herein,[19] the fact that many local educators in specific localities are not now ready to claim frequencies is a basic reason for the very principle of reservations and precisely because of it have channels now been set aside for future educational use. It is therefore grossly inconsistent and incongruous to hold present educational demand to be unnecessary in determining the general principle requiring reservations, and then to make it an essential in the city-by-city hearing concerning specific reservations.

If the Commission is, however, to require a showing of educational demand, despite the above objections to such a policy, it would be much more valid for it here to point to and rely on the great quantum of evidence from educational institutions and communities that are now ready, willing and, in some cases, even able to begin full-time television operations as the basis for a more liberal policy towards education. It is to those eminent educators who have taken the lead in TV that we should look, if we must, to determine what in general may be expected from education in years to come.[20] Uniformity of opinion and action from every community in the nation is simply too much to expect. That it has not been manifested is in no way proof of any permanent lack of interest by less advanced or smaller schools or any fixed inability on their part to undertake singly or cooperatively, the operation of their own non-commercial stations. It is solely and simply due to the fact that in educational television, as elsewhere, some must lead so that others may follow.[21]

The very purpose of an allocations plan and the Table of Assignments is to erect a bulwark to protect TV's development against the inroads of present demand. This purpose should apply consistently to both educational and commercial allocations, and neither the reservations nor commercial assignments to the smaller cities should be limited by the fact that identifiable persons or groups have failed to articulate formally a determination and ability to use the facility. The future rights of the commercial and educational interests that are not yet sufficiently vocal to appear in these proceedings are precisely those which the Commission has the primary duty to protect.

An overall national allocations plan for the distribution of all television channels in the public interest must not be grounded predominantly upon considerations of immediate demand. This is true even where, as here, such demand may be expressed in the form of affidavits rather than as applications for construction permits. In establishing the structure and nature of our future television system, the Commission must look beyond contemporary opinions and attitudes that patently are underdeveloped and which assuredly will change with time and circumstance. To do otherwise is to tie the future with the bonds of the past.

d. *The Commission in its allocations improperly fails to distinguish between educational and commercial assignments.*

The Commission in acting upon the assignments for specific cities has considered education merely as one of the television services to be provided for a given community. It has failed in every case to recognize the essential distinction between the educational and commercial television service, which calls for their different treatment. The function, scope and mode of operation of educational television differ markedly from those of commercial telecasting. An assignment for education is not designed solely to bring another TV station to a community, but to provide a separate and unique service to it, permitting fuller expression of its educational and cultural interests. In keeping with this distinction a city already served by commercial stations may be entitled to an assignment for education even though, on comparative factors, no additional assignment for commercial purposes could be permitted to it. This is vital in specific assignments for such cities as Detroit and Columbus, hereinafter discussed.

The Commission has heretofore recognized the difference between the educational and commercial services. In FM it has set aside a separate block of channels exclusively and entirely for non-commercial educational stations. The only reason for not utilizing this method of "block reservations" in television, as expressly stated in the Commission's Third Notice, was in order to achieve greater efficiency of allocations throughout the entire Table of Assignments.[22] That the Commission now chooses in TV to proceed by reserving specific channels in individual cities should not, however, cause it to lose sight of the essential fact that education is a completely separate and distinct service and should be so treated.

e. *This decision will in general exclude education from the unassigned portion of the TV spectrum, the "flexibility" channels.*

The Commission has, as hereinbefore stated, established channels 66 to 83 as a pool of unassigned channels, known in the Third Notice as the "flexibility" band. Although these unassigned channels represent more than 20% of the entire television spectrum, the Commission has provided a total of only *fourteen* assignments for education in them. Even this small number has been set aside solely upon specific demand by educators in the cities affected.

By making these unassigned channels available (after one year) on a demand basis to any party instituting proper rule making proceedings, the Commission has severely limited educators' opportunity to secure any further assignments in them. The Commission's statement herein that these unassigned channels will "primarily" be used for communities without educational (and commercial) assignments does not afford an adequate protection to educators, since no specific standards have been provided to effectuate this intention.[23] In light of the Commission's own acknowledgments that educators need a longer time to enter television, it is impossible to attach substantial significance to the provision herein permitting educators to file for an unassigned channel *even during* the coming year when most proposed amendments to the Table will not be accepted.[24] A one-year preference to these unassigned channels is as illusory as would be a one-year reservation.

The Commission's provision for

As expressly stated in Par. 200 of this report. See also my Dissenting Opinion dealing with Powers and Antenna Heights, Part A, herein.

[17] An extreme instance of such unrealistic allocations is found in ten cities, in each of which the Commission has made two VHF assignments and then as reserved for education *the only* VHF channel assigned there. These cities are: *Bangor* (Maine), *Great Falls* (Montana), *Dickinson* and *Williston* (North Dakota), *Pierre* (South Dakota), *Walla Walla* (Washington), *Laredo* (Texas), *Huntington* (West Virginia), *Toledo* (Ohio), and *Syracuse* (New York). Moreover, in every one of these cities, except Syracuse, there was at least one of the assigned VHF channels available for reservation.

[18] See Pars. 37-44 of the Sixth Report.

[19] See Section VII, herein.

[20] So, for example, America's unique system of free public schools did not have an instantaneous and simultaneous development in all parts of the United States, but rather developed first in the larger cities, such as New York and Philadelphia, and thereafter spread in time throughout the country. Educational-TV is presently, in a much more critical situation than was the public school system in its initial phases, for assignments are necessary now in order to preserve even the opportunity for future growth and development.

[22] Par. 6 of Appendix A of the Third Notice.

[23] Set forth in Footnote 11, Page 13, of the Sixth Report.

[24] Set forth in Footnote 11, Page 13, of the Sixth Report.

"flexibility" channels, particularly insofar as education is concerned, is therefore completely inconsistent with the fundamental principles followed by it with respect to channels 2 through 65. *To be consistent and equitable, the Commission must establish a firm principle under which education would have a preference in "flexibility" channels equivalent to its reservations in the other channels.* This preference could be accomplished by a rule of "limited eligibility," such as spelled out hereinbefore for smaller communities without television assignments. (Part B of this Opinion). In other words, I would retain the proposal concerning "flexibility" channels contained in the Third Notice and extend it to include cities without educational assignments, instead of almost completely deleting that proposal as the Commission has done in this Report.

f. Eligibility for the licensing of non-commercial stations has been unduly limited.

I believe that municipalities should be made eligible in every instance to operate stations on reserved non-commercial channels. To limit eligibility in general to educational institutions is, in my opinion, unnecessarily strict, for in many instances it may prevent the most efficient administration of the licensed channel and may even result in the complete loss of an otherwise ready and valuable licensee.

In providing for this new and unique educational service, the Commission should not be unduly restrictive of its future development. Television is so much more costly than aural broadcasting and involves such substantial differences in organization and operation, that practices followed in FM should not necessarily be binding here. As the city usually holds authority over the public school system, it is not only incongruous but it contradicts the basic principle of licensee responsibility to provide that its subordinate entity is eligible for license while the city itself is not. Moreover, in many instances the municipality could more efficiently operate the station, particularly so when it has jurisdiction over the many and varied educational and cultural institutions in the city.

It is clear that every licensee of a reserved channel will be required to broadcast exclusively on a non-commercial basis, featuring specialized educational and cultural programming, and will be bound by the general requirements for co-operative arrangements among all educational institutions in the area. In view of these careful limitations as to the nature and scope of educational-TV operations, I can see no reason why the Commission's Rules should in any case prevent a municipality which is ready, able and otherwise qualified to build and operate a station, while the area's educators are not, from bringing this vitally needed service to the public.[25]

IX

Had the Commission adopted and applied the general principles set forth above, adequate provision for education would have been achieved. Since it did not, however, and for the further reasons enumerated below in particular cases, I find it necessary in several instances to dissent from the Commission's final Table of Assignments. My objections to specific assignments may be grouped in the following categories:

a. *Proposed VHF reservations have been deleted.* (Pars. 431, 588, 611 and 586)

In *Indianapolis* (Indiana), *Kansas City* (Missouri) and *Omaha* (Nebraska), the Commission has improperly deleted proposed VHF reservations and substituted UHF reservations in their place. In *Columbia* (Missouri), a proposed VHF reservation for a "primarily educational center" has been deleted without any substitute reservation provided.[26] I believe, however, that the VHF reservation should have been retained and finalized in every one of these cities.

These deletions have been based upon the lack of local educational demand for VHF reservations and commercial opposition to them. The basic fallacy of a policy predicated upon demand has already been pointed out and is fully applicable here. Reservations, it should be remembered, are primarily set aside for the benefit of the people who will be served by these non-commercial stations. A reserved channel therefore confers no interest which local educators can refuse, barter or sell. The only right an educator has in a reserved channel is one of use and service, subject to Commission approval and its Rules and Regulations. If he is unwilling to exercise this right, no matter his position or influence, the VHF channel should remain reserved in that community for the use of its more enlightened and public spirited citizens and educators.

The public interest should not here be neglected solely because educators now in office refuse to accept or recognize television's opportunity and challenge. Not only may changes in administration bring about a change in the thinking of their institutions, but the passage of time and the example set by other educators using TV, may bring about radical revision even in their own attitudes. They may then be quick, if the channel is gone, to demand its return and cry that the Commission should have guarded them against their own error. We have seen such a cycle in radio and must insure against its repetition in television. The Commission must not adopt the shortsightedness of a few as its own basic policy.

It should be noted here with regard to all allocations that the contest for assignments is now largely confined to the VHF frequencies, and particularly to those cities in which VHF stations are already on the air. Thus, of the 73 cities in the United States in which the Commission had proposed VHF educational assignments, commercial interests in 22 of these cities have objected to the reservations and requested that they be deleted. In fully half of the 26 instances in which a VHF reservation was proposed for cities with presently operating stations, commercial objections were received to such reservations. Yet, at the same time, there was not a single commercial objection seeking to delete specifically proposed UHF reservations, although a total of 127 had been proposed by the Commission.[27]

Without doubt, however, a tight situation such as exists where VHF is now operating is only being delayed in the remainder of the VHF and in the entire UHF, and will develop there with increasing intensity as available TV assignments are taken up. To insure the full and unrestricted opportunity in television that education needs and deserves, the Commission must now stand firm against the immediate claims of commercial expediency seeking deletions from those few VHF channels which have been reserved.

b. *Additional VHF and UHF assignments have been provided without being reserved for educational purposes.*

1. In its Third Notice the Commission set forth the principles for determining allocations to education, which provided in part for a reservation in every city with three or more assignments and a VHF reservation in cities with at least three VHF assignments of which one was still available. The Third Notice scrupulously followed these principles in proposing its assignments and reservations. Yet, in several instances herein the Commission has provided a number of additional assignments which these principles would require to be reserved for education, but in every instance save one the Commission has deviated from the principle, failed to make such reservation and, instead, has assigned the channel for commercial use.[28] It has done so solely on the basis that no educational demand has been manifested for such reservation. This is the case in *Youngstown* (Ohio); *Scranton, Altoona* and *Harrisburg* (Pennsylvania); *Santa Barbara* (California), and *Bellingham* (Washington) where third assignments have been provided, and in *Lubbock* (Texas) and *Buffalo-Niagara Falls* (New York) where third VHF's have been assigned, the latter by virtue of the combination for assignment purposes of those two cities into one metropolitan area.

The Commission has failed to give any reason why the general pre-established rules respecting educational allocations should not be applied to these additional assignments. How can the Commission consistently distinguish those instances where a city received its assignments under the Third Notice from those where that third assignment, or that third VHF, came to it as the result of the city-by-city hearings? Furthermore, in only a single one of these instances (Buffalo) did the commercial interests requesting the additional assignment refer to or deal with the question of whether this assignment, if made, should be reserved for education as required by the principles of the Third Notice or should be made available to commercial interests. Therefore, in order to achieve a consistent application of these aforementioned principles, the Commission should reserve every third assignment and third VHF, above specified, for educational purposes.

2. Similarly the Commission has allocated a first or second VHF channel to several cities, but in no case has this VHF been assigned for educational purposes, although there was clear need for such action and the educators affected have strongly articulated their support of educational assignments. Thus, in Hartford (Connecticut), the added VHF assignment, if reserved, could immediately serve as the hub of a contemplated state-wide educational network. In Bay City (Michigan) *where local educators made a strong showing for a VHF channel,* the Commission disregarded it despite the fact that an additional VHF was assigned to that city. Although that VHF was not the exact one requested by Bay City's educators, it should be noted that the Commission did not find such circumstance to be an obstacle, when, *on its own motion,* it allocated VHF 10 to Altoona (Pennsylvania) although commercial interests there had demanded the assignment of a completely different VHF channel.[29] This example illustrates the pattern of Commission inconsistency; it deviates (in Youngstown, Lubbock, etc.) from principles requiring reservations on the basis that no educational demand has been manifested, and yet in Bay City it adheres to principles restricting reservations even in the face of clear demand for such assignments.

While it is true that the general principles of the Third Notice do not require these additional VHF's to be reserved, I believe that ordinary fairness at least requires consistent Commission action in like situations, whether commercial or educational. In these above-mentioned instances, the entire record so well supports education's need for the VHF channels involved that they should be set aside in every one of these cities.

c. *VHF reservations requested for early educational operations have not been provided.*

The Commission must not only reserve channels for education but

[25] The Commission has recognized this need to some extent by providing for municipality eligibility in certain limited instances. (See Pars. 50-3 of the Sixth Report and Section 3.621 (c) of the TV Rules).

[26] Another deletion of a VHF reservation, in effect, was made in *San Diego* (California) where the Commission's Third Notice had proposed to reserve VHF channel 3, and strong support for such a reservation had been received from local educators. Subsequently, due to an agreement with Mexico respecting border allocations, the Commission deleted one VHF of the three assigned to San Diego, that one being VHF channel 3 reserved for education. Since no other VHF has been reserved in San Diego, it is clear that education there has been forced to bear a disproportionate cost of this international agreement. *Storrs* (Connecticut) is a substantially different matter, for there the proposed UHF reservation was shifted to another Connecticut city in order to provide a more efficient system of reservations for a state-wide educational service. (Par. 283 of the Sixth Report).

[27] In Madison (Wisconsin), it should be noted, a commercial request to move the proposed reservation from the UHF to VHF was denied expressly on the basis that no educational demand for the VHF supported this request. (See Par. 581 of the Sixth Report.)

[28] Only in Sacramento (California), where the Commission has reserved the third VHF assigned to that city have the principles of the Third Notice been followed; even here such assignment was not due alone to those principles, but as much, if not more, to the local educators' demand for the VHF reservations.

[29] Par. 370 of the Sixth Report.

it must implement its reservation in a realistically effective manner, reasonably calculated to bring about the actual operation of these channels. In order to achieve large-scale educational use of television, it is clearly imperative that there first be pioneers into the field whose stations will provide a strong stimulus for the entire movement and serve as "pilot plants" for similar operations. The Commission, however, has made practically no allowance for this need and in almost every instance has refused to provide the additional VHF reservations which have been requested for immediate or early educational operations. In so doing it has rejected forceful showings of the public interest requiring such assignment.[30]

The particular facts in each of the following cases further demonstrate the validity of these requests for VHF reservations:

1. *Columbus* (Ohio) Par. 417 of the Sixth Report)

Ohio State University in Columbus is now ready, willing and able to make immediate use of VHF 12 in Columbus and it already has on file an application for a construction permit to build on that channel. Ohio State is without question among the leading and most influential institutions in the field of educational broadcasting. Its activities began in 1922 and have continued on a constantly increasing scale to the present time over its own Stations WOSU and WOSU-FM. Its annual broadcasting budget presently exceeds $150,000.

With a VHF channel, Ohio State could immediately carry its leadership into television and give a needed impetus to the development of this new, specialized medium. The existence of three operating VHF stations in Columbus, however, and the high percentage of VHF set ownership there, near a saturation point of 55%, requires Ohio State, as a practical matter, to secure a VHF channel for its operations. Without a VHF, its operations will be delayed and it becomes a matter of speculation when the school will enter television on a full-time basis.

Undeniably, the shifts in assignments which would be required in order to bring VHF 12 to Columbus present certain difficulties. The Commission, however, should not merely "count the noses" of comparative populations nor make the bare number of channels involved the determinative factor.[31] In this situation, I believe that the proper application of allocations principles and the public interest require the Commission to make this requested assignment of VHF 12 to Columbus for educational purposes.

2. *Detroit, (Michigan)* (Par. 479 of the Sixth Report)

The Board of Education of the City of Detroit has requested, by a series of channel shifts, the assignment of a fourth VHF (11) in that city in place of UHF Channel 56 proposed to be reserved there.[32] I believe that the three existing VHF television stations in Detroit, as well as the 600,000 TV sets in the hands of its public, makes a VHF reservation necessary if education is not to be placed at an initial handicap in its operations in Detroit. Furthermore, education there has already had extensive and successful experience in actual television programming and is, therefore, uniquely capable of quick expansion into full-time educational operations over its own independent station.

The Commission's actions here and in Columbus reveal striking inconsistency. Rejection of the Ohio State request for a VHF assignment was predicated upon a comparison of the relative populations of Indianapolis, Clarksburg and Huntington as against Columbus and, in addition, the net loss of one VHF channel caused by that counterproposal. While disapproving the use of such a numerical yardstick in this proceeding, I firmly believe that its consistent application would have resulted in a grant of the educational counterproposal for Detroit. The gain of a fourth VHF in Detroit, the fifth largest city in the country with a metropolitan population of 3 million, together with a first VHF for Bay-City-Saginaw with its 240,000 population, as requested, would more than compensate in my opinion for the loss of the second VHF proposed in Toledo with its 400,000 population and the first VHF proposed in Flint with its 270,000 population. There would be no net loss in the total number of VHF channels and a substitute UHF channel could be provided for Toledo, which would help the educators there, who otherwise face the unhappy prospect of having the only UHF assignment in that city.

On any basis, therefore, the assignment of a VHF to Detroit for educational purposes is warranted and clearly in the public interest.

3. *Fort Wayne (Indiana) and Carbondale (Illinois)* (Pars. 438 and 518 of the Sixth Report)

Indiana Technical College has requested the assignment and reservation of VHF 5 in Fort Wayne for immediate educational operation. Southern Illinois University has requested the assignment and reservation of VHF 10 in Carbondale to permit its early initiation of educational-TV operations. Both require a VHF channel for additional, substantial reasons: Indiana Technical College, in order to make use of TV equipment (valued at more than $100,000) donated to it, some of which is usable only in the lower portion of the VHF; Southern Illinois University, in order to bring a needed first VHF service to more than 370,000 people in the southern one-third of the state, a number considerably greater than that which could be reached by a UHF operation. The Commission has denied both requests on the basis that each violated minimum mileage separations established herein and, in addition, has denied the further request of Indiana Technical College for an assignment to be limited to low-power operations in order to prevent objectionable interference.[33]

The Commission's denial of these requested VHF assignments has resulted in the loss, for the time being, of particularly valuable educational licensees who could otherwise have begun early operations. Here, too, a UHF assignment may cause substantial delay and make speculative the time when these schools will enter the medium on a full-scale basis. Here then are particularly glaring examples of what has resulted from the Commission's mistake in not recognizing education as a separate and distinct service, its omission of a high-ranking educational priority in the allocations, and its failure to construct an allocations plan and a Table of Assignments reasonably designed to meet these major needs in educational television. These faults are responsible for the absence of educational VHF assignments in Fort Wayne and Carbondale and I believe the Table of Assignments to be in error in not providing them. Had proper principles been established in this proceeding, these assignments would have been granted as being in strict conformity with them, rather than, as they have been forced to appear here, counterproposals seeking operations in violation of these general principles provided herein.

X

The Commission, in making an allocations plan, is forced to act in an area filled with imponderables and unknowns. It ventures into the future without assurance or expectation of absolute certainty. It is only reasonable to assume, therefore, that some misjudgments and errors will be made in the balancing and the determination of the many conflicting factors involved, all of which are subject to future change. If the Commission must err, however, it should take care to do so on the side of the public interest.

Elsewhere in this Report the Commission refers often to the "safety factor" requiring particular attention on its part not to unduly circumscribe future developments. Nowhere is such margin for error more necessary than here in the case of educational reservations where a denial is, for all practical purposes, permanent and irremediable. It would be far better therefore, since it must choose an alternative, for the Commission to reserve too many channels than for it to reserve too few. It is the latter alternative which involves the cost too great to hazard.

XI

Education in a democracy is not a luxury; it is an imperative. The strengthening and expansion of our educational system is a most urgent requirement of our national policy. Nothing that could be done to improve that educational system, however, can approach the force and impact of television.

Educational use of television on an extensive scale is not an impractical dream or a noble hope; rather it stands on the threshold of realization. Given sufficient recognition and encouragement, its substantial fulfillment could be achieved in the relatively near future. For those reasons, and in order to keep faith with its statutory responsibilities, the Commission should provide maximum reservations to preserve in full this once-in-a-lifetime chance for both television and education. I deeply regret that this has not been done in these proceedings.

The channels for education provided herein, however incomplete, do offer an opportunity which the American people should seize upon as soon as possible and which they cannot afford to let slip away by default. They offer, too, a challenge that must be accepted and met by every school, every teacher, parent, public official, technician and public-spirited person and organization in each community or concerned with each community herein affected. This priceless opportunity for public welfare is one that must carefully be guided and guarded by all in order to achieve the maximum benefits of which it is capable. Without doubt, there are sizeable obstacles, not the least of which is the opposition of selfish interests, that must be overcome before educational stations in large numbers are built and put into operation. In view, however, of the enormous public benefits offered by educational-TV, and its steadily growing support, I firmly believe that with earnest efforts on all our parts these obstacles will be overcome and that educational television will prevail and grow and, in time, exceeding our greatest expectations, will flourish as an integral part of our educational and broadcasting systems.

DISSENTING OPINION OF COMMISSIONER JONES

I

Even the detail in the Commission's decision released today cannot conceal those faults which compel my dissent.

I dissent because this firm, fixed and final allocation plan pretends to keep the large city broadcasters from squatting on the best television channels to the exclusion of the small city. Actually if you attribute all the selfishness charged against them in the Commission's decision, broadcasters could have done little more *on an application basis*, without an *allocation plan.* to carve out an advantage to the detriment of the smaller cities.

The general rules and standards and to a greater extent the city-to-city allocation plan actually exclude VHF channels from the smaller cities unless there happens to be no larger city within artillery range to put them in. This is justified on the basis that VHF covers wider areas than UHF and that the larger cities can serve the rural population. So the general standards are drafted to the advantage of the largest cities to accomplish this basic purpose with VHF channels.

This policy literally shrinks the 12 VHF channels of the spectrum (all of the VHF channels) to the equivalent of 4 in the northeastern part of the United States and other areas like it. This occurs because the bigger you make any single

[30] In every instance herein the educators have filed complete and lengthy affidavits, including the engineering data necessary to accomplish the requested shifts.

[31] It should be noted that under the principles established in the Third Notice, a VHF reservation would have been provided for Columbus had its three VHF assignments not already been in actual operation. This is also true in the case of Detroit; hereinafter discussed.

[32] These requests, it should be noted, would also bring first VHF reservations to Ohio and Michigan, and would correct to some extent the inequitable situation that now finds these States among those without any reservation in the VHF.

[33] There is substantial merit, in my opinion, to Indiana Technical College's assertion that the Commission should permit such educational low-power operations on the basis that non-commercial stations, unlike commercial stations, will not produce or respond to economic pressures constantly seeking higher power to expand service areas and acquire greater audiences. There are, however, as above shown, more fundamental grounds upon which the Commission should have granted the requested VHF assignments to these cities.

station's coverage the wider you have to space stations. The wider you space stations the lesser number of times you can use the channel in the entire country.

The Commission has pretended that these high powers, antenna heights and wider VHF spacings actually give more service to the rural areas. In fact, the contrary is true. In northeastern United States and other areas like it *148% more rural and city* area could get a Grade A service and 59% more could get Grade B service if the 250 mile median spacing (between stations operating on the same channel) is cut in half when 500' antennas are used, and cut one-third when 1000' antennas are used.

The Commission has made 100 kw maximum power for VHF channels 2 to 6 and 316 kw for VHF channels 7 to 13 (roughly 3 times the low band VHF power) and 1000 kw (10 times low band VHF power) for UHF channels 14 to 83. It has made 2000' antenna heights the maximum except in Zone I (northeastern United States) where 1000' is maximum. These are the values which have to be used by broadcasters everywhere (from New York City to Goldfield, Nevada—population 336) to make the Commission's plan *even approach degraded efficiency. This means that there is a million dollar entry fee* for every broadcaster to guarantee the Commission plan's efficiency. If broadcasters from small towns (VHF was given to the largest cities and UHF generally to the smaller cities to fill in the gaps not covered by VHF) are to contribute to efficency they had better study astronomy to figure up their balance sheets and buy lots of red ink.

This plan throws the heaviest financial burden upon those least able to pay. UHF transmitters cost more to construct and operate. UHF receivers cost more. Initially they will not be as good as VHF receivers and more complicated and more expensive receiving antennas are needed to pick up a useable UHF signal on every farmer's house top or wind mill. In addition, the higher the farmer and small urban resident has to construct his UHF receiving antenna, the longer the line is to his receiving set and the greater is the line loss by the time the available UHF signal reaches the terminals of his receiver.

If a UHF station doesn't happen to be built in a small city which is supposed to fill in the area not covered by the large city VHF station, the rural and small urban resident has to buy an expensive VHF antenna array to get the distant VHF signal or buy a hunting license.

The Commission's plan will make the television broadcasting business a million dollar blue chip game as a result of the powers and antenna heights chosen for *its level of efficiency*. The corollary of this philosophy is that those powers and antenna heights require abnormally, if not unreasonably wide separations. The wider the VHF separations are the less channels there are in any given city. In short, it is creating an artificial *scarcity* of VHF channels. The Commission thinks that it has eliminated 307(b) contest between cities (it has not eliminated all) by incorporating this firm, fixed and final allocation plan into its Rules. But it has created a bigger Frankenstein with this artificial scarcity of channels than it is trying to avoid. Where the prospect of million dollar returns are at stake in major markets *more applicants* will be seeking a scarce number of channels. When *many* applicants compete for an unconscionably few VHF channels with the lucrative return on investment provided by this plan (inordinately VHF service areas) it will take years before the Commission can judge the merits on the kind of contests that will surely ensue.

The Commission has had the paralysis of analysis for one year, not consumed in drafting the general Rules and Standards, but consumed in a search for a city-to-city allocation plan which it can freeze on the country by rule-making proceedings. During this period people have been denied all television service in many parts of the United States and have been limited to one service in others. In addition, the Commission has created or continued television broadcast *monopolies* in one-station cities and *limited monopolies* in some two- and three-station major cities of the nation. The mischievous damage that has been done by delaying the commercialization of UHF (83% of the channels to be used for television broadcasting) is hard to contemplate. 90% of the contests in the city-to-city proceedings involved only VHF channels.

Even now the UHF portion of the allocation Table is incomplete. Its introduction has been delayed because the Commission apparently anticipated, until lately, that it would *lump* UHF and VHF channels in the same *application* proceedings for any city and thus could not release UHF channels for television broadcasting until it perfected the VHF assignments.

Now, sound UHF station commercialization is handicapped economically and technically by 17,000,000 VHF-only receiving sets. Any prospective UHF broadcaster is not only handicapped where UHF and VHF are intermixed but also in areas where UHF is not used to supplement the inefficient assignment of VHF channels.

Especially is this true because the UHF broadcaster cannot produce a better picture than a VHF broadcaster—the standards (lines, frames and fields) are identical. In addition a UHF broadcaster in the large intermixed (UHF-VHF) cities would have to be assured of 170 mile spacings *(and they are not in this plan)* for VHF stations operating at 100 kw power for low band VHF (channels 2 to 6) and 316 kw for high band VHF (channels 7 to 13) at 500' antenna height to serve the same area with a UHF station at 1,000 and 600 kw more power for high band VHF and *1500 ft. higher* antenna heights for both, he still has to buy an audience of VHF-only receivers.

The Communications Act gives the Commission the duty of fostering the fullest development of the art. It is not the function of the Commission to construct and operate stations. Its function is to promulgate Rules and Regulations that will make it possible for citizens of the United States to become licensees and operate broadcast and television stations in the public interest, convenience and necessity. The *purpose* of the allocation plan now being adopted by the Commission is to create a nation-wide, competitive television system, but the *effect* of the plan is to deny local television to cities not included in the Table. Once the Table is established and construction permits are granted, followed by licenses and operation on the channels assigned in this Table, the Commission will not be able to dislocate such licenses to make another plan more efficient without litigation ensuing between such licensees and the Commission.

II

I dissent because the firm, fixed and final allocation plan constitutes an inefficient use of our valuable spectrum space. Therefore it is fundamentally a plan to deny local television channels to cities and communities in the United States. Only 1274 of such cities are given the privilege to build one or more television stations. Of these 889 are each given the privilege to build *only* one local station, notwithstanding the fact that the touchstone of the Communications Act is competition. *Federal Communications Commission* v. *Sanders Bros. Radio Station*, 309 U.S. 470.

The city-to-city allocation plan is confined to 1,274 cities because the Commission has established a standard service area which will meet the demands of the largest city in the nation and has applied it for allocation purposes to the smallest city included in the table.[1] In addition, for assignment purposes the Commission has assumed that every station occupying any channel assigned in the Table will employ the maximum power and antenna height regardless of the relative populations of the cities or the sizes of their respective trading areas and the areas of their cultural influence.

An examination of the various cities in the Table shows that it is unreasonable to expect that maximum power and antenna heights will be utilized in the smallest communities included in the Table. For example, New York City has a population of 7,891,957 and its trading area is 3924 square miles. Goldfield, Nevada, the smallest city included in the Table, has a population of 336, which is .0043% that of New York. Esmeralda, the county in which it is located, has a population of 614. The broadcast industry, of course, is based upon the advertising sponsorship of programs, and the advertiser selects the stations he wishes to use according to the potential number of people to be served, and the rate paid is based upon the number of people in the service area of each station. For instance, one New York station covers a population of 14,332,829 under the present Rules and Standards of the Commission. Using the same standard for Goldfield, a 50 mile radius normalized to the county lines contains a population of 3715. The rate for the Class A hour of this New York station is $3750, making the cost to the advertiser twenty-six cents per thousand. If we apply this cost per thousand to the Goldfield area, its Class A hour rate would come to ninety-seven cents. Obviously, the rate of a Goldfield station would not be figured precisely on these population percentages, but any hourly rate they could negotiate would not be enough more to change the situation materially. Therefore, it seems very clear from an examination of the largest and the smallest communities where VHF channels are assigned in the Commission's allocation plan that the chance for a financially sound broadcast station at maximum powers and antenna heights cannot be based upon a gross income of ninety-seven cents an hour for Class A service. The probability that any such station would ever be operated at maximum power is very remote. It is more logical and consonant with practical business facts to assume that if the Goldfield channel is ever occupied it will be operated at the minimum powers and antenna heights provided in the allocation plan. It cannot be argued that the comparison between the city with the largest population and the one with the smallest population included in the Table is unfair because that is the very basis upon which the Commission has constructed the allocation Table. The same factors are ignored by the Commission in constructing its Table of assignments in all the varying sizes of cities included and excluded from the Table. It provided itself with no flexibility from an allocation standpoint to change separations, powers and antenna heights which would meet the reasonable needs—give service to the natural trading areas or the areas of their cultural influence—of any given city in the United States.

The entire philosophy of providing the standard service area for all cities based upon a service area satisfactory to the largest city in the Table exposes some absurd results. For example, the Commission concluded that "the geographical distribution of people and cities of the United States does not lend itself to a simple rule for spacing of stations" which will protect the interference free service area of each channel. Yet the Commission has adopted just such a simple rule that it condemns as the sole criteria for assignment of channels and refusal to assign channels to cities throughout the nation.

Zone I is described as "one large contiguous area where there is a substantially higher density of population and concentration of cities." Zone II is described as an area which has a low population density "or where large cities are more widely separated." The Commission says that 180 mile VHF co-channel separations were not intended to be minimum co-channel spacings throughout the country and that 190 miles is the appropriate minimum spacing for Zone II because "if we were to permit stations at close separations in such areas, we would deprive persons residing in the interference areas between such stations of television service." The Commission says that a different situation exists in Zone I "where there is a substantially higher density of population and concentration of cities" and that *"lower minimum spacings in such an area will not have the tendency of depriving* residents of the area

[1] Minimum separations of 170 miles and 1000 foot antenna heights in Zone I make this standard service area slightly smaller than the standard service area for cities and communities in Zone II.

of television service, since there would be no overlapping of service contours and a multiplicity of alternative services." The simple rule that the Commission applies to these two zones makes the enormous difference of 4 to 6 miles in Grade B service radius between the two zones. Four to 6 miles increase in Grade B service radii doesn't make much sense in serving the outlying areas from a relatively few large cities in Zone II. Neither does a contraction of 4 to 6 miles in service radii with 20 mile closer co-channel spacing make much sense in Zone I. Since the results of the 20 mile differential in minimum co-channel spacings between Zones I and II have no effective or practical relationship to the objectives which the Commission espouses, it seems clear that *they* are only a convenient "simple rule" to limit local television facilities to the 1,274 cities included in the Table.

This is true unless the Commission has another basis to defend these minimum co-channel spacings. The major contention might be that engineering factors dictate the national policy of minimum spacings selected by the Commission for each zone in order to get efficient use of the spectrum assigned to television, even though the Commission has never said that this firm, fixed and final allocation plan does make efficient use of the spectrum.

In its Memorandum Opinion of July 13, 1951 (FCC 51-709) it avoided any defense of *this* plan. Likewise, in this Report it avoids a forthright avowal that *this* plan makes optimum use of the channels. Instead, it couches all its discussion of "A Table of Assignments" in the abstract, that "an engineered table * * * permits a substantially more efficient use of the available spectrum" or that "an Assignment Table drawn up upon an examination of the country as a whole *can confidently be expected* to more closely approximate the mathematical optimum * * *." The Commission even biases its recognition that "the maximum number of stations which can be accommodated on any given channel" can be calculated mathematically with the hedge "once a fixed station separation has been agreed upon." As a matter of fact, this dodge of mileage separations is the Achilles heel to this allocation plan's efficiency. The arbitrary mileage separations of 155 miles and 170 miles for co-channel UHF and VHF stations, respectively, in Zone I, and 175 and 190 miles, respectively, in Zone II, are not based upon engineering principles at all. These separations are based upon a policy decision of the Commission for specific size service areas for television stations. All of the engineering for this plan is subordinate to and complementary to this *non-engineering policy decision.* Therefore the arbitrary minimum co-channel separations of 170, 190 and 220 miles for VHF and 155, 175, 205 miles for UHF, respectively, have no sacrosanct engineering basis related *either* to optimum use of a single channel *or* efficient use of the spectrum—all of the channels.

Fortunately, there is a mathematical and engineering basis for selecting co-channel mileage separations for any given channel in each group, i.e., VHF channels 2 to 6 (low VHF), VHF channels 7 to 13 (high VHF) and UHF channels 14 to 83. To visualize the problem of achieving maximum use of a given channel so we can calculate its maximum use, it is necessary to think of a series of dots spaced an equal distance from each other on a map of the United States. If we draw lines between the dots we will have a series of equilateral triangles overlaying the entire United States. The dots will represent assignments of a single channel. The length of the sides of each equilateral triangle will be the mileage separation between stations. Such a scheme of assigning channels will be referred to hereinafter as a "full triangular lattice." Appendices 1 through 6 are a series of charts based upon a "full triangular lattice" of a single channel in each portion of the spectrum. Appendices 1 and 2 for 63 megacycles are valid for channels 2 to 6 (low VHF) utilizing 10 kilowatts, 100 kilowatts and infinite kilowatts of power at antenna heights of 500 feet and 1000 feet, respectively. Appendices 3 and 4 for 195 megacycles are valid for channels 7 to 13 (high VHF) utilizing 31.6 kilowatts, 316 kilowatts and infinite kilowatts of power at 500 feet and 1000 feet, respectively. Appendices 5 and 6 for 500 megacycles are valid for UHF channels 14 to 83 utilizing 100 kilowatts, 1000 kilowatts and infinite kilowatts of power at 500 feet and 1000 feet, respectively.[2] These appendices, all based on the record in this proceeding, show that the minimum spacing proposed in the Third Notice, as amended and finalized in this Sixth Report and Order, is too great to produce the maximum service on any given channel in any group: low VHF, high VHF or UHF.

Appendix 1 shows that any one of the low VHF channels, 2 to 6, utilizing 100 kilowatts of power at 500 feet antenna height obtains maximum efficiency of area coverage at 140 miles co-channel separation instead of the 170 miles minimum separation finalized in this Report.[3] It is significant that any one of this group of channels is as efficient in area coverage utilizing 10 kilowatts of power at 500 feet antenna height when co-channel spacing is 100 miles as it is utilizing 100 kilowatts of power at the same antenna height when minimum co-channel spacing is 170 miles.

This appendix further shows that *at all co-channel spacings between 100 and 140 miles,* every one of these channels is more efficient in channel coverage utilizing 10 kilowatts of power at 500 feet than it is utilizing 100 kilowatts at the minimum spacing of 170 miles.[3] Appendix 1 also shows that if we utilized powers of infinity [4] at 500 feet antenna heights the maximum coverage for any one of this group of channels would still be at 140 miles co-channel separation instead of the minimum finalized in the Sixth Report.

Appendix 2 shows that the maximum coverage for any one of this group of channels is obtained at co-channel spacings of 155 miles when 100 kilowatts of power is utilized at 1000 foot antenna heights. It also shows that the efficiency is as great at 145 miles co-channel spacing as at the 170 miles[3] minimum finalized in the Sixth Report and Order. It further shows that if *powers of infinity* were utilized at 1000 feet antenna heights the maximum coverage would be as efficient at 137 mile co-channel spacing as it is at 155 miles utilizing the *maximum power authorized in the Sixth Report and Order.* It is significant that if 10 kilowatts of power is utilized at the same antenna height, the maximum coverage would be obtained at 145 miles and is equally as efficient at 140 miles as at 150 miles.

Appendix 3 shows that any one of the group of VHF channels 7 to 13 utilizing 316 kilowatts of power at 500 foot antenna height obtains maximum efficiency of area coverage at 135 miles co-channel separation instead of 170 miles minimum separation finalized in this Report. It shows that any one of this group of channels is as efficient in area coverage utilizing 31.6 kilowatts of power at 500 foot antenna heights when co-channel spacing is 110 miles as it is when 316 kilowatts of power at the same height is utilized with the minimum co-channel spacing of 170 miles.[3] If the maximum power is utilized at the same height for any one of this group of channels they are equally efficient at 90 and 170 miles co-channel spacing.

Appendix 4 shows the efficiency of any channel in the same group utilizing the same designated powers at 1000 foot antenna heights. The maximum channel efficiency at this height utilizing maximum power of 316 kw occurs at 155 miles co-channel spacing; and it is equally as efficient at 130 miles as at the minimum of 170 miles[3] co-channel spacing provided for in the Sixth Report and Order. The maximum efficiency of one of this group of channels utilizing 31.6 kilowatts occurs equally from 140 to 150 miles spacing. If infinite power is utilized the maximum efficiency is at the co-channel spacing of 155 miles.

Appendices 5 and 6 show that the channel efficiency of each of the UHF channels is less sensitive to station spacing than either VHF channels 2 to 6 or 7 to 13. Appendix 5 shows that using 1000 kilowatts of power the maximum efficiency of a UHF channel occurs at 115 miles instead of 155 miles as finalized in the Sixth Report. This is the only group whose channels each increase in efficiency from 100 to 265 miles co-channel spacing utilizing antenna heights of 500 feet and infinite power. When 100 kilowatts at 500 feet are used the maximum efficiency of a UHF channel occurs at 100 miles co-channel spacing.

Appendix 6 shows that a UHF channel utilizing 1000 kilowatts at 1000 feet antenna height reaches its maximum efficiency at 130 miles co-channel spacing; utilizing infinite power at the same height it approaches a flat curve of maximum efficiency at around 250 miles co-channel spacing. When 100 kilowatts is used at the same height the maximum efficiency decreases at all distances beyond 100 miles co-channel spacing.

These appendices show that the Commission has not selected minimum co-channel spacings in its general rules and standards that obtain maximum coverage efficiency of Zone I if *any power* is utilized at 500 feet and 1000 feet antenna heights. This inefficient minimum spacing holds true for large areas in Zone II which have the same population and concentration of city characteristics as Zone I as will be more fully discussed in connection with the actual assignments employed in the Table of Assignments hereafter. While the Commission represents that it *can be confidently expected* that an assignment Table drawn upon the examination of the country as a whole will more closely approximate the mathematical optimum, the minimum spacings in the general rules and standards certainly ignore principles involved in obtaining that mathematical optimum. The VHF assignments actually employed in the Table of Assignments are even less efficient mathematically in Zone I particularly and in the parts of Zone II indicated. The UHF assignments are admittedly incomplete and a sample statistical analysis cannot be made; but such a complete analysis can be made of the VHF assignments. Appendices 7 through 18 are maps of all VHF assignments in the Table of Assignments. They are revealing, if not shocking, in their lack of adherence to the minimum spacings proposed in any zone. They are offensive, if not arbitrary and capricious, because the Commission will not permit a change in the Table until enough construction permits are granted to freeze this inefficient firm, fixed and final allocation plan forever.

Now let us examine the actual co-channel spacings employed in this firm, fixed and final allocation plan for VHF channels.

Appendices 19 and 20 are analyses of VHF assignments, as shown on the assignment maps, (Appendices 7 through 18). Appendix 19 shows that the median co-channel separation is 280 miles for all VHF channels assigned to cities throughout the nation. Appendix 20 shows that in Zone I the median co-channel separation is 250 miles for channels 2 through 6. There is no reason to believe that the separations employed in channels 2 through 6 are different than channels 7 through 13 in Zone I. If any section of the country is picked other than Zone I it is likely that the median co-channel separation will be within 20 miles of the 280 mile median for the entire nation.

Approximately ¾ of 1% of all VHF assignments are less than 175 miles. In Zone I only 4% of station separations are 170 miles or less and only 8% are 180 miles or less. In the entire country only 7% of all the co-channel separations are 195 miles or less.

It is apparent that the Commission has constructed this Table of Assignments without regard to the minimum co-channel spacings of 170 miles in Zone I, 190 miles in Zone II and 220 miles in Zone III for all VHF channels. It is also quite apparent that in selecting these minimum co-channel spacings the Commission has not had

[2] Each of these appendices is based upon the record in those proceedings.

[3] The minimum spacings for Zone I are are used because the minimum of 190 and 220 for Zones II and III respectively are less efficient yet for feasible antenna heights over most of these Zones.

[4] Infinite power cannot be achieved. For the purpose of this dissent the term means powers elevated as high as are practically obtaintable.

the efficient use of each of the VHF channels or the efficient use of the VHF portion of the spectrum devoted to television as its major objective. For example, appendices 1 to 4, inclusive, show the appropriate co-channel spacings to obtain the maximum efficiency of all VHF channels when maximum powers are utilized at all feasible antenna heights. Appendices 1 and 4, of course, are based upon an assignment of channels on a full triangular lattice basis. These appendices are the efficiency charts for optimum use of the VHF portion of the spectrum. It is fair to use these efficiency charts as a basis for comparison of efficiency employed in constructing the actual Table of Assignments for each of the channels because the separations actually used form a lattice work of co-channel stations at the distances indicated in the maps for each one of the VHF channels. Appendices 7 through 18 have had lines drawn through each co-channel assignment of each single VHF channel and the figures associated with each line show the distances to all co-channel stations in every direction. An examination of these maps shows that they form triangular lattices reaching all the way from 550 to 165 miles. Insofar as any one of these separations is expanded from the most efficient co-channel spacings, they are a degradation of the efficient use of the VHF spectrum. This is true because the geometric triangles formed by the actual assignments employed in the Table are just a variation from the theoretical equilateral triangles in the full lattice. Appendices 1 to 4 show the percentages of channel efficiency which will be obtained with optimum co-channel spacing on the low VHF (channels 2 to 6) and the high VHF (channels 7 to 13). Since the maps (appendices 7 to 18) and co-channel distribution curve (appendices 19 and 20) show that the median co-channel spacing is much greater than the optimum for channel efficiency (250 for Zone I; 280 for the entire country), it must be concluded that the channel efficiency is materially degraded. The following table shows the amount of this degradation:

	ZONE I					
	63 mc	500′	100 kw	63 mc	1000′	100 kw
Separation in Miles	140	170	250	155	170	250
Efficiency of Coverage	23%	21%	14%	28%	28%	22%
	195 mc	500′	316 kw	195 mc	1000′	316 kw
Separation in miles	135	170	250	153	170	250
Efficiency of Coverage	28%	27%	14%	35%	28%	21%
	ZONE II					
	63 mc	500′	100 kw	63 mc	1000′	100 kw
Separation in miles	140	190	280	155	190	280
Efficiency of Coverage	23%	18%	13%	28%	28%	18%
	195 mc	500′	316 kw	195 mc	1000′	316 kw
Separation in Miles	135	190	280	153	190	280
Efficiency of Coverage	28%	22.5%	13%	35%	31%	15%

This Table and Appendices 1 to 4 show that the minimum co-channel spacing of 170 miles for VHF channels in Zone I does not permit maximum efficiency for any VHF channel when maximum power is utilized at any feasible antenna height, that co-channel spacings should be a little larger for higher antenna heights when higher powers are utilized in order to gain maximum efficiency on any VHF channel, and that more channel efficiency is gained by increasing antenna heights from 500 to 1000 feet than by increasing transmitter power by tenfold.

They show further that channel efficiency is cut about one-half with 500 feet antennas and one-third with 1000 foot antennas when the spacings are increased from 135 or 140 miles to 250 miles.

This table further shows for the median spacing for Zone I of 250 miles on 63 mc at 1000 feet and 100 kw, the channel efficiency is reduced from 28% to 22%, a reduction of 25%. For 195 mc, at 1000 feet, 316 kw, channel efficiency is reduced from 35% to 21%, a reduction of 40%. For those parts of Zone II which have a median co-channel spacing of 280 miles, the channel efficiency for 63 mc at 1000 feet and 100 kw is reduced from 28% to 18%, a reducation of 36%. For 195 mc at 1000 feet and 316 kw, from 35% to 15%, a reduction of 72%. This is significant because there are substantial areas in Zone II in which the high density population and concentrated city characteristics are the same as in Zone I.

On the other hand, if the maximum station efficiency—*the largest coverage* for any single station given a VHF assignment—is the goal of this allocation Table, the minimum co-channel spacings chosen (and these are too large for optimum co-channel efficiency) are at war with this goal because *maximum channel efficiency will not permit maximum station efficiency.* The spacings which give maximum single station coverage are approximately twice as great as are necessary to give maximum channel efficiency.

The Commission pretends to follow a different policy in Zone I and in Zone II. It says Zone II is an area which has a "relatively lower population density or where large cities are more widely separated" and therefore wider separations are justified. In Zone I it says that the concentration of cities in wide areas of contiguous high density population justifies lower co-channel spacings. In fact, the spacings actually employed in the Table tend to protect the Grade B contour without any interference in both Zones I and II. The Commission said that in Zone I it was not concerned with interference to the Grade B contour because "there would be an overlapping of service contours of stations on different channels located in the interference areas." They have, however, protected the B contour in this zone to the same degree substantially that they did in Zone II, notwithstanding this statement of policy.

The spacings actually employed in constructing the Table for Zone I are large and incomplete lattices which result in less rural area coverage than if smaller and more complete lattices (more nearly a full lattice at optimum spacing) had been used. The smaller lattices would result in optimum city and rural coverage on any individual channel or on all channels collectively.

The engineering evidence in the record or that which can be computed by the Commission upon the basis of such evidence in the record, shows that more coverage is obtained on any channel by closer spacing than wide spacing. Specifically, it shows that for each VHF channel in each group the coverage efficiency is higher with 1000′ antennas and 10 kw power for low VHF, and at 31.6 kw power for high VHF, at spacings of 145 miles and 153 miles, respectively, rather than at 250 miles spacing, the median spacing actually used in Zone I. And even if maximum powers of 100 kw on low VHF and 316 kw on high VHF at 1000′ are used, the optimum co-channel spacing only increases approximately 10 miles for 63 mc (from 145 to 155 miles) and for 195 mc (from 153 to 155 miles). Therefore, the above enumerated engineering principles still apply for these powers. So when the Commission says that it is using wide spacings to take advantage of the wide coverage capabilities of the VHF to cover rural areas, it is not based upon engineering fact, unless they mean single station coverage, when applied to Zone I and sections of Zone II where the geographic, population and city characteristics are like Zone I.

The Commission may contend that the efficiency charts (Appendices 1 to 4) are based upon total service of each channel assigned and that therefore they do not apply to the assignment policy of the Commission which recognizes only Grade A and B contours. It is true that the efficiency charts are based upon the total service of a station. Let us examine what that means. The total service is defined as the sum of all locations, no matter how distant from the transmitter, which receive a signal from the desired station *for at least 90% of the time* which is at least 28 db above the 10% interfering signal from each co-channel station, not more than 6 db below the adjacent channel interfering signal, and 30 db above random noise. The standard measurement of these signals uses the F 50-50 and F 50-10 curves.

The Ad Hoc Report indicated and the Commission tacitly admits that total service of a station as hereinafter described is the most meaningful definition of television service, either for a station or a channel, because it counts every possible location that gets an acceptable signal, regardless of how far removed it is from the transmitter. But the Commission for allocation purposes does not recognize this total service—to the sum of all locations for at least 90% of the time. It just recognizes a portion of such total service provided by the F 50-50 curve. These two segments are designated Grade A and Grade B service. The Commission specifies that Grade A service has that quality acceptable to the median observer expected to be available for at least 90% of the time for the best 70% or more of the receiver locations. Grade B service is defined as service where acceptable signals are available for at least 90% of the time to 50% or better of the locations.

Appendices 2 and 4 show that with the median spacings of 280 miles used in constructing the Table only 15% of the United States would get service from one channel (316 kw-1000′-195 mc). If optimum channel spacing of 155 miles were used, 35% of that portion of Zone II which is like Zone I would get service from one channel. This is 2⅓ times as much area as would be covered by the single channel with 280 mile spacing. This means that at 280 mile spacing it takes more than 6 high VHF (channels 7 to 13) to cover the country once and at optimum spacing of 155 miles it only takes 3 of such channels if we assume in both cases that maximum power is utilized at 1000′ antenna heights. Even if we did not have an allocation plan, it is doubtful that applicants filing for the channels as they saw fit could destroy 4 of the 7 channels the way the Commission has in this allocation plan.

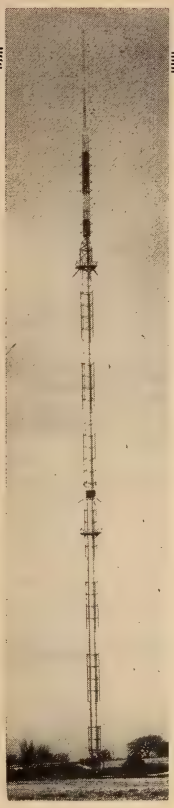
If it is contended by the Commission that Appendices 2 and 4 based upon the total service of a station are not indicative of what happens to Grades A and B service, used by the Commission as the criteria for allocation purposes, even from this standpoint closer spacings are more efficient. Appendices 21 and 22 show that high VHF (channels 7 to 13) utilizing 316 kw power at 1000′ at the median co-channel spacings of 250 miles in Zone I achieve only 12.3% channel efficiency of area within the Grade A type contour and 23.6% within the B type contour. They show further that under the same conditions but at 155 mile optimum co-channel spacing the area within the Grade A contour is 30.5% and the area within the B contour is 37.4%. This is a 148% increase of coverage within the Grade A contour and a 59% increase of coverage within the B contour. However, it must be remembered in the total coverage of the channel at 155 miles, efficiency of total coverage is 72% greater than at 250 miles. Of course, if you are comparing the coverage of a *single* station separated at 250 miles with a *single* station at a co-channel spacing of 155 miles, the area covered by each is 1922 square miles and 1072 miles, respectively. But it must be remembered that if you are going to make such a comparison for the 155 mile spacing you can get 2.6 as many station assignments on an area basis as you can with 250 mile spacing. The total area covered by the 2.6 stations is 2787 square miles. This is 860 square miles *more area coverage* by the closer spaced station on any high VHF channel. From any standpoint more complete area coverage can be had with high band VHF channels at the optimum co-channel spacing of 155 miles rather than 250 miles which the Commission has actually used in constructing the Table in Zone I.

III

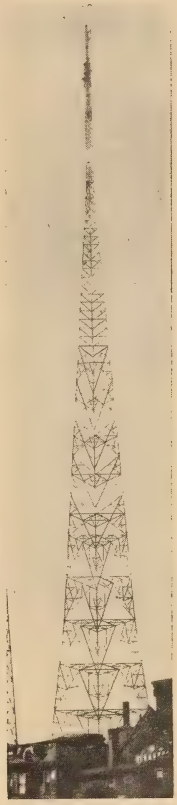
It now becomes important to compare the minimum co-channel

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spacings as they affect the total single station service between the three bands—low band VHF, high band VHF and UHF. This is very important from a competitive standpoint, especially in cities where UHF and VHF are intermixed. The *minimum co-channel spacings* adopted by the Commission are such that they tend to restrict the service on any given UHF channel due to co-channel interference. It will now be shown that the *minimum co-channel spacings* adopted for the several bands unnecessarily reduce coverage of a single station on a UHF channel compared with single station coverage of a VHF channel and therefore make the UHF station non-competitive with VHF. It will also be shown that it is necessary to modify the minimum co-channel spacing for the UHF stations to equalize the coverage efficiency with respect to the VHF stations. This is particularly compelling because the UHF is just now being introduced for commercial broadcasting and the competitive value of these channels is 17,000,000 receivers behind the VHF channels. In addition, the higher cost of original construction and operation and the unavailability of equipment for UHF stations as compared with VHF stations are handicap enough already without the minimum spacings for UHF further threatening its competitive position with a VHF station in an intermixed market. In addition, the UHF receivers actually will be more expensive and for a time less reliable than VHF from the standpoint of the prospective viewer. At the minimum spacings of 155 miles for UHF and 170 for VHF, the UHF could never become competitive from the standpoint of single station coverage efficiency using maximum powers with antenna heights from 500′ to 2000′, assuming that both groups of stations have the same antenna height. However, if a 2000′ antenna is used on UHF with a maximum power of 1000 kw and a 500′ antenna is used on low band VHF with 100 kw, UHF coverage is approximately equal to the low band VHF. Appendices 23, 24 and 25 are charts showing the distribution of locations receiving acceptable service on each of the bands utilizing maximum power and antenna heights of 500′, 1000′ and 2000′, respectively, with spacings of 170 miles for VHF and 155 for UHF. They further show that in order to have the UHF cover the same total station service based upon minimum VHF spacing, the UHF licensee would be compelled to operate with maximum power of 1000 kw at 2000′, while the low band VHF station could operate with 100 kw at 500′. Obviously when a UHF station has to spend money for a 2000′ tower utilizing 1000 kw in order to compete with a low band VHF licensee with 500′ tower at 100 kw, he has a very serious financial handicap. From an economic standpoint no encouragement is given the prospective UHF licensee to use the UHF band in an intermixed city.

Especially is this true since the UHF broadcaster does not produce any better picture than the VHF broadcaster. The UHF standards—lines, frames and fields—are identical with the VHF. It would seem incontrovertible that from an economic standpoint the Commission ought not to adopt a policy of minimum spacings which require heavy expenditure for 1500 feet additional tower height and 900 kw more power in comparison with the low band VHF to cover substantially the same number of locations in the VHF service area. As a matter of fact, in comparing the relative number of locations served by UHF stations at minimum co-channel spacings with VHF stations at spacings actually employed in constructing the Table of Assignments, UHF stations operating in the same community would cover substantially less locations (approximately 50%) than VHF stations. This is significant because the Commission has adopted a policy of minimum co-channel spacing of 170 miles for VHF channels, but the actual VHF assignments tend toward a service which is limited by noise only. It has been said that the UHF Table is incomplete; nevertheless the minimum co-channel spacing for UHF is still 155 miles. Therefore this minimum spacing for UHF is an economic threat to anyone who might invest in a 2000′ tower and equipment to generate 1000 kw radiated power in order to compete with a VHF licensee unless the minimum station spacing is at least 200 miles. What the applicant for a UHF license needs in order to be assured of competitive equality with the low band VHF, with VHF spacings actually employed in the Table (Appendices 7 to 13) would be a Table of co-channel spacings for UHF greater than 250 miles and powers considerably above 1000 kw.

Inasmuch as the Commission has assigned UHF more extensively to small communities, obviously all of our experience in broadcasting would certainly show us that licensees in such areas never will be able to make economic use of the UHF stations at maximum powers and antenna heights. In addition, insofar as UHF has been assigned as a local service to smaller communities generally, we have placed the heaviest burden upon both the broadcaster (the original construction cost and operating costs are higher for UHF than for VHF) and upon the viewer (VHF-only receiving sets will require adapters and sets capable of receiving UHF will be more expensive than for VHF). Even if a prospective UHF licensee would weigh the cost of the purchase of an existing VHF station in any one of the large multi-station markets with its high coverage efficiency assured by the actual spacings employed in the Table, versus capitalization of the cost of converting all VHF-only receivers presently in such markets, there still would be a large portion of the VHF service area he could not cover if both UHF and VHF stations operated at the same antenna heights and at the respective maximum powers. The prospective applicant for UHF facilities in a major market where VHF is already operating has two costs to capitalize: (1) the costs of his station and (2) the cost of buying an audience, i.e., UHF converters for VHF-only receivers. Even if these converters were available to him at manufacturer's cost, this expenditure for just the opportunity to get listeners in such a mixed market would probably be more than his entire UHF station. And after capitalizing this additional cost, which the VHF licensee does not have, the minimum spacings and the spacings actually employed in the Table of Assignments for VHF channels will give him only half a VHF audience.

Obviously, the Commission can relieve the situation without throwing this tremendous burden upon the prospective UHF licensee insofar as equalization of service area is concerned by widening the UHF co-channel spacings and narrowing the VHF co-channel spacings to equalize the distribution of locations receiving acceptable service from all groups of channels. This certainly should be the main objective of any allocation plan where a new band of frequencies is being introduced for commercial operation.

The Commission blows hot and cold on two sides of the same proposition. On the one hand it says that maximum rural coverage is obtained with wide spacings, and on the other hand it says if you have a large number of cities close together you can get large rural coverage by the use of many stations on different channels because "there would be an overlapping of service contours and a multiplicity of alternative services." The question unanswered by the Commission is: why did it persist in wide spacings in constructing the Zone I portion of this Table? As a matter of fact, from the standpoint of efficient channel coverage there is no answer because the actual assignments have moved toward *maximum single station efficiency* instead of *total maximum channel efficiency*. Therefore, this firm, fixed and final allocation plan *shrinks* the available 7 high band VHF channels used at the median spacings of 280 miles actually employed in constructing the Table and gives no more coverage than three of the same group of channels if 155 miles optimum spacing were employed.

If co-channel spacings of 170 miles were actually used for VHF assignments in the Table and 200 miles for UHF at maximum powers (100 kw and 316 kw for low VHF and high VHF respectively and 1000 kw for UHF) and all operate at antenna heights of 500 feet, UHF can be competitive with low band VHF. It can be competitive with low band VHF when 1000 feet antenna heights are used at the same respective spacings and powers. UHF is not only competitive with low band VHF but is also competitive with high band VHF when all operate at 2000 feet antenna heights with the same spacings and powers indicated above. Therefore, it is concluded that a 200 mile minimum co-channel spacing for UHF assignments in the Table is necessary to make UHF single station coverage competitive with VHF station coverage provided 170 mile spacings are actually adhered to for VHF channels. Appendices 23 through 28 show that the 170 mile co-channel spacings for VHF channels in Zone I and those portions of Zone II which have the same characteristics as Zone I, as heretofore indicated, should not be just a *stated policy* of the Commission for VHF channel assignments but they should *actually be employed* in constructing the Table to make UHF at 200 mile co-channel spacings competitive with VHF. These charts further confirm the fact that UHF has the potential of equalizing the station coverage of both high VHF and low VHF when all operate at 2000 feet antenna heights at the respective maximum power for each group and that UHF has better potential for wide area coverage than either of the VHF groups of channels when the UHF is spaced at 200 miles and the VHF is spaced at 170 miles or its equivalent. They show that there is a basic error in the Commission's *assumption* that *only VHF channels* have a potential for wide area coverage—assigning VHF channels to the largest cities.

Appendices 26, 27 and 28 show that you can make any one of these groups of channels (low band VHF, channels 2 to 6; high band VHF, channels 7 to 13; and UHF, channels 14 to 83) the preferred wide area coverage channels simply by employing wider spacings for the groups the Commission wishes to prefer.[*] Appendices 23 to 28, inclusive, show that if a proper co-channel spacing policy is incorporated into the general Rules and Standards of the Commission and actually followed in an assignment table, each can be made to serve the same area and the same relative number of locations in such area. This ought to be a bare *minimum objective* for a policy of intermixture of VHF and UHF channels in the same city. *Contrary to this objective*, the general Rules and Standards and this firm, fixed and final city-to-city allocation plan show every sign of trying to skirt around the natural wide area coverage potential of UHF as if the technical problems in both transmitter and receiver equipment development for UHF may never be overcome or that scientific knowledge in overcoming the present equipment difficulties is frozen at the present stage.

Obviously, the Commission's assignment plan that presumes to look ahead for forty years ought to provide a sound economic setting for licensees of each group of channels to be competitive with all others to afford each licensee a fair chance to render service to comparable service areas, with the same opportunity for fair return on his investment.

Inasmuch as the Commission has used UHF by and large for assignment to small cities and as a mere supplement to the wide area single station coverage of VHF channels located generally in the larger cities, the burden of UHF is thrown generally upon the people least able to pay if they are ever to receive a Grade A service—the rural populations. General experience would tell us that the rural populations are the least able to pay the higher price (higher cost receivers) for Grade A television service and that a prospective UHF broadcaster has less chance to recoup investment in constructing and operating a UHF station which costs more than a VHF station. These considerations are not consistent with the original basic purpose of this firm, fixed and final

[*] Provided sufficient antenna height is utilized by UHF.

allocation plan—to protect the small communities against preemption of VHF channels by large cities. The Commission should abandon the use of VHF in large cities for wide area rural coverage. Optimum spacings less than those used in the assignment Table or in the Rules and Standards give more Grade A service to the rural population than the method used by the Commission.

Appendices 1 to 6 show incontrovertibly that optimum channel efficiency can be obtained at the optimum spacings indicated below, at both minimum and maximum powers, and antenna heights of 500′ to 1000′, as follows:

	Antenna Height
Low band VHF	500 feet
	1000 "
	500 "
	1000 "
	500 "
	1000 "
High band VHF	500 "
	1000 "
	500 "
	1000 "
	500 "
	1000 "
UHF	500 "
	1000 "
	500 "
	1000 "
	500 "
	1000 "

The values taken from the efficiency charts (Appendices 1 to 6) and the above table are practical because we can utilize powers, heights and co-channel spacings at any values within these parameters to obtain optimum use of 82 television channels. Roughly, ten times the power is required to obtain the same expansion of coverage that can be obtained with doubling the antenna height.

Values of power, height and spacing between these parameters may be used to obtain more optimum use of all channels, VHF and UHF. It is unreasonable to use excessive powers which preclude a simulated full triangular lattice, especially in Zone I and the parts of Zone II hereinbefore indicated, which would provide maximum station coverage at the expense of optimum use of the spectrum (all television channels).

Appendices 1 to 6 show that the maximum channel efficiency as distinguished from single station efficiency is obtained regardless of powers ranging from rather nominal values of 10 kw for low band VHF, 31.6 for high band VHF and 100 kw for UHF, to the highest practical powers obtainable with co-channel spacings ranging from between 100 and 155 miles. Therefore, it would seem logical to utilize this difference in efficiency of antenna heights versus power in a manner that will fit the median size city, as a general allocation plan, and the largest city as an exceptional case. To put it graphically, use a lattice that will fit the median size city in the country and tear out the lattice for the exceptional case, i.e., Los Angeles from a standpoint of geographic considerations and Denver from the standpoint of population characteristics.

Appendix 30 illustrates the different spacings that can be used with standardized interferences to provide substantially equal service areas for cities of all sizes located at random distances from each other in order to simulate a perfect full lattice.

Appendix 31 shows how to get different sizes of service areas for different size cities to supply their respective needs—trading areas or areas of cultural influence—with different co-channel spacings using standardized interferences and different powers and antenna heights. It shows how to get that unequal service area to meet the respective needs of the smallest community and the largest community with random spacings, random powers and random antenna heights in each group of frequencies. A sample of how this table may be put into effect is shown by Appendix 30.

IV

The Commission seeks to buttress

Power	Spacing	
10 kw	125 miles	
10 kw	145 "	
100 kw	135 "	
100 kw	155 "	
Infinity	140 "	
Infinity	160 "	
31.6 kw	100 "	
31.6 kw	153 "	
316 kw	135 "	
316 kw	155 "	
Infinity	140 "	
Infinity	156 "	
100 kw	100 "	or less
100 kw	100 "	or less
1000 kw	125 "	
1000 kw	130 "	
Infinity	More than 250 miles	
Infinity	More than 250 miles	

its excessive separation factor by arguing that it is necessary in view of the limited amount of propagation data now available to provide a "safety factor." The majority recognizes, however, that such a safety factor can only be justified if it is possible in the future to modify its present separations. If the separations in the Table are to be fixed, the excuse for the "safety factor" must fail. The Commission says that when more propagation data is available it will take appropriate action with respect to modifying its Table — presumably assigning channels at closer spacings. This seems a plausible solution on the surface. However, the Commission completely destroys any hope that more assignments will be made in the VHF portion of the spectrum by its admission in footnote 25 that it has not been able to remove existing operations which do not comply with its minimum separations because "it has not been possible to remove these cases without unwarranted dislocation." At present there are only 108 stations on the air in 64 markets. Obviously any attempt at adjustments after more stations get on the air would involve more unwarranted dislocations which would preclude the Commission from adding more assignments. Since each additional station put on the air would increase the problem of dislocation involved in any attempt to modify the spacings adopted now, it is apparent that the Commission's "safety factor" is simply an increase in mileage separations arbitrarily imposed without any propagation data to support it in the VHF. In the UHF where propagation data by contrast is almost nonexistent, they have failed to put in a safety factor in the general rules for co-channel spacing of UHF stations. Since the information on UHF propagation is admittedly so meager, the Commission is much more harsh with UHF spacings than they are with VHF. Either the Commission does not need a "safety factor" in the VHF or it is very reckless with the UHF, since the UHF propagation data that is available shows that interference is higher on the UHF than it is in the VHF on any comparable distance in miles from the transmitter. As a matter of fact, a minimum of 183 miles is required in the UHF to protect the Grade A service area of UHF stations. No place in the minimum spacing in the general rules and regulations have they impinged upon VHF Grade A service. In short, the Commission provides a "safety factor" where the information indicates it is not needed (in the VHF) and they don't provide it in the UHF band where the information is so meager it might be advisable. This is an admission that the Commission means to make local (small coverage) service out of UHF channels even when assigned to the largest markets regardless of its future potential for wide area coverage, or that it has a double standard in applying the "safety factor." Obviously the "safety factor" is a snare and a delusion.

The whole theory of a safety factor in minimum co-channel spacings is based upon administrative convenience rather than any sacrosanct value that may be attached to the minimum co-channel spacings adopted in the Commission's decision today, at least within the parameters of the engineering evidence shown by the efficiency charts, Appendices 1 to 6, for the powers, antenna heights and separations indicated.

The whole idea that engineering considerations dictate the respective minimum co-channel spacings for each zone stems from two inconsistent ideas expressed in the Third Notice, Appendix A, paragraph C4a, wherein the statement is made predicting service areas and interference: "The Commission is satisfied that on the basis of the data presently available to it the data underlying the propagation charts are sufficient to afford an adequate statistical basis for describing the field intensities under average conditions, but it is expected that there may be substantial variations in individual areas." On the other hand, in the same document, Appendix A, paragraph E1, under the subject of station separations, co-channel separations, the statement is made: "In the second place, much of the propagation data —although the best available * * * upon which the Commission relies is quite meager * * * until sufficient propagation data are available."

From these two statements the Commission acquires the philosophy that the tropospheric information it has is good enough for a national allocation plan but insufficient for *particular assignments* in specific cities. From an engineering standpoint there is absolutely no basis in fact to pretend that there is a difference in troposphere effects between stations where the co-channel spacings are reduced, the antenna heights raised to obtain greater efficiency in coverage and the power lowered to equalize the minimum co-channel spacings adopted in the Sixth Report and Order.

The Sixth Report and Order gives the implicit impression that engineering has dictated this unique plan—the inordinately wide spacings actually used in constructing the Table. *It should be clearly pointed out that engineering factors do not determine a unique allocation.* Thousands of different plans could be drawn up which were correct engineering-wise, changing the minimum co-channel mileage separations for each group of channels within the parameters of power and antenna heights that Appendices 1 to 6 recommend. Therefore there is wide latitude from an engineering standpoint for thousands of different plans. The engineering only places limitations on what can be done. The Commission has relied upon the simple rule of minimum co-channel spacings (even though it admits that a simple rule cannot be utilized) and for administrative convenience wants to throw away all of the engineering factors upon which all the minimum co-channel calculations for the plans are based. For instance, all of the Grade A and B service areas at all powers and antenna heights used in constructing the Commission's general rules and regulations and in its city-to-city allocation plan are based upon the simple formula that the desired station for at least 90% of the time produces a signal at the edge of its Grade B contour at least 28 db above the 10% interfering signal from each co-channel station, not more than 6 db below the adjacent channel interfering signal and 30 db above random noise. The standard measurement of these signals is the F 50-50 and the F 50-10 curves. Tables for the F 50-50 curve at 10 mile intervals from the transmitter show the field intensity of a 1 kw transmitter in db for antenna heights at 500, 1000 and 2000 feet. The F 50-50 is Appendix 32. The interfering signal field intensity of a 1 kw transmitter in db for the F 50-10 curve at distances for every 10 miles from 70 miles to 300 miles are shown in Appendix 33. Any layman can calculate the rate of decline of signal strength for the desired station from Appendix 32 between any 10-mile separation and the rate of decline in the interfering signal with Appendix 33 at every 10-mile spacing and be able to add the appropriate number of db's for kilowatts of power contemplated to the values in this Table for both the desired and undesired station to predict the desired station's service area by jockeying antenna heights up and power down until the efficiency of antenna heights over radiated power brings the desired result. In this manner he can *either equalize* the approximate service area maintained by the minimum co-channel spacings adopted by the Commission or obtain a service area which will satisfy the community to be served and at the same time make more optimum use of the channel. There is no secret or trick in maintaining the ratios by this simple device and give the same safety factor from the standpoint of tropospheric interference as is given by the Commission with its minimum co-channel spacings adopted in this decision. The Commission on the other hand would leave an area without a channel assignment even if it is just one or six miles under the minimum spacing, rather than make the channel coverage (optimum spectrum use) more efficient. Cf. Coldwater, Michigan, and Pittsburgh, Pa., in the city-to-city portion of the Commission's decision. Again the Commission's false "safety factor" philosophy prejudices those least able to pay in favor of the great metropolitan populations. It would rather space stations so far that their

service is limited by noise, *a 100% of the time interference factor* for the rural and small urban resident, by throwing emphasis to the importance of *a 10% of the time co-channel interference factor*. The rural resident can't get a signal in the noise zone with a hunting license because there isn't any signal but the metropolitan area resident in the interference zone can get a usable signal by orientation of a relatively inexpensive antenna installation (compared to the listener miles away from the transmitter) to take advantage of its ordinary rejection ratio. Therefore, it seems unjust and unreasonable that the Commission should take the hard and fast rule of minimum co-channel spacings as the sole criteria for station assignments as if they were all utilizing maximum power and maximum antenna heights.

I pointed out in my dissent to the Memorandum Opinion of the Commission on the statutory authority to adopt a Table of Assignments (released July 13, 1951) that Section 307 (b) of the Communications Act requires the Commission to determine the problems of fair, equitable and efficient distribution of radio service among the several states and communities in proceedings on applications for radio station licenses and modifications and renewals thereof. I think it plain that Congress intended not merely to protect rights of applicants but to provide the most effective procedure for Commission determinations. I do not believe that the Commission can substitute its views or preferences for other procedures for the method laid down by Congress. I will not here repeat at further length the arguments contained in my dissenting opinion above referred to.

If it be assumed, however, that the Commission is free to evade its duty to decide 307(b) issues in competitive hearings on applications and in lieu thereof to make a predetermination of such issues in a general proceeding, there are two fatal objections to the Commission's present attempt to make such a predetermination. First, essential considerations required to be decided on the basis of fact have been completely ignored by the Commission in the instant proceedings. See *Easton Publishing Co.* v. *FCC*, 175 F(2) 344, 4 RR 2147. The second is that the engineering basis upon which the Commission purports to rest its decision does not in fact support the result but on the contrary demonstrates its invalidity.

The majority admits that the most important elements in its assignment plan is its minimum spacing or station separation factor. It is demonstrated below that the minimum separation factor stated by the Commission is unsound from an engineering standpoint and is designed to preclude rather than permit maximum service. Further than that, it is shown that the Commission has completely failed to make assignments which would be permitted if it adhered to its own separations. The net result is that the Commission has drastically limited the number of television stations which could be licensed in this country and has created an artificial scarcity. I am profoundly disturbed not only by the long range effect of this action but by the immediate consequences, which are that years of litigation must ensue before any considerable number of new television stations can be put in operation in the United States.

It is theoretically possible from a technical standpoint to provide for over 2½ times as many VHF stations if a proper separation factor is used as could be provided if the Commission's separation factor is used. Practical considerations undoubtedly would limit somewhat the number of stations that are possible from a theoretical standpoint. But these considerations apply alike to the number permissible using the Commission's separation factor and to the number possible using a proper separation factor.

The standard by which the rules and television allocation table adopted by the Commission must be tested is whether they provide "a fair, efficient and equitable" distribution of television service in compliance with Section 307(b). As the Commission said in its Memorandum Opinion in this proceeding released on July 13, 1951, that is the "standard to be applied in all cases . . .". In their Report they have given only lip service to that standard and then principally in situations in which the standard enabled them to reject some contention made by one or more of the parties (par. 194).

The fatal defect in the approach of the Commission is that, despite their occasional reference to the "fair, efficient and equitable distribution" standard, that standard has been abandoned in favor of an undiscriminating adherence, sometimes explicit and always implicit, to a supposed policy of administrative convenience. The inevitable result is an allocation which is neither fair nor efficient nor equitable and which so far departs from the realities as to be completely arbitrary and capricious. The preceding discussion has to some extent indicated the arbitrary nature of the engineering conclusions upon which the allocations rest; a brief summary of a few of the practical results will serve to illustrate how far the allocations serve to defeat the injunction of the Communications Act that the Commission "generally encourage the larger and more effective use of radio in the public interest" (Section 303 (g)), and "when and *insofar as there is demand for the same*, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same." (Sec. 307(b)) (emphasis supplied).

The Commission emphasizes at the outset that the allocations "must be based upon, and must reflect, the best available engineering information" (par. 2). Having announced that undebatable proposition, they then proceed to adopt a table of allocations based upon curves which they explicitly concede are inapplicable to any specific station. This is the first administrative decision of which I am aware which so frankly conceded that the general principles underlying it cannot be applied to any specific situation which will be governed by the decision. As the Commission admits, the allocations are based upon hypothetical situations which will never occur, upon the assumption contrary to fact, that the stations which will be involved will be "typical ones producing the average field intensities described by the charts." Such an arbitrary assumption may simplify the work of the Commission but it can scarcely be expected to result in a fair, efficient or equitable distribution of television facilities. It is easier to estimate the number of lemons in a barrel if you assume the barrel is filled with lemons, but the estimate is of dubious value if you know in advance that the barrel contains grapefruit and oranges but no lemons.

The most striking result of this blind devotion to administrative convenience is the arbitary specification of minimum co-channel separations on the mistaken theory that "the larger and more effective use of radio in the public interest" and the "efficient" distribution of television service requires maximum station coverage in terms of freedom from theoretical co-channel interference rather than maximum use of the available frequencies. The Commission has sought to protect the interference-free service areas of existing and proposed stations by reducing substantially the number of stations which can be accommodated throughout the country by the device of establishing excessive minimum co-channel assignment spacings. The result is, as the Commission states, to improve the Grade B service of the proposed stations; it is also greatly to reduce the number of stations and the availability of additional service, both Grade A and Grade B, to the rural areas and to increase the areas which will not receive any television service. The result is to sacrifice efficiency in the distribution of the available channels in order to confer an unnecessary benefit upon the fewer persons who, because of the Commission's Rules, will be able to enter the field. In addition, the Commission has established a new class of stations which will utilize these same channels for non-commercial educational facilities which play a part in the scarcity of VHF assignments for both commercial and educational use in any city.[6]

The resulting inefficiency in the utilization of available channels would have been sufficiently serious had the Table conformed to the Rules. But, in compiling the Table, the minimum co-channel separations were largely ignored; for example, in the Eastern Zone, only some 4% of the allocations approximate the prescribed minimum, and the median separation is 250 miles, or 47% in excess of the minimum of 170 miles specified in the Rules. That means that many communities are losing the possibility of television service in order that stations located in other communities may be protected.

That unfortunate consequence is worsened by the arbitrary rules and the Commission's assumption that all stations, however small the community, will operate at the maximum permissible power. The Commission has rejected the proposal for assignments based upon limited power stations in small communities (par. 137-8) on the grounds that the Table and Rules "are based on the concept of affording each station the widest possible coverage . . ." and that limited power stations, although capable of serving the local needs of small communities, would be inconsistent with that concept. The result is obvious: fewer stations, less efficient use of available channels and disregard of local necessities and convenience in the interest of maintaining an inflexible concept.

Characteristic of the arbitrary approach to the problem and of the resulting inefficient utilization of channels is the measurement of permissible co-channel spacings by the accidental location of post offices (par. 105-8). Communities will be deprived of additional channels because of the wholly irrelevant fact that their main post offices, which have no logical connection with any proposed or possible television station, are located nearer another post office or an existing transmitter than the required minimum distance, notwithstanding the existence of numerous potential transmitter sites at greater distances. It is not an

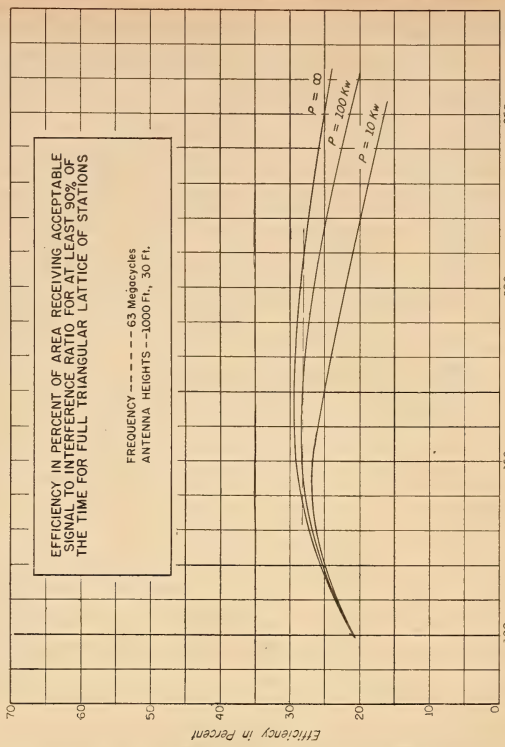
[6] The Commission states several times in its opinion that the setting aside of channels for non-commercial, educational use is precisely the same type of reservation of channels as that provided by the assignment table for commercial stations in the various communities. This is not the view that I take of the assignment of shared use of the channels for non-commercial, educational television stations, and I do not believe the majority's statement correctly describes the action of the Commission. The Commission has created a new class of radio stations and a new use of the radio frequencies, namely, non-commercial, educational television. This class is as distinct from commercial television stations as point-to-point communication stations. The Commission in providing for any new use of frequencies and assigning specific frequencies on a full or shared time basis for a new service may be said to "reserve" frequencies for that service. This is an essentially different thing than a reservation of frequencies for specific applicants for specific communities, all of which are qualified for the use of the service involved. There are numerous Commission precedents, particularly where shared use of frequencies is involved, for designating areas in which the frequencies will be used for a certain service. For example, the Commission provided for shared use of frequencies for certain harbor purposes and certain highway purposes. Obviously, to assign a frequency for harbor use to Denver would be absurd. In designating areas for operation for non-commercial educational television stations, the Commission sought to select areas which are "cultural centers." It would obviously be a waste of channels for the Commission to assign channels for non-commercial educational stations to areas where there are no educational facilities for the operation of such stations. The fundamental difference between reservation of channels for a class of stations and reservation of channels for favored communities as against other communities equally qualified must be recognized if the validity of our assignments for non-commercial educational television stations is to be upheld.

answer to reply, as does the Commission, that the Table and Rules are concerned with "assignment spacing requirements" rather than "facilities spacing requirements." Transmitters will not, in the normal course of events, be erected on top of post offices; if there are available sites complying with the Rules, there is no reason to deprive a community of service, or of additional service, because of some ancient whim which determined the location of a main post office. Not by such accidents should the Commission make decisions affecting the efficient distribution of channels.

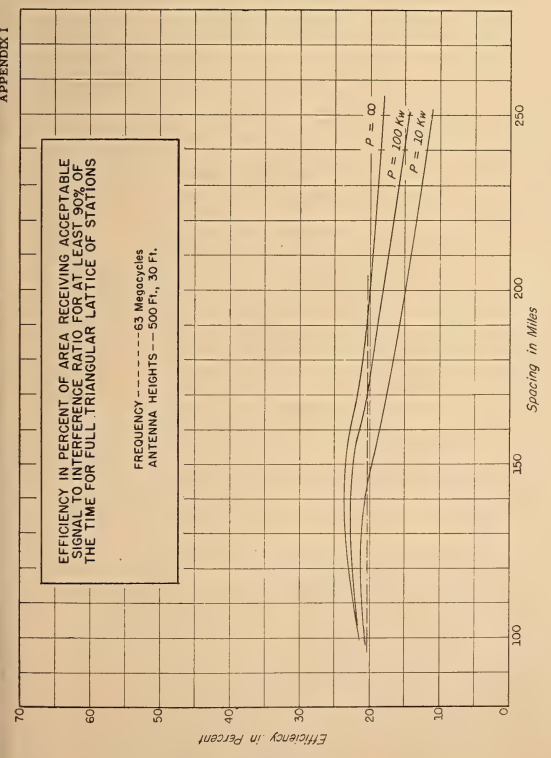
The Commission recognizes the economic problems which will be faced by UHF broadcasters where VHF broadcasting exists (par. 189) and expresses (par. 197) the pious hope that "UHF stations will eventually compete on a favorable basis with stations in the VHF." But, by giving excessive co-channel protection to VHF stations and inadequate protection to UHF stations the Commission has arbitrarily and adversely affected the ability of UHF stations to compete. The economic problems faced by UHF broadcasters are sufficiently serious without the interjection of additional difficulties by Rules and Tables based upon demonstrably incorrect engineering assumptions. The arbitrary penalization of UHF cannot be said to result in a "fair" or "equitable" distribution of television service or "the larger and more effective use" of television in the public interest.

In short, the Commission's preoccupation with the concept of administrative simplicity has led it into the error of first treating all stations as if they were equal in order to facilitate standardization of rules concerning separation and other matters and then adopting rules designed to assure, so far as possible, that the standardization would be carried out in practice without regard to particular situations or local requirements. Efficient distribution of channels and the provision of the maximum number of television stations have been sacrified to achieve a misleading appearance of simplicity of administration. The public interest, convenience and necessity have been abandoned to the theoretical convenience of the Commission. The small communities are to be subjected to rules drawn upon considerations applicable primarily or wholly to large cities. The apparent simplicity of administration is an illusion that will disappear as soon as the number and complexity of conflicting applications under the Standards emerge. The Commission thinks it has eliminated 307(b) contests between cities (it has not eliminated them all); but by creating a scarcity of frequencies it has created a bigger problem in each city where there will surely be more applicants than there are channels. The administrative burden created by competitive applicants for the limited number of frequencies by this artificial scarcity of channel assignments will far outweigh the administrative burden they are trying to eliminate—intercity 307(b) cases.

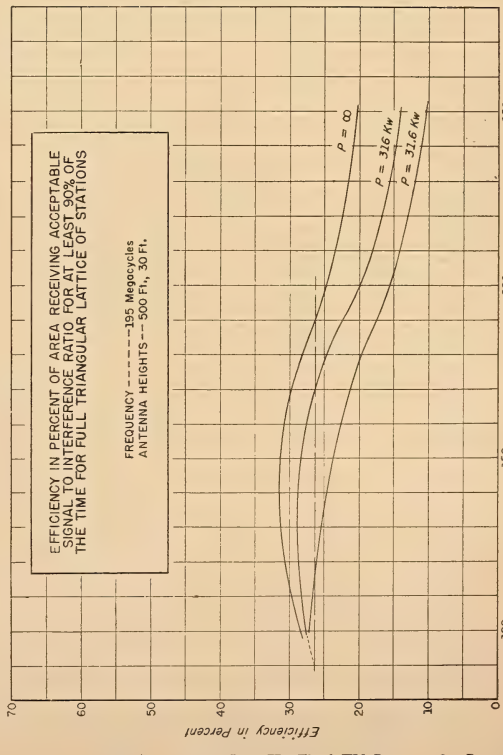
APPENDIX 2



APPENDIX 1



APPENDIX 3



APPENDIX 4

APPENDIX 5

APPENDIX 6

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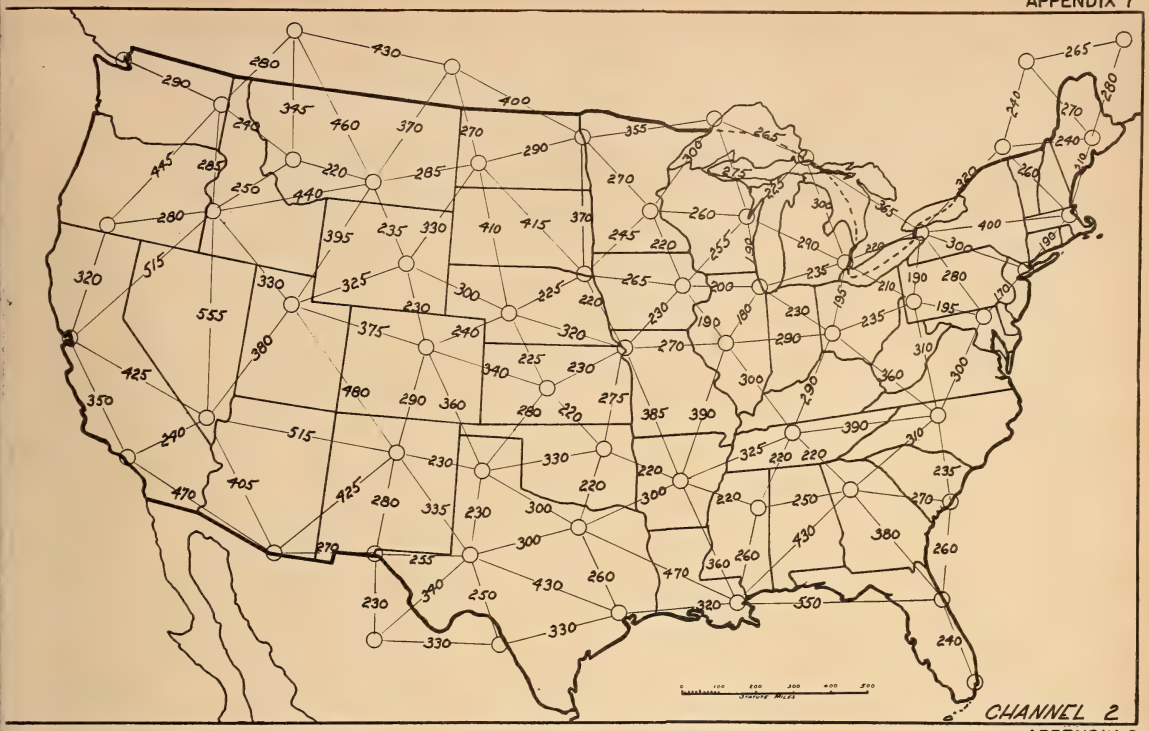
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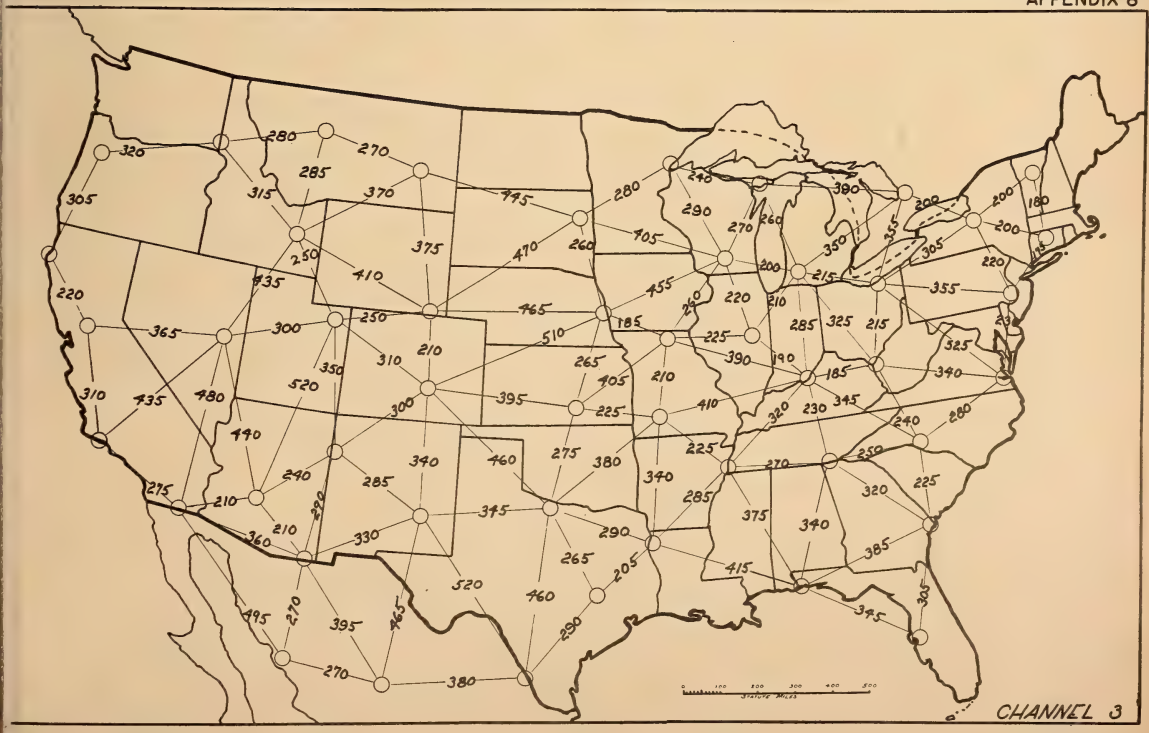
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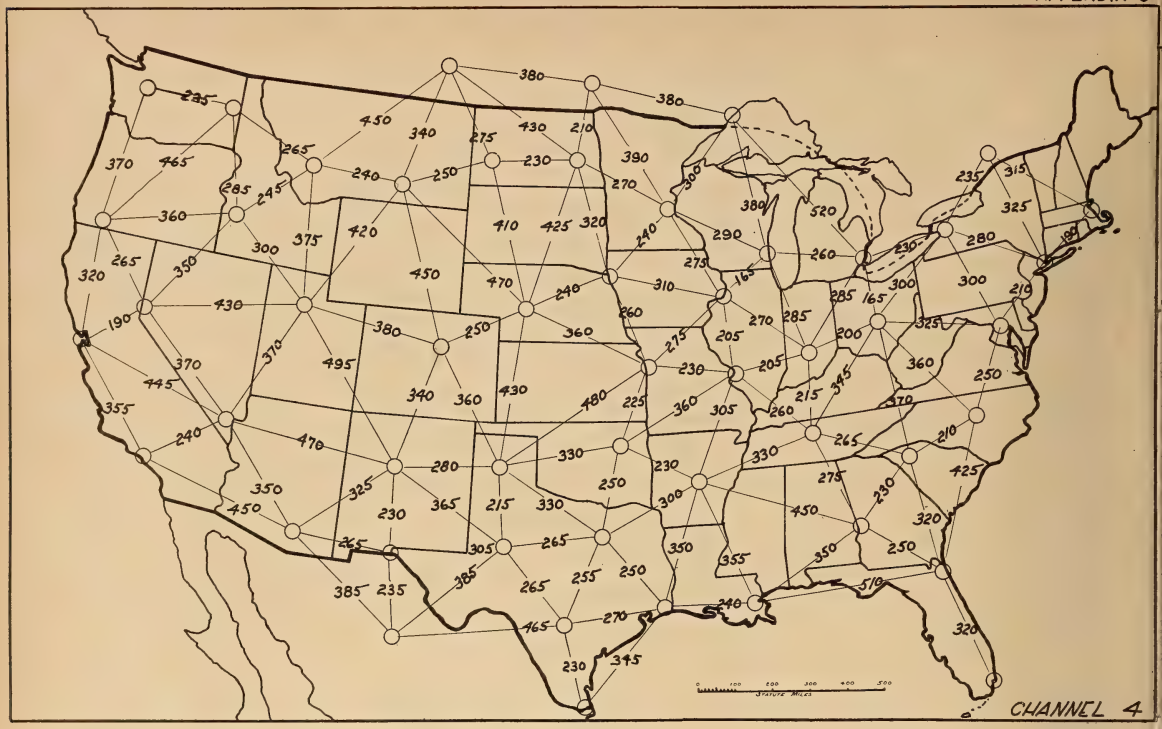
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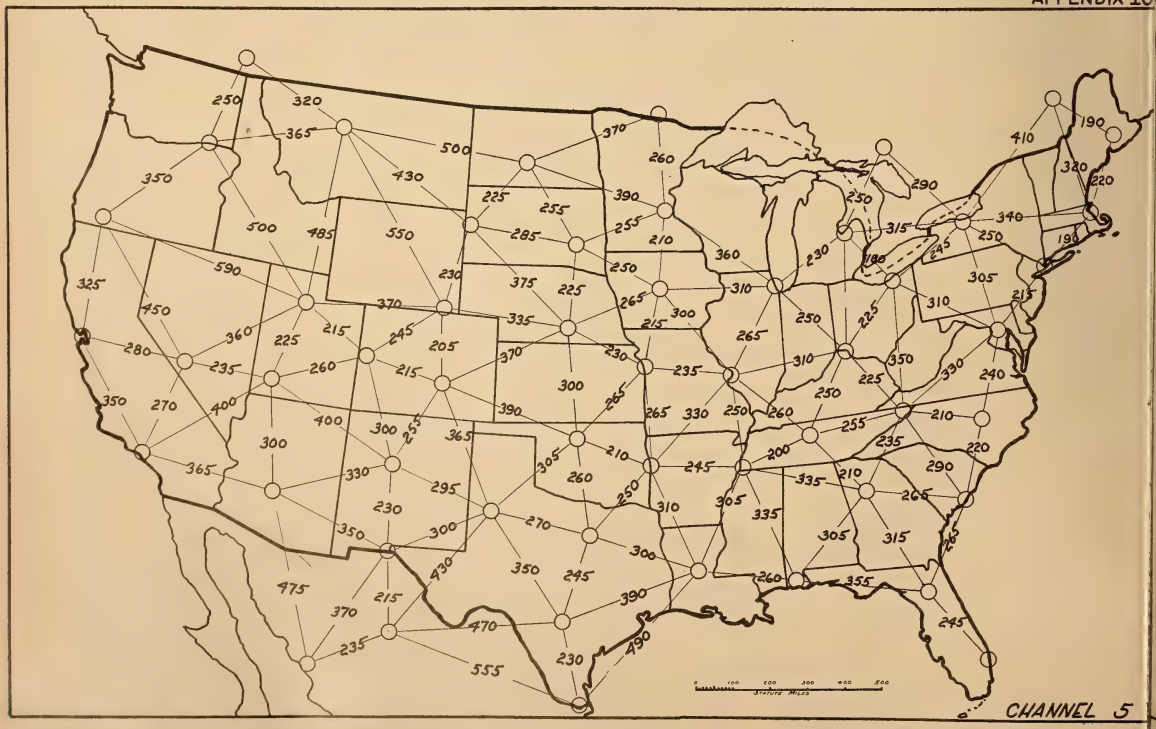
APPENDIX 7

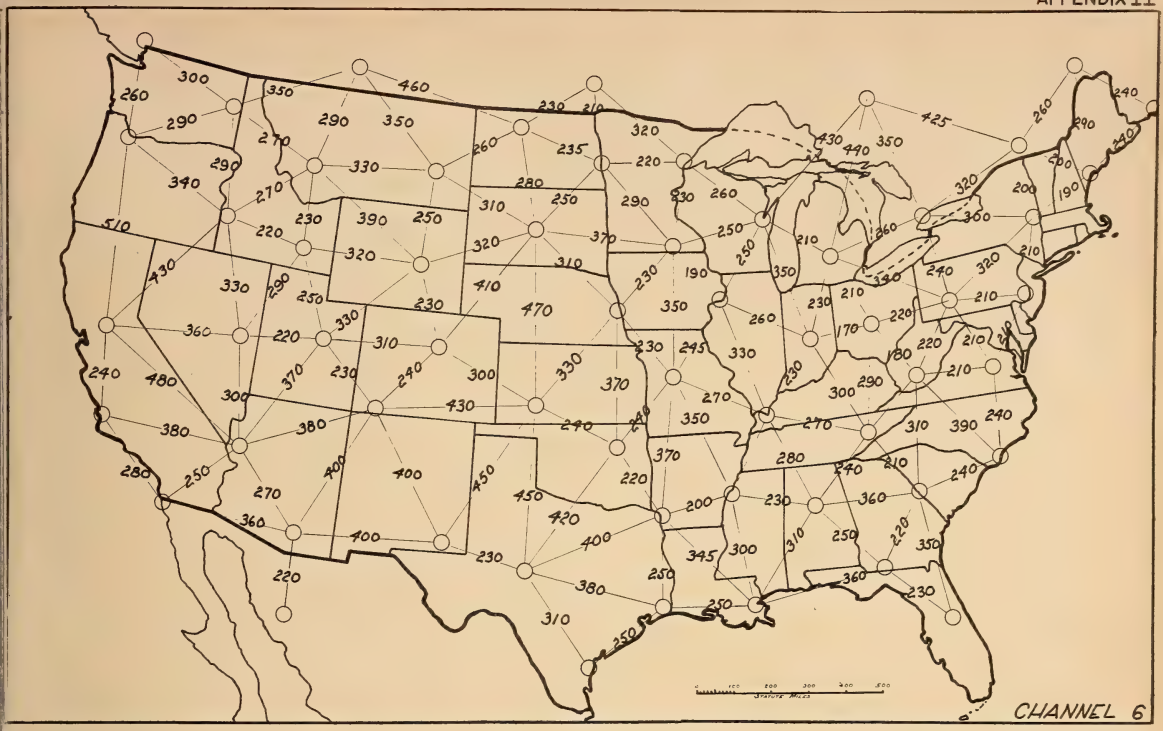


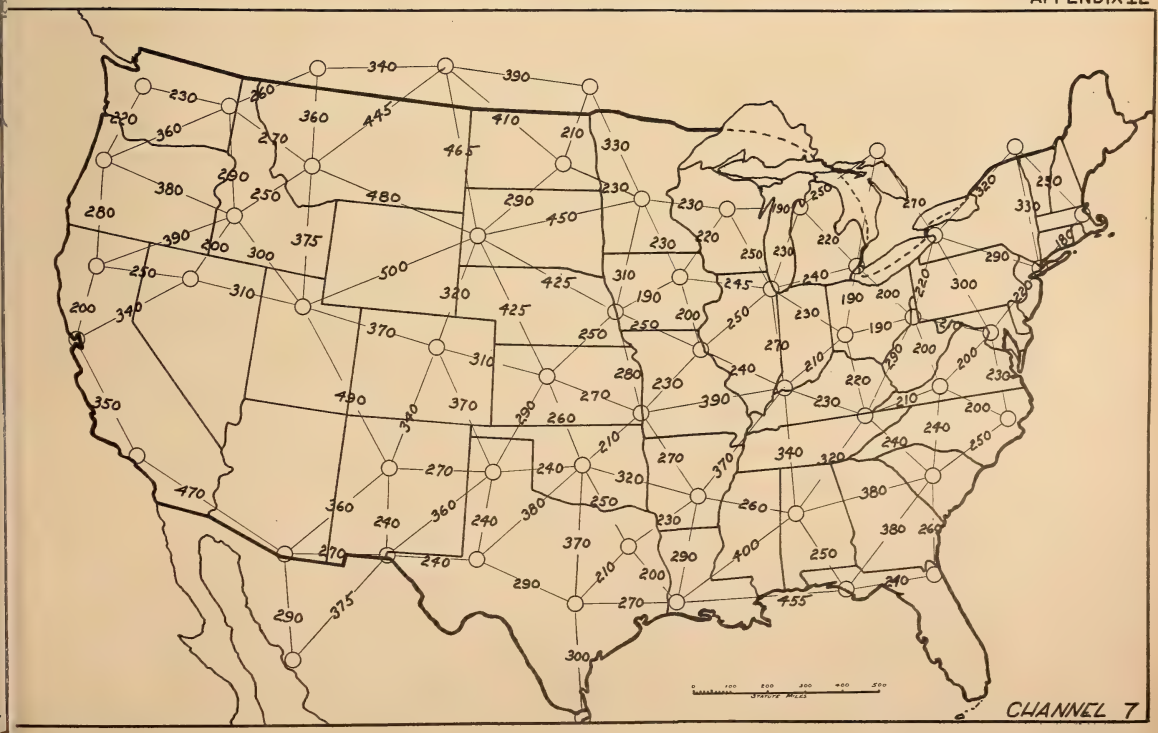
APPENDIX 8




CHANNEL 4


CHANNEL 5


CHANNEL 6

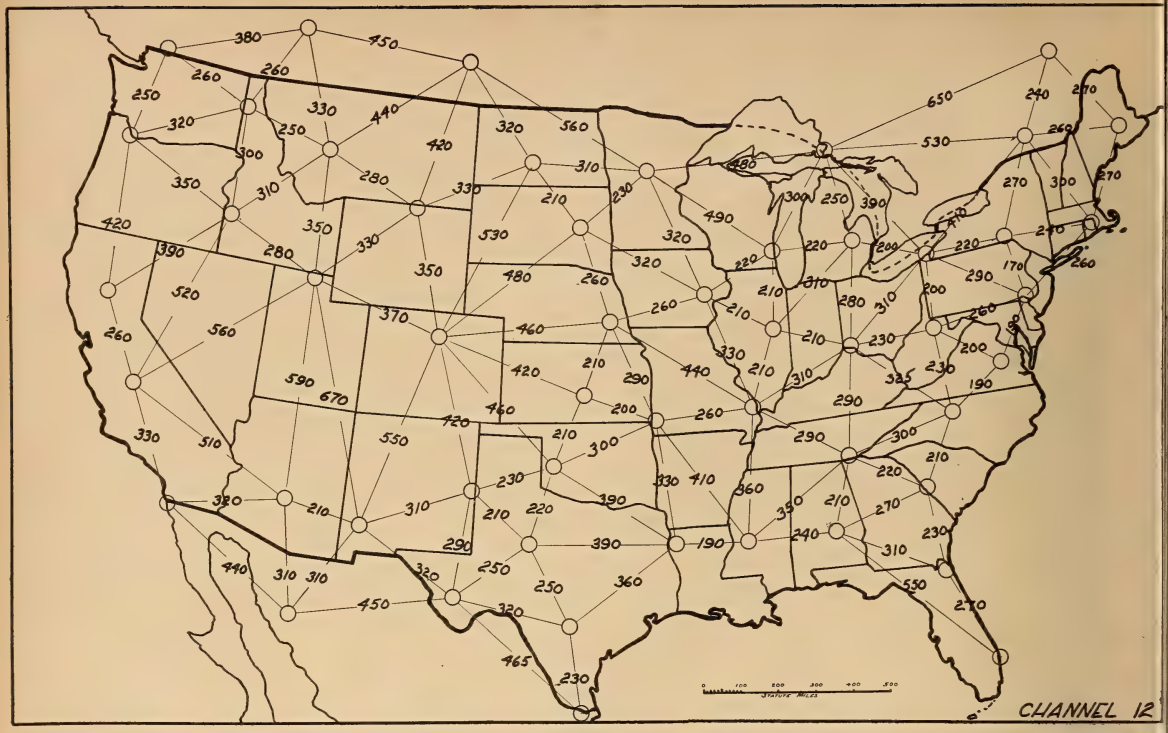

CHANNEL 7


CHANNEL 8

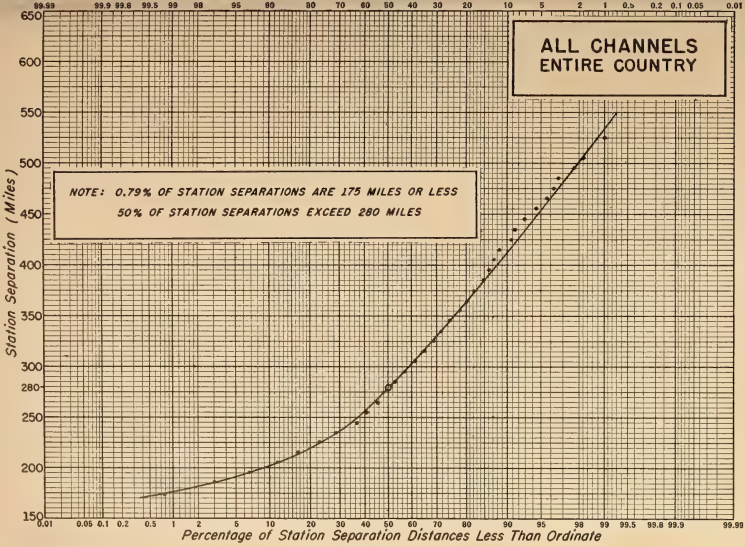

CHANNEL 9


CHANNEL 10

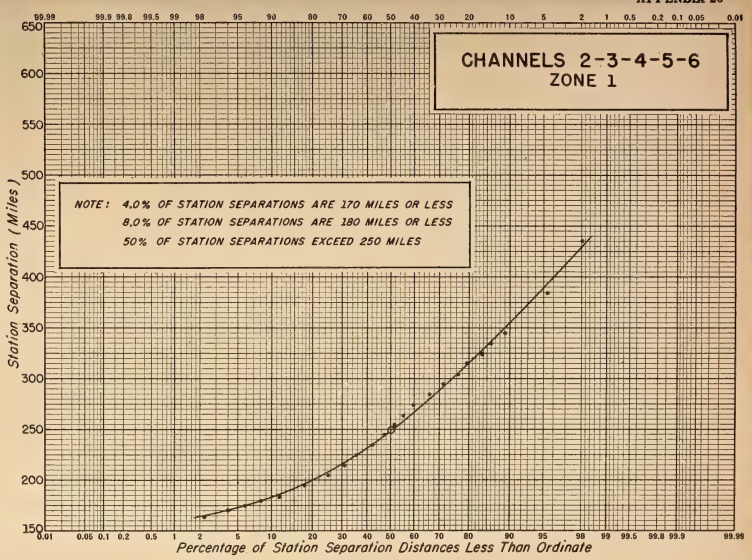

CHANNEL 11


CHANNEL 12


CHANNEL 13

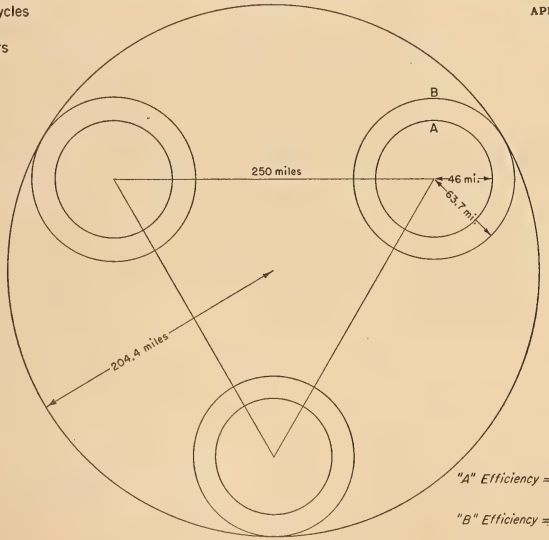


APPENDIX 20



APPENDIX 21

195 megacycles
1000 feet
316 kilowatts



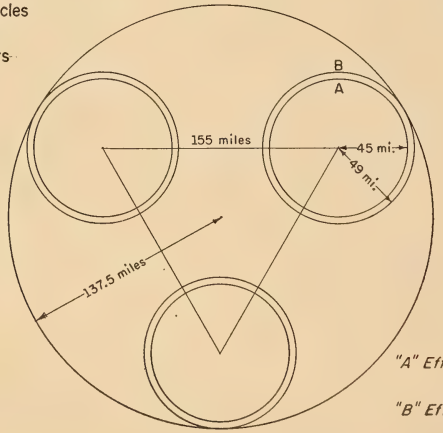
"A" Efficiency = $\frac{200A_A}{\sqrt{3}\cdot S^2} = 12.3\%$

"B" Efficiency = $\frac{200A_B}{\sqrt{3}\cdot S^2} = 23.6\%$

A = Service Area
S = Cochannel Spacing

APPENDIX 22

195 megacycles
1000 feet
316 kilowatts

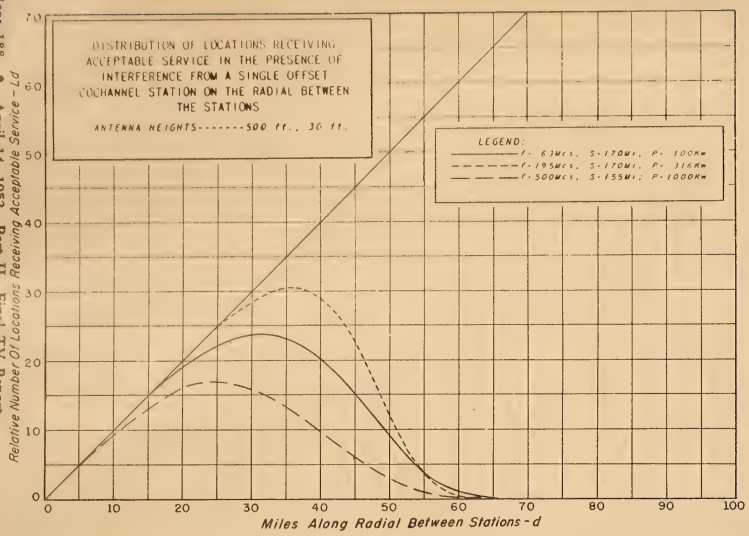


"A" Efficiency = $\frac{200A_A}{\sqrt{3}\cdot S^2} = 30.5\%$

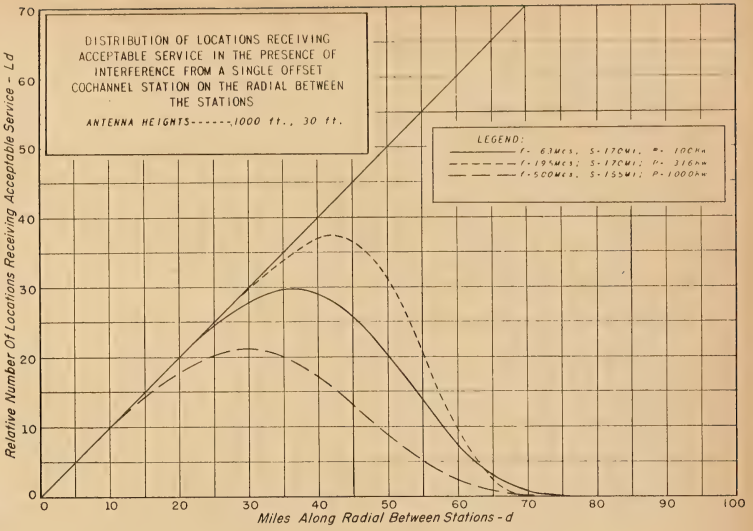
"B" Efficiency = $\frac{200A_B}{\sqrt{3}\cdot S^2} = 37.4\%$

A = Service Area
S = Cochannel Spacing

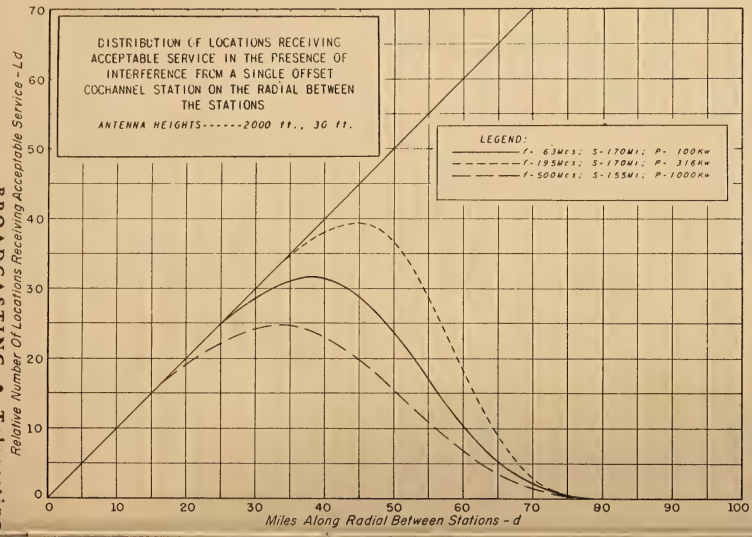
APPENDIX 23



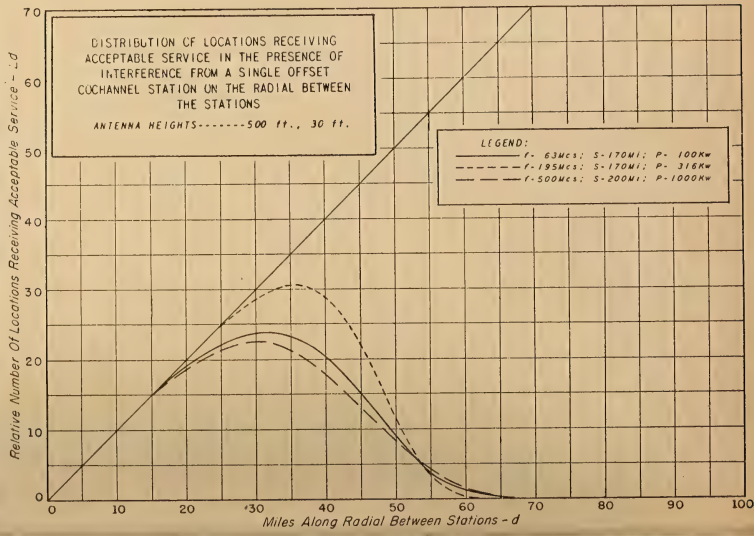
APPENDIX 24



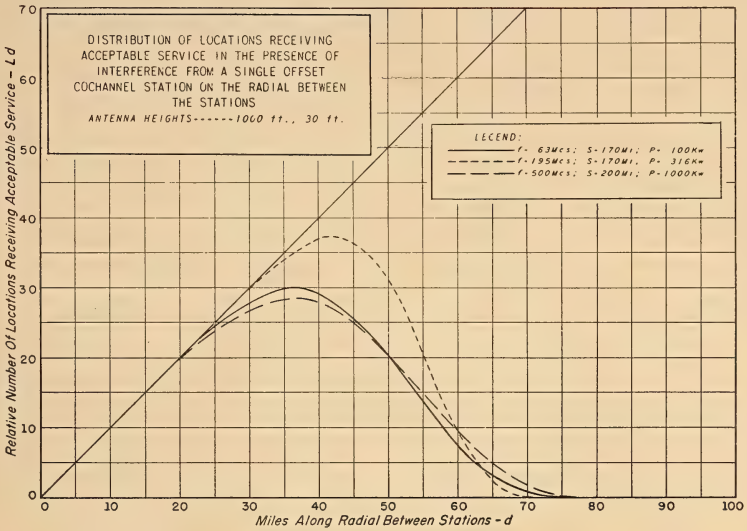
APPENDIX 25



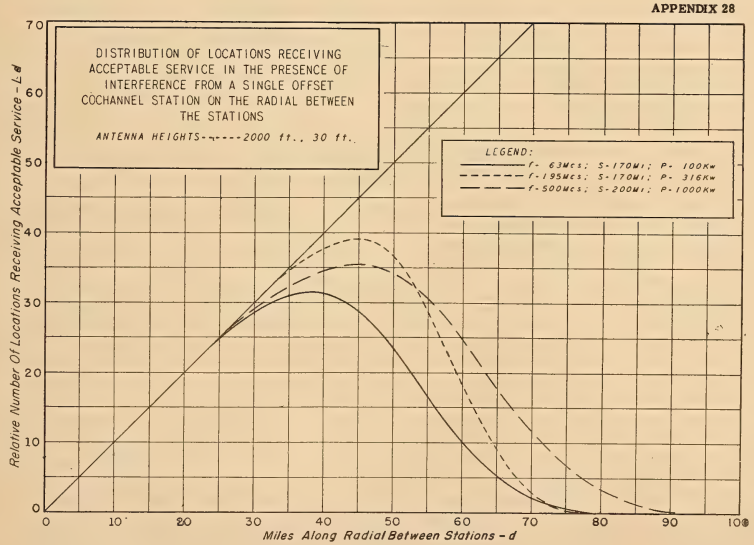
APPENDIX 26



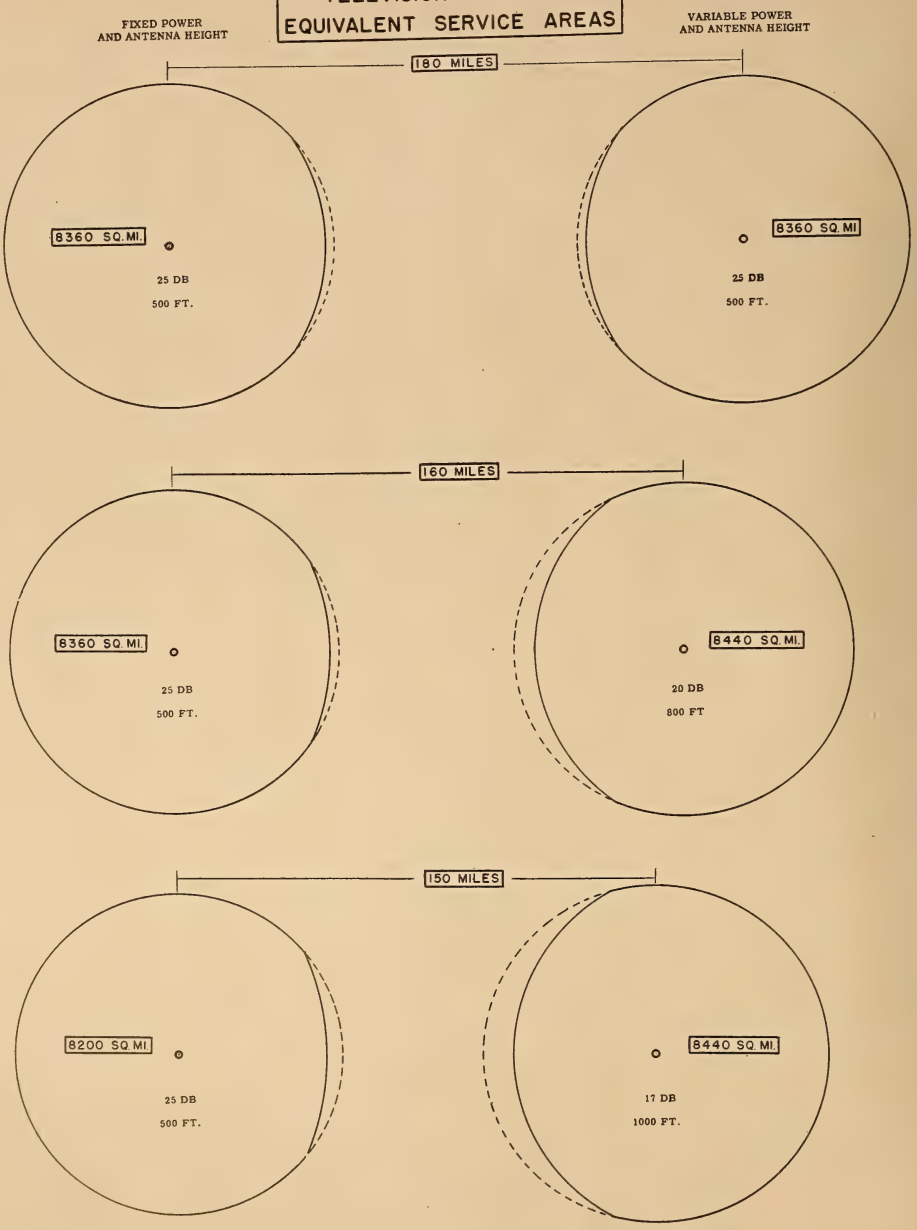
APPENDIX 27



APPENDIX 28



TELEVISION STATION EQUIVALENT SERVICE AREAS



NOTE: Diagrams above portray television station interference free "B" service areas for channels 7-13 (solid lines) based on standard interference and separations of 150, 160 and 180 miles, including offset carrier operation. Essentially equivalent service areas are obtained by varying the parameters - antenna height, power and station separation. Dotted lines show potential coverage without co-channel interference.

APPENDIX 30

Power, Transmitting Antenna Height, and Spacing Combinations to Give Same Grade B Service Contours As For Standard Spacing, Transmitting Antenna Height, and Power, Assuming Standard Power and Antenna Height For Offset Carrier Co-channel Interfering Station

TABLE II A

Frequency—63Mc/s
Standard Ht=500 ft;
Hr= 30 ft.
Standard Power=20 dbk
Standard Spacing=170 mi.
Grade B Contour=41.5 mi.

P_1 (dbk)	H_1 (Ft.)	S (miles)
20	500	170
15	840	170
10	1320	170
20	340	190
15	630	190
10	1000	190
20	750	150
15	1200	150
10	1750	150
20	1210	130
15	1820	130
10	2500	130

TABLE II B

Frequency—195 Mc/s
Standard Ht=500 ft;
Hr= 30 ft.
Standard Power=25 dbk
Standard Spacing=170 mi.
Grade B Contour=47.5 mi.

P_1 (dbk)	H_1 (Ft.)	S (miles)
25	500	170
20	720	170
15	1010	170
25	375	190
20	540	190
15	790	190
25	660	150
20	940	150
15	1370	150
25	1180	130
20	1640	130
15	2270	130

TABLE II C

Frequency—500 Mc/s
Standard Ht=500 ft;
Hr= 30 ft.
Standard Power=30 dbk
Standard Spacing=155 mi.
Grade B Contour=33.5 mi.

P_1 (dbk)	H_1 (Ft.)	S (miles)
30	500	155
25	820	155
20	1280	155
30	250	175
25	450	175
20	750	175
30	900	135
25	1400	135
20	2150	135

APPENDIX 31



TABLE IA

DISTANCES TO GRADE B SERVICE CONTOURS IN MILES

P_1 dbk	H_1 Ft.	SPACING (MILES) 110		130		150		170		190		210	
		d_1	d_2	d_1	d_2	d_1	d_2	d_1	d_2	d_1	d_2	d_1	d_2
20	500	26	26	32	32	37	37	41	41	45	45	49	49
20	1000	32	22	40	29	46	36	50	41	54	45	58	49
20	2000	40	16	48	22	55	28	62	35	66	41	71	47
15	500	22	30	28	37	32	43	35	47	39	51	43	55
15	1000	27	26	34	33	40	40	44	47	48	51	52	55
15	2000	35	19	42	26	49	33	55	40	59	46	63	52
10	500	18	35	23	42	27	48	31	53	34	57	38	57*
10	1000	23	30	30	37	35	45	39	52	42	57	46	57*
10	2000	29	23	38	30	44	37	49	44	53	51	58	57

* Limited by Noise.



TABLE IB

DISTANCES TO GRADE B SERVICE CONTOURS IN MILES

P_1 dbk	H_1 Ft.	SPACING (MILES) 110		130		150		170		190		210	
		d_1	d_2	d_1	d_2	d_1	d_2	d_1	d_2	d_1	d_2	d_1	d_2
25	500	31	31	39	39	44	44	47	47	51	51	51*	51*
25	1000	38	25	46	33	53	40	57	46	61	50	64	51*
25	2000	45	18	54	25	62	33	69	40	73	45	78	50
20	500	27	35	35	42	40	48	43	51	46	51*	46*	51*
20	1000	33	29	42	37	48	44	53	50	56	51*	58*	51*
20	2000	41	21	50	29	58	37	64	44	68	49	72	51*
15	500	23	38	30	46	35	51*	39	51*	41*	51*	41*	51*
15	1000	29	32	38	41	44	48	48	51*	51	51*	53*	51*
15	2000	37	25	46	33	54	41	59	47	63	51*	67	51*

* Limited by noise.



TABLE IC

DISTANCE TO GRADE B SERVICE CONTOUR IN MILES

P_1 dbk	H_1 ft.	SPACING (MILES) 115		135		155		175		195	
		d_1	d_2	d_1	d_2	d_1	d_2	d_1	d_2	d_1	d_2
30	500	22	22	28	28	34	34	40	40	46	46
30	1000	29	21	35	27	41	33	47	40	53	44
30	2000	36	17	43	23	50	30	56	37	63	44
25	500	18	27	23	33	29	39	35	45	40*	47*
25	1000	24	25	30	32	36	38	42	44	48	47*
25	2000	31	20	38	28	44	35	51	42	57	47*
20	500	15	32	19	38	24	44	30	47*	33*	47*
20	1000	20	30	25	36	31	43	37	47*	43	47*
20	2000	25	24	32	32	39	39	45	46	52	47*

* Limited by noise

APPENDIX 32

EXPECTED FIELD STRENGTH IN DB EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 50 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET

Low VHF

500 Feet	1,000 Feet	2,000 Feet	Transmitter to Receiver Miles
66.5	72.6	78.3	10
53.5	60.4	66.9	20
45.2	52.6	60.0	30
38.7	46.0	54.3	40
31.7	39.1	48.1	50
24.9	33.0	42.0	60
18.5	26.8	36.2	70
12.5	20.4	30.6	80
6.8	14.1	24.9	90
3.1	8.0	18.7	100
1.0	3.5	13.0	110
—0.7	0.3	7.2	120

* * *

EXPECTED FIELD STRENGTH IN DB EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 50 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET

High VHF

500 Feet	1,000 Feet	2,000 Feet	Transmitter to Receiver Miles
68.7	75.2	80.1	10
57.2	64.3	71.5	20
49.8	57.7	66.0	30
42.0	51.0	61.0	40
32.5	42.2	54.0	50
23.2	33.8	46.7	60
14.5	25.7	39.0	70
5.3	16.2	31.0	80
—2.0	8.0	22.9	90
—6.6	0.0	14.3	100
—8.8	—5.0	6.3	110
—10.7	—8.1	0.3	120

* * *

EXPECTED FIELD STRENGTH IN DB EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 50 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET

UHF

500 Feet	1,000 Feet	2,000 Feet	Transmitter to Receiver Miles
66.5	72.6	78.3	10
53.5	60.4	66.9	20
45.2	52.6	60.0	30
38.7	46.0	54.3	40
31.7	39.1	48.1	50
24.9	33.0	42.0	60
18.5	26.8	36.2	70
12.5	20.4	30.6	80
6.8	14.1	24.9	90
3.1	8.0	18.7	100
1.0	3.5	13.0	110
—0.7	0.3	7.2	120

APPENDIX 33

EXPECTED FIELD STRENGTH IN DB EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 10 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET

Low VHF

500 Feet	1,000 Feet	2,000 Feet	Transmitter to Receiver Miles
27	33	41.3	70
23	28.5	36.5	80
19	24	32.3	90
15.5	19.9	28.2	100
13.2	16	23.8	110
11.8	13	19.7	120
10.0	10.5	15.5	130
8.4	8.4	12.5	140
6.8	6.8	10	150
5.0	5.0	7.5	160
3.1	3.1	4.7	170
1.5	1.5	2	180
—0.1	—0.1	—0.1	190
—2	—2	—2	200
—5.1	—5.1	—5.1	220
—8.2	—8.2	—8.2	240
—11.1	—11.1	—11.1	260
—14.3	—14.3	—14.3	280
—17.6	—17.6	—17.6	300

* * *

EXPECTED FIELD STRENGTH IN DB EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 10 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET

High VHF

500 Feet	1,000 Feet	2,000 Feet	Transmitter to Receiver Miles
26	34	44.3	70
20	28.2	38.5	80
15	22.6	33	90
11.2	16.3	27.2	100
9	12.5	22	110
6.8	9	16.9	120
5.2	5.8	13.5	130
3.5	3.8	9.9	140
1.8	1.8	6.5	150
0.0	0.0	3.5	160
—1.5	—1.5	0.0	170
—3.2	—3.2	—3.0	180
—5.0	—5.0	—5.0	190
—6.4	—6.4	—6.4	200
—9.3	—9.3	—9.3	220
—12.8	—12.8	—12.8	240
—16.1	—16.1	—16.1	260
—19.2	—19.2	—19.2	280
—22.3	—22.3	—22.3	300

* * *

EXPECTED FIELD STRENGTH IN DB EXCEEDED AT 50 PERCENT OF THE POTENTIAL RECEIVER LOCATIONS FOR AT LEAST 10 PERCENT OF THE TIME AT A RECEIVING ANTENNA HEIGHT OF 30 FEET

UHF

500 Feet	1,000 Feet	2,000 Feet	Transmitter to Receiver Miles
31	34	41.5	70
28	30	37	80
24.8	26.5	32.5	90
21.8	23	28.3	100
18.6	19.5	24	110
15.8	16.3	20	120
12.8	13.2	15.9	130
10	10.3	12	140
7	7	8.3	150
4.1	4.1	4.7	160
1.0	1.0	1.0	170
—1.9	—1.9	—1.9	180
—4.5	—4.5	—4.5	190
—7.5	—7.5	—7.5	200
—13.2	—13.2	—13.2	220
—19	—19	—19	240
—25	—25	—25	260
—30.5	—30.5	—30.5	280
—36.1	—36.1	—36.1	300

CHRONOLOGY OF THE TELEVISION FREEZE

SEPT. 30, 1948 – APRIL 14, 1952

May 6, 1948: Broadcast and non-broadcast sharing of TV channels abolished; Channel 1 deleted; new allocation plan (VHF) proposed.

June-July 1948: Hearing on new allocation plan, raising questions as to tropospheric interference and related problems.

Aug. 27, 1948: Because of these questions, FCC schedules FCC-industry conference to consider desirability of revising engineering standards.

Sept. 13-14, 1948: FCC-industry conference, slating technical sessions for November-December looking toward revision of standards.

Sept. 20-23, 1948: UHF hearing.

Sept. 30, 1948: VHF freeze announced.

Nov. 30-Dec. 3, 1948: FCC-industry engineering conference; Ad Hoc Committee is appointed to study VHF propagation factors.

May 26, 1949: Preliminary plans for far-reaching VHF-UHF hearing announced, with color among subjects to be considered.

July 11, 1949: FCC announces formal proposals for the hearing, including VHF-UHF allocation plan envisioning use of 42 UHF channels along with present 12 VHF channels.

Sept. 26, 1949: First phase of hearing, dealing with color, gets under way.

Nov. 22, 1949: Color sessions recess; field-test notice issued by FCC.

Feb. 20, 1950: Color hearing resumes.

May 26, 1950: Color hearing ends.

July 11, 1950: FCC begins deliberations on color case, the participants having submitted final summations July 10; also on July 11 the Condon Committee submits its color TV report to the Senate Interstate and Foreign Commerce Committee.

Sept. 1, 1950: FCC issues its "First Report" on color, favoring CBS system but advancing plan for manufacture of "bracket sets" as means of delaying final decision to permit further studies.

Sept. 29, 1950: Manufacturers say they cannot meet FCC's deadline for manufacture of bracket sets.

Oct. 11, 1950: FCC issues "Second Report," adopting CBS color standards effective Nov. 20.

Oct. 16, 1950: Hearings commence on second phase of overall TV proceedings—"general issues," including VHF, UHF, Stratovision and other questions except specific city-by-city channel allocations.

Oct. 17, 1950: RCA and two subsidiaries, NBC and RCA Victor Distributing Corp., file suit against color decision in federal district court in Chicago.

Nov. 10, 1950: Hearings concluded on "general issues."

Nov. 16, 1950: The Chicago court, after two days of hearings in which seven manufacturers, servicemen and others took RCA's side, grants temporary restraining order delaying effectiveness of color standards pending further decision of the court.

Nov. 27, 1950: Hearings on reservation of channels for noncommercial educational TV stations, last portion of "general" phase of hearing, gets under way. After recess Dec. 8 hearings resumed Jan. 22, 1951, were completed Jan. 31, 1951.

Dec. 22, 1950: The Chicago court, in 2-1 decision, upholds FCC's approval of the CBS color system, but prohibits the start of commercial operation pending a ruling by the Supreme Court. Judge Walter LaBuy dissents. The temporary stay order is continued until April 1, 1951, or such time as the Supreme Court dissolves the restraint.

Jan. 26, 1951: RCA initiates appeal to U. S. Supreme Court for itself and two subsidiaries, NBC and RCA Victor Distributing Corp.

Feb. 5, 1951: FCC, CBS and Justice Dept. jointly ask Supreme Court to affirm Chicago court's judgment but to dissolve the temporary restraining order on commercial start of CBS color.

Feb. 26, 1951: RCA, joined by Emerson Radio & Phonograph Corp., answers motion to affirm.

March 5, 1951: Supreme Court sets March 26 for start of oral argument on color case.

March 21, 1951: FCC issues "Third Report," proposing to allocate either 65 or 70 UHF channels for TV service to augment existing 12 VHF channels; also proposed to reserve 209 assignments for noncommercial, educational use out of the 1,965 allocated to cities and communities throughout the U. S.

March 26-27 1951: Supreme Court hears oral argument of RCA, Emerson, CBS and the Solicitor General, who presents the government's case.

May 28, 1951: Supreme Court, by 8-0 vote, affirms lower court ruling in favor of CBS color. Justice Frankfurter issued a "dubitante," neither concurring nor dissenting.

June 21, 1951: FCC announces that it will not take action to authorize partial lifting of freeze.

June 28, 1951: FCC hears oral argument, requested by Federal Communications Bar Assn. and others, on legality of general allocations table incorporated in rules and reservation of channels for noncommercial, educational use.

July 12, 1951: In "Fourth Report," FCC denies common carrier request for five UHF frequencies, designated these frequencies for TV. This makes 70 TV channels in UHF band.

July 13, 1951: FCC upholds its right to include TV allocations in rules and to reserve channels for noncommercial, educational stations.

July 25, 1951: "Paper hearing" to run from Aug. 27 to Nov. 26 (later extended to Dec. 17) announced by FCC.

July 26, 1951: "Fifth Report" by FCC authorizes existing TV stations to increase transmitter power to full capacity provided effective radiated power of metropolitan stations does not exceed 50 kw. Score or more stations apply for higher powers.

Dec. 17, 1951: Final filing in written hearings are received, bringing total of comments, oppositions and pleadings to more than 1,500. FCC staff begins full scale study of filings, looking to final report on TV rules, standards and city-by-city allocations.

April 14, 1952: FCC issues "Sixth Report" to lift freeze.



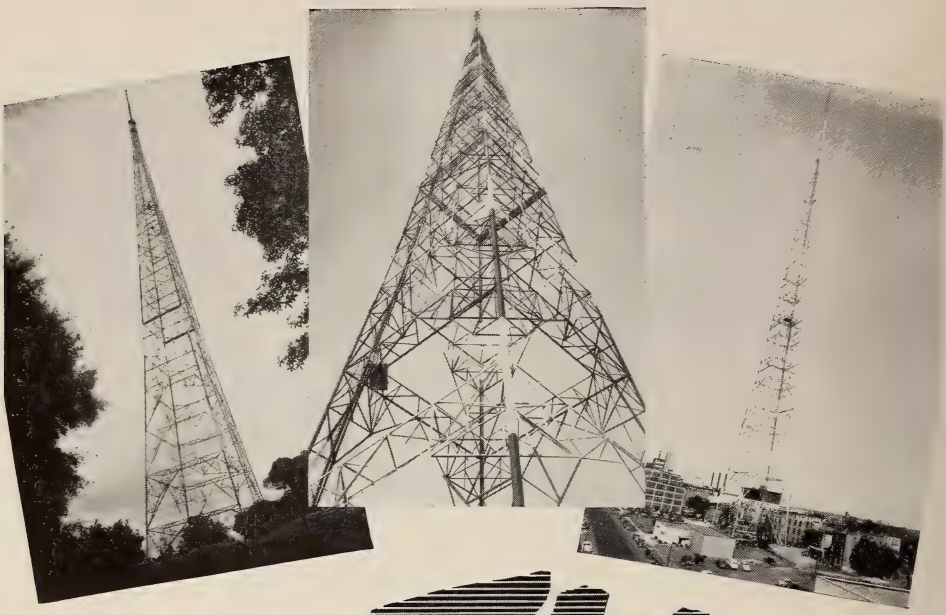
TELEVISION AND STANDARD BROADCASTING ALLOCATION,
APPLICATIONS, FIELD ENGINEERING, AND HEARINGS BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION

1121 E. Capitol St. LIncoln 4—5131

WASHINGTON, D. C.

◆

Registered Professional Engineer



IF YOUR PLANS CALL FOR TV

LOOK TO **BLAW-KNOX** FOR TV TOWER EXPERIENCE

The big "Spring Thaw" on TV allocations is bound to bring a rash of orders for new equipment—much of which requires critical materials. That all-important tower for your antenna is no exception. So we respectfully suggest that if the proved safety, performance and long life of Blaw-Knox Towers is wanted, have your engineers discuss their plans with us *now* . . . it may advance your "inaugural program" by many profitable weeks.



BLAW-KNOX

ANTENNA TOWERS

Distributed by GraybaR

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

APRIL 21, 1952

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

tworks' Rate Cut: on or Boomerang
Page 23

AM-FM Income Drops 9.4% in '51
Page 23

Thaw Draws Mixed Reactions
Page 25

mbined Jan.-Feb. Network Gross
Page 27

TELECASTING
Begins on Page 67

21ST year
The Newsweekly of Radio and Television



Watch your pennies, mister!

When you buy radio time these days, you want to make every penny count. In Baltimore, the way you do it is simple. You just buy WITH—the BIG independent with the BIG audience!

Every penny you spend on WITH helps produce exactly what you want from radio—*low cost results!* Because WITH delivers more *buying* listeners-per-dollar than any other radio or TV station in Baltimore.

No wonder WITH is so popular with the local folks! Their advertising *must* produce immediate, economical results. *And WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!*

Let your Forjoe man give you the whole WITH story today!

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

19 YEARS

...and still they're buying

WLS advertising pulls . . . and pulls

. . . and PULLS

Write for facts about
"OPERATION GROCER 1952"



This letter from a WLS listener is just a routine order . . . or so it appears as you read it:

Peoria, Illinois,
January 16, 1952

Dear Sirs;
Please send me the jig saw puzzle you advertise on the National Barn Dance. I would like to have two of them.

WLS Radio Station
Chicago, Ill.

But the letter is dated *1952* . . . and the merchandise ordered was offered over WLS *19 years ago* . . . in 1933!

Yes, WLS advertising pulls . . . and pulls and pulls! We're out of jigsaw puzzles now, of course. But we *do* have availabilities . . . for advertisers who like advertising that brings results . . . today . . . tomorrow . . . and years from now.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance



We've Brought The Bottle Back . . .

not for the nickel deposit — but to illustrate the exciting fact that WTRY continues to be the best buy in the *cream of your market!*

WTRY is the number one station in Albany — Troy — Schenectady — 27th of the nation's top 43 markets.

* *"The Cream of your market", J. Walter Thompson's booklet listing the markets wherein over ⅔ of the nation's sales are made.*

ALBANY – TROY – SCHENECTADY

WTRY

980 Kc – 5000 w

The CBS Radio Network

HEADLEY-REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WORK



YORK, PENNSYLVANIA

first with listeners

Recently completed Pulse survey for York **CITY** and **COUNTY** shows

- WORK preferred in 55 out of 72 rated periods.
- WORK has rating superiority as high as 17% in some choice time periods.

first in coverage

Pulse survey shows **NO OUTSIDE STATION** effectively covers the York trading area in **ANY** of the 72 rated periods.

Most powerful station in the York area, WORK's 5 KW delivers a bonus coverage in nine surrounding counties with a population of more than one million.

first in results

Advertisers — both local and national — expect and get outstanding results on WORK. Many advertisers have been using this station since its founding twenty years ago.

This long and successful experience has resulted in know-how that assures you profitable sales for every advertising dollar.

NBC AFFILIATE

Represented by

ROBERT MEEKER ASSOCIATES

Chicago • Los Angeles • San Francisco • New York



at deadline

CLOSED CIRCUIT

WITH FREEZE out of way, FCC plans to pitch in on long delayed, long suffering AM activities among others. Because of full staff activity on TV during past half-year, AM processing lines have hardly moved. There are flock of cases ready for oral argument. Biggest upcoming action expected to be scheduling of thrice-deferred theatre television proceedings.

SOME MAJOR advertisers already thinking in terms of another round of network rate cuts in fall. They're eyeing evening time especially, and looking for reductions in area of 10-15% on some segments.

RESEARCHERS can again lower eyebrows raised over use of aided recall technique by Nielsen interviewers, asking respondents to identify network programs listened to "yesterday" in connection with new station network audience survey. Nielsen denies any intention to use answers in program ratings, says extra question is not part of survey but is being asked at request of NBC for network's own use.

LESS easily quelled is concern of affiliates that NBC plans to use network program listening data in connection with adjustments in station-network rates. NBC, whose revaluation plan last fall was vigorously resisted by most affiliates, says program audience information will be used for general sales purposes, denies present intention to inject it into station network rate adjustment situation.

FINAL decision on future of *Hymns of All Churches*, currently sponsored on about 900 radio stations by General Mills, is expected latter part of this week. Present contracts end latter part of June. It was understood that renewals would most likely be placed on at least 500 stations and other new stations probably added. Dancer-Fitzgerald-Sample, N. Y., is agency.

AS THINGS STAND now, FCC does not intend to grant any time extensions beyond July 1 freeze end. At that time it begins processing applications for cities having no TV. Other classes of applicants have additional time in view of processing line setup. But feeling is that to expedite handling, no extensions will be granted except under "extenuating" circumstances.

WHAT'S REAL reason behind retention by Thomas S. Lee Enterprises Inc. (General Tire & Rubber) of erstwhile ABC sports commentator Harry Wismer? One educated guess is that Pennsylvania Rubber Co., General Tire's subsidiary, is entering sporting goods field full tilt and that Mr. Wismer will provide top level sales contacts for company.

UPON FCC approval of UPT-ABC merger, CBS Central Division Vice President H. Leslie Atlass will swing into TV action after acquisition of WBKB (TV) Chicago. He reportedly has signed option with city's Saddle & Cycle

(Continued on page 6)

THREE OR MORE RADIOS FOUND IN 35% OF HOMES

PULSE survey on radio-ownership in Metropolitan New York indicates 35.1% of families have three or more radios in their homes. Of 1,570 families checked in New York's five boroughs, radios were found in all homes but 1.8%. Only 35.4% of families had but one set, while 27.7% owned two radios. Whereas, total of 35.1% owned three or more radios, 20.1% had three sets, 8.3% owned four sets, 4.2% had five sets, and 2.5% owned more than five radios.

Dr. Sydney Roslow, director of Pulse, said survey, conducted during January for Jos. Jacobs Advertising & Merchandising Inc., would have shown higher multi-set ownership if study had been extended to suburban counties, where radio ownership is normally higher than in city proper.

PALEY SELLS SHARES

CBS BOARD Chairman William S. Paley has sold 50,000 of his shares of CBS Class A stock, New York Stock Exchange records showed Friday. Shares sold (in March) were in block he owned through holding company, of which he retains 37,980. He also owns 530 shares direct, plus 222,500 directly owned shares of CBS Class B stock. Total CBS shares issued as of last Dec. 29 were 1,268,700 Class A and 1,069,196 Class B (including shares reserved for conversion of outstanding scrip certificates).

NBC CAMPAIGN SERIES

NBC on May 4 will launch *Hats in the Ring*, half-hour Sunday radio and TV series featuring legally qualified candidates for Presidential nomination of major parties to whom time is being donated by NBC. Series will originate in Washington and will be on NBC-TV 2-2:30 p.m. and NBC-Radio 10:30-11 p.m.

BUSINESS BRIEFLY

HOT WEATHER SPECIAL ● Maxwell House iced tea placing radio spot schedule in 25 southern markets starting in May following successful Texas test for instant coffee. Agency: Benton & Bowles, N. Y.

AUTUMN PREPARATION ● Erwin, Wasey & Co., N. Y., gathering available information for September start of its Pertussin and Musterole radio spot campaigns. Agency is interested in daytime minute spots, and round-up of information is to be set by May 5.

BEER SPOTS ● Stagg Beer, preparing minute radio spot campaign in middle west for 13 weeks with starting date expected shortly. Agency: Maxon Inc., N. Y.

CERTO PARTICIPATIONS ● General Foods, N. Y. (Certo-Sure-Jell), placing women's participations on more than 100 radio stations starting in May and coinciding with peak of each jelly-making fruit crop in each town and rural area. Contracts from 8 to 17 weeks. Agency: Benton & Bowles, N. Y.

BIGGEST SALE ● United Artists announces its biggest TV sale of year with Phillips "66" Petroleum purchasing *Telesports Digest*, half-hour weekly film series for 14 cities. Agency: Lambert & Feasley, N. Y.

HEALY TO McCANN-ERICKSON

ROBERT E. HEALY, formerly vice president in charge of advertising, Colgate-Palmolive-Peet Co., has joined McCann-Erickson, N. Y. as vice president and treasurer. He succeeds as company director John L. Anderson, who becomes consultant to agency.

Don't Lag in TV, Walker Tells Schools

FCC has given no "assurance" that educational channels will be reserved "as long as grass grows and water runs," FCC Chairman Paul Walker warned educators Friday. He addressed luncheon session of National Assn. of Educational Broadcasters at Columbus, held during Institute for Education by Radio-Television (early stories pages 35, 44 and 80).

In first speech since release of FCC TV allocation plan Chairman Walker reiterated that commercial TV stations must not let noncommercial outlets "carry the burden of meeting educational needs." They are governed by same rules as commercial stations, he said. He reminded educators they still may compete with commercial applicants for any commercial VHF or UHF channels assigned to their cities. "Not all possible assignments have been made," he added.

Contending efforts are under way "to initiate an organized campaign for the commercialization of these noncommercial educational assignments," Chairman Walker told educators "you have won only the first round" and "do not . . . let these reservations of 1952 go by default." He described reservations as a "fabulous inheritance."

FCC Chairman said the Commission's new plan provides "a high degree of protection" against excessive interference between stations, adding: "We refused to sacrifice a margin of safety for the sake of jamming in a few extra stations." He held up possibility of reducing mileage separations as well as additional assignments.

Some differences in propagation characteristics of UHF and VHF bands "are not nearly as significant as some have thought," he said. FCC has been assured that equipment will be available for UHF stations "in time for fullest development" of its potentials.

"UHF is going to grow because it has to grow. It is needed," he declared.

The chairman was presented with a certificate for life membership in NAEB and lauded

(Continued on page 102)

for more AT DEADLINE turn page

at deadline

COURT EXTENDS DATE FOR ANTI-TRUST HEARING

ATTORNEY GENERAL's office pulled surprise maneuver Friday by requesting New York's Southern District Court to extend another five weeks hearing date—set for today (Monday)—of RCA motion to change or void Federal anti-trust subpena, served as opener to all-electronics industry investigation [B•T, March 3].

Malcolm A. Hoffman, special assistant to Attorney General and member of Anti-Trust Division, argued that extra time was needed for government study of RCA motion, an 800-page document involving, he said, complicated questions of fact. RCA, represented by John T. Cahill, corporation director and member of New York law firm bearing his name, opposed request. When court ruled for three-week extension, RCA attorneys pleaded, in surprise maneuver of their own, they could not appear at that time, and hearing was extended by more than seven weeks to June 12.

SEIZURE STATEMENT BY TRUMAN CRITICIZED

REMARK by President Truman implying he had power to seize newspapers and radio stations, just as he seized steel mills, brought quick reply Friday from Jim Bormann, WCCO Minneapolis, president of National Assn. of Radio News Directors (early story page 27).

"If the President can seize the press and radio of the country, constitutional guarantees of freedom of speech and freedom of the press are meaningless," he said.

Joseph Short, press-radio secretary to President Truman, refused to amplify the Thursday remarks at a Friday conference.

HAMPSON GARY DIES

HAMPSON GARY, 79, onetime FCC Commissioner and General Counsel, died late Thursday night in Palm Beach, Fla. Mr. Gary served as a member of the Commission from July 11 to Dec. 24, 1934. He left the FCC as General Counsel in 1938. He leaves a son, Franklin Gary, and daughter, Mrs. Helen Moran.

KELO SIOUX FALLS, SOLD

SALE of KELO Sioux Falls, S. D., from S. Fantle Jr. to local partnership controlled by motion picture theatre owners for $280,000 [AT DEADLINE, March 17] was approved Friday by FCC. New owners of 15-year-old station, on 1320 kc with 5 kw, are Joseph L. Floyd, theatre operator and originator of radio-TV show *Blind Date;* Edmund R. Ruben, owner of 18 theatres in South Dakota and Minnesota and former U. of Minnesota football star; L. T. Bentson, who has minority interest in WMIN St. Paul. Each owns one-third.

LAMB N. Y. OFFICE

EDWARD LAMB Enterprises Inc., announces opening of New York offices at Barclay Hotel. Under managership of Bernard H. Pelzer Jr., office will correlate Mr. Lamb's various interests, which include ownership of WTVN (TV) Columbus, Ohio; WICU (TV) Erie, Pa.; WTOD WTRT (FM) Toledo and WHOO-AM-FM Orlando, Fla. National promotion manager will be added to New York staff, Mr. Lamb said.

In this Issue—

Though some attorneys and engineers side with dissenting Comr. Jones in calling the FCC TV allocations a failure and others hint of court actions, there is no clear indication that anyone is intending to tie up the TV thaw in the courts. *Page 25.*

Set manufacturers swear that conversion to UHF won't be very painful. And government authorities are optimistic about the availability of materials to build new TV stations. *Page 25.*

Fifteen applications for TV stations are filed in the vanguard of a promised post-thaw deluge at the FCC. *Pages 70-71.*

With 242 stations theirs for the asking, educators are wondering whether they can afford the costly gift. *Page 80.*

Can two or more AM operators in a given community join in a common application for a scarce TV channel? FCC Chairman Walker gives the hint of an answer. He's concerned over "concentration of control" over broadcasting. *Page 69.*

Did the radio network rate cuts last July accomplish their intended purpose? Here's a box score on new advertisers that have entered network radio since the cuts and old ones who quit anyway. *Page 23.*

Radio took in more revenue in 1951 than it ever had before, but its income (before federal taxes) was lower than in 1950. The official FCC estimate of the 1951 financial record is on *Page 23.*

A remark by President Truman at his special news conference for the American Society of Newspaper Editors, is interpreted to mean he thinks he has the right to seize newspaper and Radio-TV any time he wants to. *Page 27.*

Last February, TV network gross again outstripped radio network gross—$14,786,047 to $13,560,948. It's not only that clients spent more money on TV; there were also more clients. *Page 27.*

Among big advertisers, news programs are becoming favored broadcasting buys. *Page 26.*

A Senate Subcommittee worrying about political campaign costs, thinks broadcasters ought to block out time segments for paid political programs to avoid costs of paying regular sponsors whose times are preempted by politics. *Page 26.*

Building-minded broadcasters have been given what amounts to a blank check on materials allotments by the National Production Authority. *Page 28.*

Upcoming

April 20-24: American Newspaper Publishers Assn., Waldorf-Astoria, New York.
April 21: BAB Sales Clinic, San Francisco.
April 21-26: Educational TV Programs Institute, Pennsylvania State College, State College, Pa.
April 23: BAB Sales Clinic, Portland, Ore.
April 25-26: Washington State Assn. of Broadcasters, Pullman, Wash.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

Club, elite social club occupying about six square blocks of land near lake front six miles north of Loop, for conversion to TV studios. Charles Luckman, former Lever Bros. president who designed CBS television center in Hollywood, would be retained as architect. Mr. Atlass also reported interested in buying local film studio—with Atlas Film Corp. (no relation) in suburban Oak Park mentioned.

COMMISSIONER Robert F. Jones, who strongly dissented from FCC majority TV allocations, is hitting sawdust trail next month. He speaks May 1 before Ohio Assn. of Broadcasters at Columbus and on May 20 before combined meeting of Pittsburgh Radio & Television Club and Pittsburgh Advertising Club. His topic on both occasions: Against what he characterizes as FCC majority's "Firm, Fixed and Final Plan" and in favor of his own rule making flexible plan.

SENATE Appropriations Committee has asked FCC to submit additional justification for its $8 million fiscal 1953 budget, following issuance of the Commission's final TV allocation report week ago [B•T, April 14]. House chopped President's request down to $6 million and Commission hopes Senate will restore cut so it can handle expected TV application avalanche [B•T, March 31].

MAJOR manufacturer understood to have advised dealers that because radio discounts in many instances seem to "depend entirely upon how badly the station needs business or upon the dealer's bargaining ability" it is changing its factory-dealer cooperative advertising system. Under new deal, factory would pay half of cost of announcements obtained at "lowest local rate and maximum frequency discount" or one-third of station's published national rate for same type of announcements—"whichever is lower."

NBC's *Today* is going well commercially and is now nudging $50,000 per week or about 25% of available saleable spots. Among new accounts understood to be Bauer & Black, International Silver and Pepperell Sheets.

MORE TV CHANNELS ASKED BY EDUCATORS' GROUP

FURTHER extension for educational television was asked from FCC by Public Interest Committee of National Assn. of Educational Broadcasters in letter made public Friday.

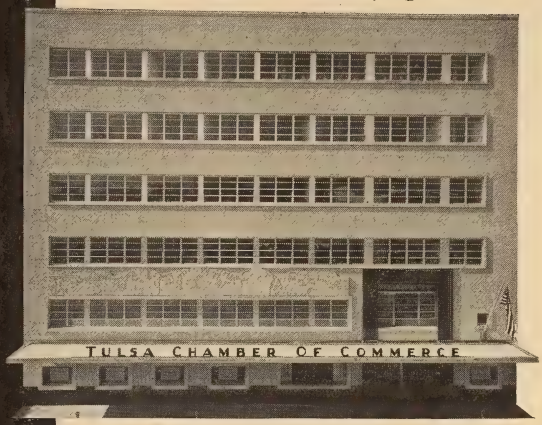
Signed by Chairman Edward L. Bernays, letter hoped for FCC provision of added TV channels for "many metropolitan communities" not covered by recent allotments, that extra channels be given "great educational centers like New York, now inadequately covered."

RANDAU BUYS KXOB

CLEM RANDAU, executive director of Civil Defense Administration, has bought KXOB Stockton, Calif., from Lincoln Dellar for $200,000, it was reported Friday. Application will be filed with FCC soon. Mr. Randau and wife will own 55% of station. Other stockholders are Sherrill Corwin, Ralph Stolkin, Edward G. Burke Jr. Mr. Randau is minority stockholder in WNEW New York, was formerly executive of Field Enterprises, publisher of books and newspapers, owner of radio stations. KXOB on 1280 kc, with 1 kw, is affiliated with MBS.

for more AT DEADLINE see page 102

No. 1 Market



At left, the new Tulsa Chamber of Commerce Building, erected at a cost of $1,800,000.00.

Koberling & Brandborg, architects

"The Tulsa Spirit" is a phrase long famous in the Southwest and it is rich with meaning for there really is such a thing! This spirit is just *one* of the many plus factors which make Tulsa the heart of Oklahoma's No. 1 market. There's a difference — an important difference — in markets, and pride is one of them. Tulsans are proud of their city! They are willing to back up that pride with money! Tulsa *is* a market where *spendable* income is great and the folks spending that money are great too!

We of KVOO are mighty happy and proud to have had a part in helping the Tulsa market develop and grow since 1925!

If *you* want to tell the fine people of this area about *your* product, tell them *best* over the station *most* of them listen to *most* of the time — KVOO, The Voice of Oklahoma for more than a quarter of a century!

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.



"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market.* there were 279,436 cars (Sept. 30, 1951†). The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:

* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways
** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts

CBS Affiliate

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

Agency Beat	16
Aircasters	62
Allied Arts	64
Editorial	54
FCC Actions	94
FCC Roundup	99
Feature of Week	20
Film Report	86
Front Office	56
New Business	14
On All Accounts	16
On The Dotted Line	92
Open Mike	10
Our Respects to	54
Programs, Promotion, Premiums	91
Strictly Business	20
Telestatus	76
Upcoming	36

TELECASTING Starts on page 67

WASHINGTON HEADQUARTERS

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

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*Reg. U. S. Patent Office

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Pigs are not all Pork Chops







CUTS	POUNDS
HAM	29
BACON	27
PORK ROAST	18
PICNICS & smoked shoulder butts	11
CENTER CUT PORK CHOPS	10
PORK SAUSAGE	8
MISC. CUTS	5
SALT PORK	7
LARD	35

240 lbs. Live Hog = **180 lbs.** Wholesale Weight = **150 lbs.** Retail Cuts

The price of pork chops is one item in the "cost of living" that almost any woman—or economist—can quote off hand.

Although this figure has become almost symbolic of the level of meat prices, *only about 5% of a pig is center cut pork chops!*

A 240-pound porker, when dressed by the meat packer, comes down to *180* pounds of wholesale weight—unprocessed fresh meat cuts and fat for lard. Some of these cuts lose more weight when they are boned, cured, smoked or otherwise prepared. This leaves only about *150* pounds of pork products for the retailer to sell. And only *10 pounds* are center cut *pork chops.*

That's why you pay more for pork chops than for most other cuts of pork. For, from sausage to pork chops, the price of each cut is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping." They compare, pick, choose. In a free market, their choice sets the values.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

The Great Thaw

EDITOR:

I want to compliment you on the prompt and splendid piece of work you did in getting out, on time, copy of our report and order lifting the television freeze.

Paul A. Walker
Chairman
Federal Communications Commission
Washington, D. C.

* * *

EDITOR:

I have been leafing through your publication of the final TV report. It is the most complete job that I have seen and I want to add my thanks and appreciation and congratulations to the many others you will receive for this outstanding bit of publishing enterprise.

Edgar Kobak
341 Park Ave.
New York City

open mike



EDITOR:

MANY THANKS FOR SENDING COMPLETE REPORT WHICH IS A WONDERFUL SERVICE. THE ENTIRE INDUSTRY SHOULD BE GRATEFUL TO YOU AND MORE ESPECIALLY WE WISH TO EXPRESS OUR HEARTFELT THANKS.

GEORGE B. STORER
PRESIDENT
THE FORT INDUSTRY CO.
MIAMI

* * *

EDITOR:

Congratulations to you and your staff upon the April 14, 1952, Part II issue of BROADCASTING • TELECASTING, reporting the final television allocations of the FCC, which arrived here this morning.

It is a monumental job, produced with amazing speed and accuracy, quite typical of your journalistic enterprise.

George W. Bailey
Executive Secretary
Institute of Radio Engineers
New York

* * *

EDITOR:

It's 2 a.m. and I have been working so hard on Cancer Crusade publicity that it's only now I have had a chance to pick up the unfreeze edition of your magazine—a day late.

I don't know when I have held more admiration for a team than I have for all you people.

What a job!

What a team!

As one night worker to others you have my deepest admiration, gentlemen, for a job that will go down in trade magazine history!

Cody Pfanstiehl
Director of Audience Promotion
WTOP-AM-FM-TV
Washington, D. C.

* * *

[EDITOR'S NOTE: Space limitations prevent our publishing all the thoughtful messages received from readers whose appreciation makes the hard job done over an Easter weekend by our staff and printers seem rewarding and worthwhile.]

* * *

How to Help Orphans

EDITOR:

. . . The radio industry in general has before it an opportunity to show its spirit of cooperation and desire to further expand its chosen profession. . . .

Today there is before the FCC a backlog of AM applications and many of them have been in the files for a year and over. A minimum of these applications are from non-station markets and are at present static while the FCC is slowly working on applications from one and more station markets . . . The non-station markets must wait and go without primary and oftentimes good secondary service while processing goes on in favor of markets that are adequately covered . . . Would not the processing of these orphan markets be more fair?

An interest in their clients would be displayed if all equipment sales concerns would offer to the FCC the services of their engineering staff for a period that would clear up the backlog that the FCC acknowledges is 10 months behind in its processing. . . .

With such help provided, the FCC could clear up the backlog of AM applications and after they are cleared could concentrate almost fully on the huge TV problems that lie ahead. Perhaps this system could be extended to TV applications also . . .

Daniel J. Hyland
General Manager
Israel Putnam Broadcasting Co.
Putnam, Conn.

* * *

Let's Be Vital

EDITOR:

Is the relative merit of "come down" *vs.* "go down" the most important question which can be presented for the consideration of copy writers today? Apparently so, since that is the first copywriting question dealt with to any appreciable degree by B•T, the major voice of the industry. Apparently so, since such a recognized specialist as author Laemmar chose

(Continued on page 64)



Vic RADIO PROFIT Diehm Says:



Man on First, Second and Third with the Great Diehm Up to Bat!

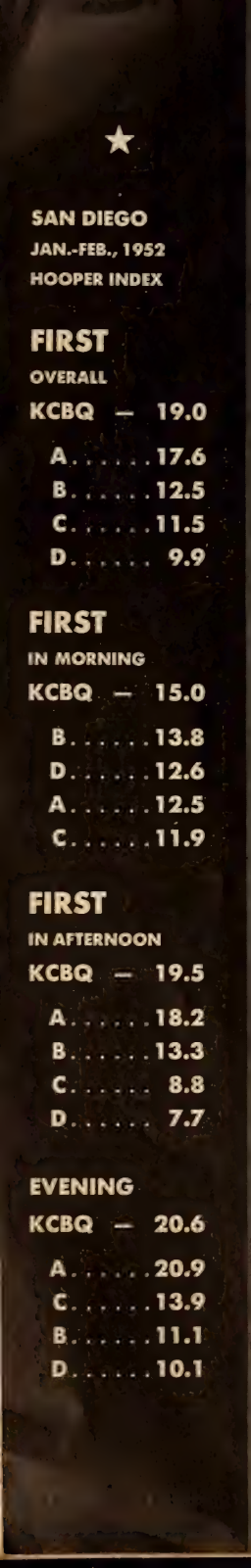
If you're picking Pennant Winners for your radio message, then you'll have to include the teams guided by that "Bambino" of the radio industry, Vic Diehm . . . who can knock out a home run sales story on any of his three teams that will make you an enthusiastic fan for life. Just get in touch with any one of these teams when you want your sales message "pitched" to a responsive audience.



WAZL ★ **WHOL** ★ **WHLM**

HAZLETON, PA. NBC-MBS | ALLENTOWN, PA. CBS | BLOOMSBURG, PA. LIBERTY

(Represented by Robert Meeker Associates). | (Owned and Operated by Harry L. Magee).



KCBQ

audien

nation's

growing

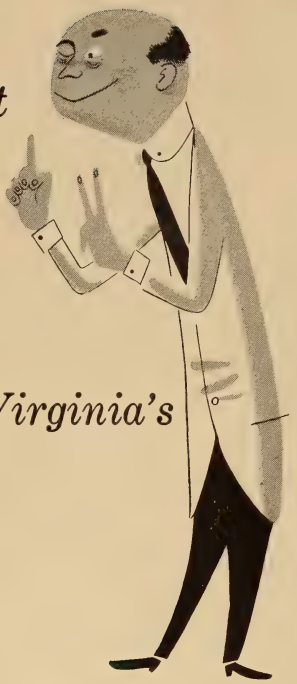
SAN DIE

-first* in
ce in the
fastest
major market
GO



KCBQ— *CBS for San Diego*
Charles E. Salik, President
REPRESENTED BY AVERY-KNODEL

1 will get you 2 with West Virginia's "personality package!"



In West Virginia, one order buys two powerful, sales producing stations at a combination rate that is about the same as you would pay for any single comparable station in either locality! This means twice the impact in a lush industrial market that spends $500,000,000 annually. Write for details about WKNA-WJLS today!

the personality stations



WKNA
CHARLESTON—950 KC
5000 W DAY • 1000 W NIGHT
ABC Radio Network Affiliate

WJLS
BECKLEY—560 KC
1000 W DAY • 500 W NIGHT
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.

new business



CALIF. PACKING Corp., S. F. (Del Monte canned fruits, vegetables), starts alternate *CBS Radio Newsroom, Sunday Desk* on 11 Columbia Pacific radio stations, Sun., 5:30-6 p.m. PST, for 52 weeks from May 4. Agency: McCann-Erickson Inc., that city. Co-sponsor is HOFFMAN RADIO Corp., L. A., through Foote, Cone & Belding Inc., that city.

PUREX Corp., Southgate, Calif. (Trend detergent), started *Jack Owens Show* on 11 Columbia Pacific radio stations, Thurs., 4:15-4:45 p.m. PST, for 13 weeks from April 3. Agency: Foote, Cone & Belding Inc., L. A.

CELLA VINEYARDS, Fresno, Calif. (Betsy Ross grape juice), starts *Hopalong Cassidy* on 11 CBS California radio stations, Sat., 6:30-7 p.m. PST, for 26 weeks from April 26. Agency: Thomas Adv., that city.

LOMA LINDA FOOD Co., Arlington, Calif., starting concentrated radio-TV spot campaign for Ruskets Flakes breakfast cereal in California, Washington and Oregon. Agency: Elwood J. Robinson & Co., L. A.

B-B PEN Co., Hollywood, started concentrated TV spot announcement campaign, April 15, for Xm eye-glass cleaner on KNXT (TV) Hollywood, WHAM-TV Rochester, WBZ-TV Boston, WXEL (TV) Cleveland, WBKB (TV) Chicago, WBEN-TV Buffalo, WTMJ-TV Milwaukee and WTCN-TV Minneapolis. Agency: Foote, Cone & Belding Inc., L. A.

SWIFT CANADIAN Ltd., Toronto (all Swift products), starts live show on 6 French radio associates stations on May 5 for 26 weeks, Mon. thru Fri., 9-9:15 a.m. Agency: J. Walter Thompson Co., Toronto.

GAYLORD PRODUCTS of Canada Ltd., St. Hyacinthe (hair products), has started one minute spot announcements til November, on 18 Canadian stations. Agency: Cockfield Brown & Co., Montreal.

Network • • •

TIDE WATER ASSOCIATED OIL CO., N. Y., renews *Broadway to Hollywood* on DuMont Television Network for eighth time. Show is telecast Thurs., 8:30-9 p.m. EST. Agency: Lennen & Mitchell, N. Y.

CARNATION Co., L. A. (evaporated milk), and B. F. GOODRICH Co., Akron (tires), to alternate sponsorship of CBS-TV *George Burns and Gracie Allen Show* on film, weekly for 52 weeks starting Oct. 2. Agency for Carnation: Erwin, Wasey & Co., L. A. Agency for Goodrich: BBDO, Hollywood.

BOYLE-MIDWAY Inc., division of American Home Products Corp., N. Y., has purchased quarter-hour *Sports Showcase* segment of *Saturday Night Wrestling* on DuMont, Sat., 10 p.m.-12:30 a.m. EST, effective April 12 for 26 weeks. Agency: W. Earl Bothwell, N. Y.

PALM BEACH Co., N. Y., to sponsor Palm Beach Round Robin Invitational Golf Tournament on CBS-TV on May 18, 4-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

GILLETTE SAFETY RAZOR Co., Montreal (Toni division), on April 12 starts for 11 weeks, with option to renew for summer months, *Twenty Questions* on 35 Dominion network stations, Sat., 8-8:30 p.m., replacing Canadian comedy program *Wayne & Shuster*. Agency: Spitzer & Mills Ltd., Toronto.

MINUTE MAID, N. Y. (frozen orange juice), to sponsor Wednesday segment of *Gabby Hayes Show* on NBC-TV, effective June 1. Agency: Ted Bates Inc., N. Y.

Agency Appointments • • •

VERMONT BLUE RIBBON DEALERS Assn., L. A. (used car dealers), names Yambert-Prochnow Inc., Beverly Hills. Radio spot announcements will be used.

BEAUTIFUL BRYANS Inc., Chattanooga (nylon hosiery), names Abbott Kimball Co., N. Y., effective May 1.

DUFF'S LINE OF MIXES, acquired by Pillsbury Mills, names Ted Bates & Co., N. Y.

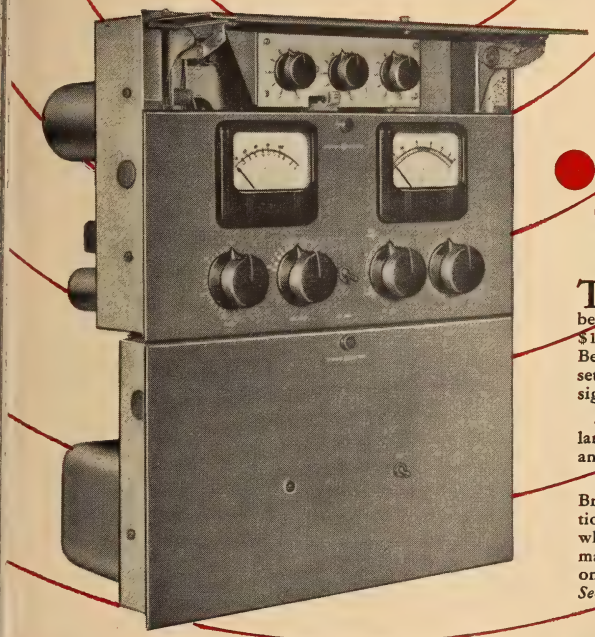
ASSOCIATED FREEZER DEALERS, L. A. (retail home freezers),

(Continued on page 93)

"We increased fringe area coverage by 29%—at a cost of less than 3¢ per family!"



Sherm Marshall, General Manager, WOLF, Syracuse, N. Y.



General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

THIS G-E amplifier cost WOLF, Syracuse, $897.* According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a $14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest Hooper shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiter. The Broadcast Man at the G-E office near you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: *General Electric Company, Section 242-21, Electronics Park, Syracuse, New York.*

** Price today slightly higher.*

. . . Says the station manager

"In a recent campaign, with three stations dividing the advertiser's schedule, WOLF (250 watts) outpulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter."

Sherm Marshall, General Manager

. . . Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes."

Don Muir, Station Engineer

You can put your confidence in— **GENERAL ELECTRIC**



THIS
IS YOUR CHAIR

SO LET'S TALK BUSINESS

SALES are important to all of us and right now "SPEEDY" the Pioneer has time available for your product. WSPD, Ohio's Pioneer Station, serves a Billion Dollar market and an audience of 3,000,000 people. We know you don't want to pass up Ohio's THIRD MARKET—so let's talk business. Call KATZ or Tom Harker and join the thousands of satisfied sponsors who have used this *1st.* station in a buying market. *Your* rating surveys will prove WSPD is your BEST BUY—and a phone call will tell you about outstanding availabilities to insure you of "SPEEDY SALES" in Northwestern Ohio.

WSPD AM-TV

Represented Nationally by KATZ



agency

WALTER J. BOWE, Benton & Bowles, N. Y., to Hewitt, Ogilvy, Benson & Mather, N. Y., as radio-TV timebuyer.

GEORGE D. WINKLER, media director, West-Marquis, L. A., to executive staff of Roy S. Durstine Inc., L. A.

STEPHEN C. SCOTT, media director, Buchanan & Co., L. A., to Vick Knight Inc., that city, as assistant to president, VICK KNIGHT. JOHN GILBERT, free-lance designer-illustrator, joins agency as art director.

JOHN CARMAN, Chicopee Mills Inc., N. Y., to Doherty, Clifford & Shenfield Inc., N. Y., as account executive.



on all accounts

JOHN GIBBS, head of the firm bearing his name, is shepherd of a three-fold enterprise whose apparent complexity is controlled by the fundamental simplicity inherent in the word "quality."

Packager, producer and talent representative, Mr. Gibbs has built his principle into one of the most profitable ventures of its kind in the industry.

As a packager, he is the source of approximately a $12 million flow of revenue to the radio and TV networks. As a talent representative, his clients include, among others, actors Charles Laughton, Raymond Massey, Hume Cronyn and Jessica Tandy; emcees Tommy Bartlett and Johnny Olsen; and writers Somerset Maugham, Sandra Michael, Elaine Carrington, Orin Tovrov, Mona Kent and Jane Cruisinberry.



Mr. GIBBS

The television production efforts of his firm center on the NBC-TV hour-long *Robert Montgomery Presents* program, produced each week in conjunction with Mr. Montgomery for the American Tobacco Co. and Johnson's wax.

Mr. Gibbs made his entry into radio in Milwaukee in 1926 while still an undergraduate at Marquette U. in that city. He became sports announcer and finally chief announcer at WISN Milwaukee.

Three years after his graduation from Marquette, following successive jobs as promotion manager of a newspaper and program manager of a radio station, he joined the Cramer-Kasselt Co., Milwaukee, as director of its radio department. He remained with the agency until 1940 when he sold the first of a string of radio serials, *Against the Storm*, to Procter & Gamble. The program, still on the air, was originated and written by his wife, Sandra Michael.

On the strenth of its success, the Gibbs moved to New York where Mr. Gibbs established his own production agency. Within six months he had sold another serial, *Lone Journey*, and was clearly on his way as a reckonable radio entity.

Currently the complete list of his properties includes *Against the Storm*, sponsored by Philip Morris Co. on ABC radio; *Lone Journey*, sponsored by Lever Bros. on ABC radio; *When a Girl Marries*, underwritten by General Foods; *Mary Marlin* and *Marriage for Two*, sustaining on ABC radio; *Welcome Travelers* on NBC radio, sponsored by Procter & Gamble; *Robert Montgomery Presents* for Lucky Strike cigarettes and Johnson's wax on NBC-TV and *Johnny Olsen's Rumpus Room* on DuMont, sponsored by Premier Foods.

Mr. and Mrs. Gibbs met when both were working at WISN, she as a staff writer. They now live in Greenwich, Conn., on a 32-acre farm. In addition, the couple own a ranch in Montana and the Gibbs agency also has bought a ranch in La Quinta, Calif., to make television and motion pictures.

Mr. Gibbs' hobby is raising toy poodle dogs. In fact he served one of his poodles, Lena, as talent agent. Lena has starred on many a TV show and her earnings to the firm, Mr. Gibbs computes, come quite properly to about 10% of the money invested in her.

beat

FRANK WOODRUFF, formerly with Young & Rubicam, Hollywood, to Lennen & Mitchell, Beverly Hills.

HERMAN S. THOENEBE, vice president-creative director, John Falkner Arndt & Co., Phila., elected to board of directors.

E. C. BRADLEY rejoins Biow Co., N. Y., as vice president and member of executive management group.



Mr. Bradley

PEG ODLUM BENDER, Dan River Mills Inc., N. Y., to Ellington & Co., that city, as account executive.

ARTHUR CARROLL JONES, BBDO, N. Y., to Benton & Bowles, same city, as account executive.

GEORGE OSWALD, Cecil & Presbrey, N. Y., to Kenyon & Eckhardt, that city, as account executive.

ROBERT ALLGOOD joins Hixson & Jorgensen Inc., L. A., as account executive.

HENRY J. VOLKER Jr., recently with Remington Rand and International Nickel Co., to G. M. Basford Co., N. Y., as account executive. **ARTHUR WEINBERG**, formerly with General Electric Co., joins Basford publicity department.

LAWENCE SCHWAB Jr., previously with J. Walter Thompson Co. and Young & Rubicam, to Harry B. Cohen Adv., N. Y., to produce and direct *Lights Out* on NBC-TV for Ennds Chlorophyll Tablets and supervise *Police Story* on CBS-TV.

WILLIAM Mc QUILLAN, McCann-Erickson, N. Y., to Robert W. Orr & Assoc., that city, on copy staff.

WILLIAM G. CHALKLEY, Fuller & Ross & Smith, Cleveland, appointed manager of media department. **C. W. BILLINGSLEY** to direct media in agency's Chicago office, succeeding **L. J. BOYCE**, transferred to media staff at Cleveland office.



Mr. Chalkley

RICHARD H. EYMAN, sales staff, WNLK Norwalk, Conn., to timebuying department, McCann-Erickson, N. Y.

JOHN M. WILLEM, vice president of Leo Burnett, Chicago, elected a director of AAAA, representing group's Central Council, headquartered in Chicago.

ADRIAN BRYAN MACK, formerly with Cecil & Presbrey Inc., and William H. Weintraub Inc., both N. Y., to copy department of Sherman & Marquette, that city.

MILTON H. HOFFMAN Adv., Denver, has merged with **BEN BEZOFF** & Co., that city. Agencies will continue under latter firm's name.

BOB MAGNANTE, art director, Sass-Wilson Art Agency, L. A., to H. M. Gardner Assoc., that city, in similar capacity. **DICK MULCAHY**, writer-producer, ABC Hollywood, joins agency as copy chief and director of public relations.

DOROTHY KUHRE promoted to production manager-art director, Axelsen Adv., Denver.

HENDERSON Adv., Greenville, S. C., elected to membership in American Assn. of Adv. Agencies.

ASSOCIATED Adv., Montreal, changes name to Burns Adv., Ltd.

LEO BURNETT Co., L. A., moves to 1680 N. Vine St., Hollywood. Telephone is Hillside 7374.

WAYNE R. LELAND, account executive, House & Leland, Portland, elected chairman of board of governors of Portland Chapter of AAAA. Other officers include: **T. BRYCE SPRUILLE**, Botsford, Constantine & Gardner, vice-chairman; **GEORGE E. CLINTON**, partner and media director, Joseph R. Gerber Co., secretary-treasurer, and **WILLARD E. WILSON**, manager, McCann-Erickson Inc., board of governors.



Got something to sell to TEEN-AGERS?

Beam your message at them during WHAM'S weekly

"Hi-Teen" Dancing Party

1:30 TO 4:00 P.M. SATURDAYS

on a participation or "Block" time basis

Started in January, this new program mushroomed to "most popular" classification almost overnight.

It has two "angles"—the three hundred (and more) teenagers who jam a Rochester ballroom to dance and participate in M. C. Ted Jackson's merrymaking—plus the thousands at home who listen to the goings-on (and your commercials) for two-and-a-half solid Saturday hours. And don't overlook the tremendous merchandising possibilities.

Incidentally—the station is WHAM, to which PULSE accorded 99.3% listener preference in 16 Western New York counties.

Ask the HOLLINGBERY man about participation

WHAM

The Stromberg-Carlson Station

Rochester, N. Y.



Basic NBC—50,000 watts—clear channel—1180 kc

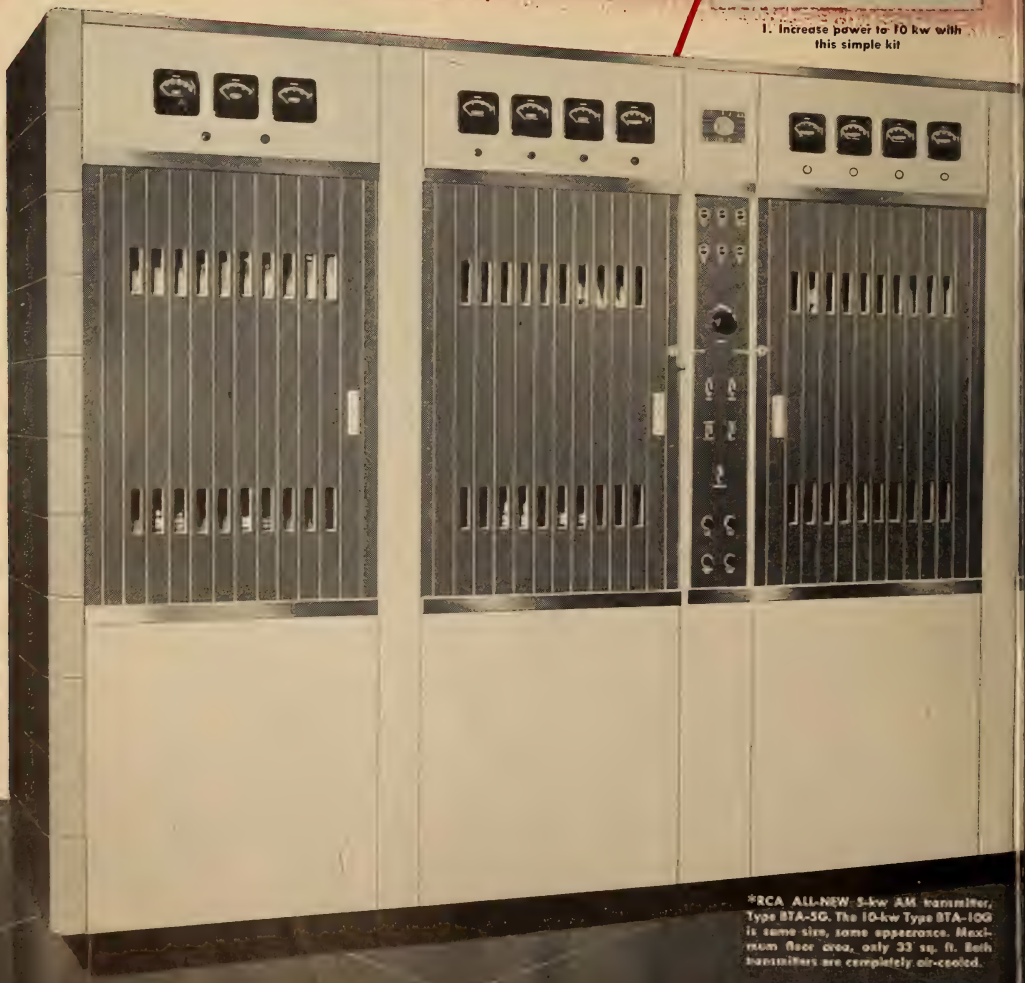
GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

Completely NEW 5-kw AM...*

New small size-



1. Increase power to 10 kw with this simple kit



*RCA ALL-NEW 5-kw AM transmitter, Type BTA-5G. The 10-kw Type BTA-10G is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled.

..with a "10-kw" future!

New operating convenience - New operating economy



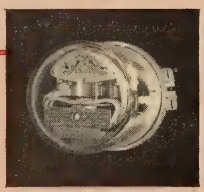
2. Up to 40% less floor area than previous "5 kw's"



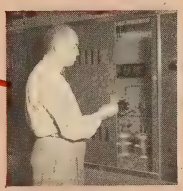
3. Power tube costs reduced



4. 1/60th second arc-back protection



5. Lower power bills



6. Sliding doors—front and rear

Just read these exclusive features . . .

1. It is a 5-kw AM transmitter you can increase to 10 kw—easily—inexpensively—quickly. No lost air time for conversion. One simple kit makes it easy to increase power overnight. (Yes, you can buy this transmitter ready-built for 10 kw, too).

2. It requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

3. It's the ONLY "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's".

4. It's the ONLY "5 kw" with "split-cycle" overload and voltage protection—using thyratron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. It holds power bills to the LOWEST in the "5-kw" field—through smaller power tubes, fewer stages, fewer tubes (only 24 tubes and 8 different types).

6. It's the ONLY "5 kw" with horizontally-sliding doors *front* and *back*. Benefits:

   √ Saves over 60 square feet of floor area
   √ Provides more elbow room for operator
   √ Makes it easier to get at transmitter

For all the facts about this basically new transmitter . . . newest of nearly three hundred RCA "5-kw's" now on the air . . . call your RCA Sales Representative.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT — CAMDEN, N.J.

Here's Archer!



GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:30-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

IT WAS 7 a.m. and disc jockey Bill Lowry, driving to the WGST studios in Atlanta for his morning record program, switched on his car radio. As he, himself, tells the story:

"I heard the announcer:

" 'Watch out for cancer's seven danger signals. Do you have a lump or thickening anywhere in your body? Do you have a sore that will not heal?'

"That was enough to start me thinking. I had a lump on my left leg. It had been there for eight months. Could this be cancer?"

Instead of going to a football game for which he had tickets the next day, announcer Lowry went to his doctor. Four days later, the father of two small daughters and "a little red-headed son" learned that what he suspected was true: He had cancer.

Mr. Lowry was operated on shortly after and became one of the 70,000 people in the U. S. to be pronounced cured of the disease last year.

To point out that an equal number—70,000 others—died needlessly of the same disease (as part of the total 210,000 cancer fatalities in America), Mr. Lowry has recorded his story on a 5½-minute platter, being distributed to other disc jockeys throughout the country by the American Cancer Society.

Described as a "somewhat reluctant" radio chairman of his local cancer drive last year—before he knew of his own illness—Mr. Lowry also has taped a request to fellow jockeys, explaining why they should play his story on the air. Their program, like the one Mr. Lowry had heard while driving to work, might also prevent a cancer death.

strictly business

NEW director of sales for DeFrenes Co., Philadelphia producer of television and motion picture film, is Col. Edward Davies, who should have much to contribute to a successful future for the company. Col. Davies was one of the first to make commercial spot film for television.

In the early days of TV, he charged $600 to $1,000 for a spot commercial and was amazed when advertising agencies paid the price.

Col. Davies' wide experience in radio and television dates back to the crystal set days, when he was an employe of Gimbel's in Philadelphia and Ellis Gimbel suggested the crystal radio might be a good addition to the toy department.

The mistakes made in television, according to Col. Davies, are very few compared to those made at the beginning of radio. "I was present at the birth of radio," he said, "and now feel like a midwife at the birth of television."

Edward Davies was born in Philadelphia where he attended Central High School and U. of Pennsylvania evening school. After graduation in 1911, his first position was with Gimbel's personnel department in Philadelphia. He left in September 1917 to join the Army in World War I. An infantryman, he received a battlefield commission.

He returned to Gimbel's after the war and in March 1921 helped to found radio station WIP Philadelphia, becoming the station's first general manager. He was instrumental in inaugurating what are claimed to be the first football broadcast, the first church service and the first grand opera performance on radio.

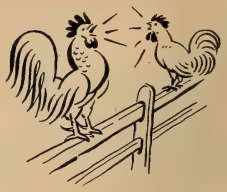


COL. DAVIES

In 1932, Col. Davies entered the advertising field as radio director for John Falkner Arndt Co. Five years later, he returned to WIP as vice president and director of sales. At this time the station became

(Continued on page 44)

WORTH
Crowing about!...



KWK is the radio buy in St. Louis!

Combing the St. Louis Market? Then you'll find KWK does have something to crow about...that LOW, low cost per 1000 radio homes delivered.

Your Katz man has the details—based on Pulse figures.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

They know at home
MORE $$ VOLUME
IN LOCAL BUSINESS THAN ANY OTHER STATION IN TOPEKA!

WREN offers you
- top ratings
- wide coverage
- lowest cost per listener

WREN

5000 WATTS
ABC TOPEKA

Represented Nationally by Weed & Co.

To sell Baby Foods to inland Californians

(and western Nevadans)



. . . Be on the Beeline



Baby foods or batteries, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market — inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

Affiliated with Inland California's 3 Leading Papers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

KPRC



30% Above Station B*

68% Above Station C*

152% Above Station D*

KPRC
HOUSTON

*Total rated time periods, share of Radio Audience Index. Hooper Radio Audience Index Report, February 1952.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY and COMPANY

BROADCASTING

VOL. 42, No. 16 APRIL 21, 1952

NETWORK RATE CUTS' EFFECT

Boon or Boomerang?

By BRUCE ROBERTSON

LAST spring, when the radio networks announced that they were putting a 10% overall rate reduction into effect July 1—CBS and NBC a direct cut in rates, ABC and MBS a change in discount structure that amounted to virtually the same thing—a major argument for the move was that it would serve to attract new business to network radio, advertisers who had not previously used this means of advertising.

Nine months have elapsed since those rate reductions were introduced and the question arises as to just how well they have accomplished their assigned purpose of adding new names to the list of radio network sponsors.

BROADCASTING•TELECASTING last week checked the network rosters for an answer and came up with the fact that, since July 1, 1951, a total of 19 advertisers who were not previously network clients have bought time on one or more of the four major national networks. Of the 19, all but one are still using network time, to the sum of 11 hours a week.

Clients Added

The 18 new advertisers now on the networks represent annual gross billings of about $7.3 million.

By networks, ABC has added three new network clients, using a total of one hour and five minutes of network time; CBS, seven clients, using two hours and 25 minutes; MBS, five clients, using three hours and 15 minutes; NBC, five clients, using four hours and 15 minutes. (American Chicle Co. has programs on three networks, so the client figures add up to 20 instead of 18 advertisers.)

These figures are, of course, no guide to the amount of advertising each network is carrying in comparison to the volume before July of last year. As always, advertisers have switched programs from one network to another and have increased (or decreased) the amount of time purchased from any one network. And at least 24 sponsors have dropped out of network radio since last July, not counting those that sponsored one-time shows or such seasonal features as football.

The 18 new advertisers now on the networks are companies that either have never used network radio before or have been away from it for many years. Their names and the approximate total gross annual billings represented by each follow:

American Bakers Assn. $400,000, American Chicle Co. $1,000,000, American Protam Corp. $500,000, Avco Corp. $700,000, Borg-Warner Corp. $200,000, Credit Union Nat'l. Assn. $600,000, Economics Lab $125,00, Ex-Lax $1,300,000, Kingan & Co. $250,000, La Maur Products $30,000, Leslie Salt Co. $35,000, Morton Salt Co. $100,000, North American Van Lines $15,000, Orange Crush $350,000, Reynolds Metals Co. $550,000, Seabrook Farms $115,000, Stokely-Van Camp $725,000, Sylvania Electric Products $375,000.

Programs and networks used by these newcomers are listed in the table which begins on this page.

Comparing the number of the newcomers with the number of sponsors who have quit network radio since last July, it would seem that if the rate cuts achieved the result of enticing new money into radio networks, they were not wholly successful in retaining the money already coming in.

Business Lost

Following are the 24 sponsors who used networks on or since the date of the rate reductions but who have since that date taken their budgets entirely out of that kind of advertising: (This list does not include cancellations since last February. It was made up from Publishers Information Bureau reports which do not go beyond that month.)

American Dairy Assn. had David Lawrence on NBC, Sun., 15 min., April-Dec.

American Soul Clinic had *Witness Time* on ABC, Sun., half-hour, May-Sept.

Hazel Bishop Inc. (lipstick), had *Inside News of Hollywood* on ABC, 5 min., Mon.-Fri., Sept.-Dec.

Block Drug Co. (toothpaste) had Elmer Peterson on NBC, Sat., 15 min., March-Aug., and *No School Today* on ABC, Sat., 15 min., June-Sept.

Cudahy Packing Co. (Old Dutch Cleanser) had *Nick Carter* on

(Continued on page 36)

AM-FM INCOME

Drops 9.4% in 1951

DESPITE a record high of $455.4 million total revenues in 1951—2.5% higher than 1950's $444.5 million—AM-FM income (before federal taxes) totaled $61.8 million, a 9.4% decrease from 1950's $68.2 million.

According to the FCC, which last week issued the 1951 figures based on estimates supplied by networks and stations, the basic reason for the decline in income was because of the substantially reduced income of the four national and three regional networks—$10.8 million in 1951 vs. $19.0 million in 1950. This is a 43.2% decrease.

The networks also showed a decline in total revenues—$104.1 million in 1951 compared to $110.5 million in 1950, a 5.8% decrease. Expenses for networks went up 2%—from $91.5 million in 1950 to $93.3 million in 1951.

Total AM-FM-TV revenue for all broadcasters reached peak of $694.9 million, 26.4% over 1950's $550.4 million. Of this, TV accounted for $239.5 million in 1951 compared to $105.9 million in 1950, or 126.2%.

TV income, released in preliminary form last month, showed that for the first time networks made more money from TV than from AM [B•T, March 10].

Broadcast income before federal taxes for all services hit $105.4 million for 1951 compared to $59.0 in 1950. This was a 78.6% increase.

Total revenues of 2,240 AM and FM stations (excluding the 25 network O&O stations) were $351.3 million in 1951 compared to $334.0 in 1950, a gain of 5.2%. Income for these stations was $51.0 million in 1951 compared to $49.2 million in 1950, a jump of 3.7%. There were 2,203 such stations in 1950.

Commission reported that total FM revenues for 602 stations in 1951 was $3.2 million compared to $2.8 million for 669 stations in 1950.

Losses in income continued in FM, however. Loss for 65 non-AM affiliated FM stations in 1951 was $1.5 million compared to loss of $2.6 million for 86 such stations in 1950. Income for AM-affiliated stations could not be computed because of combined bookeeping methods used by all such stations. The Commission did point out, however, that eight of the 65 FM-only stations reported a profit in 1951.

In other breakdowns, the Commission showed that in 1951:

(1) AM stations took in 2.4% less in total revenues compared to previous year in cities where there was 50% or better saturation of TV sets. In non-TV markets, AM stations' revenues were 8.2% more.

(2) Decrease in total revenues was noted by 182 of 439 AM stations in TV markets.

(3) Increased loss or decreased income was felt by 239 of the same 439 AM stations in TV markets.

(4) TV accounted for 43.5% of

(Continued on page 34)

Table 1
TOTAL AM, FM AND TV BROADCAST SERVICES
Estimated Revenues, Expenses, and Income of Networks and Stations in 1951
($ Millions)

Service	1951 (Estimated)	1950	Percent Increase or (Decrease) in 1951
		Total Broadcast Revenues	
AM and FM	$455.4	$444.5	2.5
TV	239.5	105.9	126.2
Industry Total	$694.9	$550.4	26.4
		Total Broadcast Expenses	
AM and FM	$393.6	$376.3	4.6
TV	195.9	115.1	70.2
Industry Total	$589.5	$491.4	20.0
	Broadcast Income (before Federal Income Tax)		
AM and FM	$61.8	$68.2	(9.4)
TV	43.6	(9.2)	—
Industry Total	$105.4	$59.0	78.6

( ) Denotes Loss.

RE-BUYS WLAC

Insurance Firm Acquires

RE-PURCHASE, after 17 years, of WLAC Nashville by its former owner, Life & Casualty Insurance Co. of Nashville, was reported last week. Seller is J. Truman Ward. The insurance firm is paying $1,250,000 for the 50-kw Class I-B station on 1510 kc. Sale is subject to FCC approval.

Included in the terms of the contract is a life-time management contract for Mr. Ward at $30,000 per year. Provision is made that if Mr. Ward dies before 17 years from date of purchase, the $30,000 per year will be paid to his heirs until the seventeenth year of the contract.

WLAC, which is now a CBS affiliate, was established as WDAD-WLAC in 1925. It was owned by Dad's Auto Accessories Inc., a subsidiary of the Life & Casualty Insurance Co. Its first assignment was on 1330 kc with 500 w unlimited time, but in 1927 it was granted 1 kw day, 500 w night. This was made 1 kw day and night soon thereafter.

In 1928, during reallocation of AM stations, WLAC was assigned to 1490 kc with 5 kw, sharing time with WBAW Nashville. WBAW was then owned by the Waldrum Drug Co. was later sold to Tennesseean Publishing Co. *(Nashville Tennesseean)* with call letters changed to WTNT. WTNT was deleted in 1931, and WLAC was authorized unlimited time.

In 1935, the station was sold to Mr. Ward for $75,000. During the 1941 reassignments due to NARBA, WLAC was changed to 1510 kc. In 1941, it received a construction permit to go to 50 kw, with directional antenna at night.

Mr. Ward is a noted breeder of famous Tennessee walking horses. He owns the Maryland Farms, where he breeds these well-known show and riding horses.

Change of ownership will not affect any personnel, it was said. F. C. Sowell is general manager of WLAC.

FAIRBANKS NAMED

Succeeds Ensign at ABC

APPOINTMENT of William F. Fairbanks as ABC's eastern radio sales manager was announced last week. He succeeds William H. Ensign, who resigned to rejoin CBS Radio's Network Sales Dept. as an account executive, effective today (Monday).



Mr. Fairbanks

With ABC since November 1950, Mr. Fairbanks is a former director of planning of the Mutual Network, and before that was associated with NBC's Research and Sales Promotion and Advertising Depts. from 1933 to 1942.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Here come the players on the field, folks . . . The game is about to begin!"

GANGER ELECTED

President of P. Lorillard

ROBERT M. GANGER, who joined the P. Lorillard Co. in March 1950 as executive vice president, director and chairman of the operations planning committee, was elected president of the company last week.

Mr. Ganger succeeds Herbert A. Kent, who now becomes chairman of the board, and is succeeded as vice president by William J. Haley, previously vice president in charge of finance. Lewis Gruber, general sales manager, was elected vice president.

Previously Mr. Ganger served for 22 years with Geyer, Newell & Ganger, New York.

FEDERAL ADV.

Executive Split Set

AN AGENCY shift involving more than $3.5 million in billings will take effect shortly when a group on Federal Adv. Agency officials and employes, headed by President Gordon E. Hyde, leave that agency to join D'Arcy Adv. Co., New York.

In an executive capacity with Mr. Hyde will be Kenneth W. Plumb, vice president and secretary, and Douglas Boyd, vice president and art director, plus about half of the Federal personnel.

Among clients to move along with these personnel will be Gerber Baby Foods, Stromberg-Carlson Co., American Optical Co.'s sun glass division, and Davol Rubber Co.

Meanwhile, Jules B. Singer, vice president and major stockholder of Federal, is expected to decide early this week whether he will continue under the Federal name or take his accounts to another agency. He supervises the Gem account for American Safety Razor Corp., Doeskin, General Cigar and United Distillers.

OPPENHEIM

To New CBS Radio Post

NEW administrative manager of advertising and sales promotion for CBS Radio Network is Charles J. Oppenheim, it was announced in New York by George Bristol, CBS Radio director of advertising and sales promotion.



Mr. Oppenheim

Director of program promotion for CBS Radio since October 1949, Mr. Oppenheim will continue directing program promotion and trade promotion. Before April 1948 he had been WOR New York publicity director and WINS New York promotion and research director. Born in New York in 1915 and a graduate of Cornell U., he is married and father of two daughters.

N.Y. AUTO RADIOS

Pulse Finds 11% Increase

RADIO-equipped automobiles in New York City have increased 11% during the past year to reach a total of 852,400, according to a special Pulse survey conducted during January, the results of which were released last week.

The Pulse study indicated that 42.3% of the families in New York City own automobiles, as compared to 38.2% a year ago. More than four out of five cars—81%—are equipped with radios. Radio-cars have increased 46% since January 1950, this year's survey also indicated.

Pulse research was confined to the city proper where car ownership is at a lower level than in the suburbs, it was pointed out. It was estimated that more than 1½ million automobiles in the area are equipped with radios.

WTCN IS SOLD

Ex-Ambr. Butler Acquires

SALE of WTCN Minneapolis-St. Paul to former U. S. Ambassador to Cuba and Australia Robert Butler and associates for $325,000 by Mid-Continent Radio-Television Inc. was announced last week. Transfer is subject to FCC approval.

Associated with Mr. Butler, who resigned as U. S. Ambassador to Cuba about a year ago, are Alvin Gluek, brewer; Robert Mitchell, attorney; Quentin David, advertising man, and Carl Schuneman, department store executive. Mr. Butler will own 65% of ABC-affiliated WTCN, which operates on 1280 kc with 5 kw day, 1 kw night. He is president of the Builders Trust Co., St. Paul, and of Walter Butler Co., architectural, engineering and construction firm.

Sale of WTCN comes just about one month after CBS merged its WCCO Minneapolis with WTCN-TV, accepting a 47% interest in the dual operation [B•T, March 10]. At the time that announcment was made, it was reported that WTCN would be sold in order to comply with the FCC's duopoly rules.

Mid-Continent is now 50% owned by Northwest Publications (*St. Paul Pioneer-Press* and *Dispatch*) and 50% owned by Minnesota Tribune Co. Northwest Publications is part of the Ridder newspaper chain which also owns WDSM Superior, Wis.; controls KILO Grand Forks, N. D. and KSDN Averdeen, S. D.

Application for FCC approval of the merger of CBS and Mid-Continent has not been filed.

Rorke Leaving JWT

HAL RORKE, radio-television director of J. Walter Thompson Co., Chicago, for seven years, resigns July 1 to move to Hollywood, where he owns a home. He will return to business after a vacation, but has no plans at this time. Mr. Rorke worked for six years as CBS publicity director for the Pacific Network in Hollywood and as an assistant department manager in New York. He is a former managing editor of the *Los Angeles Daily News*. No replacement has been selected by the agency.



Mr. Rorke

CBS-Guild Talks

CBS Hollywood negotiations with the Publicists Guild last week dragged into the 17th week as the union offered a counter-proposal to CBS's offer of a wage boost of 15% across the board and $85 weekly starting salary. The guild counter-proposal, on which the network has not acted, requests a 20% wage boost and $92.40 starting salary.

WILL THE THAW BE A BLIGHT OR BLESSING?

After a week's study of the FCC's giant economy size allocations report, different people have different reactions. Most Washington lawyers and engineers feel the report has flaws but can be lived with. Some, however, side with dissenting Comr. Jones and think it's a mess (see story in right-hand column). Manufacturers naturally are pleased because of promised expansion of their business (see left-hand column). Educators, handed 242 chances to get into TV, are wondering what to do with this expensive gift (story on page 80). A dash of cold water is thrown on plans considered in some cities by rival AM operators to merge for joint operation of scarce TV (page 69). Meanwhile, 15 applicants file for stations under new allocations (pages 70, 71).

Easy Conversion To UHF Promised

WHEN UHF television stations take the air, VHF receivers can be easily and cheaply adapted to receive the new band.

This is the promise of the set manufacturing industry following the FCC's April 14 action ending the 3½-year freeze [B•T, April 14].

Leading set makers contacted by BROADCASTING • TELECASTING said they had long ago starting preparing for the arrival of UHF by designing and/or testing various types of conversion equipment. At least two-score types of tuners, adapters and converters have been built and tested.

No fears have been expressed about ability of present sets to pick up UHF signals of VHF quality with the use of conversion techniques. With arrival of UHF service, manufacturers will be marketing sets that tune the 12 VHF channels along with the new UHF channels.

Price Range $10 to $50

In general, the prices for conversion range from as low as $10 up to $50, depending on the type of receiver. Many manufacturers using turret tuners explain that simple addition of tuning strips or plugs will permit UHF reception on two or more of the VHF channels in present tuners. In the case of continuous tuners, addition of a coil plus possible other changes will do the job.

Where sets have been built without thought of UHF, simple converters can be attached to receivers. These, of course, are more complicated and expensive than tuners. One type of adapter for continuous tuners adds an extra concentric knob with belt-driven channel selector.

"Radio-television manufacturers have solved the engineering problems involved in making UHF transmitting and receiving equipment and are prepared to take and fill orders promptly," said Glen McDaniel, president of Radio-Television Mfrs. Assn.

"UHF converters and tuning strips will be available to VHF set owners wherever UHF stations are constructed, and receivers with built-in UHF reception facilities will be ready for new television areas. It does not appear that any shortage of materials will restrict the supply of these devices in the immediate future.

Materials Outlook Good

"While the effect of lifting the TV freeze will be psychological at the outset rather than an actual upsurge in business, we anticipate a gradual and steady increase in the production and sales of TV transmitters and receivers for a number of years."

The TV station freeze thaw will not find telecasters wanting for raw materials the last half of this year. The industry has been reassured on this score by Henry H. Fowler, National Production Authority Administrator, who described construction controls as "reasonably unfrozen." He had told NARTB convention delegates early this month that construction will be permitted "on a fairly regular scale" [B•T, April 7].

Despite the current steel upheaval, structural steel probably will remain in ample supply for new TV stations and current alteration projects after July 1. NPA authorities foresaw no appreciable change in the picture at the end of last week.

This means that the handful of new TV stations expected to commence operation by year's end will receive sufficient materials to meet their goals. Additionally, NPA already has indicated that construction now underway by existing radio-TV broadcasters can be completed and that other major projects not yet begun may be planned with reasonable assurance of materials [B•T, March 24].

Further tipoff was given by the government last week with issuance of approvals for virtually all radio-TV applicants (see separate story page 28).

In instances involving minor alterations or remodeling, broadcasters may continue to write their own tickets for steel, copper and aluminum.

There is less of a problem concerning metals for radio-TV receivers and related products, with manufacturers expecting to meet their 1952 set quotas. No question will arise until 1953 when the growth of new TV station markets could pose a materials problem, it was felt.

Stromberg-Carlson Co. was one of the first manufacturers to put a UHF converter on the market, said Stanley H. Manson, manager of advertising and public relations. The unit retails for $49.50 and is in production. The new line of Panoramic vision models includes a strip tuner. Set owners can put in as many as six UHF strips.

Crosley Plans Ultratuner

Crosley Division, Avco Corp., also has a UHF continuous tuner or converter on the market, according to Leonard F. Cramer, assistant general manager. It is known as the Ultratuner. When UHF reception is available, he said, Crosley will make available two-band continuous tuners receiving both VHF and UHF. These will cost possibly $20 or $30 more list, depending on cost of new tubes not yet in

(Continued on page 38)

HURRY & BUY TACTIC
Urged by Some Set Dealers

RELEASE of FCC's new TV allocation brought forth high-pressure advertising by set dealers in one city which does not now have any television service.

Heeding the public hunger for service, some of the newspaper advertising copy implied that pictures would be flooding the area overnight.

An advertisement in a Tampa, Fla., newspaper, proclaimed that Florida "gets 58 TV channels; Tampa-St. Pete area granted 4 outlets as U. S. lifts 2-year-old freeze." Then followed this message:

"More than 2,000 new TV stations to operate shortly. There will be a terrific demand for TV sets. Don't wait for television shortage. Don't wait for prices to go up. Buy Now . . . ."

Legal, Scientific Opinion Divided

IS ANYONE going to take the FCC's final TV allocations report to court?

That was the $64 question last week, following the issuance of the long-awaited end-of-freeze announcement [B•T, April 14].

The answer seems to be: There's lots of talk about going to court, but none among the Washington legal and engineering fraternity can say for sure yet.

There is less question, however, on whether anyone will go to court in specific city instances. Several Washington attorneys have virtually promised to take just that action.

One prominent attorney flatly stated that he would go to court on behalf of one client to protest the "mathematical rigidity" of the allocations plan. He felt that his first move would be to petition the FCC for reconsideration of its decision regarding his client. This has to be filed within 20 days after publication of the Sixth Report and Order in the government's *Federal Register*.

It is doubted whether any attempts at litigation will be made prior to August.

Zenith Will Sue

However, only loser that has publicly stated it would go to court is Zenith Radio Corp., Chicago radio-TV receiver manufacturer. Zenith, a pre-freeze applicant for Channel 2 in Chicago, had protested Commission's proposal to change WBKB (TV) frequency from Channel 4 to Channel 2. Final report made this change definite, and Zenith stated, according to newspaper reports, that it would fight the decision in court.

Before Zenith does that it probably will re-file its petition asking the FCC to rescind its decision changing the WBKB assignment, it was understood. Zenith was among a number of petitioners whom the Commission denied, but indicated that further petitions could be filed.

There was no clearcut consensus on the Commission's final report. Most broadcasters and manufacturers hailed the decision as the beginning of a new era in TV's growth to major communications size (see comments in separate story on page 70).

Most Washington attorneys and engineers expressed unhappiness with the report but figuratively shrugged their shoulders, claiming they could "live with it." Their concern was primarily with the methods of processing applications and how soon their clients might

(Continued on page 48)

NEWS SHOWS

More Sponsors Are Signed

By FLORENCE SMALL

AT LEAST eight advertisers figured in important actions last week with the most significant development being a perceptible drift to news shows, presumably as a result of heightened public interest in that form of program during an election year.

Gulf Oil Corp. is understood to be considering at least 10 to 15 markets for radio news shows which will be placed on a local basis and start in June.

Gulf, which sponsors *We the People* on NBC-TV (Friday, 8:30-9 p.m.), meanwhile announced that the editors of *Life* magazine will produce that program during the forthcoming political campaigns and conventions, starting May 9 for 13 weeks.

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66), which is sponsoring six quarter-hour news shows weekly in 28 radio markets, starting the last week in April, will sponsor half-hour *Telesport Digest* with Harry Wismer once a week on 18 television stations. Agency is Lambert & Feasley, New York.

New York, New Haven and Hartford railroad will sponsor five 15-minute programs a day on WHDH Boston directly from Chicago during the national political conventions there in July. The programs, Station Manager William B. McGrath said, are believed to represent the first such instance of convention reporting by a Boston outlet. The railroad, through Chamber & Wiswell, Boston, also will sponsor WHDH coverage of Massachusetts primaries April 29 and of national voting next November.

Armstrong Rubber Co., West Haven, Conn. (tires), on June 2 will start a test campaign in St. Louis and Des Moines, sponsoring newscasts in those cities. Maxon Inc., New York, is the agency.

Other advertisers who figured in transactions last week include Warner-Hudnut Co., Bymart-Tintair Inc. and Mohawk Carpet Mills.

Studying Summer Spots

Warner-Hudnut, which a fortnight ago cancelled its Walter Winchell show on ABC radio because of the news commentator's illness [B•T, April 7], is contemplating a radio spot campaign for the summer and is expected to spend over a million dollars in a network television show next fall. Kenyon & Eckhardt, New York, is the agency.

Bymart-Tintair, in what Executive Vice President Phil Kalech said is an "attempt to get a more powerful penetration into rural and urban markets than we were able to achieve in our first year of television advertising, when we confined ourselves to the more spectacular but less comprehensive television advertising," is releasing a schedule of advertising on 132 radio stations and 38 TV stations, starting this month, with about 25 spots per week on each station.

"Through market tests," Mr. Kalech said, "we have learned that Tintair now enjoys more than half of the home hair coloring market in the United States and that Clo, the new shampoo, which was introduced in the eastern seaboard as recently as March 1, 1952, has now become the leading selling shampoo on the market. Clo is now being introduced nationwide." In addition, the company announced that it had entered the Canadian market and would use newspapers and radio. Phelwood Distributors, Toronto, Ont., will manufacture and distribute to wholesalers and retailers in the Dominion the complete line of Tintair products.

Mohawk Carpet Mills, Amsterdam, N. Y., supplementing a radio spot campaign already underway, is scheduling a television spot series on 46 TV stations in the country's first 32 markets starting this month.

The cartoon spots feature "Mohawk Tommy," Indian character newly created for the carpet company's advertising.

The firm's radio spots began March 24 on 94 radio stations in 65 markets.

The intense tri-media (radio, TV and newspapers) advertising campaign is in support of the Mohawk "Spring Carpet Festival" being carried out beginning with the carpet fashion opening in retail stores handling Mohawk carpets.

Discussing the Gulf-*Life* teamup, Gulf President S. A. Swensrud said: "The next few months are bound to be important ones in the political history of the country and in order to bring to the people an interesting and dramatic presentation of all sides of the picture we have invited the editors of *Life* magazine to produce *We, the People* and to bring to the program their great journalistic background and resources."

Andrew Heiskell, publisher of *Life*, said: "We are delighted at this opportunity to undertake an important public service by examining the Presidential contest and the big issues which face the American people. We hope to present the dramatic picture of the current political scene each week."

The Gulf executive emphasized that *Life* will act solely as the program producer and that this arrangement does not constitute joint sponsorship.

Young & Rubicam, New York, is the agency for Gulf and *Life*.



THOMAS F. O'NEIL (l), president, Thomas S. Lee Enterprises, shakes hands with Harry Wismer, radio-TV commentator, after signing contract under which Mr. Wismer joined the Lee firm in an executive capacity [B•T, April 14].

POLITICAL TIME

'Block' Periods Suggested

BLOCKING of time periods for paid political radio and TV programs during the pre-election weeks was advocated Thursday by members of the Senate Subcommittee on Privileges and Elections.

The subcommittee is studying ways of modernizing election laws, including upward revision of the 1925-established limits on the sums that can be spent in campaigning.

Legislation to give radio and TV stations and networks libel relief because of their inability to control remarks by candidates also is being considered by the subcommittee.

Spokesmen for CBS opposed legislation designed to give libel relief. This is contrary to the position taken by most of the industry.

The idea of setting aside time periods during Presidential campaigns was offered by Sen. A. S. Monroney (D-Okla.), subcommittee member, as a means of saving money and obtaining desirable hours. Like Chairman Guy M. Gillette (D-Iowa) and Thomas C. Hennings Jr. (D-Mo.), he was searching for ways to keep down the cost of telecasts and broadcasts.

Subcommittee members wondered about payment of the 15% agency commissions on network time charges when sponsored programs are pre-empted by political programs. They questioned, too, the non-cancellable talent costs that go along with pre-empted time periods.

Adrian Murphy, president of CBS Radio, and Joseph V. Heffernan, NBC financial vice president, expressed interest in the time-blocking idea though Mr. Murphy doubted if much money would be saved parties and candidates. Sen. Monroney suggested that industry representatives get together and reserve political time in the autumn.

Mr. Murphy presented the broadcasting case to the subcommittee, flanked by Julius F. Brauner, counsel. Mr. Heffernan gave the TV story. He was accompanied by Hugh M. Beville, NBC director of plans and research; Davidson Taylor, general production executive, and James E. Greeley, counsel.

Asked his views on the idea of blocking time in advance during Presidential campaigns, Mr. Heffernan said it might be possible "to work something out." He added that NBC confines its privilege of pre-empting sponsors' time and selecting hookups to political advertising.

Industry Spokesman

When Sen. Monroney asked if the industry had an association that could make such arrangements, Mr. Heffernan said NARTB serves the industry as trade association. He noted, too, that NBC's SPAC committee meets later this month and perhaps could consider the idea.

Subcommittee fears that commercial sponsorship of the national conventions on TV might be dominated by beer plugs at exciting moments were eased by Messrs. Murphy and Heffernan. They explained that the major parties have veto power over the three sponsors —Philco (NBC), Westinghouse (CBS) and Admiral (ABC). They explained the video sponsorship will be dignified and plugs will not be inserted at critical moments.

Sponsorship insures the largest possible number of stations on the networks, the subcommittee was told, with advertising fees only partly compensating for cost of installations and coverage.

In the discussion of radio's libel dilemma, Messrs. Brauner and Murphy said CBS prefers the hazards of damage suits to the protection of legislation that might force the network to refuse its facilities to a candidate. Most of the radio-TV industry members, including NARTB, advocate protection by state and federal statutes because of their lack of control over libelous statements. Many states have enacted such statutes.

On behalf of radio, Mr. Murphy said it is still the most economical medium for reaching the people. Only an "insignificant increase in cost-per-thousand" has occurred since 1944, he said.

Mr. Heffernan said TV may be able to deliver an audience "for about three-tenths of a cent for each person of voting age reached. With the exception of network radio, we believe this is a lower cost than that of any national medium. Our studies and those of others also indicate that television is the only national medium for

(Continued on page 32)

MEDIA SEIZURE

Truman View Held 'Yes'

RADIO and television stations can be seized by the government any time the President sees fit, judging by the tenor of a statement made Thursday by President Truman.

Newspapers, too, face the same prospect, according to some interpretations of the President's comment, made at a news conference held in connection with the convention of the American Society of Newspaper Editors, held in Washington.

This is believed to be the first time such a threat to newspapers has been implied by President Truman.

Col. J. Hale Steinman, co-publisher of the Steinman newspapers which own the Steinman radio and television stations, in Pennsylvania and Delaware, asked the question that inspired the Presidential observation.

"You have seized the steel mills, Mr. President," Col. Steinman said. "Can you also seize newspapers and radio stations?"

The President, obviously not relishing the query, answered quickly in this way: Under certain circumstances the President must act in the best interest of the country. He then turned quickly to another editor who had taken the floor to ask a question on another subject.

Radio and TV stations under Sec. 606(C) of the Communications Act are subject to seizure in case of war, threat of war or other national disaster, or to preserve neutrality. The President upon proclamation may close or commandeer communication stations and equipment. Legislation enacted last year (S 537) amended the Communications Act to give authority to seize "electromagnetic communications" devices in case of emergency. Subsequently President Truman issued an Executive Order implementing the law [B•T, Dec. 17, 1951].

After the Presidential news conference, Col. Steinman told BROADCASTING • TELECASTING that Mr. Truman's remarks pose extremely serious issues.

"I was very serious in asking the question," he added.

Several prominent editors were quoted by Associated Press as being critical of the President's response to Col. Steinman. The wire service quoted them as follows:

● Alexander F. Jones, *Syracuse Herald-Journal*, ASNE president—"If he has the power to seize steel mills and radio stations, I see no reason why he does not have the right to seize farms on the basis that the cost of food is too high. . . . The reason he would never do that is a matter of several million votes but the principle is the same."

● E. K. Gaylord, *Daily Oklahoman* and *Oklahoma City Times* and WKY-AM-TV—"If the President could do that we're pretty close to dictatorship."

● George W. Healy Jr., *New Orleans Times-Picayune* — "If the President has that power we don't have a democratic government."

● Lester Markel, *New York Times* (Sunday)—"There is a question whether he should have seized the steel mills. Even if you consider that, the seizure of radio and newspapers goes far beyond and raises much deeper questions. The steel mills are not organs of public opinion, but the newspapers are."

Earlier, the manner in which radio and TV were used by the President to announce seizure of the steel mills was singled out for editorial criticism by the *Christian Science Monitor*. In an editorial, "Steel and Politics," the *Monitor* on April 10 stated in part:

The manner of the seizure is no less disturbing than the fact. Seizure without due process of law is accompanied by a direct radio appeal which seeks prejudging of the case by the public before the courts can act. We don't believe Mr. Truman means to be a dictator, but here is a method dictators use.

Eric W. Stockton

ERIC W. STOCKTON, board chairman, Stockton-West-Burkhart Inc., Cincinnati-New York advertising agency, died unexpectedly April 16 at his home in Cincinnati. Survivors include his wife, two sons and a sister.

FEBRUARY GROSS

Further Reflects TV Rise

GROWTH of television as an advertising medium is spotlighted by Publishers Information Bureau's reports on the volume of advertising on the radio and TV networks during February. Totals for both radio and TV were less than in January, however.

Not only does the February TV network gross time sales revenue of $14,786,047 top the month's radio network gross of $13,560,948, but the TV networks during the month broadcast programs sponsored by 192 advertisers, 16 more than the 176 who sponsored programs on the four major radio networks.

And, although the maximum number of stations carrying any sponsored TV network show was 62, in contrast to the 536 stations broadcasting the most widely disseminated network radio programs, with the average radio network comprising three or four times as many stations as the average TV network included, the average ex-

(Continued on page 32)

TABLE I

TOP TEN RADIO NETWORK ADVERTISERS FOR FEBRUARY 1952

1.	Procter & Gamble Co.	$1,372,937
2.	Sterling Drug	621,946
3.	General Foods Corp.	619,972
4.	Lever Bros. Co.	584,126
5.	Miles Labs.	570,326
6.	General Mills	478,904
7.	Liggett & Myers Tobacco Co.	442,551
8.	American Home Products Co.	388,184
9.	Philip Morris & Co.	353,950
10.	Colgate-Palmolive-Peet Co.	326,467

TABLE II

LEADING RADIO NETWORK ADVERTISERS IN EACH PRODUCT FOR FEBRUARY 1952

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 31,052
Apparel, Footwear & Access.	Brown Shoe Co.	14,045
Automotive, Auto. Access.	Electric Auto-Lite Co.	69,968
Beer, Wine & Liquor	Pabst Brewing Co.	64,216
Building Materials, Equip. & Fixtures	Johns-Manville	65,670
Confectionery & Soft Drinks	Coca-Cola Co.	156,715
Consumer Services	A T & T Co.	61,787
Drugs & Remedies	Sterling Drug	574,473
Food & Food Products	General Foods Corp.	613,508
Gasoline, Lubricants & Fuels	Standard Oil of Indiana	97,503
Horticulture	Ferry-Morse Seed Co.	11,034
Household Equip., Appliances & Supplies	Philco Corp.	131,500
Household Furnishings	Armstrong Cork Co.	33,136
Industrial Materials	U. S. Steel Corp.	97,560
Insurance & Banks	Prudential Insurance Co. of America	125,571
Jewelry, Optical Goods & Cameras	Longines-Wittnauer	91,680
Office Equipment, Stationery & Writing Supplies	Hall Brothers	65,984
Political	California Independent Republican Delegations Committee	704
Publishing & Media	Time Inc.	59,856
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	57,910
Retail Stores & Shops	Dr. Hiss Shoe Stores	1,338
Smoking Materials	Liggett & Myers Tobacco Co.	442,551
Soaps, Cleansers & Polishes	Procter & Gamble Co.	849,424
Toiletries	Procter & Gamble Co.	387,513
Transportation, Travel & Resorts	Assn. of American Railroads	61,045
Miscellaneous	American Federation of Labor	97,608

ENGINEERING FIRM

Three Form in D.C.

ESTABLISHMENT of the radio-TV consulting engineering firm of Vandivere, Cohen & Wearn in the Evans Bldg., Washington, was announced last week. The three partners had been associated with the engineering firm of Weldon & Carr.

Edgar F. Vandivere was graduated from Emory U. in 1934 and earned a graduate degree at Duke U. in 1935. After teaching at Clemson College, he joined the FCC in 1942, leaving in 1951 from a position as a branch chief in the Technical Research Division to join Weldon & Carr as senior physicist.

Jules Cohen was graduated with an E.E. from the U. of Washington in 1938. He served with the Navy during World War II, attaining the job of executive officer of the Electronics Division, Commander, Service Forces, Pacific Fleet. He joined Weldon & Carr in 1945.

Wilson C. Wearn is a 1940 electrical engineering graduate of Clemson College. He served with the Army during World War II and then taught electrical engineering at Clemson. He later was a technical expert with the FCC Hearing Division. He joined Weldon & Carr as a senior engineer.

TABLE III

COMPARATIVE GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR FEB. 1952, JAN.-FEB. 1952, FEB. 1951 AND JAN.-FEB. 1951

	1952		1951			1952		1951	
	Feb.	Jan.-Feb.	Feb.	Jan.-Feb.		Feb.	Jan.-Feb.	Feb.	Jan.-Feb.
Agriculture & Farming	60,039	120,026	59,354	118,115	Insurance	295,484	585,412	239,181	482,423
Apparel, Footwear & Access.	23,405	46,810	121,521	251,645	Jewelry, Optical Goods & Cameras	91,680	183,060	100,792	201,584
Automotive, Automotive Access. & Equip.	275,547	)682,155	231,239	828,928	Office Equip. Stationery & Writing Supplies	65,984	147,109	70,728	141,456
Aviation, Aviation Access. & Equip.	.....	.....	.....	.....	Political	704	704	.....	.....
Beer, Wine & Liquor	187,498	385,766	303,582	646,364	Publishing & Media	72,737	133,887	41,123	119,479
Building Materials, Equip. & Fixtures	65,670	138,346	97,699	210,227	Radios, TV Sets, Phonographs, Musical Instruments & Access.	121,017	227,793	159,703	324,038
Confectionery & Soft Drinks	541,366	1,088,496	490,429	1,037,323	Retail Stores	1,338	2,286	1,056	2,112
Consumer Services	173,445	400,195	318,814	564,451	Smoking Materials	1,589,023	3,359,460	1,697,603	3,541,568
Drugs & Remedies	1,766,049	3,658,742	2,013,318	4,310,959	Soaps, Cleansers & Polishers	1,450,529	3,008,648	1,625,400	3,438,089
Food & Food Product	2,283,238	6,691,416	3,742,164	7,876,452	Toiletries & Toilet Goods	1,925,181	4,025,584	2,068,325	4,465,186
Gasoline, Lubricants & other fuels	446,579	921,087	519,632	1,093,931	Transportation, Travel & Resorts	91,312	182,624	121,324	249,474
Horticulture	11,034	11,034	12,042	12,042	Miscellaneous	389,917	754,399	420,813	865,384
Household Equip. & Supplies	329,887	681,409	171,753	371,115					
Household Furnishings	97,280	206,642	68,112	136,446					
Industrial Materials	203,005	419,408	172,068	360,393	TOTALS	13,560,948	28,062,498	14,957,775	31,649,184

CONSTRUCTION

NPA Issues More Grants

A BLANK check for construction permits and materials allotments virtually has been issued to the nation's building-minded radio-TV broadcasters, according to a progress report on station projects revealed by allocation authorities last week.

A summary of applications prepared by the Industrial Expansion Division of the National Production Authority showed that numerous broadcast bids had been approved through April 11 and others were pending with assurance their projects would be completed.

The breakdown, which spells out NPA's construction grants for the second quarter announced last month [B•T, March 24], covered these radio-TV broadcasters:

NBC projects in Hollywood, Burbank, New York and Brooklyn; CBS in Los Angeles and Chicago; ABC in San Francisco; Allen B. DuMont Labs. in New York; WNBF-TV Binghamton, N. Y.; WCAU-AM-FM-TV Philadelphia; WHEC Rochester, N. Y.; WTMJ-TV Milwaukee; WDAF-AM-TV Kansas City, Mo.; WHUM Reading, Pa.; WJBK-TV Detroit; and others, including community TV antenna interests. (See table)

At the same time, the Commerce Dept. lifted its short-term freeze on steel deliveries for civilian uses and the Defense Production Administration announced that third-quarter steel quotas would double the April-June allocation for commercial building. It was indicated that industrial (radio-TV) supplies would ease as well. Commerce Secretary Charles Sawyer predicted that steel output "will very shortly be back to normal," thus indicating an ample supply in the months ahead for radio-TV broadcasters as predicted by NPA Administrator Henry Fowler [B•T, April 7].

Probable Grants Noted

The accompanying table shows allotments granted both for construction permits and quotas of materials for the first two quarters. In those instances where approval was not indicated the application was pending with every likelihood of being granted in subsequent quarters.

Applications still pending at NPA included those of NBC, WHUM Reading, Pa., WJBK-TV Detroit and three community TV and other firms—Lycoming Television Co., Williamsport, Pa.; Southern Radio-TV Co., Miami Beach, Fla., and Havens & Martin, Richmond, Va.

Of the seven NBC projects listed, four have been publicly approved, including the network's bid for materials to construct new facilities at Burbank, Calif. Actually, this two-studio project was scaled down from $25 million and, while NPA listed the value at $5 million-plus, the estimate is closer to $2.7 million [B•T, March 17, 10]. Work has begun, however, on the projects still pending, with the result the network will be able to complete them in Rockefeller Center, New York and in Hollywood.

Meanwhile, NBC will erect two additional studios on the 49-acre Burbank property, it was reveiled in Hollywood.

NBC has been granted the "go ahead" by NPA for the second unit of buildings. Approval of the network's application covers the third quarter of this year and will make available critical materials necessary.

NBC recently broke ground for the first studio unit, to be ready by Oct. 1 [B•T, Mar. 24]. With NBC New York executives' approval on plans, the second unit is expected to be completed by year's end. O. B. Hanson, NBC New York vice-president in charge of engineering, was in Hollywood during early April blueprinting plans.

ABC is moving ahead with work on studios and offices in San Francisco on the strength of two quarterly grants, while DuMont Labs. reports similar progress on two WABD (TV) New York projects. Company has applied through the third quarter.

* * *

GRANTS ANNOUNCED IN NPA PROGRESS REPORT

(T—Indicates Application Pending; A—Approval Given; Quarter Covered in Application; * Not Given)

Applicant & Locality	Project	Amount	% Completed	Quarter	Allotment
Vermont TV Inc., Barre, Vt.	TV	$26,000	60%	1, 2, 3, 4	A
NBC Hollywood	Radio-TV Studios	67,000	*	1	T
NBC Brooklyn	TV Studios	115,000	*	1	A
NBC New York	TV Studios	135,000	2%	1	A
NBC New York	Radio-TV	85,000	*	1	T
NBC New York	TV Studios	75,000	*	1	A
NBC New York	Radio-TV	90,000	*	1	T
Clark Assoc.. Binghamton, N. Y.	TV Studios-Office	300,000	*	1, 2	A
CBS Los Angeles	TV Center	5,300,000	45%	1, 2, 3	A
DuMont Labs., N. Y.	WABD (TV) Studios	1,750,000	23%	1, 2, 3	A
WHEC Rochester, N. Y.	Radio-TV	419,023	*	1	A
Desert TV Co., Las Vegas, Nev.	TV Station (Applicant)	173,942	*	1	
WCAU-AM-FM-TV, Lower Merion Township	Radio-TV Studios	2,740,000	60%	1	A
WHUM Reading, Pa.	(TV Applicant experimental station)	125,000	*	1	T
ABC San Francisco	Radio-TV Studios	600,000	*	1, 2	A
WTMJ-TV Milwaukee	TV Studios	307,937	*	1, 2	A
WDAF-AM-TV Kansas City	Radio TV Outdoor Studios	700,000	72%	2	A
DuMont Labs., N. Y.	WABD (TV) Studios	175,000	*	2, 3	A
WJBK-TV Detroit	TV Studios	299,504	0	2, 3	T
CBS Chicago	Radio-TV	(Not Shown)	0	2	A
Lycoming TV Co., Williamsport, Pa.	Community TV Antenna Sys.	350,000		1, 2, 3, 4	T
Southern Radio-TV Co., Miami Beach, Fla.	TV Antenna Tower	50,000		3	T
Havens & Martin, Richmond, Va.	TV	150,000		3	T
NBC Burbank, Calif.	TV Studios	5,650,000		2, 3	A

CBS Material Guarantee

CBS reported its Los Angeles TV center as 45% complete, with guarantee of materials through the third quarter. CBS also applied for materials to erect facilities now in the International Amphitheatre in Chicago for the Democratic and Republican National Conventions in July and received NPA approval.

Not shown in the breakdown were Tampa Broadcasting Co. (WALT Tampa, Fla.), which was exempted on alterations estimated at $7,500, and KWTX Broadcasting Co. (KWTX Waco, Tex.), exempted similarly on station alterations for $71,680.

Details on other broadcast projects and on community TV projects are shown in the table. Many of them involve applications filed with NPA over the past eight months [B•T, Sept. 24, 1951, et seq.].

NATIONAL SPOT

NARTSR Shows Advantages

NATIONAL spot radio's flexibility in meeting advertisers' individual needs economically and effectively is stressed in a new presentation unveiled by the National Assn. of Radio & Television Station Representatives last week and being shown now to advertisers and agencies.

The presentation emphasizes that markets differ individually, product distribution varies from market to market, markets desired in sales campaigns often vary, high listenership periods are not uniform among stations, and listening tastes are different. In NARTSR's view, the best way for an advertiser to reconcile all these and other variances to his own advantage is to purchase time on a national spot basis.

"For most advertisers most of the time," the presentation asserts, national spot is the "most effective medium," affording "complete flexibility" in time, programs, markets, stations and budgets.

It also suggests that national spot and network radio should be regarded as separate media.

Spot, it notes, is the only national medium which has enjoyed continuous growth for 15 years—having gained in volume from $13.8 million in 1935 to an estimated $134 million in 1951. Spot's 1935-1950 gain of 771% is compared to a 269.7% rise in network business during the same period.

As evidence of national spot's effectiveness, NARTSR cites advertisers who have used the same station or stations for 10 years or longer, including Household Finance, BC Headache Remedy, Rapin-Wax, Texas Co., Stanback, J. A. Fogler, Carter Pills, Dr. Caldwell, McKesson & Robbins, Phillips Petroleum, St. Joseph's Aspirin, Conoco Motor Oil, Socony-Vacuum and Colgate.

It is pointed out that *Esso Reporter*, as another example, was placed on 11 stations in 10 markets in 1935, whereas in 1951 it was on 52 stations in 49 markets.

FCC Figures Cited

From the station's standpoint, it is stressed that 70% of the spot dollar goes to the broadcaster, compared to 30% of the network advertiser's dollar.

FCC figures are cited to show that, in 1950, clear-channel station income came 27.2% from network business, 50.7% from spot and 22.1% from local sales. For regional stations: 19.4% network, 31.4% spot, 49.2% local. For local stations: 9.9% network, 13.5% spot, 76.6% local.

Emphasizing the market-to-market variations in brand popularity, NARTSR officials reported that BAB-O ranked first in its field, nationally, "until a national spot campaign for Ajax put Ajax in first place."

As evidence of spot's flexibility in choice of markets, the presentation notes that the Borden Co. uses one station to promote its cheese, 35 stations in 31 markets for Starlac, 72 stations in 61 markets for evaporated milk and 86 stations in 68 markets for Borden products. Of the latter 86, it is pointed out, 24 are CBS affiliates, 23 ABC, 15 NBC, 11 Mutual and 13 are independents.

The presentation was developed by Murray Grabhorn before he left the NARTSR managing directorship to join the Edward Petry & Co. representation firm a few weeks ago. It was shown to newsmen at a luncheon Tuesday by T. F. Flanagan, now managing director of the association. Other NARTSR leaders on hand included Joseph J. Weed of Weed & Co., president; Eugene Katz, Katz Agency; Robert D. C. Meeker, Robert Meeker Assoc., and Russell Woodward, Free & Peters.

One of the country's biggest finance companies, a $123 million business, will celebrate its 25th birthday next July. Its founder and board chairman, in this special report, tells how radio helped build his enterprise from a single office operated by him and his wife to its present bigness—150 offices and 975 employes.

EIGHT BELLS, ALL'S WELL FOR SEABOARD

By WILLIAM A. THOMPSON
FOUNDER AND CHAIRMAN OF THE BOARD, SEABOARD FINANCE CO.

IT WAS a tribute to the penetration of radio advertising when newsboys sounded bicycle bells and sang out "Eight bells and all is well" as they smacked their newspapers against entrances of Seaboard Finance Co. offices in California back in 1940.

Seaboard had been a radio advertiser for three years, first by purchasing time signals and then with sponsored programs. From the beginning, the ringing of ship's bells marking the hour had been the maritime theme preceding the Seaboard commercial.

Proof that the company's advertising dollar had been well spent was on more businesslike and authoritative records in its files. The bicycle bells, however, were still a pleasant dramatization of the statistics.

By this time we were quite thoroughly sold on this medium of advertising in areas in which we had tried it. We gave every credit except one—in the beginning we elected to *buy* radio time; no station or network representative had approached us to *sell* us so much as a spot announcement.

First in Field

Seaboard Finance Co. was first in its field in the Los Angeles area to become extensive radio advertisers. We believe that we were also first nationally. We have never checked for verification.

When we embarked on a testing program of radio time in 1937, Seaboard was then a comparatively young company (we celebrate our 25th anniversary on July 1, of this year), with 22 offices in California only and an annual volume of business of $3,949,000.

Today Seaboard is represented by 150 offices in 23 states. Volume of business for 1951 was $123 million.

When Seaboard opened the doors of its first office, a small frame house at 2514 So. Figueroa St., in Los Angeles, on July 1, 1927, personnel consisted of two—my wife and me.

Our capital was my experience as general manager of a small chain finance company, a small amount of money, and a fair amount of credit. The latter was important since the money we had on hand was only $2,790.

Seaboard not only weathered the depression when sturdier firms failed, but it grew. The personnel was expanded to include 975 employes. Among those who came to us in our first years, six are still with the company. First earnings went back into the company to provide working capital. In 1935, Seaboard for the first time sold stock to persons not employed by the company.

We attribute our present place in the finance field (fourth largest in the United States) in large measure to adhering to one rule in every phase of operation—absolute honesty. And we also believe that it was this rule applied to our advertising copy for radio which has brought, and continues to bring us, successful results.

Seaboard specializes in small loans—loans for radios, refrigerators, other household appliances and furnishings (hard goods); accumulated bills, medical expenses and money for other human emergencies. We also loan large sums of any denomination, in states where there is no loan limit, but it was and is to the small borrower that we direct our radio advertising copy.

In our thinking, it was poor business to encourage anyone to ask for an unwarranted loan or to permit him to borrow beyond his ability to repay without hardship. Either would be a disservice, instead of the personal service on which the policy of our company is predicated.

Some years prior to 1937, we had made one abortive venture into radio advertising. Our returns seemed slight for the money spent. We learned, however, in the light of later experience that had we spent more the over-all returns would have been more satisfactory. But as it was, we pigeon-holed the idea of radio for us.

Then at a dinner, I met Frank Bull and Dick Smith, partners in the advertising firm of Smith & Bull, with whom I had had a slight earlier acquaintance.

They were both crusaders for radio advertising and pointed to its successful use by many of their agency clients. Mr. Bull, a sportscaster and disc jockey as well as advertising specialist, was extremely articulate.

Soliciting or Not?

And the emphasis of both men was consistently on "radio time rightly placed and rightly used." Neither was soliciting the Seaboard account — or perhaps they were. I've never been quite sure.

I believe I closed the discussion that night with a polite, "Well, you may be right but our one experience with radio was unrewarding."

Three days later, after thinking over the conversation, I phoned the advertising partners and asked them to come to my office to discuss the matter further. Before they left my office that night, Smith & Bull were advertising representatives for Seaboard. And we were committed to trying radio again.

The initial program laid out for testing was the purchase of time signals on independent Los Angeles stations. The ship's bells insignia, which so amused us when newsboys took it up and which we still use, were fixed on as our signature.

And it was agreed that results both as to applicants directly traceable to our radio advertising as well as true representation were to be checked and analyzed thoroughly.

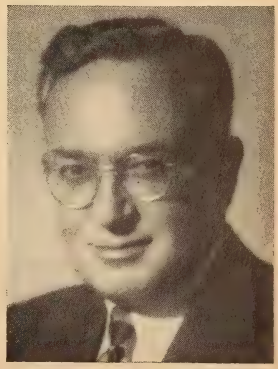
To do this, our loan application blanks were changed to carry a detachable portion on which was indicated whether the applicant had been sent to us by word-of-mouth, or some one advertising medium. (We also used direct mail and newspaper advertising.) Interviewers were then instructed to give a detailed report of each applicant's picture of borrowing possibilities.

Information relative to applicant sources and inferences drawn from advertising copy were then relayed to Smith & Bull. Any announcement that in any way could be considered misleading, was changed immediately.

Back in 1937 semantics was not so popular a subject as it is today. We soon learned, however, that a single word, though technically correct, could produce an erroneous picture in the mind of the hearer.

Those round-the-clock time signals on local stations proved

(Continued on page 58)



Mr. THOMPSON

NEWS AWARDS

For Smith, Murrow, Davis

"EXCELLENCE of presentation and interpretation of foreign news" was basis for judging seven annual awards of the Overseas Press Club, announced Friday.

Three of the awards went to broadcasters:

Howard K. Smith, CBS Radio European news chief, won for "the best consistent radio reporting from abroad." Mr. Smith is on CBS Radio from 12:30-12:45 p.m., Sundays during *World Affairs Report* and at frequent intervals on the 8 a.m. daily *World News Roundup* and other CBS Radio newscasts.

Edward R. Murrow, CBS Radio newsman, editor of CBS-TV's *See It Now* and, with Fred Friendly, co-producer of the same program, won the Overseas Press Club award for "the best consistent television presentation of foreign news." Mr. Murrow has been honored by the group previously in 1940, 1948, and 1950.

Elmer Davis, veteran news analyst of ABC, won the award for "the best radio interpretation of foreign news." Mr. Davis' analyses are on ABC radio, Monday through Friday, 7:15-7:30 p.m. EST.

Other awards, voted by secret ballot of 700 present and former foreign correspondents, went to:

William Oatis, prisoner of the Communists in Czechoslovakia, who won the $500 George Polk Memorial Award for consistent demonstration of courage beyond the call of his profession. (Mr. Polk was an American newsman who disappeared mysteriously in Norway a few years ago.)

Frank Noel, Associated Press photographer now a prisoner of the Chinese Reds, for "the best interpretative picture" to illustrate foreign news of the year.

Cyrus Sulzberger of *The New York Times* for the best consistent press reporting of foreign news.

Joseph and Stewart Alsop of *The New York Herald Tribune* for the best press interpretation of foreign news.

Presentation of the awards will be made at the club's annual dinner, to be held at New York's Waldorf-Astoria Hotel, May 7, the seventh anniversay of V-E Day. John Daly, club president and moderator of CBS-TV's *What's My Line?* will preside.

Meighan Returns

HOWARD S. MEIGHAN, suddenly replaced by Adrian Murphy as president of CBS Radio in mid-March [B•T, March 17], was back at work at CBS last week after a vacation which started immediately after the executive realignment. Officials explained that he was returning to Columbia's "General Executive Group," concerned with overall policy problems of the company, as scheduled when he relinquished the radio network presidency.



PLANNING final details for retail sales campaign which opened yesterday (Sunday) are George Johnston (seated), general manager of Drug Merchandise Guild, and (standing, l to r) Frank J. Miller, treasurer, Maudsley-Miller Adv.; Homer Griffith, agency account executive; Alex Keese, manager, WFAA-570 Dallas; Robert Sherry, drug firm district sales manager; Terry Lee, WFAA-TV sales manager, and Buell Herman, Dallas manager for Edward Petry & Co., station's national representative. Contract calls for 12 quarter-hours weekly on WFAA-570 and a nightly sportscast plus a weekly film over WFAA-TV.

BMI CLINICS

Eight Meetings Set On West Coast

WITH regional or state broadcaster associations acting as host and involving two separate sets of speakers, eight BMI radio program clinics are to be held in the western states starting next Monday (April 28) through May 9.

★

Jim Cox, BMI West Coast representative, will be chairman and moderator of the clinics, with Glenn Dolberg, director of station relations, also participating in sessions.

Traveling speakers and their topics for discussion at clinics in Phoenix, April 28; Hollywood, April 29; Salt Lake City, May 1; Boise, May 2 are: George Higgins, managing director, KMBC Kansas City, Mo., "Programming for Better Sales"; James Russell, president KVOR Colorado Springs, "Importance of Local News"; Murray Arnold, program director, WIP Philadelphia, "Programming Twists and Aids"; Ed Frech, program director, KFRE Fresno.

Augmenting the speakers at Hollywood clinic at Hollywood's Roosevelt Hotel will be Alan Torbet, general manager, KROW Oakland, and Mark Haas, vice president and director of broadcast, KMPC Hollywood, who will discuss "Programming and Selling for Profit" and "Radio's Inferiority Complex," respectively.

In Salt Lake City at Hotel Newhouse, featured regional speakers will be Arch Madsen, general manager, KOVO Provo, with topic "Citizenship for Radio" and Del Leeson, promotion manager, KDYL-AM-FM-TV Salt Lake City, discussing "Expansion of Local Accounts Through Merchandising."

Boise clinic regional speakers are Walter E. Wagstaff, general manager, KIDO Boise, with topic "The Do-Re-Mi of Public Service" and Henry Fletcher, general manager, KSEI Pocatello, discussing "Radio's Short Cut to Suicide." Clinic will be held at Hotel Boise.

Joined by Carl Haverlin, BMI president, a separate traveling clinic will originate in Vancouver, B. C., on May 5 and follow balance of the circuit.

The traveling speakers and topics: William Fineshriber, MBS executive vice president, "Quicker Than the Eye"; William Holm president, WLPO La Salle, Ill., "Opportunities in Local News"; Mahlon Aldridge, general manager, KFRU Columbia, Mo., "After the Sale — What Then?" Harry McTigue, president, WINN Louisville, Ky., "Music is Our Business."

Two regional broadcasters will augment the Seattle clinic at the Olympic Hotel. Robert Wesson. program and promotion, KHQ Spokane, will discuss "Importance of Teamwork Between Programming and Sales." Jerry Geehan, station manager, KMO Tacoma, will talk on "Building an Audience on Local Spots."

The Portland regional speakers are to be Frank Loggan, general manager, KBND Bend, Ore., with topic "Promoting Local Sales" and Lee W. Jacobs, president KBKR Baker, Ore., discussing "The Inflation of Broadcasting." Portland clinic will be at Hotel Benson.

Regional speakers at San Francisco BMI clinic in Clift Hotel on May 9 will be Russ Coglin, program director, KROW Oakland, with topic "A Locomotive Named Programming," and Fred Ruegg, program director, KCBS San Francisco, discussing "Radio's Inferiority Complex."

Under auspices of the Television Broadcasters of Southern California, BMI has also scheduled a special two day TV clinic session in Hollywood Roosevelt Hotel, May 26-27, with specialists in their respective categories from all parts of the country. Program will follow similar BMI television clinics being held in New York May 19-20 and Chicago May 22-23.

LBS DENIED

Baseball Injunction

LIBERTY Broadcasting System's plans for Game-of-the-Day baseball broadcasts during the 1952 season were voided Monday in Chicago Federal District Court as Judge John P. Barnes denied relief in the form of a temporary restraining order against 13 major league ball clubs and Western Union [B•T, April 14].

The decision is considered a major blow to Liberty's status because it cripples the network baseball programming until next year. In the meantime, Liberty President Gordon McLendon is seeking full speed for the trial on the $12 million conspiracy suit brought against the clubs and the telegraph company Monday.

The petition filed Monday by Liberty attorneys, McConnell, Lutkin & Van Hook, Chicago, named Western Union as a co-defendant and charged it with conspiracy because of existing contracts with the major leagues. Basis for the charge was that the contracts provide for ball club control of distribution of official scoring accounts.

Liberty said this practice was illegal under terms of the Communications Act, provisions of which apply to Western Union because of its classification as a common carrier. Judge Barnes ruled this point down, however, on testimony that these contracts have always been filed with the FCC and never objected to by that body. The Judge said ball clubs present exhibitions for the public and have certain rights over them, and that he saw no evidence proving an illegal conspiracy and none against Liberty particularly.

Liberty's only recourse now is to bring the anti-trust suits to trial as soon as possible, which an LBS attorney said would be October at the earliest.

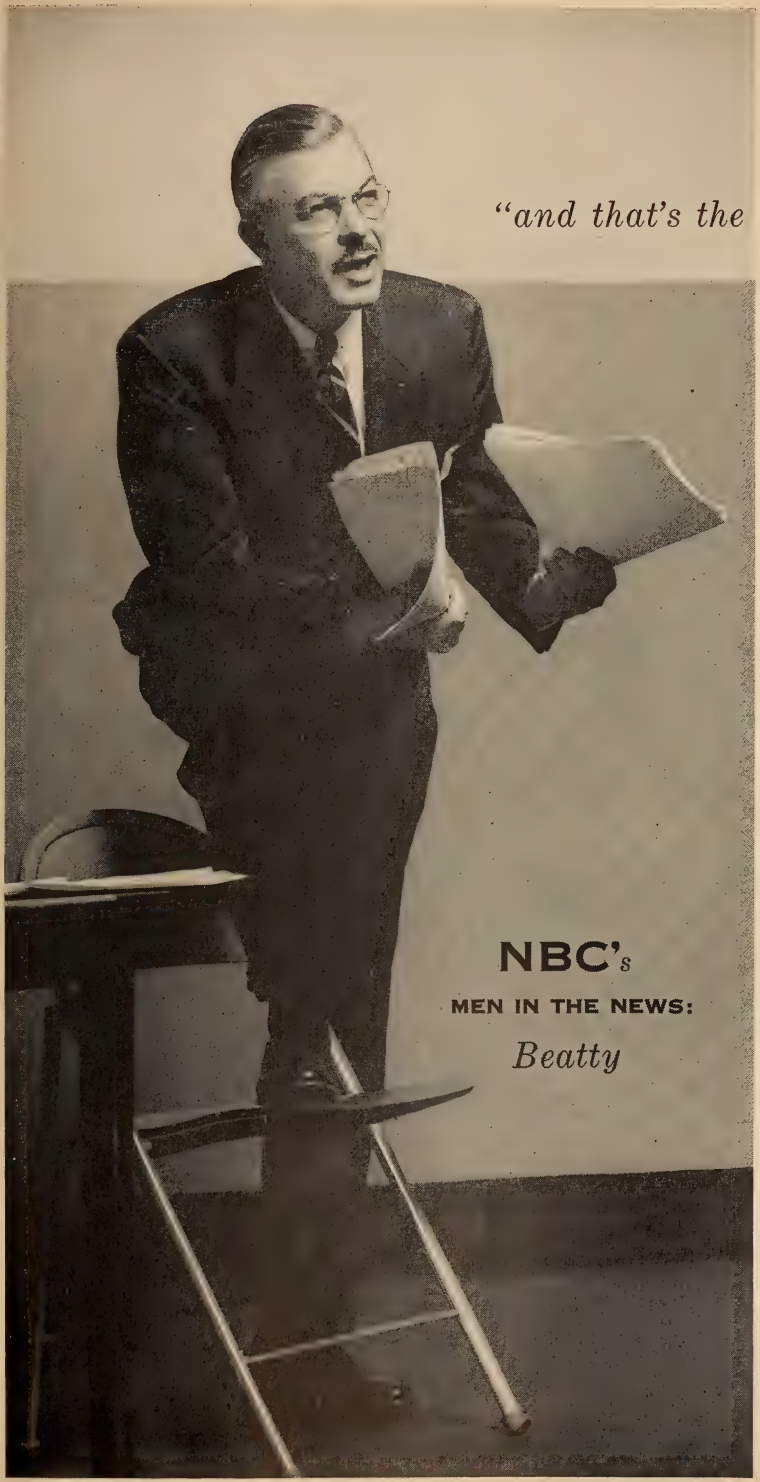
The network late last week was negotiating with the Chicago White Sox, with which it has an exclusive Chicago-area broadcast contract, to extend the coverage nationally. It was also reportedly conferring with the Brooklyn Dodgers for national rights.

WALK DEDICATION

Long Island Outlet Opens

DEDICATION of WALK East Patchogue, L. I., N. Y., was to take place at opening day ceremonies last Saturday, according to Capt. John T. Tuthill Jr., president. WALK is assigned 500 w daytime on 1370 kc.

Capt. Tuthill said the station is awaiting FCC authorization to go on the air and that the Saturday ceremonies officially opened the new building. Other WALK officials are W. K. Macy Jr., vice president and principal stockholder, and Niles E. Fegerdahl, general manager.



"and that's the end of the world"

Morgan Beatty meant to say: "And that's the News of the World," but "old disaster man" Beatty was nonplused by a news story. The story? A baby born to a 79-year-old mother and an 80-year-old father.

It isn't easy to confuse Morgan Beatty. He earned the title "old disaster man" on the 1927 Mississippi flood story and has covered most of America's violent upheavals since. As a Washington analyst, Beatty had a two-year beat on the 1937 Supreme Court battle. He accurately forecast the successful Russian resistance in 1942.

Now America's leading interpretive reporter, his NEWS OF THE WORLD for Miles Laboratories is the highest rated daily news show in radio. In this vital election year, Beatty's primary assignment, and that of 100 other NBC men of news, is to cover the primaries, the conventions, the elections as they've never been covered before.

Beatty, Swayze, Chaplin, Hicks—big names in news—but only a part of the thousand-man, news-gathering force which makes the NBC News Center supreme in broadcasting.

Nearly everyone in America learns the news first from radio or television. And the fact that NBC, day after day, broadcasts the highest rated news shows on radio and television proves most people learn news first from NBC. They learn more news, too, because regularly, on radio and television, NBC broadcasts more hours of news than any other network.

In this, the most intense political campaign year since 1932, all news assumes larger significance and quickening importance. As before, most Americans will learn the news first and learn more of it from NBC.

NBC *radio and television*
a service of Radio Corporation of America

Photograph by RALPH STEINER

TABLE IV

TOP TEN TV NETWORK ADVERTISERS DURING FEBRUARY 1952

1.	Procter & Gamble	$1,153,070
2.	General Foods Corp.	713,020
3	R. J. Reynolds Tobacco Co.	639,150
4.	Colgate-Palmolive-Peet Co.	568,116
5.	American Tobacco Co.	440,780
6.	Lever Bros. Co.	397,247
7.	Liggett & Myers Tobacco Co.	393,545
8.	General Mills	342,102
9.	P. Lorillard Co.	310,975
10.	General Motors Corp.	300,160

* * *

TABLE V

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR FEBRUARY 1952

Apparel, Footwear & Access.	International Shoe Co.	$ 90,267
Automotive, Auto. Access. & Equip.	General Motors, Corp.	246,510
Beer, Wine & Liquor	Joseph Schlitz Brewing Co.	185,750
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	66,720
Confectionery & Soft Drinks	Mars Inc.	170,300
Consumer Services	Arthur Murray School of Dancing	19,920
Drugs and Remedies	American Home Products Corp.	133,280
Food and Food Products	General Foods Corp.	713,020
Gasoline, Lubricants & Other Fuels	Texas Co.	177,500
Household Equipment	General Electric Co.	275,340
Household Furnishings	Armstrong Cork Co.	89,040
Industrial Materials	Reynolds Metals Co.	95,850
Insurance	Mutual Benefit Health & Accident Assn.	27,580
Jewelry, Optical Goods & Cameras	Speidel Corp.	46,265
Office Equipment, Writing Supplies and Stationery	Minnesota Mining & Mfg. Co.	76,200
Political	Citizens for Eisenhower Committee	17,260
Publishing & Media	Curtis Publishing Co.	32,520
Radios, TV Sets, Phonographs, Musical Instr. & Access.	R C A	214,905
Retail Stores	Drug Store Television Productions	108,000
Smoking Materials	R. J. Reynolds Tobacco Co.	639,150
Soaps, Polishers, Cleansers	Procter & Gamble Co.	977,510
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	418,258
Miscellaneous	Young People's Church of the Air	31,973

* * *

February Gross

(Continued from page 27)

penditure for network time of each group was virtually the same.

On the average, radio network program sponsors spent $77,051 for network time in February (at gross rates). TV network program sponsors, on the average, spent $77,011 for network time (gross).

Comparing Tables III and VI (gross network time sales by product groups for radio and television) shows that for February 1952 advertising of only 11 of the 26 categories accounted for greater expenditures of radio network time than of TV network time, with 15 of the groups spending more for video than radio networks.

Tables I and IV show the top 10 advertisers for the month in each of the network broadcast media, both lists headed by Procter & Gamble Co. and both also including General Foods Corp., Lever Bros. Co., General Mills, Liggett & Myers Tobacco Co. and Colgate-Palmolive-Peet Co.

Tables II and V show the leading advertiser in each product group for February on the radio and TV networks, respectively. Tables III and VI, also already noted, show the total expenditures for network time—radio and TV—with February and January-February 1952 compared to the like periods of 1951.

Table VII compares the monthly network gross figures for radio and TV since last August.

TABLE VII

MONTHLY RADIO AND TV NETWORK GROSS SINCE AUGUST 1951

Month	Radio Network Gross	TV Network Gross
Aug. '51	$11,804,161	$ 9,302,071
Sept. '51	14,966,436	14,469,284
Oct. '51	14,970,355	14,466,568
Nov. '51	14,377,151	13,919,327
Dec. '51	14,619,048	14,247,061
Jan. '52	14,477,939	15,058,412
Feb. '52	13,560,948	14,786,047

TABLE VI

GROSS TV NETWORK SALES BY PRODUCT GROUPS FOR FEB. 1952, JAN.-FEB. 1952, FEB. 1951 AND JAN.-FEB. 1951

	1952 Feb.	1952 Jan.-Feb.	1951 Feb.	1951 Jan.-Feb.
Apparel, Footwear, & Access.	$ 363,187	$ 706,880	$ 205,985	$ 400,928
Automotive, Automotive Access. & Equip.	1,226,113	2,490,531	806,967	1,639,954
Beer, Wine & Liquor	551,070	1,104,858	317,677	688,525
Building Materials	73,636	141,646	.....	.....
Confectionery & Soft Drinks	482,865	942,316	159,619	331,228
Consumer Services	19,920	39,840	39,000	66,690
Drugs & Remedies	423,622	814,647	75,670	157,570
Food & Food Products	2,933,086	5,849,222	1,724,793	3,411,048
Gasoline, Lubricants & other Fuels	374,083	803,038	180,900	384,360
Household Equip. & Supplies	851,748	1,748,025	553,307	1,184,922
Household Furnishings	193,995	396,700	301,000	649,785
Industrial Materials	366,030	706,311	271,260	581,370
Insurance	27,580	65,950	47,340	89,250
Jewelry, Optical Goods & Cameras	157,987	300,407	154,725	312,775
Office Equipment, Stationery Supplies, Writing	193,920	413,370	15,330	30,590
Political	46,168	46,168	.....	.....
Publishing & Media	52,683	106,295	46,035	46,035
Radios, TV Sets, Phonographs Musical Instru. & Access.	419,815	806,755	391,130	832,640
Retail Stores	108,000	210,950	17,340	34,680
Smoking Materials	2,204,470	4,569,413	1,026,377	2,178,004
Soaps, Cleansers, & Polishers	1,562,649	3,247,011	516,605	939,200
Toiletries & Toilet Goods	1,972,737	4,000,585	838,091	1,744,773
Miscellaneous	180,683	346,688	115,399	217,309
TOTALS	$14,786,047	$29,857,606	$7,804,550	$15,921,656

Political Time

(Continued from page 26)

which the cost per person reached has declined in the last year."

He said all but three cities (Seattle, Phoenix, Albuquerque) of the 63 areas with TV are to be on the interconnected network this summer. He estimated there are 17 million TV sets in the hands of the public, with another million or two to be added by November. The TV audience in the 1948 campaign watched through 400,000 sets served by 30 stations in 18 cities.

Industry witnesses were questioned by John Moore, committee counsel, about the danger of faking political programs, recalling a composite photo used in a Maryland senatorial campaign. He suggested rules against faking should apply to radio and television but was reminded of the Communications Act and FCC regulations.

Bills designed to give the industry libel protection (S-2539, HR-7062) are pending before the Senate and House Interstate and Foreign Commerce Committees.

Danger of antagonizing the public toward candidates who appear in place of popular programs was stressed by Sen. Monroney.

Present law limits national committees to $3 million expenditure in any one campaign. Senatorial candidates are limited to $25,000 and House candidates to $5,000.

KALTENBORN

Honored in New York

H. V. KALTENBORN, NBC news analyst, was honored Thursday at a luncheon under the joint auspices of the Radio Executives Club of New York and the New York chapter of Radio Pioneers to commemorate his completion of 30 years in broadcasting.

In his professional capacity, the guest of honor looked ahead 30 years to deliver a brief newscast dated April 17, 1982, reporting that former President Truman was predicting Democratic successes at the polls following "30 years of Republican misrule" and that truce talks in Korea were continuing.

Later, Mr. Kaltenborn said the tribute really should be given to the American system of free broadcasting which permitted him to speak his mind with no government censorship or control over his words, a privilege he said was granted only where broadcasting is supported by advertising and not subsidized by the state.

J. R. Poppele, national president of Radio Pioneers, founded by Mr. Kaltenborn, presented him a volume containing signatures of more than 500 members of that organization. G. W. Johnstone, New York president, gave Mr. Kaltenborn an engraved pocketpiece from that city's chapter. I. E. Showerman, REC president, presided at the meeting, during which Rolf Kaltenborn, H. V.'s son, participated in a burlesque of his father's method of news analysis.



KICKOFF at Poor Richard Club luncheon, Philadelphia, entertains Fulton Lewis jr. (third from l), upon Family Finance Corp.'s sponsorship of his 7 p.m. Monday through Friday commentary over WIP there. Among those present are (l to r) Howard Hopson, president of Hopson Adv.; Harold LeDuc, Poor Richard president; Mr. Lewis; Alan K. Dolliver, sponsoring firm's president; John LaCerda, luncheon chairman, and Clyde Spitzner, WIP local commercial manager.

Harold Essex Elected

HAROLD ESSEX, vice president of the Piedmont Pub. Co., Winston-Salem, N. C., in charge of the company's broadcast operations (WSJS-AM-FM Winston-Salem), has been elected chairman of the company's senior management board, it was announced last week.

ABC PICKS WHITE

To Cover Conventions

PAUL W. WHITE, former news director of CBS and now with KFMB-AM-TV San Diego, has been appointed managing editor of ABC's radio and television news staffs to direct their coverage of the Republican and Democratic Presidential conventions this summer.

His appointment for the assignment, for which he has been granted a three-month leave of absence by the KFMB stations, was announced by Thomas Velotta, ABC vice president in charge of news and special events.

ABC's radio-TV coverage of the conventions, to be held in Chicago in July, is being sponsored by Admiral Corp.



Spring Tonic

FOR THE BROADCASTER

STATION MANAGERS - PROGRAM DIRECTORS
SALES MANAGERS - PRODUCTION MEN

For all who seek the answers to Better Programming

BMI PROGRAM CLINICS

APRIL 28 – MAY 12

A concentrated cross-country schedule brings the BMI Program Clinics to you in your own area. Thirty-eight Clinics in 37 States under the auspices of your State Broadcasters Associations. Five additional clinics in Canada complete the Itinerary.

Past BMI Program Clinics have been hailed as "the most comprehensive job of spreading info about latest programming techniques and ideas"—(Variety) and "BMI Clinics spark local showmanship"—(Sponsor). This 1952 series will be bigger and better.

CHECK YOUR STATE OR NEARBY STATE AND HAVE YOUR KEY PERSONNEL ATTEND

State	Date	City	Meeting Place
ALABAMA	May 12	Montgomery	Jefferson Davis Hotel
ARKANSAS	May 2	Little Rock	Marion Hotel
ARIZONA	April 28	Phoenix	Jokake Inn
CALIFORNIA	May 9	San Francisco	Clift Hotel
CALIFORNIA (Southern)	April 29	Hollywood	Hollywood-Roosevelt Hotel
COLORADO	May 2	Denver	Cosmopolitan Hotel
FLORIDA	May 8	Gainesville	University of Florida
GEORGIA	May 10	Athens	University of Georgia
IDAHO	May 2	Boise	Boise Hotel
ILLINOIS	May 9	Chicago	Sheraton Hotel
IOWA	May 7	Des Moines	Hotel Savery
KANSAS	May 5	Wichita	Broadview Hotel
KENTUCKY	April 28	Owensboro	Owensboro Hotel
LOUISIANA	May 5	Alexandria	Bentley Hotel
MAINE	May 12	Augusta	Augusta House
MARYLAND	May 5	Baltimore	Sheraton-Belvedere
MASSACHUSETTS	May 9	Boston	Touraine Hotel
MICHIGAN	April 30	Battle Creek	Post Tavern
MINNESOTA	May 7	Minneapolis	Radisson Hotel
MISSISSIPPI	May 3	Jackson	Heidelberg Hotel
MISSOURI	May 6	St. Louis	Hotel Jefferson
MONTANA	April 27	Missoula	Florence Hotel
NEBRASKA	May 1	Omaha	Paxton Hotel
NEW JERSEY	May 6	Atlantic City	Dennis Hotel
NEW YORK	May 8	Syracuse	Onondaga Hotel
NORTH CAROLINA	May 2	Raleigh	Sir Walter Hotel
OHIO	May 2	Columbus	Deshler-Wallick Hotel
OKLAHOMA	May 7	Oklahoma City	Skirvin Hotel
OREGON	May 7	Portland	Benson
SOUTH CAROLINA	May 6	Columbia	Columbia Hotel
SOUTH DAKOTA	April 30	Sioux Falls	Cataract Hotel
TENNESSEE	April 29	Nashville	Andrew Jackson Hotel
TEXAS	May 9	San Antonio	Plaza Hotel
UTAH	May 1	Salt Lake City	Newhouse Hotel
VIRGINIA	May 1	Richmond	John Marshall Hotel
WASHINGTON	May 6	Seattle	Olympic Hotel
WEST VIRGINIA	April 29	Charleston	Daniel Boone
WISCONSIN	May 5	Milwaukee	Plankinton Hotel

BROADCAST MUSIC, INC. 580 Fifth Avenue, New York 19, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TABLE 2

BROADCAST REVENUES, EXPENSES, AND INCOME OF AURAL BROADCAST SERVICES

1950-1951 (Millions)

	1951 (Estimated)	1950	Percent Increase or (Decrease) in 1951
		Broadcast Revenues	
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$104.1	$110.5	(5.8)
Other AM and FM Stations [2]	351.3	334.0	5.2
Total	$455.4	$444.5	2.5
		Broadcast Expenses	
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$ 93.3	$ 91.5	2.0
Other AM and FM Stations [2]	300.3	284.8	5.4
Total	$393.6	$376.3	4.6
		Broadcast Income (before Federal Income Tax)	
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$ 10.8	$ 19.0	(43.2)
Other AM and FM Stations [2]	51.0	49.2	3.7
Total	$ 61.8	$ 68.2	(9.4)

[1] The number of network owned and operated stations in 1950 was 26 and in 1951, 25.
[2] Including 2,203 AM, AM-FM or independent FM stations in 1950 and 2,240 in 1951.

TABLE 3

Broadcast Revenues, Expenses and Income of Frequency Modulation (FM) Stations

Item	1951 Number of stations	1951 Estimated Amount (Millions)	1950 Number of stations	1950 Amount (Millions)
		FM Broadcast Revenues		
FM stations operated by: AM licensees:				
Reporting no FM revenues [1]	351	—	420	—
Reporting FM revenues	186	$1.9	163	$1.4
Non-AM licensees	65	1.3	86	1.4
Total FM stations	602	$3.2	669	$2.8
		FM Broadcast Expenses		
FM stations operated by: Non-AM licensees	65	$2.8	86	$4.0
Industry total [1]				
		Total FM Broadcast Income (Before Federal Income Tax)		
FM stations operated by: Non-AM licensees	65 [2]	($1.5)	86	($2.6)
Industry total [1]				

( ) Denotes loss.

[1] In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

[2] Eight of the 65 FM stations operated by non-AM licensees reported profitable operations in 1951.

TABLE 4

Comparative Broadcast Revenues of 1,834 Identical AM Broadcast Stations [1] in Markets With and Without Television Stations, 1950-1951

Type of Market	Number of AM Stations	Broadcast Revenues of AM Stations 1951 (Millions)	1950 (Millions)	Percent of increase or (decrease)
Markets with television stations and estimated television set saturation [2] of:				
Under 30% (16 markets)	98	$31.0	$30.1	3.0
30%-50% (27 markets)	142	42.7	42.8	(0.2)
50% and over (20 markets)	199	94.3	96.6	(2.4)
Total (63 markets)	439	$168.0	$169.5	(0.9)
Markets without television stations	1,395	170.4	157.5	8.2
All Stations	1,834	$338.4	$327.0	3.5

[1] In operation full year in both 1950 and 1951.
[2] Ratio of TV families to total families within area served by TV station—as of July 1, 1951.

TABLE 5

Percentage Change in Broadcast Revenues Between 1950 and 1951 of 1,834 Identical AM Broadcast Stations [1] in TV and Non-TV Markets

Percentage change (1)	Number of stations reporting Total (2)	In TV markets (3)	In non-TV markets (4)	Percent of stations Total (5)	In TV markets (6)	In non-TV markets (7)
Decrease in broadcast revenues:						
Over 20%	80	28	52	4.4	6.4	3.7
20-15	52	24	28	2.9	5.5	2.0
15-10	81	31	50	4.4	7.1	3.6
10-5	140	52	88	7.6	11.8	6.3
5-0	171	47	124	9.3	10.7	8.9
Sub-total	524	182	342	28.6	41.5	24.5
Increase in broadcast revenues:						
0-5%	310	81	229	16.9	18.5	16.4
5-10	286	37	249	15.6	8.4	17.9
10-20	376	68	308	20.5	15.5	22.1
20-30	169	33	136	9.2	7.5	9.7
30-40	72	16	56	3.9	3.6	4.0
40-50	39	10	29	2.1	2.3	2.1
50 and over	58	12	46	3.2	2.7	3.3
Sub-total	1,310	257	1,053	71.4	58.5	75.5
Grand Total	1,834	439	1,395	100.0	100.0	100.0

[1] In operation for full year in both 1950 and 1951.

TABLE 6

Changes in Income (Before Federal Income Tax) Between 1950 and 1951 of 1,834 Identical AM Broadcast Stations [1] in TV and Non-TV Markets

Stations Reporting	Number of Stations Total	In TV Markets	In Non-TV Markets	Percent of Stations Total	In TV Markets	In Non-TV Markets
Increased loss in 1951	75	17	58	4.1	3.9	4.1
Decreased income in 1951	611	193	418	33.3	44.0	30.0
Income in 1950 and loss in 1951	100	29	71	5.5	6.6	5.1
Sub-total [2]	786	239	547	42.9	54.5	39.2
Decreased loss in 1951	133	28	105	7.2	6.4	7.5
Loss in 1950 and profit in 1951	183	41	142	10.0	9.3	10.2
Increased profit in 1951	732	131	601	39.9	29.8	43.1
Sub-total [3]	1,048	200	848	57.1	45.5	60.8
Total	1,834	439	1,395	100.0	100.0	100.0

[1] In operation for full year in both 1950 and 1951.
[2] Indicating a less favorable financial position.
[3] Indicating a more favorable financial position.

AM-FM Income

(Continued from page 23)

the total revenues of AM-FM-TV stations in all 63 TV markets in 1951, compared to 26.2% in 1950 and 10.7% in 1949. Revenues of 524 AM-FM stations and 108 TV stations in these cities totaled $342,276,000 for 1951, of which $148,986,000 was attributed to TV.

(5) For the first time, total TV revenues exceeded total AM-FM revenues in six TV cities—Columbus, Los Angeles, Philadelphia, New York, Cleveland and Baltimore.

By age of station, the FCC repeated what has been reported previously—that pre-World War II stations are making out better than post-war stations. Of the 800 stations established before 1942, only 93 or 11.6% reported a loss in 1951. Of the 1,388 stations established in 1942 or subsequently, 330 or 23.8% reported a loss in 1951. Greatest number seem to be in the 1946-48 class. 184 reported a loss in 1951.

The 800 pre-war stations had total revenues of $239.8 million in 1950, income of $44.5 million. This compares to the 1,388 postwar stations' total revenue of $122.6 million, income of $11.0 million.

Commission called attention to the fact that one network (believed to be CBS) was revising its financial data which would reflect more completely the division of expenses between AM and TV. This might mean that the final AM network income data for 1951 may be higher than shown in last week's report on estimated 1951 income.

The Commission also reported that the 19% of AM-FM stations which reported losses in 1951 represents the smallest proportion of losers since 1946.

TABLE 7

Broadcast Revenues of All Broadcast Services (AM, FM and TV) in 1951, Percentage of Revenues of All Services Accounted for by TV, 1949-1951, and Percent Change in Aural Revenue, 1950-1951 for Specified TV Markets

Metropolitan Areas or Communities with TV Stations	Number of Stations 1951 Aural [1] (AM & FM)	TV	Broadcast Revenues [2] 1951 All Services (AM, FM & TV) ($000)	TV ($000)	Percent TV of Total Revenues in 1951	1950	1949	Percentage Increase or (Decrease) in Aural (AM & FM) Revenues 1950-1951
Los Angeles	26	7	$23,939	$13,464	56.2	42.3	17.3	(3.8)
Philadelphia	20	3	15,182	8,200	54.0	39.6	19.9	0.9
Columbus, Ohio	5	3	4,142	2,439	58.9	38.9	12.7	(2.8)
Baltimore	10	3	7,639	3,963	51.9	38.3	20.8	3.4
New York	35	7	49,800	26,104	52.4	33.8	16.9	(7.5)
Washington, D. C.	16	4	8,377	3,836	45.8	33.4	19.7	2.1
Cleveland	8	3	9,283	4,858	52.3	32.3	9.8	(2.1)
Chicago	30	4	28,087	12,578	44.8	30.8	12.2	(0.7)
Detroit	11	3	14,328	6,771	47.3	27.4	11.0	(6.7)
San Francisco	18	3	10,513	3,823	36.4	20.1	4.2	7.9
Cincinnati	7	3	10,149	3,790	37.3	18.1	7.4	(8.3)
Atlanta	10	3	4,254	1,657	38.9	21.0	7.3	(0.4)
Total 12 TV markets	196	46	$185,693	$91,483	49.3	32.7	14.4	(3.0)
51 other TV metropolitan areas or communities	328	62	156,583	57,503	36.7	18.6	6.4 [3]	0.6
Total 63 metropolitan areas or communities	524	108	$342,276	$148,986	43.5	26.2	10.7 [4]	(1.2)

[1] Jointly operated AM-FM stations counted as one station.
[2] Includes network owned and operated stations.
[3] Includes 46 metropolitan districts in 1949.
[4] Includes 58 metropolitan districts in 1949.

NOTE: 1951 data compiled on basis of Standard Metropolitan Areas, 1950 Census. 1950 and prior data compiled on basis of Metropolitan Districts, 1940 Census. Only minor variations occur when the 1950 and prior data are compiled on basis of Standard Metropolitan Areas, 1950 Census.

Four-Day Session Held in Columbus

EDUCATORS, commercial radio-TV broadcasters and government agency officials converged on Columbus, Ohio, the past four days for Ohio State U.'s 22d Institute for Education by Radio-Television.

While the accent was on television in view of FCC's lifting of the allocation freeze, a myriad of varied subjects ranging from international broadcasting to small college station problems occupied a crowded agenda. Sessions were held at the Deschler-Wallick Hotel Thursday through Sunday.

The theoretical approach to broadcasting was reflected in a series of panel discussions touching on news and special events aspects of commercial radio-TV stations, tape recordings, youth discussion broadcasts, organized listeners' groups, programming of music, religious and other broadcasts, international broadcasting and communications research, educational radio, fare offered by government agencies and national organizations and numerous TV panels.

FCC was represented by Chairman Paul A. Walker and Comrs. E. M. Webster and Frieda Hennock. Other government participants were to include Jack T. Johnson, assistant administrator, Federal Civil Defense Administration; John Meagher, acting chief, Radio-Television Division, Dept. of State.

Symposium on TV Held

Opening conference session last Thursday evening was a symposium on TV programming and a similar general session was held Friday on "What the Educational Administrator Expects from Television." (See separate story page 80 and AT DEADLINE.)

A number of allied groups also held concurrent meetings with the institute, which last year, in acknowledgment of the growth of the visual medium, incorporated television for the first time in its title.

Among those organizations meeting were the National Assn. of Educational Broadcasters, Assn. for Education by Radio-Television, *New York Times* Youth Forum, Intercollegiate Broadcasting System and Ohio Assn. of Radio News Editors. FCC Chairman Walker was to address the *Times* forum Friday.

Comr. Webster was to address a Saturday session on "Broadcasting to Foreign Countries," which included a talk on international radio consumer studies by Leo Lowenthal, chief of the Voice of America's Program Evaluation Division on collaboration of international broadcasting systems, by Pierre Crenesse, director of the French Broadcasting System's North American branch; and shortwave coverage of the world audience by Gen. Frank E. Stoner, VOA communications coordinator.

Comr. Webster told a work-study group that "frequency demands of virtually all nations have far exceeded the spectrum space available . . . and countries thus far appear to have been unable collectively to tailor their demands to the restricted space."

"Large and powerful nations must accept full responsibilities before the present 'chaotic condition' in international broadcasting can improve," he asserted.

Not Hopeful

The FCC Commissioner was not overly optimistic. He expressed belief that the original Atlantic City frequency agreement in 1947 was not intended to "provide for the international broadcasting requirements of a deeply troubled world using high frequencies as a means of engaging in a heated propaganda battle."

Noting successes and failure of international conferences since World War II, Comr. Webster called on larger nations to assume world leadership in radio, despite their reluctance, and "see to it that the high frequency broadcasting problem is equitably resolved." Planned use of international frequencies had become inoperative by 1949 because the number of stations had increased to "fantastic proportions," he observed.

A session on "Communications Research" was scheduled Saturday under chairmanship of Merritt C. Ludwig, supervisor of the Fund for Adult Education television project at WOI-TV Ames, Iowa. Dallas W. Smythe, research professor, Institute of Communications Research, U. of Illinois, was to discuss the significance of findings in the TV monitoring studies sponsored by the National Assn. of Educational Broadcasters.

Mr. Lowenthal planned to tell the work group that international communications research is a relatively new field requiring new skills. His advance talk described field studies in the Near East where, he said, the Voice of America commands a faithful audience. These studies, he added, pose difficult questions on national attitudes in relation to broadcasts of political programs and propaganda.

Use of radio frequencies for education was to be covered by Franklin P. Dunham, chief of radio-television, U. S. Office of Education, in a session on the subject with respect to commercial stations. Noting that the U. S. places a high value on education, Mr. Dunham in his prepared talk emphasized that not only do commercial outlets have a legal obligation to "serve the public interest, convenience and

(Continued on page 36)

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Network Rate Cuts' Effect

(Continued from page 23)

MBS, Sun., half-hour, through Sept.

Emerson Drug Co. (Bromo-Seltzer) had *Hollywood Star Playhouse* on CBS Radio, Mon., half-hour, through July.

Glorion Corp. (cosmetics) had Chet Huntley on ABC, Thurs., 15 min., Sept.-Dec.

Goodnews Broadcasting Assn—*Back to the Bible* on ABC, Sun., half-hour, May-July.

International Tel. & Tel. Co. (radios, TV sets, clocks)—Van Deventer on MBS, Sun., half-hour, Aug.-Oct.

Jackson & Perkins Co. (Christmas roses)—gardening talks on CBS Radio, Sat., 15 min., in May Sept. and Oct.

Andrew Jergens Co. (toiletries) —*Jergens - Woodbury Journal* on ABC, Sun., 15 min., through Dec.

Lee Pharmacal Co. (Shadow Wave home permanent) — Chet Huntley on ABC, Tues., Thurs., 15 min., June-Dec.

Joe Lowe Corp. (Popsicles)—*Mel Allen's Popsicle Clubhouse* on MBS, five min., Mon., Wed., Fri., June-Aug.

National Optics Co. (Ratex Nite Glasses)—Sidney Walton on ABC, Thurs., 15 min., July, Aug., Sept. and Dec.

Niresk Industries (dolls)—Sidney Walton on ABC, Mon.-Fri., 15 min., eight broadcasts in Nov.

Norwich Pharmacal Co., Robert Trout on NBC, Sun., five min., through July.

Pepsi-Cola Co. — *Phil Regan Show* on CBS Radio, Sun., 25 min., through Aug.

Puritan Co. of America (foods) —Julian Bentley on CBS Radio Mon.-Fri., five min., May-Aug.

Ronson Art Metal Works (lighters)—*Hollywood Stars on Stage* on ABC, Sun., 25 min., Oct.-Dec.

Safeway Stores (milk)—*Memo From Molly* on CBS Radio, Sun., half-hour, to Sept.

Schenley Industries (beer) — *Blatz Reporter* on ABC, Mon.-Fri., five min., June-Sept.; and *Mutual Newsreel* on MBS, Monday-Friday, 15 min., July and Aug.

Sinclair Oil Corp.—Charles Collingwood and Larry LeSueur on CBS Radio, Sun., 15 min., through Dec.

U. S. Government (recruiting)—*Let's Go* on ABC, Mon., half-hour through July; Frankie Laine on CBS Radio, Sun., half-hour, Oct. Nov.

Wafex Inc. (reducing tablets) —*Inside the Doctor's Office* on MBS, Sun., quarter-hour, Aug.-Oct.

* * *

NEW MONEY IN NETWORK RADIO AND WHERE IT GOES

Sponsor and Agency	Program and Stations	Time & Contract Duration
*American Bakers Assn. (bakery products), Chicago Foote, Cone & Belding, Chicago	Hollywood Star Playhouse NBC—183	Sun. 5-5:30 p.m. Feb. 24
*American Chicle Co. (gum), Long Island City, N. Y. Sullivan, Stauffer, Colwell & Bayles, N. Y.	Fat Man, Casebook of Gregory Hood, Top Guy, ABC—235 The Sheriff, Defense Attorney, ABC—249 Stop The Music ABC—231 Will Rogers ABC—179 Bobby Benson MBS—529 Big Show NBC—167 Martin & Lewis NBC—178 Mr. Keen, Tracer of Lost Persons NBC—178	Wed. 8:30-9 p.m. July 11-Dec. 26 July 13-Dec. 27 Thurs. 8-8:30 p.m. Sun. 8:30-8:45 p.m. July 8-Dec. 29 Tues.-Thurs. 5:55-6 p.m. Oct. 25 Sun 4:55-5 p.m. Oct. 28 Sun. 7:30-8 p.m. Oct. 7 Fri. 8:30-9 p.m. Oct. 5 Thurs. 8:30-9 p.m.
*American Protam Corp. (Protam), New York Dowd, Redfield & Johnstone Inc., New York	Health Quiz MBS—300 MBS—269	M, W. & F. 10:30-10:45 p.m. Sun. 11:15-11:30 a.m. 1:15- 1:30 p.m. 2:45- 3:00 p.m.
American School (correspondence school), Chicago Olian Advertising Co., Chicago	Gabriel Heatter MBS—332	Mon. 7:30-7:45 p.m. Oct. 1-March 16
*Avco, Crosley Div. (home appliances), Cincinnati Benton & Bowles, New York	Father Knows Best NBC—154	Thurs. 8-8:30 p.m. Jan. 10
*Borg-Warner Corp., Norge Div. (home appliances), Chicago J. Walter Thompson, Chicago	Red Skelton CBS—54	Wed. 9-9:30 p.m. Oct. 3
*Credit Union National Assn., Madison, Wis. J. Walter Thompson, Chicago	Gabriel Heatter MBS—516	Thurs. 7:30-7:45 p.m. Jan. 1
*Economics Lab (Soilax), St Paul, Minn. Cunningham & Walsh, N. Y.	Galen Drake CBS—186	Sat. 10:25-10:30 a.m. Oct. 6
*Ex-Lax (laxative), Brooklyn, N. Y. Warwick & Legler, N. Y.	Doctor's Wife NBC—184	M-F, 5:45-6 p.m. March 3
*Kingan & Co. (shortning), Indianapolis Warwick & Legler, N. Y.	Arthur Godfrey and His Roundtable CBS—96	Sun. 5-5:30 p.m. Oct. 14
*La Maur Products (shampoos), Minneapolis Hilton & Riggio, N. Y.	George Fisher Hollywood Report CBS—30	Sun. 10:15-10:30 p.m. Sept. 9
*Leslie Salt Co. (salt), San Francisco Long Adv. Service	Meet The Misses CBS—18	Sat. 11:30 a.m.-12 noon Sept. 22
*Morton Salt Co. (salt), Chicago Klau-Van Pietersom-Dunlap Assoc. Inc., Milwaukee	Visitin' Time CBS—7	Sat. 6-6:30 p.m. Sept. 18
*North American Van Lines (moving service), Fort Wayne, Ind. Kastor & Assoc., L. A.	Jay Stewart's Fan Mail CBS—36	Sun. 1:10-1:15 p.m. Jan. 20
*Orange-Crush Co. (beverages), Chicago Fitzmorris & Miller Adv., Chicago	Green Hornet MBS—233	Wed. & Fri. 5-5:30 p.m. Nov. 7
*Reynolds Metals Co. (aluminum), Richmond, Va. Buchanan & Co., N. Y.	The Big Show NBC—167 NBC Symphony NBC—178	Sun. 6:30-7 p.m. Oct. 9 Sat. 6:30-7:30 p.m. Dec. 29 (one time only)
*Seabrook Farms Co. (frozen foods) Hilton & Riggio, N. Y.	Private Files of Matthew Bell MBS—132	Sun. 4:30-4:55 p.m. March 16
*Stokely - Van Camp Inc. (food products), Indianapolis Calkins & Holden, Carlock, McClinton & Smith Inc., N. Y.	John Conte Show ABC—234	M-F 8:55-9 a.m. Jan. 1
*Sylvania Electric Products Inc. (TV sets), New York Roy S. Durstine Inc., New York	Sammy Kaye Sun. Serenade ABC—101 Grantland Rice CBS—64	Sun. 5-5:30 p.m. Oct. 26 Fri. 8-8:15 p.m. Sept. 28-Nov. 16

* Still on the air.

upcoming

April 20-24: American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 21: BAB Sales Clinic, San Francisco.

April 21-25: Society of Motion Picture and Television Engineers, 71st semi-annual convention, Drake Hotel, Chicago.

April 21-26: Educational Television Programs Institute seminar, Pennsylvania State College, State College, Pa.

April 23: BAB Sales Clinic, Portland, Ore.

April 24: MBS stockholders annual meeting, New York.

April 24: BMI Program Clinic, Palliser Hotel, Calgary, Alta.

April 24-25: Radio-Television Mfrs. Assn. and RTMA of Canada, 9th international conference, General Brock Hotel, Niagara Falls, Ontario.

April 25: BAB Sales Clinic, Seattle.

April 25-26: Washington State Assn. of Broadcasters, spring meeting and sales clinic, Pullman, Wash.

April 25-27: Advertising Federation of America, Fourth (Florida) district, Casablanca Hotel, Miami Beach, Fla.

April 28: BMI Program Clinic, Owensboro, Ky

April 28: BMI Program Clinic, Phoenix, Ariz.

April 28: BMI Program Clinic, Missoula, Mont.

April 29: BMI Program Clinic, Nashville, Tenn.

April 29: BMI Program Clinic, Charleston, W. Va.

April 29-30: New York Chapter, American Marketing Assn.-Sales Executive Club of New York, merchandising clinic, Hotel Roosevelt, New York.

April 30: BMI Program Clinic, Sioux Falls, S. D.

April 30: BMI Program Clinic, Battle Creek, Mich.

April 30-May 2: Assn. of Canadian Advertisers, 37th annual meeting, Royal York Hotel, Toronto.

April 30-May 2: AIEE Northeastern District meeting, Arlington Hotel, Binghamton, N. Y.

May 1: BMI Program Clinic, Omaha.

May 1: BMI Program Clinic, Salt Lake City.

May 1-2: CBS-TV special clinic on station operations, Waldorf-Astoria, New York.

May 1-2: NBC radio promotion-press-merchandising workshop, Waldorf-Astoria, New York.

May 1-2: Ohio Assn. of Radio and Television Broadcasters, management clinic, Deshler-Wallick Hotel, Columbus, Ohio.

May 2: BMI Program Clinic, Little Rock, Ark.

May 2: BMI Program Clinic, Denver.

May 2: BMI Program Clinic, Boise, Idaho.

May 3: BMI Program Clinic, Jackson, Miss.

May 5: BAB Sales Clinic, St. Louis.

May 5: BMI Program Clinic, Hotel Vancouver, Vancouver, B. C.

May 5: BMI Program Clinic, Alexandria, La.

May 5: BMI Program Clinic, Milwaukee.

May 5: BMI Program Clinic, Columbia, S. C.

May 5-6: Missouri Broadcasters Assn. spring meeting, including May 5, BAB sales clinic, May 6, BMI program clinic, Hotel Jefferson, St. Louis.

May 5-6: NBC radio promotion-press-merchandising workshop, Chicago.

IERT

(Continued from page 35)

necessity," but they have found it is "good radio business."

"Our network and independently-operated commercial stations glory in their opportunity to serve the public with instantaneous news flashes, excellent commentators, top sports coverage and programs of general educational merit and high public acceptance," Mr. Dunham said, noting the opportunity afforded under the American system of broadcasting.

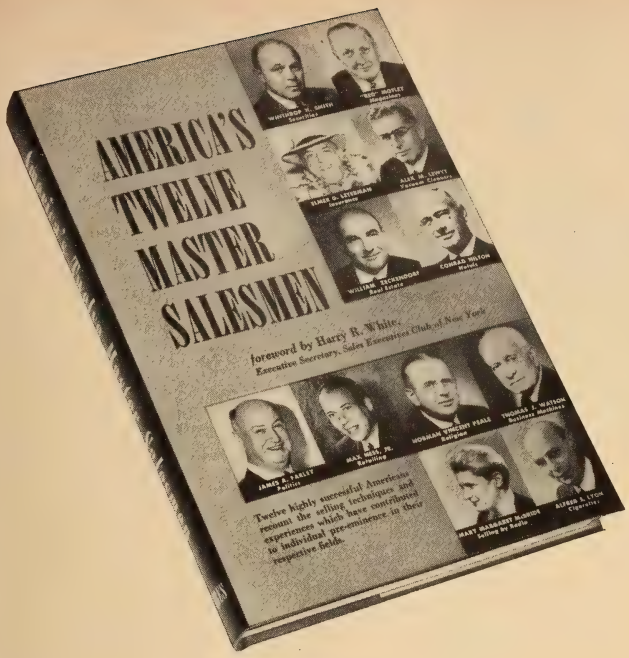
Another highlight of Saturday sessions was to be an exploration of new techniques in presenting radio-TV news and special events (see separate story page 44).

National organizations' use of radio was planned Saturday to include Robert K. Richards, NARTB public affairs director, and Jerome Reeves, program director, WBNS Columbus.

Music was to dominate another panel Saturday in a discussion by Walberg Brown, general manager, WDOK Cleveland. Contention was advanced that serious music can compete effectively with other fare for radio listeners.

Annual institute dinner was slated for Saturday evening in the grand ballroom of the Deschler-Wallick Hotel, with Jacob B. Taylor, vice president of Ohio State U., as toastmaster. "Oliver J. Dragon" ("Get on the Dragonwagon this election year") of *Kukla, Fran & Ollie* was to address the assemblage on "The Cultural and Educational Possibilities of Television." Burr Tillstrom, director of the NBC-TV program; Lewis Gomawitz, director, and Beulah Zachary, producer, were to appear.

Highlight of dinner was slated demonstration of *The Standard Hour* and *The Standard School Broadcast* by the Standard Oil Co. of California with concert orchestra and soloists under direction of Carmen Dragon.



WINTHROP H. SMITH—*Securities*
"RED" MOTLEY—*Magazines*
ELMER G. LETERMAN—*Insurance*
ALEX M. LEWYT—*Vacuum Cleaners*
WILLIAM ZECKENDORF—*Real Estate*
CONRAD HILTON—*Hotels*
JAMES A. FARLEY—*Politics*
MAX HESS, JR.—*Retailing*
NORMAN VINCENT PEALE—*Religion*
THOMAS J. WATSON—*Business Machines*
MARY MARGARET McBRIDE—*Selling by Radio*
ALFRED E. LYON—*Cigarettes*

When it came to radio, there was only one choice



"Who is the top salesman in your field?" That was the question put to hundreds of executives by Forbes, distinguished publishing firm, in a recent informal poll.

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Easy Conversion to UHF Promised

(Continued from page 25)

production. Production of UHF-only sets is planned for markets where no VHF service is available.

Admiral Corp., Chicago, plans to bring its VHF sets into UHF usage by giving free tuning strips to more than two million owners of sets with turret tuners and to all new buyers in 1952, Vice President Richard A. Graver said with no outside converter necessary. All that servicemen need do, he explained, is remove an unused VHF tuning strip from the Admiral turret tuner and insert a UHF strip.

He said Admiral was the first company to produce the turret tuner, having "long anticipated" the use of UHF.

Hallicrafters, Chicago, has four approaches to the UHF problem: Install UHF strips on set models equipped with the dynamic or turret tuner; manufacture a UHF tuner for new sets not having the dynamic tuner, with the UHF tuner mounted in a space provided in the chassis; manufacture a converter, which could be hooked on or placed on top of the receiver, and make combination UHF-VHF sets if customers want one. A spokesman for the company said they could manufacture such a combination set now as preparatory work has been completed. All Hallicrafters sets manufactured since June 1950 are equipped with turret tuners.

Belmont Radio Corp., Chicago, which manufactures Raytheon television sets, has a continuous UHF tuner which can be mounted on the VHF tuner with a substitute dial. One-knob action will bring in 83 channels. If the auxiliary unit is added at the factory for conversion, the cost is $29.95. If it is attached in the field, it is $39.95. The unit is a small box-like mechanism described as the size of a portable radio which can be set on top or at the side of the chassis.

UHF Conversion Facilities

All sets in the line of Scott Labs., Chicago and most of those made by John Meck Industries, Plymouth, Ind., are equipped with a turret type tuner to which UHF strips can be added. The sets have been pre-wired for UHF conversion. The company has also produced a separate converter experimentally, but will not produce these until there is a demand for them, which Meck officials expect next year "at the earliest." The firm has also manufactured the UHF tuning strips experimentally, and could place these in the hands of dealers "within a week" if the public demand warranted production.

Standard Coil Products Co., maker of tuners, has always produced a tuner compatible to special needs of UHF without additional structural change or converter, said Glen E. Swanson, president. The company has made 5,750,000 tuners, he said, which can be readied for UHF by simple substitution of coil strips for about $10, including installation. It serves Admiral, Emerson, Capehart and others, he added. An 82-channel VHF-UHF tuner was demonstrated in February and has an August delivery date, he said.

H. L. Hoffman, president of Hoffman Radio Corp., West Coast firm, said its sets will give complete UHF coverage, with present sets easily adaptable. Conversion can be done by adding an external converter or putting a slug on the tuner, he said.

"Kaye-Halbert Corp., Culver City, will make sets with UHF strips built-in when UHF stations are on the air and demand exists," said Harry Kaye, president. He said present sets can be converted easily.

General Electric Co. is prepared to market a continuous-tuning UHF "translator" for use with present VHF sets, according to spokesmen, who said it will retail for $49.95. Additionally, the company has developed—and is expected to announce details in the near future—an adapter for installation inside VHF sets to permit them to receive selected UHF channels.

Installation By Set Owner

All Westinghouse VHF sets can be converted for UHF reception without sacrificing any of the 12 VHF channels and models introduced this year contain built-in UHF circuits making possible single-dial tuning of UHF as well as VHF, F. M. Sloan, manager of the Television-Radio Division, reported Thursday.

This year's sets, he said, "are equipped to use a new tube-type plug-in channel receptor. Two units may be used to give two additional UHF channels and it is anticipated that this will meet the needs in most areas for some time. The set owner can make this installation. In case more than two UHF channels are available in an area, an all-channel continuous tuning unit will be available. A dial for UHF tuning is incorporated in all sets."

Sets with single-dial tuning manufactured before this year, Mr. Sloan said, can be equipped via the new tuner.

Retail price for the new tuner is $24.95 and Mr. Sloan said volume production is expected to bring this down. The units will be available in each area when UHF broadcasting commences, he added. No price has been set for the continuous tuner covering all UHF channels.

DuMont Labs has both internal and external converters but has not decided when actual production will start, spokesmen reported. Nor have probable prices been revealed, but they will be "competitive" with those of other manufacturers. Many models of the DuMont VHF line contain built-in provision for conversion by substituting tuning strips for local UHF channels.

Spokesmen for Emerson Radio & Phonograph Corp. said their company has been at work on development of adapters or converters but they were not in a position to discuss details.

Sylvania Electric Products has developed a converter which is reported to be "in or ready for" production, with retail price to be around $40.

Stewart-Warner Corp., Chicago, said all sets have been convertible to UHF by addition of tuning strips since 1949. No plans for making converters were disclosed.

RCA-Victor said it has been in production several months with UHF receiving equipment. For VHF sets it has an all-channel UHF selector to be added to a set. Two low-cost selectors are designed for areas with only one or two UHF stations. The selectors are said to function on any make TV set, with simple installation.

Six years of field testing and experiments have gone into the equipment, it was added, based on Washington and Bridgeport UHF reception. Reception will be as good as in the VHF band, according to RCA.

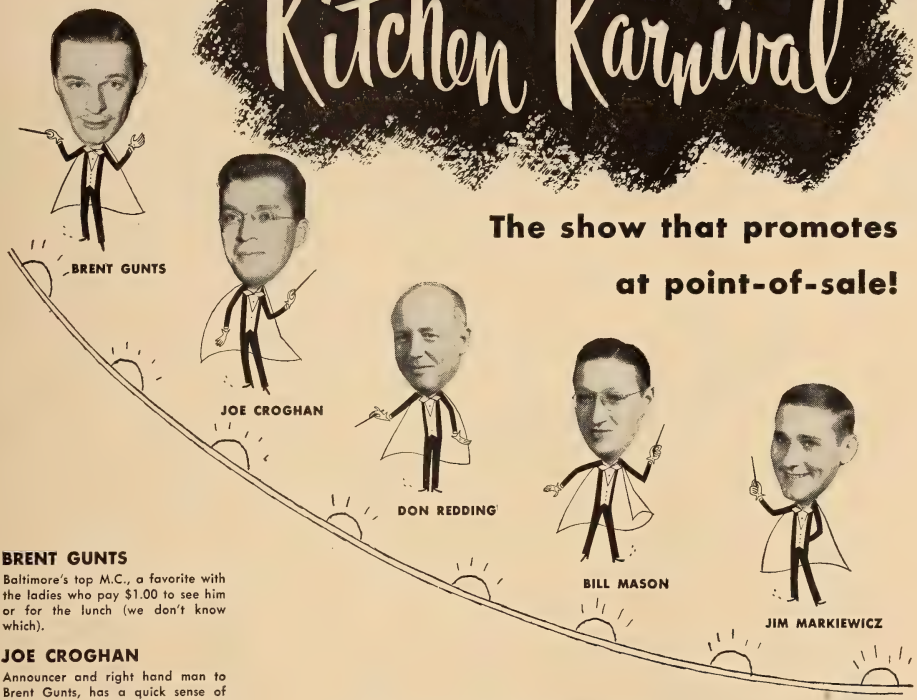
Fred D. Ogilby, Philco Corp. vice president in charge of TV, said, "all Philco television sets have been equipped to accept adapters for a number of years. As soon as the UHF stations are in operation and the adapters are needed, they will be available in any quantity, since they have already been developed and perfected. We plan to make no profit on the adapters but sell them as a service to our customers when needed."



Merchandising Magic in Baltimore!

Kitchen Karnival

The show that promotes at point-of-sale!



BRENT GUNTS
Baltimore's top M.C., a favorite with the ladies who pay $1.00 to see him or for the lunch (we don't know which).

JOE CROGHAN
Announcer and right hand man to Brent Gunts, has a quick sense of humor and a winning touch with commercials.

DON REDDING
WBAL's Sales Service Manager, whose primary function is to correlate the terrific power and effect of "K. K." with the effort of the manufacturers' own local broker or representative.

BILL MASON
Merchandising Manager, carefully plans the campaign and promotions for sponsors. He sets up luncheons, shows and displays, and personally visits dozens of chain and independent stores weekly.

JIM MARKIEWICZ
Another experienced grocery detail man. Full-time on the street, achieving distribution, stimulating sales, setting up displays, obtaining bona-fide orders for "K. K." products. Weekly written reports to sponsors on activities.

Kitchen Karnival, WBAL's outstanding daily half-hour festival of fun, offers participating sponsors guaranteed, concentrated merchandising for their products in the Baltimore area food stores. Your product is exposed to thousands of customers. For instance: Your product is mass displayed at luncheon broadcasts and at church and civic broadcasts in and around Baltimore; it is sampled by luncheon guests and audiences numbering over 500 each week; it is given as prizes at every broadcast; it gets special point of sale display and active in-store promotion from full-time merchandising men.

WBAL

50,000 Watts • NBC in Maryland
Nationally Represented by EDWARD PETRY & Co.

CHICAGO AD GROUP

To Sponsor Contest

FOURTEEN radio and television awards will be given to industry members in Chicago by the Chicago Federated Advertising Club in its 10th annual competition this year. Entries from advertisers, stations, networks and producers must be entered by April 25 for judging in the contest, results of which will be announced at the annual banquet.

Radio entries competing for awards in four classifications each in network and local groups should be in the form of a letter with descriptive and factual matter concerning the program or commercial (data on ratings, sponsor identification and accomplishments) all accompanied by 33 1/3 transcriptions, the judges request. TV entries on shows or commercials will be judged on the basis of letters and/or film.

Separate awards will be given in radio and television to network and local entries in these classes: (1) programs—drama, variety, music, audience participation, juvenile, disc jockey; (2) commercial announcements, including station breaks and (3) new program created during the year. A fourth radio category is for special features, such as sports, public service, women's shows, news and veteran's shows.

Radio judges include Al Bland, WBBM-CBS; Kenneth Craig, CBS; Jane Daly, Earle Ludgin; Bruce Dennis, WGN; Fred Harm, WJJD; Homer Heck, WMAQ-NBC; Irene Hess, Ruthrauff & Ryan; Lee Petrillo, WCFL; Nick Wolf, Leo Burnett, and Dick Woollen, WENR-ABC, all Chicago.

Judges for TV entries are Jack Arnold, Henri, Hurst & McDonald; Hill Blackett, Grant Adv.; Bob Brewster, McCann-Erickson; Dave Dole, Leo Burnett; Fred Klein, Toni Co.; Jack Odell, Quaker Oats Co.; Karl Sutphin, BBDO, and Alan Wallace, Needham, Louis & Brorby.

Representing radio and television, respectively, on the general awards committee are Howard B. Meyers, manager of the O. L. Taylor Co. and Gerald A. Vernon, TV network sales manager for ABC.

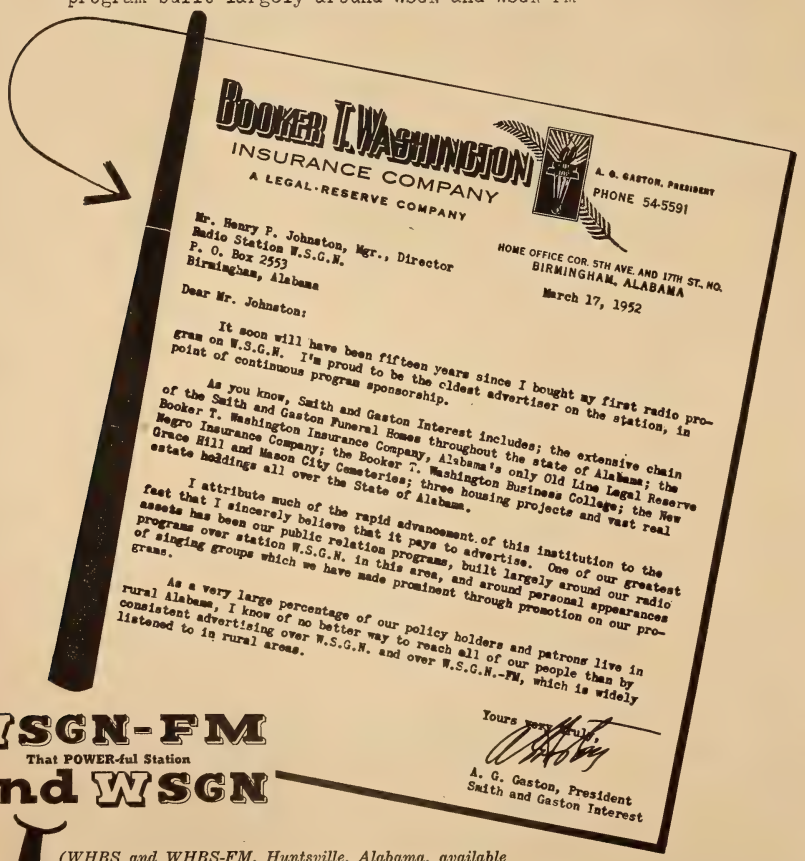
ABC CHICAGO

Moves to New Studios

ABC CHICAGO completed a $300,000 move last weekend, transfering its Merchandise Mart facilities to the Chicago Daily News Bldg. across the river from its Civic Opera Bldg. headquarters [B•T, March 31]. WENR, ABC's owned and operated radio outlet, has what Vice President John H. Norton Jr. terms "a completely new broadcasting setup" with six modern studios, five of which are now being built on the 24th and 25th floors. One of the new studios will be used for both radio and WENR-TV, while another, now a TV room, will be converted to radio use also.

New facilities in addition to the AM studios include a master control unit and an engineering equipment maintenance shop, as well as 12 tape recorders. Modern portable equipment for remotes is being purchased also, including microphone stands, amplifiers and cords.

"one of our greatest assets...public relations program built largely around WSGN and WSGN-FM"



WSGN-FM
That POWER-ful Station
and WSGN

(WHBS and WHBS-FM, Huntsville, Alabama, available in optional combination at substantial savings.)

WSGN is affiliated with ABC and is the key station for the Alabama Broadcasting System.

CONVENTIONS

Full CBS Staff Assigned

EVERY regular CBS Radio and CBS Television news broadcaster, backed by the entire radio network editing and writing staff, will be in Chicago for coverage of the Presidential conventions, it was announced last week.

Regular news commentators to be assigned to the political coverage, under sponsorship of Westinghouse Electric Corp., include Edward R. Murrow, Robert Trout, Eric Sevareid, Lowell Thomas, Bill Downs, Don Hollenbeck, Allan Jackson, Winston Burdett, Douglas Edwards, Walter Cronkite and the entire New York and Washington news staffs of both CBS Radio and TV networks. David Schoenbrun, who has been covering Gen. Eisenhower's Paris headquarters, also will be sent to Chicago.

Regional reporters, also to be in Chicago for CBS AM-TV commentaries, are Grant Holcomb, KNXT (TV) Los Angeles; Jim Bormann, WCCO Minneapolis-St. Paul; Charles Ashley, WEEI Boston; Charles Shaw, WCAU- TV Philadelphia, and Jack Knell, WBTV (TV) Charlotte, N. C. KSD-TV St. Louis will also be represented by a local news broadcaster.

CBS Radio coverage will be directed by Wells Church, editor-in-chief of CBS Radio news, assisted by Theodore F. Koop, Washington news head; Henry Wefing, New York editor; Dallas Townsend, special events director, and Lew Shollenberger, Washington special events director.

Executive producer of CBS-TV convention coverage will be Sig Mickelson, CBS-TV director of news and public affairs, who is also chairman of the TV network pool executive committee. He will be assisted by Fritz Littlejohn, director of news, and Betty Koenig, TV program assistant. CBS-TV technical operations will be headed by R. G. Thompson, director of technical operations.

WASH. STATE CLINIC

Set for Friday, Saturday

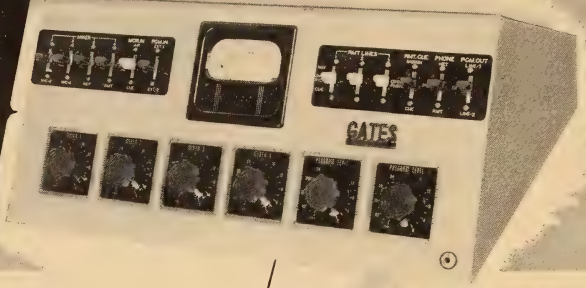
WASHINGTON State Assn. of Broadcasters is to hold its WSAB Sales Clinic and annual spring meeting this Friday and Saturday at Pullman, Wash.

Among those listed as speakers for the clinic are Kevin Sweeney, vice president, BAB; Joe Ward, general manager, Advertising Research Bureau Inc., and Maurice Mitchell, Associated Program Service. BAB has scheduled a program clinic in Seattle Friday, and WSAB hopes that William Ryan, BAB president, will speak before the gathering, either Friday or Saturday. Expected to be on hand is Jim Cox, West Coast representative for BMI, which also is holding clinics in the northwest region.



Up to the Job!

1. Complete facilities for Smaller Stations
2. Adaptable for more Comprehensive Installations





The GATES 52-CS Studioette is ideally suited for smaller stations because it provides complete studio operation for present AM, FM and TV service — yet is often incorporated into a larger master control type of installation.

In design and construction, the GATES 52-CS Studioette is modern in every respect. At modest cost, it possesses many features usually found in only the most comprehensive and expensive consoles and is intended for service where fidelity, noise and distortion requirements are exacting.

facilities

The 52-CS **Studioette** provides four mixing channels, two for microphone service and two for turntables. Both turntable channels are provided with cue attenuators so that turntables, network or remote lines may be connected to an external cueing amplifier where desired. The **Studioette** will accommodate three remote lines with complete override and cue facilities.

Four amplifiers are provided; two 2-stage preamplifiers, one 4-stage high gain program amplifier and one 3-stage, 50 Db. gain, monitoring amplifier. Power supply is self-contained.

the GATES 52-CS STUDIOETTE

For AM, FM, TV Studio applications. Also recommended for recording studio use and as high quality control unit for public address and centralized radio installations.

Response—Plus or minus 1½ Db., 30-15,000 cycles.
Distortion—Program circuit including preamplifiers, less than 1% from 50 - 15,000 cycles. Monitoring amplifier, 2% or less at 4 watts output, 50 to 15,000 cycles.
Noise—Program circuit overall 65 Db. below plus 8 Dbm.

Outstanding Features

- Same high quality components as in all GATES speech equipment.
- Input transformers have multiple mu-metal shields.
- All transformers impregnated and moisture sealed.
- Shock mounted tubes in preamplifiers and first stage high level amplifier.
- Self contained power supply.
- Attractive steel cabinet tilts back for changing tubes, cleaning attenuators and reaching terminal strips.
- Under-chassis wiring quickly exposed by removing top.
- Large, illuminated 4" VU meter.

Write today for GATES SPEECH INPUT CATALOG where the functional block diagram and complete specifications of the GATES 52-CS Studioette will better acquaint you with the complete facilities provided in this versatile, yet inexpensive, speech input equipment.

GATES

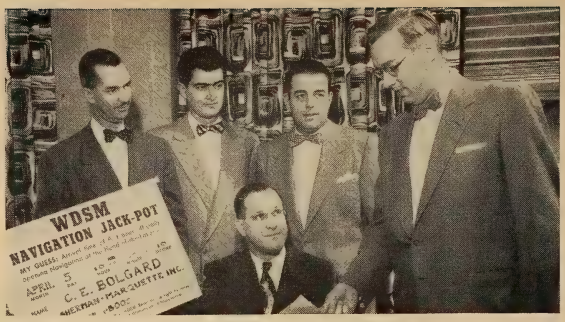
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922
2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

BASEBALL WIRES

Majors' Service Maintained

WESTERN UNION strike did not affect baseball game reconstruction service to stations and networks so far as major league play was concerned, but wired reports of minor league games were halted completely by the line tie-up, company spokesmen said last week.

It was reported that supervisory personnel and, in some cases, non-union women telegraphers had coupled with sportswriters at baseball fields to feed play-by-play descriptions to radio outlets. Caught in some instances without any workers of its own, Western Union was understood to have resorted to its arch rival, telephone, to fulfill its sports services, with result that even news copy was being "wired" from baseball parks by the end of last week when service was restored to 1,104 cities throughout the nation.



$100 JACKPOT for best guess among 149 media men in 14 states on arrival time of first ship to pass through ice-clogged Duluth Harbor into Great Lakes goes to Clifford E. Bolgard (seated), media director at Sherman & Marquette Adv., Chicago, from John Erickson (right) of Free & Peters, same city, station representative for WDSM Duluth. Station also conducted a local promotion, counting 50,000 entries from the public for $500 in cash prizes and $1,500 in merchandise. Other Free & Peters Chicago radio salesmen are (l to r) Art Bagge, Dean Milburn and Ray Neihengen.

NEW YORK ADWOMEN

Contest Winners Announced

WINNERS in the 23d annual advertising course conducted by Advertising Women of New York were presented $100 and $50 defense bonds as first and honorable mention prizes at New York's Waldorf-Astoria last Monday. Helen Berg, AWNY president, made the presentations.

Winners include: Carol Brock, hostess editor of *Good Housekeeping* magazine, first prize in merchandising, and Doris Standfield, advertising department, Johnson Pub. Co., New York, who tied with Mrs. Brock for first place in public relations and publicity; Marcia Wiley, Yachting Pub. Co., New York, tied for first prize in copywriting, and won honorable mention in public relations and publicity; Phyllis Levoy, Esquire Socks, New York, tied with Miss Wiley in copywriting; Vee Hoover, Bellinger-Davis Travel Service, New York, first in art and layout; and Nancy Lee Hicks of Time Inc., New York, and Margo Hughes of Johnson Pub. Co. were awarded honorable mentions in merchandising.



If a Tony Wons were to ask that question over a WGR microphone today, he'd have an audience far bigger than the "good old days." One day recently, ONE offer of a sample jar of skin cream brought 3,000 requests flooding in from Buffalo, western New York and Pennsylvania and from our Canadian listeners across the river.

Yes, WGR means **We Get Results!**

CBS Radio Network

WGR 55

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

NIELSEN-SAMS

To Make Separate Surveys

A. C. NIELSEN CO. and Standard Audit & Measurement Services last week were proceeding with individual station and network coverage survey projects, following failure of attempts toward a merger of the two audience measurement services.

Announcing that it had proved impossible to work out an agreement between Nielsen and SAMS, A. C. Nielsen, president of his company, said Monday that "Negotiations have been discontinued and we are proceeding at full speed and with all the resources of our organization to produce—for the benefit of the radio and television industries—the most accurate, impartial and useful coverage service ever developed."

BMB Is Praised

Praising BMB as "a well executed pioneer effort," Mr. Nielsen declared that the seven years since BMB's first survey show that a "vastly improved technique" is needed today to give stations measurements which will do them full justice. The problems which existed "even in the old days" have been "greatly magnified by the growth of television," he averred.

Without entering into the respective merits of the two systems of audience measurement used by the two organizations, industry observers noted that Nielsen's use of a probability sample and personal interviews will give results quite different from those obtained by Standard through a quota sample and a mail ballot. Fear was expressed that attention of the buyers as well as the sellers of broadcast time would be focused on the differences in individual network or station coverage data as reported by the two measuring services, rather than on the up-to-date picture of today's radio and TV station and network audiences both services are designed to produce.

KBIG announces the appointment of

ROBERT MEEKER & ASSOCIATES, Inc.

as exclusive national representatives

And what does that mean to you? It means, if you're an advertiser intent on selling Southern California, a new, easy, low-cost way to get what you want:

BUY KBIG, Giant Economy Package of Southern California Radio, directing 10,000 watts of sealed-beam power over the Great Salt Water Route to cover Southern California like the sky

THROUGH MEEKER, A l w a y s-Where-You-Need-Them-Most Station Representatives, with offices in New York, Chicago, Philadelphia, San Francisco, Los Angeles.

New York Chicago Philadelphia
San Francisco and Los Angeles.

When You Think Southern California, Think BIG (5,000,000 people)
When You Think BIG, Think K-BIG (10,000 Watts—740 kc.)
When You Think K-BIG, Think MEEKER (other end of your phone)

★ remember **KBIG** and **MEEKER**

a complete coverage combination for Southern California



The long TV "freeze" is over at last!

And now that FCC is opening the floodgates, preparing to expand TV, you can begin to see where you might fit into the TV picture.

Whatever you decide to do about TV, it goes without saying that it should be based on the latest and most accurate information about what's happening in the TV and associated fields.

For the last 7½ years, nearly all top executives in the broadcasting, telecasting and allied fields have been reading Martin Codel's weekly TELEVISION DIGEST and utilizing its various services. Perhaps it's time for you to start doing so, too.

We want you to test the usefulness of TELEVISION DIGEST without committing yourself to any long-term obligation—hence this offer to send you our full TV Services for the next 13 weeks for only $18. Regular rate is $100 per year—and our current semi-annual Factbook plus FCC's Final Allocation Report, which you will get as part of this trial offer, would cost $10 if purchased separately.

Use the convenient order form below. We'll start service the very day it reaches our office.

USE THIS HANDY ORDER FORM

Television Digest
Wyatt Building
Washington 5, D. C.

Please send me the full TV Services* of TELEVISION DIGEST for next 13 weeks at your Special Introductory Rate of $18 [Regular rate: $100 per year]. Address the Reports to:

Name.....

Company.....

Address.....

City..... Zone..... State.....

☐ $18 check enclosed ☐ bill company ☐ bill me

* Includes Weekly Newsletter, plus TV Factbook No. 14 with Weekly Addenda to date, plus all Supplements and Reports, pertaining to TV (including 243-page end-of-freeze TV Allocation Report).

Full Text of
FCC's FINAL ALLOCATION REPORT
Included With This Offer

B

NEWS RIGHTS

House Rules Clarification To Be Asked—Bormann

MEMBERS of the National Assn. of Radio News Directors will strive in the 83d Congress for a clarification of House rules spelling out rights of radio-TV reporters in covering Congressional proceedings, NARND President Jim Bormann, WCCO Minneapolis, promised last week.

Mr. Bormann also said the association will work closely with the American Bar Assn. to set up a "code of decorum" for radio and video coverage of legal trials and legislative hearings.

NARND objectives were outlined by Mr. Bormann in a talk prepared for delivery during a session of Ohio State U.'s 22d Institute for Education by Radio-Television at Columbus last Saturday. The WCCO news and public affairs director was to serve as chairman for a panel discussion of "New Techniques in Presentation of News by Radio and Television."

Mr. Bormann decried the House ban on radio-TV coverage and a resolution adopted by ABA's House of Delegates recommending legislation to prohibit similar reporting of trials and hearings.

These twin developments, he asserted, "constitute a serious transgression of the people's right to know what their government and their courts are doing" and are aimed at restricting full access to the news. He described the actions as a "cause of serious concern" to radio-TV newsmen and declared NARND will "resist" them.

NARND members will seek clarification early next year, in view of early adjournment of the 82d Congress, in hope of spelling out rights of reporters to use their "tools of trade freely, but with discretion." They also plan to devise a code with ABA assistance that would "modify the obtrusive features" of full radio-TV coverage "without extinguishing the people's right to be fully informed."

Role of news coverage as a factor in successful station operation and public relations was explored by Charles Day, WGAR Cleveland, during that session. He cited "tremendous growth" of stations since World War II and noted that many, particularly in smaller areas, geared their operation to good news coverage. Adequate news operation automatically solves public relations problems, he added.

"Better friendships mean a deeper understanding of what the community problems are and enable a station to put its shoulder to the wheel in common with people and organizations—civic, fraternal or educational," he asserted.

Other panel members scheduled were John Shelley, WHO Des Moines, and James Byron, WBAP-TV Forth Worth, on news and special events coverage for radio and TV, respectively.

Strictly Business

(Continued from page 20)

part of the Mutual network. Col. Davies again left WIP, when called back as a reserve officer in World War II, serving as lieutenant colonel in the counter-propaganda section of the infantry.

Col. Davies started his own business as radio and television consultant in 1946. A year later he organized the Edward Davies Assoc., television spot producer. One television film he produced was Musselman's Apple Products. This commercial, made in 1949 with Pennsylvania Dutch characters and dialect, is still in use. The O-Cel-O Mop film, made two years ago, also is still on television. Other films include Valley Forge Beer and American Floor Covering Co.

When the Television Assoc. of Philadelphia was formed in 1951, Col. Davies was an originator and was its president last year. The group, starting with 20, now has 110 members. He is board chairman.

Col. Davies' new appointment with DeFrenes Co. became effective April 1. The firm has made film for 36 years and is the oldest in Philadelphia. Some DeFrenes accounts are RCA air-conditioning, Sylvan Seal milk, Good and Plenty candy, Old Reading beer, Drexel furniture, Philadelphia Saving Fund Society and Rival food.

Three awards were made by the Navy for motion pictures produced by the DeFrenes Co. in 1950.

Col. Davies believes now that "the freeze on TV stations is lifted, the new independent stations will have to rely on the film companies for their program needs, since it will be economically impractical for the stations to use live talent and produce their own shows. The cost of film will be negligible compared to production of live shows, and as the number of television stations increases, the cost should go down."

Col. Davies married the former Thelma Melrose, who was a member of the Philadelphia Civic Opera Co. His hobbies include gardening and caring for his seashore home in Beach Haven, N. J. Col. Davies is also the originator of the Island Arts and Science Club in Beach Haven and is a member of the Poor Richard Club.

GIFT OF WDET

Accepted by Wayne U.

DETROIT Board of Education, acting on behalf of Wayne U., has formally accepted WDET (FM) Detroit as a gift from the UAW-CIO [B•T, April 7].

Without conditions, the land, tower, transmitter, studio building and equipment were given free and clear to the university. Total evaluation was estimated at $125,000. Dr. Paul B. Rickard, head of the university radio-TV department, will manage the station.

HEAVY

It isn't often that just three figures

can pack such a sales wallop as these Hooperatings on the WGBI audience: 56.6 in the morning . . . 59.0 in the afternoon . . . 72.0 in the evening.* These ratings—*which set a record for all CBS stations*—become even more impressive in view of the extremely high sets-in-use percentages in all three time segments!

This remarkably heavy listening occurs in Scranton, which is situated in the Scranton-Wilkes-Barre market where WGBI is the favorite station among 694,000 people who are eager to listen and able to buy. And there's also a bonus from Hazleton, where WGBI has the largest share of listeners in some time periods in the Wilkes-Barre-Hazleton area.**

In fact, the only things that's *low* at WGBI is the rate structure . . . which warrants calling your John Blair man *today!*

**Figures from Hooper Scranton Radio Audience Index, March-April 1951.*
***Figures from the Pulse of Wilkes-Barre-Hazleton, November 12-16, 1951.*

WGBI

Mrs. M. E. Megargee, President • George D. Coleman, General Manager
CBS Affiliate • 910 KC • 1000 Watts Day • 500 Watts Night

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

ABC-UPT MERGER

Gordon Brown Opposes

OPPOSITION to the proposed ABC and United Paramount Theatres merger was voiced during the FCC hearings last week by Gordon Brown, owner of WSAY Rochester, who appeared as a public witness [B•T, April 14]. Mr. Brown has been an enemy of radio networks ever since he and ABC disagreed on the network's rate practices several years ago.

Also testifying were Harold M. Wheelahan, general manager of WSMB New Orleans, and Paul Raibourn, Paramount Pictures vice president in charge of television.

Today (Monday) Leonard H. Goldenson, UPT president, and Robert B. Wilby, UPT director, are scheduled to return for cross-examination by the FCC. Wednesday Barney Balaban, president of Paramount Pictures, is slated to appear, and A. H. Blank, UPT director, will probably be cross-examined a week from today.

Mr. Brown last week predicted that instead of increasing network competition—as ABC President Robert E. Kintner said would happen if ABC merged with UPT—there would be less competition between networks. He said that Mutual and Liberty networks, now behind ABC on the competitive ladder, would be left even farther back if ABC were allowed to zoom ahead with the aid of UPT's resources.

Mr. Brown claimed that the merger of ABC and UPT looked, to him, like the merger of two monopolistic groups into a much larger group.

He is concerned about the merger of ABC with a motion picture distributing company because he fears feature films—which might otherwise be used by the independent station owner for pay-as-you-see TV—will be used by the network adjunct of the ABC-UPT combination for network programming.

Mr. Brown said he thinks pay-as-you-see television will be the salvation of independent TV outlets, asserting that cost of programming cannot be met by advertisers.

Mr. Wheelahan appeared Tuesday afternoon and spent most of his time under direct examination. Major portion of his testimony concerned WSMB programming and public service record. WSMB is now owned by City Stores Mercantile Co. and United Paramount-Richards Theatres. What is sought is Commission approval of transfer of control from E. V. Richards Jr. to UPT.

Mr. Raibourn, who appeared the last half of the week, underwent a gruelling cross-examination from FCC counsel Arthur Gladstone.

Mr. Gladstone is a Commission attorney regularly assigned to the Common Carrier Bureau but "drafted" by Frederick W. Ford, chief of the FCC Hearing Division.

He seemed to be trying to establish a basis to prove that Paramount Pictures attempted to hold back television development by control of certain electronic devices, through its relationship with Scophony Corp. of America. SCA controlled rights to certain electronic developments, principally large-screen theatre TV. Paramount Pictures at one time was a 25% owner of Scophony with General Precision Equipment Corp. also holding 25%. The other half of SCA was owned by British interests.

WJBK GRANT

Gets 1500 kc, 10 kw

WJBK Detroit got FCC approval last Wednesday to increase its power and change its frequency from 250 w, 1490 kc, to 10 kw day, 5 kw night, on 1500 kc with directional antenna [B•T, April 14].

Cost of the project will total $259,535.

Simultaneously, two other applications contingent on the WJBK frequency shift and power boost were approved by the Commission. WABJ Adrian, Mich., got a CP to change from 1500 kc to 1490 kc, and from daytime to fulltime operation. And WMRN Marion, Ohio, got permission to install a new antenna and ground system and make other changes; however, it keeps its present frequency of 1490 kc with 250 w fulltime.

Last fall FCC Hearing Examiner Fanny Litvin issued an initial decision looking toward the grant of WJBK's application and the other two dependent applications, but the FCC Broadcast Bureau subsequently submitted objections to these proposed findings.

In its final decision, the Commission ordered that WJBK would have to construct a two-element directional array to determine the effect of a powerline, which is nearby the transmitter site, upon the pattern.

If these tests are satisfactory, WJBK can go ahead and build the proposed eight-element array. WJBK plans to build towers from hollow tubing, running the wires inside the tubing to the warning lights. In addition, all transmission lines and couplings are to be buried underground to insure a true pattern.

With the power increase, the Fort Industry Station will serve 7,980 more people than it does now during the day, and 1,197,344 more at night.

WABJ Adrian, operating fulltime, will provide the first nighttime primary service to its area. The change in WMRN Marion's antenna will cover 98½% of Marion at night instead of 85% of the city, its present nighttime coverage. The increased area includes 8,192 persons daytime and 4,873 persons nighttime.

NEW rate card has been issued at WHAS Louisville, Ky., effective May 15, according to Neil Clinc, sales director at the station. Card provides new time bracket from 6 to 7 a.m. with A and B Class unchanged.

IN SYRACUSE . . . TELEVISION SUPPLEMENTS RADIO

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request). Here are the results:

Survey	Date	Number of Homes Called	Number of TV Homes	TV Homes Only, Average Hours per Day	
				Radio	Television
No. 1	Oct. '51	763	493	2.90	4.50
No. 2	Dec. '51	704	493	3.24	4.76
Combined		1467	986	3.07	4.52

The Survey Also Showed:

1. An average of 2.4 radios per TV home.
2. 61 radios purchased *after* the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has *not* replaced radio—merely *supplements* it as a source of information and entertainment.

Another Significant Fact...
WSYR BLANKETS RICH CENTRAL NEW YORK

WSYR SYRACUSE 570 KC

NBC Affiliate. WSYR-AM-FM-TV...the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE NUMBER 30 OF A SERIES

FOR YOUR INFORMATION:

U.S. oil men found more new oil in 1951 than ever before in any one-year period in history, but they had to buck big odds and invest vast sums of money to do it.

They drilled nearly 45,000 new wells in 1951 (another all-time record), and spent more than two billion dollars in their ceaseless search for new oil reserves. The result was more than five billion barrels of new oil for the wings and wheels of America.

Indicative of both the odds and the costliness of the great quest for liquid petroleum, however, is the fact that 16,500 of the 45,000 wells turned out to be nothing but dry holes – holes which represented a loss of time, labor and capital.

Much of 1951's two billion dollar investment went down the drain in this fashion, but for oil men and for America there is no alternative.

Only a drill will determine whether a well will be a producer or a dry hole, and oil men must drill thousands of them to expand known fields and to bring in new fields.

The chances of finding oil in commercial quantities in an area where it never has been found before are long and hard. The basic odds are eight to one against success; the chances of bringing in a field with an ultimate recovery of a million barrels or more are 43 to one; the odds against finding a field that will yield 50 million barrels or more are 966 to one.

Even if an oil man is lucky enough to beat these odds and bring in a well, here are some additional facts which must be considered: one million barrels of oil is equivalent to only four hours' supply for the United States; 50 million barrels is enough for only eight days' supply.

Last year, oil men drilled 6,189 new-field exploratory wildcats and of these 5,505 were dry holes. Since their average cost is $90,000 or more, it is readily apparent why the search for oil is both hazardous and expensive.

Finding oil is only part of what it takes to keep the family car rolling, and to fill other demands for petroleum products. Year after year, oil men plow back into their business more than 50 cents out of every dollar earned. This plowing back, which was the biggest in history in 1951, helped oil men to set new crude supply records, and enabled them to add new refinery capacity, new transportation and marketing facilities, and to expand their operations extensively to keep pace with consumer demand.

Planning, foresight, private enterprise and competition make such feats possible.

Edwin W. Esmay

Edwin W. Esmay, Acting Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

Legal Scientific Opinion Divided

(Continued from page 25)

get a grant or be heard in comparative hearings.

But, a serious and vehement minority of the several dozen Washington practitioners contacted by BROADCASTING • TELECASTING during the week dissented sharply from this attitude.

"The FCC decision is one of the lowest points in the history of radio regulation," declared one attorney noted for the pithiness of his observations.

"From an engineering or an economic point of view, this is ludicrous," said a well-known consulting engineer.

Composite of opposition views run the gamut. Some of these views are as follows:

• The primary purpose seems to be to establish a system of TV allocations to deprive applicants and licensees of their rights as set forth in the Communications Act. For example, there is nothing in the final TV report regarding protection to stations against interference, nothing about service, no penalties against non-use of a channel.

• The Commission has abdicated its responsibility for choosing between applicants on the basis of demand. It has instituted in place thereof a "mumbo-jumbo" of separations, etc. The document withdraws from the FCC the responsibility of deciding between conflicting applications on the basis of service and equitable distribution, etc.

• Separation criteria are too rigid. For example, Jackson, Miss., is 218 miles from Pensacola, Fla., which is assigned VHF Channel 3. Therefore, Jackson cannot have the same VHF channel. Yet, had the FCC started drawing up its assignments from west to east, instead of vice versa, Jackson would have had Channel 3 and Pensacola would not. Thus, an accident of drafting decided the assignment. Even with the Commission's avowal of the rigidity of its minimum separations, it does not adhere strictly to them.

• Monopoly now existing in one and two-station markets is perpetuated. Desirability of VHF is enhanced through the extra-wide coverage it is permitted and the scarcity of such channels in key markets. Fact that in most major cities there are less than four VHF channels means that TV is doomed to be a two-network service. Such cities as these have less than four VHF: Atlanta, Miami, Baltimore, Cleveland, Cincinnati, Detroit, Indianapolis, New Orleans, Kansas City, St. Louis, Buffalo, Portland, Ore., Memphis, Nashville, Houston, Richmond, Norfolk, Seattle, Spokane.

• Educational reservations, particularly where a VHF frequencies are involved, are an abortion. In many of the largest markets, change of reservation to UHF would permit the establishment of four VHF assignments, foster four competitive networks.

• Attempt to consider UHF as good as VHF—or that some day soon it will be—is merest fiction. UHF will cost more money to get less coverage than VHF.

• Channel-by-channel procedure is a "monstrosity." Already there is talk of "meetings" among applicants. Failing something like that, applicants in each city will be engaged in a "rat race."

• Plan does not give TV service to the people, it indicates where there is not any service. There is no requirement for protection. Therefore, station operators will never know who they are covering and how much territory. Coverage will depend on power and antenna heights of co-channel and adjacent channel stations, not on individual stations.

• Third Notice set up five priorities, never said anything about zones, 220-mile separations in Gulf areas, combination of facilities and city spacings. Therefore, the final report makes a "mockery" of administrative procedure rules.

• When shown how to avoid intermixture evils, Commission blithely ignored recommendation. For example, Madison, Wis., commercial operators asked that lone VHF channel be made educational, three UHF channels commercial. But Commission refused to budge.

• Decision flouts Sec. 307(b) of the Communications Act, dealing with equitable distribution of frequencies to various cities and states. How can anyone economically establish UHF in New Jersey, when that state will be blanketed with VHF signals from New York and Philadelphia TV stations?

Only formal action during past week was a directive to the Federal Communications Bar Assn. Committee on Practice and Procedure to study the document, report recommendations to the FCBA executive committee.

It is believed that such a report will be ready in about two weeks.

FCBA Practice and Procedure Committee is chairmanned by William J. Dempsey, includes also Thomas W. Wilson (Dow, Lohnes & Albertson), Robert M. Booth Jr. (Bingham, Collins, Porter & Kistler), James A. McKenna Jr., W. Theodore Pierson, Henry G. Fischer.

Whole long procedure last fall of filing comments, counter comments, pleadings was a pure waste of time in the view of those opposing the Commission's final TV report.

In fact, one law firm in Washington is chortling over its prescience: It advised its clients not to file anything on the ground that the expense and time involved was not worth the minute chance of changing the Commission's mind.

Many observers were certain that the three-and-a-half year freeze was totally unnecessary (see editorial, *Four Wasted Years?*, B•T, April 14). They feel the same results could have been accomplished without putting TV on a siding for that length of time.

Attitude Dates From 1948

Opponents of the document rallied round Comr. Robert F. Jones and his bitter dissent. They pointed out that his dissent was predicated on previous expressions of his attitude—going back as far as 1948 when he opposed the Commission's action denying the Yankee Network the right to apply for a Hartford, Conn., channel for Bridgeport, Conn.

The Commission at that time ruled that Yankee Network would have to petition for rule-making procedure in order to change a channel from Hartford to Bridgeport. When Yankee did so, it turned the New England radio chain down.

They emphasized that he iterated the same viewpoint in the Third Notice last year [B•T, March 26, 1951]. In that case, Comr. Jones referred to his previous stand that a fixed allocation was illegal and improper.

When the Commission asserted its right to make a fixed allocation last year, after FCBA had attacked the legality of the proposal, Comr. Jones maintained the same position, they pointed out.

Essence of Comr. Jones dissent is this, according to his friends: The Commission cannot prejudge application proceedings on an abstract basis without considering the differences in terrain, size of cities, trading areas, cultural areas —all of which are different for each city in the country.

General attitude of those opposing the Commission's final report is that it is not necessary to accept it as a *fait accompli.*

Since there will be no processing until July 1, they say, there is still time "for private enterprise to be released from the shackles and bonds of an abstract allocation plan which evades competitive hearings on applications and ignores the basic elements required to be decided between cities pursuant to Section 307 (b) of the Communications Act."

A proponent of the Commission's report disagreed with Comr. Jones' dissent in this manner:

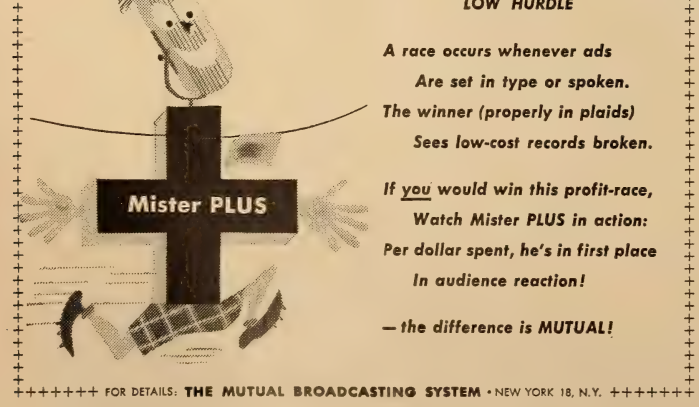
Basically, he said, Comr. Jones disagrees with the FCC majority on two counts—legality of fixed allocations and separations.

Separations Can Be Reduced

Legality of fixed allocation may be a debatable question. It can never be finally decided until the courts have a chance to rule on it.

On separations, Comr. Jones' essential point is that they can be reduced. Such a move would, he averred, risk the unknowns of interference. It would eliminate the safety factor which the FCC put into its assignments for future years when more is known about propagation. Therefore, to reduce separations now is too great a risk.

He also claimed that Comr. Jones compared median separations in the Commission's table of assignments to charge the FCC with inconsistency. But, cities do not arrange themselves evenly, he declared. Therefore, it would be impossible to equalize separations throughout the country. What the FCC has done has been to set up minimum separations, he pointed out.



N.Y. RADIO, TV CLUBS

Proposed Merger Protested

UNEXPECTED protests to the proposed merger of Radio Executives Club of New York and American Television Society led I. E. Showerman, REC president, Thursday to call a special post-season meeting of his organization for May 15, time and place still to be announced. Protests arose after mailing of ballots to REC and its members for vote on the merger [B•T, April 14], Mr. Showerman said.

Besides asking votes on the merger, endorsed by officers and boards of both organizations, letters request members to indicate preference of a name for the combined association, listing suggested names.

NEW LIGHT on time-buying in Detroit...



The best time to drive a sales message HOME is between the hours of 6 P.M. and midnight. WWJ delivers more Detroit listeners* during those six impressionable hours — Monday through Friday — than any other station.

And WWJ's average cost-per-thousand nighttime listeners is 28% lower than the average cost-per-thousand for nighttime radio in Detroit.

So—If you've got something to sell, do a WWJ-sized job. Cover a market-place that sold over 4 billion dollars worth of goods in 1951 . . .

***based on Pulse ratings**

FIRST IN DETROIT *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—590 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WCAU CENTER

Opening to Mark Anniversary

WCAU-AM-FM-TV Philadelphia will formally open its new radio-video center at dual ceremonies also celebrating WCAU's 30 years of radio broadcasting and four years of television programming. Date is to be set sometime in late May.

With major construction completed and installation of technical and office equipment proceeding on schedule, Donald W. Thornburgh, WCAU stations president-general manager, announced last week that the new center will be ready for the anniversary celebration.

WCAU is now located at 1622 Chestnut St., which, in 1931 when it was built, was reportedly the first building in the country constructed exclusively for radio.

Both buildings are a far cry from the small Market St. building where the station first went on the air in 1922.

The new center will boast 100,000 sq. ft. of floor space and is completely air-conditioned.

Ground floor of the new building will house an 80-seat cafeteria, dressing and make-up rooms, a printing and photography shop, heating, air-conditioning and power plants, storage, unassigned space and garage facilities for two mobile units and four cars or pickup trucks.

Second floor contains executive offices, sales and auditing offices and program and public relations departments.

TV studios have been designed to meet all requirements for present and future techniques. The three studios are 60x80 ft. and two stories high with a clear height of 20 ft. A fourth studio, slightly smaller, will be available for programs or rehearsals.

Many improvements in client facilities have been incorporated in the new building. Each of the three TV studios has a client booth. Also there are two comfortably furnished, acoustically-treated conference-audition rooms, one adjacent to the TV sales department and the other next to radio sales. A third conference-audition room, for television production personnel, is located in the TV production department.

The auditioning rooms have adjoining booths with film and sound projection equipment. In addition, there will be a completely equipped commercial film department.

Mr. Thornburg commented, "WCAU's new building, which is the most complete radio and television center in the world, represents unlimited potential for radio and television broadcasting.

"WCAU has always been at the forefront in facilities, engineering and programming, and, as we start our 30th year, we stand prepared to meet any challenge the art of broadcasting may present."



Artist's conception of WCAU's new Radio-TV Center, located on the outskirts of the city. ➤

DOMINICAN REPUBLIC

Opens New Radio Network

FIRST steps in the Dominican Republic's plans for expansion of its communications services have been completed with the opening of a country-wide radio network and will be supplemented in August by a TV station now under construction in Ciudad Trujillo, the capital, RCA Vice President Meade Brunet, managing director of the RCA International Div., has announced.

Both the radio network, known as La Voz Dominicana, and consisting of an AM and two shortwave stations in Ciudad Trujillo linked via VHF repeater stations with an AM outlet in Santiago, and the new TV station are equipped by RCA.

SHARE TRANSFERS

Sought by Canadian Outlets

SEVERAL Canadian stations are requesting share transfers at the May 16 meeting of the board of governors of the Canadian Broadcasting Corp. at the Chateau Frontenac Hotel, Quebec. Requesting transfers are CKRS Jonquiere, CKBW Bridgewater, CJLS Yarmouth, CFAR Flin Flon, CJBR Rimouski, CGNB Campbellton, CHNC New Carlisle. CHEX Peterborough, CKWS Kingston, CKLN Nelson, CKCK Regina and CJOB Winnipeg.

Recapitalization is being requested by CJBR Rimouski and transfer of license from individual licensee to incorporated company is being asked by CKOM Saskatoon and CHUB Nanaimo. Transfer of control in licensee companies is requested by CJNT Quebec, and CKXL Calgary. Emergency transmitter licenses are sought by CHLP Montreal and CJON St. John's, Newfoundland.

ABC Regional Meet

REGIONAL meeting of radio affiliates will be held by ABC at the Fort Worth Hotel, Fort Worth, on May 5, network spokesmen announced last week. About 70 persons representing radio stations in Arkansas, Louisiana, Oklahoma, Southern Kansas and Texas are expected to attend.

BAB SALES MEET

First Held in Hollywood

RADIO is far from being a "dead duck," Kevin B. Sweeney BAB vice president, assured some 70 Arizona and Southern California station operators and sales executives last Wednesday at a BAB clinic in Hollywood's Roosevelt Hotel. Clinic session for members only was first in a series of 42 to be held throughout the country.

In the comparison of increased radio set sales as against decreased newspaper circulation, he declared industry is growing 50 times as fast every year as newspapers. He referred to continued public demand for radio sets.

"Nearly 13 million new radio sets were sold in the United States last year and nine million were not replacements," he said. "There are 105 million sets in use in this country today."

Newspaper circulation is going down while that of radio is increasing daily, he continued, substantiating his statement with facts and figures.

The morning closed session was given over primarily to station managers who off the record aired their own specific sales problems with Mr. Sweeney and John F. Hardesty, BAB director of local promotion, joining in the general discussion. In giving station operators the current financial setup of BAB, Mr. Sweeney also told of new projects being readied for them. He cautioned stations to stick to their rate cards and not make "special deals."

BAB sales services were described by Messrs. Sweeney and Hardesty at the afternoon session.

Music Copyright

DECISION on action to be taken by Canadian broadcasters on music copyright problems will be made this Monday and Tuesday at a meeting of board of directors of Canadian Assn. of Broadcasters at Toronto. The CAB board will meet to hear the results of exhaustive and detailed studies of the copyright problem by legal counsel and CAB management. Among possible actions to be taken is a test case to prove legal right of Canadian Copyright Appeal Board to empower the Composers, Authors and Publishers Assn. of Canada (CAPAC), Canadian subsidiary of ASCAP to go through Canadian station books to arrive at a gross revenue figure on which to base fees for fiscal year[B•T, April 7].



GREENER FIELDS

Wherever Mister PLUS sows seeds
(Broadcasting them, of course)
His sponsors' crops are minus weeds;
"No-Waste" the rule in force.

"Ye shall sow on MBS
Just where ye want to reap!"
Flexibility? Heck, yes!
Time costs here? Dirt cheap!

— the difference is MUTUAL!

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.



THE "FIVE ALARM FOLLIES"
sells more than fire prevention!

If you were a schoolchild in the busy, bustling Fort Wayne area, you'd recognize the Do-Funny Players as the stars of "Five Alarm Follies".. the WOWO-sponsored puppet performance that's traveling this Indiana school circuit with its remarkably effective message of fire prevention techniques.

Efforts like this, conceived and executed in the public's behalf, do much to keep WOWO in the minds and hearts of the 2 million people who make up its loyal audience. Folks here have learned to expect the best of this station, on the air and in the area.

That's why WOWO stays on top as one of America's great selling forces. That's why *you* should get the facts on WOWO's influence in this important 49-county market. Check with Paul Mills at WOWO or Free & Peters.

WOWO

FORT WAYNE
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
SERVING 25 MILLION

KYW · KDKA · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM

THE LATEST WCKY STORY

WCKY HAS CINCINNATI'S

tremendous

OUT OF HOME AUDIENCE

IN THE JANUARY 1952 CINCINNATI OUT OF HOME PULSE

WCKY

IS IN FIRST PLACE *OR* SECOND PLACE

97.9%

OF THE QUARTER-HOURS FROM 7.00 AM TO 7.00 PM MONDAY THRU FRIDAY

on the air everywhere

24 hours a day 7 days a week

With Spring Here,
and Summer on the Way,

out of home listening will rise like the temperature. Sets in cars, portables at the beach and in the country, prove that radio is everywhere!

Here is a Small Sample of WCKY'S Out of Home Audience:

225,316 RADIO EQUIPPED CARS IN METROPOLITAN CINCINNATI ALONE.

ALSO

39.1% OF CINCINNATI HOMES HAVE PERSONS LISTENING ONCE OR MORE A DAY OUT OF HOME.

Get this big PLUS for your spring and summer schedule on WCKY



CALL COLLECT: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

editorial

McFarland Last Lap

WHEN CONGRESS reconvenes this week following its Easter recess, there will be the opportunity, for the first time since 1934, to write new substantive communications law.

The House Interstate and Foreign Commerce Committee has reported its own version of the McFarland bill (S 658) to rewrite the Communications Act of 1934. In most particulars, it conforms with the Senate bill drafted by the majority leader. But in the House draft are passages which, if enacted, would make broadcasting the most hazardous business extant.

These provisions would authorize the FCC to suspend station licenses for up to 90 days and to levy fines of $500 per day for each infraction of the law. There are no such provisions in the Senate bill, passed four times by the upper body. There's a "cease and desist" provision in both drafts, and that certainly is bad enough because of the tendency of government regulatory bodies to abuse their power.

Two other provisions in the House bill are hard to fathom. One is the failure to follow the Senate in eliminating the so-called "double jeopardy" clause. Under the existing law (which the Senate bill would remedy) any licensee adjudged guilty of attempting to monopolize radio communication in any way would be refused licenses, however remote its manufacturing or communications activities may be from its broadcast operations.

The other, a "sleeper," would put the FCC in the equipment brokerage business—or so it seems. It would allow an unsuccessful applicant for license renewal to condition the grant to the successful applicant upon purchase of the plant and equipment of the former licensee.

In at least one respect, the House committee has improved the Senate bill. That's the provision that would preclude the FCC from discriminating against applicants identified with other media "for the gathering and dissemination of information." That would apply to newspapers, motion picture companies or radio stations (seeking TV). It's a desirable and timely provision, particularly in the light of the thawing of the TV freeze.

The House leadership can steer the McFarland bill through the Rules Committee and through the chamber. Then there will be the opportunity by both Senate and House to appoint conferees and reconcile differences.

We hope Sen. McFarland, who toiled long and hard in drafting the original bill, will be named a Senate conferee. The chances then would be excellent for a safe and sane bill.

TV Evolution

THE Radio-Television Mfrs. Assn. has done a real service to television as well as to the public at large in presenting a comprehensive and factual report carrying out the Jerry Jordan investigation of the influence of TV on other entertainment forms.

It proves that, contrary to the fears of sports promoters and reactionary sociologists, television will not make us a nation of pop-eyed, indolent mutes unwilling to unfasten our gaze from the kinescope or to stir outside the living room to watch or participate in recreation.

It proves also that television does not spell economic ruin for the boxoffice; indeed the evidence is that for most other forms of entertainment television can promote, rather than retard, the gate.

It should receive special attention from the National Collegiate Athletic Assn. whose silly restrictions on the telecasting of college football look even sillier now that the full statistics are in.

Television isn't going to destroy any other recreation form that amuses people. There's no need to break up the college stadia for scrap or burn the fieldhouses. We doubt that many printing presses will be melted down to be remade into television antenna towers.

It's a big country, big enough to let TV in without crowding anything else out.

TV's Zero Hour

THE TV FREEZE is ended—on paper. From now until the Zero Hour July 1, when the waiting period ends, all eyes will be turned toward the FCC and the courts for any moves designed to enjoin the FCC's final allocations report, released a week ago today.

Lawyers are talking litigation. So are distraught applicants who futilely sought new VHF facilities in their markets. And those who had VHF facilities assigned only to see them deleted in the final report.

The FCC majority is confident that the courts will not enjoin the *entire* plan. It does not, however, exude the same confidence as to piecemeal quests for injunctive relief. It doubts whether any court, confronted with the issue of blocking nation-wide television, would issue a blanket injunction in effect re-freezing TV, after a four-year drought.

Comr. Robert F. Jones, in his hard-hitting dissent, has won over a lot of attorneys and engineers. They say it would be better to start over again with the Jones philosophy of applications based on supply and demand, rather than follow the FCC majority's "planned allocation." To do this, they contend, would save time in the long run.

There's doubtless considerable merit in the Jones plan. We said last week that it is a "lost cause." This is refuted by Jones proponents. They disagree with the FCC majority that the entire allocation cannot be enjoined. They insist it is a final order and is subject to court review.

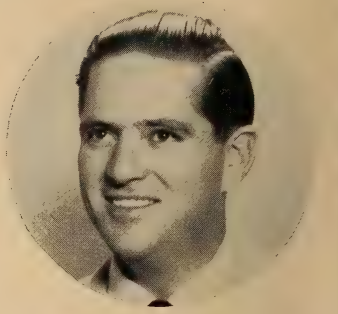
In the furore over procedures, there's the tendency to lose sight of the most revolutionary and dangerous aspect of the thaw—the capitulation to the educators to the tune of 242 assignment "reservations."

Most schools function under the aegis of government—federal, state, local. Thus, the government, once removed, places itself in competition with private business. That is socialism.

Hearings are scheduled before special boards set up in New York and Pennsylvania on what to do about educational reservations to those states. Broadcasters should appear. They should blast the fallacy of noncommercial educational operation. They should recite the history of AM educational stations, which dwindled from 150 to a half-dozen before TV's advent. They should raise the question of government education competing with private enterprise which is ready and willing to supply all of the time needed to meet school requirements—time now being offered but which most schools eschew because they haven't the money to finance the programs or the will to produce them.

The politico-pedagogues already are talking about "semi-commercial" or "non-profit" operation. No member of the FCC—with the possible exception of the educators' darling, Comr. Frieda B. Hennock—has fallen for this hoax. But remember, a few months ago no one thought the FCC would tumble to those socialistic education reservations!

our respects to:



JOHN HUDSON POOLE

FOR the past four years one of the nation's outstanding UHF television enthusiasts has been developing experimental station KM2XAZ which operates on Channel 22, covering Los Angeles area from atop Mt. Wilson.

Besides directing early developments of UHF receivers and transmitters on the Pacific Coast he also played a prominent role in forming the national VHF-UHF Allocations Plan.

Now with his early faith all but justified as the broadcasting industry opens upon a nation-wide advance into the UHF spectrum he helped pioneer, the paradoxical John Hudson Poole shows his continued belief in AM by creating a brand new 10 kw daytimer—KBIG—to service Southern California on 740 kc.

Indicative of Mr. Poole's fresh approach to engineering problems, KBIG's transmitter is located at Avalon, on Santa Catalina Island, 20 miles off Southern California's populous coast. Station is scheduled to start operating in early May.

Mr. Poole claims "Sea water conducts radio waves over amazingly long distances, and the 10 kw AM transmitter will give 50 kw coverage of the mainland."

Born in Detroit on Feb. 2, 1917, Mr. Poole became a Californian 18 months later when his father, Col. John H. Poole, a West Pointer and career Army officer retired from service.

Early schooling was in Pasadena and Los Alamos, N. M. (later the home of the atom bomb), with two years in Gunnery School, Washington, Conn., earlier the alma mater of Robert Meeker. However, these two didn't meet until 15 years later when Robert Meeker Associates became KBIG's national representatives.

It was in school at Los Alamos that Mr. Poole was hard bitten by the radio bug. At 14 he became a ham operator. It remains his hobby today.

Graduating Gunnery School in 1937 Mr. Poole enrolled in University of California at Los Angeles, and about this time, also earned his FCC commercial radio telegraph operator's license. At this time he became imbued with a burning urge to channel his future into the electronics field. He left college in 1938 to enter R.C.A. Institutes in Chicago and completed a course in practical radio engineering.

By this time, young Mr. Poole held the highest licenses issued by FCC for all classes of radio station operation. He has kept them up to date by constant service and renewals.

Three months after Pearl Harbor, Mr. Poole

(Continued on page 90)

WOV

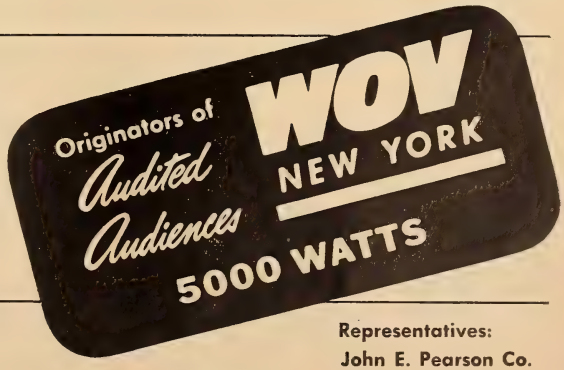


for "Cementing International Relations"

"... the New York multi-lingual station, faced with the dual competition from radio and television in the world's largest market ... jumped the gun on all of them by making its own unique niche in establishing direct relationship with the homeland in serving its 2,000,000 listeners. Here was ample testimony that radio has its place, and people with the know-how to maintain it."

VARIETY, April 9, 1952

AGAIN ... for the fifth time ... Variety honors WOV with its coveted Showmanagement Award. In accepting this Variety Award, and the challenge that goes with it, we give further impetus to a policy of public service in the belief that radio serves best when it serves listeners and sponsors alike.



Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

VOA FUNDS CUT

Hope for Senate Aid

DESPITE the critical reversal in the House, State Dept. authorities are hopeful that sharp cuts in the Voice of America program will be restored in the upper chamber.

The International Information Administration plans to appeal the House action when its officials appear before a Senate Appropriations subcommittee early in May.

Reasoning behind this hope is the belief of department authorities that the Voice has more friends on the Senate side—among them Sens. William Benton (D-Conn.) and Karl Mundt (R-S. D.)—and the knowledge that the broadcasting budget traditionally has fared better in the upper chamber.

The House, in effect, knocked out $36 million-plus for five new overseas shortwave stations and two seagoing transmitter projects (actually $20.5 million on the floor). Additionally, it chopped overall information funds from $133 million to $85.5 million.

Two May Suffer

IIA authorities said that if the cut is sustained, two of seven stations slated for completion this year would be unable to begin operation. Moreover, broadcasting funds would be slashed to provide for absorption of other operations, including proposed Japanese programming taken over from the Army. New language projects would be abandoned, too.

During House debate, it was the understanding that VOA funds would be cut back to fiscal '52 levels —or about $19.8 million. Thus, the actual amount would be substantially less than this sum.

The twin death blows were delivered in the lower body by Rep. Charles B. Brownson (R-Ind.) and Rep. Thomas B. Curtis (R-Mo.) whose amendments sparked a heated debate on the '53 budget.

Congressmen took pot shots at various phases of the information program, but the chief criticism was that VOA is not effective propaganda—say, like Radio Free Europe—and is too costly to the taxpayer. Content of programs also was savagely attacked. Confidence was expressed, however, in Dr. Wilson Compton, new IIA administrator, and in radio and other advisory committees.

On April 17 in a speech before the Southern Pine Assn. of New Orleans, La., Dr. Compton predicted that "if within a few years we are able to complete these powerful radio broadcasting and relay installations, we will be able to reach over 98% of the world's population. . . ." Failure to carry on a "vigorous offensive," he said, would "invite calamity."

But he added, perhaps wistfully: "Whatever Congress' final decision, we will get along. I am more interested in our doing a good job . . . than in complaining because it did not appropriate more." Dr. Compton's speech was prepared before the House wielded its big axe.

be..R-W*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RADIO'S TOP

● AUDIENCES ● MARKETS ● PERSONALITIES

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.

WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.

WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.

WNR (b) 1000 W. BECKLEY, W.VA. 620 KC.

JOE RAHALL, PRESIDENT

National Representatives

(a) WEED & COMPANY ● (b) THE WALKER COMPANY

RAHALL STATIONS

front office

D. W. WHITING, assistant sales manager, KTTV (TV) Hollywood, named sales manager. He succeeds FRANK KING who transferred to KECA-TV Los Angeles in similar capacity. JOHN R. VRBA, KTTV promotion manager, named to newly created post of national sales manager.

JOHN ALTEMUS, CBS-TV Spot Sales, N. Y., to sales staff of WCAU-TV Philadelphia.

GEORGE W. CLARK, Chicago, station representative firm, appointed by WNAM Neenah-Menasha, Wis.

J. RUSSELL McELWEE Jr., salesman, WIS Columbia, S. C., named sales representative in North and South Carolina for that station, WSPA Spartansburg, S. C. and WIST Charlotte, N. C.

ALLEN PARR, program manager, CBS-TV New York, transfers to Hollywood program department as business manager, effective early May.

MURRAY ROBERTS, Reiss Adv., N. Y., to sales staff, WWRL Woodside, N. Y.

L. D. GOOD, salesman, *Portland* (Ore.) *Oregonian*, to KPOJ there as account executive.



Mr. Gunzendorfer

MARION R. HARRIS, account executive, Don Lee Broadcasting System Hollywood, named manager, KGB San Diego, Calif. He succeeds WILT GUNZENDORFER who transfers to KHJ-TV Hollywood as manager of operations.

HENRY T. SJOGREN, divisional controller of NBC, and ROBERT R. COSNER, controller of Stewart-Warner Electric Division, elected to membership of National Controllers' Institute.



Mr. Harris

JOHN E. PEARSON Co., N. Y., appointed station representative for WAKE Greenville, S. C.

BRANHAM Co., station representative firm, moves Chicago office to 360 N. Michigan Ave.

LIBERTY BROADCASTING SYSTEM, Hollywood, moves to 6253 Hollywood Blvd. Telephone is Hudson 2-7471.

Personals . . .

KEITH KIGGINS, former ABC vice president and until recently half-owner of WIKK Erie, now living at La Jolla, Calif., where he plans to make his home. . . . JUNIE ZOLP, salesman, NBC-TV Chicago, elected president of NBC Athletic Assn., employes' social group. . . . DOROTHY LEWIS, coordinator of U. S. station relations for United Nations Radio, presented achievement plaque by New York alumnae chapter of Theta Sigma Phi, national fraternity for women in journalism.

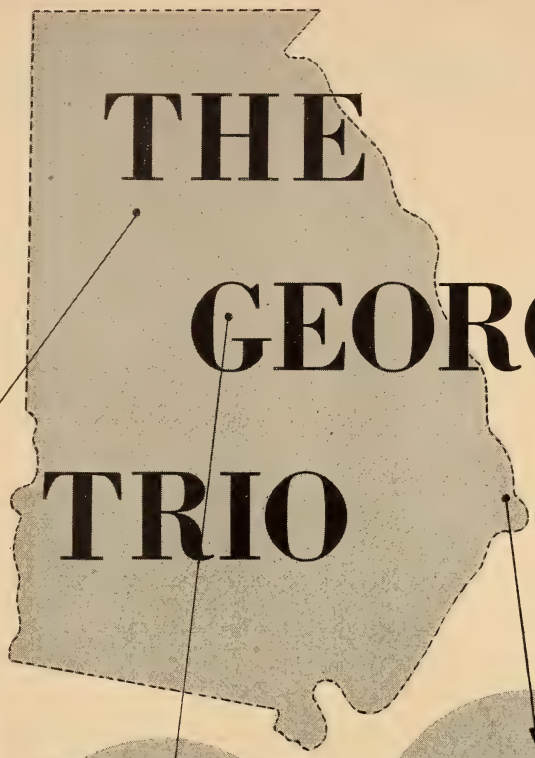
BENEDICT GIMBEL Jr., president-general manager, WIP Philadelphia, vacationing in Miami. . . . AUSTIN E. JOSCELYN, director of operations, CBS Radio, Hollywood, elected to board of directors of Hollywood Chamber of Commerce.

LOREN B. STONE, manager, KBRO Bremerton, Wash., elected chairman of Washington State Advertising Commission, public service agency created to advertise state's resources and recreational advantages. . . . WARD D. INGRIM, executive vice-president, Don Lee Broadcasting System, and DONN B. TATUM, director of television, ABC-TV Western Division, elected to board of directors of Hollywood Chamber of Commerce. . . . MORT SILVERMAN, general manager, WMRY New Orleans, appointed to members council and publicity committee of city's Chamber of Commerce.

JOHN F. PATT, president of WGAR Cleveland, WJR Detroit and KMPC Los Angeles, grandfather of boy, James Patt Thompson. . . . FLOYD FARR, general manager, KEEN San Jose, Calif., elected member of Santa Clara County Fair Assn. . . . JAMES D. SHOUSE, chairman of the board, Crosley Broadcasting Co., Cincinnati, named chairman of city's Summer Opera Assn. . . . WALTER HAASE, general manager, WDRC Hartford, appointed director of public relations for civilian defense group in Wethersfield, Conn. . . . DAN PARK, general sales manager of WIRE Indianapolis, named chairman of governor's radio committee for the Indiana Council of Children and Youth.

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



ATLANTA
WAGA
5000w 590kc
CBS

MACON
WMAZ
10,000w 940kc
CBS

SAVANNAH
WTOC
5000w 1290kc
CBS

the TRIO *offers advertisers at one low cost:*

• concentrated coverage • merchandising assistance •
listener loyalty built by local programming • dealer loyalties
. . . IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

Eight Bells, All's Well

(Continued from page 29)

the value of radio advertising, rightly placed and rightly used, as Smith & Bull insisted, within a matter of three months. We had contracted for this time for a year. We were now ready to expand it.

Our next step was to be non-network time on the larger network stations. When one of these was approached, we were told that our business—finance—made us unacceptable as advertisers. A few loan companies had a number of years before fallen into disrepute. Their poor reputations were still remembered.

We might have had satisfactory results for the same dollars spent with small local independent stations who took no such stand. However, we felt strongly that public education was indicated. This seemed the place to begin.

A company loaning money with which to buy a stove is operating on the same business premise as the company which sells the stove. In order to stay in business, the stove merchant must have a mark-up sufficient to return a profit.

And for the same reason, a finance company must also have a markup on its merchandise, which is money. The one major difference is that the purchaser of the stove is usually not aware of the sum he pays over the dealer's cost. But when he borrows money to pay for that stove, he knows exactly what that money costs him because he pays a fixed and stated rate of interest.

The station manager accepted this logic the moment it was voiced with: "You know, I never thought of it that way before, but you're right."

With the time we bought and the continued careful policing of copy, it soon became evident that radio was a highly valuable advertising medium for a finance company. Others in this field began to follow us onto the air.

And that our copy was well thought out and effective was attested by the fact that some of our competitors picked it up verbatim with only change of name and address of the advertiser instead of ours.

The ship's bells, however, did remain individual since a maritime theme was not adaptable to the name of any company other than Seaboard.

After testing radio for a year in the Los Angeles area we began to work our way up the coast with extensive time purchased on stations in Bakersfield, Fresno, Modesto, San Jose, Oakland and then San Francisco. From there we expanded to Portland and Seattle and fanned out East and South.

In 1939 we sponsored our first program—the 8 p.m. news with Pat Bishop on KFI Los Angeles. The 15-minute program was introduced with the by then familiar ship's bells and theme line "Eight bells and all is well."

At about the same time, we also contracted for an 8 a.m. newscast on KMPC Los Angeles, with Frank Hemingway at the microphone. And as the "eight bells" reached even the newsboy level of penetration with a program aimed primarily at adult audiences, Mr. Hemingway's imitations a few years later of such war criminals as Hitler, Mussolini and Hirohito, became subjects for popular imitations among news carriers of all ages, both literally and figuratively.

Our third sponsored newscast series was over KSFO San Francisco, with Brooke Temple reporting 15 minutes of news at 8 o'clock each morning and evening. These programs were followed by others, Seaboard Finance presenting such personalities as *Singin' Sam*, Elton Britt and the *Squeakin' Deacon*.

Fan Mail Flowed

At this point in our radio programming, it would be needless to say again that we were quite sold on the benefits of air advertising. But our experiences with the *Squeakin' Deacon*, as an example, revealed a secondary benefit to be gained from employing a radio personality.

The Deacon's fan mail, as did that of the other radio personalities, came in in bales. The Deacon had a unique relationship with members of his audience. After taking his recommendation to consult Seaboard Finance Co. in time of financial need, they reported back to him on just how the whole thing was done.

Through thousands of letters which came to him, we were able to analyze, with the same thoroughness that we had applied earlier in our radio copy, our method of client relations. Sometimes we basked in the glow of compliments and in other instances —well, we made changes in our mode of operation.

KSFO, without interruption, has been for more than 10 years, and still is, giving San Franciscans their morning and evening news with Seaboard the sponsor.

Our other West Coast sponsored programs have ceased for varying reasons, and at present we have concentrated our radio budget on spots. This does not, however, mean that this will remain our established policy.

Effective radio advertising, like good radio reception, is never static, we've learned.

Seaboard has never bought network time, though we have long since been extensive national radio advertisers. Rather, we have confined our time buying to a local basis, and believe our reasoning is correct as it applies to us, though this too could change.

We consider Seaboard's 150 offices throughout the country to be offices for those communities, and in no way branches of a large concern. The complete structure of these offices and their methods of conducting business are in each instance adapted to the community in which it is situated. Therefore, it only follows logically that advertising should likewise be individualized on the local level.

A healthy portion of Seaboard's advertising dollar today goes for radio time. In some communities we spend as much as 80%. In other communities, because of checked results, we have found it necessary to apportion the budget differently.

Some areas in which there are Seaboard offices are under-stationed area-wise. In others, by careful check, we have established that resulting penetration has indicated that our advertising dollar is best spent if it is budgeted for a variety of mediums.

Over the nation, however, radio stations in ever increasing numbers are receiving the lion's share of our advertising since those initial purchases of time signals in Los Angeles in 1937.

Our current radio and television budget is between $250 and $300 thousand.

In addition to West Coast radio and our Los Angeles television, Seaboard has spot schedules going on stations in some 15 other markets. They include the South, Mid-West and East Coast.

Television as a medium for us is today in the same testing stage as was radio at the turn of 1938. Smith & Bull, still our advertising agency, is placing TV spots for Seaboard in Los Angeles, and keeping careful records of the traceable returns from them.

Courtship Period for TV

When we have established to our own satisfaction its place in our advertising plans, as well as types of program best suited for us, Seaboard intends to test TV in other cities.

In all honesty, we feel that with television we are in what could be called courtship period. We'd like to learn whether or not we are compatible with this newcomer before we become engaged—or in other words, sign time contracts.

Our first impression of the medium is good, but we still don't feel we are sufficiently well acquainted with the potential of the medium to branch out further at present. Our friendship with radio, however, is based on a long-time intimacy.

In fact a cycle in Seaboard's radio advertising was completed last September in one of our downtown Los Angeles offices.

A young man, expecting his first child, applied for a loan to finance hospitalization for his wife. As credit reference in addition to his job, he gave Seaboard Finance Co., although he said he had never before been a borrower.

In February 1940, he rammed his bicycle through the panel of

(Continued on page 60)

a million dollars worth of talent for $40 to $57.50 a month

based on advertising rates



the song spinners

The Song Spinners are featured on such top TV programs as *Show of Shows*, *We the People*, and the *Victor Borge Show*. They rocketed to fame with their own AM programs on ABC and Mutual and made sixty *Community Sing* films for Columbia. This versatile singing group is the latest star attraction to join the

SESAC Transcribed Library

which includes Jazz, American Folk, Band, Concert, Hawaiian, Barbershop, Novelty, Religious, and Latin-American Music.

SESAC, Inc. **475 Fifth Avenue New York 17, N.Y.**



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

ELECTRIC FURNACE METHOD OF STEELMAKING.

Electric furnaces which, in a single operation, can reduce beneficiated iron ores to steel are now receiving new and intensive study by research engineers. They would take the place of the traditional coke oven and blast furnace steps in today's conventional type of open hearth operation. Electric furnaces may offer the steel industry a way to expand its capacity with far less capital investment than required by present methods. The coal industry is directly concerned, too, because electric furnaces in steelmaking would create new demands for electric power, which in turn mean more coal.

CURRENT TREND IS TO COAL FOR STEAM GENERATION.

Technical trends reported by *Power* Magazine indicate that *pulverized-coal firing still dominates* utility practice and that in industrial and institutional plants there is a *significant rise* in choice of stokers and pulverized fuel systems. "For boilers of 50,000 lbs. per hr. and over," *Power* reports, "use of stoker firing has doubled and pulverized-coal firing quadrupled" in industry, exclusive of the electric utilities. These facts come from *Power's* recent survey of steam plants in the U. S., representative of design and construction work in progress in 1951 and early 1952.

COAL COMPANIES DOING BIG JOB IN LAND RECLAMATION.

More than 100 thousand acres of marginal land underlaid with coal have been reclaimed by the nation's surface coal-mining companies. Before the mining operation much of this land was too hilly for plowing, or too poor to support crops. But after mining, this reclaimed land is given new usefulness. This land now supports young hardwood and pine forests, clover, alfalfa, grasses and other foliage crops and is dotted with artificial lakes stocked with fish.

COAL COMPANY GIVES $10,000 FOR MINER'S SUGGESTION.

Recently a foreman in one of America's coal mines won a ten-thousand-dollar prize from his coal company for a suggestion that substantially raised production. He solved a problem involved in conveying coal from the working face by devising a method that avoids the shifting of heavy equipment and the removal of roof supports. His method saves two-thirds of the time formerly required and greatly increases the amount of coal produced by each shift.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

Eight Bells

(Continued from page 58)

glass in Seaboard Finance Co.'s entrance door when his bicycle belt jammed on the seventh ring and he looked down to adjust it. He offered to pay for the damage. When it came to terms it appeared that sum involved would be a lifetime obligation for him. Best he could do, he said, from his paper route, was 50¢ a week.

As it turned out, the manager of this office had boys of his own, and anyway the glass was insured.

The expectant father thought this should be proof of character and willingness to repay his debts. So did the interviewer to whom he told his story. We also thought that it was additional proof, if more were needed, of the value of radio advertising today even if the most effective penetration in this instance had occurred 12 years earlier.

The young man said that in the intervening years, each time he heard our ship's bell insignia on the air, he had had in the back of his mind that if he ever needed to borrow money, Seaboard was the place to come.

And that is exactly the point of view among listeners that we have always aimed for with our radio copy.

POWER increase from 250 w to 1 kw has been announced at CJEM Edmundston, N. B.



Present at signing of baseball contract are (seated, l to r) Jose Ramon Quinones, president of Puerto Rican Network; Messrs. O'Meara and Saba, McCann-Erickson; (standing, l to r) Jose Ramon Diaz, network sportscaster; Mr. Hull, and Miguel Angel Torres, sports announcer.

FLOOD

News Coverage, Relief Aid Are Given by Radio, TV

COMPREHENSIVE coverage of the midwest floods was provided Americans last week as a public service by radio and television networks and local stations alike.

NBC sent newscaster Morgan Beatty to the scene at 6:30 a.m. Wednesday as a passenger on the Presidential plane's special flight over the devastated Omaha area. Mr. Beatty's reports, aired via WOW Omaha, were broadcast on his regular 7:30 and 11:15 p.m. network broadcasts.

Other special radio reports produced by NBC included two eyewitness descriptions on *News of the World*, one of which was taped from a plane flying over flooded areas. Further accounts were compiled for a special all-flood 15-minute broadcast at 11:30 p.m. Monday, narrated from New York by Vic Roby. On-scene coverage was effected through KELO Sioux Falls, S. D., as well as WOW.

NBC television carried three unscheduled reports from Omaha Monday, Tuesday and Wednesday, with a full 15-minute description of the disaster compiled for a special telecast Thursday evening.

CBS Radio was among the earliest to give attention to the disaster by broadcasting a 25-minute wrap-up April 13. Complete reports were broadcast from Omaha—via KFAB there—Sioux City and Des Moines.

Many CBS Radio newscasts featured pickups from Omaha as early as Monday, with Douglas Edwards and Edward R. Murrow broadcasting their regular programs from the flood area the last several days of the week. CBS Radio capped its week with a report Friday via WCCO Minneapolis by James T. Nicholson, executive vice president of the Red Cross.

CBS-TV reports of the Missouri River overflow were narrated by Mr. Edwards, directed by Don Hewitt and produced by two CBS-TV sound-camera crews. Like his radio reports, Mr. Edwards' TV broadcasts also originated from Omaha Wednesday and Thursday.

Highlights of the ABC radio coverage included reports to Tom Casey in Chicago on the Missouri-Mississippi river system from Virgil Sharpe of KOIL Omaha and an appeal by Rep. Karsten of Missouri to turn flood control over to the Federal Dept. of the Interior.

ABC radio's *Headline Edition* and the later *News of Tomorrow* both stressed the flood results throughout the week, providing such particulars as details of Red Cross work by the director of the New York chapter and a business analysis of flood havoc by the midwest editor of *Business Week*.

ABC television audiences saw pictures of the floods at Pierre, S. D., Sioux City, Iowa, and Omaha—plus screen documentation—on such programs as *John Daly and the News* and *Nightcap News* with Dorian St. George.

Mutual, which had kept pace with other networks' news bulletins of flood damage, was cleared by week's end for any public service announcements within the succeeding 10 days that pertained to the flood relief for victims.

Locally, WOW Omaha made one-to-ten-minute tape recordings along the river at disaster points, averaging about 18 a day, with 35 newsmen, announcers and engineers operating from the station's newsroom, while more news was being picked up from 125 other newsmen along the river. WOW personnel picked up the flood in North Dakota, following it with airplanes, autos, a helicopter and telephone.

KOWH Omaha was broadcasting 24 hours daily and said it would maintain the schedule until the flood crest reached the Omaha-Council Bluffs area and the clean-up begun. During the first part of the flood the station recruited trucks and drivers to evacuate families from the potential flood area.

ISLAND NETWORK

Signs Baseball Contract

CONTRACT covering the broadcast of major league baseball and Puerto Rico's professional league games was signed last week between the Puerto Rican Network Inc., San Juan, and the McCann-Erickson office located in that city for two of its clients, R. J. Reynolds Tobacco Co. and Blatz Brewing Co.

Network officials report the contract represents the largest radio program package in the history of island radio. Broadcasts, co-sponsored by Blatz beer and Camel cigarettes, began April 16 with the opening game of the New York Yankees, to which exclusive broadcast rights were obtained for Puerto Rico. All Yankee games will be relayed direct from the ball park for broadcast on WAPA San Juan, WPRP Ponce and WORA Mayaguez.

Upon termination of the major league season, contract calls for airing of home games of the San Juan Senators and the Ponce Lions, both Puerto Rican teams.

Details for the national and local baseball coverage were completed by Harwood Hull Jr., network's general manager; Theodor Saba, San Juan manager of McCann-Erickson, and Don O'Meara, local radio director for the agency.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, Dec. 1951-Jan. 1952

SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	23.3	59.0	27.6	13.1	0.3
Monday thru Friday 12:00 Noon-6:00 PM	21.5	69.2	19.5	11.1	0.2
Monday thru Friday 6:00 PM - 8:00 PM	35.3	71.9	10.5	17.0	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	38.2	64.0	14.1	18.6	3.4

Get the entire story from

*C. E. HOOPER, Inc. FREE & PETERS

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*



Don't overlook F.M.

You're working in the city. Turn on your radio. Listen to one of your AM commercials. It's coming through, clear as a bell, from that big transmitter nearby. Sounds fine, doesn't it?

But there are many places in the country where that commercial of yours can't be heard at all—even though it's broadcast from an AM station right in the neighborhood.

For in many places "radio climate" is such that the AM signal is torn to pieces by static, garbled by interfering "crosstalk." *The folks you're trying to sell can't hear your message at all.*

FM solves that problem for you in many areas. FM is clear as a bell *whatever* the "radio climate." So in making *your* time schedules—Don't Overlook FM.

NOTE: During its recent spot radio campaign on Zenith Hearing Aids, Zenith used separately keyed spots on FM and AM stations in many cities. In several cases, returns from FM outnumbered those from AM. In others, FM was—on the basis of cost per inquiry—the best broadcast buy. Here's real proof of the growing importance of FM!

ZENITH
•LONG DISTANCE• RADIO and TELEVISION
THE ROYALTY OF RADIO AND TELEVISION

R-1526B

ZENITH RADIO CORPORATION • *Chicago 39, Illinois*

EXPORT AD MEET

Slated May 8 In New York

RADIO and television are scheduled for consideration by members of the Export Advertising Assn. when they hold their fourth international convention May 8 at New York's Plaza Hotel.

Fernando Eleta, owner and manager of Radio Programs Continental, Panama City, will discuss "What's Wrong with Radio in Latin America," and Roger Pryor, vice president of Foote Cone & Belding, will tell the group "What To Look Out For" in TV. Both are scheduled to speak during the one-day convention's morning session under chairmanship of Shirley Woodell of J. Walter Thompson Co.

Suit Names CBS

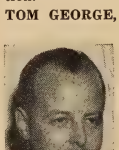
SUIT for $1,350,000 damages has been filed against CBS in Los Angeles Superior Court by Bill Anson, KFWB Hollywood disc mc. Charges listed in the action are unfair competition, infringement of common law copyright and breach of contract. The suit alleges that the CBS Radio and TV program *Songs For Sale* is identical in nature as Mr. Anson's *Song Jury* and *Music Is My Business* which he had on radio and television respectively.

air-casters



JACK NELSON, formerly with Erwin, Wasey & Co., N. Y., to WAYZ New Haven, Conn., as continuity chief and director of promotion.

TOM GEORGE, WOR New York, to WCOL Columbus, Ohio, for daily *Inquiring Reporter* show.



Mr. George

JACK FRAZIER, sales manager for Cincinnati district of Post Cereals, division of General Foods Corp., to WLWT (TV) that city, in merchandising department.

GENE NORMAN, KNBH-TV Hollywood disc m.c., to KHJ-TV that city for daily two-hour program.

STAN EDWARDS to announcing staff of CHUM Toronto.

DR. ROY K. MARSHALL, educational director, WFIL-AM-FM-TV Philadelphia, to receive award from Temple U., that city, on April 23 for "contribution to education through the media of radio and television. . . ."

ROY MAYPOLE, special events reporter and m.c., KTTV (TV) Hollywood, made an honorary chieftain of United Scottish Societies as "outstanding television personality of Scottish descent."

BURNIS ARNOLD, former associate farm director, KVOO Tulsa, Okla., to WHAS Louisville, Ky., as farm program director.

PETER GRANT, WLW Cincinnati announcer, awarded plaque for "outstanding contributions to the growth of art and music in Cincinnati" by United Fine Arts Fund.

FLORENCE MELODY, program department, WWRL Woodside, N. Y., promoted to traffic manager.

BOB BYE, announcer, CKRM Regina, appointed production supervisor.

KEITH McKENZIE, formerly of *Seattle Post Intelligencer,* to continuity staff of CHUB Nanaimo, B. C.

DON L. PIERCE, program director, WRRF Washington, N. C., appointed publicity chairman for Beaumont County Fat Stock Show, May 2.

DUNCAN MILLER, *Washington Evening Star,* Washington, D. C., to WWDC that city, as assistant to program director. **ST. GEORGE BRYAN,** Tufty News Bureau, joins station as music librarian. **JANE POWELL,** WARL Arlington, Va., to traffic department of WWDC.

RUSSELL C. MOCK, assistant director of public relations for mid-west district of Borden Co., to WTVN (TV) Columbus, Ohio, as director of public and community relations.



Mr. Mock

CARLTON HOWARD FISHER joins announcing staff of KAFP Petaluma, Calif.

DON BRADLEY, WKAN Kankakee, Ill., to announcing staff of WJOL Joliet, Ill.

JIMMIE KENT named chief announcer at WSIX Nashville. **ROBERT CHAUDOIN** returns to staff as traffic manager continuity chief.

GIL STRATTON Jr., who portrays Jimmie Young on Columbia Pacific Network *Remember the Time,* assigned role in 20th Century-Fox feature film, *Monkey Business.*

ROBERT HILL, announcer, CKRM Regina, named program director replacing **FRED LAIGHT** who transfers to CBC Winnipeg. **T. L. HILL,** CKRM announcer, promoted to production supervisor.

JOHN MINKOWSKY, supervisor, accounting department, CBS Hollywood, adds duties of comptroller.

JIM GATES, associate director, CBS-TV *Alan Young Show* and *George Burns & Gracie Allen Show,* to KTTV (TV) Hollywood as staff director.

CURT MARSHALL, WCRA Effingham, Ill., to announcing staff, KFSB Joplin, Mo.

GUY WILLIAMS, New York TV actor, assigned role in Universal-International feature film, *Bonzo Goes to College.*

GENE F. SEEHAFER, assistant professor of journalism, U. of Minnesota, to CBS Chicago as market research counsel.

JOHN H. BROCK, formerly district manager of Libby, McNeill & Libby, Columbia, S. C. territory, to WIS that city, as merchandising manager. New announcers at station are **CHARLES MELTON** and **ART TATE. FRANCES BROCKINGTON** named music librarian replacing **RAYE RICE** who resigns to be married.

CAROL CUBINE to continuity staff, WPTF Raleigh, N. C., replacing **PEGGY DEAN** who has resigned.

JOHN WRISLEY, program director, WFGM Fitchburg, Mass., father of girl, Kathleen.

LYLE WHITE, assistant production supervisor at ABC Chicago, and **MARY LAGEN,** former ABC receptionist, were married April 5.

BILL HUFFMAN, WLWT (TV) Cincinnati producer, and **ILLEAN MARTIN,** station vocalist, will be married June 14.

RICHARD QUEEN, continuity director, KFSB Joplin, Mo., father of girl, Kristin Ann. **SAM BABCOCK,** station's chief announcer, father of girl, Lisa Louise.

BUD WILSON, disc jockey, WKBR Manchester, N. H., father of girl, Debra Louise.

GLENN BAMMANN, WGAR Cleveland sportscaster, father of boy.

News • • •

JACK SIMPSON, sports director, WSIX Nashville, named station's news editor in addition to present duties.

RULON BRADLEY, news editor, KUTA Salt Lake City, to KSL that city, in same capacity.

RON FRASER, press and information director, CBC Toronto, on sick leave for one month.

ARTHUR E. PATERSON Jr., director of public affairs, WHLI Hempstead, L. I., to WOR New York, on news staff.

J. S. VANSICKLE, KWKH Shreveport, La., news director, father of boy, James.

PUBLICISTS Guild has voted to increase dues at general membership meeting in Hollywood. Averaging raise of one-third in the several classifications, senior members, now paying $18 per quarter, will pay $24; apprentices, now paying $4 per quarter, will pay $5.33.

FINAL TELEVISION ALLOCATIONS REPORT

Limited Quantity Available

Every word of the original FCC 600-plus page document has been reprinted by BROADCASTING • TELECASTING. If you're a subscriber, you get one copy. Additional working copies are $3.00 —and they're going fast.

Carefully indexed and easy to read, this book contains all the 2,053 TV assignments in 1,291 cities, educational reservations, assignment principles, directional antennas, power and more.

Send $3.00 in check or money order for each copy desired.

ORDER EXTRA COPIES NOW

BROADCASTING-TELECASTING
National Press Building
Washington 4, D. C.

Send me ..... copies of the Final Television Allocations Report at $3.00 per copy.

☐ M/O, check
☐ Bill me

Name .....

Organization .....

Address .....

City ..... State .....

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!

Ask
JOS. WEED & CO.
350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

FIRE PREVENTION

WOWO, WSJS Get Medals

WOWO Fort Wayne, Ind., and WSJS Winston-Salem, N. C., were announced last week as radio winners of the National Board of Fire Underwriters' gold medal awards, given annually to a radio station and a daily and a weekly newspaper for outstanding public service in increasing fire prevention.

In announcing the double-broadcasting ward, Lewis A. Vincent, general manager of NBFU, said two gold medals were granted in radio this year to resolve a tie, first since inception of the medals in 1941.

Noting that both stations had done "an outstanding job in pointing up fire safety programs," Mr. Vincent praised WOWO, gold medal winner in 1949 and recipient of honor citations in 1945 and 1947, for its extensive fire prevention programming. WSJS' broadcasting highlight was frequent airing of tape recordings made while local firemen inspected Winston-Salem homes.

Honor citations went to WEOA Evansville, Ind., for *Fire Fighters' Quiz*, directed to a school-age audience; to KANS Wichita, Kan., first place winner the past two years, for "stimulating fire safety throughout its listening area"; and to WHO Des Moines, Iowa, which received an honor citation in 1947, for a special series broadcast during Fire Prevention Week and for contests in rural schools on fire safety.



Conferring on gold medal awards presented by NBFU to WOWO and WSJS are (l to r) Mr. Kaland, Mr. Sether and Mr. Posner.

* * *

Judging the 19 entries were William Kaland, program director, WNEW New York; Sam Posner, DuMont Television Network's assistant program administrator, and Seymour Siegel, director of New York's Municipal Broadcasting System (WNYC).

Other entrants were WSB Atlanta; WLS Chicago; WHK Cleveland; WDSC Dillon, S. C.; KDLA De Ridder, La.; WTAC Flint, Mich.; WNGM Moberly, Mo.; WNBC New York; WDBO Orlando, Fla.; KPOJ Portland, Ore.; KONO San Antonio, KSOO Sioux Falls, WVPO Stroudsburg, Pa., and WEIR Weirton, W. Va.

BRAND NAMES

Two-Day Meet Held in N.Y.

FRANK WHITE, MBS president, was reelected treasurer, and Barry T. Leithead, president of Cluett, Peabody & Co., N. Y., was elected chairman of the executive committee for Brand Names Foundation, when the merchandisers' organization held a two-day meeting in New York Tuesday and Wednesday.

Other men prominent in broadcasting and allied fields named among the foundation's officers were Don Francisco, vice president of J. Walter Thompson Co., N. Y., listed among the new directors, and William O'Neil, president of General Tire & Rubber Co., voted among incumbent directors to serve until April 1, 1953.

Paul West, president of the Assn. of National Advertisers, and William B. Ryan, president of BAB, were named by their respective organizations to serve for one year on the foundation's board. Frank M. Folsom, RCA president, will continue to serve as an honorary director, having previously been elected a board chairman.

High point of the two-day event was the granting of "Brand Names Retailer of the Year" awards to dealers in 16 different merchandising categories, with certificates of distinction also distributed in each group. Certificate in the department store classification was won by the William F. Gable Co., Altoona, Pa., and accepted by its president, George P. Gable, who is also president of WFBG, NBC affiliate in Altoona.

All delegates and their wives were NBC breakfast guests Wednesday—Brand Names Day—in the Rainbow Room of the RCA Building. In welcoming the guests, John K. Herbert, NBC radio vice president and general sales manager, accredited the sales efforts of local merchants with making mass production an economic possibility.

In a letter to breakfast guests—published in a booklet of Brand Names advertisers on NBC radio, their programs, and their program times — NBC President Joseph H. McConnell reminded the merchants that "Radio helps you to sell brand-named products to your customers." After the breakfast, which included entertainment by NBC's Bob and Ray, the guests were taken on a tour of the New York NBC radio and television studios.

The Brand Names Foundation meetings ended with dinner Wednesday at which James A. Farley, board chairman of the Coca-Cola Export Corp., gave the keynote address. Entertainment was provided by cast principals from NBC-TV's *Your Show of Shows* in an hour-long Max Liebman production.

GENERAL FOODS Corp., New York, will break ground for new general offices on a 48 acre tract in White Plains, N. Y., about July 1. Building is scheduled for occupancy in the spring of 1954.

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use *local* radio.

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Mangan
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listening, relaxed. Just buy . . . 1010 WINS . . . it *sells!*

1010 WINS 50,000 watts Day *and* Night . . . New York

CROSLEY BROADCASTING CORPORATION

WILK

Wilkes-Barre's Powerful 5000 Watt Station

OFFERS ADVERTISERS

MORE LISTENERS

34.1% HIGHER AVERAGE ¼ HOUR RATING*

from 7 A.M. to 1 P.M.

THAN NEXT BEST STATION

*PULSE: NOVEMBER 1951

MORE COVERAGE

in the

Wilkes-Barre Metropolitan Area

(Pennsylvania's 3rd Largest Market)

PLUS

Bonus Coverage in 14 Surrounding Counties

MORE FOR YOUR ADVERTISING DOLLAR!

WILK

980 KC AM-FM 5000 W (d) 1000 W (n)

A B C AFFILIATE

★

AVERY KNODEL Inc., Nat'l. Rep.

★ New York ★ Chicago ★ Los Angeles

★ Atlanta ★ San Francisco ★ Dallas

allied arts



FRED A. LYMAN, manager of Allen B. DuMont Labs., N. Y., factory distributor branch, appointed to newly formed post of national merchandise manager of Receiver Sales Div.

SIDNEY R. CURTIS, vice president and general manager of Stromberg-Carlson's Radio-Television Div., named vice president in charge of government contracts. CLIFFORD J. HUNT, general sales manager of Radio-TV Division, promoted to general manager.

R. J. McNEELY, sales director-member of board of directors, Hoffman Radio Corp., L. A., to Belmont Radio Corp., Chicago (mfrs. Raytheon radio-TV receivers), as western regional sales manager, headquartered in L. A.

EMANUEL WEINTRAUB, manager of commercial service department, CBS-Columbia Inc., Brooklyn, promoted to chief buyer of firm's Military Procurement program. HENRY E. HINZ, senior project engineer of Admiral Corp., to CBS-Columbia Inc., as chief mechanical engineer.

J. W. RAHDE, Western Union vice president and comptroller, named vice president in charge of finance replaced by W. R. DRUMMOND, his assistant.

HALSEY BARRETT, eastern sales manager for Consolidated Television Sales Inc., N. Y., father of girl, June McDonald, April 12.

LORRAINE CHECKI named production assistant with Robert Lawrence Productions Inc., N. Y., TV film producers.

GEORGE J. PAULUS, district sales manager of southeastern states for Raytheon Mfg. Co., Waltham, Mass., to Tele King Corp, N. Y., as regional sales manager in same area.

LOUIS ARTIGUE, associated with Wynn Rocamora, Hollywood (talent agency), resigns to open own agency at 8776 Sunset Blvd., that city.

RUSSELL L. DIETRICH, territorial manager, Hoffman Sales Corp., L. A., transfers to Dallas as south-eastern district manager.

SAM RHEINER, assistant to Sam Spiegel, executive producer, Horizon Productions, Hollywood (feature films), appointed to labor advisory board of IMPPA.

HOFFMAN RADIO Corp., L. A., appoints Sociedade Continental de Exportacao, Sao Paulo, Brazil, as distributor.

GENERAL ARTISTS Corp., Hollywood talent agency, moves to 9650 Santa Monica Blvd., April 28.

RCA TUBE Dept., Camden, N. J. announces availability of flip type index designed to place basic electrical and mounting information on RCA television and radio speakers at fingertips of radio service dealers. Index can be ordered through RCA electronic components distributors.

STANDARD RADIO TRANSCRIPTION SERVICES Inc. signs DORIS DAY, CBS Radio and Warner Bros. singer, to exclusive contract for Standard Program Library.

Equipment . . .

JENSON Mfg. Co., Chicago, announces development of new high frequency unit, RP-302, which makes 3-way system from coaxial speaker or 2-way from single unit direct radiator. Unit improves realism of sound reproduction and provides "highs" from 4,000 cycles up extending range to limits of audibility with extremely low distortion.

HEWLETT-PACHARD Co., Palo Alto, Calif., announces manufacture of two new test sets for super high frequency work. Model 624A SHF offers continuous frequency coverage over the 8,500 to 10,000 mc range. Set has direct tuning and reading dials. Model 623 SHF has overall frequency range of 5,925 to 7,725 mc with operating frequency ranges determined by klystron tube that is installed.

AMPLIFIER Corp. of America, N. Y., producer of Magnemite Recorders, announces manufacture of "Interviewer," battery-operated midget tape recorder designed to simplify recording of interviews and conferences. Unit measures 11⅛ x 8½ x 5½ inches, runs 15 minutes on single winding and accommodates two hours of recording on reusable 5 inch reel of standard ¼ inch wide tape.

Technical . . .

LEO DeCONNICK, engineering staff, WLWC Columbus, Ohio, appointed chief engineer at KTMS Santa Barbara.



Mr. DeConnick

RICHARD BECHER, engineering staff, WKAN Kankakee, Ill., to WBBM Chicago, in same capacity.

EDDIE BRASLAFF, still cameraman, CBS Radio, Hollywood, resigns after 10 years to freelance.

RODNEY CHIPP, engineering director of DuMont Television Network, addressed joint meeting of Chemistry Teachers' Club and Physics Club of New York Saturday on "Television Up-To-Date."

Canadian Tax Law

CANADIAN BROADCASTING Corp. and other government-owned corporations are to pay corporation taxes henceforth, according to an announcement of Canadian Finance Minister Douglas Abbott at Ottawa late on April 8. The new arrangement is retroactive to Jan. 1, 1952. Insofar as the CBC is concerned, the ruling is academic, for the CBC has been operating on a deficit in recent years and now is being granted an annual government subsidy of about $5,000,000.

Open Mike

(Continued from page 10)

"come down" *vs.* "go down" as a fitting subject for this innovation in B•T features. . . .

By all means, let's do have more articles on the vital subject of advertising copy writing. But let's have articles of significance and value . . . There must be more B•T readers who can help improve this heretofore neglected aspect of the business.

Let us hear from them in B•T.

William A. Vaughn
Asst. Program Director
WFBM-TV Indianapolis

[EDITOR'S NOTE: The article to which Mr. Vaughn refers, "Inviting Action in Radio Copy" by Jack W. Laemmar, B•T, March 31, was not intended as a comprehensive study of copy writing. It was the first of a series which will appear periodically. And as Mr. Vaughn suggests, others will be heard from.]

* * *

Policy Statement

EDITOR:

I wish I knew how many pounds of P. I. deals we have carefully filed in the wastebasket. I'd like to know how many hours I have wasted being sure that I'm not throwing away a legitimate order. I imagine the P. I. mailing lists are made up from your YEARBOOK [or] your MARKETBOOK . . .

I wonder how many stations would like to join me in making a notation in our new listings that would state plainly and unmistakably "No P. I. accepted."

I'd further like that statement to include everything except straightforward, legitimate orders. No "30 one minute spots for a one-half hour rate." No payments in merchandise, dollars per postcard, letter, 'phone call or box top.

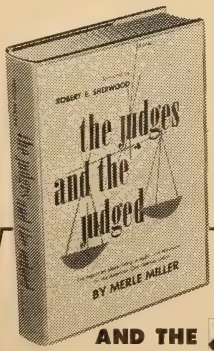
Would you include such data in your listings if sufficient stations requested it?

W. E. Bradford
Manager
KSST Sulphur Springs, Texas

[EDITOR'S NOTE: Yes, if the number of requests warranted it.]

The shocking full-scale report on black-listing in radio, television, and the entertainment industries!

It investigates thoroughly
RED CHANNELS COUNTERATTACK
The JEAN MUIR Case and others
"Defamation as a commercial enterprise"



THE **JUDGES** AND THE **JUDGED**
including the statements of both
by **MERLE MILLER** for the American Civil Liberties Union

Foreword by **ROBERT E. SHERWOOD**

"A terrible exposure and indictment."—*Virginia Kirkus*

At all booksellers, $2.50 DOUBLEDAY

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In EMPLOYMENT

GREENVILLE	45,056
Columbia	26,718
Charleston	24,277

S. C. Emp. Sec. Com., 1951.

MAKE IT YOURS WITH **WFBC** 5000 WATTS
The News-Piedmont Station, Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

RACE PROGRAMS

WHIM Asks FCC Opinion

DOES broadcasting a feature race-of-the-day—with a summary of horse racing news and interviews with celebrities of the sports world about 6 p.m.—jeopardize a station's license?

That, in essence, is what WHIM Providence, R. I., has asked the FCC.

The Commission's answer to this may have a bearing on the entire question of horseracing broadcasts and upon the status of the 16 stations that were set for hearing because of horseracing programs [B•T, March 3].

In a letter to the Commission, WHIM pointed out that FCC's statement at the time it renewed WANN Annapolis' license created doubt as to the propriety of any kind of horseracing broadcasts.

WANN was on temporary license for nearly a year while the FCC considered how to deal with racing programs. WANN discontinued the broadcasts and was granted a renewal a few weeks ago [B•T, March 3].

What WHIM wants the Commission to do is issue a declaratory ruling on whether the broadcasting of a feature horserace and a summary of the results at the close of the day is contrary to the rules.

The Providence station pointed out that the programs proposed "could not conceivably be of any interest to bookmakers or their patrons since the resume of the day's racing would be presented . . . after the tracks had closed" for the day.

WHIM said in its letter that an FCC ruling on the matter will have "a vital effect upon the entire broadcast industry" because many stations throughout the country have presented programs of the type it proposes.

WHIM asked for the ruling within the next two weeks so that it could make appropriate arrangements for carrying the daily feature at Narragansett Park at Pawtucket, R. I., three miles from Providence. The season opens there June 30.

Last month, the FCC put 16 stations on temporary license to determine, at a hearing, whether the stations are aiding gamblers by airing odds, giving scratches, track conditions, prices paid, etc. [B•T, March 3].

Since then, a few stations have been granted regular renewals after notifying the Commission that they had discontinued the broadcasts before the notice was received [B•T, March 10].

'GOOD NEIGHBOR'

KWBW Spots Aid Drive

POWER of radio spots alone to win community support for a local project has been demonstrated by KWBW Hutchinson, Kan.

The Dragon Club of Hutchinson Junior College sponsored a "Good Neighbor Day" to "help a young man who is helping himself." Candidate chosen was a young service station operator who had been a polio victim as a child.

Verne Powell, assistant superintendent, Hutchinson Recreation Commission, wrote Mrs. Bess Wyse, KWBW president: "The wholehearted and enthusiastic response by KWBW has swept the city and a tremendous amount of business for Vernon Miller has resulted."

Mrs. Wyse explained the local newspaper had been contacted but turned the project down on the basis that "it smacked of commercialism." The promotion was all done by radio.

"In one morning," added Mrs. Wyse, "the gasoline distributor had to fill the tanks at the filling station three times because of our radio spots."

MBA Meeting Set

MISSOURI Broadcasters Assn. plans its annual spring meeting May 5-6 at the Hotel Jefferson, St. Louis, according to G. Pearson Ward of KTTS Springfield, secretary. He said BAB would direct the first day's session, to be of interest to sales departments and representatives. BMI will present a program clinic on the second day. Both MBA members and non-members are invited, Mr. Ward said.

INSTITUTION ADS

Sen. Johnson Comments

CENSORSHIP was Sen. Ed C. Johnson's reaction last week to a controversial proposal made on Capitol Hill a fortnight ago that newspapers might raise advertising rates as a means of discouraging "extravagant" advertising [B•T, April 14, 7].

Sen. Johnson (D-Col.), who is chairman of the Senate Interstate & Foreign Commerce Committee, said, "When the government starts to tell the newspapers what kind of advertising and how much of it they can carry, it's moving toward the day when it will seek to control their news columns, too."

Suggestion for the raise in rates was contained in a report released by the Senate Small Business Committee on Newsprint headed by Sen. Hubert H. Humphrey (D-Minn.).

However, Sen. Humphrey, who has launched a drive to have so-called "political" institution advertising cut down, if not eliminated, stated that the recommendation on newspaper advertising rates crept into the report through a staff error and had been considered by the committee but not approved.

Sen. Humphrey last week was waiting for a reply from the Internal Revenue Bureau to his query on the whys and wherefores of business firms deducting institutional advertising as an expense.

Who's on First?

CAN coffee pour out of musical clock? It wasn't that zany a certain day in April in Albany, Ga., but almost. Two top disc jockeys in town did a quick switch. WGPC's Bill Fowler moved his *Musical Clock* to competing station, WALB, whose Bill Bowick took over Mr. Fowler's time slot with his *Coffee With Bill.* Listeners were agog, switched from one station to another. But Messrs. Fowler and Bowick were a step ahead. They played identical tunes throughout the morning. Oh yes, the date: April 1.

Benjamin Gottlieb

BENJAMIN W. GOTTLIEB, 66, of B. W. Gottlieb Assoc., Philadelphia advertising agency, died April 10 of a heart attack. Mr. Gottlieb was a former managing director of the old *Jewish World.* He produced and appeared on foreign language programs over WDAS Philadelphia. Surviving are his wife, Bessie W., a son, Maxim B., and three daughters, Mrs. Ruth Brill, Mrs. Sophie G. Cooper and Mrs. Jeanne Elion.



WVAM will give you greater coverage in the rich Central Pennsylvania Market with the best CBS network and local programs. May we go to work for you?

"Most Powerful—Most Popular"

first with the finest DAY AND NIGHT

1000 WATTS WVAM CBS IN ALTOONA 1430 ON YOUR DIAL

Weed & Co. *representatives*

PERFECT TRACKING



..without tone arm resonance

• That's what you get with the versatile Gray Transcription Arms. Take your pick: There's the new specially designed—viscous damped—Gray 108-B Arm for all speed, all size records. There's the Gray 106-B Arm assuring fidelity of tone for every speed record. Both use GE or Pickering Cartridges.

• For highest tonal quality and new record reproduction from old records, use Gray Equalizers—preferred by leading broadcast stations.

• Remember — for professional broadcast equipment, Gray shows the way. Write for bulletins describing the above equipment.

GRAY RESEARCH AND DEVELOPMENT CO., INC., 598 HILLIARD ST., MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph

Audograph

Arthur C. Gilmore, President

1952 TELECASTING YEARBOOK ADDENDA

CHANGES and additions received after the 1952 TELECASTING YEARBOOK went to press are included in the following list which also will serve to correct some errors made in compiling the large volume. For convenience, the information is arranged numerically by YEARBOOK page number. At the end of this addenda are three further changes in the 1952 BROADCASTING YEARBOOK addenda which was published earlier [B•T, March 3].

Page 23—Insert J. Harold Ryan as vice president and treasurer of the Fort Industry Co. stations.

Page 45—Insert Joseph Brenner, Prichard & Brenner, 321 S. Beverly Drive, Beverly Hills, Calif.

Page 78—Add J. Harold Ryan, as vice president and treasurer of WAGA - TV Atlanta and Glenn C. Jackson as managing director.

Page 108—Add J. Harold Ryan as vice president and treasurer of WJBK-TV Detroit; Gayle V. Grubb, vice president and general manager, and Harry L. Lipson, general sales manager. Delete name of E. Hal Hough and substitute Richard E. Fischer as program director. Delete Robert Striker as film buyer and substitute Arthur MacColl, as manager, film department.

Page 148—Add J. Harold Ryan as vice president and treasurer of WSPD-TV Toledo.

Page 174—National representative of KEYL (TV) San Antonio should be listed as The Katz Agency. Add J. Harold Ryan as vice president and treasurer.

Page 191—Wallach & Assoc., 1532 Hillcrest Road, Cleveland, 18, Ohio, makers of Allmetal Sectional Discabinets and Discabinet Cataloging System.

Page 224—Insert Library Films Inc., 25 W. 45th St., New York 36, N. Y. Tel.: Plaza 7-3450. Paul N. Robins, president. Services: Serials, features and shorts for television.

Page 237—Insert: International Wrestling Films Inc., 9 S. Clinton St., Chicago 6, Ill. Tel.: Andover 3-5337. Services: Motion pictures for television, with wrestling films a specialty.

Page 238—Insert Kent Lane Inc., 716 E. Gray Street, Louisville, Ky. Tel.: Jackson 6304. Services: Motion pictures and slide films for industry and television.

Page 241—Regent Pictures Inc., 729 Seventh Avenue, New York 19, N. Y., Tel.: Plaza 7-8645. Robert Pik, president. Services: Production and distribution of motion pictures for TV stations.

Page 279—Add to listing for Buchanan & Co. Inc.: John Hertz Jr., board chairman; William Dasheff, executive vice president; Joseph D. Dunn, vice president; A. Grace Barrett, secretary-treasurer; A. W. Hill, assistant treasurer; W. D. Christman, copy chief; James Yates, creative director; E. F. Moeller, media director and space buyer; Anthony Calanese, production manager; Roy Winkler, and Don DeMarco, art directors, and Nat Strom, radio-TV director. Account executives were listed as Joseph Dunn, A. Grace Barrett, Van MacNair (Louisville, Ky.), John McEvoy, William Boley, Albert Van Brunt and George Richardson.

Page 281—Insert Gibraltar Adv. Agency Inc., 17 E. 45th St., New York 17, N. Y. Tel.: Murray Hill 7-7896. Frances Scott, radio and TV director; Gloria Lubin, timebuyer; Frances Scott, Earl G. Scheidman and Charles J. Basch III, account executives. Television Accounts: Bonafide Mills Inc.

Page 285—Revise listing of Ruthrauff & Ryan Inc., 405 Lexington Ave., New York 17, N. Y. Tel.: Murray Hill 6-6400.

Radio & TV Dept.: Willson M. Tuttle, vice president-director; Tom Slater, vice president-associate director; Marshall Grant, executive producer of TV film; Grant Flynn, business manager; Sidney Slon, script editor and executive producer of *Big Town* for TV; John Cole, production manager; Robert Steel, senior director; Norman Mathews, film production supervisor; Stewart Garner, of the film production unit; David Nyren, head of talent and new program development; Bernard Rasumssen, network timebuyer; Louis deMilhau, Canadian liaison; Roland Howe, supervisor of Arthur Godfrey shows and assistant head of talent and new program development; Kay McMahon, casting director; Bernard Zwirn, publicity director.

Media Dept.: Dan Gordon, vice president and media director; Stan Schloeder, manager of spot radio and TV timebuying; Herbert Claassen, Malcolm B. James, Sherwood Heath, Orrin E. Christy Jr., timebuyers.

Chicago 1—360 N. Michigan Ave. Tel.: Financial 6-1833. Norman Heyne, vice president.

Hollywood 28—1680 N. Vine St. Tel.: Hillside 7593. Tod Reed, vice president and West Coast manager.

Detroit 2—7430 Second Blvd. Tel.: Trinity 4-2200. John Weiser, vice president and manager.

Cincinnati 2—Carew Tower. Tel.: Main 2413. John L. Magro, manager.

St. Louis 1—812 Olive St. Tel.: Main 0127. Oscar A. Zahner Sr., vice president and manager.

Dallas 2—Reserve Loan Life Bldg. Tel.: V-4-4986. Roger Bacon, manager.

Houston 2—Gulf Oil Bldg. Tel.: Charter 4-1741. W. Van A. Combs, manager.

Seattle 1—Northern Life Tower. Tel.: Elliott 1572. Francis G. Mullins, vice president and manager.

St. Paul-Minneapolis—2654 University Ave., St. Paul. James R. Randers, manager.

San Francisco 4—235 Montgomery St. Tel.: Exbrook 4616. John L. Harvey, vice president and manager.

Toronto—2 Toronto St. Tel.: Plaza 1515. Gordon Ralston, manager.

Radio Accounts: Allied Florists S; American Brewery Co., S; Ampro Corp., S; Beltone Hearing Aid Co., S; Chrysler Corp., N-S; Comfort Mfg. Corp., S; Consolidated Royal Chemical Co., S; DL&W Coal Co., S; DeMert Dougherty Inc., S; Dwight-Edwards Co., S; Eastco Inc., S; De-Frost-O-Matic, S; Dodge Dealers, S; Dr. Pepper Co., S; Electric Auto-Lite Co., N-S; Fehr Baking Co., S; Frito N Y Inc., S; Galveston-Houston Breweries, S; Capitol-Frito Corp., Maryland, S; General Shoe Corp., S; Griesedieck Brewery Co., S; Hancock Oil Co., S; Hollywood Candy Co., S; Lewis-Howe Co., S; Janney-Semple-Hill Co., S; Kentile Inc., S; Krey Packing Co. Inc., S; Kroger Co., S; Lever Bros., N-S; M & C Foods Inc., S; Thos. J. Lipton Inc. US-S; Linco Products Distributing Co., S; Motorola Inc., N-S; Arthur Murray School of Dancing, S; Nalley's Inc., S; Oshkosh B'Gosh Co., S; Palm Beach Co. (Goodall), S; Pharmacraft Corp., S; Quaker Oats Co.; Reddi-Whip Inc., S; Reliance Mfg. Co., S; Morris B. Sachs Inc., S; Jacob Schmidt Brewing Co., S; A. E. Staley Mfg. Co.; Sidney Weber Inc., S; Wm. Wrigley & Co., S; J. F. Goodwin Inc., S; So Good Potato Chip Co., S; Sugardale Provisions, S.

Page 287—Insert Victor Van Der Linde Co., 683 Fifth Avenue, New York 22, N. Y. Tel.: Eldorado 5-5185. Television Dept.: Agnes Kingsley, director of TV. TV accounts: Morgan-Jones Kitchen Cottonn (S-R); Farberware (S-R); Dolcin Corp. (S), and Mattlage Sales Corp. (S-R).

* * *

Further BROADCASTING YEARBOOK Addenda:

Page 84—Address of KMJ - AM - FM Fresno, Calif., should read 1559 Van Ness Avenue.

Page 91—Eleanor McClatchy should be listed as president, rather than owner, of KFBK Sacramento. Address should read 708 I Street.

Page 218—Substitute name of T. J. Snowden Jr. as general manager of WCPS Tarboro, N. C.

Goodwill Industries

RADIO and TV promotion will be sought by Goodwill Industries, which employed 18,000 handicapped persons last year in repair of worn out articles for resale, according to Robert J. Enders Adv., Washington, representing Goodwill Industries. A quarter-hour transcribed show, *8:30—USA*, featuring Kate Smith and Morgan Beatty, plus transcribed spots and a TV film showing work done by the handicapped at Goodwill workshops, are to be distributed to radio and TV stations all over the country. The campaign also will include live spots.

MEDIA CREDIT

Houston Meet Considers

CREDIT discussions will be led by three credit managers of combined media operations at the May 13 program of the newspaper-radio-TV advertising media group of the National Assn. of Credit Men's Credit Congress May 11-15 at Houston, Arthur F. Gerecke, chairman of the group and credit manager of the *St. Louis Post Dispatch* and KSD-AM-TV St. Louis, has announced.

Thomas McFarland, first vice chairman of the combined media group and credit manager of the *Milwaukee Journal* and stations WTMJ-AM-TV Milwaukee, will head the discussion on "Cost of Credit Departments and Efficiency of Their Procedures," with participants including Stannard M. Butler and Clarence W. Pierson, credit managers of the *Schenectady* (N. Y.) *Union Star* and the *Minneapolis Star-Tribune*, respectively.

Discussion on "Coast-to-Coast Round-Up of Business Prospects and Their Effect on Credits and Collections" will be led by Robert T. Holman, credit manager of the *Cleveland Press* and WEWS-AM-TV Cleveland, and credit managers C. S. Hograth, *Chicago Tribune;* Robert R. Gramm, *Washington Times-Herald;* Clifford D. Scherer, *Houston Post;* Gilbert W. Sites, *Los Angeles Times* and KTTV (TV) there, and Mr. Pierson.

"Credit Problems of Radio and Television" will be led by Harry E. Hull, credit manager of *Detroit News* and WWJ-AM-TV Detroit with participants including Paul F. Benton, comptroller of KMO Tacoma-KIT Yakima, Wash., and William F. Budde, credit manager, KWK St. Louis.

An afternoon panel discussion on "Trends, Problems and Procedures in Advertising Agency Credit and Recognition" will be led by W. A. Lightbody, agency credits and accounts manager, *Chicago Tribune,* with Mrs. Hermine A. Fischer, credit manager, *Christian Science Monitor,* Boston, and Joseph Burg, credit manager, ANPA, New York.

Leigh E. Ore

LEIGH E. ORE, 63, former manager of WJSV (now WTOP) Washington, died April 13 at Garfield Hospital there following a heart attack. At the time of his death, Mr. Ore was national representative of the American Cancer Society in Washington. Prior to 1933, he was manager of WJSV. Survivors include his wife, Emily, a daughter and a son.



REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

APRIL 21, 1952

TELECASTING

IN THIS ISSUE:

Joint TV Bid Question
Page 69

CBS-TV Expansion Outlined
Page 69

First Thaw Applications
Page 71

Latest Set Count By Markets
Page 76

in our 7th year



CAVIAR EMPTOR!

Caveat Emptor—**let the buyer beware** if he thinks caviar can substitute for bread and butter—or glamour TV for dollar value.

Let him beware if he is paying fancy television prices—and getting little for his money but fancy.

Either TV works for you at a reasonable, economical cost—either you get dollar-for-dollar advertising value for your investment—or it's not worth a salty roe.

Du Mont has no champagned attitude towards television. Whether it's time, program, facility or production costs—item for item, Du Mont gives sponsors real value for their money. Because Du Mont costs are always realistic, always reasonable, an advertising budget on the Du Mont Television Network pays off in results, not in fancy.

If you find that you are paying for glamour when you should be paying for sales, then let Du Mont show you how to make your TV budget work for you on a bread and butter basis. Let Du Mont show you how to get the greatest value in television advertising today.

DU MONT
TELEVISION NETWORK
515 Madison Avenue, New York 22, N. Y.
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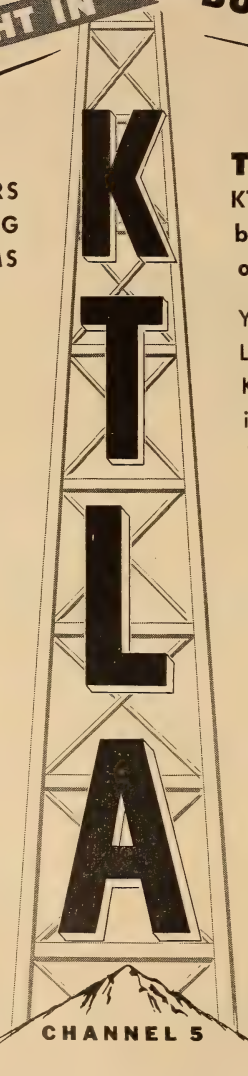
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Liggett & Myers Tobacco Co.
Minute Maid Corp.
Pabst Sales Co.
Pearson Pharmacal Co., Inc.
Pillsbury Mills, Inc.
Servel, Inc.
Shell Oil Co. (San Francisco)
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TELECASTING

APRIL 21, 1952

JOINT TV BIDS

Chairman Walker Expresses Concern

POSSIBILITY that the FCC might permit merger of AM applicants for TV and discount a possible duopoly situation [B•T, Feb. 4] was dashed somewhat last week when an exchange of correspondence on the subject was made public by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee.

Senator Johnson wrote FCC Chairman Paul A. Walker March 12 and posed four questions concerning the possibility of two or more Denver AM operators joining together to apply for TV.

Chairman Walker's reply the next day indicated the Commission had not considered the problem. He did say, however, there had been some inquiries and discussion by some staff members with outside lawyers.

Significant portion of Chairman Walker's reply was contained in these words, which may be taken to indicate his attitude: ". . . I have been particularly concerned with the protection of the public against the dangers of excessive concentration of control over the mediums of mass communication."

At the time Chairman Walker replied to Senator Johnson, he emphasized that the Commission was working on the final TV allocation report and was not likely to have time to consider the problem until after the TV freeze was lifted.

He did say, though, that the consolidation of AM applicants was undoubtedly going to occur to "quite a number of AM operators."

"And it is a problem that the Commission is going to have to formulate a policy for," he added.

It is understood that as of last week the FCC has not yet taken the subject up.

In some quarters, it is felt that a decision should be formulated and announced by the Commission within the next few weeks. This would aid TV applicants preparing to apply during the pre-July 1 waiting period, it was pointed out. Unless that is done, there will be no way for applicants to know whether a merger of AM interests is legal or not in the FCC's eyes.

Merger of AM stations for TV is based on two factors: High cost of TV construction and operation and as a method of overcoming protracted hearings where the number of applicants exceeds the number of available TV channels. A joint applicant would have more funds than single applicants, it was pointed out. Also noted was the possibility that combinations might eliminate need for hearings.

It is emphasized by those who are eager for Commission approval of this type of merger that although a TV station might be owned by the same people who also own two or more AM stations, the AM stations would be owned individually and the joint ownership would extend no further than the TV station. The AM stations would continue to be operated separately and competitively, they point out.

Although the Commission has taken no stand on the question, nor has it considered it, discussion with some FCC staff executives indicated they feel such a merger would call into force the duopoly provisions of the FCC rules. This prohibits same ownership (or control) of more than one broadcast station in the same city. The Commission does permit a single owner to have individual AM, FM and TV stations in the same city.

Only application that might fit the description of merged AM applicants is that of KVOR Colorado Springs and KGHF Pueblo, Col. [B•T, March 10]. KVOR and KGHF plan a joint TV station mid-way between the two cities. Whether the Commission will consider this in the same light as a merger of two AM stations in the same city is unknown.

Text of Senator Johnson's letter to Chairman Walker follows:

It is my understanding that most of the radio stations licensed to serve the Denver area have filed, or are planning to file, individual applications for licenses to operate a television station. However, there are twice as many of these radio stations as there may be channels allocated to Denver. This must result in long drawn-out hearings and endless litigation.

If these applications could be joined so that the actual number of applications for Denver television licenses

(Continued on page 101)

'SHORT-TERMER'

Lowman Was Director, Once

LAWRENCE W. LOWMAN, CBS vice president, last Wednesday enjoyed what may be the shortest board directorship in the history of that organization. He was elected Wednesday afternoon and then, per agreement, he promptly resigned after the stockholder meeting.

His nomination (and election) came when the management, seeking to retain one vacancy on the board while re-electing all incumbents, was confronted with an unexpected nomination from the floor: A representative of the Assn. of Women Shareholders proposed Mrs. William S. Paley, wife of the CBS board chairman, for vacancy.

Executive Vice President Joseph H. Ream, countering with the Lowman nomination, explained that the management wished to keep one directorate vacant and that Mr. Lowman, as soon as elected by proxies already in hand, would resign from the board. He did.

Directors re-elected: Prescott S. Bush, Bruce A. Coffin, Lloyd H. Coffin, J. A. W. Iglehart, Samuel Paley, Joseph H. Ream and Dorsey Richardson, all of whom were chosen by Class A stockholders; and Frederick L. Chapman, David H. Cogan, Ralph F. Colin, James B. Conkling, Leon Levy, Edward R. Murrow, William S. Paley and Frank Stanton, elected by Class B stockholders.

President Stanton presided in the absence of Chairman Paley, whose government duties prevented his attendance.

CBS-TV EXPANSION

Stanton Tells Plans

IN ITS bid to achieve station-ownership parity with its rivals, CBS-TV will prosecute applications for new TV stations in markets where it owns radio outlets without television — specifically San Francisco, St. Louis and/or Boston —President Frank Stanton told the annual CBS stockholders meeting last Wednesday.

In response to questions, Mr. Stanton pointed out that CBS now owns WCBS-TV New York, KNXT (TV) Los Angeles and 45% of WTOP-TV Washington; is seeking FCC approval for purchase of WBKB (TV) Chicago and for a merger arrangement which would give it 47% of WCTN-TV Minneapolis-St. Paul, in addition to its purchase of 45% interest in KQV Pittsburgh, which has a TV application pending [B•T, March 10].

Mr. Stanton noted that FCC rules permit a single entity to own as many as five television stations outright—the number owned by NBC and ABC—and that new rules have been proposed dealing with ownerships of minority interests or combinations of majority and minority interests.

In answer to other questions from stockholders, the CBS head expressed the view that it is too early to predict whether TV programming of the future is going to be predominantly live or predominantly film, though he did voice a firm opinion that keeping coaxial cables and radio relays on "standby" duty for special events, while filming all other programs, would impose a severe economic burden.

Denies Cancellations

He renewed protests of officials of CBS-TV and other networks that reports of widespread TV cancellations by sponsors are misleading. He pointed out that this season is traditionally an unsettled one among advertisers and cited CBS-TV's recent report that its business is at an all-time high with sales the first two months of this year running 95.7% ahead of those for the same period last year [B•T, April 7].

Mr. Stanton said he knew of only 1½ nighttime hours on CBS-TV that are not being retained by present sponsors through the summer. Asked specifically about published reports that Pepsi-Cola plans to give up its Saturday night half-hour on CBS-TV when current contracts expire, he said CBS-TV had received no notice to that effect and pointed out that sponsors are not required to give notice until a month before the end of contracts. Pepsi-Cola has eight or nine weeks to run.

He reviewed the color TV situation at a stockholder's request, noting that the CBS system is the only one authorized by FCC even though production of color sets has been halted by the National Production Authority. He said he assumed other manufacturers will apply for FCC approval of their compatible system if they feel it is superior, but pointed out that as yet they have not done so.

Members of the CBS board were re-elected at the meeting (see story this page).

TV Thaw Comments

Joseph H. McConnell, president of National Broadcasting Co.: "We are on our way to a truly national television service." He added that "As the audience grows, the economic structure of the industry will be broadened and strengthened. And this new strength will be translated into improved programs, into technical advances, into wider coverage of world and national events and personalities."

J. L. Van Volkenburg, president of Columbia Broadcasting System Television Network: "Within the foreseeable future television will become a nationwide medium bringing news, information and entertainment into added millions of homes from coast to coast." He added that the freeze-lift "marks one of the most historic dates in the progress of mass communications."

T. F. Flanagan, managing director of the National Assn. of Radio and Television Station Representatives, New York: Representation organizations "are delighted at the lifting of the freeze" and "have already installed the machinery with which to sell and service spot TV to advertisers and advertising agencies." Radio will feel the impact but "The overall general prognosis is the generous use of radio for national advertising." National spot TV already "enjoys a healthy volume which will grow in a sharply rising line as each new TV station goes on the air."

Harry Kopf, NBC vice president and general manager of WMAQ and WNBQ (TV) Chicago: "Better programs are likely to result. . . . The day is coming when television networks will be able to select program origination points almost at will. . . ."

John H. Mitchell, general manager, WBKB (TV) Chicago: "The TV freeze lift is wonderful. An added factor is the establishment of an educational TV station in Chicago. WBKB will be more than happy to contribute personnel to the universities and colleges in helping them get this station started."

J. Harry LaBrum, president of the Chamber of Commerce of Greater Philadelphia, upon the failure of the FCC to allocate any additional VHF channels to that city than were proposed in the FCC Third Notice: "The allocation of four UHF channels to Philadelphia does not remedy the gross discrimination against the city. . . . The development of UHF transmitters and receivers will require time and will not answer the needs of Philadelphia now or in the foreseeable future."

Albert M. Greenfield, chairman of the Chamber's board, referring to Philadelphia's number of TV sets in use, second only to New York and "possibly" Los Angeles: "Perhaps Philadelphia cannot yet be called the 'Television City.' But we believe we have a better claim to the title than does any other community."

On Capitol Hill, from chairmen of the Senate and House Interstate & Foreign Commerce Committees:

Sen. Ed C. Johnson (D-Col.), Senate committee chairman: "When are we going to get TV licensed . . . unless we get additional examiner teams it will be many more months." Television, he said, would not blanket the non-serviced parts of the U. S. until some 20 "examiner teams" were engaged to process applicants at a favorable pace and that there were only seven such teams at FCC now.

Rep. Robert Crosser (D-Ohio), House committee chairman: "We want to see progress ahead. . . . I have confidence in the Commission. . . . It is my prediction that the FCC's report will prove to be good. . . ."

From the West Coast:

Louis D. Snader, president of Snader Telescriptions Corp., Beverly Hills: "Our vista was never 109 TV stations. This is a 2,500-station country."

Basil Grillo, vice president in charge of production, Bing Crosby Enterprises: "The long promised freeze lifting will result in the greatest demand for film products in TV's history."

Don Fedderson, general manager, KLAC-TV Hollywood and president, Television Broadcasters of Southern

(Continued on page 99)

APPLICATIONS

New and Amended Bids Received

FIRST week following the issuance of FCC final TV allocations report [B•T, April 14], saw 15 new and amended applications for television outlets filed with the Commission. Of these, nine were new.

There were four requests for UHF stations, three of which were new.

★

Among the nine new applications was one from WINR Binghamton, headed by the mayor of that New York industrial city. Greer & Greer, a firm which has interests in several southwestern theatres, applied for two stations in New Mexico—one in Albuquerque and another in Santa Fe. And James A. Noe, former governor of Louisiana, asked for an outlet in Monroe, La., where he owns KNOE.

Binghamton Mayor Donald W. Kramer has 10% interest in WINR, which applied for UHF Channel 40. E. R. Vadeboncoeur is WINR vice president; he is also vice president and general manager of WSYR Syracuse. N. L. Kidd, treasurer of WINR, has 25% interest in management group of WNDR Syracuse and owns stock in WELI New Haven, Conn.

Firm of Greer & Greer, composed of E. John Greer and Saloma S. Greer, has no radio or television interests but has interests in motion picture theatres in Santa Fe and Denver, in addition to real estate holdings. Cost of the two TV stations, on Channel 7 in Albuquerque and Channel 2 in Santa Fe, would total nearly $683,000.

Mr. Noe, owner of WNOE New Orleans and KNOE Monroe, La., plus 50% interest in KOTN Pine Bluff, Ark., applied for Channel 8 for Monroe.

First application after the freeze—an amended one—was for Channel 8 in St. Petersburg, Fla., filed by WTSP-AM-FM (see story this page).

For other new applications and amended applications, see opposite page.

POST-THAW

'First' Application Filed With FCC by WTSP

FIRST TV application following the FCC's end-of-freeze report [B•T, April 14] was filed at 8:30 a.m. April 15 by WTSP St. Petersburg, Fla. Station amended its pending application to ask for Channel 8 with 316 kw, 421 ft. antenna height above average terrain in lieu of Channel 5 with 16.8 kw, 417 ft. antenna height.

★

It proposed to spend $541,550 on construction (it already has the land), $278,000 for first year's operating expenses and expects to take in $175,000 during the first year. Equipment will be RCA.

Station is owned by Nelson P. Poynter, who is also owner of the *St. Petersburg Times* and the *Congressional Quarterly*, published in Washington, D. C. F. J. Kelly is vice president and general manager of Pinellas Broadcasting Co., licensee of WTSP-AM-FM. Application was filed by the Washington law firm of Miller & Schroeder.

Meanwhile, the FCC ran out of revised application forms by Tuesday of last week after it had handed out 4,000 sets—mostly to eager, hurried Washington radio attorneys and consulting engineers.

Additional print run of 5-7,000 was ordered and is not expected to be available until early this week. Since each application must be filed in triplicate, the 4,000 forms handed out during the first two days of last week might be considered to mean 1,333 applications on the way to the Commission. Actually, most applications are made up with six copies—the applicant, his law firm and consulting engineer each holding a copy in addition to the three filed with the FCC.

* * *

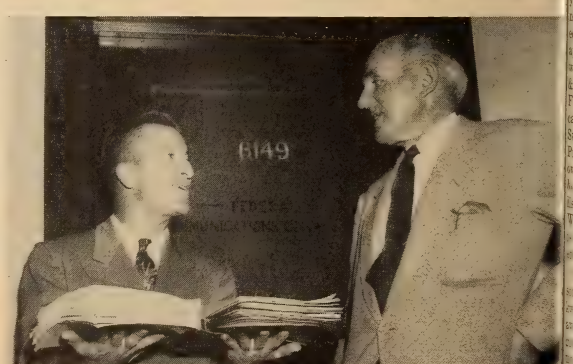
PATHÉ TV PLAN

Offers 4-Film Package

COOPERATIVE film syndication plan was announced Tuesday by Pathé Television Corp. President Bruce Eells, who said his organization will supply film financing, would distribute films of established producers and share residual income of TV films with stations signing for them now.

Pathé currently plans four half-hour film packages, the first three to be available Oct. 1: A comedy story with music, starring Spike Jones and band; *Passport to Danger*, spy drama property owned by the Swedish firm of A. B. Kinocentralen, Stockholm, and to be produced for TV in Europe; *Pathé Playhouse*, a series of unrelated dramas to be produced in Sweden by Robert B. Spafford, president of Skyline Productions; and the tentative *Rainbow Riley*, a Western which may be produced by Cy Roth of Coyt Productions, Hollywood. Initial budgets for the distribution firm have been set at $3 million per year.

Pathé TV will sell the four films as a single package, Mr. Eells explained, to a probable 30-40 stations in existing markets on a cost basis. Subscriber stations would receive rights to three exclusive runs of each program in their locality during an overall period, probably two years.



F. J. Kelly (l), general manager-executive vice president of WTSP and station's attorney, Neville Miller, wait outside FCC office early Tuesday to file first TV application since TV thaw. Mr. Kelly holds FCC's Sixth Report in his right hand, WTSP application in left.

television applications

Digest of Those Filed With the FCC April 14 through 17

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total
Applications filed since April 14	11	4	15

Listed by States

†DENVER, Col.—Aladdin Radio & Television Inc., Ch. 7 (174-180 mc), ERP 57.5 kw visual; antenna height above average terrain 970 ft., above ground 187 ft. Estimated construction cost $377,505, first year operating cost $683, 048, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer, E. C. Page, Washington. Applicant is licensee of KLZ-AM-FM Denver. Principals include: President Harry E. Huffman (13.3%), owner of 66% interest in Winters-Huffman Drug Store, and Executive Vice President Hugh B. Terry (16%).

†HARTFORD, Conn.—The Travelers Bcstg. Service Corp., Ch. 3 (60-66 mc) ERP 100 kw visual; antenna height above average terrain 326 ft., above ground 450 ft. Estimated construction cost $608,896, first year operating cost $455,096, revenue $400,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WTIC Hartford. Principals include: President Jesse W. Randall and Vice President and General Manager Paul W. Morency. Travelers Insurance Co., Hartford, owns 100% of stock.

†ST. PETERSBURG, Fla. — Pinellas Bcstg. Co., Ch. 8 (180-186 mc), ERP 316 kw visual; amended engineering data not submitted, except that antenna height above ground will be 457 ft. Estimated construction cost $541,550, first year operating cost $278,000, revenue $175,000. Make and type of equipment not specified in amended application, except that antenna will be RCA. Legal counsel Miller & Schroeder, Washington. Engineer F. J. Kelly, St. Petersburg. Applicant is licensee of WTSP-AM-FM St. Petersburg. Principals include: President Nelson Poynter (96%), owner and publisher of *St. Petersburg Times* and co-editor and publisher of *Congressional Quarterly*, Washington, D. C. Mr. Kelly also is executive vice president and general manager of WTSP-AM-FM.

TOPEKA, Kan.—S. H. Patterson, Ch. 13 (210-216 mc), ERP 25.2 kw visual; antenna height above average terrain 534 ft., above ground 537 ft. Estimated construction cost $174,231.23, first year operating cost $225,000, revenue $250,000. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel P. W. Seward, Washington. Consulting engineer Radio Engineering Co., San Francisco. Applicant is licensee of KJAY Topeka and KSAN San Francisco; owner of both is S. H. Patterson, who has various real estate holdings.

MONROE, La.—James A. Noe, Ch. 8 (180-186 mc), ERP 96.5 kw visual; antenna height above average terrain 575 ft., above ground 574 ft. Estimated construction cost $331,921, first year operating cost $214,690, revenue $195,260. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer McIntosh & Inglis, Washington. Applicant is licensee of WNOE New Orleans and KNOE Monroe. Owner is James A. Noe, 50% owner of KOTN Pine Bluff, Ark., who has interest in various oil and gas companies in addition to radio interests.

DULUTH, Minn. — Red River Bcstg. Co., Ch. 3 (60-66 mc), ERP 25.6 kw visual; antenna height above average terrain 813½ ft., above ground 558 ft. Estimated construction cost $283,501, first year operating cost $175,000, revenue $200,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of KDAL Duluth. Principal in applicant firm is President and Treasurer Dalton LeMasurier (70%), general manager of KDAL and 79% stockholder and president of WQUA Moline, Ill.

ALBUQUERQUE, N. M.—Greer & Greer, Ch. 7 (174-180 mc), ERP 111 kw visual; antenna height above average terrain 4,152 ft., above ground 274 ft. Estimated construction cost $352,123, first year operating cost $160,000, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Wichita, Kan. Consulting engineer A. D. Ring & Co., Washington. Principals include: E. John Greer (50%), who has interest in nine theatres in Santa Fe and Denver, and Saloma S. Greer (50%), who has interest in four Santa Fe theatres; both have real estate holdings and interests in Santa Fe and Albuquerque.

SANTA FE, N. M.—Greer & Greer, Ch. 2 (54-60 mc), ERP 52.8 kw visual; antenna height above average terrain 419 ft., above ground 600 ft. Estimated construction cost $330,753, first year operating cost $120,000, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Wichita, Kan. Consulting engineer A. D. Ring & Co., Washington. Principals include E. John Greer (50%), who has interest in nine theatres in Santa Fe and Denver, and Saloma S. Greer (50%), who has interest in four Santa Fe theatres; both have various real estate holdings and interests in Santa Fe and Albuquerque.

BINGHAMTON, N. Y.—Southern Tier Radio Service Inc., UHF Ch. 40 (626-632 mc) ERP 171 kw visual; antenna height above average terrain 598 ft., above ground 440 ft. Estimated construction cost $245,714, first year operating cost $202,625, revenue $212,000. Studio equipment GE, transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WINR Binghamton. Principals include: President Donald W. Kramer (10%), mayor of Binghamton, senior partner in law firm of Kramer, Night & Wales, and president of Hawthorne Heights Inc. (real estate development); Vice President E. R. Vadeboncoeur (12.7%), vice president of WSYR Syracuse, and Treasurer N. L. Kidd (12.6%), one-fourth interest in management group of WNDR Syracuse and stockholder in WELI New Haven, Conn.

DURHAM, N.C.—Durham Bcstg. Enterprises Inc., Ch. 11 (198-204 mc), ERP 200 kw visual; antenna height above average terrain 364 ft., above ground 441 ft. Estimated construction cost $310,000, first year operating cost $153,900, revenue $200,000. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Fletcher & Midlen, Washington. Consulting engineer Virgil D. Duncan, Raleigh, N. C. Applicant is licensee of WTIK Durham. Principals include: President Harmon L. Duncan (25%), owner of WHIT New Bern, N. C., and Vice President and Secretary J. Floyd Fletcher (50%).

FREMONT, Ohio—Wolfe Bcstg. Corp., UHF Ch. 72 (818-824 mc), ERP 23.52 kw visual; antenna height above average terrain 184 ft., above ground 261 ft. Estimated construction cost $145,000, first year operating cost $100,000, revenue $125,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer A. R. Bitter, Toledo, Ohio. Applicant is licensee of WFRO-AM-FM Fremont. Principals include: President Robert F. Wolfe (44%), paper jobber, and R. C. Force (0.20%) manager of WFRO.

JOHNSTOWN, Pa.—Rivoli Realty Co., UHF Ch. 56 (172-178 mc), ERP 85.8 kw visual; antenna height above average terrain 606 ft., above ground 540 ft. Estimated construction cost $187,300, first year operating cost $150,000, revenue $200,000. Studio equipment RCA, General Radio, Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WARD-AM-FM Johnstown. Principals include: President-Treasurer Walter M. Thomas (12.5%), owner of 50% of Laurel Theatre and 33% of Roxy Theatre, both in Johnstown, and Secretary Margaret E. Gartland (57.5%), owner of 50% of Laurel Theatre, and 33% of Roxy Theatre and 50% of First National Bank Building, Johnstown.

†WILKES-BARRE, Pa. — Wyoming Valley Bcstg. Co., UHF Ch. 34 (590-596 mc), ERP 233 kw visual; antenna height above average terrain 1,004 ft., above ground 243 ft. Estimated construction cost $397,-500, first year operating cost $225,-000, revenue $250,000. Studio equipment GE, transmitter GE, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. Applicant is licensee of WILK-AM-FM Wilkes-Barre. Principals include: President Isaiah C. Morgan, M. D. (12½%), Secretary and General Manager Roy E. Morgan (12½%), and Second Vice President and Station Manager Thomas P. Shelburne (12½%).

†MEMPHIS, Tenn.—Hoyt B. Wooten, d/b as WREC Bcstg. Service Ch. 3 (60-66 mc), ERP 100 kw visual; antenna height above average terrain 978 ft., above ground 1,050 ft. Estimated construction cost $500,216, first year operating cost $450,000, revenue $600,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WREC Memphis. Sole owner and licensee is Hoyt B. Wooten, who has no other interests.

SAN JUAN, Puerto Rico—Jose Ramon Quinones, Ch. 4 (66-72 mc), ERP 54.5 kw visual; antenna height above average terrain 317 ft., above ground 382 ft. Estimated construction cost $244,009.78, first year operating cost $125,000, revenue $200,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of WAPA and permittee of WPAA. Jose Ramon Quinones is sole owner; in addition to radio interests, he owns three Puerto Rico sugar cane farms and is president of Puerto Rico Farm Bureau.

Thaw Stirs Market

FCC's television freeze-lift announcement last Monday touched off a round of activity in radio-TV stocks, but the flurry was subsiding by mid-week. Trading in RCA common stock, for example, saw almost 70,000 shares change hands on Monday, while 23,400 were traded Tuesday and 11,600 on Wednesday. Prices which were up at the outset appeared for the most part also to be settling back by the middle of the week.





He can make you happy

Sam Levenson offers you the gift of laughter . . . he's generous about spreading it around. He's made so many people happy that half of all the sets turned on at Levenson's time are turned on to see Levenson, and that's added up to a 22.5 Trendex rating.

Now he's moved to Tuesday at 8, when even more people can be happy over his wholesome, effortless humor and inspired story-telling.

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For Skilled Labor
Of All Types
Resulted
In A
47.7% Increase
In
MANUFACTURING
EMPLOYMENT
Over 1950

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For
More
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Represented by The Branham Co.

SIXTH REPORT

Clarification Policy Set

ALL REQUESTS for clarifications and interpretations of the FCC's voluminous and exacting Sixth Report and Order, which was issued last week [B•T, April 14], must be put in writing.

That was one of the first actions of the FCC following a week of heavy reading by broadcasters and their Washington legal and engineering counsel.

Commission sources said that they must be asked questions in writing so that their replies can be official and on the record. Otherwise, they fear that conflicting answers may be given to the same question.

Most of the inquiries verbally submitted to the Commission last week were matters answered in the decision, these sources said. Some of the questions raised led to these answers:

1. As of now it is impossible to judge when an applicant may get a grant. That won't be known until after the July 1 deadline for the beginning of processing when most of the applications will have been filed.

2. FCC will put out shortly after July 1 a list of cities and their positions on the various processing lines.

3. Definitely scheduled is work on the change of assignments for the 30 stations required to shift frequencies. If applications to accomplish this are accompanied by requests for maximum powers and antenna heights, those items will be processed at the same time the channel reassignments are.

4. Will FCC view sympathetically requests for rule-making at end of year to shift unused channels from one city to another where applicants await additional frequencies? Commission sources indicate uncertainty on this, claim that nobody has given it much thought. Answer is same regarding petitions to delete educational reservations on unused channels.

5. All applications do not have to be in by July 1. If filed after that date, they will be placed in the proper processing line. But if from a city without TV service now, those delaying may find all channels granted.

6. What happens to an application belonging to the Group B (1) processing line which is filed after the Commission completes actions on all applications in that group? Does it get priority over applications in Group B (2)? Answer is yes, it will be considered a Group B (1) application and receive priority over Group B (2) applications.

7. Grantees who have to return for modifications of CPs will be put into Group C, which will be started as soon as the first modification is received. Group C will be processed as soon as the first case comes in.

Question of how fast the various processing lines can be moved is the great unknown. At the present time, the Commission is understaffed and is awaiting Senate action on its requested $8 million 1953 budget. The House passed a $6 million appropriation, which is not only a cut of $2 million from the amount requested, but is actually $500,000 under present required levels.

Should the Senate not restore the House cut, the Commission will have to survey its activities, determine which will be cut down to shake loose personnel for the expected TV avalanche.

Commission officials vow that all personnel are loaded with work at the present time and that if any must be moved to tackle TV workload it will mean a virtual "freeze" on other activities—AM, amateurs, telephone and telegraph, etc.

FILM PRODUCTION

Stopped by CBS-TV

CONTINUING to own package, CBS-TV has withdrawn from production of TV films and turned over the half hour *Amos 'n' Andy* filming to Hal Roach Productions, which receives screen credit.

All personnel in the unit will now be carried on Hal Roach Productions' payroll. Series, since start in 1951, has been filmed at Roach Studios, with network renting technical facilities and carrying actors and directors on its payroll.

CBS-TV was the only network actually producing its own films. It now reverts to a policy maintained by other networks who farm out all film production to established motion picture producers.

AUTO DEALERS

Buy Drama-Sports Packages

AUTO dealers seem to be emphasizing heavy dramatic-sports packages, Milt Blink, executive vice president of United Television programs, said last week in reviewing spring sales of TV film programs.

Chrysler-De Soto dealers in Buffalo and Rochester had bought *Double Play With Durocher and Day* in their cities, while Harts Sales Corp., auto polish manufacturers, signed for the same program in San Antonio, Dallas, Houston, and Phoenix.

Dramatic *Royal Playhouse* series is currently on the air for Ford dealers in Davenport and Nash dealers in Pittsburgh. In its original version, *Fireside Theatre*, the same program is featured by the Clark-Smith Auto Sales Corp., in Phoenix.

Studebaker Dealers in Milwaukee have purchased a private detective series distributed by UTP, and Lou Levinthal, a used-car dealer in Indianapolis, is running a 5-minute dramatic-impact series, *Paradox* on WFBM-TV for 52 weeks. Sieberling Tires has purchased the *Big Town* series for Brownsville, Tex.

Cumberland-Nash dealers in Rochester struck out on an individual choice, Mr. Blink reported. They bought UTP's *Old American Barn Dance*.



GOAR MESTRE (l), president of CMQ Television Network, Havana, Cuba, signs contract of affiliation with NBC-TV as Sheldon Hickox Jr., director of NBC television station relations, looks on. Contract is effective April 15 and covers use of kinescopes of NBC-TV programs.

ATOMIC BLASTS

Set for U. S. Showing

ATOMIC blast scheduled tomorrow (Tuesday) at Frenchman Flat, near Las Vegas, Nev., will be seen by television audiences over the whole nation as a result of a public service venture by the seven Los Angeles TV stations.

The seven stations, comprising the Television Broadcasters of Southern California, will set up relays on a pool basis from the Frenchman Flat scene to Los Angeles where live telecasts will be made available to the national networks.

Under the production supervision of Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles, the co-operative telecast will include the atomic blast itself and behind-the-scenes interviews with troops participating in the atomic warfare maneuvers.

Equipment to relay the blast to Los Angeles has been dropped by helicopter on strategic mountain peaks, beginning with Mt. Charleston, 8,000-ft. receiving point from Frenchman Flat. Relay then goes to Mt. San Antonio (Mt. Baldy) and to Mt. Wilson, site of the seven Los Angeles TV transmitters.

Cost of operation is estimated at more than $75,000.

NBC-TV in New York announced that it would carry a live telecast if arrangements are completed to relay the blast simultaneously.

CBS-TV said the explosion would be carried live.

ABC-TV spokesmen said the network was not even planning to carry films of the atomic experiment.

CBS Radio reported it would send commentators Robert Trout, Lowell Thomas and Dallas Townsend to cover the event, with their broadcasts originating at KLAS Las Vegas.

MBS said it is sending a crew headed by Maj. George Fielding Elliot to work with the staff of KRAM Las Vegas.

The end of the Freeze can

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Plastic Props Are Boon To Production

(Report 212)

A PLASTIC resistant to water, fire, shattering and warping is being demonstrated by NBC which, with Studio Alliance, New York, theatrical supply house, has developed the compound for TV use in sets, props and costumes.

An opaque plastic—shown in fireproof flats two-thirds the usual thickness—can be painted repeatedly with glazed or dull finishes, thereby, since sizing is not necessary, saving one step in the usual painting process. Having the toughness but not the weight of wood, the plastic—like wood—can be nailed, sawed, planed and sanded.

It can be cast in molds to reproduce art objects—such as an antique urn or a hand-carved picture frame—with precise detail and a great saving in weight: a gilded bust weighing 15 pounds was reproduced in plastic weighing two pounds. Details can be cast so precisely, according to Arthur Segal, partner in Studio Alliance, that reproducing unwanted lines was initially a manufacturing problem.

A translucent plastic can also be used to create a marble-like texture and appearance or, with color introduced into the plastic mixture, stained glass windows. A transparent plastic, currently in development, will make it possible to build shatter-proof crystal chandeliers. An elastic plastic can be used for metallic chains and braids on military uniforms or ornate draperies —which themselves can be cast in plastic.

Cost of the process varies, with hand-made objects proving cheaper to date than tooled reproductions which require special machinery. In some instances—such as a portable antique vase—plastic is already cheaper than the usual and coarse papier maché, as well as more durable, Benjamin L. Webster, NBC manager of staging services, reported.

Durability of plastic props—which can be dropped without damage—is soon to be proved by Ringling Bros. circus, which has ordered ornately carved float-wagons coated with the processing, he added. The technique, developed over the last six months, was also used for some props in NBC-TV's presentation of the opera, *Amahl and the Night Visitors.*

'Lucy' Heads Nielsen In Homes Percentage

CBS-TV's *I Love Lucy* reached 9,561,000 homes and was viewed in 59.1% of all TV homes able to receive the program, according to A. C. Nielsen's second TV report for March. Based on two weeks ending March 22, complete ratings follow:

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	9,561
2	Texaco Star Theater (NBC)	8,094
3	Red Skelton (NBC)	8,059
4	Colgate Comedy Hour (NBC)	7,542
5	You Bet Your Life (NBC)	7,345
6	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	7,229
7	Fireside Theater (NBC)	7,213
8	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	6,582
9	Your Show of Shows (Participating) (NBC)	6,503
10	Philco TV Playhouse (NBC)	6,436

Rank	Program	Homes %
1	I Love Lucy (CBS)	59.1
2	Arthur Godfrey's Scouts (CBS)	57.9
3	Red Skelton (NBC)	51.5
4	Texaco Star Theater (NBC)	50.9
5	Colgate Comedy Hour (NBC)	47.6
6	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	46.2
7	You Bet Your Life (NBC)	45.7
8	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	44.8
9	Fireside Theatre (NBC)	44.7
10	Mama (CBS)	43.5

Copyright 1952 by A. C. Nielsen Co.

New Camera Crane Aids TV Production

TV CAMERA crane claimed to have unusual versatility has been announced by Houston-Fearless Corp., Los Angeles, which says the crane allows virtually every camera effect known to television, from very high to very low "on the air" fluid-motion shots, vertical and hor-

(Continued on page 101)

Weekly Television Summary—April 21, 1952—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	88,106
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	380,263
Binghamton	WNBF-TV	60,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	142,000
Boston	WBZ-TV, WNAC-TV	873,761
Buffalo	WBEN-TV	258,940
Charlotte	WBTV	138,999
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,116,386
Cincinnati	WCPO-TV, WKRC-TV, WLWT	342,000
Cleveland	WEWS, WNBK, WXEL	605,329
Columbus	WBNS-TV, WLWC, WTVN	222,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	160,415
Davenport	WOC-TV	96,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	230,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	160,415
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	109,947
Houston	KPRC-TV	127,500
Huntington-Charleston	WSAZ-TV	80,350
Indianapolis	WFBM-TV	221,350
Jacksonville	WMBR-TV	55,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	201,846
Lancaster	WGAL-TV	149,064
Lansing	WJIM-TV	90,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	146,181
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	19,200
Memphis	WMCT	126,853
Miami	WTVJ	113,000
Milwaukee	WTMJ-TV	228,884
Minn.-St. Paul	KSTP-TV, WTCN-TV	321,400
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	250,000
New Orleans	WDSU-TV	89,108
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	112,543
Oklahoma City	WKY-TV	125,702
Omaha	KMTV, WOW-TV	126,374
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,031,966
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	389,000
Providence	WJAR-TV	205,000
Richmond	WTVR	118,860
Rochester	WHAM-TV	140,109
Rock Island	WHBF-TV	91,563
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	75,900
San Antonio	KEYL, WOAI-TV	73,378
San Diego	KFMB-TV	130,000
San Francisco	KGO-TV, KPIX, KRON-TV	348,500
Schenectady-Albany-Troy	WRGB	206,600
Seattle	KING-TV	139,800
St. Louis	KSD-TV	390,500
Syracuse	WHEN, WSYR-TV	174,718
Toledo	WSPD-TV	158,000
Tulsa	KOTV	111,970
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	354,129
Wilmington	WDEL-TV	100,438

Total Markets on Air 64* **Stations on Air 109*** **Estimated Sets in use 16,887,589**

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



The Atlanta market is a beauty in more ways than one. So far as we know, the city's famed dogwoods bear no particular significance to sales . . . but did you ever notice how much better work does seem to go amid pleasant surroundings? One of these more pleasant things about doing business in Atlanta is a television set-up that pampers an advertising budget. Telecasting over Channel 2 with 50,000 watts from the world's tallest television tower, WSB-TV delivers a package that makes sense to cost-conscious time buyers. Let one of us show you WSB-TV's coverage pattern and tell you about the production facilities we have for you.

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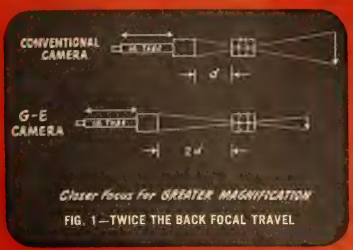
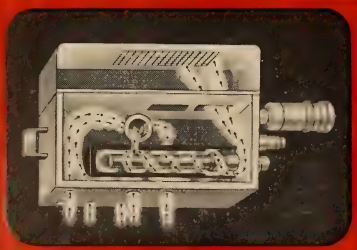


FIG. 1—TWICE THE BACK FOCAL TRAVEL

✓ With short focal length lenses, G-E camera (bottom) can focus closer on subjects for greater magnification—up to 25 times.



✓ Vibration-isolated blower provides full length cooling of I.O. tube for long tube life and top picture quality.



✓ Flush viewfinder window. Removable visor for unrestricted viewing. ✓ Recessed knobs prevent accidental misadjustment.

SEND FOR THIS NEW BULLETIN—Complete specs, diagrams and photographs of this new G-E TV Studio Camera Channel. Wire or write us for Bulletin ECB-5. *General Electric Company, Section 232-17, Electronics Park, Syracuse, New York.*



in new G-E studio camera channel!

ALREADY in production and already in service, General Electric's Type PE-8-B represents another major engineering achievement in television from Electronics Park, world center for electronics research and development. Feature by feature—to give you unprecedented picture quality and simplicity of operation—this channel is far ahead of anything in its field today!

Check the advantages listed below. Compare them, point by point, with those of any other camera channel. Then call your G-E Broadcast Man and ask to see this new unit in action.

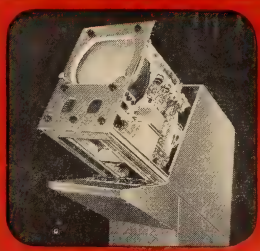
- ✓ **Twice the back focal travel** of conventional cameras! Now, for the first time you can focus on closer subjects with a long focal length lens. (See Fig. 1)
- ✓ **Silent blower** permits close-up operation without microphone pick-up.
- ✓ **Special shielding** around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- ✓ **Faster lenses supplied at no extra cost!**
  50 mm — f2.3 100 mm — f2.3 152 mm — f2.7
  ✓ Lenses are positively indexed.
- ✓ **Circuits provide sweep failure protection** for your $1200 I.O. tube. ✓ Quick change sweep expansion switch prevents underscanning effects on the face of the tube.
- ✓ **Lens versatility.** More than 15 different TV lenses can be mounted without special adaptation.
- ✓ **Stabilized and friction-damped turret** prevents oscillation or sagging when shifting lenses or tilting camera.
- ✓ **Automatic engagement of focus control** when side door of camera is closed.
- ✓ **Low center of gravity in camera** and Fearless pan and tilt head assure stability and smooth operation.
- ✓ **Focus handle clutch** protects against damage and misalignment.
- ✓ **Removable I.O. yoke** with ball-bearing slide assembly and plug-in electrical connections.
- ✓ **Microphonics minimized.** No signal circuits included in control console.
- ✓ **Average brightness measurements** of channel picture can be made at the channel amplifier.
- ✓ **14 kv independent power supply** for monitor picture tube. ✓ Calibration input terminals supplied.
- ✓ **Change-over switch** for composite or non-composite signals.
- ✓ **Waveform monitor** includes IRE calibration scale.
- ✓ **Simultaneous vertical and horizontal waveform presentation.**
- ✓ **Large quiet blower** provides ample monitor cooling.
- ✓ **Entire channel is factory-wired,** with all plug-in interconnections.



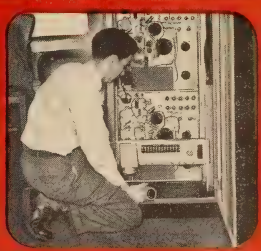
✓ **Change I.O. tube in 2 minutes!** Remove only one thumb screw and turret. ✓ Easy to store lenses for safekeeping.



✓ **Rapid focus by crank or knob.** ✓ Use inside coupling knob (above) for focus during "line-up".



✓ **Counter-balanced "draw-out" and removable panels** for accessibility. ✓ 12½" aluminized picture tube.



✓ **Convenient, accessible rack unit.** 2-way telephone communication between rack, camera and control console.

You can put your confidence in—

GENERAL ELECTRIC

EDUCATORS, JCET

TV Thaw Is 'Challenge'

FCC has spun the wheel of fortune for TV station-minded educators throughout the nation but the question remained last week whether many institutions would get their blue chips on the table within the prescribed one-year time limit.

While a number of prominent educators, including representatives on the Joint Committee on Educational Television, expressed themselves as highly gratified over the FCC's non-commercial educational reservations, they made plain they did not regard the allocations as a "victory" *per se* but as a decision within the province "of the public interest" and a challenge to education.

The Commission set aside 242 reservations for non-commercial educational stations, of which 80 or 13% are earmarked for VHF [B•T, April 14]. Processing starts July 1.

Despite the concern over finances, educational groups were urged to apply immediately for precious frequencies within the structure of FCC's table of assignments—"even before funds are available" lest they "inevitably be lost" by remaining "fallow."

Estimate 15 to File

JCET, prime mover in the educators' drive, with the help of a $90,000 grant from the Fund for Adult Education of the Ford Foundation, estimates perhaps 15 organizations may file this year for educational outlets—and at least half "should get in substantial readiness" to file.

Losing no time once FCC announced its allocations plan, educational leaders and JCET officials called a news conference in Washington last Monday.

JCET announced that the final TV allocations plan "retains the principle of reservations" it had proposed before the Commission, and lauded the FCC "for creating a television allocation plan which will provide [the American people] with wider access to the benefits of education."

Submitting to questioning were Ralph Steetle, JCET executive director, and other committee representatives, and spokesmen for U. S. Office of Education, National Assn. of Educational Broadcasters, National Education Assn. and Assn. for Education by Radio-Television.

Mr. Steetle told BROADCASTING • TELECASTING that perhaps a dozen groups or institutions now are seeking educational stations in such cities as Houston, Milwaukee, San Francisco, Detroit, Los Angeles, DeKalb (Ill.), Columbus, Champaign (Ill.) and others.

Among universities expected to file shortly for channels are U. of Missouri (no educational channel reserved by FCC), Michigan State College, U. of Illinois, Ohio State U., U. of Kansas, State U. of Iowa, U. of Southern California, Wichita U., Houston U. and Southern Illinois U.

Statewise, several state education departments have joined other groups for "initial steps" in New York, New Jersey, Connecticut, Michigan, Wisconsin, Oregon, California, Ohio, Washington, Texas and others.

Mr. Steetle, while expressing no such sentiment during the news conference, told this publication he wanted to stress that "commercial television stations have done a good job" in presenting educational fare but that there is no question of overlap in programming.

"The interest of the Ford Foundation, additionally, will continue unabated in this program to facilitate the establishment of an educational system of television broadcasting," Mr. Steetle said. He said this interest implies "financial support" in instances involving educational groups in need of funds.

In his prepared statement, Mr. Steetle praised the FCC for its attitude and expressed confidence that many schools "will move forward immediately to construct and operate television stations."

Basically, however, it was made plain at the conference that responsibility for implementing educational TV will rest with individual institutions, which have been canvassing sources of revenue to sustain construction and maintenance costs of educational stations (see separate story page 100).

Seymour Siegel, JCET representative and NAEB president, suggested non-commercial TV stations could be built for as little as $250,000 and operated for one year on a maximum of another $250,000 —depending on the type and size of community and its interests. Where educational networks are in existence, the cost conceivably would be less, he added.

UHF For WNYC

Mr. Siegel, also director of Municipal Broadcasting System (WNYC) New York, who hopes to obtain the only local commercial channel available—UHF No. 31—and who announced that WNYC will apply this week, probably today (Monday) for the lone channel, said commercial operators will shy away from the UHF frequency in New York because six VHF operators already are established successfully there.

He said an application for a non-commercial channel had been substantially completed when FCC ruled that applicants for such channels must be identified with educational institutions. He said authority for WNYC's application was issued in February by the city's board of estimates for a TV station. He indicated his hope of an uncontested hand in obtaining UHF Channel 31.

He urged educational groups to "apply for channels without delay —apply for construction even before funds are available."

JCET officials conceded that in some instances, state universities would have to go to their legislatures every year because "funds are hard to come by and slow to come by." On the other hand, in cases like that involving the Board of Regents of the State of New York, it was said television is a "small item" when siphoned from a substantial budget set aside for support of public schools.

The Board of Regents has proposed an 11-station non-commercial educational TV network at an estimated cost of $3,855,540 with an annual technical operating cost of $2,273,941 based on 12 to 16 hours programming daily, seven days a week. Total of ten UHF channels were reserved for the New York State plan.

Arthur S. Adams, president of the American Council on Education, posed a challenge for educators, stating: "The time is now—the time we have this opportunity is short."

Experience Needed

Belmont Farley, JCET representative for NEA, said educators' TV station dreams can come true "but it will take a little longer. What we don't know now and have in experience, we will learn." An estimate of two to five years was given.

Seymour Krieger, JCET counsel,

TV PROGRESS

Ohio Institute Charts Course

PROGRAMMING of commercial TV stations "will improve" but industry cannot do the job alone without the aid of educational broadcasters, the Institute for Education by Radio-Television was told Thursday.

This was the gist of talks by commercial broadcasters and educators in a session on "improvement of television programming" ushering in the 22d annual IERT conference sponsored by Ohio State U. at Columbus.

The general session was flavored with references to the NARTB Television Code, FCC's ill-fated *Blue Book* of several years ago and trade criticism.

Panel Members

Panelists included Edward Lamb, president of WTVN (TV) Columbus and WICU (TV) Erie, Pa., WTOD Toledo and WHOO Orlando, Fla.; Mrs. A. Scott Bullitt, president of KING-TV Seattle, a member of the NARTB TV Code Review Board; Armand Hunter, director of TV development, Michigan State College, and Dallas Smythe, Institute for Communications Research, U. of Illinois.

Mr. Lamb said "there are many factors which lead me to feel that TV programming at commercial stations will improve," largely through consumer and organized viewing groups rather than by dint of "self-policed codes of good conduct."

He described the new NARTB TV code as a good thing but only "a mild incentive" to improvement.

He insisted that "more and more commercial broadcasters are daily coming to a realization that FCC was essentially correct in its *Blue Book* announcement several years ago." As a result, he said, they have realized that the "best programming" is local and public service fare.

Most immediate problem, Mr. Lamb stated, is improvement of commercial TV programming, which "will arrive out of a real, rugged competition for audience attention." He said educators no longer can afford to sit back and "criticize commercial telecasting" but must face up to the task of putting educational stations on the air. The American public will be able to use this new program source as a gauge to measure usefulness of all TV stations.

Noting that educational groups are receiving reservations for more than twice as many channels as commercial outlets now on the air, Mr. Lamb suggested that private broadcasters might question granting free time to public service and educational programs.

"It is unfortunate that this recent allocation plan did not accept the proposal offered by Sen. Edwin C. Johnson (D-Col.) and others of us who have been touring the country," he said.

Mrs. Bullitt suggested that televiewers show more response to good programming to guide commercial stations and felt programming problems would be solved in time. She stressed public service programs, a high level of program selectivity and research, adding that there is a difference at times between so-called good and bad shows and that research reflects changes in audience taste.

'Silence Is Lethal'

"When stations offer something worthwhile, they frequently get the silent treatment," she said. "Silence is lethal."

Responding to a question, Mrs. Bullitt said that while some individuals in the industry take issue with educational reservations, "there will be very feeble opposition" once the educators start to build stations.

Mrs. Bullitt expressed confidence that programs will show continual

(Continued on page 82)

said he is delighted "the Commission has seen the light" and said that previously applications before the FCC were "predominantly commercial." He said the burden had been on educators to present a strong case for non-commercial TV outlets "immediately" while commercial telecasters sat back and "clamored" for three and a half years for the FCC to lift the freeze.

JCET officials urged special haste by organizations in larger cities where FCC has earmarked VHF in its assignments.

Turning to programming, a JCET representative said educational stations will "try to get away from the deadening monotony of standard stuff" telecast by commercial stations. But even so, JCET officials emphasized that its proposed educational fare would fall within the broadest possible definition of the word, and include culture, fine arts and entertainment.

In this connection, the educators had a kind word for DuMont Network's *Johns Hopkins Science Review*, NBC-TV's *Meet the Press* (whose format they felt could be embellished with general educational uplift)—and even *Kukla, Fran & Ollie*.

The purpose of educational programming, JCET avowed, would be to weigh "the total impact of educational and cultural fare on all levels of people" and to afford "mature, literate and adult fare" which education hopes to translate in terms of public understanding in government and democracy.

JCET still is "interested in educational programming of commercial stations" and the need for cooperation between commercial telecasters and educational outlets. Role of the latter in supplying new personnel for potential commercial outlets was cited.

EDUCATIONAL TV COST

'Who's Going to Pay?'

FINANCING of educational TV presents a grave problem, Calvin S. Hathaway, director of the Cooper Union Museum for the Arts of Decoration, New York, declared last Wednesday.

Speaking before the Friends of the Museum, Mr. Hathaway said that although "we are keenly interested in the potential widening of our horizons by the new Washington decree . . . I only wish that Washington or Albany or the ultimate beneficiaries who own television receiving sets would tell us: Who's going to pay?"

He cited the expense of TV programming and noted that the New York State Regents hope to operate a proposed network. He added, "but there seems to be no reason to hope that the State of New York will be any more interested in helping to cover a museum's television expenses than commercial television has been."

Because the stations would be operated without profit, there are no problems involving unions or copyright-royalties. "The American Federation of Musicians has cooperated fully and completely" with schools on broadcasts involving musicians, Mr. Siegel interposed.

Cost of operating these stations would be "cheaper than chewing gum—perhaps the least expensive way you can educate except perhaps radio," according to ACE's Mr. Adams. He cited a potential Boston VHF audience of four million viewers and added that in New York the cost "will approximate that of one newspaper per person per year." In some instances, the audience would be select or limited, however, it was acknowledged.

"Within five years, state universities and private institutions will serve each community, state and the nation on a scale only dimly appreciated today," Mr. Adams told newsmen.

Some educational groups, it was acknowledged, have indicated interest in applying for commercial TV licenses. It also was noted that FCC was asked to rule on partial commercialization by educational applicants as a policy. (The Commission rejected this proposal, suggested by the U. of Missouri and other schools.)

The ACE president strongly endorsed the plan and expressed confidence that construction and operation "will begin promptly in many communities." Actual spade work for these stations may take place at the current Educational Television Programs Institute at Pennsylvania State College, slated to have been held yesterday (Sunday).

NEA's Mr. Farley noted that one state (presumably New York) is "well on the way to the creation of a statewide network of television stations. In numerous cities and in many institutions . . . plans for financing and operating educational stations have been made and will be carried out at an early date." The reservations will help some groups overcome some "limitations" on TV, he added. Los

(Continued on page 82)

MARCH OF TIME

Announces New Series

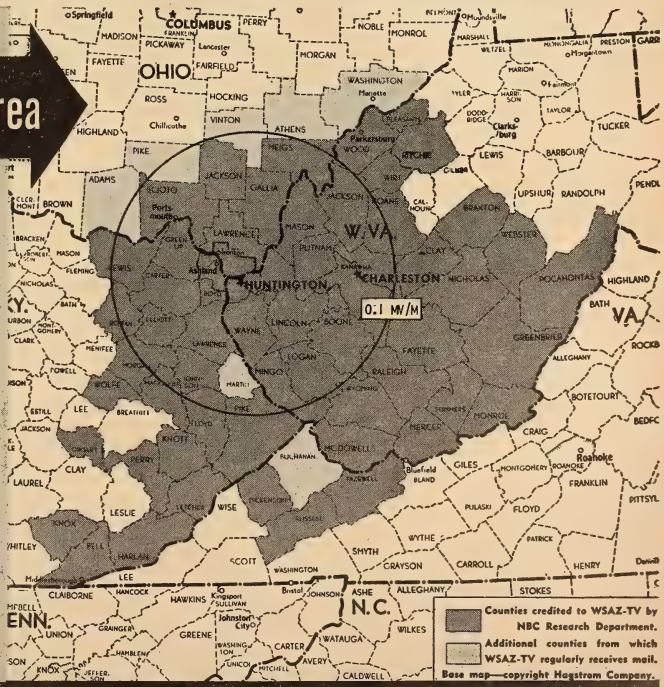
THE MARCH of Time, New York, has announced a new 26-week TV films series, *American Wit and Humor*.

Works of America's most famous authors and humorists, including Mark Twain, Artemus Ward, Eugene Field, Josh Billings, Nathaniel Hawthorne and Edgar Allen Poe are featured. Cast for the series includes Thomas Mitchell, Gene Lockhart, Jeffrey Lynn, Arnold Moss, Ann Burr and Luella Gear.

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FINAL TELEVISION ALLOCATIONS REPORT

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This is the complete report—196 printed pages—just as the FCC released it last Monday.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

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TV Progress

(Continued from page 80)

improvement but emphasized that objectives will not be reached over night. With new educational TV outlets taking the air, programming is bound to improve, she noted, but the pattern has not yet crystallized.

Burden of responsibility for improvement in video fare was placed on educators by Dr. Hunter, a prime mover in Michigan State TV development, who felt a "fundamental philosophical conflict and opposition" within private industry is hampering progress.

"Industry has certain . . . economic obstacles in its path," he said in calling on educators to improve programming. "The FCC has no practical method of enforcing it and the public has no articulate means of demanding it," he added.

Dr. Hunter predicted that "the battle will be long and hard" and that the educators as outside forces are the only ones who can perhaps swing the support and weight needed to help the industry win the fight and eventually achieve the common objective.

He called on educators to determine needs and standards through qualitative program research and experiment with new ideas.

Statistics on Programming

The research phase elicited statistics from Prof. Smythe, also a director of studies for the National Assn. of Educational Broadcasters. He scored "the apparent predominance of stereotyped material in the entertainment which provides the bulk of TV programming."

Delving into NAEB monitoring studies in three cities, financed partly by the Fund for Adult Education over a 15-month period, Prof. Smythe said entertainment occupies about three-fourths of program time in New York and Los Angeles. He gave this breakdown: Information type programs (news, weather, sports, etc.) 19% in New York and 24% in Los Angeles; public issues and events, ranging from 4% in Los Angeles to 7% in New York, and drama, 33% in both cities. Comparisons with Chicago were not available, though studies are under way and are being extended to other cities. This research covered 1951 and 1952.

Prof. Smythe particularly deplored "crime and violence on TV," which he said had risen in both cities and suggested such studies "may lead to revisions of TV program policy of the highest importance."

A tribute to the late W. W. Charters, co-founder and honorary director of the institute, was given by Judith Waller, NBC Central Division, who cited his "wise counsel in serving IERT."

Dr. I. Keith Tyler, Institute director, presided over the panel held in the Deshler-Wallick Hotel. Kenneth G. Bartlett, Syracuse U., led the floor discussion.

Educators, JCET

(Continued from page 81)

Angeles also is "ready to go" with UHF, it was said.

JCET assisted 838 colleges, universities and school systems and public service agencies to file formal statements in response to the FCC's proposal for reservations. The difference between the 242 finally reserved and the 209 set aside in the Commission's Third Notice represents extra channels granted to groups which had not even applied. JCET will continue to aid schools, offering engineering and construction data.

Detroit educational agencies are "well along" in their planning, according to President David Henry of Wayne U., an ACE representative on JCET. Applicants for UHF in that city include Wayne U., U. of Detroit and Dept. of Education.

Mr. Henry said:

"Much experimentation in programming is under way in many institutions and in many localities. Considerable thought has been given to how educational agencies can pool their resources for effective operation. I am sure that educational agencies are ready to meet the time schedule for transmitting and receiving UHF. Some are ready for the immediate use of VHF allocations." FCC reserved a UHF channel for educational use in Detroit.

Similar reports were given for land-grant colleges and state universities. James H. Denison of Michigan State College, another JCET representative, said many "are prepared to file applications for construction permits immediately, and others will not be far behind." MSC was rejected for a VHF channel at East Lansing.

Dr. A. N. Jorgensen, U. of Connecticut president, felt that state universities that have been assigned TV channels "must now move forward as soon as possible."

Earl McGrath, U. S. Commissioner of Education, Office of Education, Federal Security Agency, described the FCC plan as the opening of "a new era" for education. But he warned:

The FCC's decision must be implemented by actual broadcasting operations if its benefits are to be felt in the community. Thus, educators also face a serious challenge this year—a challenge to determine whether they will build and operate these stations, or whether they will allow this invaluable portion of the public domain, the television spectrum, to remain unused and ultimately to be turned to other than educational uses. Clearly then, educators in all of these cities must begin at once to initiate or complete plans for the construction and operation of their own independent television stations.

Dr. I. Keith Tyler, director of radio education at Ohio State U. and a key figure in JCET, said he was pleased that the FCC recognized education's role in TV's development and commended the Commission for its handling of the allocations plan. (OSU was rejected in a bid for a VHF Channel.) He felt that FCC had not solved one of the "most difficult problems," asserting:

Education is now forced to rely upon UHF in some cities which already have so many VHF stations and such a high saturation of VHF receiving sets as to make the educators' task almost hopeless. These cities include New York and Los Angeles as well as Columbus where Ohio State University was prepared to go ahead immediately with an educational television station if the Commission were able to make available a VHF channel. But for most of the nation's cities, the door is now open for educational stations.

Colleges, universities, school systems and other educational institutions must now take up the challenge. They must proceed as rapidly as possible to plan cooperatively in each community the use of these valuable channels. It may take time to explore resources, to educate communities and to marshall the necessary finances, but the time to begin is now.

Elsewhere, educators commended the FCC's educational reservations and felt they opened a new "vista"

(Continued on page 100)

A BULLITT-PROOF PROGRAM

KING-TV President Gives Recipe to IERT

MRS. A. SCOTT BULLITT, KING-TV Seattle president, gave a recipe for an average program at the Ohio State U. Institute for Education by Radio-Television meeting at Columbus Thursday. Speaking during the TV program panel, she gave the recipe as follows:

Take one cup sponsor's requirements and sift gently.

Two tablespoons agency ideas, carefully chilled.

Add one-half dozen staff suggestions, well beaten.

However fresh and flavorful, they will curdle when combined with agency ideas, so they must be beaten till stiff.

Stir together in a smoke-filled room and sprinkle generously with salesmen gimmicks.

Cover the mixture with a tight lid so that no imagination can get in and no gimmicks can get out, and let stand while the costs increase.

Then take one jigger of talent—domestic will do—flavor with production problems, a pinch of doubt and, if you have any—a dash of hope.

Fold these ingredients carefully together so they can get into a small studio.

This requires a very light touch as the slightest jolt will sour the results.

Be sure to line the pan thoroughly with union regulations or the mixture will stick.

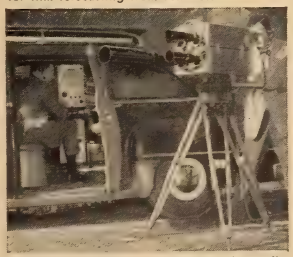
Place in the oven with your fingers crossed. Sometimes it comes out a tasty delicacy, and sometimes it's just cooked.

GPL Equipment goes Cross-Country





Included in cross-country demonstration unit is the GPL Utility Projector, with "3-2" intermittent which permits use with I.O. camera for film telecasting from remotes.



Compact GPL studio camera chain fits easily in station wagon, and may be operated from there, drawing power by cable from studio and returning signal to transmitter.



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Stations all over the country will soon be able to see GPL TV equipment in operation right in their own studios. They can compare it with their present equipment, try it for compactness, smooth efficiency, flexibility, operational simplicity, and overall performance quality. Maintenance-minded engineers will examine its swing-up, swing-out panels. Camera and camera control men will note its many new operating features—pushbutton turret control, remoting of focus, turret and iris—all engineered for faster, smoother control.

Be sure *your* station is on the schedule of the GPL Mobile Unit Tour. *See* why network users have said: "Best picture on the air today!" Compare "the industry's leading line—in quality, in design."

Write, wire or phone today, and we'll work your station into our itinerary for earliest possible dates.

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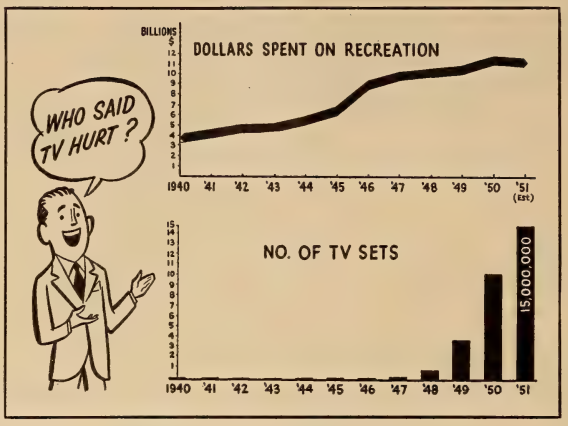
Cooperation Is '52 Keynote

TELEVISION manufacturers, having shown that TV actually helps rather than hurts recreation industries, are preparing to cooperate with professional baseball clubs during the 1952 season.

Cooperation is replacing the hostility once shown by baseball operators, and Radio-Television Mfrs. Assn. will soon launch its drive to boost interest in the sport and to stimulate attendance at the parks. Final plans will be discussed Tuesday at a New York meeting of the RTMA Sports Promotion Subcommittee. Chairman of the group is Dan Halpin, RCA Victor.

The current study of TV's impact on recreation and communications, released by RTMA on the basis of a three-year investigation, bears out the original premise of Jerry Jordan, research specialist, that harmful effects of TV set ownership are confined to the "novelty period" [B•T, April 7]. Mr. Jordan is son of C. E. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia. The agency has continued young Mr. Jordan's research project during his service in the Army.

Glen McDaniel, RTMA president, said the summary of 1951 business in the recreation and communications industries "indicates that Jordan's original theory is working out and that television is becoming a promotion partner, and not a harmful competitor of most recreation."



TV's Impact on Recreation Industries

The new RTMA study shows steady growth for recreation and news industries, one of the fastest growing segments of American industry, of which TV is a part. The tremendous increase in 1950 TV set sales helped boost the total income for that year and the decline in 1951 caused a leveling off for the year.

Five out of eight major other classifications of recreation are running ahead of the pre-TV year 1947, with RTMA describing video as "an addition, not a replacement" in the home. "Opening hundreds of new stations will not change that condition," according to RTMA.

The average TV family can add about four hours of TV a day and not curtail other types of recreation seriously, according to RTMA, because of such factors as largest number of children in history, shorter working hours, modern homes, labor-saving appliances, faster transportation and better organized existance.

"Television simply fills another need for our expanding economy—just as magazines did a few generations ago," says RTMA, adding, "just as the movies, radio and organized sports have done in later years."

As to newspapers, RTMA notes daily newspaper circulation holding close to its all-time 1950 peak, according to the *Ayer Directory*. Reading time hasn't changed noticeably, with sports and entertainment pages "definitely stimulated." On top of that, RTMA finds, newspapers have gained "twice as many dollars in total advertising revenue since 1947 as were spent on all television advertising in 1951." Newspapers in TV markets were found to have only a slight "novelty levelling-out" in 1949.

Magazine Growth

Magazines have grown just twice as fast as population in the last decade, RTMA reminds, with TV families reading as much as non-TV families and all advertising revenue records broken. A 1949 drop was shown during the novelty period but last year "magazines come back strong with a whopping big $70 million gain over the pre-TV year of 1947."

As to broadcasting, RTMA scoffs at prophets who shouted, "Television will take the audience and the income." RTMA quotes BROADCASTING YEARBOOK net income figure of $485.5 million for the aural industry in 1951, an alltime record. "A pretty healthy corpse," RTMA suggests.

Good pictures are drawing well, according to RTMA, with only the mediocre Hollywood films "taking it on the chin." It cites opening of 3,000 new drive-in theatres as against the 2,000 that closed, adding, "about 80 million people a week paid half-a-billion dollars more for movies in 1951 than in 1941." Gains in symphony, ballet and opera attendance has doubled in a decade, it is stated.

Increase of 200% in spectator sports right after the war and prior to general TV inevitably was influenced as people started buying homes, durable goods and paying big taxes, "regardless of television," according to RTMA.

RTMA recalled the predictions that video would empty sports stadia, terming them "as groundless as the earlier fears that once threatened to bar sports writers from the parks and did ban radio 20 years ago. Sportscasting is paying its way with $6 to $7 in rights fees; educating millions to the thrills of sports and opening enormous possibilities as network and theatre TV expand. Million-dollar gates for big events are coming back, with television fees leading the way to greater stability; more assured income; pension and welfare funds."

Sports Participation

TV hasn't stopped people from participating in "doing" sports, RTMA continues, with dollars spent on participating sports up nearly 10% over 1947 and intramural sports increasing "spectacularly."

As to baseball, RTMA explains that the nine clubs that maintained their regular TV of all games or day games played to increased crowds in 1951 and the seven clubs that cut or eliminated TV had a loss. Major leagues received about $4,562,000 for sportscasting fees in 1951, almost equal to the entire National League gate receipts in 1940, biggest pre-war year, the report says. "Since the lush attendance following the war, paid admission in parks that have televised regularly and consistently have dropped only about half the percentage decline of those which did not televise—or reduced or restricted television," it continues.

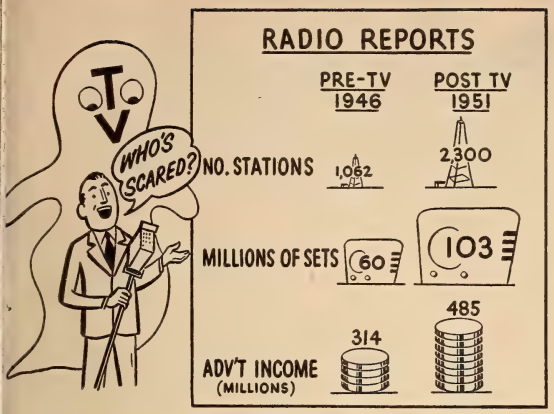
Minor league baseball is described as "one unhappy note in the sports picture" but RTMA points out that only about 40 of the 350 clubs are near enough to TV to be affected by it and losses were general in 46 out of 50 leagues. Much of the blame is ascribed to overemphasis of the "major league frame of mind" and such other elements as big-league broadcasts by 1,000 radio stations, stories of national news services and loss of

PEABODY AWARD 1951
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THE JOHNS HOPKINS SCIENCE REVIEW

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Affiliate DuMont Television Network—American Broadcasting Co.
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TV's Impact on Broadcast Income

layers to the military.

The minors can come back if ney are courageous and get help rom the majors, broadcasters and aseball writers, RTMA believes, ontinuing, "And local TV of their wn games may help them to do o, when enough new stations are uilt to spread telecasting over a arger number of teams."

Referring to a 15% loss in male tudent enrollment at colleges, TMA cited National Collegiate thletic Assn. research to show hat colleges in TV areas fared etter in 1951, compared to 1950, han those in non-TV areas. "The ay is not distant when more than ,000 TV stations will offer the pportunity for hundreds of col- eges to build closer contacts with heir alumni, friends and neighbors hrough well-planned television of ootball," in RTMA's opinion.

Professional football is proving hat TV belongs alongside news- apers and radio in building in- erest in a sport confined to a imited number of cities, according o RTMA. Upward turn in racing lso is shown, with TV credited an assist." Boxing, too, is benefiting rom telecasts, RTMA asserts. On he other hand attendance is off n professional hockey and basket- all, where TV has been eliminated n many areas. College basketball, n the other hand, is up 3% despite candals and is still telecast in nany places. Tennis and golf also vere aided, it is claimed.

No Harm to Yanks

"THE only time televising a game hurts the gate is when the weather's bad . . ." George Weiss, president of New York Yankees baseball club, asserted last week at Sports Broadcasters luncheon in New York. Questioned by Bob O'Connor, WOR-TV New York sports director, as to television's usefulness in promotion, Mr. Weiss replied: "It doesn't do us any harm."

TV EDUCATION

Chicago Panel Set

DAVIDSON TAYLOR, NBC vice president, will be one of four featured panel speakers on education and television at the American Council on Education's 35th annual meeting in Chicago May 2-3.

Mr. Taylor will discuss "The Responsibilities of Educational Television on Commercial Stations."

Other panel members include Ralph Steetle, executive director, Joint Committee on Educational Television, who will recall "History of Recent Attempts to Achieve a Working Plan for TV"; Franklin Dunham, who will consider "Advantages and Disadvantages of Alternative Approaches to Educational Television," and George Probst, radio director of the U. of Chicago, whose topic is "Television and Public Service."

Panel chairman will be Rev. Theodore M. Hesburgh, C.S.C., executive vice president, University of Notre Dame. Recorder will be I. Keith Tyler, director of the Institute for Education by Radio-Television. He will summarize the speeches of each of the panel members for delivery to the entire convention Saturday.

MIAMI CABLE 'RACKET'

WTVJ (TV) Fights Swindle

ADVENT of coaxial cable service to Miami, Fla., has inadvertently given rise to a "racket" in which swindlers are collecting "$30 license fee on home television reception of the cable programs." The swindlers represent themselves as tax agents and say that the tax must be paid before July 1.

WTVJ (TV) Miami has carried the story on all of its news programs, cautioning viewers against paying any money to the "tax collectors." In addition, the police and the Better Business Bureau have been notified and an investigation is underway.

RELIGIOUS SHOWS

WOI-TV Has Workshop

REGISTRATION of 50 persons from 10 midwest states is expected for the religious television workshop to be conducted at WOI-TV Ames, Iowa, this week. Richard B. Hull, radio-TV director at Iowa State College, which owns the station, is planning workshop sessions under sponsorship of the TV-radio committee of the Iowa Inter-Church Council.

Seminars will concern program monitoring, general discussions of TV, scripting, production and putting a half-hour show on the air. Rudy Bretz, TV consultant for CBS New York, and Charles Schmitz, educational director of the commission on films, radio and television for the National Council of Churches, are in charge of the program. Panelists will represent state and city councils of churches, pastors, directors of Christian education, laymen, Council of Church women and parent and teacher groups.

Members of the college and station staff will direct several meetings. The Monday evening speaker will be Charles Guggenheim, producer of *The Whole Town's Talking* on WOI-TV, in cooperation with the Fund for Adult Education. Tuesday luncheon speaker will be Ed Wegener, WOI-TV production manager, while the Thursday luncheon address will be given by Merritt Ludwig, project supervisor of the Fund for Adult Education, an independent organization established by the Ford Foundation.

Bill Niethamer

BILL NIETHAMER, WOAI-TV San Antonio staff member, died April 10 of a heart ailment after several months' illness. Mr. Niethamer was with the station for two years as commentator and narrator on local news programs.

ORIGINAL Richard Rodgers musical score for NBC-TV's documentary, *Victory at Sea*, to be seen next fall, has been recorded and filmed by NBC Symphony Orchestra under direction of Robert Russell Bennett.



WOC-TV

HOW TO COOK-UP SALES in the Quint-City Area

"Today's Cooking" — 1:30-2:00 p.m., Monday thru Friday, conducted by capable home economist, Norida Frank—has recipe for increased sales in WOC-TV area. For example, Kaukauna Dairy Company, using three participations weekly, ran 8-week test.

For $1.00, offered viewers link of cheese, cheese grater, simple recipe folder. *Total response to offer was 2,175.*

Cost of this 8-week telecasting, $1,500—for which sponsor received IN EXCESS OF $2,100 *in direct sales to viewers . . . plus direction of* THOUSANDS OF PEOPLE TO GROCERS for *Kaukauna Klub* products.

If you have a product adaptable to home economics type of telecasting, "Today's Cooking" will put it on front burner, *sales-wise.* Get the facts from your nearest F & P man . . . or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

LES MITCHEL, producer-director CBS Radio *Skippy Hollywood Theatre* from 1946-51, has retained rights to all scripts and plans to act in similar capacity when they are filmed as half-hour TV series, *Guest Star Theatre.*

Space at Churubusco Studios, Mexico City, has been leased and production on first 13 starts June 1 with **Budd Lesser**, Mr. Mitchel's radio script editor, heading the story department for TV version.

Plans call for many of the stars in radio version to appear in the roles they created and list includes **George Brent, Andy** and **Della Russell, Martha Scott, Dane Clark, Caesar Romero** and **Constance Bennett.** Scripts will be filmed two at a time with each star getting salary plus right to use his two films as pilot films on series which may be developed.

TV version will not conflict with the 39 radio scripts which were sold to **Frederic W. Ziv Co.**, Hollywood.

* * *

Bo-Mor Productions, Hollywood, headquartered at General Service Studios, newly formed by **Richard Morley**, formerly executive producer Primrose Productions, that city. Plans call for three half-hour TV film series—a musical, each program complete in itself, a dramatic format and a beauty-charm type show. Another musical TV film series is in offing which will be quarter-hour. **Val Lindberg**, production manager Primrose Productions, will serve with new company in similar capacity.

* * *

George Brent Productions Inc., Hollywood, newly formed by **George Brent**, film actor, and **William B. White**, Hollywood talent agent, to produce 26 half-hour TV film series, *Address — Tangiers*, starting this summer. Film writer, **Robert Blees**, is writing scripts to feature Mr. Brent as owner of a tanker in Tangiers and entrepreneur of numerous shady deals. Tangiers was selected as locale because of dramatic potentialities in this city of no income tax, passports or extradition. Mr. White will produce. Several low-budget feature films are also planned.

* * *

New TV film production company, **National Repertory Theatre**, has been set up in Hollywood by **Arthur Kennedy, Tony Owen**, former executive at Columbia Pictures, **Donald and Jay Hyde**, and **William Koz-**

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS
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film report

lenko, who will function as executive story head. Actors **Edward Arnold, Diana Lynn, Akim Tamiroff, Millard Mitchell** and directors **Robert Florey, King Vidor, David Miller** and **Ray Enright** have been signed by the new company for its forthcoming dramatic series. The company will function as a stock company with important motion-picture and stage personalities alternating as stars and supporting players.

First picture, entitled *The Victim*, written by Mr. Kozlenko, features Mr. Kennedy, Mr. Arnold, **Julie Bishop** and **Morris Ankrum.** Second picture, *This Is Villa*, stars Mr. Tamiroff and Mr. Kennedy. Short plays are being lined up by Mr. Kozlenko, who was former editor of *One Act Play Magazine*, for future production. Address is Motion Picture Center, Hollywood.

* * *

Tele-Voz Co., Mexico City, headed by **Miguel Aleman Jr.**, signs **Budd Lesser**, script editor CBS Radio *Skippy Hollywood Theatre* from 1946-51, for similar capacity on half-hour TV film series, *Gloria Swanson Show.* **Edward C. Simmel**, vice-president **Simmel-Meservey TV Productions Inc.**, Beverly Hills, subsidiary, Simmel-Meservey Co., and distributor of series, will direct first four films [B•T, April 7].

* * *

Production . . .

Athena Productions Inc., Hollywood, headquartered at California Studios, plans May production on first of 39 half-hour color TV film series, *Son of Robin Hood*, with **Clifford Sanforth**, president, acting as producer - director. **Howard Laurence Field** is adapting scripts from *Son of Robin Hood* and *Son of Robin Hood in Nottingham*, novels written by **Paul A. Castleton.** Mr. Sanforth was formerly co-producer, with Leonard Picker, on Columbia Pictures' feature film, *Bandit of Sherwood Forest*, which is currently being reissued to theatres.

* * *

Hour Glass Productions, Hollywood, summer production schedule for second 13 quarter-hour TV film series, *Man of Tomorrow*, includes *Ham Radio* in Nebraska, *Basque Sheep Boy* in Idaho and *Page Boy* in Washington.

* * *

Cathedral Films, North Hollywood, Calif., with **Rev. James K. Friedrich**, president, starting new half-hour TV films, *The Christian Life Series*, which relates modern life situations to stories in the Bible. First film, produced by Dr. Friedrich and directed by **John T. Coyle**, is already completed. Company's future production is to be geared for TV as well as church market.

* * *

Pennant Productions Inc., Hollywood, plans new 13 half-hour TV film series, *Fiction Theatre*, to follow current *Date With Destiny* series, initial venture of newly-formed company. Plans resulted from response to newspaper advertising in 12 cities for story ideas.

* * *

Shochiku Film Enterprises Ltd., Tokyo (Japan), plans TV film production. **Kenneth Hirose**, president, is setting up co-production deals with American, British, French and Italian companies and is in Hollywood for business conferences.

* * *

Wilkins-Gooden Productions, Hollywood, completed series of 52 quarter-hour TV films, *Jonathan Story*, to be distributed by **Sterling Television Co. Inc.**, New York. Program is type of serial story.

* * *

Crown Pictures International, Hollywood, plans half-hour TV series of mystery films to be produced in Mexico City, but in English with an American cast. Conferences with Churubusco - Azteca Studios have been arranged by legal firm of Cancina & Reba, retained to represent Crown Pictures International in their Mexican TV plans.

* * *

Sales . . .

CBS-TV *Files of Jeffrey Jones*, being filmed by **Lindsley Parsons Productions**, Hollywood, purchased by following firms: **Crawford Clothes**, Long Island (men's clothing), on WABD (TV) New York, effective June 6; **Pearson Pharmacal Co.**, N. Y., (Ennds Chlorophyll tablets), on KING-TV Seattle, started April 13; **Pittsburgh Brewing Co.**, Pittsburgh, on WDTV (TV) Pittsburgh, from April 18.

* * *

Sarra Inc., Chicago, has completed a series of three 20-second spots featuring **Elgin National Watch Co.'s** Durapower Mainspring. The series, with the theme "The heart that never breaks," was produced with the aid of **Young & Rubicam**, Chicago, and **Joseph Morton** of the radio-TV department.

* * *

Film People . . .

Frank Ferrin, producer CBS-TV *Smilin' Ed McConnell and His Buster Brown Gang*, signs five-year contract with **Brown Shoe Co.**, St. Louis (mfrs. Buster Brown shoes), and **Leo Burnett Co. Inc.**, Chicago, to continue producing series of half-hour TV films and releasing NBC radio taped program of same name. Mr. Ferrin has just completed his first feature film, *Gunga Ram*, and in selling it for theatrical distribution will include TV rights.

* * *

Ward Bond, film actor, signed by **Jerry Fairbanks Productions**, Hollywood, for lead in half-hour TV film, *The McGurk Way*, for **Fruehauf Trailer Co.**, Detroit, which dramatizes development of American transportation.

* * *

Carl Hiecke rejoins **Revue Productions**, Hollywood subsidiary MCA, as production manager on current half-hour TV films for *Chevron Theatre* and *Gruen Guild Theatre.* Included in former's series are "Playmates," "A Mansion for Jimmy," "Meet the Little Woman" and "The Reluctant Burglar."

* * *

Flying A Pictures, Hollywood, signs **Gail Davis**, western film actress and U. of Texas beauty contest winner, to enact lead in *Annie Oakley*, 52 half-hour TV film series. Initial film, *Bull's Eye*, starting April 15 with **Dorothy Yost** as writer, **Wallace Fox** director and **Lou Gray** producer, is expected to be completed by mid-May at which time it will be shown to all advertising agencies simultaneously. Company also produces *Gene Autry* and *Range Rider* TV film series.

* * *

Pennant Productions Inc., Hollywood, signs **Vy Russell** and **Sue Dwiggins**, Hollywood free-lance writing team, to coordinate story material on half-hour TV film series, *Date With Destiny.*

* * *

Peter Coe, film actor, to write and direct *Port of Embarkation*, TV film series packaged by **William Morris Agency**, Hollywood, which is of adventure type laid against background of U. S. Immigration offices.

FOURTH birthday celebration was held for *Man's Best Friend* on KTLA (TV) Los Angeles, sponsored by Kendall Dog Foods Inc., that city. On April 5, many of 2,500 dogs which have been seen on the program were recalled for guest appearances.

RANGERTONE
BEST FOR TV FILMS
USED BY
FLYING "A" PICTURES
Gene Autry
SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

TV FILMS AND FEATURES



Specialty Television Films, Inc.
1501 BROADWAY
NEW YORK CITY
LOngacre 4-5592
JULES B. WEILL, PRES.

TV TOPS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.



Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

TV DISC JOCKEY TOONS: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV DISC JOCKEY TOONS are films that can be used with top current records of RCA VICTOR • DECCA • COLUMBIA • CAPITOL • MERCURY. A perfect library service for TV broadcasters everywhere!



Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TSCHAIKOWSKY • BEETHOVEN • SCHUBERT • WAGNER • MENDELSSOHN • • GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.



Explorers Pictures Corp.
1501 BROADWAY
NEW YORK CITY
LOngacre 4-5592
JULES B. WEILL, PRES.

THE BIG GAME HUNT . . .
IN ACTION . . .

VIDEODEX REPORTS

LOS ANGELES . . .
Top Film Show
For Wednesdays
#2 of Ten Top TV Shows

DETROIT . . .
In Ten Top TV Shows
Solid 21.8 Rating.

Book it for Big Results
In Your Market



Telecast Films, Inc.
112 W. 48th Street
New York 36, New York
JUdson 6-5480

32 FEATURE WESTERNS Starring the famous and well known stars: TIM McCOY, HOOT GIBSON, TOM TYLER, and BIG BOY WILLIAMS. Action and super quality rolled into one. Proven through continued use in many locations. FIRST RUN AVAILABLE IN SOME TERRITORIES.



Post Pictures Corp.
115 W. 45TH STREET
NEW YORK 19, N. Y.
Luxemburg 2-4870

SO THIS IS WASHINGTON is one of the funniest pictures to date in our success-tested series of 6 Big LUM 'N' ABNER features. With audience appeal established by 17 years on radio, these "jot-'em-down" comedy partners offer side-splitting entertainment for the entire family. Lum 'n' Abner find themselves the park-bench advisers of the nation's big-wigs in 71 minutes of laughs that never let up.

For more information please write direct to the distributors.

CBS-TV CLINIC

Speakers Are Announced

CBS-TV announced this week a list of company officials who will address its TV station operators clinic, scheduled for both radio and television affiliates of CBS [B•T, April 14] after FCC's lifting of the television freeze last week.

CBS-TV President J. L. Van Volkenburg said the clinic will be held May 1-2 at the Waldorf-Astoria in New York, with more than 500 officials expected to attend from the 62 CBS-TV affiliates and 207 CBS Radio outlets.

Designed to aid those planning to enter TV as well as those now in it, the agenda covers such subjects as procedures in applying for television licenses, construction costs, equipment needs, income expectations, programming, sales, research, promotion and publicity.

FCC's lifting of the freeze, Mr. Van Volkenburg said, "marks one of the most historic dates in the progress of mass communications. Within the foreseeable future television will become a nationwide medium bringing news, information and entertainment into added millions of homes from coast to coast. CBS Television welcomes the challenge and opportunities inherent in tomorrow's television."

CBS President Frank Stanton and Mr. Van Volkenburg will head the roster of company officials who will address the clinic.

Other CBS-TV speakers will include Herbert V. Akerberg, vice president in charge of station relations, who will discuss the development of the CBS-TV network and its stations and appraise the future; William B. Lodge, vice president in charge of engineering, on application procedures and TV station coverage; Hubbell Robinson Jr., vice president in charge of programs, on program plans; Fred M. Thrower, vice president in charge of sales, on TV as an advertising medium; A. B. Chamberlain, chief engineer, on TV station costs; John Cowden, director of sales promotion and advertising, on activities in those fields as they relate to a new TV station; David J. Jacobson, director of public relations, on publicity and exploitation on the station level; Oscar Katz, director of research, on the past and probable future growth of the TV market, and Sig Mickelson, director of news and public affairs, on public interest programming.

Additional industry speakers will be designated later, CBS-TV said.



INSPECTING police radio-equipped WTVJ (TV) Miami vehicle are (l to r) Ralph Renick, WTVJ news director; Mitchell Wolfson, WTVJ president, and Police Chief W. E. Headley. Two such WTVJ vehicles cruise city for film coverage of accidents. Films are shown as a public service on WTVJ's You May Be Next.



AFM STANDS PAT

On Old Movie Policy

AMERICAN Federation of Musicians has refused to grant a request of Independent Motion Picture Producers Assn. that AFM President James C. Petrillo send a special committee to Hollywood to renegotiate all policies affecting fees and percentages now demanded by AFM for old movies sold to television.

Refusal is based on the AFM claim there are no negotiating committees in Hollywood and that all such matters are handled by the union in New York. J. E. Chadwick, IMPPA president, had asked for a meeting in Hollywood "where producers reside and where facts are more obtainable" [B•T, April 7].

IMPPA wants AFM to eliminate the demand for 5% of grosses realized from sale of old theatrical movies to TV and revision of its policy on payment to musicians for rescoring those films. IMPPA members met this past weekend to formulate future steps.

VISTASCOPE CORP.

Paramount Buys 50%

A 50% interest in Vistascope Corp. of America has been acquired by Paramount Pictures Inc. from Sol Lesser, president. Firm immediately will set up facilities for marketing the French photographic invention in the U. S. VCA has exclusive license on Vistascope equipment in this country, which will be made available on royalty basis.

The invention permits the use of photographs for motion picture and TV foreground settings to be combined with live action. Equipment is described as able to completely eliminate need for expensive matte shots or construction of foreground sets in live-action films, through use of photographs for these foreground settings, thus effecting a budget saving.

Linked directly with the camera, it makes available for the foreground any structure, group of structures or natural formation which can be lensed in still form. Color as well as black-and-white can be used in the device, it was explained.

KPRC-TV RATES

Cost Per Thousand Drops

ATTRACTIVE bar chart in orange, red and green shows advertisers that KPRC-TV Houston, Tex., circulation will be up 113.4% by Oct. 1, 1952, while the cost for reaching viewers will be down 43.5% per thousand families by the same date.

Basing figures on the increase of TV set sales from 82,000 on July 1, 1951, to 127,500 in the area on March 1, 1952, an increase of 55.4%, station officials say a projection of set sales indicate 175,000 sets will be in use by Oct. 1.

In contrast to the charts showing a jump in KPRC-TV's circulation, other bars show the drop in cost of advertising per 1,000 families as of March 1, 1952, and the expected Oct. 1, 1952, figure.

On July 1, 1951, KPRC-TV's charge per half-hour for each 1,000 families was $3.66, on March 1, 1952, $2.82 and on Oct. 1 is estimated $2.06 for Class A (6-10:30 p.m. daily) time. For Class B per half-hour impression (5-5:59 Monday through Friday, 10:31-midnight daily and noon-5:59 p.m. Saturday and Sunday), rates are indicated as: July 1, 1951, $1.22 per thousand, March 1, 1952, $0.94 and Oct. 1, 1952, $0.69. These same rates apply for Class C minute announcements (from before 5 p.m. Monday through Friday, before noon Saturday and Sunday).

Rates for chain break were $0.98 per thousand on July 1, 1951; $0.75 on March 1, 1952, and are projected at $0.55 for Oct. 1.

EDDIE CANTOR, star of NBC-TV *Colgate Comedy Hour*, will begin a six city tour for American National Red Cross blood compaign on April 29.

PROGRAM PROBE

Rep. Gathings Still Wants

REP. A. C. GATHINGS (D-Ark.) wants a probe of radio and television programs no matter what committee may be assigned the task.

The Congressman in effect said this in a statement April 10 in which he asked the House Interstate & Foreign Commerce Committee to do the job.

It was this particular committee which stepped into the picture a few weeks ago to stop a resolution introduced by Rep. Gathings and given clearance by the House Rules Committee [B•T, April 7]. The resolution would have set up a select committee to investigate not only radio-TV but also other media channels, namely comic books, pocket-size books and magazines. It was aimed at "immoral and offensive" matter.

Rep. Gathings noted in his statement that the Congress already has on tap a long-pending resolution that he introduced a year ago which would direct the House Commerce Committee to investigate radio-TV programs.

Under prodding by the commerce group and by the House leadership, Rep. Gathings dropped radio-TV from his proposed investigation and study of the various media by a select committee. According to the Congressman, it is immaterial to him who does the radio-TV investigation, whether it be a select committee or the Interstate & Foreign Commerce group.

In his statement, the Congressman asserted he doubted whether the NARTB TV code "will work out as successfully as intended. A thorough study of the types of programs that are put on the air indicates that crime must pay in that the networks and individual stations persist in using crime programs."

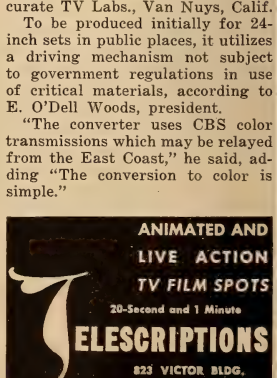
NEW COLOR CONVERTER

Accurate TV Labs. Announces

A NEW prismatic color converter which fits on face of the picture tube has been developed by Accurate TV Labs., Van Nuys, Calif.

To be produced initially for 24-inch sets in public places, it utilizes a driving mechanism not subject to government regulations in use of critical materials, according to E. O'Dell Woods, president.

"The converter uses CBS color transmissions which may be relayed from the East Coast," he said, adding "The conversion to color is simple."



AUTRY-REPUBLIC

Final Briefs Filed

FINAL briefs have been filed in federal court, Los Angeles, in suit of Gene Autry to prevent Republic Pictures and its subsidiary Hollywood Television Service, from releasing any of the cowboy actor's old western movies to television.

Mr. Autry maintains his contract with Republic reserved even more rights than that of Roy Rogers who won a similar suit against the film studio several months ago. Republic, however, allegedly considers it has right to do anything it desires in the way of releasing those films.

The court has 30 days in which to render its final opinion. However, there is a possibility that its decision might await decision on Republic's appeal in the Roy Rogers suit.

CBC TV POLICIES

Dunton to Divulge April 30

CANADIAN BROADCASTING Corp. policies on commercial television are to be announced on April 30 at Toronto by CBC Chairman Davidson Dunton. He will speak at a television forum of the 37th annual meeting of the Assn. of Canadian Advertisers.

The policy statement will be the outcome of a number of meetings with CBC by members of the ACA and the Canadian Assn. of Advertising Agencies held at Toronto in recent months.

While no official statement has been made on CBC policy on commercial TV, it is understood that slightly more than half the programs to be telecast will be available for commercial sponsorship, with CBC retaining full control of program content and production.

Rates unofficially are expected to be quite high on a basis of number of sets in Toronto and Montreal areas, somewhere in the neighborhood of six TV homes for each advertising dollar. This will drop as there are more sets sold.

Mr. Dunton's statement will come during the afternoon session of the first day of the ACA annual meeting, being held at the Royal York Hotel, Toronto, April 30-May 2.

The TV forum panel will include in addition to Mr. Dunton, Mrs. Harriet Moore, director of psychological services, Social Research Inc., Chicago, and L. L. Cromien, Peterson Productions, Toronto.

At the May 1 afternoon radio session, Mark Napier, chairman of Canadian Advertising Research Foundation and vice president and managing director of J. Walter Thompson Co., Toronto, will discuss "More things advertisers want to know." Market research will be topic of a panel forum that afternoon, with participants being T. G. MacGowan, Firestone Tire & Rubber Co., Akron, Ohio; Abe Hackman, Macy's Inc., New York; and Dr. O. J. Firestone, economic adviser of the Dept. of Trade and Commerce, Ottawa.

FOOTBALL SUIT

Judge Grim Sets June 16 As Date for Trial

TRIAL DATE for the government suit against the National Football League, charging violation of the Sherman Anti-Trust Act through a radio and television "blackout" of the league's games, has been set for June 16 by Judge Allan K. Grim in U. S. District Court, Philadelphia.

Judge Grim set the trial date after granting, with restrictions, a request by NFL for names of persons to be produced as witnesses by the government and for access to documents to be introduced as evidence by the Attorney General's office.

The government charged last fall that the NFL was violating the act by restricting radio broadcasts and telecasts of its games [B•T, Oct. 15, 1951]. After hearing argument on NFL petition Jan. 8 to throw the case out, Judge Grim ordered a hearing and gave the league 45 days to reply to the government charge [B•T, Jan. 14]. The league declared Feb. 23 that it is not engaged in interstate commerce or trade as defined in the Anti-Trust Act and therefore, is not violating the act by restricting radio broadcasts and telecasts [B•T, March 3].

Judge Grim first denied the league counsel's original motion for access to all federal documents concerning the prosecution, saying "all the information would not be relevant," after the Attorney General's office had filed an answer to the NFL motion for the data, insisting that the information was "privileged."

The federal judge's restricting proviso in his acquiesence to the defense counsel's reduced demands was that persons volunteering information leading to the prosecution would not be identified. Persons who did not wish the NFL to have knowledge of their statements also would have their wishes respected, according to a further proviso.

NFL co-counsel, former Sen. Francis J. Myers (D-Pa.) hinted in court argument that the government made only a superficial investigation before filing suit. "They are on a fishing expedition to get evidence to prosecute the National Football League," he said.

Assistant U. S. Attorney W. Perry Epps said that granting the NFL demand for all documents would be burdensome, since the defense counsel had, among other things, asked for the schedules of the many radio and television stations affected by being blacklisted from broadcasting games.

Mr. Myers replied that granting the league's demands "would not be burdensome to the government, but it is vitally important to the NFL in their case to know if any of the stations had time available at the time of the games, or if they had contracts with sponsors which could not be cancelled."

Judge Grim set May 22 as a date for pre-trial conference with NFL and government attorneys.

TV'S MOVIE EFFECT

Exaggerated, Balaban Says

LONG-RUN effect of television on movies has been "exaggerated," according to John Balaban, president of Balaban & Katz Corp., Chicago, which owns a chain of movie houses and WBKB (TV) there. Mr. Balaban, who believes movie-goers merely have become more selective in their tastes, reported to B & K stockholders at a meeting in Chicago Tuesday.

He said TV profits this year would be about the same as last, $850,000, or more than half the total company net of $1,646,637. WBKB netted about $300,000 in 1950. Theatre profits were down from 1950, he reported. The company's $1,646,637 net income for the fiscal year ending Dec. 29 equalled $6.28 per share, a drop from $2,175,354 and $8.28 per share from the previous year. Dividends last year were $6 per share, compared with $7.25 in 1950.

Tiny TV Set

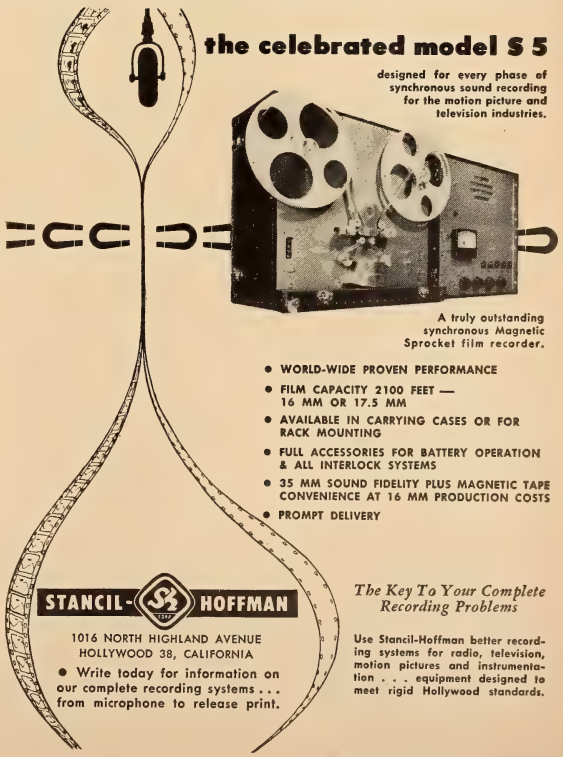
A TINY television set with a one-inch screen was put on display at an exhibition in Birmingham, England, by a manufacturer as an advertising novelty. The manufacturer said that the miniature set cost $1,540 to make.

FORD FOUNDATION

Reports on TV Value

TELEVISION is "an influence of the greatest importance" in the opinion of the Ford Foundation's Fund for Adult Education, Foundation President Paul G. Hoffman said in an annual report April 11. Fund administers the foundation's Television-Radio Workshop under a $1.2 million grant and also received $3.6 million in grants for other adult educational projects in 1951.

Of the $1.2 million grant for the Television-Radio Workshop last year, $325,000 had been paid as of Dec. 31. Total grants approved by Foundation in 1951 amounted to $22,331,736, of which $12,005,559 was actually paid during year. These payments plus $18,057,000 paid in 1951 on grants approved in 1950 brought last year's total payments to $30,062,559.



Our Respects To

(Continued from page 54)

was dodging torpedoes aboard an East Coast oil tanker. With prospects of an immediate transfer to special duty with Royal Air Force in the British Isles, he accepted a direct commission in the U. S. Army Signal Corps.

Shortly afterward he was in East Anglia as technical officer in charge of a million-watt radar station, observing operations of Hitler's Luftwaffe. A year later in London, 1st Lieut. John Poole's budding Army career was nipped by an attack of spinal meningitis.

The 25-year-old officer, who was flown home, didn't travel alone. Olivia de Reya, assistant to the publicity director of J. Arthur Rank's Two Cities Film, and a frequent hospital visitor, found herself cheering one soldier in particular. She decided to make it a lifetime job and became Mrs. John Hudson Poole on July 3, 1943.

A week later they flew back to the States. After six months' convalescence, Mr. Poole returned to active service and spent two years more with the Signal Corps. Upon discharge, he joined his wife and established their home in Southern California. The Pooles, who now include Anthony Francis 8, Peter Allen 4, and John H. Jr. 1½, make their home today at Corona Del Mar, Calif. near Laguna.

Mr. Poole took over active management of mining and oil interests previously handled by his father up to time of his death during the war years.

In 1947, Mr. Poole purchased AM station KSMA and KRJM (FM) Santa Maria, Calif. He combined the two into one profitable operation. Characteristically, he uncovered a far more desirable frequency for his stations shortly after taking over. He feels his technical ability paid off when KSMA was switched from the high end to central spot on the Santa Maria radio dial. About this time the FCC approved commercial broadcasting of facsimile. Within a few months enterprising Mr. Poole had the FM part of his operations sending out facsimile transmission to a number of experimental receivers.

Early in 1948, when inadequacies of the then-existent 13 VHF television channels were just becoming apparent, he obtained an FCC construction permit to build a UHF experimental TV station atop Signal Hill, overlooking Long Beach.

Initial experiments were made with a picture transmitter designed and built by himself and two ex-Army radio men. They demonstrated that there was reasonable chance of successful operations in the UHF region. He then set to work developing more powerful equipment in conjunction with Stanford Research Institute and R.E.L. Company of New York.

By 1950, KM2XAZ was operating up to 40 hours per week, radiating standard TV signals on the ultra high frequencies, and Mr. Poole could be seen almost anytime riding around Long Beach in a station wagon, fully equipped to make reception tests under all conceivable conditions.

Reaffirms Faith in UHF

By this time Mr. Poole says, he was thoroughly convinced UHF was to play a great future role, although most of the industry claimed the obstacles appeared insurmountable.

In an appearance before the FCC, Mr. Poole restated his faith that high radiated powers in the order of 200 kilowatts would be available before many years, and that other UHF equipment would be developed rapidly if an allocations policy providing incentive were adopted.

Never one to fear a fight, he opposed ABC, CBS, Allen B. DuMont Laboratories and a long list of others in upholding the issue of VHF-UHF intermixture, pointing out that four-fifths of America's available TV channels are in UHF.

Mr. Poole feared that this great segment of the telecasting frequencies would be crippled at birth if barred from use in the principal markets of the United States.

With Long Beach TV tests completed, Mr. Poole applied for authority to move KM2XAZ intact to Mt. Wilson so they could be continued over much longer distances. Early last fall, he bought the transmitter building occupied by KFMV (FM) Hollywood on Mt. Wilson. He leased a portion back to Harry Maizlish, head of KFMV (FM) for its continued operation. Rest of building was for KM2XAZ. By February the transfer was completed and the UHF television station now is undergoing initial tests from its new mile-high vantage point.

By no means forgetting AM radio, Mr. Poole in 1950 bought former facilities of KWKW Pasadena when station moved to a new location and frequency. With FCC sanction, he set up 1000 watt KALI Pasadena, on 1430 kc, which started operating Feb. 16 that year. He shared honors of the day with birth of his third son, John Jr.

KALI well launched, Mr. Poole sold his Santa Maria properties. Then he filed FCC application for the 740 kc channel.

Island Advantages

It was at this time that his experience transmitting from ships far at sea made him realize that Santa Catalina Island, always visible from the windows of his home, was the natural spot to locate a powerful regional radio station. Mr. Poole was granted his FCC construction permit in April last year on condition he dispose of KALI.

A 1000-watt transmitter was installed for tests and measurements were made throughout Southern California. He declares they revealed a coverage which makes the KBIG call letters a must.

Mr. Poole's life at present is occupied by shuttling between a Long Beach office, where he conducts his mining, oil and securities business; Los Angeles financial district; and new KBIG Hollywood studios and executive offices at 6540 Sunset Blvd., with side trips to Catalina Island and Mt. Wilson.

His stock market dealings have been strongly influenced by his radio operations. Mr. Poole likes to say that money which is building KBIG literally comes from television. He made a killing in the market after buying TV shares heavily in the early days.

He believes the revolution brought about by radio and TV is just getting off to a fair start. Mr. Poole likes to look to a future when there will be a KBIG-AM-TV-FM-FACSIMILE and perhaps something else as yet undreamed of.

It looks as though John Poole is well started toward realizing his dream of the future. However, the early May inaugural program of KBIG in both Avalon and Hollywood studios, thrilling as it may be, will have to take a back seat to a more intimate milestone. For that's exactly the time the family doctor predicts arrival of another Poole dual acquisition: Twins!

CANADIAN TOP TEN

Four Local Shows Place

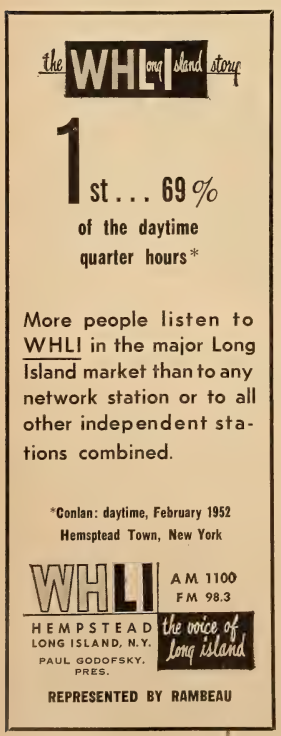
AGAIN in March, four Canadian evening network shows are among the ten most popular, according to the national rating report of Elliott-Haynes Ltd., Toronto. The ten leaders, with ratings, are: *Charlie McCarthy* 32.8, *Radio Theatre* 31, *Amos 'n' Andy* 29.9, *Our Miss Brooks* 27.5, *Ford Theatre* 20.7 (Canadian), *Great Gildersleeve* 19.8, *Share the Wealth* 19 (Canadian), *Your Host* 19 (Canadian), *NHL Hockey* 18.9 (Canadian), and *Suspense* 18.8.

Daytime, one out of five leading shows was Canadian. They were: *Big Sister* 19.2, *Ma Perkins* 17.6, *Happy Gang* 17.2 (Canadian), *Road of Life* 16.9, and *Pepper Young's Family* 16.1.

French-language evening leading shows were: *Un Homme et Son Peche* 39.3, *Radio Carabin* 34.9, *Metropole* 30.7. *Jouez Double* 27.4, and *Theatre Ford* 25.7. Daytime French leading five shows were: *Jeunesse Doree* 31.5, *Rue Principale* 29.7.

FM Tower Topples

DAMAGE of $15,000 resulted when 65-miles-an-hour winds toppled the 420-foot FM tower belonging to WLAN Lancaster, Pa., on April 5. Frank H. Altdoerffer, WLAN owner and general manager, said the tower, unused for some time, was covered by insurance.





programs promotion premiums

MERCHANTS in Oskaloosa, Iowa, reported largest sales day last week since Christmas as result of "Radio Sale Day" launched by KBOE there. Many retailers took part by lowering prices on several items and advertising them only on radio. Station furnished banners for window displays and promoted the event for 10 days on the air. Success was so great, station reports, that plans are now being made to make "Radio Sale Day" a semi-annual attraction.

WKNE BEGINS PUBLICATION

AS additional feature of its promotion campaign, WKNE Keene, N. H., last week began publication of *WKNE Time*, monthly magazine with pictures and stories of both local and CBS Radio stars. Also included are a column for the younger set, a recipe section for the ladies and short articles on the commercial and technical aspects of radio for the men.

COLLEGE WRITERS WANTED

TALENTED college writers will be given a chance to demonstrate their capabilities at KPRC-TV Houston. New program idea has been developed by Burt Mitchell, station's program director, to make local TV shows possible. Letters have been sent to 26 universities inviting their radio-TV departments to submit their best 30 minute scripts written expressly for TV. Houston dramatic groups will present the scripts on KPRC-TV.

WOKE AIRS HOUSING FORUM

ON-THE-AIR housing forum designed to answer all questions from listeners regarding proposed sale of houses and land in Oak Ridge, Tenn., owned entirely by the U. S. government, was broadcast recently by WOKE there. Forum consisted of two panels. One group was made up of citizens who asked questions of those on the other panel who were officials of the Atomic Energy Commission. Queries were phoned in by listeners. Program lasted nearly two hours with enough additional questions to have kept it on the air an additional hour if time had been available, station reported.

WIP IN EASTER PARADE

EASTER finery was utilized by WIP Philadelphia during holiday festivities in that city. At annual Easter parade, station tied in Capitol Records new release of score of "With a Song in My Heart." Four models promenaded on Rittenhouse Square carrying portable radios and twirling umbrellas lettered with "You're listening to the Capitol release 'With a Song in My Heart' broadcast by WIP—610 on the dial."

EARTHQUAKE COVERAGE

NEWS of the earthquake which shook six states April 9 was aired by KOMA Oklahoma City instantly, station reports, when program director, Bob Eastman cut all programs off the air and announced that the earthquake was occurring. His convictions, based on the shuddering of the building which houses the station, were confirmed by a conversation with the Weather Bureau which was broadcast by Mr. Eastman in his flash announcement. Station continued to broadcast information gathered from other points effected by the earthquake.

FARM SERVICE REPORT

SUMMARY and report has been completed by KPRC-TV Houston on its farm television services from Oct. 1, 1951, through March 31, 1952, Bill McDougall, radio-TV farm and garden director, announced last week. The farm schedule, inaugurated last Oct. 1, lists programs and services to agricultural interests by KPRC-TV in cooperation with colleges and universities, county agents, Houston Chamber of Commerce, rural youth organizations, milk interests, co-ops, farm bureaus, soil conservationists, cattlemen's groups, U. S. Production-Marketing Administration and other organizations.

SCHOOL FORUM

ROUNDTABLE discussions on current affairs comprise format of *The Interschool Forum*, new weekly half-hour program on WBRY Waterbury, Conn. Forum features students from public and private schools in area. Series, now in its fourth year, will run six weeks. Roland W. Tyler, debate director at Taft School and member of State House of Representatives, directs program.

BAND SPONSORED

STATE U. of Iowa band was aired by KCIM Carroll, Iowa, on commercial basis for the first time in history, station reports. School officials granted permission for sponsorship by Manning Creamery Co. after approving broadcast code for band. Provisions were band director could delete unsuitable portions of broadcast, university approve sponsor and that KCIM accept sole responsibility for copyrights and licenses of music performed. Both school and sponsor were happy with arrangement, station reports.

WAAM COVERS FIRE

SCOOP was scored in TV circles in Baltimore by WAAM (TV) there, according to station reports. Live telecast fortnight ago of a million dollar six alarm fire was handled by the station which is located one half mile from where the fire occurred. Cameras were mounted on the WAAM roof. First pictures of the blaze which began at 5:35 p.m. were on television screens on Channel 13 at 6:02 p.m. Total of 58 minutes of fire coverage was televised by the station during a two hour period.

STUDENTS SEE CANDIDATES

PUBLIC, parochial and private school students in the Philadelphia area will see *Presidential Timber*, telecast each Friday, 10:30-11 p.m. EST on CBS-TV. Special daytime schedule has been arranged by WCAU-TV Philadelphia so that children in history and social studies classes may see and hear Presidential candidates.

COVERAGE TESTIMONY

REPORT attesting to wide listening audience claimed by WLW Cincinnati has been received by the station. It was stated that because of mentions on WLW programs, a disabled war veteran received over 10,000 letters. Paul Jones, announcer, and Lee Jones, singer at the station, both broadcast soldier's name and address and letters began arriving from nearly every state in the union.

"SNEAK PREVIEW" MEETING

MORE than 30 driver-salesmen of Blue Ribbon Cake Co., Wilkes-Barre, Pa., met in WIP Philadelphia studios last week to attend "sneak preview" of *I Was a Communist for the FBI* which company will sponsor on that station. Sales strategy for Blue Ribbon products in the Philadelphia area was outlined for salesmen who were present so that "every man will know which products we're pushing and what he should stock."

WGAR REPORTS SCOOP

SCOOP was scored by Jim Martin, news editor, WGAR Cleveland, station reports, when he hopped a plane fortnight ago, flew to New York and climbed on board a troop ship arriving at Staten Island to welcome northern Ohio personnel arriving on troop ship. Mr. Martin tape recorded interviews, returned to Cleveland and broadcast the event the same night.

KDAL PLAYS HOST

IN attempt to acquaint 700 local school teachers with the mechanics of business in relation to education, KDAL Duluth cooperated with 63 business firms in the city a short time ago for a "Business-Education Day." Teachers visited the station to hear talks by members of all departments and attended luncheon where KDAL executives were hosts.

SUNDAY SCHOOL SERIES

SERIES of programs, *Sunday School With Uncle Bob*, has been inaugurated at KEX Portland, Ore. Bob Amsberry, station m.c., has turned teacher for weekly show designed for shut-ins who are unable to attend regular church classes.





NEWSPAPERS

FCC Policy Discussed

NOW that the House version of the McFarland bill (S 658) would provide that FCC could not discriminate against a newspaper applicant for a broadcast facility, at least one newspaper is happy.

The House Interstate & Foreign Commerce Committee's re-worked McFarland Bill was released officially a fortnight ago [B•T, April 14].

The section on newspapers is designed to prohibit alleged FCC policy of favoring a non-newspaper applicant over the newspaper applicant "all other factors being equal."

The McFarland bill would modernize the functions of the FCC. Under pressure from newspaper interests, the House committee inserted its new section on newspapers.

Plaudit was given the committee by the *Hartford* (Conn.) *Times* (WTHT Hartford) in an editorial printed early in April. It was reprinted in the *Congressional Record* April 10 by Rep. Antoni N. Sadlak (R-Conn.).

According to the *Times*, "We believe the unsoundness of such discrimination against newspapers has long since been proved by the high standards maintained by newspaper-owned radio stations. We think our own operation of Station WTHT is a case in point. . . .

"Ever since the invention of radio, the broadcasting of news has been a great public service. Radio is the fastest reporter in the world. Largely because of the interest of newspapers, and newspaper-supported agencies like the various press associations, radio news has become more and more accurate and has been more and more intelligently presented. The same beneficial processes will operate in the field of television unless a doctrinaire policy is permitted to intervene. The House version of the McFarland bill would keep radio and television open to newspapers on an equal basis with others. In the interest of fairness and public service we believe that to be good public policy."

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
Regular Week March 2-8, 1952

Current Rank	Program	NIELSEN RATING* Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(7.4)
1	Amos 'n' Andy (CBS)	17.6
2	Jack Benny (CBS)	16.5
3	Lux Radio Theatre (CBS)	15.8
4	Charlie McCarthy Show (CBS)	14.4
5	Our Miss Brooks (CBS)	12.2
6	People Are Funny (CBS)	12.2
7	Dragnet (NBC)	11.8
8	Fibber McGee & Molly (NBC)	11.4
9	Philip Morris Playhouse (CBS)	10.9
10	You Bet Your Life (NBC)	10.8
	EVENING, MULTI-WEEKLY (Average For All Programs)	(4.6)
1	Beulah (CBS)	7.3
2	One Man's Family (NBC)	7.0
3	Lone Ranger (ABC)	6.7
	WEEKDAY (Average For All Programs)	(5.0)
1	Romance of Helen Trent (CBS)	8.9
2	Our Gal, Sunday (CBS)	8.7
3	Ma Perkins (CBS)	8.3
4	Big Sister (CBS)	8.3
5	Aunt Jenny (CBS)	8.2
6	Wendy Warren and the News (CBS)	8.0
7	Guiding Light (CBS)	7.8
8	Perry Mason (CBS)	7.3
9	Pepper Young's Family (NBC)	7.2
10	Arthur Godfrey (Liggett & Myers) (CBS)	7.2
	DAY, SUNDAY (Average For All Programs)	(3.2)
1	True Detective Mysteries (MBS)	7.4
2	Shadow, The (MBS)	5.9
3	Martin Kane, Private Eye (NBC)	5.4
	DAY, SATURDAY (Average For All Programs)	(3.6)
1	Theatre of Today (CBS)	6.7
2	It Happens Every Day (CBS)	6.1
3	Grand Central Station (CBS)	6.0

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

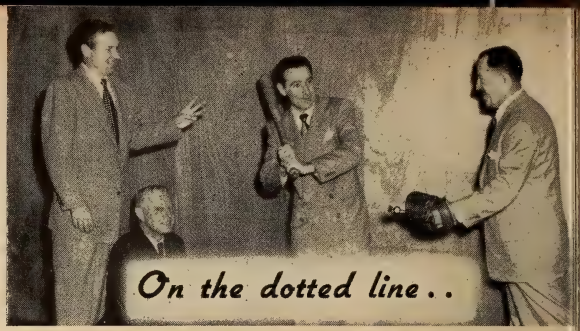
Copyright 1952 by A. C. Nielsen Company

NCAB Sets Meet

NORTH CAROLINA Assn. of Broadcasters board of directors at its last meeting announced that the NCAB convention June 19-20 would be held at Nag's Head, N. C., upon recommendation of the convention committee. A special showing of the "Lost Colony" pageant there has been arranged for the meeting.

SALES figure for first quarter ending March 21 is reported by WJR Detroit at $852,957.65. Amount for same period in 1951 was $891,441.83.





PREPARING for last week's start of Houston Buff games are (l to r) Allen Russell, Buff pres.; Bill Bennett, KTHT gen. & coml. mgr.; Loel Passe, KTHT sports dir. and C. H. Weigand, sls. mgr., Houston District, Ford Motor Co.



JAMES WILSON, Hudson zone mgr., signs for Hudson dealers of Cuyahoga County, Ohio, to sponsor WGAR Cleveland's *Damon Runyon Theatre*, a Mayfair production. Watching are Harry O'Grady (l), acct. exec., Baisch Adv., and Mannie Eisner, WGAR.



MAX TUCKEL (c), co-owner, Tuckel's appliance store, signs for 7,700 time checks over WCCC Hartford in year which began last month. Others are Hamilton Heyl (l), WCCC acct. exec., and Morris McKeever, Tuckel's sls. mgr.



MILLER'S Furniture Store, Harrisburg, Pa., signs for sponsorship on WHGB there of Martin Agronsky, ABC commentator, Mon. through Sat., and ABC's *America's Town Meeting*, 9-9:45 p.m. Tuesday. Present are (l to r) Carl Patton Jr., Miller's adv. mgr.; John Shearer, WHGB acct. exec.; Mr. Agronsky; Allen Solada, WHGB coml. mgr., and Jack Hooper, WHGB sta. mgr.

ATLANTIC Refining Co. and Philco sign to sponsor full Cleveland Indian schedule over WERC Cleveland. At signing are (seated, l to r) Ed Young, pres., Young Bros. Electronics, Philco distributor for northwestern Pennsylvania; Harry Burkett, Atlantic Refining dist. mgr.; Leonard Neiderritter, pres., Leonard Neiderritter Co., and Charles E. Denny, WERC gen. mgr.; (standing l to r) Earl Chaffee, Chaffee Tire Co., Art Ingram, WERC coml. mgr.



WJR BUILDING

Hinges on Zoning Bid

PETITION by WJR Detroit has asked the city's common council to rezone an area on the Detroit River to permit the station to erect a three-story television-broadcasting building. Preliminary hearing has been held in discussion form only and the council not indicating when it will decide on the case.

The proposed building, planned as an adjunct to WJR's present quarters in the Fisher Bldg., would be on property in the city's river front development area. Property runs 173 ft. in width along Jefferson Ave. and back 900 ft. to the river.

A city plan commission staff report stated that "this area was designated for multiple dwelling use in the master plan on the basis that recreational and residential developments would permit enjoyment of the river front by the greatest number of people.

AMERICAN LEGION SHOW

Air Power Programs Set

AMERICAN LEGION has prepared a new series of programs concerning U. S. air power. First of the programs is set for the week of April 28 and will feature a roundtable discussion led by Secretary of the Air Force Thomas K. Finletter.

First program is to be a half-hour. Subsequent programs of 15 minutes duration are to be sent out at two-week intervals. Radio stations desiring these broadcasts may obtain them by writing to the Public Relations Div., American Legion, 1608 K St., N. W., Washington, D. C.

Union Rejected

WITH 19 "no union" votes cast, two AFL affiliates lost their unionization campaign of employes at Capitol Records Inc., Hollywood, a NLRB tally just released reveals. The employes constitute the thirty-third small-shop group in the Los Angeles area to reject unionization by way of NLRB-conducted elections since Jan. 1, it was said.

New Business

(Continued from page 14)

names Al Carmona Adv., Hollywood. Radio-TV will be used.

PHILADELPHIA TEXTILE FINISHERS Inc., Norristown, Pa., names Eldridge Inc., Trenton, N. J.

NEWPORT SOAP Co., Oakland, Calif., affiliate of Safeway Stores Inc., appoints Buchanan & Co., S. F. **RAY RANDALL** is account executive.

SANTA MONICA NEW CAR DEALERS, Santa Monica, Calif., appoints Irwin Co., Beverly Hills. Concentrated radio-TV spot campaign started April 16 for 52 weeks.

BRAND NAMES FOUNDATION appoints John LaCerda Adv., Phila., for eastern Pennsylvania, Delaware and New Jersey.

MEAKIN-McKINNON Inc., Lockport, N. Y., appoints Ellis Adv., N. Y., for Mat-A-Door Cocoa Mat.

BEVERLY HILLS PROVISION Co., Beverly Hills (packaged meats), appoint Irwin Co., that city. Radio and/or TV spot campaign will be used in cooperation with **DEEP-FREEZE**, division of Motor Products Corp., Detroit.

WEST COAST ENGINEERS Inc., L. A. (Wastemaster disposal), names Hutchinson-Hadlock Co., Hollywood. Radio is being used.

STEWART F. LOUCHHEIM DISTRIBUTORS, Phila., names Ed Shapiro Adv., that city, for campaign for James Line—Mobile Dishwashers.

L. D. FAAS Inc., Southgate, Calif. (mfrs. King-O-Lawn power edger), appoints Kent Goodman Adv., Hollywood. TV being used.

METROPOLIS BREWING Co., Trenton, N. J. (Champale), names Roche-Eckhoff & Assoc., Hollywood, to handle advertising in California, Oregon, Washington, Nevada and Arizona. Radio and TV will be used.

TODD'S CLOTHES Inc., L. A. (men's clothing), and **NORTHWESTERN FURNITURE Co.**, that city (retail furniture), appoint Lionel Adv., Hollywood. TV is being used.

FREEWAX Corp., Tallahassee, Fla., names Liller-Neal-Battle, Atlanta, to handle new product, Freewax. **C. K. LILLER** is account executive.

BURGK & NELSON, S. F. (clothiers), appoints Ad Fried Adv., Oakland, to promote new Oakland store. Radio and TV are being used.

Adpeople • • •

C. W. COOK, product manager for Instant Maxwell House Coffee, named sales and advertising manager of Maxwell House division, General Foods.

ROBERT H. DILLER, former news editor, WIND Chicago, to Austin-Western Co., Aurora, Ill. (construction equipment), as assistant advertising and sales promotion manager.

DONALD B. DOUGLAS resigns as vice president in charge of advertising for Quaker Oats Co., Chicago, but continues as board member.

RALPH FOOTE, advertising manager, Beech-Nut Packing Co., Canajoharie, N. Y., retires effective July 1 but will continue as advertising consultant to company.

JOSEPH J. MERLO resigns as advertising-sales promotion manager, Payne Furnace Div. of Gas Equipment Inc., Monrovia, Calif.

BAB EXPANSION

Seeks Chicago Manager

BAB PLANS for opening a Chicago office and the addition of several promotion and research specialists to the New York staff were announced last week.

President William B. Ryan said a search for a manager for the Chicago branch is now in progress and that its success will largely determine the date when the new office will be opened. The Chicago manager's primary duty will be to make personal presentations to national advertisers and agencies in behalf of radio advertising.

For the managership, BAB is looking for "a seasoned radio promotion man with sales know-how." Additionally, "a person of similar capacity" is to be added to the New York staff, along with a number of research and promotion specialists to expand BAB services at both national and local levels.

"The present staff has been making presentations to national advertisers, chain store heads and ad agencies at the rate of approximately 30 a month," Mr. Ryan reported, adding that "This is to be stepped up to at least 90 such presentations a month."

He also said that several new research projects will be launched shortly, requiring additional supervisory and exploitation personnel.

To Address JLA

TWO broadcasting representatives —Robert K. Richards, NARTB director of public affairs, and Jack Rayel, NBC supervisor of TV package program sales—will speak at the 1952 conference of the Assn. of Junior Leagues of America to be held early this week at the Lake Placid Club, Essex County, N. Y. Mr. Rayel is to appear at a radio-television workshop today (Monday) where members of the 177 Junior Leagues will discuss their educational-entertainment programs, broadcast mostly to children. Mr. Richards is to speak Wednesday night.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 25 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

With Just PG

You can effectively and economically cover this Green Bay Market

The Green Bay Market is an uncommonly receptive market where average spendable income exceeds state and national figures

WJPG

PROGRAM POLICY: "More Reasons for More People to Listen More Often."

THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE

GREEN BAY, WIS.
McGILLVRA, Rep. N.Y. & CHI.

LABOR POLICY

RCA Tells of Record

RCA is proud of its "outstanding record" on fair employe practices and maintains a steadfast policy of no discrimination in all its activities at government, military and civilian levels, RCA President Frank M. Folsom told a Senate subcommittee last Wednesday.

Mr. Folsom testified before a Senate Labor and Public Welfare subcommittee looking into labor-management relations in connection with fair employment practices legislation. Hearings were held on the two bills (S 55, 1732), authored by Sens. Hubert H. Humphrey (D-Minn.) and Irving Ives (R-N. Y.), members of the full committee.

The RCA president noted that RCA "has long been a leader in establishing progressive employment practices" and that Brig. Gen. David Sarnoff, RCA board chairman, displayed leadership in reaffirming company policy since 1919.

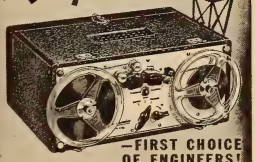
It also was explained that Negroes hold such NBC job titles as director of community affairs, senior staff writer, accountant, studio engineer, announcer and others. Employment opportunities for Negroes at RCA Victor also were cited by Mr. Folsom.

Original employment by RCA, or by any of its divisions and subsidiaries, is based on the applicant's fitness and suitability for the work to be done. Job retention and promotion to greater responsibility are based on the same credentials, plus the worker's record of performance, Mr. Folsom stated. As a result, he added, such a policy has produced gains for minority-group workers.

FOR FINEST TAPE RECORDING

WGAC
Augusta, Ga.

USES
Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!



PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!



QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.



CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

April 16 Decisions . . .

BY FCC BROADCAST BUREAU

Granted License

KSGM Ste. Genevieve, Mo.—Granted license covering frequency change, power increase and installation of DA-DN: 980 kc, 500 w, DA-1, unl.; cond.

KTOE Mankato, Minn.—Granted license covering daytime power increase: 1420 kc, 5 kw-LS, 1 kw-N, DA-N, unl.

WLCS-FM Baton Rouge, La.—Granted license for new FM station: 101.1 mc (Ch. 266), 680 w, ant. 200 ft.

WOUI Athens, Ohio—Granted license covering changes in noncommercial educational FM station: 91.5 mc (Ch. 218), 10 w.

WTSV-FM Claremont, N. H.—Granted license covering changes in FM station: 106.1 mc (Ch. 291), 4.8 kw, ant. 1000 ft.

WFBC-FM Greenville, S. C.—Granted license for new FM station: 93.7 mc (Ch. 229), 8.7 kw, ant. 170 ft.

WFAN Washington—Granted license covering changes in FM broadcast station: 100.3 mc (20 kw), ant. 320 ft.

WMGR Bainbridge, Ga.—Granted license covering change in studio and trans. sites.

WMRC-FM Greenville, S. C.—Granted license covering changes in FM station: 94.9 mc (Ch. 235), 3.94 kw, ant. 268 ft.

WHK Cleveland, Ohio—Granted license covering changes in DA-N system and utilize new FM supporting tower for non-directional daytime operation.

Granted CP

WMUA Amherst, Mass.—Granted CP for new noncommercial educational FM station: 91.1 mc (Ch. 216), 10 w.

WYSN New Castle, Ind.—Granted CP for new noncommercial educational FM station: 91.1 mc (Ch. 216), 10 w.

Extended Completion Date

WBEN-TV Buffalo, N. Y.—Granted mod. CP for extension of completion date to 11-1-52.

KECC Pittsburg, Calif.—Granted mod. CP for extension of completion date to 6-1-52; cond.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Radio Norwich Inc., Norwich, N. Y.—Granted petition insofar as it requests leave to amend its application to change the ant. ground system and unattenuated radiation at one mile; denied insofar as it requests removal of application from hearing.

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla., and Alabama-Gulf Radio, Foley, Ala., and WEBK Tampa, Fla.—On Commission's own motion, further hearing in this proceeding was continued from April 14 to April 21 in Washington.

Radio Lakewood Inc., Lakewood, Ohio—Granted petition for dismissal without prejudice its application.

Indian River Bcstg. Co., Vero Beach, Fla.—Granted petition to accept its late appearance in proceeding re its application and that of WEAT Palm Beach, Fla.

WEAT Palm Beach, Fla. — Granted petition for leave to amend its application to permit submission of Exhibit 3b, which is extension of option shown as Exhibit 3.

WJDX Jackson, Miss., and WGGA Gainesville, Ga.—Granted petition of WJDX for dismissal without prejudice its application. On Commission's own motion, removed from hearing docket application of WGGA.

WJDX Jackson, Miss.—Dismissed as moot petition for leave to amend its application with respect to program information.

By Hearing Examiner James D. Cunningham

Chief, FCC Broadcast Bureau—Granted petition for extension from April 10 to April 17 of final date for filing proposed findings upon the record heretofore made in proceeding re Delta Bcstrs. Inc., Thibodaux, La., and that of Charles Wilbur Lamar Jr., Houma, La.

By Hearing Examiner Leo Resnick

American Bcstg. Co., New York—Granted petition for order to be issued authorizing taking of deposition on written interrogatories of Mr. Earl E. Anderson, vice president and director of ABC in proceeding re its application, et al, in New York, commencing April 3 and continuing until concluded; further ordered that interrogatories be properly taken, sealed and filed.

West Side Radio, Tracy, Calif.—Granted petition for an extension to May 14 to file proposed findings in proceeding re its application.

By Hearing Examiner Elizabeth C. Smith

WMEX Boston, Mass.—Granted motion for continuance of hearing from April 7 to May 15 in Washington, in proceeding re application of WHIL Medford, Mass.

By Hearing Examiner Fanney N. Litvin

The Toledo Blade Co., Toledo, Ohio, and WTOD Toledo, Ohio—Granted motions to reopen record for sole purpose of including information and data re capitalization and officers of The Toledo Blade Co., and information and data in affidavit of Mrs. Sunne Miller, manager of WTOD re affiliation contract which applicant recently entered into with Liberty Bcstg. System and also re current changes in staff of WTOD, and record closed.

GIFT TO MIT

'RCA-Clark Radioana'

RADIO RECORDS documenting more than 50 years of wireless pioneering and development—equivalent, in books, to some 5,000 volumes—were presented to the Massachusetts Institute of Technology for its library by RCA last Wednesday.

The historical records, known as the "RCA-Clark Collection of Radioana," were amassed during his radio career by George H. Clark, MIT class of 1903 and, until his retirement in 1946, a member of RCA. It was presented to MIT President James R. Killian Jr. by Dr. Charles B. Jolliffe, vice president and technical director of RCA.

Referring to the MIT Library of Industrial Development, Dr. Jolliffe said in his presentation speech, "We here today cannot see with certainty all of the uses which this special library will have. But we can feel quite confident that scholars of the future, as they read through the yellowing pages of these documents, will be grateful for the foresight which brought this project into being."

The RCA-Clark Collection contains correspondence files of early radio companies, photographs, blueprints, specifications, research reports, records of litigation, log books, unpublished biographies of radio pioneers and scrapbooks of newspaper clippings tracing the growth of the radio industry, with emphasis on the 1900-1935 period.

WLW-Albers Pact

CROSLEY Broadcasting Corp., operator of WLW Cincinnati, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, has arranged a year-long merchandising-promotion plan with Albers Super Markets Inc., 65-store midwest grocery chain. The stations will receive three displays each week in each store. In addition, the food firm will use a series of daily spots on the TV stations.

FCC actions



APRIL 11 THROUGH APRIL 17

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

DAVID & BARBEAU
TELEVISION PROJECT CONSULTANTS
STATION PLANNING and OVER-ALL GUIDANCE
P. O. BOX 996 SCHENECTADY, NEW YORK

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
*Member AFCCE **

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE **

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE **

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE **

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
*Member AFCCE **

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
*Member AFCCE **

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE **

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
*Member AFCCE **

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE **

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE **

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
*Member AFCCE **

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE **

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE **

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
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BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

THE ASSOCIATION OF RADIO COMMUNICATIONS CONSULTING ENGINEERS
*Member AFCCE**

April 16 Applications . . .

ACCEPTED FOR FILING

AM—1060 kc

KXOC Chico, Calif.—Requests CP to change frequency from 1150 kc to 1060 kc, increase power from 5 kw to 10 kw, etc.

AM—1280 kc

KTLN Denver, Col.—Requests CP to change frequency from 1150 kc to 1280 kc, increase power from 1 kw to 5 kw, install DA-DN, change operating hours from D to unl., change trans. location from Denver to Englewood, Col., etc.

AM—570 kc

WACL Waycross, Ga.—Requests CP to change operating hours from D to unl., retaining power of 1 kw, and install DA-N.

License for CP

KOKX-FM Keokuk, Iowa—Requests license for CP which replaced CP which authorized changes in FM station.

Change ERP, Location, Etc.

WCPS-FM Tarboro, N. C.—Requests mod. CP which authorized new FM station to change ERP, ant. height above average terrain, trans. location, etc.

Extend Completion Date

WHP-FM Harrisburg, Pa.—Requests mod. CP, as mod., which authorized new FM station, for extension of completion date.

WLAB (FM) Lebanon, Pa.—Requests mod. CP, as mod. and reinstated, which authorized new FM station, for extension of completion date.

License Renewal

WJPR Greenville, Miss.—Requests renewal of license.

APPLICATIONS DISMISSED

Metropolitan Atlanta Bcstg. Co., Atlanta, Ga.—DISMISSED request for new AM station on 1490 kc, 250 w unl.

WHIL Medford, Mass.—DISMISSED mod. CP, as mod., which authorized new AM station, to change frequency from 1540 kc to 1550 kc (contingent on cancellation of program tests on 1540 kc).

(Continued on page 99)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Salesman, excellent opportunity, 5 kw midwest station. Top organization, future advancement. Box 919M, BROADCASTING • TELECASTING.

Salesman. Good opportunity in Illinois for hard-hitting salesman. Liberal drawing against commissions. Send details to Box 924M, BROADCASTING • TELECASTING.

Announcers

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket. $60.00 to start. Virginia network station. Opening immediate. Box 724M, BROADCASTING • TELECASTING.

1000 watt independent daytimer near Chicago wants staff announcer. Personal interview required. State age, experience. Box 753M, BROADCASTING • TELECASTING.

Good combo man needed May First by progressive network station in New Mexico, high guarantee. Send all particulars first letter. Box 756M, BROADCASTING • TELECASTING.

5 kw metropolitan affiliate wants versatile, experienced announcer to join topnotch staff. Send audition and complete details to Box 891M, BROADCASTING • TELECASTING.

Immediate opening for announcer or combo man. Georgia network station. Salary commensurate with ability. Box 901M, BROADCASTING • TELECASTING.

New station in Wisconsin vacationland, opening for announcers with 1st class ticket. Above average pay for above average working conditions. Box 908M, BROADCASTING • TELECASTING

Combination man with first class license. Audition platter and references requested. Box 921M. BROADCASTING • TELECASTING.

Experienced announcer for 25,000 watt Nebraska station. Send full particulars, audition record, board experience and salary requirement, first letter. Box 926M, BROADCASTING • TELECASTING.

New 5000 watt AM and 22,000 FM watt station soon to take the air needs experienced announcers and copywriter, most modern installation in the area, progressive independent programming, congenial staff, jobs open offer the opportunity to grow with station, all inquires held confidential, possible openings for first class operator. Positions open now. Box 955M, BROADCASTING • TELECASTING.

Combination man. Willing to work. First phone requisite. Northeastern Pennsylvania. Excellent library. Handle all types programs. $300 month with overtime. Regular increases. Opportunity to sell and advance to executive positions. If you want all-round experience, this is your chance. Rush details. Box 957M, BROADCASTING • TELECASTING.

Two announcer-engineers and one engineer wanted immediately. Rush audition and application for immediate employment. Mail to Wade Ebeling, General Manager, KBUH, Brigham City, Utah.

Combo, first class ticket. Announcing ability and permanency most important. Send audition and all details. WBUT, Butler, Pennsylvania.

Help Wanted (Cont'd)

Combo-man, Pacific northwest kilowatt independent. Good man can start at $72.50. Car necessary, 1st class ticket, good announcer. 40 hour week, overtime. Apply with disc and photo. KWIE, Kennewick, Washington.

Wanted, hillbilly disc jockey at once for morning shift, must be sober and willing to work. Good salary to start. Contact Radio Station WDKD, Kingstree, S. C.

Announcer, versatile, good voice, $60 up. Write full details to John Garrison, WFUN, Huntsville, Alabama.

Announcer, operate board. Submit transcribed audition, salary; background. WHAP, Hopewell, Va.

Good announcer who can handle programming and write local news. Excellent opportunity, immediate opening. Air mail voice disc, salary requirements, Complete personal data. Manager, WHIT, New Bern, N. C.

Announcer-engineer (first class): Excellent position with top station in a top market. Must have good voice and be able to use it. Advancement unlimited. Rush audition and full particulars to Jack Black, WNOR, Norfolk, Virginia.

Experienced announcer, strong on dignified production. Audition, photograph, data, salary first letter. Program Director, Bill Sorrell, WOKE, Oak Ridge, Tennessee.

Experienced staff announcer. Send audition and resume immediately. WWPG, Palm Beach, Florida.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

1000 watt daytimer near Chicago wants first class engineer. Announcing ability helpful. Require personal interview. Box 893M, BROADCASTING • TELECASTING.

Engineer no announcing, $70.00 weekly. Give engineering background and how quickly available with application. Box 942M, BROADCASTING • TELECASTING.

Engineer-announcer first class ticket. Up to $75.00 starting. Western Pennsylvania. Box 958M, BROADCASTING • TELECASTING.

Immediate opening for 1st phone engineer. 5 day week with good pay. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Operator who can announce or is willing to learn, announcing chores are light and transmitter shift is pleasant. If you are inexperienced, we will teach you both announcing and operation. Can use college student during vacation in this job. Bert Wick, KDLR, Devils Lake, N. Dak.

Engineer-announcer for 1 kw farm station. KMMO, Marshall, Missouri.

First class engineer, no experience required. WCOR, Lebanon, Tennessee.

Wanted immediately. Two combination engineer - announcers. Florida west coast city. Send audition, photo, resume and salary requirements WDHL, Bradenton, Florida.

Immediate opening for first class operator. WEAV, Plattsburg, N. Y.

Wanted—Engineer, first phone, experience unnecessary. Contact Chief Engineer, WEOL, Elyria, Ohio.

Help Wanted (Cont'd)

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

Engineer, 1st class, prefer combo. Salary $60 up. John Garrison, WFUN, Huntsville, Alabama.

Need engineer now. Prefer combination man. Permanent. WGGA, Gainesville, Georgia.

Immediate opening first phone engineer-announcer. Beginners considered. 40 hour evening shift, mainly network. Good working conditions and opportunity to advance. Air mail voice disc, salary requirements, complete data. Manager, WHIT, New Bern, N. C.

Wanted, engineer-announcer at once. Radio Station WHLN, Harlan, Kentucky.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

First class engineer-announcer. Permanent position, good working conditions. WJAT, Swainsboro, Georgia.

First phone man, with or without experience. Daytime hours, salary based on experience. WJET, Erie, Penna.

Immediate opening first phone qualified engineer. Write Manager, WKWF, Key West, Florida.

Engineer-announcer and announcer opening. Good independent. Write WMDN, Midland, Michigan.

Wanted, engineer, first phone. Experience unnecessary. WMGW AM-FM, Meadville, Pennsylvania.

First class engineer-announcer needed by 5000 watt WOOF, Dothan, Ala., at $90.00 weekly.

Wanted immediately, combination engineer to help build 1000 watt station. Some selling. Phone or wire Radio Station WROS, Scottsboro, Alabama.

Wanted immediately, transmitter operator with first class phone license. No experience necessary. Starting salary fifty-five per week. Write Chief Engineer, WSIP, Paintsville, Kentucky.

Wanted—Consulting engineer, field and application work AM and TV. Please state full qualifications and personal status. Replies held confidential. Walter F. Keen, 1 Roverside Rd., Riverside, Ill.

Production-Programming, Others

Wanted—Capable young lady for continuity. Real opportunity with network affiliate in Michigan, midway between Chicago and Detroit. Prefer someone with air work who can build daytime women's show. Kindly send details of yourself as well as disc, or tape, if available. Box 700M, BROADCASTING • TELECASTING.

News director, supervisor, 4 man sports, farm and news department. Only experienced men with journalism degree need apply. Good salary with bonus. 5 kw midwest. Box 705M, BROADCASTING • TELECASTING.

Woman's director for 5 kw metropolitan affiliate. Handle own show and double in continuity. Good salary. Send audition, full particulars first letter. Box 892M, BROADCASTING • TELECASTING

Copy creater with professional touch—must be able to keep up level of leading women's show. Experience not necessary. References. Box 950M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Production manager to air shows and supervise farm staff. Two years all-round experience necessary. KMMO, Marshall, Missouri.

Established 1000 watt independent wants experienced copywriter, man or woman. $50 week and splendid opportunity for advancement. Call or write immediately, WCNT, Centralia, Illinois, phone 5151.

Situations Wanted

Managerial

Attention southern station owners. Two young men, general manager and chief engineer want to operate southern station, hard workers. Can take complete charge. Need only working interest, or chance to buy in. Box 625M, BROADCASTING • TELECASTING.

Man with 10 years experience desires job with midsouth station as commercial manager. Presently employed in that capacity, 5 years in selling can get the job done, also good announcer and writer. Can offer first class recommendations. Box 895M, BROADCASTING • TELECASTING.

Manager, assistant manager, program director. 16 years experience in all phases radio. Familiar both network and independent operation. Now with major market station. With present employer 5 years. Age 33, family. Have car. Interested in west only. Box 905M, BROADCASTING • TELECASTING

General manager: 18 years experience desires management of aggressive station, not over 5000 kw. Outstanding achievement record in sales, programming, engineering. Box 906M, BROADCASTING • TELECASTING

Manager, proven background of successful sales and program management. Prefer radio-TV setup, or if you plan TV later, let's plan it together. Immediate. Box 910M, BROADCASTING • TELECASTING

I am placing this ad for our general manager since our corporation has sold the station. Within two years he tripled the market value of our station, nearly doubled its gross, increased its audience, enables us now to sell our station at a profit after coming out of the red into solid black. He has proved himself to be a man of ability, drive, stability and integrity, built on a varied background of 12 years in several phases of this business. We think he would make a valuable man as general manager, sales manager or key executive in an organization with room to grow or in one that wants to hold its leadership. Replies confidential, direct to president of corporation. Box 608M, BROADCASTING • TELECASTING.

Young energetic manager-commercial manager desires position in southeast. Successful record, excellent references, civic minded, family, no bad habits. Legitimate reason for change. In no hurry. Write Box 929M, BROADCASTING • TELECASTING.

General or program manager. Thirteen years experience all phases of management, programming and sales. Reliable civic minded family man in midthirties. Prefers midwest. Available May 15. Box 949M, BROADCASTING • TELECASTING.

Sales manager: Sound local and national sales experience. Excellent management and personal sales record. Interested in remuneration commensurate with results. Unhealthful climate present location sole reason for move. Box 956M, BROADCASTING • TELECASTING.

Salesmen

Sales proof. Account executive midwest major network affiliate seeking greater opportunity. Under 35, family. 9 years sales and management experience. Box 948M, BROADCASTING • TELECASTING.

Experienced salesman, 27, wishes job on gulf or south Atlantic coast. Married with family. Box 951M, BROADCASTING • TELECASTING.

Announcers

Announcer-engineer, first class good announcing, vet. 18 months experience, all phases, south preferred. $75.00 minimum. Box 761M, BROADCASTING • TELECASTING.

Married, veteran, draft exempt, 2 years experience. Strong on news and sports. Working in west, wish to return east. Box 762M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced announcer, all phases, young, single, draft exempt, college degree, operate console, DJ, news. Presently employed Mutual affiliate. Desires permanent relocation in the east. Tape, photo, Box 886M, BROADCASTING • TELECASTING.

Experienced announcer, strong on DJ, commercials, news, operate console, veteran. Middle Atlantic, New England states, presently employed. Box 904M, BROADCASTING • TELECASTING

Top sportscaster, regional rep, five years experience baseball, football, basketball, special events. Desire sports station in good market. Top references and tapes on request. Presently employed. Box 912M, BROADCASTING • TELECASTING

Combo announcer-engineer, ad lib morning man. Deep voice. Five years experience. $90 per week. Permanent job desired. Not looking for stepping stone. Box 913M, BROADCASTING • TELECASTING

Announcer-engineer, first phone. 2½ years experience, all phases. Desires position affording sports play-by-play. Married, veteran. College graduate. Box 915M, BROADCASTING • TELECASTING

Morning man. Leading and sold out in five station market. Available if your offer is right. Recording and details on request. Write Box 916M, BROADCASTING • TELECASTING

Announcer - program director, eight years in radio; over four where now employed. College graduate, married, dependable, sober. Box 922M, BROADCASTING • TELECASTING.

Announcer, disc jockey, actor, deep, rich melodious bass voice, magnetic personality, 3 years experience. Can make $$$ for you. Box 925M, BROADCASTING • TELECASTING.

Ambitious gal. Good continuity writer, announcer, DJ. Air experience N.Y.C. station. Resume, disc available. Box 930M, BROADCASTING • TELECASTING.

Announcer - engineer. Three years sports, news, talent shows. Family. Prefer northeast. Box 931M, BROADCASTING • TELECASTING.

Experienced staff announcer, news, DJ, personality, veteran, married. Dependable, references. Box 932M, BROADCASTING • TELECASTING.

Announcer, DJ, exhaustive knowledge music. Some sports. Also interested news coverage, leg work. Free lance experience in New York. No hillbilly. Box 933M, BROADCASTING • TELECASTING.

Announcer, 5 years all phases, prime interest in sports. 1st phone. Married, good worker. Box 934M, BROADCASTING • TELECASTING.

Combination man specializing in announcing and sales wants short transmitter shift. TV applicant preferred. Box 935M, BROADCASTING • TELECASTING.

Sportscaster. Present station going foreign language. University grad, four years experience college, high school, basketball and football. Minor league baseball. Vet, 26. Good references. Disc available. Box 939M, BROADCASTING • TELECASTING.

This voice for hire—top net calibre, colorful, compelling news rewrite-presentation, new car, tape equipment, flying license, for special events coverage. Five years experience all phases, cleancut family man, likes constructive community activities, preference California, intrigued? All requests complied. Box 862M, BROADCASTING • TELECASTING.

Good staff man and DJ—available in two weeks. Any market except south where good proposition offered. Family man. Box 954M, BROADCASTING • TELECASTING.

Announcer, 2 years college, schooling radio broadcasting. Small salary for location 75 miles radius New York City, qualifications, disc, photograph, Downey, 1863 Crawford, Cleveland, Ohio.

Announcer. Licensed. Experienced. Don Kennett, 1503 Meridian Pl., Washington, D. C. Columbia 3796.

Four years experience announcing, programming, copywriting and selling. Veteran, married. University and radio school graduate. Available immediately. Dwight Larick, Kosciusko, Miss.

Not Don Wilson! 27, neat, conscientious, versatile. Radio school, light experience. Sincere, amiable. Write, phone, Mastroni, Normandy Road, Fairfield, Connecticut.

Situations Wanted (Cont'd)

Young announcer, more promise than experience, fine voice, excellent ad lib, draft exempt, personal audition or disc. W. E. Wolff, Jr., 1117 W. 38th St., K. C., Mo. phone LO 1637.

Technical

Engineer, 1st phone. 1½ years experience AM-FM-TV. Available now. Box 888M, BROADCASTING • TELECASTING

1st phone, veteran, car, transmitter experience, eastern location, available immediately. Box 898M, BROADCASTING • TELECASTING

Engineer, first phone, experienced. Family, car, south, minimum $65, available immediately. Box 911M, BROADCASTING • TELECASTING

Engineer, chief. 12 years experience, construction. Desire connection southern station with pay commensurate of position. References. Box 920M, BROADCASTING • TELECASTING.

Engineer, first phone. 4½ years experience. Transmitter or control. Single, car, vet. $65 minimum. Box 927M, BROADCASTING • TELECASTING.

Engineer. 8 years experience. Seeks position with progressive station. References, family. Box 938M, BROADCASTING • TELECASTING.

Excellent radio voice, they say. First class license. Combo operation experience. Box 323, Palm Desert, California or telephone 76-2095.

Position wanted by broadcast operator with first phone license, two years experience, one year college training. Chester, Stromswold, Grays 35, Harvard College, Cambridge, Mass.

Engineer, first phone. Over four years experience AM & FM, also TV training. Some experience as chief. Prefer station with TV possibilities in Okla., southwest, west. No announcing. D. W. Williams, 235 West Kiowa, McAlester, Oklahoma. Phone 3247-J.

Production-Programming, others

Continuity writer, fast typist, excellent references. South preferred. Box 765M, BROADCASTING • TELECASTING.

Copywriter, eighteen months experience. Can quickly produce good, readable selling copy. Draft exempt. Prefer west. Box 887M, BROADCASTING • TELECASTING

Writer-announcer, four years radio; television; desires continuity work, northeast AM or TV. Will double 25, family. Employed major TV station. Interview arranged. Box 894M, BROADCASTING • TELECASTING

Veteran 34, experienced in public relations, promotion, news writing, program building, desires position with opportunity. Box 917M, BROADCASTING • TELECASTING.

Sports director, experienced baseball, football, also staff work. Four years radio. College grad., vet, dependable. Desire west coast, will consider anywhere. Box 918M, BROADCASTING • TELECASTING.

News-sports, writing-reporting. Some play-by-play. Eight years in radio. BSBA, Florida, 1945. Settled. Conscientious. Box 923M, BROADCASTING • TELECASTING.

5 kw experience. Play-by-play sports director, staff. Wants position with sports station. Permanent. Box 936M, BROADCASTING • TELECASTING.

Highly personable, intelligent college graduate, 3½ years radio all phases net affiliate, ½ year local TV production-direction, ½ year N. Y. network operations, ½ year production assistant two net TV programs desires position with progressive metropolitan radio/television operation, preferably western. Excellent voice, heavy ad lib MC and DJ work. Married. Box 943M, BROADCASTING • TELECASTING.

Production executive. Knows programming, operations, film. Wants to become part of a new station. Top station, agency references. Married, $12,000. Box 945M, BROADCASTING • TELECASTING.

Newsman—Three years metropolitan newspaper, radio experience, plus ability, sweat. Want permanency, variety, opportunity. Also sports, special events. Draft exempt. Box 953M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Television

Technical

TV research engineer presently employed on developmental project desires position in commercial TV. Former FD in AM radio. Master's Degree. Available after June 15. Box 889M, BROADCASTING • TELECASTING

TV supervisor at present employed by midwest TV station is tired of snow drifts. I've been in TV four years and have experience in station planning, construction, proof, operation. I desire a permanent position with new or old, small or large TV station in the south, east or west. An inquiry will bring full details by return mail. Box 914M, BROADCASTING • TELECASTING

Television engineer desires responsible connection with proposed midwest outlet. Benefit from long Hollywood experience involving design, installation, operation. Apt. 207, 1735 North Gramercy, Hollywood, California.

Production-Programming, Others

College grad desires initial break TV production. Consider any duties—practical experience main objective. Anywhere. Single, 24, draft exempt. Box 896M, BROADCASTING • TELECASTING

TV director. Former film producer-director. Extensive successful career in TV. Credits on top programs. Desires to join advertising agency, writer-producer, or television station. Box 900M, BROADCASTING • TELECASTING

TV floormanager and cameraman combination, 4½ years TV station experience. Presently employed. Box 903M, BROADCASTING • TELECASTING

Television musical-producer-director. Wide range of experience and training. Prefer new small station. Resume upon request. Box 941M, BROADCASTING • TELECASTING.

For Sale

Stations

Southwest. 1000 watts. Nets $2,000 month. Ideal opportunity in fast growing area. Box 885M, BROADCASTING • TELECASTING

Equipment, etc.

For sale: 10 kw Western Electric frequency modulation transmitter, model 506 B-2. Never been used. Box 673M, BROADCASTING • TELECASTING.

For sale: RCA 250 K. transmitter now operating. Wonderful condition. 2 RCA holders—crystals 1340 kilocycles. Box 899M, BROADCASTING • TELECASTING

For sale—one Hewlett-Packard 335-B FM monitor used one and one-half years. Good as new. Also, one Truson self supporting insulated triangular tower, 229 ft. above the insulators, complete with A-3 lighting equipment and insulators. Box 907M, BROADCASTING • TELECASTING

2-Presto PT 900 tape recorders $450.00 each, both $800.00. P. O. Box 4554, Jacksonville, Florida.

Radio Station KCOH in Houston, Texas, announces the sale of a Presto model Y . . . disc recorder . . . with a 1C cutting head, combined with turntable, in waist high cabinet. Priced at $512.00 when new. For sale at $330.00. For information address correspondence to Chief Engineer, Station KCOH, M. & M. Building, Houston, Texas.

5kw transmitter, brand new Collins 21B in original crates, never unpacked. Carries Collins new-transmitter guarantee. Two sets tubes. Lists $25,400. Will sell $22,500 FOB Columbus, Georgia. Wire or phone Manager, Radio Station WGBA. This is the finest transmitter available for immediate delivery anywhere in the country today.

1-300′ heavy duty, 1-300′ extra heavy duty, 1-300′ heavy duty tubular steel, guyed TV. Phillips towers, new, of course, immediate delivery, special prices. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

For Sale (Cont'd)

Last call—London Library of 300 10 inch 78 RPM discs. All instrumental selections, price $125. F. O. B. New York, Recording Associates, 113 West 42 Street, New York 18, New York.

Wanted to Buy

Equipment, etc.

Wanted: Flasher for single tower, photoelectric control unit and 250′ RG-17/U or RG-19/U coax. Box 671M, BROADCASTING • TELECASTING.

Wanted — FM frequency modulation monitor. Prefer Hewlett-Packard 335-B. State condition, type and price. Box 699M, BROADCASTING • TELECASTING.

Wanted—A 702-A Western Electric oscillator unit complete with crystal and oven for 1240 kc. Also interested in used RCA ribbon junior velocity mikes. Write Box 899M, BROADCASTING • TELECASTING

3 kw or 1 kw FM transmitter, also 1⅝ transmission line. Box 909M, BROADCASTING • TELECASTING

One kw transmitter less than ten years old and in good operating condition. Send full details and lowest cash price to Box 940M, BROADCASTING • TELECASTING.

Help Wanted

Managerial

Wanted

Salesmanagers

One of the nation's top radio and television stations in one of the ten largest markets needs a salesmanager for radio and a salesmanager for TV. These are top jobs for aggressive, experienced men of proven ability. These openings are available because Miller Robertson, present salesmanager is leaving to operate his own station which he recently purchased. Write in complete detail and enclose picture first letter. Stan Hubbard, KSTP.

Salesmen

CBS affiliate, Colorado Springs has immediate opening for top salesman with car. Established, protected, local account list. Salary plus commission should run excess of 5,000 dollars from accounts now on air. Your ability only limits future income. Require man 26-45, proven ability, settled, excellent personal and business background. Submit photo, sales record, references.

KVOR Colorado Springs, Colo.
Jim Russell

Production-Programming, others

WRITER

◆

A seasoned, all-round writer for radio and television wanted by major network affiliate. Good pay. Address Box 754M, BROADCASTING . TELECASTING

◆

Announcers

NEWSMAN-D.J.

Detroit area news, music and baseball station has outstanding opportunity for men who want to progress.

BOX 897M, BROADCASTING ● TELECASTING

Help Wanted (Cont'd)

Top Flight, Hard-Selling

DISC JOCKEY

$15,000 a year

for One Sponsor Exclusively—

Multi-Station Market
Radio and TV

The man we want must be a real salesman—we aren't interested in pear-shaped tones. He knows how to be friendly and sincere. He punches his commercials with enthusiasm. He makes people believe what he tells them. He is good at ad lib, knows and likes pop music, is probably over 30 and appears mature. If you think you are our man, send a brief letter and a small disc of a couple of commercials.

BOX 944M

BROADCASTING • TELECASTING

Situations Wanted

Managerial

FLORIDA AM OR TV STATIONS (or applicants). Need manager, program dir., or combination? Agency Radio-TV director major market, 20 yrs., solid experience radio, now TV, too, wants back in station operation in South—preferably Florida. Good creative and administrative record. Top Hooper, Video-Dex ratings. Box 902M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Production-Programming, others

Radio and TV
Comedy and Drama
WRITER
desires affiliation with station or production agency.
BOX 937M, BROADCASTING • TELECASTING

For Sale

Stations

FOR SALE

250 watt Mutual outlet in beautiful, diversified, rich Carolina market. Will easily gross $50,000 this year. Cash $40,000. Terms $45,000. Reason for selling, other interests.

Write Box 928M,
BROADCASTING • TELECASTING

Equipment, etc.

FOR SALE BECAUSE OF INCREASE IN POWER
1 KW Gates BC 1F AM Transmitter
USED LESS THAN TWO YEARS
$4500
KTOE
Mankato, Minn.

Miscellaneous

ARE YOU GETTING YOUR SHARE OF FREE PUBLICITY?
The 1952 Edition of the Publicity Directory is now ready! Lists over 2,000 Consumer, Farm & Business-Trade Publications with FREE Editorial Policies. Combined Circulation—200,000,000. A Gold-Mine for Advertisers, Agencies, Public Relations Firms, etc.
FREE 5-DAY EXAMINATION!
PUBLICITY ADVERTISING
1501HA Trails End, Kalamazoo, Mich.

Employment Service

2
of every
3
PERSONNEL ORDERS
are for
ENGINEERS
(First and Second Phone)
Write for Placement Forms
Edward C. Lobdell Associates
17 East 48th St., New York 17, N. Y.

'COURIER'

Shares WLAC Nashville Frequency on Cruise

THE STATE Dept. currently is using the U. S. domestic frequency of 1510 kc to test its ship-borne relay station, the USCG *Courier*, now anchored in the Panama Canal Zone, it was revealed last week.

Before the *Courier* departed for South America on its projected shakedown cruise, State Dept. officials conferred with executives of WLAC Nashville, Tenn., a Class I-B 50 kw outlet operating on the Mexican clear channel, on a plan to share this frequency during the period April 10-28.

The arrangement, while not a legal necessity to permit the floating VOA relay transmitter to test its equipment, drew the wholehearted cooperation of the Nashville station, which praised the effort to pierce the armor of the Iron Curtain countries.

Both WLAC and the State Dept. acknowledged the agreement last week. It was understood that only the 1510 kc frequency would be involved in the tests and that the other signal stations on that channel—WMEX Boston, a 5 kw Class II outlet and KGA Spokane, Wash., a 50 kw Class I-B station—would not be disturbed.

The VOA vessel recently has "guested" on frequencies borrowed from Colombia, Venezuela and Panama proper. and early next May will conduct similar experiments at Vera Cruz in Mexico before heading out across the Atlantic to foreign countries. At no time, however, will it broadcast from the high seas in violation of the Atlantic City 1947 telecommunications convention [B•T, April 7]. The Voice ship will use frequencies under agreement with countries at whose ports it may anchor.

The 1510 frequency was chosen by the State Dept. because it is "less likely to disturb" local U. S. radio signals than other channels, it was explained. In the case of WLAC, only the station's secondary area coverage is affected to any degree.

According to Antonio Micocci, assistant administrator for the State Dept.'s broadcasting service, Spokane and Boston reception would not be affected and consequently KGA and WMEX were not consulted in advance.

Mr. Micocci conferred with J. T. Ward, owner, and F. C. Sowell, manager, of the Nashville 50 kw station, and got their ready acceptance of the plan which calls for *Courier* power reduction from 150 kw to 50 kw during the test period. The State Dept. official lauded the station for its cooperation. The full 150 kw is being utilized only during "off hours."

Under the agreement, the anchored Voice station closes each day's tests with a courtesy announcement advising listeners of WLAC's cooperation. (VOA programs are being piped to Latin America in Spanish.) In return, WLAC indicated it may air announcements advising listeners they are "eavesdropping on the Voice of America."

Mr. Sowell announced that the arrangement will "serve to materially increase our station's listening audience in Latin America." Mr. Micocci advised Mr. Sowell that WLAC is "free" to inform its listeners of this form of cooperation with VOA.

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The only station in an attractive and well isolated New England market. Always profitable, this combined facility offers a good income and very pleasant living. Valuable real estate and $10,000.00 in net quick assets included.

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FCC roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH APRIL 17

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,339	2,326	86	329	223
FM Stations	635	578	72	7	9
TV Stations	108	97	11	536	2

(Also see Actions of the FCC, page 94.)

Docket Actions . . .

FINAL DECISIONS

WJBK Detroit—The Fort Industry Co. FCC granted CP to change frequency from 1490 kc, 250 w, fulltime, to 1500 kc, 10 kw day, 5 kw night, DA-DN, and change in transmitter location; engineering conditions. Announced April 16.

WABJ Adrian, Mich.—James Gerity Jr. FCC granted CP to change frequency and hours of operation from 1500 kc, 250 w daytime, to 1490 kc, 250 w fulltime; condition. Announced April 16.

WMRN Marion, Ohio — The Marion Bestg. Co. FCC granted CP to install new antenna, mount FM antenna on AM tower and install new ground system, with present frequency of 1490 kc and 250 w fulltime; condition. Announced April 16.

[Each of the above three actions was dependent and contingent on the other two.]

Non-Docket Actions . . .

ORDER

WHIL Medford, Mass.—Conant Bestg. Co. FCC terminated program tests on 1540 kc, 250 w day, effective April 25 (when authority expires) and granted application for special service authorization to operate on 1430 kc, 250 w day, for 30 days from April 26 or until modification of CP granted, whichever is sooner, provided that no protest or petition against 1430 kc operation is made prior to April 25. Order April 17.

New Applications . . .

TV APPLICATIONS

Chicago, Ill.—WHFC Inc., UHF Ch. 25 (536-542 mc), 200 kw visual, 100 kw aural, antenna height above average terrain 564 ft. (above ground 589 ft.). Estimated construction cost $304,300, first year operating cost $125,000, revenue $175,000. Applicant is licensee of WHFC and WEHS (FM). President of WHFC Inc. is Richard W. Hoffman who holds 302 shares (75.5%); Mr. Hoffman is vice president and 33⅓% stockholder of M. V. Klich Printing Co., owns 33⅓% of Life Printing & Publishing Co. (three tri-weekly newspapers in Cicero, Berwyn and Stickney, Ill.), is secretary-treasurer and 50% capital stock owner of Twenty-Fifth Building Corp., owns 25% capital stock in Community Reporter, and was elected November 1948 as member of U. S. House of Representatives (Republican). Filed April 11.

Centralia, Ill.—WCNT Inc., Ch. 2 (54-60 mc), 24.3 kw visual, 12.1 kw aural, antenna height above average terrain 440 ft. (above ground 499 ft.). Estimated construction cost $228,278, first year operating cost $135,000, revenue $150,000. Applicant is licensee of WCNT Centralia. President and treasurer of WCNT is George F. Isaac, 80% interest; secretary is Kathleen I. Isaac, 20% interest. Filed April 7.

[For TV applications filed since the FCC's Sixth Report and Order [B•T, April 14], see page 71.]

Deletions . . .

TOTAL deletions of licensed stations to date since Jan. 1: AM 5, FM 4, TV 0. New deletions:

KYBS (FM) Dallas, Tex., license. Licensee stated frequency (107.9 mc) was not receivable on many sets; station had been operated at a loss. Deleted April 14.

KHAD Delano, Calif., CP. Grantee said illness prevented him from performing work required to establish and operate new broadcast station. Deleted April 16.

FCC Actions

(Continued from page 95)

April 17 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 6

WJIM-TV Lansing, Mich.—Requests CP to reduce ERP from 18.7 kw visual to 8.7 kw visual, change type of ant., and increase antenna height above average terrain from 350 ft. to 445 ft.

License for CP

KDPS (FM) Des Moines, Iowa—Requests license for CP which authorized new non-commercial educational FM station.

License Renewal

Following stations request renewal of license:

KWEM West Memphis, Ark.; KJEF Jennings, La.; WCLD Cleveland, Miss.; KGFX Pierre, S. D.; WCHI (FM) Chicago Heights, Ill., and KFGQ-FM Boone, Iowa.

TENDERED FOR FILING

Modification of License

KWEM West Memphis, Ark. — Mod. license to change studio location to Memphis, Tenn.

WKBS Oyster Bay, N. Y.—Mod. license to specify main studio location as Oyster Bay and Stamford, Conn.

This Summer wherever you go There's Radio

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

L. B. Wilson WCKY CINCINNATI

TV Thaw Comments

(Continued from page 70)

California: "The addition of hundreds of markets should mean to the television industry what the addition of facilities would mean to any other industry which has been bursting at the seams since its beginning."

Wayne Tiss, vice president in charge of Batten, Barton, Durstine & Osborn Inc., Hollywood: "With opening of so many new television stations, even in smaller markets, it should bring about increased activity in putting programs on film."

Neil Reagan, vice president in charge, McCann - Erickson Inc., and president of Advertising Association of the West: "Considering the . . . time necessary to process applications and get stations operating, it will be perhaps a year or more before any impact on commercial telecasting will be felt."

Donn B. Tatum, TV director, ABC Western Division: "Lifting the freeze will unleash and set in motion the tremendous forces which have been gathering for the last three-and-a-half years and which will now bring television into full bloom as the greatest of all mass communications media."

Jerry Fairbanks, president, Jerry Fairbanks Inc., TV film producers: "I anticipate that there will be twice as many [TV] film programs on the air this fall as there are now, thanks to the ban lifting."

Frank Wisbar, producer-director, Wisbar Productions *Fireside Theatre* (sponsored by Procter & Gamble) and other film shows: "I anticipate that in the mad scramble for stations and programs only the best [TV film producers] will survive. The greater audience means to me greater demands and not a watering down of quality."

C. Burt Oliver, president and general manager, Foote, Cone & Belding, Hollywood: "Television as a major advertising medium, truly national in scope, can now become a reality and Hollywood's contribution to live and film production will inevitably increase."

Frank Samuels, western manager, radio-television department, William Morris Agency, Beverly Hills: "It now gives this medium the mass coverage that it should have and will bring a tremendous impact to many new cities. . . . It will also help alleviate the problem that networks and advertisers have faced in getting clearance for their shows in one or two-station cities."

Lee Ringer, president, Ringer & Assoc., Los Angeles, and president, Southern California chapter, American Assn. of Advertising Agencies: "The 'thaw' will enable smaller non-network advertisers to purchase profitable time slots, making television a more resultant medium."

Michael R. Hanna, general manager, WHCU-AM-FM Ithaca, N.Y., who announced April 15 that WHCU will file for UHF in Ithaca and plans to spend $250-500,000 to build: "I consider the FCC's educational phase of station allocations unrealistic."

Franklin M. Doolittle, president, WDRC Hartford, who has had an application for TV on file with the FCC since September 1947 stated WDRC will apply for Channel 3 in Hartford under the new allocations and will amend its application to conform with changed FCC conditions. (Hartford will have one VHF and one UHF channel for commercial use and one UHF educational channel.)

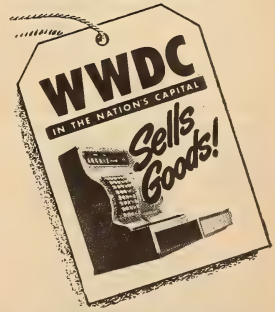
Edward E. Bishop, vice president of WGH-AM-FM Newport News, Va., whose owners applied for a TV construction permit in 1948, with the application caught in the freeze said WGH already has constructed a 417-ft. TV tower and that it is prepared to progress "with full steam" in constructing a TV station.

G. Richard Shafto, vice president and general manager of WIS Columbia, S. C. said his organization "will pursue with all possible speed its plans for a powerful new television station to be built in Columbia."

W. W. Warren, vice president and general manager, KOMO Seattle, Wash., who reports his station already has invested more than $750,000 in TV development, equipment and facilities and whose application has been on file since April 1948: "KOMO-TV can be in actual broadcast operation within a few months if construction permit is granted by the FCC."

Washington's

BEST



BUY

Ask your John Blair man for the whole WWDC story

SCHOOL TV

Methods of Financing Given Varied Study

METHODS of financing the construction and operation of noncommercial, educational TV stations are being investigated by educators in various parts of the country. They are being spurred by the end of the TV freeze [B•T, April 14].

In Kansas, state educators are understood to be proposing that the legislature authorize the setting aside of that portion of the personal property tax which represents the fee from TV receiver ownership.

The current Kansas personal property rate is $4.50 per $100 valuation. There are approximately 55,000 TV sets in the state, according to Radio-Television Mfrs. Assn. estimates of TV set shipments since Jan. 1, 1950. That would be a minimum of $247,500 of taxes paid on TV set ownership, if all set owners paid at least $4.50.

A subsidiary method of raising operating funds is also being investigated. On the assumption that educational TV stations will be on the air before commercial stations win out in contested hearings, educators have approached radio-TV dealers with this proposition: That they contribute a fixed amount to educational stations from each TV set sale made. The sum most mentioned is $5.

Since retailers are eager to see TV service in their cities, this idea has found them fairly sympathetic, it is reported.

Commission Set Up

New York's Gov. Thomas E. Dewey has signed legislation to set up a 15-man temporary commission to study the use of educational channels allotted the state. Spokesman for the governor last week indicated that a focal point of the study will be to ascertain to what extent, if any, the state government should operate stations and added that an alternate plan may also be considered: To leave administration of all channels to an association of the 87 colleges and universities within the state.

The commission would include eight legislative members and seven appointees of the governor, who will also designate the chairman and vice chairman.

Dr. Earl J. McGrath, U. S. Commissioner of Education, foresees a type of semi-commercialization which has not been broached before. Writing in the March 23 issue of *Parade*, the Sunday newspaper magazine, he suggested "noncommercial" sponsors. As he explained it, local civic organizations would pay for the production of shows in which they are interested. Since production would be done by college students, the costs would be low, Dr. McGrath pointed out. He also suggested that educational institutions could "can" a show on film and sell it to clubs and other civic organizations for airing on a non-commercial TV station.

In the 1951 annual report of the Office of Education just issued, Dr. McGrath suggested that educational stations might charge just the amount necessary to cover operational costs. He referred to the operations of Iowa State College's WOI-TV Ames, which accepts network commercials, but not local business.

"On the basis of past experience with commercial radio," Dr. McGrath said, "any idea that the educational needs of a school or college can be met satisfactorily by commercial television on a 'public service' basis must be flatly discouraged."

Formation of the Long Island (N. Y.) Radio-Television Council took place in March at a meeting in South Huntington, L. I., attended by representatives of over 400 schools, colleges, libraries, museums, etc. Council was established to act as the official agency to set up and run TV facilities in that area.

Officers elected were: Worthington A. Gregory, director of WSHS (FM) Floral Park, Sewankhaka High School radio station, and lecturer on educational radio and TV in Hofstra College, president; Dodd Craft, supervising principal, South Hunting schools, vice president; Charles E. Lawrence, audio-visual director, Riverhead High School, recording secretary; Horton Amidon, general educational department, Long Island Agricultural & Technical Institute, treasurer.

N.Y. STATE FILMS

Distributed to TV Stations

FILMED public service suggestions from various departments of the state government are to be distributed free to 13 television stations in New York by the State Dept. of Commerce, Commissioner Harold Keller has announced.

Produced by Radio, Television and Motion Picture Bureau of the department, the spots run about 20 seconds each with plans calling for production of further announcements from one to three minutes long. Three sample spots, now available, were made for the Motor Vehicle Bureau to advise that motorists heed "Slow—Children at Play" signs; for State Safety Division to stress need for preventing kitchen accidents, and for state police to explain school bus laws.

Program is extension of radio plan, adopted in 1946, under which 1,667 spot announcements were distributed to 152 stations in past year. The AM announcements represented some 40 state agencies who received an estimated $1 million worth of free broadcast time, allotted by stations as a public service.

Educators, JCET

(Continued from page 82)

in this field. Typical were these comments:

Laurence A. Kimpton, chancellor, U. of Chicago: "The FCC is to be commended for allocating a TV channel over which the educational institutions of Chicago can cooperate in using their resources to produce programs of significance and quality. I am sure the people of Chicago will want to assist the educators in their joint operation of a TV station, which we hope will become a part of a national education program service."

The Rev. James T. Hussey, S.J., president, Loyola U., Chicago: "This decision opens great vistas in the field of education. The question has been raised whether educational institutions can cooperate effectively in this type of enterprise. I am confident that such cooperation is not only possible but will bring a new dimension to American television."

Dr. John T. Rettaliata, president, Illinois Institute of Technology: "By reserving Channel 11 for a non-commercial educational television station in Chicago, the FCC offers this city a great opportunity. The educational and cultural impact of such a station can be a real civic asset. IIT has offered land and architectural assistance for the physical establishment of the proposed station."

Franklin Murphy, chancellor, Kansas U., and James A. McCain, president, Kansas State (joint statement): "We are gratified to have the FCC continue to express its faith in the future of TV for educational purposes."

AFM TRUST FUND

L. A. Local Asks Change

BECAUSE it blocks musicians from obtaining work, a change in the AFM 5% trust fund format setup to which TV film producers must contribute is urged in petitions being circulated among members of Los Angeles Musicians Mutual Protective Assn., Local 47.

More than 2,000 Los Angeles musicians already have signed petitions which are to be sent to James C. Petrillo, union president, for submission to AFM national executive board.

Aware of the campaign, Phil Fischer, vice president in charge of radio-TV, acknowledged there is considerable feeling among Local 47 members that format structure should be changed because under present setup rather than pay 5% royalty fee, TV producers by-pass live music in favor of foreign sound tracks which have no restrictions.

He found, too, that many band leaders and sidemen feel that 5% format is defeating its purpose by lessening job opportunities. However, he said, nothing can be done about it until a formula acceptable to all can be worked out.

It was suggested that another formula with a set fee for TV film producers rather than 5% might be considered by AFM.

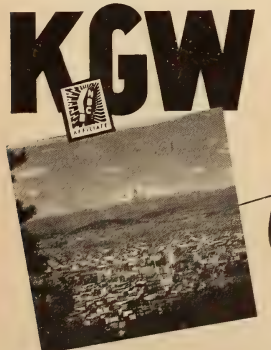
Several musicians active in circulating petitions declared they would be willing to cut their own three-hour scale from $50 to $45 and donate the difference to the AFM trust fund. While realizing this would mean much less money for the trust fund, they maintain it would be more beneficial in the long run, since shelving the formula would mean more work. Increased activity among musicians would eventually more than make up for it as far as the welfare fund is concerned, it was maintained.

CIO TELEVISION

Series Debuts on WMAL-TV

FIRST venture of a labor organization into the TV film field on a national basis took place in Washington April 18 when the new CIO series began on WMAL-TV there. *Issues of the Day* will be televised for 13 weeks over that station at 10:30 p.m. Friday. Series is available to local CIO groups for sponsorship on stations in industrial communities where members of the union are employed.

Films are designed to explain attitudes of organized labor.



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S.F. CH. 2

'Reservation' for Don Lee Cancelled in FCC Action

SAN FRANCISCO's Channel 2 was thrown back into the pot of available channels in that city last week when the FCC wiped the hearing status slate clean in the wake of its Sixth Report and Order [B•T, April 14].

Since 1948, Channel 2 in San Francisco was reserved for Don Lee. Don Lee failed to get a TV grant in the 1946 San Francisco hearing because it was up for FCC investigation on network practices. In 1950, all its licenses were renewed, but because the TV freeze was then in force, no action was taken on its Channel 2 application.

At the end of 1950, sale of Don Lee properties to General Tire & Rubber Co. (owner of Yankee Network and now WOR-AM-FM-TV New York) was approved by the FCC. Since 1950, Television California, TV applicant for San Francisco composed of oilmen Edwin W. Pauley, R. H. Chamberlain and C. L. McCarthy, had asked that Channel 2 be returned to the San Francisco list of available channels. It was turned down once, the Commission claiming that its petition was "premature."

Application Considered New

In last week's memorandum opinion, FCC declared that since Don Lee was now owned by General Tire & Rubber Co., its application for San Francisco should be considered as a new application. It, therefore, removed the reservation from that city's Channel 2.

In other actions last week, the Commission denied the following petitions:

Peoples Broadcasting Co. (WLAN) Lancaster, Pa. — Petitioned for comparative hearing with WGAL-TV for Channel 8 in Lancaster. WGAL-TV is required to move from Channel 4 to Channel 8 under the FCC's Sixth Report. Commission said, in denying the WLAN petition, that the request may be submitted again when and if WLAN resubmits the Channel 8 application in accordance with the new rules and standards.

Zenith Radio Corp. (WEFM (FM)), Chicago—Petitioned for ruling on question whether the Commission had the right to move WBKB (TV) from Channel 4 to Channel 2 in light of the fact that Zenith had applied for that channel and had used it for Phonevision experiments and tests. Commission said, in denying the Zenith petition, that the request may be raised again when and if Zenith resubmits its Channel 2 application in accordance with new rules and standards.

National Broadcasting Co. (WNBT (TV)), New York—Applied for increased power and change type of transmitter in 1948. Set for hearing then and maintained in hearing status during freeze. However, the FCC granted a change of transmitter in 1949, but forgot to remove the application from hearing status. Commission's action last week remedied that oversight.

In the list of cities whose TV applications were removed from hearing status [AT DEADLINE, April 14], the following cities were omitted: Lawrence, Mass.; Bellaire, Ohio; New Bedford, Mass.; Troy, N. Y.; Easton, Pa.; Oakland, Calif. All are part of other markets which were listed.

Joint TV Bids

(Continued from page 69)

might approximate the number of channels to be made available to the Denver area, television in a city long denied by an arbitrary freeze what other cities have long enjoyed would have its rights restored at an early date.

Accordingly, it would be most helpful if the Commission would clarify its policy concerning the filing of applications by two or more AM stations for a television license. I feel a straightforward reply to the questions which are set forth below would prove most helpful to a group of very sincere, experienced and cooperative radio operators anxious to bring television to a million people who are clamoring for the privilege of enjoying what has been available to their fellow Americans elsewhere.

a. Can the officers, directors, or stockholders of two or more AM radio stations serving the same city be granted a license to operate a TV station, and be permitted to retain their holdings in their individual radio stations if the radio stations continue to be operated as separate entities?

b. If two AM stations licensed to serve the same city join in an application for a television station, would such an application be at any disadvantage either by rule or Commission policy as against an application by parties not engaged in radio station operation?

c. Would there be any prejudice on the part of the Commission against the granting of such a joint application?

d. Would a joint application of two or more AM radio stations per se be in conflict with the public interest provided that the operation of said radio stations will continue to be operated as separate entities?

I would appreciate an early reply to these questions since a positive clear-cut answer to these questions might avoid long drawn-out hearings, endless litigation and years of delay in the granting of television licenses in Denver.

Chairman Walker's reply stated:

I am all for straightforward answers and that is just the kind of answers that I would like to supply to the inquiries you pose in your letter of March 12 concerning cooperative ownership of TV stations by AM operators. But I do not even have these answers myself.

As a matter of fact, Senator Johnson, although there have been inquiries of the staff and discussion by some staff members with outside lawyers, this problem has not yet been considered by the Commission itself.

I am sure that because of the financial burden of TV, the scarcity of channels and the desire to avoid the delays of hearings, this cooperative arrangement is going to occur to quite a number of AM operators. And it is a problem that the Commission is going to have to formulate a policy for. It would be helpful if we could explore this matter and chart our course right now, but as you know, we are bending all our efforts these days toward one objective—the lifting of the freeze.

Frankly, at this stage I have not even had time to study this problem and make up my own mind. I am for getting TV going as quickly as possible. On the other hand, during my 18 years on the Commission, I have been particularly concerned with the protection of the public against the dangers of excessive concentration of control over the mediums of mass communication. I would want to study that angle most carefully.

I feel sure that while the citizens of Denver are eager for television without further delay, they, too, in the long run, will be concerned with the type of control exerted over their channels of communication. Guarding freedom of speech must be balanced against the desire for quick action.

I will welcome any further information or inquiries which may come to your attention for they will help to sharpen this problem.

In view of these considerations I hope we may count upon your understanding and the continued patience of the citizens of Denver with whose desire for television I have the deepest sympathy.

Telestatus

(Continued from page 76)

izontal panning, long and continuous running dolly shots or any combination of these effects.

Handled by a two-man crew, the crane's principal feature is a counter-balanced boom mounted on the mobile chassis by means of a rotating center column. Camera and cameraman are supported on a rotating mount on boom's forward end. Boom, operated manually, can be raised or lowered or rotated fully 360°.

Crane is moved manually with a push-bar at the rear and rolls on eight dual-mounted hard rubber-tired wheels. The rear steering wheel allows both synchronous and differential steering.

* * *

'Lucy,' 'Talent Scouts' Top Trendex Ratings

TOP TEN network evening programs released by Trendex Inc., N. Y., for the week of April 1-7, are:

1.	I Love Lucy (CBS-TV)	50.4
2.	Talent Scouts (CBS-TV)	49.3
3.	Godfrey's Friends (CBS-TV)	36.5
4.	You Bet Your Life (NBC-TV)	33.7
5.	Red Skelton Show (NBC-TV)	32.9
6.	Your Show of Shows (NBC-TV)	32.4
7.	Comedy Hour (Abbott & Costello) (NBC-TV)	32.4
8.	My Friend, Irma (CBS-TV)	31.5
9.	Star Theatre (Berle sub) (NBC-TV)	31.3
10.	Strike It Rich (CBS-TV)	29.9

* * *

Picture Tube Replacement To Top Million Mark

SURVEY conducted by General Electric Tube Dept., Syracuse, N. Y., to determine market for replacement tubes in TV sets and home and car radios, announced by J. T. Thompson, manager of GE replacement tube sales, shows that about 1,100,000 picture tubes worth $44,000,000 and 110,000,000 receiving tubes worth $220,000,000 will be sold this year for television and replacement purposes.

Study also reveals that the receiving tube industry is about to pass a major landmark. More than 950,000,000 receiving tubes are now in operation. Within the next few weeks, the figure is expected to pass the one billion mark.

In commenting on the value of the survey to individual distributors in sales campaigns, Mr. Thompson stated: "We have felt for quite some time that the replacement tube sales potential has been slighted in the surveys of electronics markets. Therefore, we felt an obligation to undertake a scientific analysis of the market open to distributors of replacement tubes for television and radio receivers."

Survey was conducted under the direction of Roger B. Yepsen, tube department manager of marketing research. It is expected that the study will be made annually.

TV SET GIFT

To Aid Instruction

A TELEVISION set is being used at Syracuse U. to aid in the training of journalism and advertising students.

The set, a 20-inch Sylvania model, was a gift of Baldwin-Hall Inc., Syracuse distributor, and the Sylvania Co. Caley E. Augustine, promotion manager, WSYR-AM-FM-TV Syracuse, helped make arrangements for the gift.

Acting Dean W. C. Clark, School of Journalism, commented that television permits an entire class to view news events in the making. News stories can then be written about the event by the students. In this way the professor may check the students' powers of observation and analysis.

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WESTINGHOUSE STATIONS, EIGHT TV OUTLETS RENEWED

FCC cleaned up large number of pending temporary licenses Friday when it (1) renewed eight TV stations placed on temporary license last February for not showing religious and/or educational programming for composite week [B•T, Feb. 4]; (2) renewed all Westinghouse stations which had been on temporary for more than year pending FCC consideration of that company's anti-trust record; (3) renewed WJZ-TV New York which had been placed on temporary for carrying horse race programs [B•T, March 3].

After showing that composite week did not indicate true picture of religious and/or educational programs, or that stations had instituted or had planned to institute such programs, FCC renewed for regular period licenses of following TV stations: KING-TV Seattle, WGN-TV Chicago, WJAR-TV Providence, WLWC (TV) Columbus. WLWD (TV) Dayton, WLWT (TV) Cincinnati, WOR-TV New York, WOW-TV Omaha. Still on temporary, of the 26 originally cited. are KPHO-TV Phoenix and WNHC-TV New Haven. Only TV station also still on temporary is KTTV (TV) Los Angeles, involved in a question of privacy rights.

Renewed because FCC found that anti-trust involvements did not disqualify it as a licensee were licenses of the following Westinghouse stations: WBZ-AM-FM Boston; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh; KYW-AM-FM Philadelphia; WOWO-AM-FM Fort Wayne; KEX-AM-FM Portland, Ore.

Still on temporary license while FCC looks into anti-trust cases against them are General Electric's WGY and WRGB (TV) Schenectady, Loew's Inc.'s WMGM New York, Paramount Pictures' KTLA (TV) Los Angeles. United Paramount's WBKB Chicago, KFBB Great Falls, Mont. (latter is also under scrutiny on the question of minority owner Anaconda Copper Mining Co. extending its holdings to control station).

WJZ-TV was first of 16 stations cited for carrying horserace programs to have license renewed. Renewal was granted after ABC station informed FCC it had ceased carrying broadcasts of horseracing.

Renewed also after several years were licenses of Wesley Dumm stations KSFO and KPIX (TV) San Francisco. They had been in temporary status while FCC looked into arrangements licensee had with previous church group owners.

Complete list of Friday renewals will be published in April 28 issue of BROADCASTING • TELECASTING.

GROUP ACQUIRES KEPO

CONTRACT has been signed for sale of KEPO El Paso, Tex., from Rawley-Brown Corp. to four Minneapolis-St. Paul businessmen for $207,500. Heading new owners is Miller C. Robertson, vice president and sales manager of KSTP-AM-TV Minneapolis-St. Paul. Associated with him are W. A. Porter Jr., W. B. Pratt and R. I. Richardson. Each will hold 25% of stock. Application for transfer will be filed with FCC shortly. Mr. Robertson will become general manager of station, as well as president of corporation in July, assuming FCC approval by then. KEPO is on 690 kc with 5 kw, holds a CP for 10 kw. It is affiliated with ABC.

AM SPEED-UP PLAN

SPEED-UP in AM processing line was proposed by FCC Friday. Scheme envisages setting up two lines, with preference given applicants proposing a station in a community not now with one or service to areas not now receiving broadcast signals.

Commission called for comments on proposal by May 12. It also specified that an application to be considered proposing to serve an unserved area must show that 25% of its coverage is to area not now getting primary service, day or night.

Proposal is in line with several petitions filed with FCC last six months asking that Commission give priority to applicants seeking to give their communities first local radio stations [B•T. Jan. 21; Nov. 12, 1951].

FCC FEARS CENSORSHIP IN CAMPAIGN CONTROL BILL

CENSORSHIP dangers are seen by FCC in proposed legislation requiring political speakers to post bond as protection to broadcasters against civil or criminal actions. Commenting Friday on bill (S-2539) pending in Senate Interstate & Foreign Commerce Committee, FCC told committee bond requirement might cause bonding firms to demand right to see and censor scripts before agreeing to issue any bond. (See election story page 26).

Instead, FCC proposes, legislation should specifically exempt licensees from liability for defamatory nature of any broadcast made pursuant to provisions of Section 315 of Communications Act.

Commission favored clause in S-2539 extending provisions of Section 315, covering equal time requirement for reply to candidate's talks, which would extend section's provisions to cover "any person authorized in writing by a candidate to speak on his behalf."

FCC recalled its Port Huron decision took the stand that Section 315 has the effect of exempting licensees from liability in courts because Congress specifically denied licensee the power of censorship over political material. However, FCC added, "this view has not received universal acceptance nor definitive judicial support." For this reason it has been urging revision of Section 315, the statement points out.

KUDOS FOR KLAUS

THEY'RE singing praises of Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles in overcoming what appeared to be insuperable obstacles in arranging for first telecast of actual atomic blast scheduled sometime this week, at Yucca Basin, 80 miles from Las Vegas, Nev. (see story, page 74). Working for Television Assn. of Los Angeles, Mr. Landsberg last week reportedly completed setting up of relay system when others had given up. Task included dropping of equipment by helicopter on strategic peaks.

PEOPLE...

ROYAL V. HOWARD has taken leave of absence from KIKI Honolulu to be executive engineer of Radio Free Asia, of which John Elwood is director. He is in Washington for consultation. Bill Meyers, KIKI vice president and general manager, in charge during Mr. Howard's absence.

RUBEY COWAN, former head of radio-TV departments for Famous Artists Corp., Paramount Pictures, and before that NBC executive, named head of radio & television, Hamilburg Agency, Hollywood. Mr. Cowan will divide time between New York and Hollywood.

HARRIET HALSBAND, Kagron Corp., N. Y., to Town Hall of America as co-manager of radio and television department, effective today (Monday).

YOUNG HEADS NBC PRESS

APPOINTMENT of Frank Young as director of NBC press department announced today (Monday) by Sydney H. Eiges, vice president in charge of press and information. With NBC as public relations representative since February 1951, Mr. Young succeeds Josef C. Dine, who resigned to become public relations director of Ziv Television Programs Inc. [B•T, April 7]. Mr. Young is veteran of United Press, *New York Daily News*, and *News*-owned WPIX (TV) New York. Native New Yorker and 1934 graduate of Washington & Lee U., he joined UP in Washington, transferring to New York in 1935 as reporter, feature writer and editor specializing in coverage of entertainment field.

DuMONT SELLS TRANSMITTERS

DuMONT LABS. sold over $5½ million worth of TV broadcast equipment, including 32 TV transmitters in the two weeks between the NARTB Chicago convention March 31 and issuance of FCC's final TV report April 14, Herbert E. Taylor, manager of the TV Transmitter Division, announced Friday. Of the 32 transmitters, 23 were VHF and nine were 5 kw UHF. VHF transmitters can be delivered this year, Mr. Taylor said; UHF transmitters can be delivered beginning early in 1953.

CREAMER LEAVING WOR

JOSEPH CREAMER, advertising and promotion director WOR and WOR-TV New York, resigning effective May 1 after 16 years with station. Following short vacation he plans to open office as free-lance advertising and public relations consultant. Widely known, he has been frequent winner of Harvard Annual honors for advertising writing, as well as other awards. He joined WOR Feb. 3, 1936, as promotion director.

WALKER WARNS EDUCATORS

(Continued from page 5)

the late W. W. Charters, IERT co-founder. Attendance at the institute had reached 1,000 late Friday.

Comr. Frieda B. Hennock told educators that although they had won their point in obtaining TV station reservations, "I cannot advise you that the fight is over." She said "formidable obstacles" would have to be surmounted.

Aside from her scheduled talk, Comr. Hennock at a later session Friday night implied laxity on part of educators in pursuing TV facilities. She urged they get into television now, regardless of how limited initial effort might be.



FASTEST GROWING FOUR-YEAR-OLD IN RICHMOND

After four years, television has lost none of its magic in Richmond, though much of its mystery. From the moment WTVR, the South's first TV station, was unveiled it became the most sought-after guest in more homes than set makers could frequently supply.

Today, more than 118,000 homes in the WTVR area are television equipped and the number continues to grow in beanstalk-like fashion.

In Richmond your most important step for national sales is to get in step with the Havens & Martin stations, pioneers in AM, TV and FM. Ask your nearest Blair man for particulars.

Havens & Martin Stations are the only complete broadcasting institutions in Virginia.

WMBG AM
WTVR TV FIRST STATIONS OF VIRGINIA
WCOD FM

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.

People Fly



In 1903, man finally did it—invented flying machines. But nobody wanted a ride.

The early airlines, that sprang up all over America, died, merged, folded, and were forgotten because, to most people, flying was strictly for the birds.

Then Southern California got into the act. Maybe the sunshine, maybe the hankering to get places, maybe the consistent use of radio advertising—but Southern California *flew*. Southern California has the oldest airline in America—by tomorrow morning we'll probably have the newest.

Moral: Whether you sell airlines or aspirins—sell them *first* in Southern California where it will do the most good. Sell them best on the station that serves Southern California best—on KMPC. That's where so many things *really* start.

KMPC is the station that covers Southern California like a network. You *could* buy 38 stations, and not cover Southern California the way KMPC does. KMPC reaches more people, far more people, than any other independent radio station in the West. Whatever you sell, wherever you make it, use KMPC and get power where it really counts!

KMPC



710 KC LOS ANGELES

50,000 Watts Days • 10,000 Watts Nights • Affiliate Liberty Broadcasting System • Represented Nationally by H-R Representatives, Inc.

RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM

APRIL 28, 1952

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

...ail MBS President ...s White Resigns
Page 23

...t Radio Inroads Told ANPA
Page 23

...oadcaster Libel Relief Urged
Page 25

...izure Inference ...thdrawn by HST
Page 25

TELECASTING
...egins on Page 55

The Newsweekly of Radio and Television

21ST year

DOMESTIC SERVICE
Check the class of service desired; otherwise this message will be sent as a full rate telegram
FULL RATE TELEGRAM | SERIAL
DAY LETTER | NIGHT LETTER

WESTERN UNION
1206
W. P. MARSHALL, PRESIDENT

INTERNATIONAL SERVICE
Check the class of service desired; otherwise this message will be sent at the full rate
FULL RATE | LETTER TELEGRAM
VICTORY LETTER | SHIP RADIOGRAM

NO. WDS.-CL. OF SVC.	PD. OR COLL.	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

KEYSTONE STEEL & WIRE CO
PEORIA ILL TWX PE 8519 CLG

MR GLENN SNYDER
VICE PRESIDENT AND GENERAL MANAGER
RADIO STATION WLS
CHICAGO ILL

ON THIS ANNIVERSARY OCCASION WE SINCERELY EXTEND SPECIAL CONGRATULATIONS TO YOUR ENTIRE ORGANIZATION WE'RE PROUD TO HAVE BEEN ASSOCIATED WITH YOU FOR TWENTY OF YOUR TWENTY-EIGHT YEARS

KEYSTONE STEEL & WIRE CO
R E SOMMER PRESIDENT



We're proud, too, Mr. Sommer...

● Proud of our association with you at Keystone . . . with Murphy Products Company of Burlington, Wisconsin . . . with Warp Bros. and their Flex-O-Glass . . . with Phillips 66, the gasoline and motor oil folks (over 60 years of sponsorship just in those four WLS advertisers) . . .

We're proud of America's oldest continuous radio broadcast . . . the National Barn Dance . . . and of the first farm service program, Dinner Bell time . . . and the first Homemakers' hour, all started with WLS 28 years ago. All part of the radio experience available to serve the people . . . the nation . . . and our good advertiser friends like you, Mr. Sommer, throughout Midwest America.

for 28 years, the

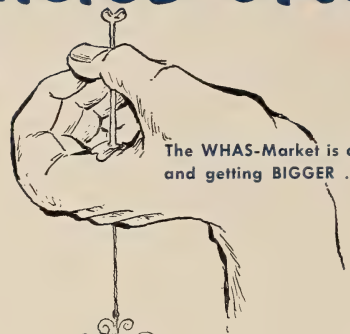
WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Go where there's GROWTH...

GO WHAS!



The WHAS-Market is a balanced market . . . and getting BIGGER . . . in a healthy way.

KENTUCKY LEADS ALL STATES IN FARM LAND INCREASE

Kentucky's land value increase of 222% over pre-war values tops every other state, is 89% *greater than the U.S. average.* Neighboring Southern Indiana shows a record high of 203% increase in land value.

LOUISVILLE INDUSTRY NOW RANKS 2ND IN THE SOUTH

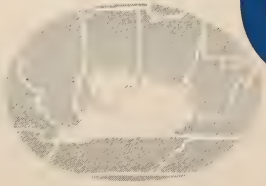
Latest available U.S. Census figures show that Louisville ranks 2nd in value added by manufacture in Southern cities . . . exceeded only by Baltimore. Louisville's non-agricultural employment has increased 30% in the past ten years.

GO WHAS!

BENSON AND BENSON shows WHAS has more listeners morning, afternoon and night than all other Kentuckiana stations combined.

PULSE shows the top ten evening shows heard in Metropolitan Louisville are on WHAS. The top ten daytime shows are on WHAS, and 3 of those are WHAS produced programs.

EVERY WHAS NEWS PROGRAM has more listeners than any other program heard at the same time, day or night.



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

CBS
WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago



in PROVIDENCE **WHIM** beats the

dial 1110

pants off the network stations . . .



Yes! A greater audience than 3 Networks combined!

MON. THRU FRI.	SHARE OF AUDIENCE				
	WHIM	NET. A	NET. B	NET. C	NET. D
12 Noon-6 PM	34.7	33.6	15.6	11.9	0.5

SOURCE HOOPER MARCH 1952



1000 WATTS **WHIM** **1110 Kc**

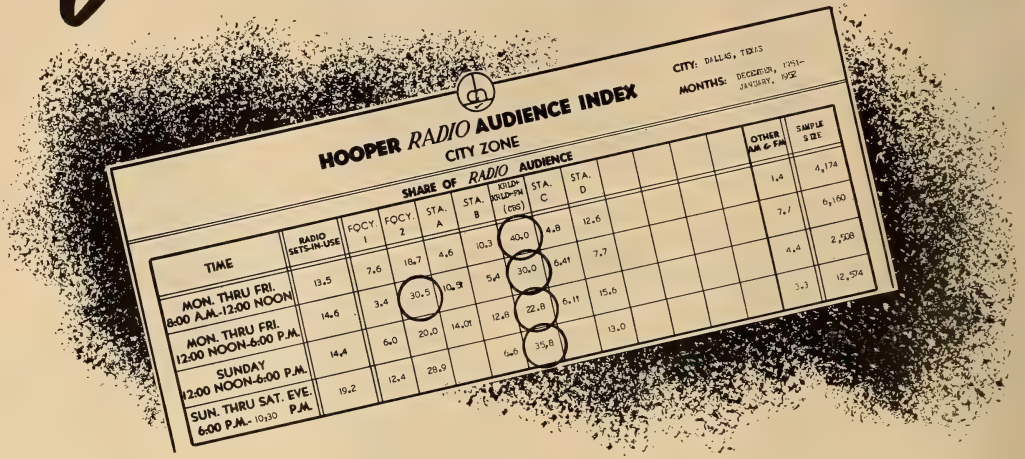
Providence, Rhode Island

National Representatives **Headley-Reed Co.**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD first again!

50,000 Watts Serving the Great Southwest!



Exclusive DALLAS-FORT WORTH Outlet for Top-Rated CBS Shows

113.9% **MORE MORNING AUDIENCE**

14.0% **MORE SUNDAY AUDIENCE**

23.9% **MORE EVENING AUDIENCE**

than the second highest rated radio station or frequency.

AFTERNOON TIME

KRLD has 30.0, with the next Station 30.5, less than 1% difference.



JOHN W. RUNYON, *President*
CLYDE W. REMBERT, *General Manager*

Owners and Operators of
KRLD-TV CHANNEL 4

The Branham Company, *Exclusive Representative*



at deadline

CLOSED CIRCUIT

WHILE Frank K. White, who retires as president of Mutual May 31 (see story page 23) has not announced future plans, it's known that he has received number of proposals from corporate entities in past year. And, while he's keeping his own counsel, it won't come as surprise if he joins another radio-TV connected company—probably network.

ENIGMA: Procter & Gamble, top radio-TV spender ($25,739,280 on network radio-TV in 1951) is concerned about cost of TV on nationwide coverage basis, now that freeze is lifted. Red Skelton program, for example, would figure at $10 million yearly for talent, time and cable cost based on present network cost-per-thousand.

LIGGETT & MYERS, N. Y. (Chesterfield cigarettes), over-extended its advertising budget in radio past season and as result is dropping sponsorship of $22,000 (for talent) Bob Hope radio show on NBC and $25,000 Bing Crosby show on CBS Radio, plus one quarter-hour of its half-hour daily segment of Arthur Godfrey on CBS Radio. Chesterfield will pick up sponsorship of Martin & Lewis on NBC Radio next fall (for about $10,000 for talent) and probably will expand its current Perry Como strip on NBC-TV. Among present Godfrey sponsors, it's understood, at least two or three are ready to add quarter-hour which Chesterfield drops.

U. S. RUBBER Co. and Coca Cola Co., both bidding for Bing Crosby's services on CBS Radio and possibly TV next season. Representatives from both firms in Hollywood last week talking deals with him and brother Everett Crosby, who agents for actor-singer.

FCC has supplied Senate Appropriations Committee with additional data to justify its $8 million fiscal 1953 budget from which House chopped $2 million [CLOSED CIRCUIT, April 21]. Details will be incorporated in release of hearings coincident with Appropriations Committee's report, probably several weeks away, according to committee sources.

THERE is indication that FCC may soon—within week or two—come up with starting date of thrice-postponed theatre TV hearings. Speculation now points to a fall beginning, most likely after September.

ADHERING closely to New Year's predictions on radio's financial health, is report from one network affiliated station in Class A market for first quarter showing local sales up 19.5%; national spot up 34.3%; network down 25.9%, figuring rate cut.

TELEVISION for Philippines is object of visit to United States of Pedro Belanca and Jose Lovina, mechanical engineer. Mr. Belanca's identified with large distillery in Manila.

FIRMING UP of plans for broadcast operations of Committee for Radio Free Asia Inc. was object of mission to Washington during

(Continued on page 6)

MBS FORMAT CONTINUES, O'NEIL TELLS AFFILIATES

MUTUAL Board Chairman Thomas F. O'Neil, who also assumes presidency when Frank White leaves May 31 (see story page 23), reportedly assured members of Mutual Affiliates Advisory Committee meeting in New York Friday that change in Mutual's type of network operation, which has long been speculated, is not now contemplated.

At closed meeting discussing Mr. White's resignation and his own election as president, it was reported unofficially afterward, Mr. O'Neil also stressed that MBS should continue as network predominantly composed of large number of relatively small stations mostly in non-metropolitan markets, with emphasis on acceptability and flexibility. He was understood to have reiterated view that continued co-existence of four networks is economically unfeasible but that Mutual intends to prosper.

He was also quoted as saying that Mutual plans to enter TV network field, probably on film basis.

Chairman O'Neil, who heads General Tire & Rubber Co.'s radio-TV interests, which since January includes control of Mutual stock (almost 60%, praised retiring president and his success as Mutual head and, in recognition of esteem in which Mr. White is held by affiliates, conceded that he himself was "on the spot" in Friday appearance before committee.

MAAC members afterward appeared impressed with Mr. O'Neil's talk, his grasp of station and network problems, and his plans for future.

Mr. O'Neil also was understood to have confirmed that employment of sportscaster Harry Wismer by Thomas S. Lee Enterprises, General Tire's radio-TV company, was primarily for promotional work on behalf of sporting goods products of Pennsylvania Rubber Co., General Tire subsidiary [CLOSED CIRCUIT, April 21].

Mr. White preceded Mr. O'Neil in brief talk to MAAC, expressing appreciation for support given him by affiliates throughout his tenure. It also was disclosed that MBS board had voted bonus for him.

William H. Fineshriber Jr., Mutual executive vice president and newly elected to board of directors, took charge of meeting for further discussions after Messrs. White and O'Neil completed their talks.

All MAAC members were present, headed by Chairman Gene Cagle, KFJZ Fort Worth.

Other MAAC members include: John Cleghorn, WHBQ Memphis; Victor Diehm, WAZL Hazleton, Pa.; Fred Fletcher, WRAL Raleigh, N. C.; George Hatch, KALL Salt Lake City; Rex Howell, KFXJ Grand Junction, Col.; E. J. McKellar, KVOX Moorhead, Minn.; Robert McRaney, WCBI Columbus, Miss.; Hugh Potter, WOMI Owensboro, Ky.; Porter Smith, WGRC Louisville, Ky.; Fred Wagenvoord, KORG Cedar Rapids, Iowa, and Jack Younts, WEEB Southern Pines, N. C.

BUSINESS BRIEFLY

DORMIN EXPANDS ● Dormin Sleeping Tablets, N. Y., currently using radio spots in such cities as New York and Boston, planning to expand into other radio markets. Agency, Dowd, Redfield & Johnstone, N. Y.

FARM AREA SPOTS ● Hercules Toxathene, Wilmington, Del., preparing radio spot announcement campaigns for farm areas in Southwest starting today (Monday) for 13 weeks. Agency, Fuller & Smith & Ross, N. Y.

DIAMOND SALT SPOTS ● Diamond Krystal Weather-Proof Salt, N. Y., starting radio spot campaign May 5 for 13 weeks. Agency, Benton & Bowles, N. Y.

AGENCY NAMED ● Chicago Office of Buchanan & Co. Inc. has been appointed by J-A. Corp., Chicago, to direct advertising for new product, Lemon Quick, powdered lemon concentrate. Initial plans include spot radio.

FALSTAFF PACKAGE ● Falstaff Brewing Corp., St. Louis, has bought CBS-TV's film package series *Cases of Eddie Drake* for placement on WKY-TV Oklahoma City, effective immediately, and on KMTV (TV) Omaha, effective May 2. Agency for Falstaff, Dancer-Fitzgerald-Sample, N. Y.

HOLLINGBERY NAMED

WHIO Dayton, Ohio, and WIOD Miami, Fla., have appointed George P. Hollingbery Co. as national representative effective May 1. Hollingbery firm has been representing WHIO-TV. Stations belong to James M. Cox group.

PROCTER & GAMBLE BUYS 2½ HOURS RADIO ON NBC

SIGNING by Procter & Gamble for purchase of 2½ additional hours of morning time per week on full NBC radio network [B•T, March 17] is being announced today (Monday) by John K. Herbert, NBC vice president in charge of radio network sales, who viewed "this major purchase by the country's largest advertiser" as "distinct affirmation of faith in the power of network radio."

Time period is 9:30-10 a.m., currently not programmed by NBC for network. Starting June 23, P&G (for products not yet specified) will sponsor *Young Dr. Malone* and *Brighter Day* in this segment, Monday through Friday. Contract was placed direct.

"We of the NBC radio network are heartened by this concrete evidence of Procter & Gamble's realization of the undeniable attributes of radio which make it an imperative buy for the advertiser who seeks to deliver his sales message to the greatest number of people, with maximum effectiveness, at lowest cost," Mr. Herbert said.

Sale brings P&G time on NBC radio to 12½ hours weekly, adding to *Welcome Travelers* (10-10:30 a.m.); *Life Can Be Beautiful, Road of Life, Pepper Young's Family, Right to Happiness,* and *Backstage Wife* (3-4:15 p.m.), and *Lorenzo Jones* (5-5:45 p.m.).

for more AT DEADLINE turn page

at deadline

TV NETWORK TIME SALES TOPPED RADIO IN MARCH

TIME sales of television networks topped those of radio networks for March, again showing change in radio-TV relationship in past year, according to March report of Publishers Information Bureau.

Gross time sales of four radio networks in March totaled $14,520,393, more than million dollars under $15,835,973 combined gross time sales of four TV networks. This is considerably different picture than that given by figures for March 1951, when combined radio network gross was $16,418,947 and TV network gross was $9,645,246.

Network-by-network gross billings for March and for first quarter, with 1952 compared to 1951, follow, for both radio and TV:

NETWORK RADIO

	March 1952	March 1951	Jan.-Mar. 1952	Jan.-Mar. 1951
ABC	$ 3,355,715	$ 2,891,339	$ 9,835,164	$ 8,693,478
CBS	5,154,077	6,793,966	15,103,981	19,725,329
MBS	1,826,527	1,648,006	5,126,208	4,617,598
NBC	4,184,074	5,085,636	12,535,445	15,033,209
TOTAL:	$14,520,393	$16,418,947	$42,600,798	$48,069,614

NETWORK TELEVISION

ABC	$ 2,076,782	$ 1,539,470	$ 6,245,710	$ 4,123,040
CBS	5,643,123	2,993,902	15,820,809	8,195,406
DuMont	758,763	457,811	2,224,455	1,299,417
NBC	7,357,305	4,654,063	21,430,161	12,790,645
TOTAL:	$15,835,973	$9,645,246	$45,721,135	$26,408,508

CIVIL DEFENSE TESTS CONDUCTED BY TWO STATES

ANNUAL series of New York State civil defense tests, scheduled to have started Saturday on Long Island, were expected to follow more detailed and extensive procedure, with radio stations, braced for possible "communications paralysis," assigning some personnel to stand by for "emergency" assignments only.

WHLI Hempstead, located one mile from hypothetical atom bomb burst, was designated monitor station for others in Nassau County to relay confirming announcements—some by special transcription—primarily to C. D. workers. Although WHLI will remain on air, spokesmen said Friday that station was ready for program interruptions from time of blast, between 8-9 a. m., until C. D. workers receive dismissal some hours later. Outlet publicized impending test with special spot announcements throughout week plus reports on regular news shows and hoped, if allowed, to tape record progress at bomb scene during test.

New Jersey planned statewide air raid test this week, with WNJR Newark, as member of State C. D. Radio Network, ready to broadcast alert signal and official instructions to public. Station also scheduled exclusive live broadcast from C. D. information-communications center immediately following 10-15 minute test, with on-scene evalution of results by state and federal C. D. officials.

TV REPAIR FRAUDS PROBED

GRAND JURY in Chicago investigating TV set repair frauds in which firms reportedly get $1,000 a day after complaints by legitimate servicemen and public. Frank A. Moch, president, Television Installation Service Inc., told jury how repair men get initial call by advertising lower fees, remove good tube and replace with old one, sell old tubes as new and overcharge. He said fraud was prevalent in New York about two years ago.

In this Issue—

Thomas F. O'Neil, already chairman of the board, takes over MBS presidency as Frank White resigns. It's the first major realignment since General Tire & Rubber Co., of which Mr. O'Neil is vice president, took over control of MBS. *Page 23.*

Is there anything to the talk about sponsors cutting back on TV? Not much, according to a B•T roundup. The dozen that have cancelled TV network shows recently have or will put the money into other TV or radio campaigns. *Page 57.*

Two bogeymen show up at the annual American Newspaper Publishers Assn. meeting. They're spot radio, which is believed a threat to local newspaper revenues, and television, which has already taken some money from the daily press. *Page 23.*

Hamstrung by present political broadcasting laws, broadcasters need legislative relief immediately. Protection against libel is the biggest demand. *Page 25.*

Is anybody going to appeal the FCC thaw to the courts? If so, action is apt to come from Pennsylvania, New Jersey or any of the Gulf States where rigid adherence to the 170 mile VHF separation kept some cities from getting more VHF. *Page 58.*

Radio and TV are drafted by The Advertising Council to help raise emergency funds for Red Cross for rehabilitation of flooded Midwest. Broadcasting's flood coverage is extensive. *Page 27.*

Joint committee of broadcasters, aviation industry and government agencies formed to figure out how to place tall TV towers so they will give maximum benefit to telecasting at minimum hazard to flying. *Page 57.*

Here's a post-freeze problem for TV networks. Of the biggest 25 markets, only five will have as many as four VHF channels. The competition will gray the hair of station relations men. *Page 58.*

Comr. Hennock tells educators to apply for reserved TV channels even if the funds to build the stations aren't in sight. *Page 61.*

President Truman withdraws his inference of a week ago that he could seize radio-TV and newspapers at will in an emergency. That interpretation of his remark was hooey, he says. *Page 25.*

Upcoming

April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 1-2: CBS-TV clinic on station operations, Waldorf-Astoria, New York.

May 1-2: NBC radio promotion workshop, Waldorf-Astoria, New York.

May 1-2: Ohio Assn. of Radio-TV Broadcasters, Deshler-Wallick Hotel, Columbus, Ohio.

May 2-3: American Council on Education, Chicago.

(Other Upcomings page 34)

Closed Circuit

(Continued from page 5)

last fortnight by John W. Elwood, radio director, former head of NBC's San Francisco operations. With him was Royal V. Howard, owner of KIKI Honolulu and former NAB director of engineering, recently retained as executive engineer of Asia group.

HORACE N. STOVIN, president of his own station representation firm in Toronto, will be recipient of silver medal of the Assn. of Canadian Advertisers for his contributions to advertising, at ACA annual dinner at Toronto on May 2. Mr. Stovin has been a radio director of Canadian Bureau of Broadcast Measurement for some years.

WHILE negotiations with Screen Actors Guild continue for new collective bargaining contract, members of Alliance of Television Film Producers and some unaffiliated TV film producers May 8 start paying actors new minimum wage scale of $70 per day and $250 weekly. Rates are same SAG recently negotiated with major and independent motion picture producers. Residual rights, which SAG is demanding for actors from TV producers, and other major points covering working conditions yet to be worked out.

WHEN CBC Chairman David Dunton talks April 30 before Assn. of Canadian Advertisers, he'll have all of Canada's broadcasters (and advertisers and agencies) hanging on his every word. Expected is policy announcement on Canada's approach to TV. Generally, it's thought there'll be affirmation of report that first authorizations will go to CBC (state-owned) outlets. But there's hope that Canada's free enterprise commercial broadcasters will get shot, too.

FCC EXPECTED TO ISSUE FORMAL AMATEUR ORDER

FORMAL issuance by FCC of order authorizing radio amateurs to use 21-21.45 mc band for A1 emission starting May 1 expected within day or two, Commission sources indicated Friday as widespread interest arose in danger of interference to TV reception. No protests against use of band made following issuance of proposed order March 17 (early story page 70).

Radio-Television Mfrs. Assn. unable to estimate number of TV sets having I. F. stage within amateur band and subject to potential interference. RTMA pointed out it had adopted 41.25 mc as recommended spot for I. F. stage in March 1950 action.

FCC noted it has no control over design of TV sets. American Radio Relay League spokesmen reminded that set makers had long ago been warned that 21 mc band was slated for amateur use when 14 mc spot was taken from hams.

Set-servicing interests pointed to possibility that interference would occur only within few blocks of amateurs, and then only if within beam. They said many sets with 21 mc I. F. stage are adequately shielded. Early sets using RCA circuit among those said to use 21 mc I. F. stage.

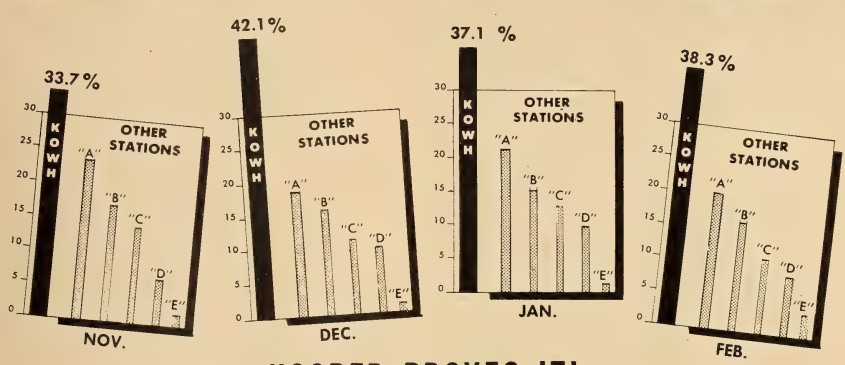
AVCO DECLARES DIVIDEND

AVCO MFG. CORP. declared quarterly dividend Friday of 15 cents on common stock payable June 20 to holders of record May 29. Another 15-cent quarterly dividend was paid March 20.

for more at DEADLINE see page 94

THERE'S NOTHING BETTER THAN...

FIRST PLACE!



HOOPER PROVES IT!

The above charts show the Omaha, Council Bluffs Hooper Share-of-audience for 8 A.M.-6 P.M., Monday through Saturday, from November 1951, through February, 1952.


Gaylord Avery
Program Director


Jim O'Neill
1 - 2 P.M.


Johnny Pearson
8 - 10 A.M.


Sandy Jackson
2 - 4 P.M.

Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., Nov., Dec., '51; Jan., Feb., '52)

Largest share of audience, both morning and afternoon, of any independent station in all America! (Hooper, Nov.-Dec., '51)

Todd Storz, General Manager

Represented Nationally By

The Bolling Co.



Kowh
OMAHA

"Americas' Most Listened-To Independent Station"

Wherefore art thou, Radio?

There's been some talk lately about TV luring advertisers away from Radio. TV or not TV, that is the question! But not in Canada.

So far there is no TV in Canada to challenge Radio's established position as Canada's most popular entertainer and most effective advertising medium.

The reason for Radio's pre-eminence is partly geographical. Most of the 14 million people living in Canada are spread from coast to coast along a 200 mile wide belt just north of the US border—and the further north, the fewer people per square mile.

To serve all these people with news and entertainment is a problem which only Radio can overcome successfully. For most Canadians live in other than urban areas (only 38% in towns of 30,000 or over).

And *94%* of all Canadian homes have a radio!

These listeners, enjoying a standard of living almost as high as yours, are served by 112 independent radio stations strategically placed across the whole country.

Yes, millions of Canadians depend on Radio, and so do advertisers. For Radio is Canada's favorite entertainer and top salesman.

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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IN THIS BROADCASTING . . .

Agency Beat	16
Aircasters	54
Allied Arts	80
Editorial	50
FCC Actions	86
FCC Roundup	91
Feature of Week	12
Film Report	76
Front Office	52
New Business	20
On All Accounts	16
Open Mike	18
Our Respects to	50
Programs, Promotion, Premiums	82
Strictly Business	12
Telestatus	68
Upcoming	34

TELECASTING Starts on page 55

WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

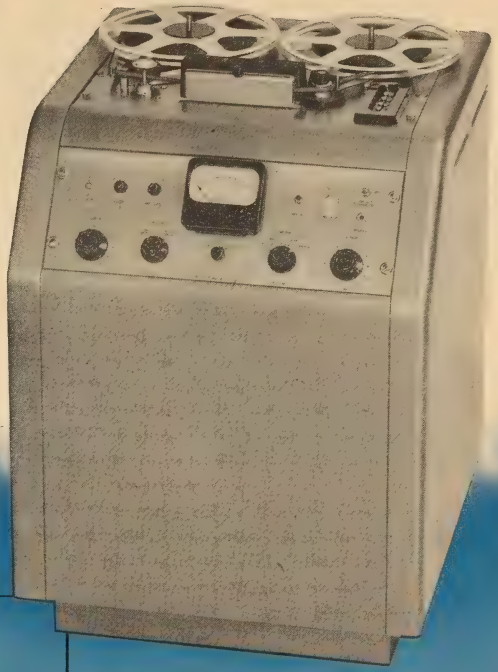
*Reg. U. S. Patent Office

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NOW... an AMPEX CONSOLE RECORDER

at $995 Complete!

with famous AMPEX performance and Quality—PLUS dynamic New Styling!



DUAL-SPEEDS
...7½ & 15 inches per second

PUSH BUTTON OPERATION
...on all five functions

BUILT-IN PREAMPLIFIER
...for microphone

PRECISION TIMING
...within 3.6 seconds per 30 minutes

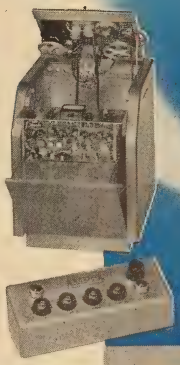
FULL AUDIO RANGE
...15,000 cps at 7½ inches per second

MINIMUM MAINTENANCE
...even on heavy-duty service

LOW NOISE LEVEL
...complete shielding eliminates pickup

- **Model 402 — Half-track Recording**
- **Model 403 — Full-track Recording**

ACCESSIBILITY ALL OVER
...even in operation
Top plate and front panel are hinged for quick, easy inspection of any recorder component.



NEW REMOTE CONTROL BOX
For 100% push button operation that saves on operating time!

Series 400
CONSOLE
$995.00
f.o.b. Redwood City, California

AMPEX
Magnetic Tape RECORDERS

AX-94

- ***Standard of the Great Radio Shows***

Ask for Complete Specifications or Request a **DEMONSTRATION**

AMPEX ELECTRIC CORPORATION
Redwood City • California

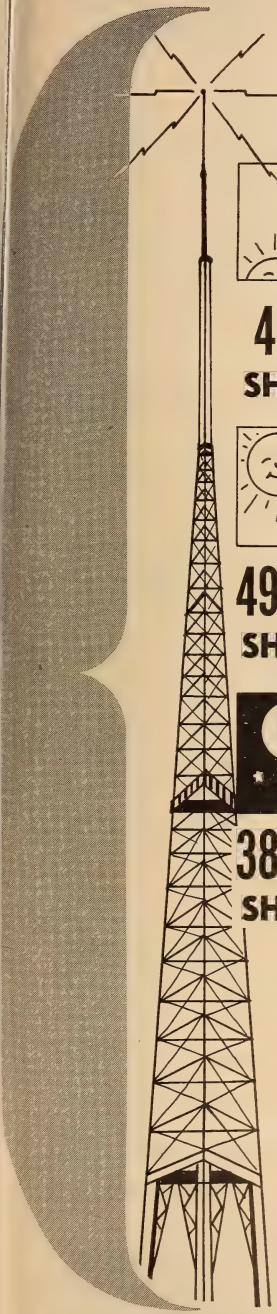
YOU Get The

BIG

Audience On

KRNT

DES MOINES





47%
SHARE

FIRST in MORNING

KRNT First in All 22 Periods!

KRNT's audience is 38.2% larger than the combined total of the No. 3, 4, 5, and 6 rated stations . . . is 7.8% greater than No. 2, 3, and 4 stations combined . . . 167.7% greater than No. 2 station.



49.6%
SHARE

FIRST in AFTERNOON

KRNT First in 23 of 24 Periods!

KRNT's audience is 1.8% larger than the combined total of all 5 other rated stations . . . is 101.6% greater than the No. 2 station.



38.8%
SHARE

FIRST in EVENING

KRNT Has 40 Firsts (1 tie) Out of 63 Periods!

KRNT's audience is 48.4% greater than the station rating second . . . is 13.2% greater than No. 3, 4, and 5 combined.

FIRST in TOTAL RATED PERIODS

KRNT Has 85 Firsts (1 tie) Out of 109 Weekday Periods!

42.9%
SHARE

KRNT's audience is greater by 27.3% than the total of No. 3, 4, 5, and 6 stations combined . . . is 95.0% greater than the second ranking station . . . is greater by 23.6% than No. 2 and 3 stations combined.

BUY THAT... Very highly Hooperated, Sales results premeditated, CBS affiliated Station in Des Moines!



THE REGISTER AND TRIBUNE STATION

Represented by THE KATZ AGENCY . . . SOURCE: C. E. Hooper Des Moines Audience Index, February, 1952

Available!



FOR THE FIRST TIME IN OVER FIVE YEARS, "DUTCH" BERGMAN'S SPORTS SHOW, ON WRC, IS AVAILABLE FOR SPONSORSHIP.

6:35 p.m.—Monday through Friday

When Arthur J. "Dutch" Bergman takes to the air for his nightly sports show on WRC, he brings with him a background rich in athletic experience. Before joining the WRC sports staff eight years ago, "Dutch" had chalked up several years as head coach and scout for the Washington Redskins and ten years as athletic director and head football coach at Catholic University.

The flavor of Bergman's big-league contacts with sports luminaries across the country and down to the average fan provides a tightly edited ten minutes of radio sports reporting. Bergman's sports show is the highest-rated of its kind in the early evening hours.

This availability can't last long, so get on the phone right away and call your nearest NBC Spot Sales office or the WRC Sales Department, REpublic 4000.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

EXAMPLE of sponsor-station teamwork promotion which has gone over big is the *Sleepy Joe* program on KVOR Colorado Springs, Col., sponsored by Sinton Dairy Co., that city.

The five-days-a-week year round show on KVOR features an Uncle Remus type named Sleepy Joe, who loves children and loves to tell them stories of Bre'r Rabbit and his friends, Bre'rs Fox, Snake and others.

So convincing are these characterizations, done by Jimmy Scribner of Hollywood in combination dialogue-narration and transcribed for syndication, that Meredith Williams of KVOR's advertising department says it has a strong adult following too. "For instance," he says, "my wife and many other mothers are ardent fans, and when I can, I listen myself, for it's a real delight."

The two-year-old KVOR show promotes Sinton's milk and ice cream. Commercials by the story characters also are transcribed by Mr. Scribner. Currently, the CBS affiliate station is promoting "The Sleepy Joe Club," which for no handling charges except a trademark from a carton of Sinton's ice cream, offers members a certificate in color, membership card and button with color picture of Ole Sleepy. Each week a new button of one of the "Bre'rs" is offered. Several weeks ago the successful *Sleepy Joe* contest featured completion of the sentence, "I like Sinton's milk because. . . ."

Mr. Williams gives credit for the promotion to the sponsor, who didn't "try to shave corners and scrimp" with prizes. First prize was a set of "Bre'r Rabbit's First Adventure" records and 10 gallons of ice cream; second, records and five gallons; third and fourth, records and one gallon. Clincher was that every child who responded was awarded a pint of ice cream and honorable mention of his name on the program.

Hospitalized veterans at Colorado Springs had fun themselves acting as judges and the winners were taken to the hospital to meet the judges, while Sinton's supplied enough ice cream to give the patients a treat throughout the whole hospital wing.

strictly business

NOW that the TV freeze is water over the dam, current and potential advertisers in the medium are, in the strictly business sense, concerned with costs.

A practical direction could be taken from Max Banzhaf, advertising and promotion director of the Armstrong Cork Co. He says:

"In radio and television, advertisers usually make a choice between two philosophies. They either adopted a low budget policy and resign themselves to a low rating; or they decide to pour in money on production, hire big-name stars, believing this to be the only way to build a rating.

"It's a much neater trick, if you can do it, to get a high rating with a modest budget. That way you're certain of a low cost per thousand.

"Proof that this latter approach can work is the currently high ratings of both our television and radio shows; and our costs per thousand, which are among the lowest on the air."

Mr. Banzhaf guides two Armstrong network shows, *Armstrong's Theatre of Today*, Sat. 12 p.m., CBS Radio, and *Armstrong's Circle Theatre*, Tues. 9:30 p.m., NBC television. Both are dramatic plays.



Mr. BANZHAF

The radio show is built around the everyday situations of people and is aimed at the mass market for Armstrong's Quaker Rugs and Floor Covering. The TV program is similar but aimed at a wider audience with commercials pegged to the firm's general line of linoleum and other floor coverings, wall cov-

(Continued on page 83)

Wilkes Barre's Reliable EAR Way*



If You Want Coverage That Counts...

Quote From Sales Management

"Your story is far stronger than last year. Your quality of market index is now 28% above U. S. average; 24% above Pennsylvania. You have topped $6,000 per annual family income . . . $1,102 above U. S. average."

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

1951 PAYROLL EXCEEDED

One Billion Dollars

In Greater Youngstown, O.

BUY RESULTS!

One Nationally Known Food Client experienced a 400% increase from an exclusive campaign on WFMJ.

NBC

5000 WATTS

Duplicating All Programs,

50,000 FM

WFMJ

Headley-Reed Co., National Representatives



ST. JOHNS BUSINESS DISTRICT

offers complete shopping facilities for the ever-growing North Portland residential area.



DEPARTMENT STORE

Partner Robert Currier, another St. Johns civic leader, says, "KGW is as much part of Portland as the roses and view of Mt. Hood. The greatest radio station in the Northwest."



POLICE CAPTAIN

Frank Erwin, president of the St. Johns Businessmen's Association, reports, "KGW is the proven radio leader here. Tremendous public service for more than 30 years."

Celebrating Our 31st Year of Leadership and Community Service

THE People's Choice* IN PORTLAND OREGON

The 31st year of community leadership in the Greater Columbian Empire. KGW gives complete coverage to a market you can't afford to miss. It offers pioneer prestige and influence no one can duplicate in the Northwest. You will find every Portland community pointing to KGW's service record with pride. You cannot adequately "sell" this area without KGW, "The People's Choice". Place your advertising copy with the station that delivers results!

KGW

NBC AFFILIATE

PORTLAND, OREGON

ST. JOHNS' CHOICE IS THE PEOPLE'S CHOICE: KGW!



FURNITURE DEALER Paul Clark asserts, "You're tuned to the Portland people's pulse at six-two-oh, KGW . . . An all-time 'Best Seller' . . . "



HOUSEWIFE Mrs. A. D. Peoples declares, "KGW has the entertainment, shopping news and public service that make it the real radio leader."



GROCER Otus Bales relates, "It's wonderful to have a station like KGW serving our community. Definite favorite in Portland."

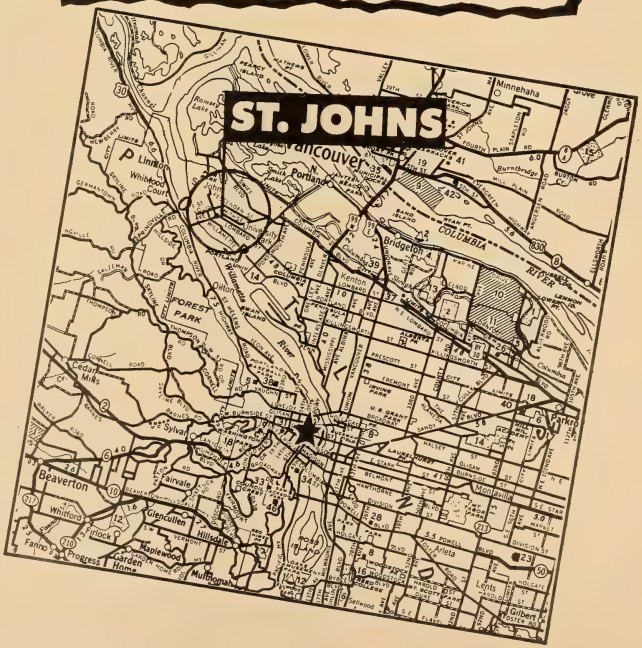


COEDS Madelyn Turtan and Nancy Vincent, University of Portland, say, "KGW heads our honor roll consistently. Valedictorian year after year in Northwest radio."

St. Johns . . . Another leading community solidly "sold" on Portland's pioneer station, KGW! They "know" six-two-oh in St. Johns!



DRUGGIST Glenn Davis states, "The right prescription anytime is KGW. Unequaled in all-around programming and leadership . . . our own KGW."



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

WQXR holds leadership at top evening hours

WQXR's Pulse ratings are either *first or second* among the 17 New York area non-network stations *for every quarter hour period* all the way from 6 PM to midnight.*

These ratings bear out the statement we've been making for quite some time that "there is no substitute for the good music of WQXR."

And there's no substitute for WQXR if you really want to pile up sales in the New York area.

WQXR AM AND FM

The Radio Station of The New York Times

*SOURCE: *Pulse ratings, March, 1952, Monday through Friday, 6 PM to midnight.*



agency

GEORGE DE PUE, previously with Young & Rubicam, N. Y., elected a vice president and appointed chairman of plans board, Robert W. Orr & Assoc., N. Y.

CHARLES EMERICK, senior time space buyer, J. Walter Thompson Co., S. F., appointed media director.

DR. JULES RUBEN appointed treasurer-administrative advisor, Ruben Adv., Indianapolis. **ROLF W. BRANDIS,** Academy Films, Chicago, joins agency as radio-TV director. **DONALD C. TOOLE,** B & M Adv., Evansville, Ind., to Ruben as art director and **RUSSELL F. KULBERG** to latter agency as production manager.

BARBARA BREACHER, promotion department, ABC-TV Hollywood, to Clifford Gill Agency, Beverly Hills, as radio-TV director.

IRVING S. UNDERHILL, Young & Rubicam, N. Y., to Lennen & Mitchell, same city, as assistant director of research.



on all accounts

THE growth of radio programming and advertising for the Negro market has been phenomenal since 1946, according to Leonard Evans, account executive at Arthur Meyerhoff Agency, Chicago, who is believed to be the only Negro account man in any AAAA agency.

The importance of the Negro market was accepted by only about 10 stations in 1946, while now 73 stations carry shows and advertising directed to Negroes, he reports. Most of these stations are in the south, and many of the sponsors are large national advertisers who do not use radio in northern metropolitan markets. While radio has grown, Negro newspaper circulation has dropped considerably, Mr. Evans says.

Radio, in his opinion, nevertheless has failed to keep pace with the growth and sales potential of the Negro market, which comprises 15 million persons. He sees a need for Negro agencies handling any product which is to be merchandised to Negroes; for well-informed and well-trained Negro media analysts in all large agencies; for continuing and detailed Negro market studies, and for a variety of entertainment in radio and television going beyond the usual disc jockey format and dramatic presentations with stereotyped Negro portrayals.



Mr. EVANS

Interested in the Negro market generally since attending high school in Chicago, Mr. Evans began concentrating on the economic and research aspects while attending school in Nashville and the U. of Illinois, where he majored in marketing, insurance and accounting. He surveyed the Negro population from the sociological angle and at the U. of Illinois he worked with his mother, a leading insurance saleswoman in Chicago since 1919, on a study of mortality rates among Negroes, long considered bad risks by insurance firms.

He subsequently acquired basic Negro data for incorporation into a general survey which later became the first official Negro market study, the Afro-American study conducted in Washington, Baltimore and Philadelphia in 1946.

Mr. Evans, after graduation from Illinois in 1935, worked in various industries and businesses most of which were directly concerned with Negro customers. He studied at night for a law degree and served two years in the Air Force as an instructor before handling his first specific agency assignment.

In New York, he handled promotion, counseled national manufacturers on merchandising, distribution and general marketing problems in Negro areas, and directed

(Continued on page 90)

beat

MURRAY C. THOMAS, Dancer-Fitzgerald-Sample, N. Y., to Anderson & Cairns, that city, as media director.

GEORGE C. ANTHONY, display advertising department, *Los Angeles Examiner*, to West-Marquis Inc., L. A., as media director.

WALLY SEIDLER, manager, KPMO Pomona, Calif., named radio-TV director, Edward S. Kellogg Co., L. A.

HIRAM VOGEL, Revlon Corp., N. Y., to Biow Co., same city, as account executive.

JOHN BRODERICK, commercial artist, opens Broderick Productions Inc., 3756 N. Interstate Ave., Portland, Ore. **GREGORY DODD,** account executive, Adolph L. Bloch Adv., that city, joins agency in similar capacity.

GEORGE D. WINKLER, media director, West-Marquis Inc., L. A., joins executive staff, Roy S. Durstine Inc., that city.

STAN HAMILTON, assistant program director, CFCM Montreal, to Kronstadt Adv., Washington, D. C., as account executive.

GEORGE DeSOLA, secretary-general manager, Anderson & Cairns, N. Y., elected director of agency.

ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, elected chairman of board of directors of city's Chamber of Commerce.



Mr. Billingsley

CURTIS ROOSEVELT, Emerson Radio & Phonograph Corp., to William H. Weintraub Co., N. Y., on executive staff.

RICHARD SCHOCH, Richard A. Foley Adv., Phila., to copy staff, Geare-Marston Adv., that city.

HARMON O. NELSON, program supervisor, CBS Radio, Hollywood, to Kenyon & Eckhardt Inc., that city, as assistant to **ROBERT WOLFE,** vice president in charge.

ROBERT G. WILDER appointed director of public relations of Lewis & Gilman Inc., Phila.

MILTON BIOW, president of Biow Co., N. Y., appointed chairman of advertising and graphic arts division, Muscular Dystrophy Appeal, N. Y.

HOWARD ALBER and **LAWRENCE CASEY** appointed director of creative production and public relations director respectively at Weightman Inc., Phila.

IRVING GOULD rejoins Lavenson Bureau of Adv., Phila., as art director.

JOSEPH G. MASON, Geare-Marston, Phila., to copy staff, Buckley Organization, that city.

CLARENCE THOMAS, production manager, NBC-TV New York, and **CYRUS MANN,** free lance writer and director, to William Esty Co., N. Y., as TV production manager and member of production staff respectively.

JAMES E. HAMILTON, account executive, Caples Co., L. A., and **MILTON BECKMAN,** secretary-treasurer, Television Productions Inc., Milwaukee, to Argus Adv., L. A., as account executives. **ROBERT A. ECKHART,** director, San Diego (Calif.) Academy of Art, joins agency as art director. Office manager is **FRANCES J. DOBROWOLSKI,** formerly assistant editor Catalog & Adv. Producers, L. A.

CLIFFORD W. HANKIN to information service staff, N. W. Ayer & Son, Phila. **ANDREW MITTELBRUNN** joins agency's art department.

DONALD H. JILLSON, technical copy writer, Leeds & Northrup, Phila., to copy staff, Richard A. Foley Adv., that city.

YOU GET THAT PERSONALITY TOUCH . . .



. . . with WMAL-TV's high rated participation programs because your product is identified with popular WMAL-TV personalities who deliver and demonstrate your sales message to their legion of loyal fans. Let WMAL-TV's PERSONALITY TOUCH "touch off" greater sales for YOU!

Call or wire the KATZ AGENCY, Inc.

WMAL-TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

More Merchandising

EDITOR:

. . . I can offer little in the way of suggestions for the improvement of your fine publication. It carries all the important information about the radio-TV industry, and we use it here often as authentic reference material.

If you were to ask me for my opinion on the problem that seems most important in the future success of the industry my answer would be merchandising support for the advertisers. Any case histories of successful radio or TV merchandising programs are well received here and you would be pleased with the number of advertising men and salesman who are converted from supporters of printed media to advocates of radio and television advertising when they see the sales results that radio and TV plus merchandising can produce.

Anything you can do to further this "cause" in BROADCASTING • TELECASTING will be most appreciated. . . .

H. H. Leland
Radio-TV Director
Armour and Co.
Chicago

* * *

open mike



Tainted Mail

EDITOR:

Mail has been coming to our station originally addressed to Seguin, Calif. After proper postal markings, it finally arrives at its Texas destination. If one letter would have been so addressed, we would believe it to be a mistake on the part of sender. But we get dozens so addressed, so we feel some mailing list, some radio station directory, has us listed KWED Seguin, Calif., instead of KWED Seguin, Tex.

Knowing that your publication reaches all media, we are asking that you help in locating this error. Imagine someone with gall to take Seguin out of Texas and give it to California.

Garfield Kiel
General Manager
KWED Seguin, Tex.

[EDITOR'S NOTE: The error has been located. For inexplicable reasons, KWED was listed both in California and Texas in the 1952 BROADCASTING YEARBOOK. KWED is herewith restored to Seguin, Texas, with apologies.]

Figure Fun

EDITOR:

I'm charmed by the item, "Bob and Ray Revised for Average Listener," [B•T, April 14, p. 74]. It gives us a real sense of solidarity to discover that ". . . the average listener is a housewife . . . married . . . for about 11 years . . . and with two children, six and 14 years old . . ."

After 23 years in the radio business, I've come to expect surveys to reveal some startling things. But this crying need for an intensification of Moral Rearmament is something else again.

Frank A. Seitz
Managing Director
WFAS-AM-FM
White Plains, N. Y.

[EDITOR'S NOTE: The statistical housewife is not necessarily discreet.]

* * *

Utter Confusion

EDITOR:

On pages 25 and 95 of your April 14 issue, you carry a story wherein the American Civil Liberties Union has cited four networks and two stations specifically for blacklisting in radio and television. On page 95 in the second column, third paragraph, WHAS-TV Louisville, Ky., is named as one of the stations airing a kinescope of a January 1950 *Toast of the Town* program. Completely apart from the issues involved in the article, I wish to point out that WHAS-Television did not go on the air until March 27, 1950. If the program indicated was aired in Louisville, it was not through the facilities of WHAS-Television.

Since you point out in your article that the complaint erroneously identified all seven stations except KTTV and KWTJ as CBS owned outlets, I feel that you would appreciate having the additional error pointed out.

Bill Loader
Promotion Manager
WHAS Louisville

[EDITOR'S NOTE: Our story also pointed to the inaccurate call letters, "KWTJ," listed in the complaint and said presumably they referred to WTVJ Miami.]

* * *

Oops

EDITOR:

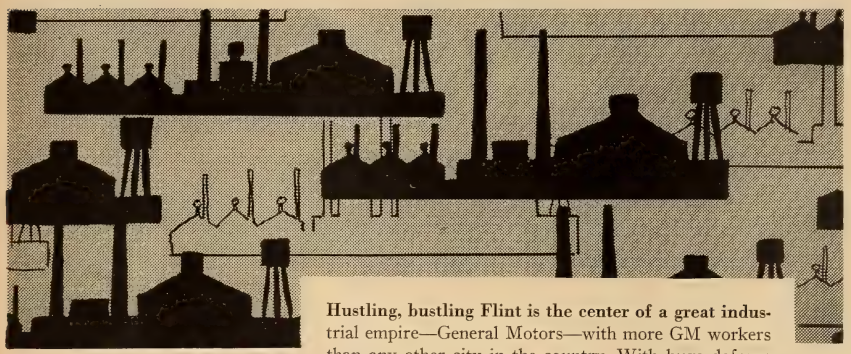
I must take issue with a paragraph in your "At Deadline" section of the April 7 issue. An item about coverage of the President's Jefferson-Jackson Day Dinner speech reads in part: "CBS, on the other hand, picked it up and scooped the world, though other networks had it minutes after the closing of the sensational address."

The Mutual Broadcasting System carried the speech "live" direct from the National Guard Armory along with other radio networks.

In addition, to the best of my

(Continued on page 45)

LET'S TALK SHOP!



Hustling, bustling Flint is the center of a great industrial empire—General Motors—with more GM workers than any other city in the country. With huge defense contracts on hand, last year's record $315,840,000 retail sales promises to grow and grow.

***Making* sales is Flint's First Station, WFDF—with** more coverage, night and day, than any other radio station in Michigan, outside Detroit*. Sell your product for *sure*, over WFDF. Sell as over 600 local merchants sold over WFDF last year.

*** BMB Study #2**

On May 25th we celebrate our 30th birthday—commemorating 30 years of service and satisfaction.

WFDF FLINT MICH.

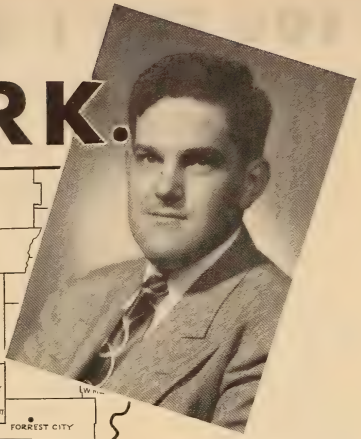
BASIC AMERICAN BROADCASTING COMPANY

910 Kilocycles

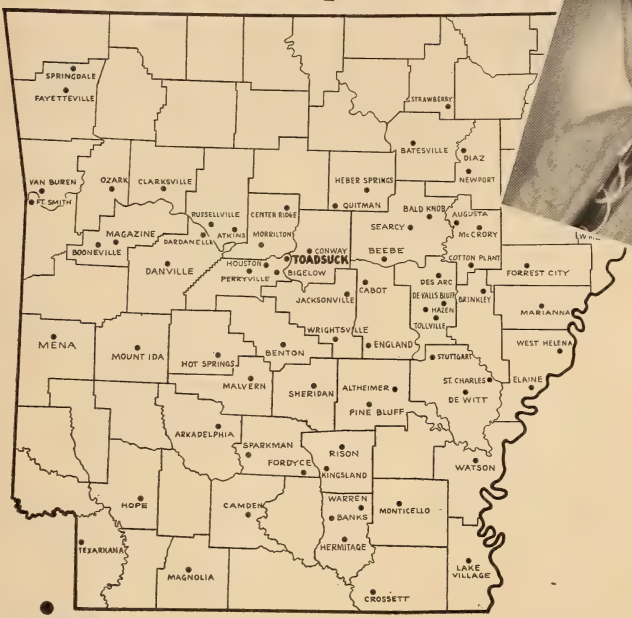
One of America's Pioneer stations—now in our 30th year! Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville.

REPRESENTED BY THE KATZ AGENCY

Ever been to TOADSUCK, ARK.?



JOHN R. HOLMES
KLRA Farm
Service Director



Johnnie Holmes HAS!

You won't find Toadsuck on many maps. It used to be the ferry point for cattle and supplies to and from southcentral and north-central Arkansas. Nothing remains but its memories and a general store. But farm activities in that section are unusual, so our Johnnie Holmes made a trip there and reported the doin's to Arkansas farmers.

Johnnie has been traveling in Arkansas almost constantly the past year. The map shows the many towns he has visited. This doesn't represent all of John's traveling, though. Take Fayetteville, for example. This seat of the University of Arkansas has had many visits, as has Russellville, home of Arkansas Tech. The many branch Agricultural Experiment stations of the U. of A. have been visited frequently; they are not indicated on the map. Several of the towns have had more than one visit from KLRA's farm reporter.

All in all, Johnnie Holmes and KLRA cover the state for first-hand farm news. Johnnie is the only full-time farm service director in Arkansas. In addition to his radio duties, Johnnie squeezes in time to write a farm column for the ARKANSAS GAZETTE each Sunday.

Johnnie Holmes has become one of the best known personalities in Arkansas. He is in demand for talks to civic clubs, farm groups and others, in and out of Arkansas. His activities have made KLRA Arkansas's listening habit for farm families, just as it dominates the listening of most other Arkansas families! And all this makes KLRA your best buy in Arkansas!

For the Complete KLRA Story Ask any O. L. Taylor Company Office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

YOU DON'T NEED CLOWNS TO SELL A CIRCUS!



- Step right this way ladies and gentlemen . . . and sponsors too! No longer does it take clowns and calliopes to sell a circus in New Orleans. No . . . we've found a *quicker, more effective* way!

- Recently—a small, well co-ordinated local dairy bought two TV spots—totalling 80 seconds. Both spots offered viewers a miniature circus, in return for sending in 3 milk bottle caps—plus 50¢.

- "The Greatest Show On Earth" proved to be just that. The spot pulled an amazing *535 orders.* And needless to say—the dairy reported a healthy increase in milk sales!

- *Whatever your product may be*—WDSU-TV can produce effective sales for you in "The Billion Dollar New Orleans Market"!

- Write, Wire or Phone BLAIR-TV!

WDSU-TV
CHANNEL 6
NEW ORLEANS

new business



Spot • • •

MANSFIELD SPRAGUE, candidate for Republican nomination for U. S. Senate, began radio campaign April 21 on WSTC Stamford, WNAB Bridgeport, WNHC New Haven, WATR Waterbury, WTHT Hartford, WTOR Torrington and WNLC New London, all affiliates of Connecticut State Network.

NORTH AMERICAN VAN LINES, L. A. (moving company), started *Let's Go Hollywood* on 36 CBS Radio Pacific and Mountain stations, Sun., 1:15-1:30 p.m. (PDT), for 13 weeks from April 27. Agency: Castor & Assoc., that city.

LEWIS FOOD Co., L. A. (Dr. Ross dog and cat food), sponsoring *Red Skelton Show* six times on 10 CBS California radio stations, Wed., 6-6:30 p.m. (PDT), from April 23. Agency: Rockett-Lauritzen, that city.

DORMAN'S Mfg. Co., L. A. (men's clothing), started weekly five-minute *Jackson's Sports Shots* on KTTV (TV) Hollywood, for 13 weeks from April 18. Firm also conducting 20-week spot announcement campaign on KLAC Hollywood. Agency: The Caples Co., L. A.

Network • • •

P. LORILLARD Co., N. Y. (Old Gold cigarettes), renews 8:45-9 p.m. EDT segment of *Stop the Music,* ABC radio, for 52 weeks effective May 18. Agency: Lennen & Mitchell, N. Y.

MARS Inc., Chicago (candy bars), renews *People Are Funny* on CBS Radio, Tues., 8-8:30 p.m. EST, for 39 weeks from Sept. 30. Contract calls for 10% budget increase. Agency: Leo Burnett Co., that city.

Agency Appointments • • •

CLUB ALUMINUM PRODUCTS Co., Chicago, appoints Buchen Co., that city.

LEIPHEIMER TEXTILES Inc., Phila., appoints Aitkin-Kynett Co., same city.

REAL ESTATE SAVINGS & LOAN Assn., Phila., appoints Benham Adv., that city.

OIL HEAT Assn., Phila., names Shaw & Schreiber Adv., that city.

F. C. ORTNER DISTRIBUTING Co., Buffalo, appoints MacLaughlin Adv., that city, for local radio-TV campaign for company's freezers. J. ANDREA CONNAROE is account executive.

STANLEY FURNITURE Co., Stanleytown, Va., appoints Fien & Schwerin, Phila.

LEWIS ASPHALT ENGINEERING Corp. names Wm. Wilbur Adv., N. Y. RAYMOND J. VISCARDI is account executive.

JOSKE'S, Houston, Tex. (home furnishings), appoints Kamin Adv., that city. CYNTHIA HOPE is account executive.

JERCLAYDON Inc., Miami Beach (Glamorene), appoints Aitken-Kynett Adv., Phila.

EDWIN Corp., S. F. (maker of Dust Out, mechanical mop shaker), names Brisacher, Wheeler & Staff, that city. TV is primary medium in test campaign now underway.

Adpeople • • •

HERBERT M. CLEAVES, sales and advertising manager for Jell-O Div., General Foods Corp., N. Y., appointed marketing manager of firm's Associated Products Division including Jell-O, Minute Rice, Minute Tapioca, Calumet Baking Powder and Certo products. He will be replaced by his assistant, GEORGE R. PLASS.

VICTOR ELTING Jr. named advertising director of Quaker Oats Co., Chicago, with ROBERT S. MacDONALD as assistant director.

THOMAS G. PROSSER, director of sales and advertising, White Rock Corp., N. Y., elected vice president in charge of sales and advertising.

Selling Dallas' tv market . . .



IS AN INSIDE JOB!

Survey proves it takes a Dallas station to sell Dallas!

Here is conclusive evidence that a Dallas station sells Dallas best—as well as the rich Dallas-Fort Worth TV market—results of an impartial survey by Ira. G. Corn, Professor of Marketing at Southern Methodist University.

Area dominance of Dallas television was emphasized by figures on TV set saturation, set gain, and comparative set distribution within the Dallas and Fort Worth primary coverage areas. In every category, Dallas and WFAA-TV led Fort Worth by margins of from 29% to 179%!

Here is proof it takes a Dallas station to sell Dallas and the big Dallas-Fort Worth TV market—*and WFAA-TV, first in Dallas, offers most for your advertising dollar!*

TV SET SATURATION: DALLAS WFAA TV AREA HAS 82.1% MORE TV SETS THAN FORT WORTH AREA.

WFAA-TV covers 64.5% of the combined market compared to 35.5% by Fort Worth TV.

DALLAS WFAA TV PRIMARY COVERAGE AREA
97,376 SETS

FORT WORTH TV PRIMARY COVERAGE AREA
53,501 SETS

TV SET GAIN since April 1, 1951: DALLAS WFAA TV AREA HAS GAINED 179% MORE SETS THAN FORT WORTH AREA.

DALLAS WFAA TV PRIMARY AREA GAIN
25,888 SETS

FORT WORTH TV GAIN
9,292 SETS

POINTS AND CONCLUSIONS FROM THE CORN REPORT EMPHASIZING THE DOMINANCE OF DALLAS IN THE DALLAS-FT. WORTH TV MARKET:

Primary coverage area of WFAA-TV embraces seven North Texas counties. Fort Worth primary area covers five counties.

13,253 TV residences within the Dallas area with inside aerials cannot be reached from Fort Worth, whereas WFAA-TV comes in with a clear picture.

The primary coverage area of WFAA-TV included 97,376 TV sets as of Jan. 15, 1952—the Fort Worth primary area had 53,501 TV sets.

In the combined Dallas and Fort Worth primary areas, WFAA-TV's share is 64.5% of the total sets. The Fort Worth station's share is only 35.5%.

WFAA-TV primary area has gained 25,888 sets in the past 9½ months—a 36.2% increase over April 1, 1951. The Fort Worth area gain was 9,292 sets—a 21% increase.

Dallas County has 82,565 sets. Tarrant County (Fort Worth) has 47,786 sets.

41.2% of all family units in Dallas County are TV set-owners. Dallas County TV homes have 9.8% larger family size compared to non-TV homes. This means that the 41.2% Dallas County residences reached by TV actually accounts for 43.5% of the population.

WFAA-TV *first in Dallas*

CHANNEL 8 • 27.1 KW VIDEO • 13 KW AUDIO • NBC - ABC - DUMONT
NATIONALLY REPRESENTED BY EDWARD PETRY & CO. • RALPH NIMMONS, STATION MANAGER
TELEVISION SERVICE OF THE DALLAS MORNING NEWS

How to get LOW COST RESULTS

It's simple! It's easy! First you buy WITH—the BIG independent with the BIG audience. Then you watch your sales go UP! WITH's rates are low—and at these low rates, WITH delivers you more listeners-per-dollar than any other radio or TV station in town. That's how WITH produces *low cost* results!

Here's positive proof: *WITH regularly carries the advertising of more than twice as many retail merchants as any other station in Baltimore.* And you know that retail advertising *must* produce fast, low cost results or it just doesn't run. So get the whole WITH story from your Forjoe man today!

W-I-T-H  **IN BALTIMORE**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

BROADCASTING

VOL. 42, NO. 17 APRIL 28, 1952

O'NEIL MBS PRESIDENT

White Resigns, Fineshriber Director

By RUFUS CRATER

ACTIVE direction of Mutual was taken over by its new owners last week, with Frank White resigning the presidency and Board Chairman Thomas F. O'Neil assuming the presidential reins.

The top-level realignment, first since General Tire & Rubber Co. became controlling stockholder last January, came unaccompanied by any announcement of plans for changes in either Mutual's policies or its scope of operations, although it is known that entry into TV networking is planned and reports have circulated intermittently that MBS may be reorganized along conventional network lines.

The executive changes, to become effective May 31, obviously stemmed from inability of Messrs. O'Neil and White to come to terms, but both principals insisted there was no rancor. Each spoke highly of the other in announcing the changes to the Mutual staff Thursday afternoon, to the Mutual Affiliates Advisory Committee on Friday morning, and, by closed circuit, to the 553 MBS affiliates Friday noon.

Mr. White said he would announce his future plans shortly.

His original three-year contract as president—at a salary estimated unofficially at about $85,000 a year, plus bonuses reportedly neighboring on $15,000—actually expires April 30. But he agreed to remain in office an additional month to assist Mr. O'Neil.

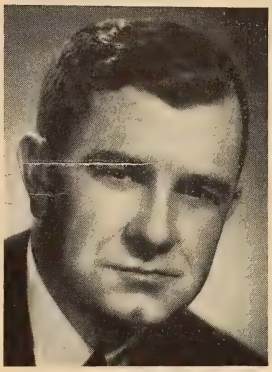
Continues as Chairman

Mr. O'Neil, vice president of General Tire and head of its radio and television enterprises, will continue as Mutual board chairman.

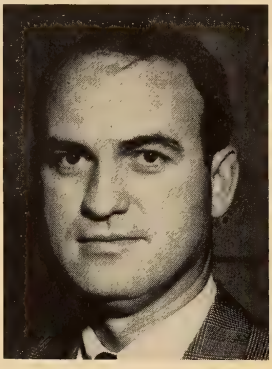
Through its ownership of Yankee and Don Lee networks and the WOR New York radio-TV properties, General Tire controls almost 61% of Mutual stock. The properties are in the name of Thomas S. Lee Enterprises, in which, as a result of the WOR-AM-FM-TV acquisition early this year, General Tire owns 90% and R. H. Macy & Co., former owner of the WOR interests, owns 10%.

Mr. White's resignation and Mr. O'Neil's election came at the annual stockholders - directors meeting, held Thursday in New York.

At the same time Executive Vice President William H. Fineshriber Jr. was elevated to the board of directors. He will continue as executive vice president, in the No. 2 spot he assumed last December.



Mr. WHITE



Mr. O'NEIL

All other members of the board and all executive officers were re-elected at the meeting.

News of Mr. White's resignation brought expressions of dismay from the first of the members of the Mutual Affiliates Advisory Committee arriving in New York Thursday for their meeting with the network officials on Friday morning. They said they harbored no criticism of Mr. O'Neil as network president, but stressed the loyalty which Mr. White has developed among affiliates as well as his progress in building MBS.

Mr. O'Neil himself was highly laudatory of both Mr. White and his work, describing his service as having been "truly monumental."

There was no open sign of other imminent changes in top personnel. In his closed circuit talk to affiliates on Friday, Mr. O'Neil said that "some of Frank White's value to us will survive his departure"—one of the "most important" ways being "that the capable and outstanding organization he has built so ex-

(Continued on page 34)

SPOT RADIO

Held Threat to Newspapers

By WILLIAM RUCHTI

SPOT RADIO is a real threat to local newspaper revenues and television has already siphoned off some money, Harold S. Barnes, director of the Bureau of Advertising, told delegates to the 1952 convention of the American Newspaper Publishers Assn. in New York last week.

Other speakers at the Wednesday afternoon Bureau of Advertising session predicted tough selling years ahead, to be made tougher by increased competition from television and warned that newspapers still can not survive any real decline in advertising revenue.

The three-way convention, which started Tuesday in the Waldorf-Astoria, was the 66th at which newspapermen across the nation met to discuss mutual problems, and, although the estimated 1,600 in attendance did not give as much time to broadcasting media as initial agendas had indicated, the pressure of radio-TV competition seemed so taken for granted that literal statements did not have to be made.

The most specific warning of broadcasting competition was issued by Mr. Barnes Wednesday afternoon, when he evaluated competitive media. Reporting that network radio contracts had fallen off 11.3% during the first two months of the current year, he assured his audience not to worry about network radio, but underlined the fact that "spot business has increased substantially and constitutes a very real threat to local newspaper revenue."

Mr. Barnes asserted that the most important effect of television, which he conceded had "siphoned off some money, especially in food and cigarettes," was that it produces an unsettled frame of mind in the user and non-user alike. He explained:

"One group of advertisers is either itching to get in or is afraid of what will happen if they *don't* get in. The group that's already in TV are appalled by the mounting costs and straining their eyes for sales results that justify the mounting costs."

He warned that TV costs will grow with the medium, that share-of-audience will decrease in one-station towns now that the freeze has been lifted, and advised: "The soundest strategy is to resist the temptation to make an all-out frontal attack on TV. Logic has little effect upon a person who is going through an emotional crisis. Our plans are to hammer away at TV's weak spots."

In spite of broadcasting competition, Mr. Barnes predicted that 1952 will nevertheless bring an all-time high in national advertising expenditures.

Stuart M. Chambers, vice chairman of the bureau's board, foresaw "tough selling years ahead" when he spoke at the same Wednesday meeting which, unlike opening day discussions, was an open session. The real challenge is yet to come, he warned, and will come as a result of the end of the TV freeze.

"In the next two, three or five years, we are going to be confronted not with 108 television stations, but with 10 or 15 or 20 times that number—all clamoring for the advertiser's dollar for their support and very existence."

Publishers, like other businessmen, may be forced to give more

(Continued on page 93)

CO-OP BUSINESS

ABC Reports Increase

ABC radio co-op business has increased 9% since the start of the year and 4% over the comparable 1951 period, Frank Atkinson, manager of cooperative program sales, announced last week in reporting that a recent network survey showed 18 cooperative ABC radio programs are currently backed by a total of 926 sponsors.

Some 546 sponsors participate in the top five ABC co-op programs: *No School Today*, with a total of 130 sponsors on 95 stations; *Paul Harvey*, 124 sponsors over 105 ABC affiliates; *Martin Agronsky*, 121 advertisers on 95 outlets; *Headline Edition*, 89 sponsors on 76 stations, and *Elmer Davis*, 82 backers on 80 ABC stations.

Sponsors represent a cross section of American business, Mr. Atkinson said, with the list ranging from bakeries and bottling companies, through banks and grocers, to plumbers and jewelers, and some have purchased the same program since its inception on the ABC radio network, a period of ten years in occasional instances.

Advertiser satisfaction has been very high, the sales manager reported, citing as typical a letter from an Illinois specialty shop owner: "For the month of September (1951), we turned in an overall increase of 35%. Incidentally, it was the biggest September and also the biggest in sales that the shop has ever had."

A Texas clothier reported: "We made a special purchase of sport shirts and planned to use radio only as the advertising medium to sell them . . . By 3 p.m. on the day we made the on-the-air announcement (a 15-minute, noontime *Paul Harvey* broadcast), we had to remove stock from our window display to strengthen the store assortment which practically vanished that same afternoon.

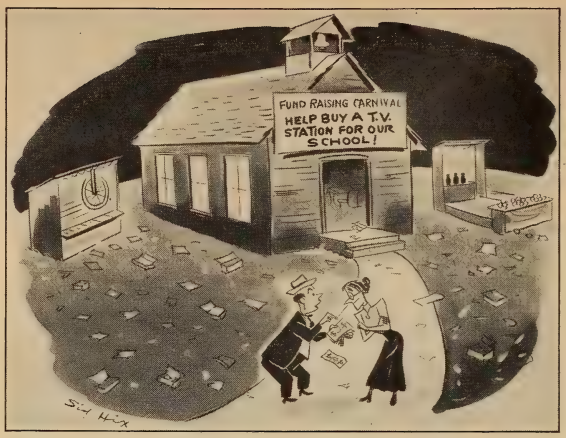
RWG STRIKE THREAT

ALA to Set Up Committee

AUTHORS League of America, parent body of Radio Writers Guild, was reported last week as stepping into the strike proposed against NBC, ABC and CBS in order to set up a three-man committee which would request that all TV and radio scripts be withheld from the three networks.

Action, said to exclude writers with contractural commitments, was to be taken by the three ALA appointees: President Rex Stout, Erik Barneow, and John Hersey. Attorney Arthur Garfield Hays was named consultant for the committee.

A freelance committee, headed by scriptwriter Hector Chevigny, was also being organized to collect voluntary contributions from writers on both coasts for an RWG strike fund, intended to augment a compulsory assessment currently being voted on by mail.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"As near as I can figure it, we have only four-hundred and ninety-nine thousand, nine-hundred and eighty-five dollars and twenty-six cents to go."

LETHEN APPOINTED

To CBS Radio Sales Post

EDWARD F. LETHEN Jr., who joined CBS Radio in September as an account executive on the network sales staff, has been named to the new post of director of sales extension, CBS Radio Network, W. Eldon Hazard, network sales manager, announced Thursday.

Before joining CBS Radio, Mr. Lethen had been with MacFadden publications for 16 years, serving as advertising director of True Story women's group of six magazines, in the same capacity for a five-magazine group, and as western manager of the Chicago office. The new director of sales extension had also been western manager for Dell Publishing Co. and space salesman for several newspapers and magazines.

Plans Spot Radio

KATHLEEN COURT Ltd., Hampton, Middlesex, England (Cooltan suntan cream), names Will Burgess & Co., New York, as its advertising agency. Plans for advertising schedule not definite as yet, but spot radio will be used, probably in four or five metropolitan markets beginning within 10 days and continuing through summer months.

Names Emil Mogul

RAYCO Mfg. Co., Paterson, N. J. (automobile seat cover manufacturer), has named Emil Mogul Co., New York, as its advertising agency. A budget of over $500,000 will be allocated for the rest of 1952. Radio, television and newspapers in key cities are currently being used in a copy and media test.

SINGER TO GREY

Federal to Dissolve

JULES B. SINGER, major stockholder and vice president of Federal Adv., New York, joins Grey Adv., New York, as vice president and member of the executive group, effective June 1, it has been announced.



Mr. Singer

Federal Adv. meanwhile will dissolve before that date. Gordon E. Hyde, president, and about half of the Federal employes have joined D'Arcy Adv. [B•T, April 21].

Mr. Singer, who handled The American Safety Razor Corp., Gem Razor and Blade and Every Ready Shaving Brush divisions, and Doeskin Inc., will bring the first account to Grey Adv. with him. The decision as to which agency will handle Doeskin is still pending but is expected to be announced soon.

Leaves FC&B Post

J. HUGH E. DAVIS, vice president and director of Foote, Cone & Belding, Chicago, joins Oakes & Co., Chicago hardware brokerage firm, today (Monday) in a general executive capacity to assist President L. L. Oakes. Mr. Davis was with FC&B eight years, joining the company as account executive on Pepsodent in 1944. Two years later he was elected executive vice president. During the past six years, he has handled much of the radio and television business, working with such accounts as Hallmark cards, Toni Co., Armour, International Cellucotton products, Frigidaire and Libby, McNeill & Libby. His work will be divided among several directors.

ANTELL BUYS

MGM Programs on MBS

CHARLES ANTELL Inc. last week undertook sponsorship of three hours of nighttime programs a week on MBS, with an additional two and a half hours of morning programs slated to start under its sponsorship today [B•T, March 31].

For its hair preparations, the company is sponsoring all of the MGM Radio Attractions programs which Mutual has offered to network advertisers, with the contract to run until these programs go off the air for a summer hiatus on June 28.

Starting today (Monday), Antell also is sponsoring two quarter-hour strips a day, from 9:30-9:45 a.m. and 9:45-10 a.m., Monday through Friday, also on behalf of its hair preparations. Agency is Television Production Assoc., New York and Baltimore.

It could not yet be determined, as of late last week, how many Mutual affiliates were carrying the Antell business. At gross rates for the complete network, billings on the entire package would approximate $80,000 a week, network spokesmen estimated.

FTC ORDER MODIFIED

Singles Out Tobacco Firm

AN ORDER by the Federal Trade Commission citing allegedly false advertising claims by American Tobacco Co. for Lucky Strike cigarettes has been modified to exclude the firm's advertising agency and others as party respondents.

The FTC announced last Tuesday that the order will be directed solely at American Tobacco in accordance with a stipulation filed in the U. S. Circuit Court of Appeals, Chicago. Company had asked the court to review the order but the petition was dismissed per the stipulation.

FTC's action in excluding the company's "officers, representatives, agents and employes" followed that of a similar case involving R. J. Reynolds Tobacco Co. (Camel cigarettes). The same court had ruled the commission has no authority to cite unnamed individuals without appropriate evidence [B•T, Feb. 11].

The advertising agency was not involved in any proceedings or identified in the complaint or order, an FTC spokesman said. Nor were any respondents named as such. Current agency for Lucky Strike is BBDO, New York.

Liquinet Plans

LIQUINET Corp., Chicago (hair preparation), has named Sherwin Robert Rodgers Agency to handle its advertising. Television will probably be used and radio is being considered. Mr. Rodgers is account executive.

POLITICAL LIBEL

THE BROADCASTER needs immediate protection from liability that he is in danger of incurring when his station airs a political talk.

This was emphasized before the Senate Subcommittee on Privileges and Elections last Thursday as it wound up its second and presumably final day of hearings on the radio-TV aspect in political campaign expenditures [B•T, April 21].

The subcommittee is looking into ways of streamlining election laws, including lifting of ceilings placed on the candidate or the party expenditure in a political campaign.

At the hearing's conclusion, Chairman Guy M. Gillette (D-Iowa) and Sen. Thomas C. Henning Jr. (D-Mo.) agreed with NARTB President Harold E. Fellows that the broadcaster is desperately in need of temporary legislation tailored for this election year.

Mr. Fellows noted that it would clear the decks for the broadcaster, who at the moment is concerned with an obligation to give equal opportunity to candidates, can not censor what the candidate might say, and yet can be held liable for what may be said.

Chairman Gillette thought this was "an intolerable situation. . . . It's becoming more so by a tendency of speakers to indulge in inflammatory and scurrilous attack."

Hennings Appointed

He appointed Sen. Hennings to head an investigation into what corrective legislation may be necessary to place both communications and printing media on the same par in regard to handling of defamatory political speeches.

Neither Mr. Fellows nor Col. William A. Roberts, of Roberts & McInnis, who represents the DuMont Television Network, thought it practical for a network to set aside time periods for political broadcasts only. Such a suggestion had been made a fortnight ago by subcommittee members.

Col. Roberts outlined the high costs of choice time periods on networks which are faced with the problems of clearing time with affiliates. Arrangements by networks must be made well in advance, he cautioned. But few candidates know until well nigh broadcast time just how much money they are going to spend, for what time and on how many stations, he explained.

He noted that the candidate is usually unable to tell just when his campaign may be getting "hot"—a time when he would need broadcast facilities—nor when it may cool—a time when he would be inclined toward cancelling commitments.

The well-financed party or candidate got in for some attention by Col. Roberts, who noted that the party that can buy the network with most prime affiliates gets the most coverage at the least per capita cost.

Another indeterminable factor is "bidding" by networks for time where cable availabilities are limited, the DuMont attorney said. The network which has control of "legs" on the cable gets the advantage and "the candidate is at a disadvantage," he said.

This points up, he said, that a network must be rich enough to sustain time for political broadcasts or must be able to get sponsorship. He said it would be impractical to set up a "straight jacket" over campaign expenditures—since an expensive campaign would have to be "supported with somebody's money."

DuMont tried so-called "block" prime time periods but it didn't work out satisfactorily, because (1) if time is given to one candidate it must be given to another, and (2) demand did not always come from the same people for the same period. Mr. Fellows agreed with this analysis, particularly in the local contest.

Also coming under attack by both Col. Roberts and the Senators present at the hearing was the radio or TV forum program. Implication was that it could be manipulated or rigged in favor of one political participant as against another. But all agreed that the forum device was more effective than a political campaign speech bought outright by the candidate or his party.

The libel dilemma has become so important in the broadcast industry, Mr. Fellows said, that "a majority of stations are scared to death of political broadcasts" because they might face libel suits for candidates' remarks.

Mr. Fellows said that a bill offering immediate relief for the broadcaster is that introduced in the House by Rep. Walt Horan (R-Wash.). The bill (HR 7062) would free the broadcaster from liability for material over which he has no control.

The NARTB president said his organization believed adoption of the measure "will make broadcasters in many states more ready to accept political broadcasts and to accept them at the usual rates of sponsored time." Thus the subcommittee's objective of "a more informed electorate" would be served, he said. At present, the Horan legislation pends before the House Interstate & Foreign Commerce Committee. Hearings have not been scheduled as yet.

Possibility of reserving time in advance for political campaigns, Mr. Fellows said, is more feasible in national campaigns than on the local level—he pointed to difficulty in forecasting advance program requirements, issues or personalities with demands for broadcast time varying as the campaign progresses.

He reminded the subcommittee that NARTB through its membership is promoting proper registration by eligible voters, to be followed by a "get out the vote" campaign before and on election day and calling on Congress to pass legislation to provide for a national election-day half holiday.

Majority of the stations in the nation charge the same rate for political time as they charge for regular sponsored time, with those stations charging special rates doing so because of increased ex-

(Continued on page 92)

Broadcaster Relief Urged at Hill Hearing

SEIZURE POWER

Truman Issues Denial

PRESIDENT TRUMAN last Thursday disclaimed the inference that he believes he has power to seize newspapers as well as radio stations.

The seizure threat had been made April 17 during a joint news conference with White House correspondents and members of the American Society of Newspaper Editors [B•T, April 21]. It followed a question by Col. J. Hale Steinman, co-publisher of the Steinman newspapers and co-owner of the Steinman radio and TV stations in Pennsylvania and Delaware.

At that time Col. Steinman had asked the President if he felt he could seize newspapers and radio stations, having already seized steel mills. The President had replied that under certain circumstances the President must act in the best interest of the country.

The statement led to widespread comment, mostly dealing with a new danger to freedom of expression. It led the American Newspaper Publishers Assn. to condemn the apparent threat to basic liberties (see ANPA story page 23).

At his April 24 news conference, the President denounced as a lot of hooey any idea that he believes he could seize newspapers and radio stations in an emergency. Asked if he had by statement or implication said he had any intention of seizing press and radio, Mr. Truman replied with a flat denial. In his April 17 statement, he said, he was speaking of the welfare of the country which is at stake in the steel strike. He added that the President actually has very great and inherent powers to meet a national emergency, but cannot tell what he is going to do until an emergency arises.

In congressional comment, Rep. George H. Bender (R-Ohio) said that the President's April 21 statement shows "he obviously has become aware of the apprehension throughout the country" created by the April 17 comment. Rep. Bender has introduced a resolution seeking impeachment of the President.

Fear that President Truman's government information policy, adopted last Sept. 24, was a threat to freedom of information and a form of censorship, continued last week to disturb editors and reporters.

On the other hand, Edward J. Trapnell, executive secretary of the Interdepartmental Subcommittee on Internal Security, said his agency requires federal agencies to prove that news they withhold would hurt national security. He said only one complaint had been received since his agency was set up Jan. 12. It came from Fairchild Publications and involved refusal by the Office of Price Stabilization to make available the minutes of industry advisory group meetings. Mr. Trapnell said he believed all information about the government must be "free and open" unless it would help the enemy and said the OPS had been overruled in its secrecy attempt.

Resolution proposing a Senate investigation to learn if censorship "is depriving the public of information to which it is entitled" was introduced Thursday by Sen. Blair Moody (D-Mich.), ex-newspaperman and radio commentator.

Sen. Moody proposed the Senate Committee on Government Operations name a subcommittee to study government information activities and effect of President Truman's security order. An advisory council of newsmen would be authorized.

ANPA Would Fight

DESPITE the President's assertion of Thursday morning that he had no intention of seizing broadcasting or the press, the American Newspaper Publishers Assn. Thursday night passed a sizzling resolution to "resist and defeat any attempted seizure by any President of the United States of the press or any member of the press."

The ANPA resolution was introduced by Maj. Gen. Julius Ochs Adler, general manager of the *New York Times*, which owns WQXR-AM-FM New York. Only four dissenting votes were cast, one of them by Mrs. Dorothy Schiff, owner of KLAC-AM-TV Los Angeles and publisher of the *New York Post*, who said she considered the President's original remark on the subject "facetious."

AP MEMBERSHIP

Full Status For Radio, TV Argued

FULL membership of radio and TV stations in the Associated Press was a debated subject at the annual AP membership meeting held in New York Monday. However, no definite decision was reached.

California AP members had resolved the previous week, it was disclosed, that stations be given regular instead of associate membership since many were fulfilling the board requirement of supplying as well as receiving news service, and that radio members be allotted a special representative on the board.

Annual board report, issued at the meeting and prepared by AP General Manager Frank J. Starzel, had indicated that news-supplying stations had increased to 537 during 1951, of which 239 outlets were located in communities where there are no newspaper AP members [B•T, April 14]. Association President Robert McLean further reported that two stations had declined membership until radio is represented on the board and stations have voting privileges.

One objection to radio membership was raised by C. E. Palmer, head of *The Texarkana* (Ark.-Tex.) *Gazette* and *News* and owner of KCMC-AM-FM Texarkana, who said that, although he owns stations, he believes the AP could make no greater mistake than by accepting them as full members.

"The number of newspapers is decreasing and the number of radio stations is increasing," he was quoted as saying, "and we would wind up with a radio organization."

The AP president reported that radio stations could not be accepted as full members by the board without a change in by-laws and that the association officers were hesitating until the best interests of the AP are known. The report, in fact, had said, "the board authorized the general manager to invite a group of news representatives of radio stations to meet with him to explore all matters that might contribute to the continuing improvement of the news report of the Associated Press."

Lauded Member Stations

Commending member radio stations for their aid in supplying news, the report also noted that some outlets provide news on a regular basis, some supply tips on fast-breaking events, and some cover news during hours when local newspaper members do not operate, notably important, it was said, for weekend coverage. The associate member radio stations were cited also as broadening the AP reach particularly for state news.

Radio stations mentioned individually for outstanding cooperation were KWIK Pocatello, Ida., which furnished 408 news stories used in the report; WDAY Fargo, N. D., which supplied 236; WWCA Gary, Ind., 217; WAVE Louisville, 150, and KDIX Dickinson, N. D., 119.

Election of AP officers resulted in the renaming of Mr. McLean of *The Philadelphia Bulletin* as president, a post he has held since 1938. Harold A. Fitzgerald of *The Pontiac* (Mich.) *Daily Press* was re-elected first vice president, and Clarence B. Hanson Jr. of *The Birmingham* (Ala.) *Sunday News* was named second vice president. Lloyd Stratton and Robert Booth were returned to their offices of secretary and treasurer, respectively.

Four new board members were named: John R. Reitemeyer, *Hartford* (Conn.) *Courant;* Richard W. Clarke, *New York Daily News;* W. H. Cowles, *Spokane* (Wash.) *Spokesman-Review,* and Nathaniel R. Howard, *Cleveland* (Ohio) *News.* Two board members re-elected were Benjamin M. McKelway of *The Washington Star* and Raymond L. Spangler of *Redwood City* (Calif.) *Tribune.*

Retiring directors are J. R. Knowland, *Oakland* (Calif.) *Tribune;* Paul Bellamy, *Cleveland* (Ohio) *Plain Dealer;* Arthur Hays Sulzberger, *New York Times,* and James E. Chappel, *Birmingham* (Ala.) *News.*

Guest speaker at the AP annual luncheon was Gen. Alfred M. Gruenther, chief of staff to Gen. Eisenhower at SHAPE headquarters.

STROMBERG-CARLSON

Station Sales, Earnings Up

BROADCASTING division of the Stromberg-Carlson Co. continues to increase overall sales and net earnings and "is now paying off handsomely," President R. C. Tait said in reporting on WHAM, WHFM (FM) and WHAM-TV Rochester at the company's annual stockholders' meeting Wednesday.

Stromberg-Carlson overall sales for the first quarter of this year were listed as $9,000,809, an increase of about 10% over the comparable period last year. First quarter earnings amounted to $248,191 or 65 cents a share on common stock, as compared to $243,113 or 63 cents a share for the same 1951 period.

Identifying the radio-TV situation as "still not good," Mr. Tait reported it as "far better" than it was at the corresponding time last year. A better fall market is anticipated by the company, with extra impetus expected from lifting of the TV freeze as well as public interest to be aroused by TV coverage of national elections. Stromberg-Carlson finished inventories, like those of its distributors and dealers, were reported as much lower.

Story on radio-TV aspects of ANPA Convention on page 23



WHEN Tighe Woods, director of rent stabilization, Washington, visited Kansas, he was interviewed by newsmen of KCMO Kansas City, Mo. Shown during interview are (l to r) Larry Whyte, KCMO; Mr. Woods; Harold Mack, KCMO, and Jim Monroe, KCMO news director.

INS' EXPANSION

Annual Report Outlines

INTERNATIONAL News Service has added 201 new clients in the past 12 months, "a banner year for INS and the greatest overall growth scored in any similar period," Seymour Berkson, INS general manager, said last week in his annual report to business executives of the news agency, in New York for the ANPA meetings.

With the addition of these new subscribers, Mr. Berkson noted, INS services now reach more than 2,700 outlets throughout the world, including radio and TV stations, newspapers, magazines and others. Citing the progress of the INS-Telenews newsreel, photo and wire coverage for television, he said: "We hold the dominant position as purveyor of newsreels and related news material for TV stations. Our TV coverage now reaches 81% of the nation's TV markets."

Recalling that INS and its newsreel associate, Telenews Productions, have held the top position in the TV news field since 1948, Mr. Berkson reported that "last July, INS inaugurated a new wire service for TV stations, tied in with the INS-Telenews daily newsreel film service. Together, the wire and newsreel film provided the first complete basic news service for television.

Scripts With Film

"The new teletype circuit transmits up-to-the-minute scripts for use with the newsreel film, giving it the impact of late pertinent news developments. It also provides summaries of the latest news to round out complete 15-minute newscasts for voice-casting by the local commentator on TV."

Mr. Berkson lauded Herbert Scheftel, Telenews president, "for his great vision and pioneering foresight which have played such an important part in launching and propelling the joint TV enterprise of Telenews and INS."

Attributing INS growth during the last year to a growing desire for "improved coverage of the news —and the news behind the news," Mr. Berkson said that in keeping with this "stimulating global expansion and increased demand for our news products, INS has steadily expanded and improved its news-gathering facilities.

"We have inaugurated a variety of new techniques of interpretive reporting designed to provide a background and significance of complex news events at home and abroad. We have also launched a highly successful new department called "For Better Living" which furnishes a steady flow of special items and articles of particular value to the typical American family, including food and household hints, home economics, mental hygiene, public health guidance, etc.

"In line with a policy of long standing, INS has continued to implement its regular news report with important news-features and circulation-building columnists. Of course, our great advantage in this respect is that we have under the INS banner some of the greatest writers and reporters of our time. This has enabled us to deliver to our clients not only distinctive coverage of world news but dramatic, exclusive feature material of prime public service interest and reader appeal."

International News Photos, INS' photo affiliate, has one of the most modern news photo plants in the world in its New York headquarters, recently completed at a cost of many thousands of dollars, Mr. Berkson said, adding: "INS is now in its 40th consecutive year of daily operation and it is still setting the pace for enterprise in the news photo field."

INP's Speedphoto Division, launched in 1950 for the transmission of police data by law enforcement agencies, now serves 24 city, state and federal organizations, including the FBI, Mr. Berkson reported. He said that the Speedphoto Transceiver developed by INP technicians especially for this use, was praised by the International Assn. for Identification as "the greatest advance in police communication since the advent of the teletype."

FLOOD FUNDS

Ad Council, Radio-TV Aid Red Cross in Emergency

ADVERTISING Council has enlisted the support of radio and television to help the Red Cross raise emergency funds to speed rehabilitation in the flooded Midwest.

Project was initiated by a telegram from E. Roland Harriman, American National Red Cross president, to all network presidents and to the Advertising Council. The wire outlined extent of the damage and the needs of Red Cross to aid flood victims.

Radio and TV networks responded immediately with pleas by media stars and by special announcements.

To spur emergency appeals, the Red Cross through the Advertising Council released 150 one-minute trailers and 150 sets of four flip cards for TV networks and individual stations.

Listed by the Red Cross as outstanding examples of cooperation were the April 16 CBS Radio broadcast by James T. Nicholson, Red Cross executive vice president, who discussed his tour of flooded regions and the April 17 John Edwards news broadcast on ABC radio.

Another programming highlight listed by Red Cross was its evacuation episode filmed in and around Omaha by *We the People* and telecast over NBC April 23.

Many Reports Received

Further reports of individual station efforts [B•T, April 21], the following have been received at deadline by BROADCASTING • TELECASTING.

KMTV (TV) WOW (TV) KBON KOIL KFAB KOWH, all Omaha outlets and KSWI Council Bluffs reported their coverage as follows:

KMTV (TV) issued flood reports on three regular daily newscasts, adding two extra shows per day. Two still-picture crews worked with four motion picture and TV camera crews at the Civil Defense station where dikes were weakest, at the bridge connecting the two cities, at the public power plant where there was danger of a flood-out, in Council Bluffs and in the air above the flood scene.

The station fed three remotes with Douglas Edwards to the CBS-TV network, and shot film for use on Edward R. Murrow's Omaha story feature on his *See It Now* telecast April 20.

WOW-TV sent out camera crews to shoot movie film and used most of its news time on three daily shows to air flood reports. The station set up a remote relay system from the top of the city's tallest downtown building, and made feeds to NBC-TV for *Today*, as well as for local shows.

KBON broadcast flood bulletins from three remote units. Most regular newscasts concentrated on flood news. KOIL spotted taped-interviews throughout its round-the-clock schedule, working closely with the sheriff's office.

KFAB foresaw the flood danger and began its reporting from the day the snow-swollen waters began their threat in Montana. At the flood's height, KFAB fed three stations and CBS Radio network at one time. When not on the air or sleeping, KFAB staffers aided the Red Cross and Salvation Army. The station also set up a temporary studio at Council Bluffs.

KOWN, an independent daytimer, went on the air 24 hours daily with special FCC permission, using tape interviews and live remotes to bring its listeners flood coverage. KSWI, another independent located across the river in Council Bluffs, maintained a broadcasting crew at the Mayor's office and fed news bulletins continually. Staff at the station was doubled to meet the emergency. KSWI reports that station's request for volunteer help brought people from within a radius of more than 70 miles.

Seven news and special events men from KMA Shenandoah, Iowa, reported flood conditions in a large non-metropolitan area not serviced by local radio stations or newspapers, station reports. Night and day warning system for residents of the stricken area was maintained by the station.

KELO Sioux Falls, S. D., news personnel spent April 4-6 on 24-hour duty during an overflow of the Big Sioux River to give descriptions of the scene and interviews on tape recorders, alert flood-threatened residents and relay instructions from the Red Cross and other agencies. In the following flood of the Missouri River, KELO newsmen described the scene from the air, made three network feeds April 11 and participated in a special NBC flood program April 14 [B•T, April 21].

KCOM Sioux City, Iowa, carried an exclusive broadcast in its region of the talk by President Truman from Offut Air Force Base, Omaha, during the President's aerial tour of the flood area. The station broadcast from the scene a story of the rescue of 37 persons in Woodbury County, Iowa, and halted by radio a perilous rescue mission for a pilot who crash-landed safely.

KCOM was forced to build a dike to save its transmitter and broadcast continuous flood information and messages for 34-hour period.

Sylvania Offer

Sylvania Electric Products offered last week to test and repackage tubes for its midwestern dealers and distributors whose stocks were affected by floods, with new cartons and sleeves for water-soaked tube stocks supplied free.

A 30-hour appeal beginning April 16 by WKRC-AM-FM-TV Cincinnati sent 50 tons of flood relief supplies and more than $3,000 to the adopted city of South Sioux City, Neb., one of the flood's hardest hit communities.

Station personnel flew by chartered plane to the flood scene and returned with pictures, reports, taped interviews and movies for Cincinnati airing.

WPTR Albany, N. Y., reported coverage of the flood as in two previous disasters, including two-way "beep" telephone recorded interviews with News Editor Carl

(Continued on page 93)

UP'S GROWTH

Reported at N. Y. Annual Meeting

UNITED PRESS is now serving more newspapers, more radio stations and more TV stations than at any time since its founding in 1907, Jack Bisco, UP vice president and business manager, stated last week at the annual meeting of UP executives, held in New York in conjunction with the ANPA convention.

★

An increase of 61 in the number of UP newspaper, radio and TV clients during the past year brings the total to 3,533, Mr. Bisco said, with about 300 additional special clients, 200 ships served by the UP subsidiary, *Ocean News*, and hundreds of foreign stations and papers getting up dispatches indirectly through their local news agencies.

"The new method of news distribution which has had its greatest development in the past year is the production of a daily newsfilm for television," Mr. Bisco stated. "This new live pictorial coverage of the news has just been well launched. By present standards, the cameramen and the newsmen who create this service are doing a remarkable job. Yet we are only at the beginning of this art. In time to come we expect to bring the TV screen and the spontaneous news event closer and closer together."

Earl J. Johnson, vice president and general news manager, noted that "the recent addition of a coast-to-coast news service for television [United Press Movietone News] and the acquisition of a newspicture service for newspapers [Acme newspictures, purchased Jan. 1 from NEA] means that we are now supplying the basic ingredients—news, still pictures and sound-tracked film—for every news medium that exists."

Pointing out that the "brisk volleying of ideas and viewpoints" among the various branches of UP service "enriches them all," Mr. Johnson said that this is now seen daily in major news centers. "At the national conventions this summer our news editors, still picture cameramen, writers for radio, UP Movietone camera crews and even those dispatching teletypesetter tape to newspapers will all operate from one headquarters in Chicago's Ampitheater."

LeRoy Keller, vice president and general sales manager, reported that UP now serves 51 of the 108 U.S. TV stations, up from 37 a year ago, including UP news service, newspictures and UP Movietone News.

Commenting on UP Movietone News, joint venture of UP and 20th Century-Fox Movietone, UP television manager William C. Payette said that this service was begun last October with seven clients, now has 25—23 in this country, one each in Cuba and Mexico. He estimated that UP's daily TV news film footage—averaging between 600 and 800 feet, 16mm, five days a week, enough for three quarter-hour news shows a day—is twice that of any other service.

Leased Wire For TV

In addition, he said, "UP operates a leased wire teletype network expressly for television. This assures stations of the latest possible developments in any story they are presenting. A second advantage is UP's way of delivering film news story by story. Each take of film is sent out as soon as processed. We do not wait to combine stories on a reel. This makes for the greatest possible speed."

Mr. Payette reported that a new film-processing center in Washington has been added to the original one in New York and that a third one will be opened in Chicago in July to develop and print the film taken by the ten UP Movietone News cameramen who are to cover the conventions for the service's TV station clients.

Reporting on the foreign situation, Joseph L. Jones, UP vice president and foreign manager, said that Japan's ten new commercial radio stations now get UP news. UP's Latin American subscribers now total 338 newspapers and radio stations, he said.

To circumvent the censorship imposed in Russia and the Soviet satellite countries, UP "maintains departments in Vienna, Frankfurt and London, manned by translators and editors, who monitor the radiocasts and comb the newspapers of the countries to which we are denied reportorial access," Mr. Johnson said. "Careful study of the press and radio of these countries frequently is a surprisingly useful source of information."

IN REVIEW . . .

THANKS to television, an estimated five million Americans saw at 12:30 p.m. last Tuesday the first public explosion of an atom bomb, dropped by an Air Force plane over the desert land of Yucca Flat, near Las Vegas, Nev.

Without the aid of the special dark glasses worn by newsmen and other spectators gathered at "News Knob," a mere 10 miles from the blast point, the home audience heard the call of "bomb away," listened to the counting of the seconds and saw the flash that, for a few seconds, blackened TV screens with a dark penumbra around the central point of light that was the blast.

Like the TV engineers and construction men who performed a modern miracle in erecting a chain of mountain top relay towers to Los Angeles and AT&T's permanent radio relay system for cross-country transmission, the home viewers sweated out the minutes preceding the blast, when the pictures alternately disintegrated and became whole again.

The "bomb away" signal, clearly heard over the sound circuit, was illustrated on the country's TV screen by what might have been an abstract artist's portrayal of atomic warfare's horrors. Succeeding seconds intensified the anxiety. Then, a scant quarter-minute before the blast, the scene appeared with better clarity which held through the historic moment.

The picture of the atomic explosion itself was picked up by a TV camera atop Mt. Charleston, 9,000-foot peak about 40 miles from the blast site. The brilliant flash of atomic energy momentarily blackened the $1,500 camera tube, but did not destroy it, and a few minutes later the same camera covered for home viewers the atomic mushroom cloud as it rose into the sky.

As soon as the flash was over, cameras at "News Knob" were brought into play for closer inspection of the target area as the radiological trucks went in to check the area's atomic "heat" and the infantrymen and paratroopers prepared to follow up the bomb as soon as the ground was safe.

Grant Holcomb, on Mt. Charleston, and Fred Henry, at Yucca Flat, announced the hour-long telecast, from 9 a.m. to 10 a.m. Pacific time (noon to 1 p.m. EST). The pooled program was carried by both the NBC and CBS TV networks, which also fed it to a number of non-affiliates such as WOR-TV New York. NBC also had newsreel films of the event on the air in a special late evening program starting at 11:15 p.m. EST, Tuesday.

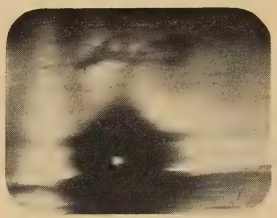
The spectacular success of the telecast was due, in no small measure, to the efforts of all seven Los Angeles TV stations (KECA-TV KNBH (TV) KTLA (TV) KLAC-TV KNXT (TV) KTTV (TV) KHJ-TV) which pooled resources, including manpower and equipment.

In an arrangement worked out by the Television Broadcasters of Southern California, Klaus Landsberg, vice-president and general manager KTLA, set up the technical facilities and completely supervised operations which networks accepted.

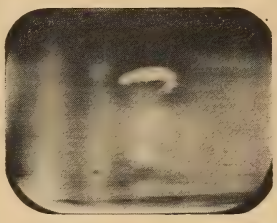
A special relay system, parts of which were flown into mountain tops by helicopter, were set up between bomb site at Yucca Flat and the stations' transmitters on Mt. Wilson overlooking Pasadena. The system had the longest relay points ever attempted in TV, two of them being 140 miles apart.

The "shot point" was covered by six TV cameras. Four were approximately 11 miles distant and two 40 miles from blast. Generators on four closest cameras burned out just prior to explosion, thus necessitating use of one of the other two for actual blast.

Immediately following detonation, lenses of the other cameras by then in working order, were uncapped to photograph and telecast clouds from blast and whatever else followed. Actual explosion, however, was covered by only one camera in case tube, burned out. All types of lenses, from 50 millimeter to 40 inches in size, including zoomars, were used.



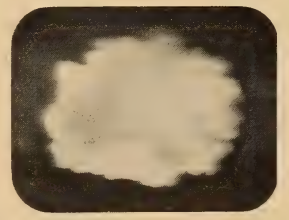
The instant of the blast . . .



. . . a mushroom rises . . .



. . . the dust below . . .



. . . and a cloud rises.

* * *

Engineers Flown Food

Four pairs of engineers, with food flown to them by helicopter, camped atop the various snow-capped mountain relay points for several days prior to the explosion, guarding equipment to keep it in condition for moment's use.

Commentators for test, selected on pool basis, included aside from Mr. Holcomb, KNXT newscaster, and Mr. Henry, KLAC-TV program and special events director, Gil Martyn, KTLA newscaster, who handled audio narration for TV film coverage. Bob Ellison's KTTV newsreel crew, filming detonation for pool telecast, rushed reels to Los Angeles by jet plane for quick developing and release to stations that same evening.

Plans for live radio coverage of the explosion were hampered by the inability of Pacific Telephone & Telegraph Co. to connect its radio network circuits with the special Signal Corps communications hookup from "News Knob." NBC radio picked up the TV sound channel voice description of the dropping and explosion of the bomb, 12:28-12:33 p.m., preceded and followed by commentary from W. W. Chaplin, who was watching the TV picture of the event in a New York studio. Merrill Mueller at 1:30-1:45 p.m. broadcast a report of the bomb explosion utilizing taped excerpts of the earlier broadcast on NBC radio and at 2:15-2:30 p.m. NBC broadcast a special tape repeat of its noontime program.

MBS did a special advance program, midnight to 12:15 a.m., with Maj. George Fielding Eliot describing preparations for the atomic experiment. At 6:15-6:30 p.m., MBS broadcast a description of the actual blast, which was repeated on *Mutual Newsreel*, 7:45-7:55 p.m.

Dallas Townsend, CBS Radio special events man, taped his eye-witness description of the blast, which was broadcast from Las Vegas on the network, 4:15-4:30 p.m. Lowell Thomas, also an on-the-scene observer, did his 6:45-7 p.m. CBS Radio broadcast from Las Vegas. ABC radio broadcast a taped description of the bomb blast at 4:45-5 p.m.

Another TV atomic first was scheduled for yesterday (Sunday) at 1:30 p.m. when *American Inventory*, American Medical Assn. series on NBC-TV, was to originate at Brookhaven National Lab. atomic energy plant at Upton, Long Island. Telecast, done "live" from the medical division of the laboratory, was designed to show the use of radioactive isotopes in medicine.

Program: First public atomic bomb explosion: on NBC-TV and CBS-TV, and non-network TV affiliates, taped broadcasts by radio networks TV newsreel coverage; Tuesday, 9-10 a.m. (PST); from Yucca Flat, Las Vegas, Nev.
Technical Supervisor: Klaus Landsberg, KTLA (TV) Los Angeles; arrangements by Television Broadcasters of Southern California.
Facilities: Pooled by seven Los Angeles TV stations.
Commentary: By Grant Holcomb, KNXT (TV); Fred Henry, KLAC-TV; Gil Martyn, KTLA (TV) Los Angeles.

LOYALTY PLAQUES

VFW Honors Radio-TV Shows

SIX loyalty award plaques for "commendable public service" were announced for radio and television programs last week, with the awards to be made for the first time this year by the Veterans of Foreign Wars in conjunction with their Loyalty Day Celebrations May 1.

Tales of Tomorrow on ABC-TV, produced by Foley & Gordon and sponsored by Jacques Kreisler Mfg. Corp. through Hirshon-Garfield and by C. H. Masland, through Anderson & Cairns. Award for helping to broaden knowledge and understanding of modern science.

Forward America, World Broadcasting System series produced by Herbert Gordon and currently playing in 476 markets. Honored for instilling a deeper pride in the American heritage.

Sunrise Serenade, WOR New York, produced by Bill Taylor, sponsored by Junex and Radio Bargain Guild through Harold Kay, by Littleton Stamp Co. through Schwab & Beatty; and—once weekly by ideal film, through Ted Nelson Assoc. Cited for building understanding of American way of life through music, news and prayers.

Life Can Be Beautiful, NBC radio, produced by Art Richards, sponsored by Procter & Gamble through Benton & Bowles. Honored for showing true picture of American Life, based on fair play, mutual respect and understanding.

Perry Mason, CBS Radio, produced by Carl Eastman, sponsored by Procter & Gamble through Benton & Bowles. Awarded for depicting problems menacing the nation and showing how citizens can combat them.

Magic Cottage, WABD (TV) New York, key station of DuMont network, producer of the program which is sponsored Mondays by Good Humor through Grey Adv. Honored for instilling in children an appreciation of the basic American principles of truth, unselfishness and mutual respect.

Stuart K. MacNiven

STUART K. MacNIVEN, 57, administrative assistant to President James H. S. Ellis, Kudner Agency, New York, died last Wednesday in New York after a long illness. He had been with Kudner for 17 years, beginning at the time the late Arthur Kudner founded the agency. Surviving are his wife, Mrs. Ruth Fitch MacNiven and two sons, Thomas and Richard.



1951 Iowa Radio Audience Survey reveals important trends in PROGRAM PREFERENCES!



In comparing Iowa's "best-liked" types of radio programs in 1951 with those of 1947, 1948, 1949 and 1950, the 1951 Iowa Radio Audience Survey* highlights several important trends which might well influence your radio plans.

Here, in capsule form, is the five-year comparison for 16 program types:

MEN	1947 Survey	1951 Survey	WOMEN	1947 Survey	1951 Survey
News broadcasts	80.4%	87.1%	News broadcasts	72.1%	79.9%
Featured comedians	71.5	62.0	Featured comedians	66.3	57.6
Popular music	39.9	48.5	Popular music	44.7	51.4
Sports broadcasts	38.7	47.4	Audience participation	47.4	49.4
Audience participation	41.7	41.0	Complete drama	43.1	38.4
Market reports	25.2	30.6	Religious music or devotionals	28.5	28.2
Oldtime music	23.2	29.7	Sports broadcasts	16.6	27.4
Complete drama	32.7	28.2	Serial drama	30.5	26.7
Variety programs	29.5	20.6	Oldtime music	19.5	21.9
Religious music or devotionals	17.4	18.4	Variety programs	32.3	21.3
Talks, comment	20.5	16.4	Homemaking programs	18.2	18.8
Band music (brass)	14.5	15.3	Market reports	12.8	16.1
Talks on farming	17.0	14.3	Talks, comment	15.0	15.0
Serial drama	15.2	12.3	Classical music	20.7	14.6
Classical music	16.1	9.5	Band music (brass)	13.2	13.4
Homemaking programs	4.3	5.4	Talks on farming	8.8	8.3

Note the growing popularity among both men and women of news and sports broadcasts, popular music, market reports and oldtime music. And notice the substantial decline in popularity of featured comedians, complete and serial drama shows, classical music and variety programs. In almost every case the trend is consistent, year after year, indicating a definite pattern rather than a temporary shift in preference.

You'll find the 1951 Iowa Radio Audience Survey one of your most valuable reference books. It's packed with authentic, up-to-date information. It is one of America's most dependable radio studies. *Write us for your copy, today! — or ask Free & Peters!*

The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet — listened to by more Iowans night and day than any other station in the State.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.

National Representatives



*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

CONVENTIONS

ABC, MBS Set Coverage

EXCLUSIVE services of news and editorial personnel of *Newsweek* magazine in covering political conventions this summer have been contracted for by ABC network, Thomas Velotta, network vice president supervising the political reports, announced Thursday.

Newsweek editors will present their own reports, making individual as well as panel appearances on both ABC radio and television networks during the Republican and Democratic conclaves, to be sponsored on the network by the Admiral Corp. Participating in what Mr. Velotta described as "the most comprehensive, colorful and authoritative coverage of the conventions possible" will be the following:

Ernest K. Lindley, chief of *Newsweek's* Washington Bureau and the news magazine's political authority; Kenneth Crawford, editor of national affairs; Chet Shaw, executive editor; Raymond Moley, contributing editor who specializes in political analyses, and Sam Shaffer and Vera Clay of the *Newsweek* Washington Bureau.

Entire news staff for ABC-AM-TV convention coverage, to include almost all of the network's top men and women reporters, commentators and analysts, will be headed by Paul W. White as managing editor.

Mutual also announced last week that all its commentators will be in Chicago as part of the extensive, special broadcasts emanating from the convention scene.

Plans and procedures are under the direction of William H. Fineshriber Jr., MBS executive vice president, with Milton Burgh and Arthur Feldman, network directors of news and special events, respectively, working out program details.

MBS reporters on the convention floor will use shortwave transmitters as they did in 1944 and 1948. A mobile unit with additional equipment will be used for programs just outside the convention amphitheatre. Installations are being supervised by Carl Meyers, MBS chief engineer in the midwest.

NPA Names Jordan

APPOINTMENT of Paul H. Jordan as deputy assistant administrator for public information at the National Production Authority was announced by Assistant Administrator Edward K. Moss. Mr. Jordan, former regional director of the Office of War Information, joined NPA in January 1951 as director of its field information division. He has been serving as acting deputy administrator for four months and is responsible for making information available on defense production for NPA and the Dept. of Commerce.



IN APPRECIATION for WFIL Philadelphia's "three decades of broadcast service," the city's Chamber of Commerce presented an achievement award to the station. Attending ceremonies were (l to r): Fred Webber, WFIL promotion department; Kenneth W. Stowman, TV sales manager; Louis E. Littlejohn, chief engineer; Roger W. Clipp, general manager of WFIL-AM-FM-TV; Brig. Gen. Hugh B. Hester, C. of C. executive director; Col. J. Harry LaBrum, C. of C. president; Harold Simonds, local sale manager for WFIL; Jack Steck, manager of programs and production, WFIL-TV, and Jack Schantz, radio engineering supervisor. Combined experience of WFIL staffers totals 217 years.

AM SPEED-UP

Nearly 100 Applications Fall in Line I List

SPEEDUP plan for AM processing line, proposed by the FCC two weeks ago [B•T, April 21], should not raise false hopes in the breasts of AM applicants eligible for Line I listing, according to FCC sources conversant with the plan.

Although the Commission's plan is based on preferential treatment for those AM applicants proposing to bring AM service to a community which does not now have a station, or to cover areas not now receiving primary service, nearly half of the current 200 applications on the AM processing line would fall into that category, it was learned.

Thus, if an applicant is No. 100 on the present processing line, he would become No. 50 on the new Line I list, it was pointed out.

Commission's plan, which was given impetus by a number of petitions for some such priority treatment filed during the past six months [B•T, Jan. 21; Nov. 12, 1951], proposes to set up two processing lines for AM applications.

Components in Lines

Line I would include applications proposing first service to cities or towns, or first service for "white" areas (i.e., unserved areas). Unserved area was specified in the Commission plan as one in which 25% of the territory is not now getting primary AM service, day or night.

Line II would include all other applications—mainly those for stations in communities already having such facilities, or improvements of existing facilities which would not bring service to unserved areas. There would be no activity on Line II applications until Line I was completed, or current, the plan proposed.

Commission asked for comments on plan by May 12.

Most AM applications are considered simple cases, according to FCC sources. Therefore, Line I applications should move along fairly speedily, it was thought.

In an endeavor to cope with the avalanche of AM applications filed with the FCC following the end of World War II, the Commission established a temporary expediting procedure in 1947. The Commission refused to accept any application filed after Feb. 7, and did not reopen its processing lines to new applications until after May 1 of that year. During that three-month period, the FCC staff was solely engrossed in processing those applications on file prior to Feb. 7.

When the Commission's May 1 deadline was reached, it found itself current on AM application processing.

At one time, several years ago, the Commission's AM processing line was divided into two: applications with simple engineering problems and those with more complicated engineering factors.

However, for the past year or more there has been only one processing line.

One of the problems with the present processing of AM applications is the number of times some applications have to be reprocessed. Some applications are filed, designated for hearing, amended out of hearing, reprocessed, found to involve interference with other stations and reset for hearing, it was explained. "It's a regular merry-go-round," sighed one FCC attorney who works on AM applications.

Back in 1950, AM applications were being processed in 45 to 60 days, it was pointed out. Today it takes about a year.

The average age of the most recent applications studied in November 1951 was eight months, in December nine months, in January nine months, in February 10 months, in March 10½ months.

U.S. AGENCIES

Defense Role Ordered

PRESIDENTIAL executive order has set in motion wheels of civil defense activities of federal agencies—including the FCC.

Order issued April 18 requests each federal agency to prepare plans for (1) providing its personnel and services in the civil defense program, and (2) maintaining the "continuity" of its functions "at the seat of the government and elsewhere" if needed.

Meaning to the FCC is this, according to best information: (1) FCC is now officially a coordinating agency respecting the use of the radio spectrum, (2) use of its monitoring services by the military services and other government agencies is now legalized.

Plans for the continuance of FCC functions in Washington have been drawn up, as have specifications in case of forced government decentralization. Whereabouts of FCC's location in case it has to move out of Washington is classified information.

Among other activities, the Commission started this week with first aid instruction for some of its personnel. They are to be trained as instructors and will teach other groups subsequently.

Acting as civil defense coordinator is Harland R. Morris, assistant chief, Accounting System Division, Office of the Chief Accountant.

SWG WAGE BOOST

WSB Approves New Contract

INCREASES in minimum rates recently negotiated between Screen Writers Guild and major film producers were approved last Monday by the Wage Stabilization Board. Under terms approved, minimum compensation for writers will be retroactive to Feb. 26, 1951, effective date of SWG's eight-year agreement with the producers.

Weekly minimum salary has been established at $250, with flat deals set at $2,000 for pictures budgeted under $100,000 and $3,000 for those with budget over that sum.

WQXR BUSINESS

Sales 8% Higher in March

INCREASE in radio time sales in an upward spring trend was tabulated for WQXR New York last week by Norman S. McGee, vice president in charge of sales. He explained sales were 8% higher during March of this year than for the corresponding 1951 period.

The trend has continued through the first half of April, Mr. McGee said, with long-term advertisers returning to the air, new clients signing, and current advertisers extending spot campaigns to full program sponsorship. These accounts are in addition to the new clients added to WQXR participation programs designed as weekday broadcasts for theatres, restaurants and clubs.

Election Extra for Station Managers

GALLUP POLL PROGRAM ON RADIO!

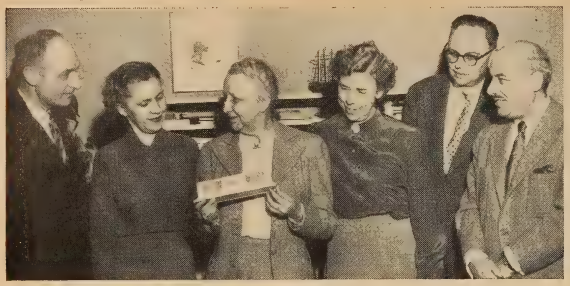
■ A syndicated radio series featuring Dr. George Gallup, Director of the famous Gallup Poll, interpreting day-by-day opinion trends on the election and conventions is available on a market-to-market basis.

■ Five minutes a day, six days a week, starting May 5th for 26 weeks. Recordings on tape or acetate.

■ Will be carried by WCBS New York; WCAU Philadelphia; WTOP Washington, etc.

■ Wire today for prices and availability in your market.

GEORGE F. FOLEY, JR.
Foley and Gordon, Inc.
9 East 45th Street,
NEW YORK 17, N. Y. ■ MU 7-5354-7



JUDITH WALLER, NBC Chicago director of education and public service (third from l), receives a watch on her 30th anniversary in radio which coincided with 30th birthday for WMAQ Chicago. Miss Waller was station's first manager. Six NBC employes pictured whose tenure with the network is 146 years of service are: (l to r) T. E. Schreyer, engineering operations supervisor, 26 years; Mary Kelly, talent sales secretary, 21 years; Miss Waller; Lillian Mack, radio spot sales secretary, 22 years; M. W. Rife, field engineering supervisor, 23 years, and Joseph Gallicchio, music conductor, 24 years.

BMI CLINICS

Spring Series Begins; Speakers Listed

BMI spring series of field program clinics—43 meetings in 38 U. S. and five Canadian cities—got started last Thursday in Calgary and will conclude May 16 in Toronto, giving Canada the distinction of both opening and closing the 1952 series.

Covering every aspect of station programming, each clinic will feature talks by members of 11 traveling teams of speakers chosen from a pool of 37 broadcasting executives. Local broadcasters also will address the clinics and BMI officials will accompany the traveling units, which will be joined by BMI field representatives in their respective territories.

A total attendance of some 5,000 radio men and women is expected for the 1952 clinic series. More than 3,000 attended the 1951 series of 37 meetings.

BMI officials accompanying the teams include: Carl Haverlin, Sydney M. Kaye, Robert J. Burton, Charles E. Wall, Roy Harlow, Glenn Dolberg. BMI field representatives who will attend meetings in their areas include: Al Marlin, James Cox, Ken Sparnon, Lin Pattee, Burt Squire, Dorsey Owings, Ralph Wentworth, Bob Fuller.

Clinic schedule follows:

Phoenix, Ariz., and Owensboro, Ky., April 28; Hollywood, Nashville, Tenn., and Charleston, W. Va., April 29; Battle Creek, Mich., and Sioux Falls, S. D. April 30; Omaha, Salt Lake City and Richmond, Va., May 1; Little Rock Ark., Denver, Boise, Ida., Raleigh, N. C., and Columbus Ohio, May 2; Jackson, Miss., May 3; Wichita, Kan., Alexandria, La., Baltimore, Milwaukee and Vancouver, May 5; St. Louis, Atlantic City, Columbia, S. C., and Seattle, May 6.

Des Moines, Minneapolis, Oklahoma City and Portland, Ore., May 7; Gainesville, Fla., and Syracuse, May 8; San Antonio, San Francisco, Chicago, Boston and Regina, Sask., May 9; Athens, Ga., May 10; Montgomery, Ala., and Augusta, Me., May 12; St. John, N. B., May 14, and Toronto, Ont., May 16.

COLUMBIA INSTITUTE, Philadelphia, announces inclusion of Theatre Arts Institute into its School of Radio Broadcasting. Charles Cooper will head new unit, assisted by Doris Jacobson, dean of Columbia Radio School.

GUILD THREAT

WMCA Sponsors Notified

NEWSPAPER GUILD, on behalf of its unit at WMCA New York, last week sent letters to station advertisers asserting that imminence of a strike, over a contract sought since last July, might warrant discontinuance of advertising there.

Explaining "the pressing situation," the guild said that the WMCA unit had strike authorization, plus "all-out support of officers and 7,000 guild members in New York to obtain a satisfactory contract." The WMCA unit, composed of off-mike employes, initially sought a 10% wage increase across-the-board and subsequently lowered their demand to 5%.

The labor organization urged WMCA advertisers to make themselves acquainted with the situation, to urge the station to deal fairly with its employes, and, in case of a strike, cancel advertising.

"WMCA, since the inception of negotiations, has consistently held to the point that we're prepared to meet salary inequities as compared to pay scales at competing stations," M. M. Fleischl, vice president and general manager, said Wednesday.

Declaring that WMCA is ahead of competitors in wage scales, Mr. Fleischl said his station's policy had long been not to give an across-the-board increase, since it took no consideration of various job functions.

Mr. Fleischl said that the Newspaper Guild has repeatedly asserted that WQXR pays more. But, he noted, WQXR is owned by *The New York Times,* which can be affected by the Newspaper Guild on other bases.

FCDA

Annual Report Lauds Aid Of Radio, Television

EXPERIMENTS in closed circuit theatre TV by federal civil defense planners have proven "eminently practical, psychologically powerful and limited in utility only by the number of properly equipped theatres," President Truman and Congress were told last week.

★

In its annual report to the Chief Executive and Capitol Hill, released Thursday, the Federal Civil Defense Administration praised theatre TV as well as regular television and radio for their roles in educating the public on civil defense.

Plans now are underway to conduct a third closed circuit video demonstration on the Eastern Seaboard and eventually to extend this medium to 15 key cities. Two tests already have been held, covering selected theatre audiences in New York, Philadelphia, Washington, Baltimore and Boston. A survey of reactions will soon be released.

"The purpose of the project was to ascertain whether this new medium could be effective in the training or orientation of civil defense volunteers," FCDA explained. Since the first of the year, agency officials have acknowledged efficacy of the tests.

Harold Azine, TV chief, FCDA Audio-Visual Division, estimates the agency can train some 35,000 people in a one-hour program involving two-way communication for $7,000—or roughly 20¢ per seat. Cost of producing the program (buying creative and director services) runs between $1,200 and $1,500. Some 75 theatres in 35 communities are now equipped with closed circuit facilities.

Radio, TV Praised

Regular radio and television also came in for a kind word in FCDA's annual report, as did newspapers and magazines.

NBC was lauded for contributing $100,000 in air time to the seven-program series *Survival* last summer, with government cost of only $1,607 covering production. Kinescopes of the series were also shown to NBC affiliates in 40 cities. Last December, 19 units of the series were distributed for routing to 64 TV cities, reaching 40 by December 1951.

"This distribution was a pioneer undertaking, having for its goal maximum coverage of critical cities serviced by television," the report said.

FCDA also cited preparation of short films and slides and appearances of leading agency officials on NBC-TV's *Meet the Press* and *Battle Report—Washington;* DuMont's *Pentagon—Washington,* and CBS- TV's *Facts We Face.*

A voluntary recruiting kit containing radio-TV scripts was prepared for FCDA by the Advertising Council and distributed early this year.

"Radio provided an important channel for dissemination of civil defense information to the American people," the report acknowledged. This cooperation took the form of radio script kits, totaling 32 pages each of spot announcements, dramatic vignettes and background data, plus three transcriptions. These were sent to 2,900 radio stations.

The report also noted other cooperation by the Advertising Council, with FCDA working through its network and regional radio spot allocation plan. FCDA also arranged for announcements on four major networks, with this breakdown: NBC, 28 programs; MBS, 22; CBS, 27, and ABC, 23. CBS also aired a five-program series on civil defense publications.

Additionally, officials appeared on 28 programs of those networks plus LBS and regional hookups. Commentators and newsmen also were commended for using material in their broadcasts.

Added the report: ". . . civil defense has continued to get unparalleled cooperation from all mass information media—newspapers and magazines, radio, television, advertising and motion pictures. As a result, the American people are today far better informed about civil defense and self-protection than they were a year ago . . ."

It was estimated that 87% of the people in major cities have basic knowledge of self-protection.

RCA FELLOWSHIPS

Eight Receive Grants

EIGHT pre-doctoral graduate students of outstanding ability in studies related to radio, television and electronics have received fellowship grants ranging from $1,600 to $2,700 from RCA, Dr. C. B. Jolliffe, vice president and technical director, announced Wednesday.

Fellows are Theodore M. Sanders Jr., New York, a Columbia student; Arthur E. Wennstrom, Los Angeles, Princeton; Edward W. Schwarz, Springfield, Ill., graduate at the U. of Illinois; Charles C. Peterson, Summit, N. J.; Cornell, and Hardy C. Martel, Pasadena, CIT. Engineering employes selected for fellowships are Leslie L. Burns Jr., Princeton, graduate studies; Bernard A. Coler, Rahway, N. J., for Harvard, winning for the second consecutive year, and Kenneth R. Deremer, Princeton Junction, N. J., for further studies at Princeton.

WCUE Asks Fulltime

WCUE Akron last week filed an application with the FCC requesting permission to change from daytime to fulltime operation on its present frequency of 1150 kc. It asked for 1 kw day, 500 w night. Edwin T. Elliot, station president, said the decision to go fulltime is "based on a firm belief in the vitality of AM broadcasting and a healthy confidence in its future."

Summer time an' the listning is easy - - -



*Fish are jumpin', an' the cotton is high!"**

All up and down the Gulf Coast of Texas and Louisiana millions (the '50 census says four millions) of folks take to the out-of-doors for their work or play. On the highways and byways millions of cars and trucks travel all hours of the day for business or pleasure—big boats and little boats ply the bays and the bayous —parties gather on the beaches and in the ranch cabins—AND *EVERYWHERE* YOU GO THERE'S *RADIO*.

Yes, the list'ning is easy and they all have money to spend. Let KTRH Radio sell your products or services in this big market. Just call a John Blair man unless you live in Houston, in which case we'd be delighted to visit with you in person.

*with apologies and thanks to Gershwin's "Porgy and Bess"

Represented Nationally by John Blair & Co.

KTRH

740 KC the only **CBS**

50,000 WATT RADIO STATION

in the South's largest city

HOUSTON, TEXAS

the 14th market in the nation

O'Neil MBS President

(Continued from page 23)

pertly during his time with us remains intact."

Mr. Fineshriber, Sales Vice President Adolf N. Hult; Station Relations and Engineering Vice President E. M. Johnson; Advertising, Public Relations and Research Vice President Robert A. Schmid; Secretary and Treasurer James E. Wallen; Controller George R. Ruppel, Assistant Secretary Elisha Goldfarb "and their capable staff," he said will "all remain."

Mr. White, in his closed circuit talk to affiliates, said his decision to resign "was a most difficult and trying one." There were "considerations on both sides," he continued, "which have blocked Tom and me in our many friendly talks."

He did not specify, other than to say that "my decision was based in no part upon any lack of confidence in the future of Mutual or dissatisfaction with the people for whom and with whom I have worked."

There were continuing reports, despite lack of explicit confirmation, that Mr. White had been offered a subordinate post in the organization under Mr. O'Neil.

Mr. O'Neil told the affiliates that "I would have liked nothing better than to tell you Frank White was staying with us," but that "a man's choice of his work to me is just about as personal as his choice of a wife, and while I regret Frank's decision I can't quarrel with it." He said that "in his leaving I feel the loss of a top operating officer" who fortunately . . . remains a friend of all of us, and I wish to take this opportunity of expressing complete confidence in, and best wishes for, his continued success."

Mr. O'Neil continued:

"It is a tribute to Frank White's effective ability as an organizer that the competence of the staff is so great that changes at the top will not dull their effectiveness. As hard as this event was to accept, I assure you that Mutual will continue its advance—we hope without substantial loss of the momentum that Frank has given it.

"This unexpected change doubles me into the position of chairman and president. I hope that I may have your continued support, cooperation and indulgence."

In his final report to the board, Mr. White noted that Mutual's gross billings for the first three months of this year were at the highest point in three years, showing an 11.1% increase over those for the first quarter last year. He also cited latest Nielsen measurements as showing that Mutual's share of audience is up this year over last, reversing the general industry trend.

He said his "tenure at Mutual has been an immensely happy and gratifying one, and it is particularly pleasing to me to know from Tom that the basic policies under which we have worked will be continued." He also told the affiliates:

"The full measure of the satisfaction that I have experienced in my work for the last three years can only be realized if Mutual continued its solid progress in the future. I know intimately the members of the board, Tom O'Neil and the whole Mutual staff. I know that they have the high competence and the desire necessary to continue progress. I hope that they may have from all of you complete cooperation and support. If I am entitled to any favors or good wishes from you, that is the way I would like them expressed."

Mr. White praised the cooperation of MBS affiliates, and, asserting that "the basic operating plan which has been developed at Mutual is receiving widespread recognition throughout the industry," declared that "I am confident that Mutual's role in the network picture will be an increasingly important one."

Mutual officers re-elected were Messrs. O'Neil, Fineshriber, Hult, Johnson, Schmid, Wallen, Ruppel, and Goldfarb and Emanuel Dannett, assistant secretary.

Board members re-elected, all of whom attended the meeting, were Mr. O'Neil, chairman; Elbert M. Antrim, WGN Chicago, vice chairman; Willet H. Brown, Don Lee; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; J. R. Poppele, WOR; Frank P. Schreiber, WGN; Theodore C. Streibert, WOR; Linus Travers, Yankee Network, and Mr. Wallen, Mutual.

Principals in Mutual Top Executive Changes

Thomas Francis O'Neil

ALTHOUGH a comparative newcomer to the broadcasting industry, Thomas Francis O'Neil brings to the MBS presidency a sound business background. Without previous radio experience, Mr. O'Neil joined the Yankee Network in December 1947 as vice president and director. His ascent has been rapid.

Youngish Mr. O'Neil (who was 37 on April 18), was born in Kansas City, Mo. After 1937 graduation from Holy Cross, he joined the General Tire & Rubber Co., which had been founded by his father.

Wanting to be more than simply the boss' son, Mr. O'Neil began his business career near the bottom rung of the ladder. After working for General Tire & Rubber in sales, he was sent to Washington to handle government contracts. Thereafter followed four years in the U. S. Coast Guard.

Mr. O'Neil also is president of Thomas S. Lee Enterprises Inc., which is owned 90% by General Tire and 10% by Macy's. Lee Enterprises is composed of the Don Lee Network, the Yankee Network and WOR-AM-FM-TV New York. In addition, Lee Enterprises owns 58% of MBS.

Back from the war, he rejoined General Tire & Rubber in Boston. It was while there that he entered the radio industry in 1947. In February 1948, he became a member of the MBS board of directors, subsequently becoming chairman. In addition, he is a vice president of General Tire & Rubber.

* * *

Frank Kiggins White

FRANK KIGGINS WHITE succeeded Edgar Kobak in the MBS presidency May 1, 1949, almost exactly three years ago. Today, at 52, he can look back on his 15 years in radio with a sense of pride.

Born in Washington, D. C., Mr. White attended George Washington U. there until he enlisted as an aviation cadet in World War I. After the war, he began a business career which took him steadily toward the top.

From 1929 to 1935, Mr. White was treasurer of the Literary Guild of America. He joined CBS in 1937 as treasurer, was made a vice president and treasurer in 1942, and became a director in 1944.

In addition to his reputation as an excellent administrator, Mr. White has won acclaim as a mediator. For seven years at CBS, he handled important labor negotiations. He has also served on the NAB (NARTB) Employer-Employe Relations Committee.

In January 1948, he became president of Columbia Records Inc. Probably his most celebrated accomplishment in this post was as spokesman for the industry in the settlement of the AFM record strike that year. Mr. White remained with Columbia records until he joined Mutual.

* * *

William H. Fineshriber Jr.

WILLIAM H. FINESHRIBER Jr., 42, who last December was elected MBS executive vice president, will make his presence felt as a member of Mutual's board of directors. He has spent 20 years in various fields of the broadcasting industry.



Mr. Fineshriber

A native of Davenport, Iowa, Mr. Fineshriber was graduated *summa cum laude* from Princeton U. in 1931. After a trip to Europe, he turned down an offer of French instructor's post at his alma mater in favor of accepting a publicity post with CBS. He left CBS in 1949 to join MBS. He is well-known in the industry for his work with the Program Executive Committee of NARTB (then NAB).

upcoming

April 28: BMI Program Clinic, Owensboro Hotel, Owensboro, Ky.

April 28: BAB Sales Clinic, New York.

April 28: BMI Program Clinic, Jokake Inn, Phoenix, Ariz.

April 29: BMI Program Clinic, Andrew Jackson Hotel, Nashville, Tenn.

April 29: BMI Program Clinic, Daniel Boone Hotel, Charleston, W. Va.

April 29: BMI Program Clinic, Hollywood-Roosevelt Hotel, Hollywood, Calif.

April 29-30: New York Chapter, American Marketing Assn.-Sales Executive Club of New York, merchandising clinic, Hotel Roosevelt, New York.

April 30: BMI Program Clinic, Cataract Hotel, Sioux Falls, S. D.

April 30: BMI Program Clinic, Post Tavern, Battle Creek, Mich.

April 30-May 2: Assn. of Canadian Advertisers, 37th annual meeting, Royal York Hotel, Toronto.

April 30-May 2: AIEE Northeastern District meeting, Arlington Hotel, Binghamton, N. Y.

May 1: BMI Program Clinic, Paxton Hotel, Omaha.

May 1: BMI Program Clinic, Newhouse Hotel, Salt Lake City.

May 1: BMI Program Clinic, John Marshall Hotel, Richmond, Va.

May 1-2: CBS-TV special clinic on station operations, Waldorf-Astoria, New York.

May 1-2: NBC radio promotion-press-merchandising workshop, Waldorf-Astoria, New York.

May 1-2: Ohio Assn. of Radio and Television Broadcasters, management clinic, Deshler-Wallick Hotel, Columbus, Ohio.

May 2: BMI Program Clinic, Marion Hotel, Little Rock, Ark.

May 2: BMI Program Clinic, Cosmopolitan Hotel, Denver.

May 2: BMI Program Clinic, Boise Hotel, Boise, Idaho.

May 2-3: American Council on Education, 35th annual meeting, Chicago.

May 2: BMI Program Clinic, Sir Walter Hotel, Raleigh, N. C.

May 2: BMI Program Clinic, Deshler-Wallick Hotel, Columbus, Ohio.

May 3: BMI Program Clinic, Heidelberg Hotel, Jackson, Miss.

May 5: BMI Program Clinic, Hotel Vancouver, Vancouver, B. C.

May 5: BMI Program Clinic, Bentley Hotel, Alexandria, La.

May 5: BMI Program Clinic, Plankinton Hotel, Milwaukee.

May 5: BMI Program Clinic, Broadview Hotel, Wichita, Kan.

May 5: BMI Program Clinic, Sheraton-Belvedere, Baltimore.

May 5-6: Missouri Broadcasters Assn. spring meeting, including May 5, BAB sales clinic, May 6, BMI program clinic, Hotel Jefferson, St. Louis.

May 5-6: NBC radio promotion-press-merchandising workshop, Chicago.

May 5-6: Wisconsin Broadcasters Assn. meeting, Plankinton Hotel, Milwaukee.

SEC Sets Panel

TED COTT, NBC vice president; Douglas Leigh, president, Douglas Leigh Inc.; Frank Mansfield, sales research director, Sylvania Electric Products, and Arthur H. (Red) Motley, president, Parade Publications, make up a four-expert panel which will discuss "Fact-Finding and Merchandising That Make More Sales" at tomorrow's (Tuesday) luncheon of the Sales Executives Club of New York at that city's Roosevelt Hotel.

"FREEZE" OR "THAW"

YOU CAN ALWAYS CROSS NETWORK LINES

WITH SPOT PROGRAM TELEVISION

Right now, there are 23 markets with two or more television stations. In each of these markets, the Spot Program advertiser can and does cross network lines—to clear more stations . . . to get a preferred time period . . . to make a better buy. For in television, just as in radio, no one network has a monopoly on the best stations, in all markets, at all times.

And when newly-authorized station construction takes place, the prime beneficiary will be the Spot Program advertiser.

The thaw will create *more* multiple-station markets where the Spot Program advertiser can pick the "best" station, regardless of network status or affiliation.

And there will still be markets where 2, 3 or 4 networks share the same station—where network advertisers will have many of the same problems on time clearances and kinescope picture quality which now exist.

Spot Program advertisers will still be free to select as many or as few markets as they wish—unhampered by any network-imposed minimum station requirements.

Yes, any way you look at it, any time you look at it . . .

YOU CAN DO BETTER WITH SPOT . . . MUCH BETTER

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE · NEW YORK 22, NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO · ATLANTA · DALLAS · KANSAS CITY

To a time buyer with no time on his hands



Your crowded day consists of crowded hours . . . and if the day isn't long enough you crowd some night hours. All day long you run into characters talking off the top of their heads, throwing it on the table for what it's worth, willing to pool their brains, thinking out loud, but who won't buy it. When you get the bugs ironed out after suitable woodshedding, the ball is back in court, money-wise, and you're tuned in on the right antenna. But before plans are finalized, the thing comes unwrapped and, copy-wise, has to be updated. It figures.

No matter how many gimmicks there are in the hopper, you don't need a survey to prove that a day has only so many hours. That troubles us too . . . we also have little time on our hands. We're sold out Mon. thru Sat., 5:30 AM to midnight, except for a couple of good half-hours on Friday & Saturday evenings. Sundays are sold, or not for sale, 6:45 AM to 11:30 PM, except for a popular hour in the morning. (Details on request.)

We used to dream of the day when the schedule would be filled like this and we could go fishing. But the dream was better than reality. It's not easy to fight off two good customers who want the same thing. And we're not cocky about having little time to sell. Seasons come and go. Changes occur and it's just a matter of time until we can handle any good account.

Please spot-check us anytime. Or tune in on our antenna via our national reps, The Katz Agency.

WMT CEDAR RAPIDS

5000 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

WBT BIRTHDAY

Marks 30th Anniversary With All-Day Fete

ALL-DAY celebration was staged Friday by WBT Charlotte, N. C., marking its 30th anniversary on the air as "the first commercial radio station licensed in the South."

Directing the fete were Joseph M. Bryan, president; Charles H. Crutchfield, executive vice president and general manager, and Larry Walker, assistant general manager.

Every live program Friday included a guest speaker from a city in the WBT service area. Mayor Victor Shaw, of Charlotte, was first to honor WBT. He appeared on the Grady Cole show early in the morning. In addition, salutes were heard on CBS network programs.

Climaxing the celebration was a 7:45 p.m. program, first AM-TV studio simulcast in which members of the WBT family participated. The program featured Grady Cole, Jack Knell, Fred Kirby and Arthur Smith, along with management spokesmen. WBT is owned by Jefferson Standard Broadcasting Co. which bought it from CBS in 1945.

Speakers recalled that shortly after WBT was licensed in 1922, it would send a boy up and down the streets advising the public that the transmitter had been turned on and advising them to tune in the station.

A 28-page souvenir booklet was published by WBT in honor of the anniversary. It carries a history of the station, picture of all 125 staff employes and historical photos. The booklet was offered listeners on the air and 2,500 copies were mailed to agencies, clients, local public opinion leaders and members of civic organizations. It is titled "Colossus of the Carolinas," theme of WBT promotion.

Ed Mellon Co., leading Charlotte clothier, used WBT anniversary window displays. Full-page advertisements were carried in local newspapers along with tie-in ads.

WBT received its license as a 100 w outlet in 1922. Power was increased to 1 kw in 1927, 25 kw in 1929 and 50 kw in 1933. It operates on 1110 kc.

WISCONSIN ASSN.

Fellows to Address

HAROLD FELLOWS, NARTB president, will be feature speaker at the meeting of the Wisconsin Broadcasters Assn. in Milwaukee next Monday and Tuesday. He will appear at the luncheon Tuesday, the day on which business sessions will take place, to discuss the structure of state broadcasting associations. Luncheon guest will be Gov. Walter Kohler.

Presidents of other state associations have been invited to the meeting by WBA President Ben Laird, WDUZ Green Bay. The Monday session will be a clinic sponsored by BMI. Speakers and their subjects include: Gus Hagenah, Standard Radio Transcription Services, "Music Hath Charms"; Milt Slater, WNEW New York, "It Takes Three to Make a Sale"; George Frechette, WFHR Wisconsin Rapids, "Local News Builds Local Interest in Sales."

Charles Severson, WHAM Rochester, "Hither and Dither and Wither"; Harold Safford, WLS Chicago, "Building Farm Audiences"; Norm Heyne, Ruthrauff & Ryan, "What the Agency Expects From Radio"; Jim Hanlon, WGN Chicago, "Good Public Service Broadcasts Should Be Sponsored"; Emerson Smith, KDYL Salt Lake City, "I Lead Two Lives —AM and TV."

Dan Jayne, WELL Battle Creek, chairman of the state association president's group, will be a special guest. Clinic chairman is Burt Squire of BMI Chicago.

RIVERS' SUIT

Ga. High Court Dismisses

SUIT for damages against five Savannah, Ga., radio stations by E. D. Rivers Jr., has been dismissed by the Georgia Supreme Court, it was learned last week.

The Georgia high court reversed itself when it held that the Savannah stations' plea that Mr. Rivers had no cause of action was correct.

The case began in 1950 after Mr. Rivers received a grant from the FCC for what is now WJIV Savannah (on 900 kc, with 1 kw, daytime only). Group of Savannah radio stations, calling themselves the Savannah Radio Council, petitioned FCC for reconsideration of the grant on the ground that Mr. Rivers' program proposals were suspect. The Commission denied the petition.

Early in 1951, Mr. Rivers sued the five stations comprising the Council (WDAR WCCP WFRP WSAV WTOC) for malicious opposition to his Savannah application. He asked for $242,500 in damages.

The Savannah stations entered a demurrer, claiming that Mr. Rivers had suffered no damages, therefore had no cause of action.

The Fulton Superior Court denied the demurrer. The denial was appealed to the state supreme court which sustained the lower court. The Savannah station asked the state supreme court for a rehearing and the 4-3 decision two weeks ago was the result.

Morris M. Musselman

MORRIS McNEIL MUSSELMAN, 52, Hollywood radio writer, died Tuesday in Santa Barbara, Calif. A former Chicago newspaperman, he later worked in the wholesale radio business with his father, and moved west to write radio and movie scripts in Hollywood.

Watch for "Revolution on the Farm" in the May 30 issue of Printers' Ink

Advertisers and agencies (our readers) will find in this 20 page article, complete with maps, charts, and statistical data, the most authoritative report yet issued about this 22 billion dollar market.

In 1940, the value of farm products sold in the United States was $6,681,581,292. In 1950, American farmers sold $22,052,484,865 worth of farm products. These United States Census figures, just now becoming available, show that the past ten years have witnessed a *Revolution on the Farm.*

Months ago the editors of Printers' Ink recognized the vital importance of this U.S. Bureau of Census information. They commissioned Wroe Alderson, nationally known marketing and research consultant, to make an analysis and appraisal of the data as they were released.

Highlights from this report:

1. Farm income has expanded faster than any of the other major segments of the population.

2. Electrification has leaped to 78.3%. In four of the nine census regions almost 90% of all farm homes today have electricity.

3. Mechanization has increased at an amazing pace. In 1940, 23% of our farms had tractors. Today, it is almost 47%. In 1940, 15.48% of farms had motor trucks. Today, more than 34% have them.

4. Home appliances, such as washing machines, home freezers and telephones are in greater use than ever.

5. The value of farm products has tripled in ten years. It rose from 6⅜ billion dollars in 1940 to more than 22 billion dollars in 1950.

Farmers are good prospects for anything, NOW

Because of the modernization of millions of farms in this country, our excellent roads, and farm ownership of millions of automobiles and trucks, every farmer in your market is a prospect for just about all the goods or services offered by advertisers.

They are top prospects from three counts: 1. They have the income. 2. Distance is no longer a problem with them. They can shop anywhere. 3. They are interested in top quality, whether it be a sewing machine or a silo.



BOB KENYON

Tell the buyers of advertising about your market. In our audience of 23,475 are the buyers of advertising — the marketing executives at the decision-making level, and their agencies who prepare and release the advertising for their clients.

The May 30 issue of Printers' Ink will be used as a standard reference for a long time, so your advertisement in this issue will get added value, at no additional cost, for the advertising of your market.

The closing date is May 20, so plan now to be represented when your best customers and prospects will be studying this momentous report on today's farm market. It will go to the right people, in the right place, at the right time.

Rates		Width	Depth
Two-page spread	$1,040	15″	10″
Full page	520	7	10
Two-thirds page	365	4⅝	10
One-half page	275	4⅝	7½
One-third page	185	2¼	10
One-sixth page	95	2¼	4⅞

Standard Colors: $125 per color extra

(Contract advertisers receive the benefit of frequency discounts, of course.)

Wire, write, phone us, or contact immediately any of our offices for your reservation of space in this issue or for any specific information that you may want. *Revolution on the Farm* is an exclusive that will be found only in Printers' Ink.

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Printers' Ink • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

SAFETY AWARDS

Radio, TV Stations Cited

ANNUAL public interest awards given by the National Safety Council, Chicago, went last week to 57 radio and 8 television stations in recognition of their "exceptional service to safety." In addition, the Rocky Mountain Radio Council and United Film Service were cited for their efforts.

TV stations included KPRC-TV Houston, WAAM (TV) Baltimore, WCPO-TV Cincinnati, WFBM-TV Indianapolis, WFIL-TV Philadelphia, WKY-TV Oklahoma City, WMAL-TV Washington, WMAR (TV) Baltimore and WWJ-TV Detroit.

Radio station winners: CHUM Toronto, Ont.; CJBC Toronto; KCKN Kansas City; KCVN Stockton, Calif.; KELD El Dorado, Ark.; KELO Sioux Falls; KFEL Denver; KFI Los Angeles; KFMJ Tulsa; KING Seattle; KITE San Antonio; KLRA Little Rock; KNX Los Angeles; KOA Denver; KOIL Omaha; KQV Pittsburgh; KRKD Los Angeles; KRNT Des Moines.

KTFI Twin Falls, Ida.; KUSD Vermillion, S. D.; WAKE Greenville, S. C.; WBEN Buffalo; WBRE Wilkes-Barre; WBUD Trenton; WCAE Pittsburgh; WCHS Charleston; WDOD Chattanooga; WFIL Philadelphia; WFPG Atlantic City; WGAA Cedartown, Ga.

WGH Newport News, Va.; WHBC Canton, Ohio; WHFB Benton Harbor, Mich.; WHIM Providence; WING Dayton; WISN Milwaukee; WJDA Quincy, Mass.; WJDX Jackson, Miss.; WKRC Cincinnati; WMAL Washington; WMAQ Chicago; WOSU Columbus, Ohio; WOWO Ft. Wayne, Ind.; WPDX Clarksburg, W. Va.; WPIC Sharon, Pa.; WPRO Providence.

WRNL and WRVA Richmond, Va.; WSAM Saginaw, Mich.; WSB Atlanta; WSNY Schnectady; WTDS (FM) Toledo; WTIC Hartford; WTTM Trenton; WWDC Washington; WWJ Detroit; WWL New Orleans.

Among advertisers cited were Atlantic Refining Co., Borden Co. (midwest district), Electric Auto-Lite Co., DeSoto-Plymouth Dealers of America, Firestone Tire and Rubber Co., Prudential Insurance Co. of America, Esso Standard Oil and Standard Oil of Indiana.

Judges included Arthur F. Harre, general manager, WCFL Chicago; Wesley I. Nunn, advertising manager, Standard Oil of Indiana; Robert K. Richards, director of public affairs, NARTB, and Judith Waller, director of public affairs and education at NBC Chicago.

ARBI Studies

MERITS of the Advertising Research Bureau Inc. (ARBI) studies, point-of-sale surveys which consistently have shown radio superior to newspapers as a producer of sales, will be debated by representatives of radio's BAB and newspapers' Bureau of Advertising at a meeting of the Radio-TV discussion group of American Marketing Assn. in New York on May 22, it was reported last week. Participants were not definitely set.

RADIO SELLS MORE
to MORE PEOPLE FOR LESS

. . . and WGN is your bargain buy in the Middle West—delivering the greatest coverage and reaching the largest number of homes per week—260,100 **more** homes per week in the daytime and 302,750 **more** homes in the nighttime than the second Chicago station.*

Get the most out of your advertising dollar—BUY RADIO—and make WGN your basic buy in the Middle West.

*BMB

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

BAB SCHEDULE

Announced for Clinics

FULL schedule of BAB's 1952 sales clinics, launched in Hollywood a fortnight ago [B•T, April 21], was announced last week by President William B. Ryan.

Three were slated last week—in San Francisco on Monday, Portland, Ore., on Wednesday and Seattle on Thursday—and the series continues today (Monday) with a clinic in New York. President Ryan, Vice President Kevin B. Sweeney and Local Promotion Director John E. Hardesty are rotating assignments to form two-man crews conducting the one-day sessions.

The San Francisco clinic drew an attendance of 87 managers and sales personnel from BAB member stations in the Northern California area. Stanley G. Breyer, KJBS San Francisco, presided.

The schedule of meetings after the New York session this week was announced as follows:

May 5, St. Louis; May 7, Kansas City; May 9, Des Moines; May 12, Omaha; May 14, Wichita; May 16, Oklahoma City; June 2, Portland, Me.; June 4, Boston; June 5, Providence, R. I.; June 6, Hartford; June 16, Philadelphia; June 18, Baltimore; June 19, Washington; June 20, Richmond; June 30, Syracuse. July 1, Buffalo; July 3, Pittsburgh; July 14, Detroit; July 16, Cleveland; July 18, Indianapolis; July 21, Chicago; July 23, Milwaukee; July 25, Minneapolis; July 28, Denver; July 30, Salt Lake City; Aug. 15, Dallas; Aug. 18, San Antonio; Aug. 20, Houston; Aug. 22, New Orleans; Aug. 25, Miami; Aug. 27, Winston-Salem, N. C.; Sept. 8, Cincinnati; Sept. 10, Louisville; Sept. 12, Nashville; Sept. 15, Little Rock; Sept. 17, Birmingham; and Sept. 19, Atlanta.

GET-OUT-VOTE DRIVE

NARTB Will Direct Promotion

RADIO and television stations will conduct an all-industry campaign to bring out a record vote in the 1952 elections, Robert K. Richards, NARTB public affairs director, told the conference of the Assn. of Junior Leagues Wednesday at Lake Placid Club, Essex County, N. Y.

NARTB will direct the drive, he said, explaining the association membership had ordered the project at the recent Chicago convention. Spot announcements and programs will be carried in all states, urging eligible voters to register properly. This will be followed by a get-out-the-vote drive.

Tennessee Meet

TENNESSEE Assn. of Broadcasters will meet in Nashville tomorrow (Tuesday) at the Andrew Jackson Hotel for a business session and a Broadcast Music Inc. clinic. President J. P. Sheftall, WJZM Clarksville, will preside. Dinner speaker will be Ralph W. Hardy, director of government relations for NARTB.



The audience walked out!

In the last few years, many people witnessed a miracle.

Once doomed to lives as invalids, they walked out into lives of usefulness and activity—by the miracle of the "wonder drugs!"

Wonderful as science's new drugs may be, one factor is still vital to their success. They must be used *in time* to be effective!

That's why, when shipping drugs, serums, and vaccines to all parts of the country, the orders call for the world's fastest shipping service—Air Express!

Air Express speed saves lives — and dollars, too. Whatever your business, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST — Air Express gets *top priority* of all commercial shipping services — gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns at *no extra cost.*

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

New parcel post regulations affect you? Call your local agent of Air Express Division, Railway Express Agency.



AIR EXPRESS

GETS THERE FIRST



One million

is the number of radio families in the area now covered by Radio Station WMC throughout the Memphis and the Mid-South area.*

*Estimate based on 1949 BMB Survey projected through 1951.



Two billion

dollars represents the buying power of those families covered by Radio Station WMC in the Memphis and Mid-South area.*

*SURVEY OF BUYING POWER, 1951-1952.

and you can bet a

trillion

that your best radio buy in Memphis* is

WMC NBC — 5000 WATTS — 790

MEMPHIS

National Representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

*Source: WMC's many satisfied advertisers

KTOK, WEEK SALE

Swap Plan Cancelled

SWAP of KTOK Oklahoma City for WEEK Peoria, Ill., has been called off, it became known last week when the FCC granted petitions of the respective owners for dismissal of the transfer applications.

Exchange of stations—KTOK is owned by O. L. Taylor, radio-TV station representative, and WEEK is owned by Sen. Robert S. Kerr-Dean McGee interests—was set for hearing on overlap and trafficking in licenses issues by FCC last month [B•T, March 10].

The overlap issue involved KRMG Tulsa, already owned by the Kerr-McGee group. Tulsa is 98 miles from Oklahoma City.

The trafficking in license issue apparently was due to the fact that Mr. Taylor intended selling WEEK, after it was transferred to his ownership, to Fred L. Vance and family for $225,000. Mr Vance, Dallas manager of the O. L. Taylor Co., is a one-time Peoria resident.

Purpose of the trade, rather than sale, between KTOK and WEEK was attributed to tax reasons, it was reported.

Reason for dropping the plan, according to the petition to dismiss the applications, was the inability to furnish the FCC with any additional information regarding overlap of KTOK and KRMG which might persuade it to approve the transfer. The petition also stated that there was no question that the trafficking in licenses issue could be resolved in favor of the applicants.

KTOK operates on 1000 kc with 5 kw day, 1 kw night, directional, holds a CP for 5 kw fulltime, with directional at night. It is affiliated with ABC. WEEK operates on 1350 kc with 1 kw, and is affiliated with NBC. Part of the agreement was that the Kerr-McGee group would maintain its 30% interest in a separate company which has filed for TV in Peoria. Same agreement bound Mr. Taylor to a 15% interest and Mr. Vance to 55% interest in the TV applicant.

Mr. Taylor owns in addition to KTOK, KANS Wichita, Kans., and KRGV Weslaco, Tex.

Sen. Kerr is prominently mentioned as a possible Democratic party candidate for the Presidential nomination.

U.S. Pop.: 156,197,000

TOTAL population of the United States as of March 1, 1952, was about 156,197,000, according to Roy V. Peel, Director of the Census. The figure includes armed forces overseas. Official count of population in April 1, 1950, when the decennial census was taken, was 150,697,361 with an estimate of armed forces overseas bringing the total to 151,132,000. The March estimate represents a 3.4% increase in population since the decennial census was taken.

'Wherever You Go . . .'

ANGELS may fly over prison walls, but radio beams fly in, and officials at Rahway (N. J.) State Prison took advantage of that fact last week to persuade 230 convicts to stop their rioting. To convince local inmates that other prisoners at Trenton State Prison had ended their 77-hour siege, Rahway officials beamed a 6:15 p.m. news report of the event over the loud-speaker system. WNJR Newark considered it just another Friday night newscast.

PEABODY AWARDS

Networks Plan Telecast

THREE of the four television networks — ABC-TV, CBS-TV and NBC-TV—last week were planning to telecast the annual Peabody Awards luncheon, to be held Thursday in conjunction with the regular luncheon meeting of the Radio Executives Club of New York.

Although complete broadcasting plans appeared uncertain late last week, it was known that CBS Radio intended to record and broadcast, later in the afternoon, an address by its Edward R. Murrow, who was scheduled as a principal speaker at the luncheon, while WQXR New York announced it would cover the presentation of awards live from 1:15 to 2 p. m. The CBS Radio broadcast is 4:15-4:30 p.m.

Telecast coverage of the presentations will be originated by ABC-TV and fed to CBS-TV and NBC-TV, from 1:15 to 1:45 p.m.

The Peabody Awards, handled through the U. of Georgia, are designed to recognize "the most disinterested and meritorious public service" rendered each year by radio and television. Winners of this year's honors have not been disclosed. The luncheon will be held at the Waldorf-Astoria, with Edward Weeks, editor of *Atlantic Monthly*, presiding over presentations.

'Forum' Landmark

TED GRANIK, Washington attorney, and his American Forum of the Air, which he founded and moderates, celebrated their 24th anniversary in broadcasting yesterday (Sunday) with a simulcast of the discussion program, 2:30-3 p.m. on NBC radio, sustaining, and NBC-TV, sponsored by Bohn Aluminum & Brass Co. Oldest discussion program on the air, the program originates in Washington and concentrates on political issues of the day. It has played host to a substantial number of members of Congress. President Truman was a guest when Senator from Missouri, and President Roosevelt when governor of New York.



TOMORROW'S NEIGHBORS

Making friends with the coming generation is essential to good community relations. Radio is an effective aid.

Take another look at the kids in the picture.

Today they're schoolchildren, but tomorrow they'll be employees, customers, suppliers.. neighbors that any company should cultivate.

What's the best way to make friends with them? The most efficient and economical way is *radio*. No other medium gets into so many homes, at hours when children are accessible. No other local medium reaches so much of the areas that companies want to influence.

Moreover, radio is superbly flexible. You can tell your story in terms that appeal to the special audience you seek.. at any time from early morning to late night!

In six important industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, Oregon.. you can get the benefit of 32 years' experience in helping industry make friends with its neighbors. You can get this benefit from any one of the Westinghouse radio stations.. whose skill and facilities are at the call of company management, advertising agencies, and public relations counselors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Co-op George Sokolsky	Pearson Pharm My Friend Irma (192)	Quaker Gabby Hayes Show	Texas Rangers Joel McCrea *MM
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"
6:30	Here Comes the Band S	C-P-P Dental & Shave Creams Our Miss Brooks (194)	Nick Carter	Reynolds Metals The Chase (176)
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	CBC Winnipeg Concert (alt.)CBC Vancouver	Amer. Tob. Co. Jack Benny (199) R	Affairs of Peter Salem	Best Plays S
7:15	Symphony "	"	"	"
7:30	The Great Adventure S	Rexall Amos 'n' Andy (192)	Little Symphonies	"
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Charlie McCarthy Show (202)	Great Day Show	RCA Harris & Faye (180)
8:15	"	"	"	"
8:30	Stop the Music *PP	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	U. S. Steel Theatre Guild on the Air (177)
8:45	Lorillard Stop the Music (197)	"	"	"
9:00	Carter Prods. Drew Pearson (175)	Screen Guild Theatre	Opera Concert	"
9:15	Electric Cos. Meet Corliss Archer (257)	"	"	"
9:30	"	Meet Millie	Sterling John J. Anthony Hour	The $64 Question S
9:45	The Three Suns S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	(10-10:05) Bob Trout	This Is Free Europe	Stars in Khaki & Blue S
10:15	Gloria Parker Show S	(10:05-30) The People Act	"	"
10:30	William Tusher Show S	Longines-Wittnauer Choraliers (159)	Music for Strings	Hats in the Ring
10:45	Dr. Gino S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11:15-25)	Music	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R	Co-op Fulton Lewis Jr. (249)	Pure Oil Co. News Time (33)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R	Beltone alt. wks. Gabriel Heatter	Miles Labs News of World (162)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (159) H R
8:00	General Motors Henry Taylor (159)	Elec. Auto-Lite Suspense (186)	Woman of the Year	AA of RR's Railroad Hour (181)
8:15	World Wide Flashes S	"	"	"
8:30	The Big Hand S	Lever-Lipton Godfrey Talent Scouts (167) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (142)
8:45	"	"	"	"
9:00	Paul Whiteman Teen Club S	Lever—Lux Lux Radio Theatre (180)	Crime Fighters	Bell Telephone Telephone Hour (176) R
9:15	"	"	"	"
9:30	"	"	Co-op War Front—Home Front	Cities Service Band of America (103) N
9:45	"	"	"	"
10:00	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (135)	Al Goodman's Musical Album (10-10:30)
10:15	Dream Harbor S	"	Co-op I Love A Mystery	Life (99) Montgomery (10:30-10:35)
10:30	Time For Defense S	Phillips Petro Rex Allen Show (70)	Amer. Protam Health Quiz	Dangerous Assignment (MM)
10:45	"	Robert Q. Waxworks	Dance Orch.	(10:35-11) "
11:00	"	"	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R	Fulton Lewis Jr. (249)	Pure Oil Co. News Time (29)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Peggy Lee Show S	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (162)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (160) H R
8:00	Newsstand Theatre S	People Are Funny	The Black Museum	duPont Cavalcade of America (162)
8:15	"	"	"	"
8:30	Escape With Me S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (187) R	(Co-op) Story of Doctor Kildare	Lewis-Howe Co. 3/18 Barrie Craig (169)
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wm Wrigley Life of Luigi (188)	Official Detective	Liggett & Myers Chesterfield Bob Hope (176)
9:15	"	"	"	"
9:30	"	* The Line-up	Mysterious Traveler	Pet Milk Fibber McGee & Molly (158)
9:45	Chr. S. Publ. Co. Chr. S. Monitor Views News (20)	"	"	"
10:00	News of Tomorrow S	Candidates and Issues	A. F. of L. Frank Edwards (28)	"
10:15	Dream Harbor S	"	Co-op I Love A Mystery	Life (100) Montgomery (10:30-10:35)
10:30	United—or Not? S	Robert Q's Waxworks	Dance Orchestra	The Man Called "X" S
10:45	"	"	"	(10:35-11) "
11:00	Band S	News	Co-op Baukhage Talking	TBA News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
1:30 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)
1:45	"	You and the World S
2:00	"	No Service
2:15	"	P&G—Ivory Lowell Thomas (106)
2:30	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R
2:45	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R
3:00	General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R
3:15	(See footnote)	Am. Oil-Hamm Ed. R. Murrow (100)
3:30	Sterling Drug Mystery Theatre (288)	Lever-Lifebuoy Big Town (153) R
3:45	"	"
4:00	Co-op Mr. President	Amer. Safety Razor Re Skelton (144)
4:15	"	"
4:30	Co-op Crossfire	Liggett & Myers Bing Crosby (198)
4:45	"	"
5:00	News of Tomorrow S	Pabst Blue Ribbon Bouts (172)
5:15	Dream Harbor S	"
5:30	Latin Quarter Orchestra S	"
5:45 PM	"	"
6:00	Band S	News
6:15	Sports Report S	Dance Orchestra

DAY

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (55) Spl.
11:15	"	"	American Protam Corp. Health Quiz	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	TBA
12:00 N	News S	People's Platform	College Choirs	Viewpoint USA
12:15 PM	Brunch Time S	"	"	Latin American Music
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Dawn Bible Frank & Ernest	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandeventer & The News S	Critic at Large
1:15	"	"	American Protam Corp. Health Quiz	Mike 95

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Foods Breakfast Club (266)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
9:30	"	"	Harmony Rangers	"
9:45	Phileo Corp Breakfast Club (289)	"	"	"
10:00	Sterling Drug My True Story (212)	Toni-Realemum Arthur Godfrey (186) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (144)
10:15	"	Lever-Rinso & Pepsodent, Godfrey (179) R	Lanny Ross	"
10:30	General Mills Whispering Streets (224)	Pillsbury Arthur Godfrey (192) R	Co-op Take a Number	Campbell Double or Nothing (140)
10:45	Philip Morris Against the Storm (255)	National Biscuit Arthur Godfrey (195) R	"	"
11:00	Lever Bros. Lone Journey (257)	Liggett & Myers Arthur Godfrey (199) R	Sterling Drug Ladies Fair 11-11:25	C-P-P Strike It Rich (171)
11:15	When a Girl Marries S	"	"	"
11:30	Bristol-Myers (MWF) (290)	Contnl. Baking Grand Slam (52)	Lorillard-Kraft Queen for A Day	C-P-P Bob & Ray (147)
11:45	(TuTh) (257) Break the Bank	P&G Ivory Snow Rosemary (141)	"	Armour Dial Dave Garroway (173)
12:00 N	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Serutan Victor Lindlahr (149)	Lever Bros. Aunt Jenny (160)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
12:30	Not in Service	Whitehall Helen Trent (176)	Kellogg Carl Smith (12:25-12:30)	"
12:45	"	Whitehall Our Gal Sunday (170)	Faith In Our Time	No Network Service
1:00	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (150)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (158)	Bob Poole Show	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	Network Opens 10 a.m.	Arlene Sloan Howdy-Doody (83)
9:15	"	No Service	"	"
9:30	"	"	"	TBA
9:45	"	Ferry-Morse Garden Gate (193) R	"	"
10:00	"	St. Louis Melodies	Miscellaneous Program S	Archie Andrews S
10:15	"	Galen Drake *	"	"
10:30	Ralston Space Patrol (284)	Quiz Kids	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend *(154)	Benj. Moore Your Home Beautiful	My Secret Story
11:15	"	"	(11:15-11:25) Adventure on Thunder Hill	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (151)	U.S. Marine Band	Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Quaker Man on the Farm	News At Noon
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (159)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Yoni Grand.Cen.Sta. (178)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
1:15	"	"	"	"

SATURDAY

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Marines In Review S
2:15	"
2:30	San Francisco Sketch Book S
2:45	"
3:00	This Week Around the World S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (225)
3:45	"
4:00	Gospel Bestg. Co Old-Fashioned Revival Hr. (242
4:15	"
4:30	"
4:45	"
5:00	Sammy Kaye's Sunday Serenade (85)
5:15	"
5:30	Goodyear Greatest Story (280)
5:45 PM	"

BROADCASTING

SUNDAY

MBS	NBC	ABC	CBS	MBS	NBC	
Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S	6:00 PM
"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	6:15
"	No Network Service	"	No Service	"	No Network Service	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (32)	6:45
Fulton Lewis Jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G—Tide Jack Smith Show (141) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (30)	7:00
Co-op Men's Corner	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (141) R	Co-op Rukeyser Reports	No Network Service	7:15
Noxzema Gabriel Heatter	Miles Labs News of World (162)	General Mills Silver Eagle (137)	Peggy Lee Show S	Gabriel Heatter	Miles Labs News of World (162)	7:30
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R	"	Am. Oil-Hamm Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (160) H R	7:45
MGM Musical Comedy Theatre of the Air	Schlitz Brewing Halls of Ivy (175)	Cafe Istanbul M. Dietrich S	F.B.I. in Peace & War	Modern Adventures of Casanova	Father Knows Best S	8:00
"	"	"	"	"	"	8:15
"	Kraft Gildersleeve (160)	Defense Attorney *PP	Hall Bros. Hallmark Playhouse (186) R	(Co-op) The Hardy Family	Mr. Keen Trace of Lost Persons *OT	8:30
"	"	"	"	"	"	8:45
Out of the Thunder	DeSoto Plymouth Dealers, You Bet Your Life (183)	Lorillard Amateur Hour (285)	GF—Postum Mr. Chameleon (163)	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R	9:00
"	"	"	"	"	"	9:15
Family Theatre S	Am. Cig. & Cig. The Big Story (178)	"	Stars in The Air	Co-op Reporter's Roundup	Gulf Refining Countersp (123)	9:30
"	"	Foreign Reporter S	"	"	"	9:45
A. F. of L. Frank Edwards (135)	Silent Men D Fairbanks, Jr. 10-10:30 S	News of Tomorrow S	Robert Q's Waxworks	A. F. of L. Frank Edwards (28)	Amer. Tob. Co. Your Hit Parade (180) S	10:00
Co-op I Love A Mystery	Life (99) Montgomery (10:30-10:35)	Club Can Do S	"	Co-op I Love A Mystery	"	10:15
Amer. Pretam Health Quiz	Meredith Willson Music Room S (10:35-11)	Hotel Edison Orchestra S	Presidential Profiles	Dance Orchestra	Life (100) Montgomery (10:35-10:35) Hollywood Music Box (10:35-11)	10:30
Dance Orch.	"	"	"	"	"	10:45
Co-op Baukhage Talking	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	11:15 PM

MONDAY - FRIDAY

ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S	6:00 PM
"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	6:15
"	No Service	"	No Network Service	"	No Service	"	No Network Service	6:30
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (32)	"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)	6:45
Co-op Headline Edition	P&G—Duz Jack Smith Show (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (30)	Co-op Headline Edition	P&G—Dyd. Lava Dreft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)	7:00
Co-op Elmer Davis	P&G—Tide Jack Smith Show (141) R	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (141) R	Mr. Mystery	No Network Service	7:15
General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R	Gabriel Heatter	Miles Labs News of World (162)	General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R	Murine Co. Gabriel Heatter	Miles Labs News of World (162)	7:30
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R	7:45
R. J. Reynolds Richard Diamond (285)	Musicland USA	Adventures of Maisie	General Foods Roy Rogers (138)	R. J. Reynolds Richard Diamond (285)	Musicland USA	Adventures of Maisie	General Foods Roy Rogers (138)	8:00
"	"	"	"	"	"	"	"	8:15
Equitable Life This Is Your FBI (280) R	The Big Time	(Co-op) Gracie Fields Show	Bob & Ray	Equitable Life This Is Your FBI (280) R	The Big Time	(Co-op) Gracie Fields Show	Bob & Ray	8:30
"	"	"	"	"	"	"	"	8:45
Heinz Ozzie & Harriet (288)	Doris Day Show	Magazine Theatre	Coca-Cola Mario Lanza Show (192)	Heinz Ozzie & Harriet (288)	Doris Day Show	Magazine Theatre	Coca-Cola Mario Lanza Show (192)	9:00
"	"	"	"	"	"	"	"	9:15
Bristol-Myers Mr. District Atty. (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S	Bristol-Myers Mr. District Atty. (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S	9:30
(see footnote)	"	"	"	(see footnote)	"	"	"	9:45
Gillette Cavalcade of Sports (283)	(10-10:05) Morgan News Capitol Clookrm.	A. F. of L. Frank Edwards (135)	Night Beat S	Gillette Cavalcade of Sports (283)	(10-10:05) Morgan News Capitol Clookrm.	A. F. of L. Frank Edwards (135)	Night Beat S	10:00
"	"	Co-op I Love A Mystery	"	"	"	Co-op I Love A Mystery	"	10:15
"	Dance Orchestra	Amor. Pretam Health Quiz	Life (99) Montgomery (10:30-10:35)	"	Dance Orchestra	Amor. Pretam Health Quiz	Life (99) Montgomery (10:30-10:35)	10:30
American Sports Page S	"	Dance Orch.	Bill Stern (10:35-10:45)	American Sports Page S	"	Dance Orch.	Bill Stern (10:35-10:45)	10:45
News S	News	Co-op Baukhage Talking	News from NBC	News S	News	Co-op Baukhage Talking	News from NBC	11:00
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	11:15 PM

FRIDAY

ABC	CBS	MBS	NBC	
Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S	6:00 PM
"	You and the World S	"	Bill Stern's Sports Review (MM)	6:15
"	No Service	"	No Network Service	6:30
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)	6:45
Co-op Headline Edition	P&G—Dyd. Lava Dreft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)	7:00
Co-op Elmer Davis	P&G—Tide Jack Smith Show (141) R	Mr. Mystery	No Network Service	7:15
General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R	Murine Co. Gabriel Heatter	Miles Labs News of World (162)	7:30
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsree	Miles Labs 1 Man's Family (159) H R	7:45
R. J. Reynolds Richard Diamond (285)	Musicland USA	Adventures of Maisie	General Foods Roy Rogers (138)	8:00
"	"	"	"	8:15
Equitable Life This Is Your FBI (280) R	The Big Time	(Co-op) Gracie Fields Show	Bob & Ray	8:30
"	"	"	"	8:45
Heinz Ozzie & Harriet (288)	Doris Day Show	Magazine Theatre	Coca-Cola Mario Lanza Show (192)	9:00
"	"	"	"	9:15
Bristol-Myers Mr. District Atty. (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S	9:30
(see footnote)	"	"	"	9:45
Gillette Cavalcade of Sports (283)	(10-10:05) Morgan News Capitol Clookrm.	A. F. of L. Frank Edwards (135)	Night Beat S	10:00
"	"	Co-op I Love A Mystery	"	10:15
"	Dance Orchestra	Amor. Pretam Health Quiz	Life (99) Montgomery (10:30-10:35)	10:30
American Sports Page S	"	Dance Orch.	Bill Stern (10:35-10:45)	10:45
News S	News	Co-op Baukhage Talking	News from NBC	11:00
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	11:15 PM

SATURDAY

ABC	CBS	MBS	NBC	
Una Mae Carlisle S	News	Smiley Whitley Show	Bob Warren News	6:00 PM
Alert America S	UN on the Record	"	H. V. Kaltenborn News (MM)	6:15
Co-op Harry Wismer	CBS Radio Sports Roundup	Report From the Pentagon	NBC Symphony Orchestra	6:30
Labor-Management S	Larry LeSueur News	Organ Music	"	6:45
"	This I Believe Saturday at The Chase	Co-op Al Heifer	"	7:00
Co-op Bert Andrews	"	Twin Views of the News	"	7:15
Dinner At The Green Room S	Gunsmoke	Down You Go (7:30-7:55)	Medicine-USA S	7:30
"	Dr. Pepper Sports Roundup (49)	State Farm Auto Ins. Co. C. Brown	"	7:45
Dancing Party S	Wrigley Gene Autry (179)	20 Questions	Jane Ace Disc Jockey	8:00
"	"	"	"	8:15
"	GF-Post Cereal Tarzan (75) R	(Co-op) MGM Theatre of the Air	The Ralph Edwards Show S	8:30
"	"	"	"	8:45
"	GF-Grape-Nuts Ganghusters *(157) R	"	The Judy Canova Show S	9:00
"	"	"	"	9:15
"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (169)	9:30
"	"	"	"	9:45
Saturday at Shamrock S	Robert Q's Waxworks	Chicago Theatre of the Air S	R. J. Reynolds Vaughan Monroe (170)	10:00
"	"	"	"	10:15
The Three Suns S	"	"	Chamb. Mus. Soc. Lower Basin St.	10:30
"	"	"	"	10:45
News S	News	News	News from NBC	11:00
Buddy Weed Trio S	Dance Orchestra	Dance Orchestra	Earl Godwin's Washington	11:15 PM

SUNDAY

CBS	MBS	NBC	
Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	9:00
"	"	"	9:15
Langines-Wittnauer Symphonette (155)	Top Tunes with Trendler	The Catholic Hour	9:30
"	"	"	9:45
Your Invitation To Music	Dixie Four Quartet	Amer. Forum of the Air S	10:00
"	American Pretam Corp. Health Quiz	"	10:15
"	Bandstand U.S.A.	Elme Roper	10:30
"	"	America's Music	10:45
"	Air Force Hour	Earl Godwin's Washington	11:00
"	Off 5/11 Eff. 5/18 TBA	Belmont Radio John C. Swayze (135)	11:15 PM
Music For You	Under Arrest	The Falcon S	11:30
"	"	"	11:45
Hearthstone of the Death Squad S	Seabrook Farms Private Files of Matthew Bell 4:30-4:55	U. S. Tobacco Martin Kane (167)	12:00 Noon
"	"	"	12:15 PM
Kingan Arthur Godfrey Roundtable (97)	Wildroot The Shadow	American Baker Assoc. Hollywood Playhouse (183)	12:30
"	"	"	12:45
Admiral Rebt. Trout * (191)	Williamson (alternate wks.)	Whitehall 1212 S	1:00
"	True Detective Mysteries (515)	"	1:15 PM

MONDAY - FRIDAY

ABC	CBS	MBS	NBC	
Not In Service	P&G Crisco Dr. Malone (153)	Luncheon with Lopez	Co-op News Merrill Mueller S	9:00
"	P&G Duz Guiding Light (155)	"	Wesson Oil Dr. Paul (59)	9:15
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (136 Grady Cole (41	Dixieland Matinee	Pickens Party	9:30
(See footnote)	P&G Tide Perry Mason (153)	"	Meredith Willson's Music Room	9:45
Family Circle (2:35-3:00) S	Toni, Seeman Nora Drake (176)	Say It with Music	General Mills Live Like A Millionaire (74)	10:00
"	P&G Ivory Fl. Brighter Day (142)	"	Amer. Tob. Co. Banghart 2:55	10:15
Ladies Be Seated S	Miles Labs Hilltop House (146)	Co-op Poole's Paradise	P&G Life-Beautiful (158)	10:30
"	Pillsbury House Party (164)*	"	P&G Road of Life (159)	10:45
Mary Marlin S	Star Lines* (3:50-55) News 3:55-4 p.m.	"	P&G Pepper Young (158)	11:00
Philip Morris Romance of E. Winters (248)	4-4:15 M-F Gen F. S. Grady Cole (41)	"	P&G Right to Happiness (158)	11:15 PM
General Mills Betty Crocker (91)	4-4:30* Tu-Music by Antonini	Miscellaneous Programs	P&G Backstage Wife (149)	11:30
Thy Neighbors Voice S	MW Chicagoan ThF St. Louis Matinee	4:25 News S	Sterling Drug Stella Dallas (149)	11:45
The Dean Cameron Show S	Treasury Bandstand	Mort's Record Adventures M-F 4:30-5	Sterling Drug Young Widder Brown (149)	12:00 Noon
Manhattan Maharajah S	"	5-5:30 M-F M—B. Benson Tu-Sgt. Preston Th-Sgt. Preston (Quaker)	Manhtn. Soap Woman in My House (177)	12:15 PM
Co-op Big Jon & Sparkie	4:55-5 News	"	Whitehall Just Plain Bill (145)	12:30
Mark Trail S	5-5:45 p.m. No Service	"	Whitehall Front Page Farrell (140)	12:45
Kellogg Co. Space Cadet Tu&Th (223)	"	5:30-5:55 Tu & Th, Derby Sky King	P&G Lorenzo Jones (105)	1:00
(MWF) Fun Factory S—See Footnote	Miles Labs Curt Massey Time (147) R	5:30-5:55 MWF Kellogg Wild Bill Hickok	Ex-Lax Inc. Doctor's Wife 186	1:15 PM
		M-F 5:55-6 Johnson & Son Cecil Brown		

SATURDAY

ABC	CBS	MBS	NBC	
Vincent Lopez Show S	Carter City Hospital (150)	(1:10-2:25) Dunn on Discs	TBA	9:00
"	"	"	"	9:15
Front & Center S	Hormel & Co. Music with H. Girls (120)	(2:25-2:30) S. C. Johnson News	Coffee in Washington S	9:30
"	"	"	"	9:45
Lawrence Welk's Treasury Show S	Make Way for Youth	Georgia Crackers	Big City Serenade	10:00
"	"	"	"	10:15
Pan-American Union S	Report From Over Seas	Bandstand U.S.A.	The Downhomers S	10:30
"	Adventure In Science	(2:25-3:30) S. C. Johnson News	"	10:45
Lone Pine & His Mountaineers S	Farm News Co-op	Sports Parade	U. S. Army Band	11:00
"	Correspondents' Scratch Pad	"	"	11:15 PM
ABC Late News S	Stan Dougherty	Caribbean Crossroads	Win Place & Show Tunes	11:30
Finnegan's Sat. Box Scores S	Horse Racing	"	Racing	11:45
Tea & Crumpets S	Cross Section U.S.A.	Hawaii Calls	Musicana	12:00 Noon
"	"	"	"	12:15 PM
Roseland Ballroom Orch. S	Eddie Fisher Show	Harmony Rangers	Mind Your Manners	12:30
"	"	"	"	12:45
At Home with Music S	Treasury Bandstand	Bands for Bonds	TBA	1:00
Club Aluminum Club Time (20)	"	Dizzy Dean	Torrea Lea Songs	1:15 PM

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
2:30-2:35 p.m., M-F, John H. Dulany & Son, Dulany Daily Double, (49).
5:55-6 p.m., M-F, World Flight Reporter
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
9:55-10 p.m., F, Gen. Foods, Sanka News (283)
* PP (Pyramid Plan) American Chicle & General Mills participations on The Top Guy, W., 8:30-9 p.m.; Defense Attorney, Th., 8-8:30 p.m.; Stop the Music, Sun., 8:30-8:45 p.m., seg.

CBS—11-11:05 a.m., Sat., Campana, Bill Shadel News (185)
5:55-6 p.m., Sun., Best Foods Inc., Larry LeSueur (180)
10:25-30 a.m., Sat., Econ. Lab., Galen Drake (188)
9:30-9:35 p.m., Tues., Colgate-Palmolive-Peet Co. Louella Parsons (179)
9:25-30 p.m., Th., Gen. Foods, Shadel News (158)
9:25-30 p.m., Sat., Gen. Foods, Sanka Salutes (155)
8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107)
3:45-50 p.m., M-F, Kellogg, Carl Smith, (140)
3:40-45 p.m., M-F, Pillsbury, Cedric Adams (164)
11:30-35 a.m., Sun., Bill Shadel (8)
4:10-15 p.m., Sun., Bill Downs (8)
* Sustainers on split network

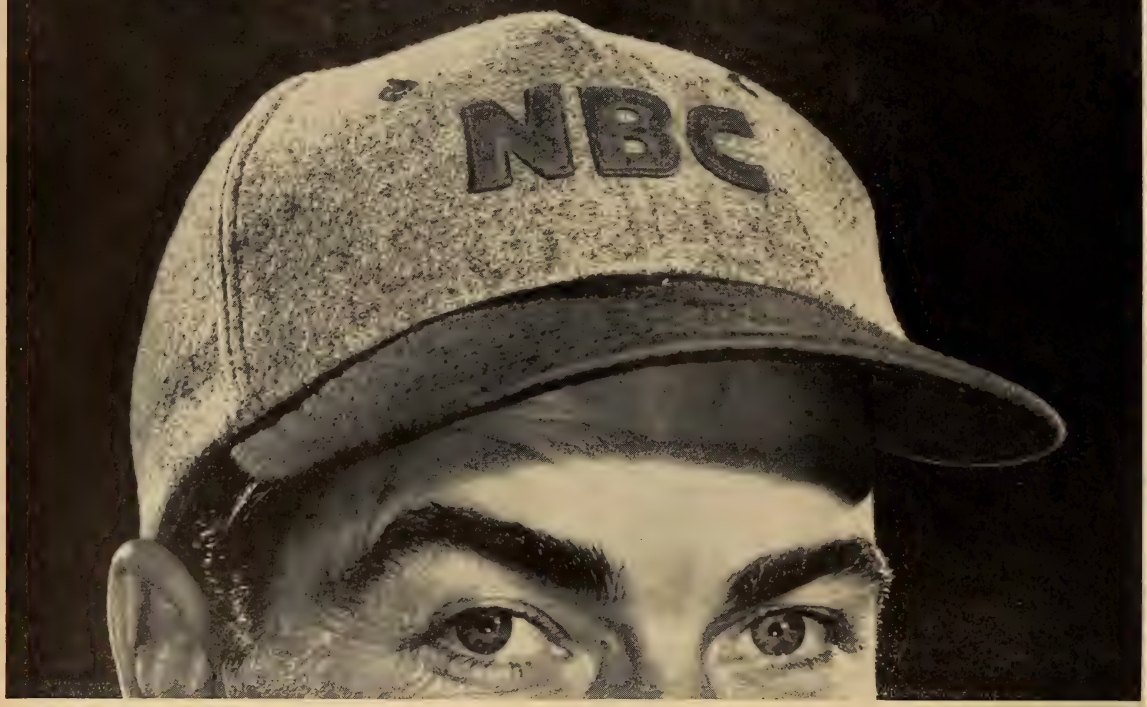
MBS—2-4:30 p.m., Mon.-Sun., Game of the Day—Network B (Falstaff Brewing and Co-op), Gillette Warm-Up Time, 5 min. preceding games, Mon.-Sun. Camel Baseball Scoreboard, 5 min. following, Mon.-Sat. Wheaties Scoreboard, 5 min. following, Sun.
11:25-11:30 a.m., M-Sat., Johnson & Son. News
11:30-12:00 Noon, M-W-F, Kraft Foods Co.—co-sponsors Queen for a Day.
2:25-2:30 p.m., M-F, S. C. Johnson & Son News.
4:55-5 p.m., S. Bobby Benson—American Chicle
5:15-5:30 p.m., M. portion of Bobby Benson sponsored by Kraft Foods Co.
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.

NBC—*OT Operation Tandem, Whitehall Amer. Chicle, Liggett & Myers.
8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:45-11 a.m. Eng. Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
April 28, 1952 Copyright 1952

TOP COVERAGE

...to deliver your sales pitch in the Far West!





You cover all the bases when you buy NBC Pacific Coast Network—the only network that delivers top coverage—83.5% of all radio homes in this great mass market!

Soap . . . soup . . . insurance . . . automobiles—whatever your product or service—if it has *mass* appeal, your most effective advertising medium for reaching the great Western market is NBC Pacific Coast Network.

In this rich, fast-growing area where 98% of all homes are radio homes, 83.5% of these homes listen regularly to NBC Pacific Coast Network, and costs-per-thousand are lower than those of any other network serving the Far West.

The great states of Oregon, Washington and California now have the highest per capita income of any region of the U. S. A. Estimated retail sales for 1952 will run over 16 *billion* dollars! To get your share of these dollars—buy time now on NBC Pacific Coast Network. Consult your NBC Sales Office for details.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

Open Mike

(Continued from page 18)

knowledge, Mutual was the first radio network to return to the scene for reactions approximately six minutes after the historic announcement.

Where was the scoop?

Hollis Seavey
Washington Representative
MBS

[EDITOR'S NOTE: Mr. Seavey caught us in an unfortunate error—the omission of "TV" from the network identifications in a CLOSED CIRCUIT intended to refer only to television coverage of the event.]

* * *

Rural Listener

EDITOR:

Enclosed is a piece of fan mail from one of the ardent listeners of the *Ernie and Arnie Show*, an 8 to 9 feature on WBVP that is more than holding its own against TV because it's programmed by two local boys at the local level. . . .



We thought that this would make a good cartoon and should be passed on to you. . . .

Thomas B. Price
Station Manager
WBVP Beaver Falls, Pa.

* * *

Man the Pumps

EDITOR:

Words cannot express my appreciation for the terrific story you carried in the April 14 issue of BROADCASTING • TELECASTING on my "TV Station Operating Expense" analysis.

As a result of your story, we are swamped with requests for copies of the analysis . . . .

Joe Herold
Broadcast Equipment Sales
RCA Victor
Camden, N. J.

* * *

The Missing McGinnis

EDITOR:

I was quite shocked and rather violently disturbed when I read OPEN MIKE in the April 7 issue of BROADCASTING.

By publishing the letter from the disgruntled Mr. King you have probably cost me several thousand dollars and damaged my reputation in this industry beyond repair. . . .

The person referred to by Mr. King, Lee McGinnis, is in no way connected with this company. At one time he did, and when his dishonesty and disregard for ethics was found out he was immediately dismissed. . . .

Now by printing this letter without bringing out the true facts of the matter or McGinnis' name will undoubtedly cause many broadcasters whom we have done business with to think we have completely turned dishonest. The implication is there, inasmuch as the words, "Bond a Week Club," have been brought out. . . .

George R. Turpin
Owner and Manager
George R. Turpin Assoc.
Fort Worth

[EDITOR'S NOTE: The original letter was written by Victor King, station manager of KERB Kermit, Tex., who reported that Lee McGinnis, representing himself as connected with a "Bond a Week Club," had disappeared after collecting cash payments belonging to the station. Though Mr. Turpin was not mentioned in the original letter, we are glad to publish Mr. Turpin's comments as emphasis that Mr. McGinnis was not associated with Mr. Turpin at the time of the Texas escapade.]

* * *

Allocations Report

EDITOR:

Of all the jobs BROADCASTING • TELECASTING has done in its illustrious history, your April 14 issue, together with the supplement, was the best in my judgment. Getting the supplement out under such tremendous pressure would have killed anyone else but you and your staff.

I would like to write each member who participated in the fine job, but I hope you will save me that by passing my letter around as a sincere token of my appreciation.

Howard L. Chernoff
General Manager
KFMB-AM-TV San Diego

* * *

EDITOR:

I think you did the broadcasting industry a tremendous service in publishing the full text of the FCC's TV allocation plan. It served to clear up a lot of misinformation and gave us, and many other stations, too, I am sure, a welcome source of official reference for what is actually going to happen.

I also noticed in one of your recent issues that you have compiled a series of radio success stories. Would you be good enough to send us a copy?

Thank you.

Paul Martin
Station Manager
WCCC Hartford, Conn.

TREND back to radio buying has been reported by WBAL Baltimore. According to station sales executives, more new business has been booked in April than at any time in recent years.



Advertisement

From where I sit
by Joe Marsh

Whitey Sure "Rang the Bell"

Telephone woke me out of a sound sleep last Friday night about eleven-thirty. "This is Whitey Fisher out on River Road," says a voice. "I just wanted to tell you how much I like this week's *Clarion*."

"Thanks, but why call to tell me at this time of night?" "Simple," he says, "your paper boy just delivered it a short while ago. Been waiting for it all evening."

Next day, Buzzy Wilson tells me he delivered Whitey's paper that late because he stayed in town for the high school dance—thinking it would be O.K. to drop it off on his way home.

From where I sit, I can't blame Whitey for his little joke. He was just reminding me we owe other people the same consideration we expect from them. Since I'm always talking about respecting the other fellow's rights—including his right to enjoy a friendly glass of beer if he chooses, it was only fair that Whitey should "wake me *up" to his right to get his copy of the* Clarion *when he expects it—on time. Thanks again, Whitey!*

Joe Marsh

Copyright, 1952, United States Brewers Foundation



Only ONE Station

DOMINATES

This Rich

Growing Market

with

1951 Bank Deposits

of

$343,735,852.90

A 10-year gain of 134%

WSJS

The Journal-Sentinel Station

AM-FM

WINSTON-SALEM

KOB AM-TV SALE

Application Filed at FCC

APPLICATION for approval of the sale of KOB-AM-TV Albuquerque from T. M. Pepperday *(Albuquerque Journal)* to Time Inc. and former FCC Chairman Wayne Coy for $900,000 [B•T, March 3] was filed with the FCC last week.

Stations will be sold first to Time Inc. After a series of reorganizations, which will transfer the physical assets to a Time Inc. subsidiary, the stations will be owned jointly by the Henry Luce firm and Mr. Coy [B•T, March 10].

Although Time Inc. will pay $900,000 for the properties, the application revealed that it would declare a dividend equal to $300,000 net quick assets immediately after the FCC approves the sale. This would bring the purchase price down to $600,000.

A partial liquidation of the licensee will then be effected, the application explained, which would place all fixed assets (including land but not the TV building) in the name of Michigan Square Building Corp., a Time Inc. subsidiary.

Michigan Square company would lease the fixed assets and land back to Albuquerque Broadcasting Co., licensee of KOB-AM-TV, for eight years at the appraised value of $450,000. Worth of licensee will thus be $150,000, it was explained.

Coy Receives Interest

Subsequently, Time Inc. will sell 50% interest in the licensee to Mr. Coy for $75,000. Mr. Coy will put up $37,500 out of his personal funds, borrow the other $37,500 from the Chase National Bank of New York, it was indicated. At the same time, Mr. Coy will be signed as general manager of the stations at $26,000 per year with an eight year contract. In addition, Mr. Coy will remain as radio-TV consultant to Time Inc. at a yearly fee of $24,000. The consultant contract began April 1 and runs to the end of March 1955. Time has an option to extend that contract to 1957.

Mr. Coy represented his net worth as $62,973.79. Assets included his Washington house, to be sold June 15 for $43,000; furnishings, $3,000; 1951 Lincoln automobile, $2,000; jewelry and pictures, $400; bonds, $7,000; cash, $3,829.01; paid up retirement, U. S. Civil Service, $5,050.96; cash value of life insurance policies, $5,038.31. Liabilities comprised mortgage on Washington house, $3,919.49; fee for sale of house, $2,150; bills payable, $275.

Income for Mr. Coy was put at $12,685 in 1950, $12,148 in 1951. This was after deductions for taxes, the application stated. Mr. Coy was chairman of the FCC from 1947 to Feb. 21 of this year [B•T, Feb. 25].

Mr. Coy went to the FCC from the position of vice president and general manager of WINX-AM-FM Washington, then owned by the *Washington Post*. Before that he was assistant to publisher (now chairman) Eugene Meyer.

Before joining the *Washington Post*, Mr. Coy served in various government posts. At one time he was one of President Roosevelt's "anonymous" assistants and assistant director of the Bureau of the Budget.

Mr. Coy will be president and treasurer of Albuquerque Broadcasting Co. when the sale of the stations is approved by the FCC. Arthur R. Murphy Jr., manager of Time Inc.'s March of Time division, will be vice president. Mrs. Grace Cody Coy, wife of the former FCC chairman, will be secretary. In addition to the officers, the new board of directors of the licensee will include Charles L. Stillman, Time Inc. vice president.

Total assets of Albuquerque Broadcasting Co. as of Jan. 31, 1952 were put at $588,311.74. Of this, $383,721.23 was in cash. Included in the assets was a depreciated value of $26,470.59 for AM and $74,542.79 for TV.

Current liabilities of the licensee were put at $100,669.62. Balance sheet also showed surplus of $429,188.29. Profit for the month of January was put at $9,692.35.

Balance sheet estimated replacement costs of the 31-year-old KOB (NBC affiliate operating on 770 kc with 50 wk day, 25 kw night under special FCC authority) at $260,500. It also estimated replacement costs of four-year-old KOB-TV (on Channel 4) at $226,500. KOB-TV is affiliated with all four TV networks, via kinescope recordings.

'Time's' Past Radio Interests

From 1943 to 1945, Time Inc. owned 12½% of ABC. From 1942 to 1944, the *Time, Life, Fortune* publisher owned a substantial amount of preferred stock in WQXR New York (now owned by the *New York Times*).

Consolidated balance sheet as of the end of 1951 showed Time Inc. with total current assets of $60,901,281, of which $20,270,825 was in cash. Total current liabilities

ONE ANNOUNCEMENT -- BETTENDORF AND DAVENPORT IN IOWA



TWO OUT-OF-TOWN CUSTOMERS

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

$2,450 in Sales

Davenport's Burkeholder Custom Kitchens has had schedule of advertising on WOC for 2½ years. Store owner J. K. Burkeholder knows this schedule builds sales volume. Has many specific instances proving this fact.

For example, in January '52, a Clinton, Iowa, man driving near Davenport on his way to Burlington, heard a Burkeholder announcement. Stopped in Davenport store; told them to get in touch with his wife about remodelling their kitchen.

Within week, Burkeholder had a $1,350 order from this Clinton family. *But more,* Clinton man's brother contacted Burkeholder; purchased a $1,100 custom-built steel kitchen. Result of one WOC announcement—$2,450 in sales. Said the Clinton man: "Credit WOC with this sale, for until I heard the announcement, I didn't know about the Burkeholder firm."

Proof that when you want sales volume in the Quint-Cities—nation's 71st retail market—*you want WOC.* Contact us direct, or your nearest F & P man.

Free & Peters, Inc.
Exclusive National Representatives

WOC
THE QUINT-CITIES AM - FM ALSO TV

Davenport, Iowa

Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

added up to $17,373,712.

Representing Time Inc. and Mr. Coy is the Washington law firm of Loucks, Zias, Young & Jansky. Time Inc. also is represented by the New York law firm of Cravath, Swaine & Moore. Representing Albuquerque Broadcasting Co. is the Washington law firm of Pierson & Ball.

CHURCH NAMED

Succeeds Chester at CBS

APPOINTMENT of Wells Church as acting director of news and public affairs for CBS Radio, to take over the duties handled by Edmund A. Chester before he resigned to become part owner and general manager of the RHC Cadena Azul network in Cuba [B•T, April 14], was announced last week by CBS Radio President Adrian Murphy.

Mr. Church, who initially joined CBS in 1931 in Washington, has been editor-in-chief of CBS Radio news since July 1949.

Mr. Church, a veteran newsman, after joining CBS in 1931, became program manager and assistant to the vice president of WTOP Washington and in 1936 became director of radio for the Republican National Committee. In 1941, Mr. Church went to England as advisor to the BBC. The following year he returned to the U. S. to become special events and talks director for the Coordinator of Inter-American Affairs. In 1945, he returned to CBS and the next year became director of news broadcasts. He was named editor-in-chief in July 1949 when radio and TV news activities were merged. Mr. Church received the title for CBS Radio following the divorcement of radio and TV activities of CBS last July.

ACNY NOMINATIONS

Officers Slate Announced

NOMINATIONS committee of the Advertising Club of New York announced its 1952 slate April 18, with George S. McMillan, vice president of Bristol-Myers Product Div., named for president. Stanley Resor, J. Walter Thompson president, was listed for vice president and James A. Brewer, board chairman of Brewer-Cantelmo Co. was suggested for treasurer.

Nominations for directors, to serve for one, two and three-year terms, included Elon G. Borton, Advertising Federation of America president; George A. Phillips, advertising manager of Cluett, Peabody & Co.; George A. Nelson, president and general manager, Stevens-Nelson Paper Corp.; C. B. Larrabee, president of Printer's Ink; Robert M. Feemster, executive committee chairman, Wall Street Journal; Gene Flack, advertising director for Sunshine Biscuits; Hugh R. Jackson, president, Better Business Bureau of New York; and David B. Starrett, vice president, Royal Typewriter Co.

Additional nominations are to be accepted only in writing several weeks in advance of the voting, scheduled for Club's annual meeting May 13. Top three nominees, assisted by continuing officers, are to serve until next annual meeting.

WSYR's Local Radio Sales

UP 46%

WSYR---Message Form

To Caley Augustine
From W. R. Alford, Jr.
Date March 24, 1952
Subject RADIO PROMOTION

Up to March 15th, WSYR's local radio sales for 1952 are 46% more than 1951!

Local advertisers who are responsible for this increase are in the best position to test the real pulling power of all media. They know, day by day, which advertising is ringing the cash register.

And when they use WSYR almost 50% more than they did a year ago; when they prefer WSYR over any other local station — that's our best testimonial.

Bill Alford
SALES MANAGER

National Spot Advertisers

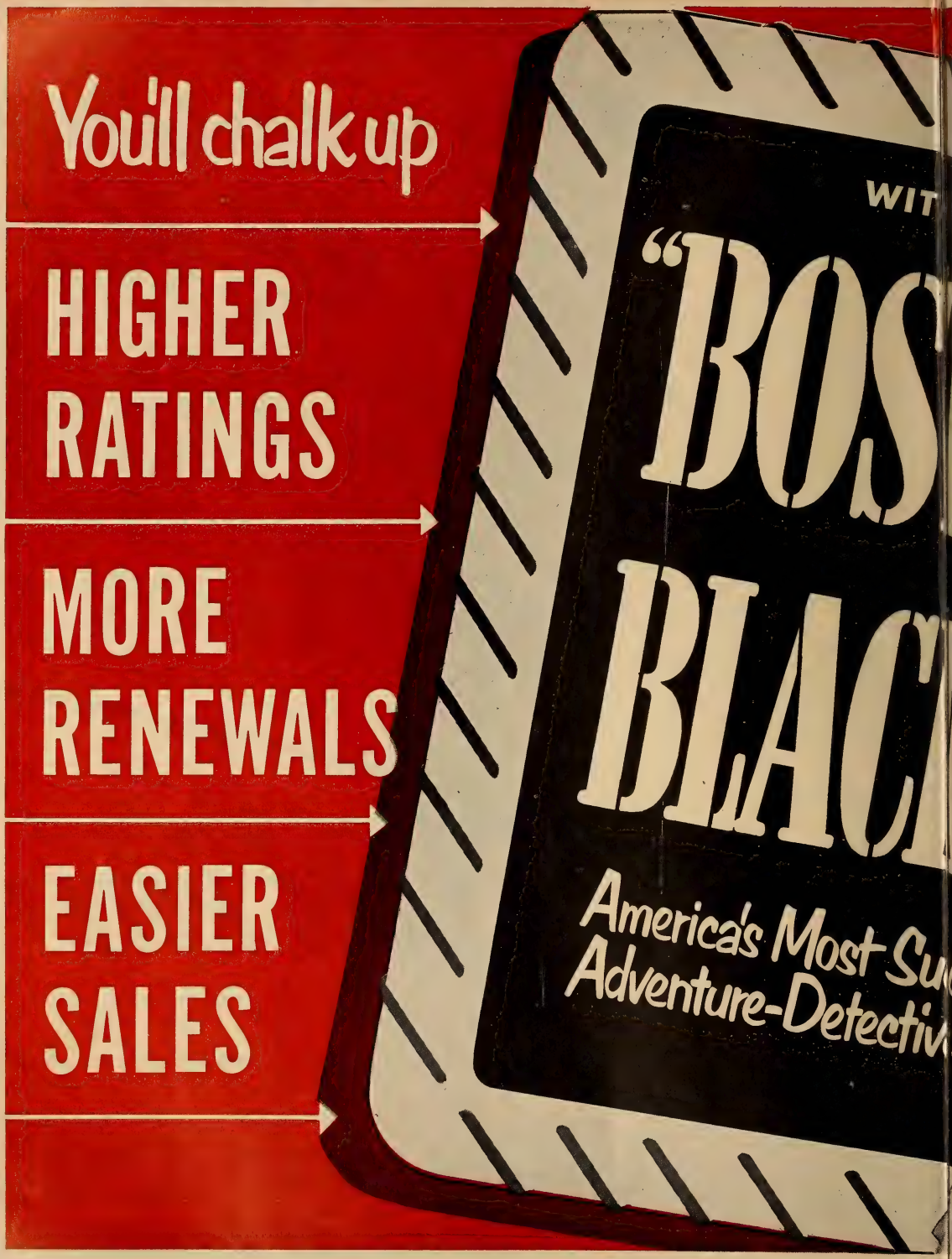
TAKE NOTE!

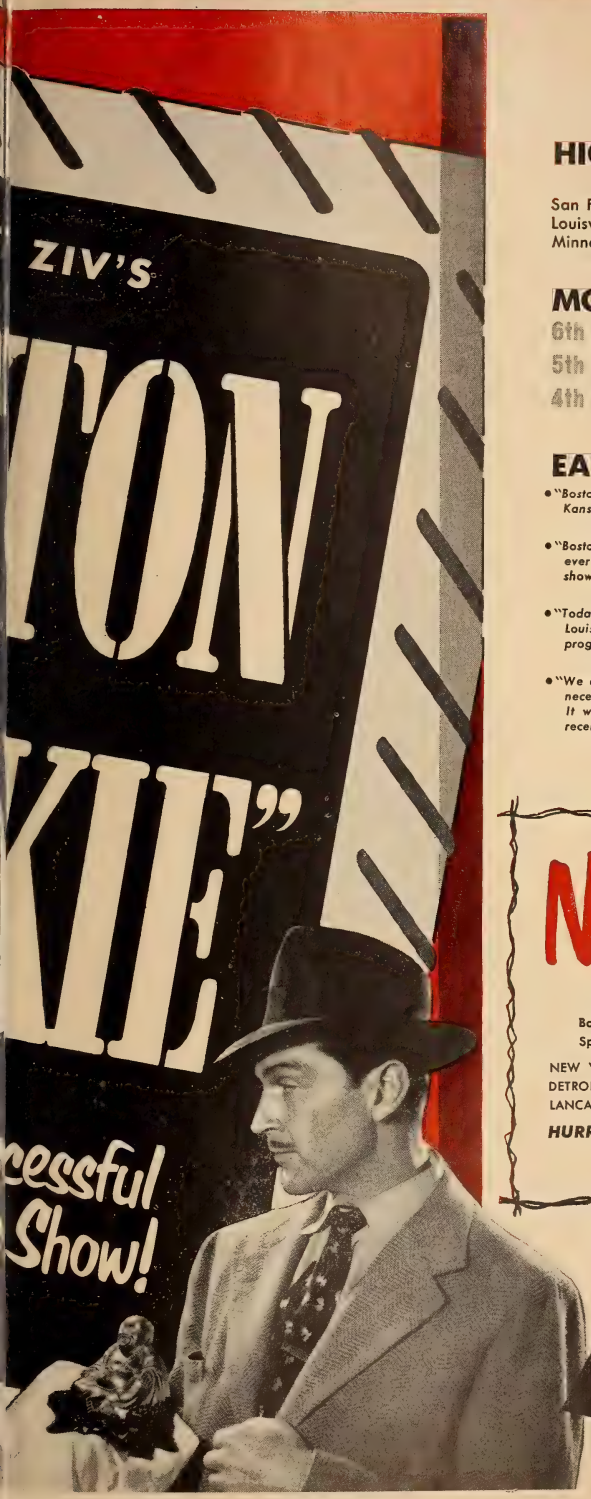
Central New York is a stable, diversified market—an industrial center, agricultural center, distribution center. It is a big-spending market, as is proved by booming department store sales. To reach it, do what the on-the-spot advertisers do—put your sales story on WSYR.

WSYR ACUSE
NBC AFFILIATE

Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV—The Only Complete Broadcasting Institution in Central New York


You'll chalk up
HIGHER RATINGS
MORE RENEWALS
EASIER SALES
WIT
"BOS
BLAC
America's Most Suc
Adventure-Detectiv



HIGHER RATINGS

In BIG Towns		In SMALL Towns	
San Francisco	16.0	Hattiesburg	29.6
Louisville	21.7	Zanesville	26.0
Minneapolis	16.5	Youngstown	21.3

He'll chalk up high ratings for you, too!

MORE RENEWALS!

6th YEAR . . . Minneapolis, consistently outrating important network shows.

5th YEAR . . . New Orleans, consistently delivering a large and loyal audience.

4th YEAR . . . Raleigh, consistently selling for Carolina Power and Light Company.

He'll chalk up more renewals for you, too!

EASIER SALES

- *"Boston Blackie's 19.1, the highest rated show on Sunday afternoon in Kansas City."*
  James Coy—Rogers & Smith Advertising Agency
- *"Boston Blackie has the most loyal listening audience of any show we've ever had on the air and is Lake Charles most outstanding mystery show."*
  James H. Jesse, Pgm. Dir., Station KLOU, Lake Charles, La.
- *"Today marks the 91st broadcast of Boston Blackie for Falls City Beer—Louisville. Our latest Hooper tops all network and local competitive programs."*
  Ray D. Williams—Prater Advertising Agency
- *"We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule 'Blackie' for play-by-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."*
  John T. Rutledge, Ass't. Gen. Mgr., Station WVJS, Owensboro, Ky.

He'll chalk up easier sales for you, too!

Now, on TV!

AM + TV = TOP RESULTS!

Boston Blackie on TV is already proving the fastest seller ever.
Sponsored by big-name advertisers on top TV stations in:

NEW YORK CITY, CHICAGO, LOS ANGELES, WASHINGTON, D. C., DETROIT, CINCINNATI, DAYTON, COLUMBUS, PITTSBURGH, CLEVELAND, LANCASTER, TOLEDO, MINNEAPOLIS, RICHMOND, NORFOLK, ATLANTA

HURRY—YOUR MARKET MAY STILL BE AVAILABLE!
WRITE, WIRE OR PHONE.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

editorial

Same 'Freedom' Boat

FOR THE past fortnight there has been sound and fury over President Truman's remark implying that he had the authority to seize newspapers and radio in a national emergency. The White House has done little to amplify or explain the President's startling utterance—the top topic at the series of newspaper annual conventions held during the past 10 days.

Newspaper editors cannot fathom the kind of emergency that would lead the chief executive to commandeer newspapers, the freedom of which has been traditionally protected by the First Amendment.

That has not been the case with radio—a licensed medium. Section 606 (c) of the Communications Act provides that in a national emergency, the President may take over communications. This provision was amplified with the passage last year of a law authorizing the President to close down any station emitting "electro-magnetic" waves when there exists war or a threat of war. This was designed to take into account the use of modern implements of warfare, such as guided missiles and pilotless planes, which presumably can use radio beams to "home" to targets.

There was no outcry from the nation's press when this legislation was pending. Only radio was involved.

Yet, one has but to look at the record to determine that, with President Truman and with his predecessor, Franklin D. Roosevelt, radio and the press were regarded as synonymous. President Roosevelt often called for "freedom of radio on a parity with the press."

Twice, in letters to this journal, President Truman has stated that radio "must be maintained as free as the press" and that "a free radio is as indispensable as a free press."

It is apparently also his belief that both should be equally treated if the freedom were to be taken away. His cryptic answer to a question put by J. Hale Steinman, publisher and station owner, during a Presidential conference with the American Society of Newspaper Editors, leads to no other conclusion.

The incident drives home, as nothing else would, the inseparability of broadcasting and the press as news media. They are both in the same "freedom" boat, and the boat is rocking.

Longer Licenses

THERE'S agitation anew to authorize government agencies to assess charges for services rendered, as a means of offsetting cost of government. This is a variation of the proposal that there be levied a franchise tax or "license" fee. Such agencies as the FCC, SEC, CAA and ICC are mentioned as providing service to particular segments of industry for which Uncle Sam gets no immediate return.

All industry pays substantial taxes to the government, direct and indirect. If it were not for the broadcast services, the hundreds of millions in excise taxes on radio and television receivers wouldn't reach the Treasury. And broadcasters themselves pay corporate taxes on revenues in excess of a half-billion.

Radio broadcasters receive licenses from the FCC for a three-year tenure. Television broadcasters get only one-year licenses now, though the law permits three-year authorizations. Until now, the FCC has maintained that TV licenses should be short-term to keep allocations flexible. Now that we have an allocations plan, this argument no longer seems valid.

We doubt whether radio or television broadcasters would object to a nominal license fee, to help defray costs of administration, if there were no discrimination against their business. But they then would be entitled to longer license terms, and they would acquire certain rights in return for the payment for the "franchise." In Mexico, licenses are issued for 30 years. We think that in the U. S. they ought to be issued in perpetuity, since the licensing authority is always in the position to cite stations for violations of the law.

Television is a far more expensive business than radio broadcasting. A glimpse at applications filed since the April 14 freeze-lift shows that a less-than-one-million investment for the first year is rare indeed. Certainly it's too much to ask venture capital to invest such sums on the slender thread of a one-year license. We hope the FCC will see fit promptly to increase the TV tenure to the full statutory limit of three years, and that legislation will be sought to extend license terms at least to 30 years.

AGAINST appalling odds, including the skepticism of AT&T and the television networks, Klaus Landsberg of KTLA (TV) Los Angeles and a small band of fervent engineers last week brought a telecast of an atom bomb explosion to the American public. It wasn't a very good telecast, and we can't help feeling that if some of the larger entities in this business had shared Mr. Landsberg's enthusiasm—and the work—it would have been a better one. The job of throwing up a relay system across high mountains was really too much to ask of any group smaller than one commanding the resources of the entire telecasting industry. Mr. Landsberg deserves the utmost praise, not only for heroically prevailing with his ambitious plan but also for giving a lasting lesson in how television can serve the public.

The 'Duopoly' Answer

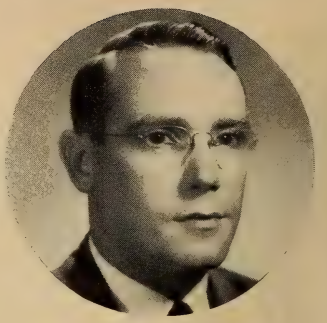
IT WILL take weeks to clear up all of the questions that have arisen as a result of the TV Allocations Report, but there's one that should receive a prompt answer. It is how the FCC will construe the merging of two or more radio broadcasters in a given market for the purpose of applying for a single TV assignment.

The exchange of correspondence between Sen. Edwin C. Johnson and FCC Chairman Paul A. Walker, published in TELECASTING last week, clarified nothing except the fact that an issue exists. Mr. Walker did observe that the FCC would have to meet the problem.

The time to do this, it is evident, is *now*. The "waiting period" runs out July 1. In the interim broadcasters must make their plans. Under existing regulations, the operation of two stations of the same class in the same coverage area constitutes "duopoly". If radio owners pooled their interests for a single TV operation, manifestly that would not constitute "duopoly" in TV. But the problem is whether the Commission would construe this to be "duopoly" in radio, because of the new mutuality of interest that would evolve.

The FCC, it seems to us, could well say that, in the light of the scarcity factor in TV and of the desire promptly to get more stations on the air, it would not construe such radio mergers as falling within the prohibition of the "duopoly" rule. From that point on, however, the merging broadcasters would take a calculated risk. The FCC could not give assurance that the joint applicant would have any better chance for a grant than any other applicants. To do so would be to prejudge applications not yet filed or considered.

our respects to:



JOHN THOMAS GELDER JR.

JACK GELDER, vice president-general manager of WCHS Charleston, W. Va., made his entrance into radio with a bang—literally.

Twenty years ago, Mr. Gelder portrayed the role of Alexander Hamilton in a high school play. Unfortunately for Mr. Gelder, the play included the pistol duel scene between Mr. Hamilton and Aaron Burr. So Mr. Gelder's role in the play was short-lived.

Fortunately for him, however, the play was broadcast and his ambition to enter the radio industry as an announcer was born.

A native of Chicago, Mr. Gelder went to the U. of Michigan in 1936 with the sole intent of preparing himself to become a radio announcer.

At college, he broadcast over WJR Detroit and WCAR Pontiac, but discovered he simply wasn't cut out to be an announcer. Still interested in radio, he turned to sales. In retrospect, Mr. Gelder believes this the smartest move he ever made.

Upon graduation from college in 1940, Mr. Gelder found a sales position at WJLS Beckley, W. Va. Hardly out of the fledgling class, his ready smile made up for lack of experience.

Quick at building a firm foundation in radio sales, Mr. Gelder in 1942 was named commercial manager at WKWK Wheeling. While there, his zeal resulted also in appointment as assistant station manager.

After four years at WKWK, in 1946, he went to Charleston, W. Va., to become general manager of new WKNA there and put the station on the air. At that time the state's capital was blossoming from a two-station to a five-station city.

In 1948, he shifted to WCHS Charleston as general manager and in 1950, when the station was purchased by the Tierney Co., Mr. Gelder became vice president and general manager.

His community devotion, reflected by participation in local affairs, is helping make WCHS a local institution.

A definite approach on how to operate a radio station successfully has guided Mr. Gelder's activities. He believes in departmentalizing the operation completely, then encouraging the departments to work together as a team.

He has established an "executive advisory" panel of top-level WCHS personnel, which meets with him regularly to formulate policy, outline procedure and plan the future.

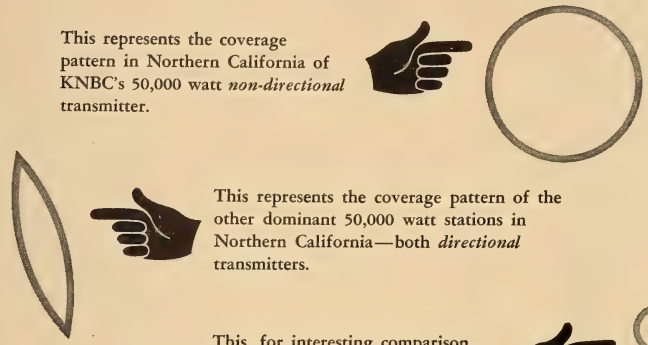
These plans include television. Mr. Gelder feels that under proper guidance, the future WCHS video operation can become as much

(Continued on page 80)

WHY . . . in Northern California

KNBC *reaches more people . . . more often . . . than any other radio OR TV station*

This represents the coverage pattern in Northern California of KNBC's 50,000 watt *non-directional* transmitter.



This represents the coverage pattern of the other dominant 50,000 watt stations in Northern California—both *directional* transmitters.

This, for interesting comparison, represents television coverage in Northern California.

Put them all together—and you get a *complete* picture of radio and TV coverage in the great Northern California market, like this:—



TELEVISION, covering a sixty mile radius with only about one-third of the families in the narrow TV circle owning sets.

Radio, dominated by three stations: — two with 50,000 watt directional coverage taking in a limited elliptical area —

— and the other, KNBC, with 50,000 watts, non-directional, giving a *wide circle* of coverage that includes not only the San Francisco-Oakland Metropolitan Market, but *all* the thriving PLUS-Markets of Northern California.

Yes, in Northern California, more people are reached by—and listen more often to—KNBC than any other radio station. More people tune in to KNBC radio than to any television station in the area.

Wide circle coverage plus program popularity make . . .

KNBC

in San Francisco, Northern California's No. 1 Advertising Medium . . .
50,000 watts, Non-Directional . . . 680 KC
Represented by NBC spot sales



where 571,000 people have $420,267,000 in Effective Buying Income*

KWFC Hot Springs Arkansas

0.5 MV/M area:

Population	138,400
Radio homes	39,500
Eff. buying income	$ 96,375,000
Retail sales	91,822,000

KCMC (AM-FM) Texarkana Ark., Tex.

0.5 MV/M area:

Population	223,200
Radio homes	62,800
Eff. buying income	$175,750,000
Retail sales	145,127,000

KAMD Camden Arkansas

0.5 MV/M area:

Population	209,400
Radio homes	57,900
Eff. buying income	$148,142,000
Retail sales	130,589,000

ONE ORDER
ONE CLEARANCE
ONE BILLING

(Sold Singly or in Groups)

For Facts, write
Frank O. Myers, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark., Tex.

THE ARKTEX STATIONS
Serving a rich market in the great Southwest

*From Sales Management

front office



PETER A. CUNEO, operations staff, KDFC-FM San Francisco, named commercial manager as well as manager of Musicast, background music company owned by Sundial Broadcasting Corp., licensee of KDFC-FM.

WILLIAM J. MARTIN, Philadelphia sales representative for *Look*, to radio sales staff, NBC New York.

JOHN E. PEARSON Co., N. Y., station representative firm, appointed by WBBZ Ponca City, Okla.

ROLAND B. VAILE, manager, KVVC Ventura, Calif., joins KORK Las Vegas, Nev., in similar capacity succeeding JACK KEHOE who has resigned.

CHARLIE C. SYLVESTER Jr. to KXYZ Houston, as account executive.

JACK CAMPBELL, sales manager, KSFO San Francisco, and LEN CINNAMOND, assistant sales manager, KYA that city, join KJBS there as account executive.

JOSEPH N. CURL, former New York account executive for Crosley Broadcasting Corp., named account executive in ABC-TV Spot Sales.

EDMUND LYTLE, radio-TV producer-account executive, Western Adv., L. A., to KCSB San Bernardino, Calif., as sales manager.

McKENNA & WILKINSON, Washington, D. C. law firm, moves May 1 to La Salle Bldg., 1028 Conn. Ave., N. W., Telephone is National 2931.

BRANHAM Co., Chicago, station representative firm, moves to 10th floor, 360 N. Michigan Ave.

RUSSELL STEBBINS, CBS Radio sales staff, Chicago, to NBC National TV Spot Sales, same city.

Personals . . .

LAWRENCE W. LOWMAN, vice president, CBS Inc., New York, named head of radio-TV division for city's Cancer Committee. . . . LEE FONDREN, national sales manager, KLZ Denver, has returned to station after week recuperating from minor surgery. . . . Mrs. WAYNE COY, wife of former FCC Chairman WAYNE COY, presented with scroll in recognition of service rendered as chairman of Family and Child Welfare section, United Community Services, Washington, D. C.

E. R. VADEBONCOEUR, vice president-general manager of WSYR Syracuse, to participate in radio-TV symposium May 2 at State U. Teachers College, Geneseo, N. Y. . . . WILLIAM H. SYLK, president, WPEN Philadelphia, will be honored with testimonial dinner by city's Zionist group and Jewish National Fund, May 24. . . . JACK KENT COOKE, owner of CKEY Toronto, presented with second annual brotherhood award of Beth Sholom Synagogue Brotherhood, Toronto, "in recognition of his splendid achievements in the field of humanitarian service."

ABC AFFILIATES

Additions Up Total to 323

SIGNING of five new affiliates for the ABC radio network, bringing the network total to 323, was announced last week by William Wylie, director of radio stations.

The stations are WGGG Gainesville, Fla., whose affiliation was slated to become effective yesterday (Sunday); the Granite State Broadcasting Co.'s WTSL Hanover-Lebanon, N. H., WTSV Claremont, N. H. and WTSA Brattleboro, Vt., all effective May 5, and WHOB Gardner, Mass., also May 5.

WGGG, which has been affiliated with Liberty, operates on 1230 kc with 250 w and is owned by Alachua County Broadcasting Co. with R. M. Chamberlin, president and general manager.

The three Granite State Broadcasting Co. stations are operated under the presidency of W. J. Barkley and the general managership of William F. Rust Jr. WTSL operates on 1400 kc with 250 w; WTSV on 1230 with 250 w, and WTSA on 1450 kc with 250 w.

WHOB, licensed to Gardner Broadcasting Co., also is headed by Mr. Barkley and operated under the general managership of Mr. Rust. It operates with 250 w on 1490 kc.

ABC radio *Bill Tusher in Hollywood*, features unrehearsed interviews with movie personalities.

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use *local* radio.

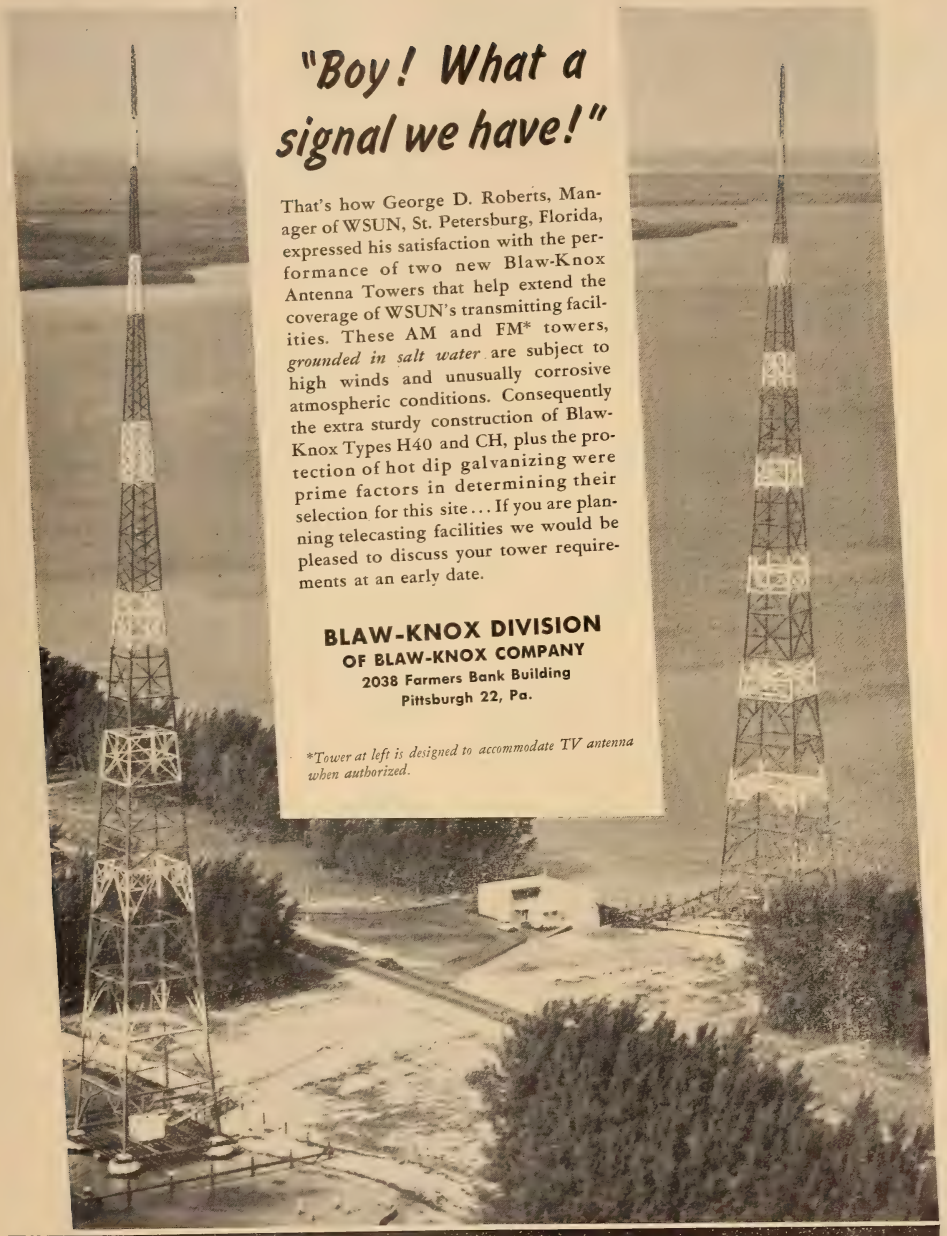
That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Mangan
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listening, relaxed. Just buy . . . 1010 WINS . . . it *sells!*

1010 WINS 50,000 watts Day *and* Night . . . New York

CROSLEY BROADCASTING CORPORATION



"Boy! What a signal we have!"

That's how George D. Roberts, Manager of WSUN, St. Petersburg, Florida, expressed his satisfaction with the performance of two new Blaw-Knox Antenna Towers that help extend the coverage of WSUN's transmitting facilities. These AM and FM* towers, *grounded in salt water* are subject to high winds and unusually corrosive atmospheric conditions. Consequently the extra sturdy construction of Blaw-Knox Types H40 and CH, plus the protection of hot dip galvanizing were prime factors in determining their selection for this site... If you are planning telecasting facilities we would be pleased to discuss your tower requirements at an early date.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh 22, Pa.

**Tower at left is designed to accommodate TV antenna when authorized.*

BLAW-KNOX ANTENNA TOWERS

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

COMPLETE MERCHANDISING WHEN YOU BUY WSAZ

•

40,000 LINES PER YEAR OF DAILY AND SUNDAY NEWSPAPER SPACE

•

HIGHWAY BILLBOARDS

•

BUS CARDS

•

COURTESY ANNOUNCEMENTS

•

REGULAR MAILINGS TO GROCERY AND DRUG RETAILERS AND WHOLESALERS

•

SPECIAL MAILINGS

•

PERSONAL CONTACTS

•

HOTEL NEWS FLASHES

National Representative:
THE BRANHAM CO.

5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION
WSAZ

air-casters



GEORGE GOLDMAN, copy chief, Zibman Adv., Phila., to WCAU that city, as assistant director of radio promotion. **HOWARD REIFSNYDER,** writer, WALL Middletown, N. Y., to promotion staff, WCAU to handle publicity for station's new radio-TV center.

IRA BLUE, San Francisco sportscaster, to KNBC there for nightly show Monday through Saturday.

ELMER PETERSON, NBC radio-TV commentator assigned role of commentator in Universal-International feature film, *It Grows on Trees.*

PAT KELLY, music librarian, Don Lee Network, to KBIG Hollywood headquarters in similar capacity.

WILLIAM FROUG, director of program writing, Columbia Pacific Network, named program supervisor CBS Radio, Hollywood.


Mr. Froug

ROBERT R. TUFTS, executive staff personnel director, Lever Bros., N. Y., to NBC that city, in personnel department as manager of organization planning.

ALICE FREER, vice president of American Newspaper Women's Club, to substitute for two week period daily for **HAZEL MARKEL,** WWDC Washington women's commentator who is visiting Europe under auspices of Defense Dept.

JACK VALENTINE, vocalist, WBAP-AM-TV Fort Worth, Tex., join WCAU-TV Philadelphia.

ED BROWN, announcer, WSYR Syracuse, called to active duty with U. S. Navy aboard *U. S. S. Storms.*

THOMAS NAEGELE, WATV (TV) Newark art director, named head of art department, WOR-TV New York.

FRANK ATWOOD, farm program director, WTIC Hartford, Conn., to deliver Founder's Day address at U. of Vermont, Burlington, May 1.

BOB MURPHY, WMOA Marietta, Ohio, to announcing staff, WHIZ Zanesville.

GLENN ELLIOTT, WPEO Peoria, Ill., to WANE Fort Wayne, Ind., as disc jockey and promotion director.

HOOPER WHITE resigns as producer at WBBM Chicago to free lance in that city and New York.

STAN DALE, WSRS Cleveland, to WXYZ Detroit.

LEN EAST, KVRN Lexington, Neb., to KMMJ Grand Island, as disc jockey.

ALLAN CURTIS to WWNH Rochester, N. H.

KIT FOX, director of special broadcasting services for WLW and WLWT (TV) Cincinnati, leaves May 9 for month's vacation in Europe.

BILL VOGEL, inventor of trick effects, to CBS-TV New York, as manager of special effects.

BETTY BOWMAN named program director, KDFC-FM San Francisco.

GEORGE McLINN, WIP Philadelphia sports director, presented award by Junior Chamber of Commerce for his contribution to sports.

J. ROBERT HERR, traffic manager, WGAY Silver Spring, Md., has resigned to make extended trip to Australia.

RALPH ROSE, radio program packager, rejoins CBS Radio Pacific Network as writer-director.

HARVEY OLSON, program manager, WDRC Hartford, Conn., elected president of 1952 graduating class of evening division of Hillyer College, Hartford, of which he is a member.

JOHN GAUNT, director, NBC-TV *Red Skelton Show,* received first Behind-the Scenes award from Hollywood Actors Council for technical excellence.

LEE J. HORNBACK, producer-director, *Paul Dixon Show,* ABC-WCPO-TV Cincinnati, to WLWT (TV) that city, as TV producer.

HAL O'HALLORAN, sports editor, KFH Wichita, Kan., father of girl, Kathleen Mary, April 14.

SOX TIFFAULT, pianist arranger, WSYR Syracuse, father of boy, April 16.

GENE WEBSTER, writer-director, Columbia Pacific Network, married Joyce Brown, stockbroker, Shearson Hammill & Co., April 20.

TED NATHANSON, staff director, ABC-TV New York, and **EDITH LANDIS,** writer, ABC-TV that city, were married April 20. Mr. Nathanson is son of **BENEDICT GIMBEL Jr.,** president-general, WIP Philadelphia.

STEPHEN "HAPPY" ISON, director of folk music, WVOW Logan, W. Va., father of girl, Deborah, April 14.

News • • •

CLIFTON UTLEY, commentator, NBC New York, cited by National Conference of Christians and Jews for contribution to human relations.

SHELDON PETERSON, KLZ Denver news director, re-appointed to board of directors of Denver Press Club for fourth consecutive year.


Mr. Peterson

VIC REED, KGO San Francisco director of news and special events, named program operations manager.

WILLIAM WINTER, director of news, KROW Oakland, Calif., joins news and special events department of KGO San Francisco.

STU MacPHERSON, newscaster, WCCO Minneapolis, vacationing in England for several weeks.

ALLAN JACKSON, newscaster, CBS Radio, cited by Minnesota Radio Council for promoting international understanding of news broadcasts.

WBNS Reaches Rural Listeners, Too!



Sponsors know their profits come from rural as well as urban areas. With WBNS Radio you get both! Programs reach out from Columbus to rural areas thickly populated with prosperous farm families which make up a large part of Central Ohio's one-billion-dollar market. They stay tuned because WBNS carries all 20 top-rated programs. Reach rural and urban dwellers more effectively at less cost through WBNS!

WHEREVER YOU GO—THERE'S RADIO

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

APRIL 28, 1952

TELECASTING

IN THIS ISSUE:

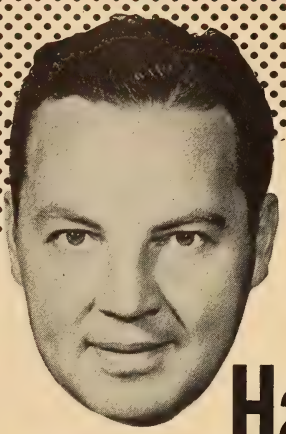
Sponsors Are Still TV-Conscious
Page 57

Additional Filings For TV Stations
Page 58

Latest Set Count By Markets
Page 68

Is Cooperation Extended to Educators?
Page 75

in our 7th year



NOW
Harry Wismer
on Channel 9, New York

Mon. thru Fri. 7-7:10 P.M.

One of the best sportcasters in America, Harry Wismer, is now on channel 9 — New York's Number 1 sports station.

He "kicks-off" this line-up of evening shows . . .

Sports, Harry Wismer	7:00 P.M.
Weather, Frank Forrester	7:10 P.M.
News, John Wingate	7:15 P.M.
"Broadway TV Theatre"	7:30 P.M.

He's available *now* at low, low cost.

WOR-tv
channel 9
1440 BROADWAY
LOngacre 4-8000

WGAL

LANCASTER, PENNSYLVANIA

AM
TV
FM

30 years of public service

WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.

Represented by

ROBERT MEEKER, Associates

New York Chicago San Francisco Los Angeles

TELECASTING

APRIL 28, 1952

TV HOLDS ITS ACCOUNTS

Cancellers Merely Reshuffle

By FLORENCE SMALL

OF the approximately one dozen television advertisers who cancelled network programs at the end of the past season, at least 10, in direct contradiction to the ensuing chorus of doom-shouters, have or will put their money back into TV or radio in one form or another. That was the finding of a spot check conducted by BROADCASTING • TELECASTING last week.

Reports have circulated widely suggesting the cyclical program cuts represented a symptomatic disenchantment by advertisers with the new visual medium, but an analysis indicates the actions were more in the nature of a realistic reshuffling founded on a firm faith in the selling powers of TV and radio.

Admiral Corp., Chicago, which dropped sponsorship of *Lights Out* (Monday, 9-9:30 p.m. on NBC-TV) is diverting that money into radio-TV coverage of the national political conventions. As a matter of fact, Admiral Corp. will spend $2,500,000 on network TV this year, nearly doubling last year's figure, according to Seymour Mintz, advertising director.

Mr. Mintz said the company dropped *Lights Out* only after contracting for the radio-TV political coverage and election night returns on ABC radio and TV. The company, incidentally, spent $1,322,504 last year on television. Erwin, Wasey & Co., New York, is the agency for Admiral.

Meanwhile *Lights Out* was picked up for sponsorship by Pearson Pharmacal Co., through Harry B. Cohen Adv.

Kaiser-Frazer Sales Corp., Willow Run, Mich., dropped sponsorship of *Ellery Queen* (Sunday, 7:30-8 p.m. on ABC-TV) but has increased its overall TV budget by approximately 25%, according to one executive.

The mystery show was sponsored by both the dealers' and factory money. When the program was dropped, the dealers put their budget into an increased spot radio and television campaign. The factory undertook sponsorship of a segment of *Your Show of Shows* on NBC-TV, along with its spot radio-TV activity. William H. Weintraub Co., New York, is the agency.

Meanwhile, Kaiser-Frazer last week bought participations five times a week in NBC-TV's *Today* morning program (see story page 72).

Bavuk Cigar Co., New York (Phillies cigars), picked up sponsorship of *Ellery Queen* on ABC-TV. Ellington & Co., New York, is the agency.

Esso Standard Oil Co., which dropped sponsorship of its *Alan Young Show* (Thursday, 9-9:30 p.m., CBS-TV), switched its TV budget into sponsorship of local news programs, five quarter-hours a week, in seven markets. Currently, its agency, Marschalk & Pratt, New York, is looking for additional TV local news shows. As a result of the local news coverage in television, Esso is spending more money in television now than it did with the *Alan Young Show* on a limited number of stations.

The 9-9:30 p.m. Thursday night period formerly held by *Alan Young* on CBS-TV has been optioned to American Tobacco Co. for next fall, but the company has not yet decided what show it will place in the time. BBDO, New York, is the agency.

General Foods, New York, which will drop the *Mr. Bobbin* show (Sunday, 7:30-8 p.m. on NBC-TV), is currently deciding on its fall agenda. One plan under consideration is the possibility of increasing sponsorship of its Bert Parks daytime TV show on CBS-TV from its present three times weekly to a possible five times weekly on a quarter-hour basis, or extending the program to half-hours. In addition, GF is considering another evening TV network show for the fall and is looking over program formats, although no time has been bought, for Jell-o.

Meanwhile, General Foods' Swansdown and Sanka coffee are about to sign contracts for sponsorship of TV version of *Our Miss Brooks* which will replace its *It's News to Me* (Friday, 9:30-10 p.m. on CBS-TV). Young & Rubicam New York, will handle the $32,000 *Our Miss Brooks* show for GF while Benton & Bowles, New York, will service the company's *Claudia* program when it resumes in the fall (Monday, 9:30-10 p.m., CBS-TV).

Toni Co., Chicago, which dropped its portion of *Stop the Music* on ABC-TV, put part of that money into the Friday portion of the Kate Smith daytime program on NBC-TV. The move, according to an agency representative, was one of economy and none of the money went into any other medium. Agency: Foote, Cone & Belding.

Hazel Bishop Inc. (Raymond Spector agency) and Regent Cigarettes (Hilton & Riggio agency) cancelled their alternate sponsorships of *Cameo Theatre* on NBC-TV but both advertisers have returned to TV. Hazel Bishop (lipstick) has picked up the Wednesday night, 10-10:30 p.m. period on NBC-TV with its own show, *What Shall I Do*, while Regent switched to daytime TV by sponsoring a portion of NBC-TV's *Today* morning show, three times weekly.

Ekco Products Corp., Chicago, which had dropped part sponsorship of the *Frank Sinatra Show* on CBS-TV, has poured its TV budget

(Continued on page 72)

TOWERS

Joint Meeting Held at FCC

AVIATION, radio-TV, military and government people sat down Friday at an informal meeting to discuss the problems of high TV antennas and their possible effects on aviation safety [B•T, April 7, March 31, 17] and concluded to set up a representative committee to look into the whole subject.

Called by FCC Comr. Edward M. Webster, the meeting attracted more than 40 representatives of the several fields.

General tone was one of amity and expression of hope for continued cooperation between aviation and broadcasting. It was also obvious that aviation people had a number of misconceptions regarding 1,000 and 2,000-ft. TV antennas popping up all over the landscape.

Committee chosen to explore the situation further is comprised of John R. Evans, FCC, and D. D. Thomas, CAA, co-chairman, and the following:

J. J. Quinn, CAB; Col. J. J. McCabe, Air Force; Capt. R. G. Armstrong, Navy; Richard G. Dinning, Air Transport Assn.; Larry Cates, Air Line Pilots Assn.; Max Karant, Aircraft Owners & Pilots Assn.; A. B. McMullen, National Assn. of State Aviation Officials; Thad Brown and Neal McNaughten, NARTB; Arthur Scharfeld and Fred Albertson, Federal Communications Bar Assn.; Robert L. Kennedy, Assn. of Federal Communications Consulting Engineers.

Theme of meeting was set by F. B. Lee, deputy administrator of the CAA, who shared the chairmanship of the meeting with Comr. Webster. TV, he said, constitutes potentially the greatest hazard to air navigation. TV towers and aircraft are competitors for airspace, he said. There, he concluded, it is necessary to work out criteria for the guidance of regional airspace subcommittee which would be "mutually acceptable" to both the aviation and the TV industries.

Same attitude was expressed by retired Air Force Gen. M. W. Arnold, vice president of the Air Transport Assn. The aviation industry, he said, had no thought of inspiring legislation to discriminate against the radio-TV industry. Present method of evaluation by airspace subcommittee must be continued, he declared. He also expressed the opinion that 99% of the cases going to subcommittees would be settled to the satisfaction of both parties.

However, major problems were these, according to Gen. Arnold: High towers in (1) control zones near airports, (2) at or near airways, (3) off airways.

He emphasized that it is up to the airspace subcommittees to make a finding whether a tall tower is a hazard to air navigation, then to determine who should suffer—aviation or TV. Subcommittee finding of a tower as a hazard is not meant to be a flat objection to the tower, he asserted.

Emphasized at the outset by Comr. Webster was the fact that a high TV tower was one of the "keys" for getting nationwide coverage in the FCC's allocations plan issued three weeks ago [B•T,

(Continued on page 72)

ALLOCATIONS

Chances of Appeal Possible

WATCH Pennsylvania, New Jersey, or any of the Gulf States if you want to know where appeals to the courts against the FCC's final allocation assignments are going to be based.

That is the word of legal observers who have studied the bulky "Sixth Report and Order," issued three weeks ago [B•T, April 14].

In each of those states, some major cities failed to get additional VHF assignments because the Commission adhered rigidly to the mileage separation criteria—170 miles.

In one instance, Pittsburgh, another VHF channel would have been 169.39 miles from its co-channel in Columbus, Ohio, these observers point out. In another instance, Jackson, Miss., assignment of a VHF channel could have been made if the Commission was willing to accept 218 mile separation with Pensacola, Fla. Gulf state separation minimums were set at 220 miles by FCC.

Fact that the FCC assigned no VHF channels to the whole state of New Jersey is pointed to by some as cause for a good case against the assignment table. They don't count Newark, whose WATV (TV) is now operating on Channel 13, considering that city part of the New York metropolitan area.

Another court case may be in the works for Madison, Wis., it was learned. There the Commission refused to accept unopposed recommendations that the single VHF channels be reserved for education and the three UHF be made commercial. The Commission reserved one of the UHF channels for education.

Might Add VHF Stations

Commission attitude was summed up by one Commissioner in this manner: Admittedly, the table makes no compromise with the 170-mile separation figure. But, after a year or so if experience shows that stations could be closer together, then the FCC might entertain a petition to add VHF channels to some cities even though the separations might be less than the 170-mile minimums.

The same Commissioner also pointed out that in many situations, the addition of one more VHF channel to a city still would not make much of a dent in satisfying the expected large number of applicants.

Most Washington lawyers and consulting engineers seem to be resigned to the assignment table, and are busy preparing applications and readying for hearings.

Meanwhile, the Commission staff was busy last week preparing the 700-page document for publication in the *Federal Register*, scheduled for sometime between May 1 and 3.

The order becomes effective 30 days after such publication.

Errors found in the document are almost entirely typographical, it is understood. No major errors have been found.

Big question worrying FCC legal experts is whether it would be possible to seal off a city whose assignments were in litigation. Off-the-cuff opinion is that it might be possible to do so for cities in Zones II or III, but almost impossible in Zone I. Any injunction obtained against the assignments in a Zone I city would necessarily require the "freezing" of that whole northern area, it is felt.

That the end result of a court action could rip up the Commission's table of assignments is considered to be improbable, in the view of some Commission attorneys.

They point out that the most a court usually does in cases of this nature is to remand the order back for further FCC action to remedy a legal oversight or error.

In that case, they point out, the Commission can—and usually does—accomplish what the court orders, but still comes out with the same end result.

'Weak' U. S. Stations

SOVIETS are now claiming that television, which they "invented," is far superior there to that shown in the U. S. "Since November 1948," said commentator I. Gribov, "the Moscow television center has been transmitting images divided into 624 lines. This is the highest standard in the world!" U. S. video pictures have only 525 lines, he added. Also, the Moscow station is able to broadcast more than 100 miles, while the poor, weak American stations do no better than 50 miles, boasted Gribov.

EXAMINER TEAMS

FCC Said to Need 20

TALK of the FCC requiring "20 examiner team," to handle the expected TV hearing mountain, mentioned by Senator Edwin C. Johnson (D-Col.) last week [B•T, April 21], adds up to the need for an extra $750,000 to $850,000 in the FCC budget, according to an informal check at the Commission.

Senator Johnson made his comment following the issuance of the end-of-freeze final TV report, issued by the FCC three weeks ago [B•T, April 14].

A team consists of an examiner (yearly pay about $10,100), an attorney, an engineer and an accountant (each of whom makes about $7,500 yearly). In addition, each examiner has a secretary ($3,900), and each attorney and engineer rates a clerk-stenographer (at $3,500 each).

That adds up at full value to $43,500 per team—or $870,000 for 20 additional "examiner teams."

However, FCC officials are worried that the Senate might just add that amount to the $6,100,000 approved by the House for the Commission's 1953 budget, and assume that it would take care of TV. They point out that the House-approved sum is already $500,000 below the requirements for present operations of the Commission—without taking into account additions for TV.

What the Commission needs, they explain, is at least $13 million above the $6,100,000—to take care of current level of operations and to add 20 "examiner teams" for TV. That still would leave the Commission without extra finances for increasing the field monitoring activities, they say.

NETWORK COMPETITION

Cite VHF Need

IN THE MINDS of network officials, the shortage of cities with four or more VHF channels is going to play hob with the TV network competitive picture.

Analysis of FCC assignments to the top 25 markets, based on the Commission's final TV report issued April 14 [B•T, April 14] shows that only five of those cities have at least four VHF channels: New York, Chicago, Los Angeles, San Francisco and Washington.

The other 20 markets seemingly are shut out from having comparable network affiliates, in the view of observers. They are: Philadelphia, Detroit, Boston, Pittsburgh, St. Louis, Cleveland, Baltimore, Minneapolis-St. Paul, Buffalo, Cincinnati, Milwaukee, Kansas City, Houston, Providence, Seattle, Portland (Ore.), New Orleans, Atlanta, Dallas and Hartford.

Worth of VHF stems not only from the fact that in those cities as of April 21 there are 13,051,219 out of a total of 16,887,589 existing TV sets equipped only for VHF, but also the high powers and antenna height maximums permitted mean extra-wide coverage—at least for many years or until UHF technique is developed to permit equality of coverage with VHF.

Attitude of the FCC on VHF and UHF inequality is this, as stated in the Sixth Report and Order: "Healthy economic competition in the TV field will exist within the framework of the assignment plan."

In a study of the 162 major U. S. markets, as specified by J. Walter Thompson Co. (down to Laredo, Tex., pop. 14,135 families), only six cities have four or more VHF channels (Denver is the sixth city to the five listed above).

Cities among the top 162 markets which have at least three VHF commercial channels number 26, according to a study by one network. There are 53 cities with at least two VHF channels, 45 with one, and 32 with none.

One warning was sounded in the study: VHF in one market may provide VHF service in neighboring cities. Thus, the single VHF assignments in Hartford and in New Haven could provide two VHF services to each of those cities. Likewise, the assignment of a VHF channel to Petersburg, Va., really means a third VHF service to Richmond. Another situation is Dallas-Fort Worth. Dallas is assigned three VHF channels, but one is reserved for an educational station. Fort Worth is assigned two VHF channels. Therefore, the Dallas-Fort Worth market will actually be getting four VHF signals.

A comparative study of the first 25 markets is listed at left.

* * *

ASSIGNMENTS TO TOP 25 MARKETS
(According to J. Walter Thompson Co. Market Listing)

City	Assigned VHF	Assigned UHF	In Use (all VHF)	Available VHF	Available UHF	No. of TV Sets (as of 4/21/52)
1. New York	7	2	7	..	2*	3,059,400
2. Chicago	5	5	4	1*	5	1,116,386
3. Los Angeles	7	3	7	..	3*	1,232,000
4. Philadelphia	3	4	3	..	4*	1,031,966
5. Detroit	3	3	3	..	3*	750,000
6. Boston	4	3	2	2*	3	873,761
7. San Francisco-Oakland	5	5	3	2*	5	348,500
8. Pittsburgh	3	3	1	2*	3	389,000
9. St. Louis	4	3	1	3*	3	390,500
10. Washington	4	2	4	..	2*	354,129
11. Cleveland	3	3	3	..	3*	605,329
12. Baltimore	3	3	3	..	3*	380,263
13. Minneapolis-St. Paul	5	2	2	3*	2	321,400
14. Buffalo	3	3	1	2	1	258,940
15. Cincinnati	3	3	3	..	3*	342,000
16. Milwaukee	3	3	1	2*	3	328,084
17. Kansas City	3	3	1	2	3*	201,846
18. Houston	3	3	1	2*	3	127,500
19. Providence	2	2	1	1	2*	205,000
20. Seattle	4	2	1	3*	2	139,800
21. Portland (Ore.)	3	3	..	3*	3	.....
22. New Orleans	3	4	1	2*	4	250,000
23. Atlanta	3	2	3		2*	185,000
24. Dallas	3	3	2	1*	3	160,415†
25. Hartford	1	2	..	1	2*	.....
Total	90	74	58	32	72	13,051,219

* One channel reserved for noncommercial, educational station.
† Total for Dallas-Fort Worth. Fort Worth is assigned two VHF and two UHF channels, with one UHF assignment reserved for education. There is one VHF channel in use in Fort Worth.

SPONSORS

Should Re-Focus on Commercials

IF ADVERTISERS and their agencies paid more attention to the commercials on their TV shows and less to the entertainment, program ratings might decline but sales would almost certainly improve, according to Jack Boyle, director of television research for Daniel Starch and Staff.

Citing studies of sales effectiveness of video commercials made by the Starch organization, Mr. Boyle told BROADCASTING • TELECASTING that the range in the number of new buyers created by telecast advertisement for competing products is far wider than is true for ads in printed media.

There is little correlation between size of audience and sales effectiveness for TV programs, he reported, with some relatively low rated programs producing many more customers for their sponsors' products than other programs with higher ratings.

Cites Comparisons

To demonstrate his thesis, Mr. Boyle cited comparisons of the sales effectiveness of TV commercials for various brands of toilet soaps, deodorants, refrigerators, toothpastes and beers. Sales effectiveness, he explained, is measured by asking all persons interviewed whether they would buy the particular product. If 40% of those who had seen the TV commercial said they would buy the product but only 10% of those who had not seen the TV commercial said they would, the difference (30% in this case) can be attributed for the most part to the sales effectiveness of the commercial.

Projecting the sales effectiveness figures to the total number of TV families gives the number of additional people who said they would buy the product, presumably because of the influence of its video advertising. The following table shows the product with the highest and lowest sales effectiveness figure in each product group, accompanied by the rating (size of audience) of the network TV show on which each product was advertised.

Ratings are Hooper TV figures, averaged for New York, Philadelphia, Boston and Chicago, the cities in which the Starch interviews were made.

TV Advertised Product	TV Program Rating (#)	TV Commercial Effectiveness (##)
Toilet Soap		
Brand A	20	65
Brand Z	26	19
Deodorant		
Brand A	22	118
Brand Z	39	6
Refrigerator		
Brand A	23	59
Brand Z	16	6
Toothpaste		
Brand A	20	65
Brand Z	13	12
Beer		
Brand A	24	75
Brand Z	21	6

(#) Percent of all TV homes tuned to the program.
(##) Additional people per thousand TV homes who said they would buy product after seeing TV advertising.

"The explanation," Mr. Boyle said, "is largely a matter of attitude on the part of the advertiser and the agency. In newspaper and magazine advertising the client and his agency have traditionally focused their efforts on producing advertising copy. Circulation and the editorial contents of the publication that attracted the readers comprising that circulation were important, but they were not the responsibility of the advertiser and agency.

"With the development of broadcast media—first in radio and now in television as well—that focus has changed. The program sponsor is concerned not merely with the sales message—the advertising matter—but with the program content—the circulation-building editorial material—as well. In many cases, the copywriter, traditionally the star of the agency's creative team, is relegated to the sidelines while the program people monopolize the spotlight.

"This concentration on program content—on circulation, if you please—is demonstrated by the attention that has been lavished on program ratings by advertiser, agency and broadcaster alike. 'How many people saw or heard my program' has frequently been made more important than 'how many people bought my product as a result of seeing or hearing my program.'

"I don't mean to say that circulation is not important and that program ratings which measure that circulation are not also important. Obviously, the best commercial in the world would have no effect if no one saw it or heard it.

"But sales are important, too. And, in these days when costs must be measured in terms of results, a shift of attention back to the advertising message, which after all is the first responsibility of advertising personnel, might be profitable all 'round. The advertiser would get sales commensurate with his expenditures for TV time; the agency would not have to worry about holding the account and could concentrate on making the broadcast commercials even more effective; the station or network could concentrate on building audience without worrying about losing the advertiser's business."

TRANSMITTERS

DuMont Models Reported

TWO NEW DuMont high power TV VHF transmitters, one a 25-kw model for Channels 2-6, the other a 50-kw unit for Channels 7-13, providing the maximum TV station coverage under the new FCC rules, were announced Wednesday by James B. Tharpe, national sales manager for the TV transmitter division of DuMont Labs.

The announcement was made at the opening of the division's New York sales office in the Empire State Bldg., where the transmitter salesmen were host to newspaper executives in the city for the annual ANPA convention.

Mr. Tharpe said the price of the 25-kw transmitter, less than $100,000, "will make maximum power TV stations available to smaller markets than had heretofore been expected." He also pointed out that this transmitter requires only about half as much floor space as competitive models, simplifying station planning and reducing costs further. Mr. Tharpe indicated the new transmitters will be timed for delivery to follow FCC grants of higher power as specified in the final allocation report [B•T, April 14].

Loughren To Speak

A. V. LOUGHREN, director of research, Hazeltine Corp., is to discuss the status of the National Television System Committee's "composite" compatible color television system at a meeting of the New York section of Institute of Radio Engineers on Wednesday evening. Meeting will be in the Engineering Societies Bldg., 33 W. 39th St., New York.

Schlitz Signs PSI-TV

CONTRACTS have been signed with Paul White, president of PSI-TV, production and distribution company in television film programming, for that firm to supervise and distribute the Schlitz *Playhouse of Stars* for Lennen & Mitchell, advertising agency, it was announced last week by Edwin B. Self, director of advertising of Joseph Schlitz Brewing Co., Milwaukee. The program will be cut to a half hour (CBS-TV, Fridays, 9-9:30 p.m.) effective May 30.

WSAZ-TV BID

Asks Channel Change

FIRST application for a change of frequency by one of the 30 existing stations required to do so under the FCC's final TV allocation report [B•T, April 14] was filed last week by WSAZ-TV Huntington, W. Va.

WSAZ-TV requested permission to move from present Channel 5 to Channel 3, boost effective radiated power from 16.8 kw to 84 kw. It reported that the move will cost $91,000 and also said that 1951 earnings after taxes were $183,185. In 1950, station had net after taxes of $3,089.70, application disclosed.

New equipment has been ordered for July 15 delivery, and the West Virginia station hopes to be on its new channel with new power thirty days thereafter.

Single new application was by New York's WNYC. Municipal station filed for commercial UHF Channel 31, specifying that it would operate non-commercial (see story page 70).

Among those announcing plans to file was WSIX Nashville, which proposes to seek Channel 8 with 316 kw, spend more than $500,000, it reported. KFWB Los Angeles has told its Washington counsel to file for a UHF channel in Los Angeles. Lone Washington commercial UHF channel got its second contestant when WEAM in suburban Arlington, Va., announced it would seek the Washington channel in order to "serve a northern Virginia area separate and distinct from the service now available in the District." Previously, WGMS Washington had announced it was filing.

WGAR Cleveland announced that it was preparing an application for UHF Channel 65 with an ERP of 100 kw. The transmitter location would be on the 50 acres of land owned by WGAR in Broadview Heights, Ohio. There would be an additional studio in the Hotel Statler. Estimated cost is $700,000.

television applications

Digest of Those Filed With the FCC April 18 through 24

Boxscore	VHF	UHF	Total
Applications filed since April 14.....	11	5	16

NEW YORK, N. Y.—City of New York Municipal Bcstg. System, UHF Ch. 31 (572-578 mc), ERP 186 kw visual; antenna height above average terrain 587.2 ft., above ground 625 ft. Estimated construction cost $335,000, first year operating cost $200,000, no revenue because station will be operated as non-commercial. Studio-transmitter location Municipal Bldg., 40° 42′ 47″ N. Lat., 74° 00′ 14″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington, D. C. Applicant is licensee of WNYC-AM-FM New York. **Seymour N. Siegel**, director; **William H. Pitkin**, chief engineer.

Existing Station
Change in Channel

WSAZ HUNTINGTON, W. Va. — **WSAZ Inc.**, Ch. 3 (60-66 mc), ERP 84 kw visual; antenna height above average terrain 593 ft., above ground 349 ft. Estimated construction cost $91,000, first year operating cost $650,000, revenue $850,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Engineer Leroy Kilpatrick, WSAZ-TV. Applicant is licensee of WSAZ. Application is for change in frequency from Ch. 5 (76-82 mc), as required under provisions of FCC Sixth Report & Order [B•T, April 14].

'FABULOUS' PROFITS

TELEVISION will be installed in every motion picture theatre in the country, and profits on the hiked-admission events will be "fabulous."

This was the prediction of Nathen L. Halpern, president of Theatre Network Television Inc., as he spoke to members of the Society of Motion Picture and Television Engineers meeting for its four-day 71st semi-annual convention in Chicago's Drake Hotel last week.

Mr. Halpern, speaking Monday evening after the opening sessions, discussed theatre TV from four viewpoints—(1) industrial development, (2) programming, (3) public reaction and (4) program distribution.

Envisioning a future with TV installations in some 20,000 more theatres, contrasted with the present 75 houses in 37 cities which are equipped for TV, Mr. Halpern said one of the greatest limitations to growth of the medium has been a lack of telephone relay facilities for networking.

Summarizing a plan of his company, Theatre Network Television, to telecast nine special features from March 3 to April 13, Mr. Halpern said the proposed schedule was cancelled because American Telephone and Telegraph was unable to clear lines to 23 metropolitan areas. Total number of clearance requests was 207, with AT&T able to furnish only 56 or 27%, Mr. Halpern said. He added that the phone companies "have shown increasing understanding of the theatre TV facilities needs" and he anticipates AT&T will "free more facilities" in the future.

Discussing potential profits to theatre owners, the speaker outlined the case of one motion picture house in New York which was among a group carrying six fights exclusively last summer. The house had 3,000 seats. Net receipts at $1, $2.40 gross admission and a sellout with 473 buying standing room came to $7,500 after taxes. Of this, total TV costs were $4,000—considered high because of the small number of theatres in the network—leaving a $3,500 profit for the exhibitor. "The deduction of normal house expenses and film distributor costs still left this exhibitor with a whopping profit for a single theatre TV show," Mr. Halpern said.

Theatre TV Costs

Discussing theatre TV costs, he noted that exhibitors have upped their box office charges considerably since the advent of the medium, in one case from 54 cents to more than $2.00. He said there was one instance of concession sales during a telecast going up 400%.

Success of theatre TV depends to a large degree, he said, on superior events which are "(1) exclusive, (2) promoted well and (3) telecast regularly."

Profits will be high for theatres with TV installations because the investment as well as operating losses are relatively small, even with a few theatres participating in the plan. Costs will drop even lower with addition of more outlets. He contrasted costs of commercial telecasting to some sets, saying networks and stations "made large-scale investments and sustained high losses for years" before making any money.

The "relatively small losses" recorded thus far in theatre TV are attributable to (1) few theatres sustaining costs of big-time attractions, (2) absence of a regular year-round flow of programs and promotion, and (3) pricing policies followed by theatre men.

All speeches and technical sessions on opening day of the convention concerned television, beginning with a luncheon address by W. R. G. Baker, vice president of General Electric Co. and general manager of the electronics division. Mr. Baker outlined work of the Radio - Television Manufacturers Assn. National Television System Committee, saying the color TV standards report of the committee will be released this fall after completion of field tests during the summer.

Eleven technical sessions of television engineering matters took place Monday afternoon and evening.

Seen in Theatre TV

SET SHIPMENTS

February Total 434,808

TELEVISION receiver shipments to dealers totaled 434,808 sets in February compared to 619,122 in the same month of 1951, according to Radio-Television Mfrs. Assn. The figure compared to 371,689 sets shipped in January.

RTMA's breakdown shows that TV sets were shipped to all 48 states during February, the largest total, 100,996, going to New York and the lowest, two, going to North Dakota.

GLOBAL TV PLAN

Sen. Capehart Supports

FOREIGN countries should hitch their wagon to the American electronics star by adopting U. S. TV standards as a prerequisite to any global television plan, according to Sen. Homer E. Capehart (R-Ind.).

In an article appearing in the April 15 issue of *Television Opportunities* magazine, Sen. Capehart declared "there should be no question in any nation's mind as to the adoption of our standards." He commended Japan for accepting U. S. video standards (525 lines, 60 fields, 6 mc) and expressed hope other countries would follow suit [B•T, April 7].

Further in the article, which was reprinted in the April 17 *Congressional Record* on Capitol Hill, Sen. Capehart is quoted as stating:

"We have wasted a lot of money on the Voice of America. It can never be as effective as television as a medium for message and information. . . . The American people have spent more than $4 billion in the purchase of sets as proof of their confidence in our [TV] standards."

TECHNICIAN NEED

Seen for Servicing, Stations

A NEED for 170,000 new TV technicians was predicted by Leonard C. Lane, president of the Radio-Television Training Assn., last week when he spoke before a meeting of the association held to appraise the TV freeze end.

"Estimating five or six service calls per set per year—a reasonable figure in view of use of the lesser known UHF band—as many as 100,000 new servicemen may be required for repair of the 30-40 million new TV sets Americans will be buying in the next four or five years," Mr. Lane said.

In addition, he anticipated that 10-40 technicians, exclusive of graduate engineers, will be needed to man each of the 2,000 possible new transmitters, plus 20,000 extra technical personnel for expanded TV manufacturing operations.

BOB FINKLE, staff director of ABC-TV Hollywood *Personal Appearance Theatre* and *The Ruggles*, has been signed to seven year contract by the network.

N. Y. FILM ASSN.

16 Set Up Organization

FORMATION of the Film Producers Assn., consisting of 16 of the top non-theatrical film producers in the New York area, was announced last week by Peter J. Mooney, who was elected president.

Other officers are David Pincus, vice president; Edward Lamm, treasurer, and Walter Lowendahl, secretary.

Purpose of the association initially will be to halt the movement to the West Coast of work normally of a non-Hollywood nature, and to provide an authority for identifying reputable film producers as bona fide business organizations. Members of the association, currently producing educational and business films and TV commercials, also plan studies on producing complete TV programs, on labor problems involved in eastern film production, and on development of TV financing through banks.

Member companies are Audio Productions, Pathescope Co. of America, Willard Pictures, Video Varieties, Transfilm Incorporated, Leslie Roush Productions, John Bransby, Caravel Films, Sound Masters, Films for Industry, Paul Hance Productions, Murphy-Lillis, Herbert Kerkow, Affiliated Film Producers, William J. Ganz Co., and Film Graphics.

THEATRE TV

Channel Requirements Presented to AT&T

REQUIREMENTS for a theatre TV transmission system were submitted to AT&T last week by the National Exhibitors Theatre Television Committee and the Motion Picture Assn. of America.

The specifications, some of them more stringent than now used in commercial TV networking, were submitted to AT&T in conjunction with the request of the FCC for data on the availability of common carrier facilities for theatre TV earlier this month [B•T, April 7].

Theatre TV hearings were postponed from May 5 several weeks ago by the FCC due to the "pressure of other business" [B•T, April 14]. It is expected the Commission will set another date in the near future.

Specifications submitted to AT&T last week cover performance standards, pricing basis and typical system requirements. Among the requirements are:

1. A 10 mc bandwidth video signal, compared to commercial TV's 4.5 mc.

2. Amplitude and phase response of the video signal much stiffer than those used in commercial TV.

3. Signal-to-noise ratio of the video signal not less than 46 db for black-and-white signals and 42 db for field sequential (CBS) color signals. Commercial TV signal-to-noise ratios for networking run about 40 db for monochrome, it is understood. For periods of fading, minimums of 41 db for monochrome and 37 db for color are specified.

4. Linearity shall not exceed 10% of the difference between black and white levels. Commercial TV networking has no such requirement, it is understood.

5. Audio signal shall be equivalent of Class AA intercity lines (up to 8 kc) and signal-to-noise ratio of 50 db shall be maintained.

Document suggests that a tariff for theatre TV program transmission should provide for a minimum of three hours consecutive use during any period of the day.

New York to Washington theatre TV system is used as an example of how an intercity system might work. Theoretical system includes six reversible channels running from New York through Trenton-Philadelphia-Wilmington-Baltimore to Washington. Single reversible feeder channels run from Philadelphia to Atlantic City, Allentown and Reading.

Needs in Washington

Example was amplified to show what distribution requirements would be in Washington. Six groups of theatres are listed, comprising roughly 15-20 in each group, and the necessary links are specified for each group.

Document, which asked for answers in 60 days, was prepared by the Toeppen Co., Beverly Hills, Calif., in conjunction with Washington consulting engineers McIntosh & Inglis and Jansky & Bailey.

RESERVATIONS

Walker Warns Educators

"THERE is sometimes only a very fine line between deliberation and procrastination," FCC Chairman Paul A. Walker warned educators attending the first educational TV program institute at Pennsylvania State College last week.

Chairman Walker was one of the speakers at the conference, attended by 80 educators, which ran April 21-24. His talk was much along the same line as the position he and Comr. Frieda B. Hennock took at the convention of the Institute for Education by Radio-Television in Columbus [B•T, April 21].

Urging educators not to delay too long in applying for one of the 242 non-commercial, educational TV channels reserved for them, Chairman Walker warned:

"These precious television assignments cannot be reserved for you indefinitely. They may not even be reserved for you beyond one year unless you can give the Commission concrete, convincing evidence of the validity of your intent. . . .

"Yes, at the end of one year from the effective date of this report [the final TV report issued by the FCC April 14], anyone may request the Commission to change the educational assignment in your community to a commercial assignment."

Cooperation on an area-wide basis among educational institutions for the establishment and operation of an educational TV station was hailed by the FCC chairman.

"In the first place, cooperation between all the educational institutions in the 40- to 70-mile radius of your television station should certainly go a long way toward solving your financial problem," he said.

"In the second place, such cooperation in and of itself may bring a new concept of the greater sharing and utilization of all the educational resources of the area—even beyond the field of television," he added.

The four-day seminar was sponsored by the American Council on Education, with financial support provided by the Fund for Adult Education of the Payne Fund, and by the Alfred P. Sloan Foundation.

Purpose of the conference was not only to explore the use of the reserved educational channels but also methods of using time on commercial TV stations.

Various types of educational programs were shown the educators—kinescopes, films and live. RCA provided a mobile crew which assisted in presenting the demonstrations.

Among suggestions which cropped up during the spirited discussions was the creation of a National Commission for Educational Television.

Dr. Arthur S. Adams, president, American Council of Education said that such a commission "could be of great help to colleges planning television stations.

"It would be particularly helpful in programming, in obtaining the opinions of the general public and in arranging means of financing." No formal action was taken on this suggestion.

A major impression was made by Dr. John S. Millis, president of Western Reserve U., who related his experience in educational programs—for college credit — on WEWS (TV) Cleveland.

Educators were impressed with Dr. Millis' findings that courses presented via TV in Cleveland have an audience of 50,000. They also found significance in the large number taking the courses for credit, paying fees and actually finishing the course. The proportion was said to be much higher than the average in the more conventional university extension courses.

Among other speakers were Dr. Allen B. DuMont, who reviewed the history of TV and expressed confidence in the future of UHF; and A. S. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., who said that CBC's first two TV stations—in Montreal and Toronto—would begin operation this fall.

Consensus of those present was that finances for building TV stations are not nearly as important as the large sums necessary to operate.

WISCONSIN GROUP

Studies TV Allocations

WISCONSIN State Radio Council has been asked to study the FCC allocation of 51 television channels, 12 of them educational reservations, in 31 state communities and has examined an engineering plan which could provide state-wide TV series, Prof. H. L. Ewbank of U. of Wisconsin, director, said last week.

Whether Wisconsin is to have a television service under educational auspices is a matter for the people to decide, Mr. Ewbank said. "Without a mandate from the people we cannot act." He said the council would welcome expressions from state groups and individuals concerning their wishes.

KANSAS SCHOOL TV

Planned by Institutions

KANSAS will have an educational television service if the plans of joint committee representing two state educational institutions are realized, according to Chancellor Franklin D. Murphy of Kansas U. and President James A. McCain of Kansas State College.

The Kansas educators said the committees for several months have been exploring "ways and means for efficiently, intelligently and economically bringing a first class television service to . . . Kansas."

Kansas State College has telecast experimentally for years, with a low-cost unit, and Kansas U. Medical Center's permanent day-by-day closed circuit TV system was first used in September 1949.

D. C. EDUCATORS

Weigh UHF Channel Use

WASHINGTON, D. C., educators gathered last week to examine the prospect of cooperative use of the one reserved UHF channel allotted to Washington.

Representatives of 15 Washington educational institutions lunched at George Washington U., at the invitation of Dr. Cloyd Heck Marvin, GWU president. Dr. Marvin, who presided at the meeting, felt that a TV station could be made into a definite educational instrument which could best be shared by all, instead of being the teaching instrument of one.

Such a station, he suggested, might be more free to undertake experiments in the educational use of TV.

Summarizing arguments against the venture, Dr. Marvin pointed out that cost of operation of this kind of station has been estimated at a minimum of $600,000 a year and would require an initial outlay for construction of $400,000 to $800,000.

Henry N. Peterson, chief librarian, D. C. Public Library, said that the opportunity to obtain a TV station should not be ignored but also called for study of the possibility of purchasing time on existing commercial TV stations.

A committee was appointed to set up subcommittees to investigate particular phases of the problem.

IERT SESSION

Educators Fret Over Funds

By JOHN OSBON

. . . The Commission has placed a heavy burden of responsibility upon educators throughout the country. Educators now have the primary duty to see to it that this golden opportunity of TV is taken advantage of and that . . . stations are built as soon as possible. . . . Their failure to meet the challenge of these television assignments will be a huge "black eye" which they will be forced to wear, without honor, for a long time to come. . . .—FCC Comr. Frieda Hennock before the Institute for Education by Radio-Television April 18.

* * *

WITH this somber note of warning and evident concern over the one-year time limit on applications for educational TV reservations, Comr. Frieda Hennock raised the storm flag for educators at the 22d annual Institute for Education by Radio-Television in Columbus, Ohio.

Whether educational groups would rally around the flag appeared questionable as the four-day conference closed April 20.

"The most important thing now is to get applications to the Commission for construction permits," Comr. Hennock told a ballroom-packed audience. "Therefore, educators in every city affected must, as soon as possible, begin the work necessary for the filing of such applications. But first, the decision to build the stations must immediately be made and some enlightened public-spirited and enterprising person in each city must take the lead in getting the necessary preparatory staff work completed."

Comr. Hennock dominated two sessions on educational TV April 18—one a clinic on utilization of channels, for which she gave a prepared talk, and a second general meeting in which she was active from the floor. Additionally, she reportedly was closeted with several educators in side discussions to offer advice on their particular problems.

At one point, Comr. Hennock said: "Don't worry about money too much—just get in those applications." She also told IERT members, in response to a question, there would be sufficient dual-band VHF-UHF receivers available for educators to start operations, just as with commercial telecasters.

In this connection, Comr. Hennock blurted out: "We seem to have no jurisdiction over set manufacturers, which perhaps is a grave defect." She urged educators to apply in any event even if their funds situations haven't firmed up yet and even if they could program only short periods each day. This also was the position taken by the Joint Committee on Educational Television and Ralph Steetle, its executive director.

Comr. Hennock stressed the urgency of filing for the 242 educational reservations, of which 80 are for VHF, and at times directed implied criticisms at educators for their failure to get down to grass-roots level in their thinking. Her warnings were coupled somberly with references to "those who

(Continued on page 64)

SARNOFF

Honored With First RTMA Award

BRIG. GEN. David Sarnoff, RCA chairman of the board, has been selected by the Awards Committee of Radio-Television Mfrs. Assn. to receive the first RTMA award for outstanding service to radio and television.

Designation of Gen. Sarnoff as recipient of the industry's award was announced Thursday at a meeting of the RTMA board of directors, held in Niagara Falls, Ont. The board met again Friday in joint session with the Canadian RTMA board.



Gen. Sarnoff

Leslie F. Muter of Muter Co., Chicago, is chairman of the Awards Committee as well as RTMA treasurer. Mr. Muter announced that Gen. Sarnoff was the unanimous choice of his group.

The awards project was set up by the RTMA board at its New York meeting last February as a means of recognizing exceptional contribution to the electronic industries. Presentation will be made to Gen. Sarnoff June 24 at the annual summer meeting of RTMA, to be held in Chicago.

RTMA's board heard a series of reports from committee and division heads. Joseph B. Elliott, RCA Victor, chairman of the Sports Committee, said the committee had recommended expansion of the program designed to promote attendance at athletic events.

Thus far the committee has conducted special seasonal promotions for such major sports as baseball and football. The committee feels the program should be enlarged and put on a year-round basis. Promotion of sports events will be worked into industry advertising on a more permanent basis.

Mr. Elliott reported that the recent Jordan report, showing TV actually helps rather than hurts attendance at sports events, had received widespread and favorable reception [B•T, April 21, 7].

Dr. W. R. G. Baker, General Electric Co., on behalf of National Television System Committee, reported that the committee's field testing of a proposed set of color TV standards was proceding satisfactorily. Field testing has been conducted in Philadelphia, New York and Syracuse.

The RTMA Advertising Committee reported that test promotion campaigns designed to stimulate FM listening and set sales were proceding satisfactorily. The committee reviewed tests conducted in North Carolina, Wisconsin and District of Columbia.

Next promotion will start in early May, covering Upper New York State. It will include AM as well as FM promotion. John H. Smith Jr., NARTB FM director, met with the committee in New York last Tuesday.

Future tests are to be confined to localized areas where FM "offers something that AM doesn't." This was believed to mean the promotions will cover areas where reception is bad or FM offers program service not available on AM stations.

A score of areas have requested FM promotion campaigns under joint RTMA-NARTB-distributor-dealer auspices but they will be required to show a special need for FM service. FM broadcasters will be expected to take the initiative and set up their own specialized promotion committees.

Group Members Announced

Mr. Muter, chairman of the RTMA Convention Committee, announced membership of the group as follows: Charles Hofman, Belmont Radio Corp., co-chairman in charge of entertainment; A. D. Plamondon Jr., Indiana Steel Products Co.; J. J. Kahn, Standard Transformer Corp., and Robert S. Alexander, Wells-Gardner & Co.

A nominating committee was named to submit nominees for RTMA officers other than the presidency. Glen McDaniel, RTMA president, is serving a three-year term. The committee comprises Max Balcom, Sylvania Electric Products, chairman; Paul Galvin, Motorola Co.; Mr. Muter. All three are ex-presidents of RTMA.

The Canadian RTMA board was invited to join the U. S. board at a joint meeting to be held April 16-17, 1953, at the Ambassador Hotel, Los Angeles.

NEWS RIGHTS

Don't Telecast Suspects

POLICE should not permit suspects to be telecast, in the opinion of Milton E. Winslow, superintendent, Bureau of Identification, Minneapolis Police Dept. Superintendent Winslow's views were cited in the April *Vermont State Trooper.*

The state legal department was quoted by Mr. Winslow as stating that it is the duty of the police to refuse to permit any prisoner in custody to be telecast, prior to conviction.

Doing so, the state authority continued, would subject police to damage suit action by the prisoner.

Discussing background which brought forth the opinion, Mr. Winslow said, "Lately, and I presume many other (police) departments are faced with the same situation, I have been pestered by the television stations wanting to, and sometimes demanding that sensational arrests be televised."

RAYBURN BAN

Press and Broadcaster In Same Boat—Koop

EFFORT to rescind House Speaker Sam Rayburn's ban on telecasting of Congressional sessions, and prevention of similar future rulings from either federal or local government officials, is the concern of the newspaper editor as well as the telecaster.

That is the opinion of Theodore F. Koop, associate director of news and public affairs for CBS, Washington. Mr. Koop made his statement during a panel discussion on "The Impact of Television on News Reporting," one of five subjects explored at the American Society of Newspaper Editors convention in Washington April 17-19.

Mr. Koop said bright lights at congressional hearings are not TV lights, and reiterated the cry of telecasters that TV cameras need no extra light with which to satisfactorily operate. The radio microphone should not bother witnesses, he said, since it is already there for the PA system.

"Freedom is your fight, too," he told the editors.

Appearing with Mr. Koop on the panel were Dr. Ralph Casey, head of the Journalism Dept., U. of Minnesota; Davidson Taylor, NBC and Wallace Lomoe, managing editor of the *Milwaukee Journal.* Moderator was George Cornish, managing editor of the *New York Herald Tribune.*

Mr. Taylor agreed with Mr. Koop by asserting that television should have the right to cover a news event which is covered by any other media.

"It is no longer freedom of the press, but freedom of news," Mr. Taylor declared.

★

In addition to describing some of the preparations for TV coverage of the Chicago political conventions, Mr. Taylor listed the needs of a TV station's news department.

"Television is looking to experienced newsmen from established news media," he said. "TV needs men who have the skill to integrate the picture and the sound; who can look for, and point out, the significant gesture, facial expression or portion of a speech."

He said the presentation of news on-the-spot makes the viewer a reporter. Unfortunately, most viewers are not trained as reporters and don't know what to watch for, he said.

Dr. Casey presented findings of various surveys which purported to show that readership of newspapers does not differ significantly between television homes and non-TV homes. He said readership declined least among morning papers in TV homes.

TV owners of more than a year return to their papers, Dr. Casey claimed.

But he asserted that the longer a newspaper reader has a TV set, the less he listens to the radio.

During the discussion period open to comments from the floor, James S. Pope of the Louisville *Courier-Journal* and the *Times,* and chairman of ASNE's Freedom of Information Committee, replied to Messrs. Koop and Taylor's plea for coverage of news events by all media.

Mr. Pope said his committee had decided that the important thing was the elimination and prevention of closed, secret meetings, and not whether TV should be allowed now. He predicted that the problem of restricted TV coverage would resolve itself within two years.

HONORS NBC-TV SHOW

Steelman Cites 'Battle Report'

NBC-TV program, *Battle Report—Washington,* intended to keep the public better informed on the Korean war and the world-wide fight against communism, was commended by Presidential Assistant John R. Steelman last week.

"Before *Battle Report* becomes a part of the tradition of a free people," Mr. Steelman said, "let me say once again how greatly indebted we, who have had a share in it, feel toward NBC. At no cost to the government whatsoever, and at great expense to itself, NBC brought you [the public] programs simply because it saw them as a service to you, the people."

The series, which started Aug. 13, 1950, and ran for 86 programs, ending April 20, was produced by Theodore Ayers, written by Lou Hazam, and narrated by David Brinkley.

'COMEDY HOUR'

C-P-P May Film Series

IF COSTS can be held to the same level as live telecasts Colgate-Palmolive-Peet will film the weekly NBC-TV *Comedy Hour* next fall, eliminating kinescoped West Coast repeat.

Leslie Harris, C-P-P radio-television director in Hollywood, is exploring facilities and costs. He said he was certain filming would be done if the required AFM 5% trust fund formula setup for live music on TV film is eliminated.

The budget has been set at $5,500,000 for 39 *Comedy Hour* shows starting Sept. 21, it was said. With Bob Hope added to the comedy line-up and Donald O'Connor and Eddie Cantor receiving increased salaries, production and time costs per show will be about $125,000 next season as compared to the current $97,000. Mr. Hope is to receive $40,000 per telecast and supply added talent and writers.

Under the schedule setup for next fall on a rotating basis, Mr. Hope is to do 10 telecasts, with Martin & Lewis, Abbott & Costello and Donald O'Connor doing six each and Eddie Cantor 11.

An Open Letter to WWL Concerning Television In the New Orleans Market

We believe that you have done a commendable service for the development of television in New Orleans by clearly stating your position with respect to your request for the assignment of Channel 4.

Community Television Corporation also believes that additional television stations on both VHF and UHF should be established as soon as possible in New Orleans thereby giving New Orleans the widest possible choice of television programming.

Community Television Corporation, which consists of 75 local stockholders including many business men active in the civic, financial and social life of New Orleans, is filing an application for TV in New Orleans and will specify Channel 26.

As you did, we also want to let everyone interested in filing an application for TV in New Orleans know of our plans in advance. Our belief is that by so doing others who may be preparing applications for a television station in New Orleans will have sufficient notice and will see fit to file their applications specifying the remaining, unapplied for channels in this community, thereby avoiding bickering, and long drawn-out hearings and delays.

We, too, are going on record in not trying to outguess other applicants. Our decision to file on Channel 26 is made and it is our intention to adhere to this request.

We are joining with you in the spirit expressed in your forthright position in announcing your intentions with respect to television, and we do so with the same desire of expediting the processing of television applications for New Orleans and the bringing of additional TV service as soon as possible in its full measure of enjoyment to our fellow citizens.

COMMUNITY TELEVISION CORPORATION

505 BARONNE STREET NEW ORLEANS, LOUISIANA

JULES J. PAGLIN, PRESIDENT — STANLEY W. RAY, JR., V. PRES. AND GEN. MGR.

IERT Session

(Continued from page 61)

would profit by education's failure here."

Comr. Hennock stressed that if educators don't use their VHF assignments, "commercial interests will soon find out how valuable they are and they'll apply." She noted non-commercial educational TV efforts of certain universities, (Syracuse U., etc.).

Seymour Krieger, counsel for the Joint Committee on Educational Television, emphasized urgency, too, but strongly advised educators to consult FCC's rules before organizing and starting stations. Other facets he urged in referring to applications, were data on time, programming and engineering. Closed circuit TV also cropped up.

JCET has estimated that more than 15 organizations may file this year for educational outlets and that "half will get in substantial readiness to file within the year's grace." There was one unofficial estimate that of the 800-plus institutions indicating interest in TV, only a score or more have funds. Mr. Steetle said none would be on the air by year's end.

When the smoke had cleared, BROADCASTING • TELECASTING sounded out at random university and college representatives on their TV planning to date. Most were unaware how far their own courses had been charted or declined to have their reactions quoted by name.

They said actual steps must be announced by the presidents and boards of trustees of their respective institutions and noted the importance of the Educational Television Programs Institute conference which was held last week at Pennsylvania State College. It reportedly was the first time presidents of universities actually had been called together to discuss video's educational future (see separate story).

Need Questions Answered

What bothered educators was the lack of answers to these questions: (1) How can we file applications and order equipment when we're not sure we will have sufficient funds? (2) Will not the Commission's rejection of partial commercialization redound to a major disadvantage for us?

One educator said pointedly that FCC's ban on partial profit operation would "bankrupt" educators who go into television. Another questioned whether prospective stations could obtain equipment from manfacturers without reasonable assurances of financial backing. Still another complaint by some IERT members was that they knew nothing about the one-year time limit on educational reservations.

One educational station representative (from Minneapolis-St. Paul) asked: "How can you apply to the Commission for a TV station and list estimated costs if you don't know the amount of your funds and where they're coming from?"

There also were grumblings over the 162 UHF assignments, which some educators, notably those of Ohio State U., felt were meaningless in the light of present TV development and lack of audience.

As William G. Wilcox, OSU public relations director, put it: "Television (here) is still dependent on the cooperation of the three local commercial stations for any live program time. The FCC announcement . . . makes available to the university a channel (UHF Channel 34) that now is of no practical value. There are few if any receiving sets in the Columbus area equipped to receive broadcasts in the ultra high frequency range." OSU was rejected in a bid for VHF Channel 12.

No Immediate UHF Plans

The Ohio university thus has no immediate plans for UHF and "we must continue to seek time as it is made available to us on the three Columbus stations," Mr. Wilcox said.

Also rejected for VHF were East Lansing, New York, Los Angeles. While VHF Channel 7 was set aside for non-commercial educational use in Salt Lake City, plans of the U. of Utah and other groups were not revealed during the conference. Numerous groups in Chicago will apply for VHF Channel 11. Organizations in other cities are readying applications, according to JCET [B•T, April 21].

As one concrete step, educators were urged to concentrate at the outset on purchasing kinescope equipment and film studio facilities. Programming would be limited in nature, of course, with stations taking advantage of FCC's leniency with respect to hours of operation. As little as a half-hour or two hours a day at the outset of operation was mentioned more than once during the sessions. As an alternative to "non-profit" status, educators were told they could compete for commercial stations.

Minimum programming was an advantage of which some educators were quick to apprise their uninformed TV-minded colleagues. It also was explained that stations may sell programs but not time. The Commission's rules, accompanying the Assignment Table, lift provisions for time-operation from FM regulations and apply them to non-commercial educational TV broadcasting:

Appearing under "General Operating Requirements, Sec. 3.651 (b), the rules state:

Non-commercial educational television broadcast stations are not required to operate on a regular schedule and no minimum number of hours of operation is specified; but the hours of actual operation during a license period shall be taken into consideration in considering the renewal of non-commercial educational television broadcast licenses.

With respect to the latter reservation, some panelists at the IERT convention professed belief the Commission would go easy on educators on the premise that the operation is substantially "in the public interest" and because of acknowledged difficulties school groups will face in programming, production and engineering.

While a handful of educators were privately inclined to brand cooperation by commercial broadcasters as inadequate on educational programs, by far the majority praised the industry for its efforts. The JCET also is on record as lauding private operators.

Utilization of commercial TV and radio stations for presenting educational fare also was explored during the convention. Arnold L. Wilkes, public affairs director, WBAL-TV Baltimore (Hearst Radio Corp.), presided over a panel including James Hanrahan, WEWS (TV) Cleveland, and JCET's Mr. Steetle. Examples of TV programming on commercial outlets in Baltimore, Cleveland, Columbus and other cities were cited.

Similarly, concrete examples were mentioned. Franklin P. Dunham, radio-TV chief, U. S. Office of Education, noted various instances in which local stations have cooperated on educational features (see story page 75).

AFA TV SESSION

Thaw Effect on Agenda

TELEVISION will be examined by authorities from the advertiser, agency, network and production fields during the TV session of the 48th annual convention of the Advertising Federation of America, slated June 8-11 in New York, it was announced last week.

Robert M. Gray, director of advertising and sales promotion for Esso Standard Oil Co. and general chairman of the convention, said speakers for the television session, under the chairmanship of TV Vice President Eugene S. Thomas of the George P. Hollingbery station representation firm, would include the following:

Raymond F. Guy, manager of radio and allocations engineering of NBC, speaking on "Taking the Mystery out of UHF Telecasting"; Henry Schachte, Borden Co. advertising director, on "What the Television Thaw Means to the Advertiser"; Charles E. Midgley Jr., manager of broadcast media for Ted Bates Inc., "What the Television Thaw Means to the Advertising Agency"; Fred M. Thrower, CBS-TV vice president in charge of network sales, "What the Television Thaw Means to the Networks"; Walter Craig, Benton & Bowles vice president in charge of radio and television, "There's No Business Like TV Show Business"; George T. Shupert, vice president of Peerless Television Productions, "Films May Answer TV Problems of the Future," and John E. Fetzer, WKZO-TV Kalamazoo, chairman of the NARTB Television Code Review Board, "Television Belongs to the Public."

The TV session, scheduled the morning of June 11, also will include initial announcement of results of a nation-wide survey, now in progress, on "Where TV Produces the Most Sales." Spokesmen said this survey "is expected to reveal new and basic marketing information of value to all advertisers."

CBS-TV RATES

New Card Shows by Groups

FULL CBS-TV network of 62 stations has a base rate for one hour of evening time on a one-time basis of $51,200, according to rate card No. 7, effective April 15, 1952.

Card shows these stations broken down into a basic interconnected group of 29 stations available only as a group, at $30,625 per evening hour; a northwest supplementary group of three stations, available only as a group with the basic group, at $1,650; a supplementary interconnected group of 26 stations, available individually with the basic group, at $17,425; and a supplementary non-interconnected group of four stations, available individually with the basic group, at $1,500.

Card contains no station rate increases not previously announced, but the basic CBS-TV network has been increased from 21 to 29 stations, a minimum requirement for all new business or on contract renewal for current business. Additional members of the basic network are: Minneapolis, Omaha, Salt Lake City, San Diego, San Francisco, Dallas, San Antonio and Tulsa.

Join Network July 1

Three of those cities—Dallas, San Antonio and Tulsa—will not join the interconnected network until about July 1, when Houston, Miami, New Orleans and Oklahoma City will also become interconnected with the CBS-TV network.

Los Angeles, Salt Lake City, San Diego and San Francisco are subject to transcontinental cable charges of $1,200 an hour for a westbound channel, $2,400 for an eastbound channel. Unlike the station rates, set at 80% of the hour rate for 45 minutes, 60% for 30 minutes, 50% for 20 minutes, 40% for 15 minutes, 33⅓% for 10 minutes and 30% for 5 minutes, the cable charges are figured on a straight time-proportion basis, 50% of the hour charge for a half-hour, 25% for 15 minutes. CBS is absorbing the extra cable charges for St. Louis ($130) and Memphis ($260) formerly passed along to the TV network clients.

Advertisers using the CBS-TV network on an alternate-week basis are now allowed half of the annual discount if they complete 26 broadcasts within a 52-week contract year. That is, they get a discount of 5% of the largest amount of weekly gross billing, where the every-week clients get 10%.

CBS Television now permits the combining of two or more concurrent contracts in figuring station-hour discounts to give the advertiser the benefit of the most advantageous rate.

The Finest Package of films Available For Television

TITLE	CAST
LONG VOYAGE HOME	*John Wayne, Thomas Mitchell, Barry Fitzgerald*
STAND IN	*Humphrey Bogart, Joan Blondell*
STAGECOACH	*John Wayne, Claire Trevor, Thomas Mitchell*
THE KANSAN	*Richard Dix, Jane Wyatt, Albert Dekker*
TRADE WINDS	*Fredric March, Joan Bennett, Ralph Bellamy*
SILVER QUEEN	*George Brent, Bruce Cabot*
SUNDOWN	*Gene Tierney, George Sanders*
SLIGHTLY HONORABLE	*Broderick Crawford, Pat O'Brien, Edward Arnold*
52nd STREET	*Kenny Baker, Leo Carrillo, Zasu Pitts*
ETERNALLY YOURS	*Broderick Crawford, Loretta Young, David Niven*
HOUSE ACROSS THE BAY	*George Raft, Joan Bennett, Walter Pidgeon*
TO BE OR NO TO BE	*Jack Benny, Carole Lombard*
VOGUES	*Joan Bennett, Warner Baxter, Mischa Auer*
HISTORY IS MADE AT NIGHT	*Charles Boyer, Jean Arthur*
CRYSTAL BALL	*Paulette Goddard, Ray Milland, William Bendix*
YOUNG AND WILLING	*Susan Hayward, William Holden*
YOU ONLY LIVE ONCE	*Henry Fonda, Sylvia Sidney*
BLOCKADE	*Henry Fonda, Madeleine Carroll*
WOMAN OF THE TOWN	*Claire Trevor, Henry Hull, Albert Dekker*
I MARRIED A WITCH	*Fredric March, Veronica Lake*
FOREIGN CORRESPONDENT	*Joel McCrea, Laraine Day, George Sanders*
WINTER CARNIVAL	*Ann Sheridan, Richard Carlson, Robert Armstrong*
I MET MY LOVE AGAIN	*Joan Bennett, Henry Fonda, Alan Marshall*
AMERICAN EMPIRE	*Richard Dix, Preston Foster*
BUCKSKIN FRONTIER	*Richard Dix, Jane Wyatt, Albert Dekker*

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First IN KENTUCKY!

First IN AUDIENCE!

First WITH LOCAL ADVERTISERS! (22.5% more!)

First WITH NATIONAL ADVERTISERS! (13.0% more!)

First IN COVERAGE!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV's *PLUS* is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT

LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.

Exclusive National Representatives

PARAMOUNT

Theatre Acquisitions Probed

EARLY history of Paramount theatre acquisitions was probed by FCC counsel last week during the protracted ABC-UPT merger hearing [B•T, April 21].

Appearing were Leonard H. Goldenson, UPT president, Robert B. Wilby, UPT director, and Barney Balaban, president of Paramount Pictures.

FCC counsel appeared to be trying to show that Paramount had attempted to restrain trade by limiting the number of theatres in some cities and by requesting that other film companies hold back reruns of films from certain theatres. For its case, the Commission counsel produced more than 100 exhibits, most of which were copies of letters.

Most of the letters were dated from 1925 to 1926, but none of them were brought out by the Justice Department in its investigation of the motion picture companies before the consent decree in 1945, it was explained.

Introduction of the correspondence was the subject of protracted wrangling between Paramount Counsel Paul A. Porter, former FCC Chairman, and FCC Counsel James O. Juntilla. Mr. Porter's point was expressed at one point in this way:

"Efforts to reconstruct events of a quarter-century ago doesn't offer much value to the examiner and the Commission as to the qualifications" of Paramount to be a broadcast station licensee today.

Among the FCC exhibits was a letter from M. A. Lightman, president of Malco Theatres Inc., Memphis, Tenn., who wrote to Mr. Goldenson about the acquisition of a building in a choice location at Owensboro, Ky.

Mr. Lightman wrote:

. . . We have not been hurt and we did—at least temporarily—stem the tide of a new theatre by some outsider by [our] having made the purchase. . . . We can convert the present Malco or Seville [theatres] into a store and in that manner we would not increase the number of theatres.

Other letters, between various Paramount officials or executives of affiliated or subsidiary companies, concerned theatre acquisition and Paramount trade practices in Detroit, Chicago, upper Michigan state, northern Illinois and Indiana.

One letter was written by M. M. Rubens, director and secretary of Great States Theatres Inc., which in 1926 was owned 30% by Balaban & Katz. Mr. Rubens was writing to A. L. Mayer, and described in his letter the structural condition of two theatres. He wrote:

. . . . If Streater, Ill., is strategically located and it looks as if there is money to be made in it, obtain a new choice location for a theatre and have two . . . [theatres] condemned and turned back to their owners.

If you boys are really clever connivers, why not sell the . . . [theatres] back to the owners after you get a location, and then have the . . . [theatres] condemned.

Mr. Balaban called the letter "silly." He could not recall ever having written or received some of the letters and notes.

At one point Mr. Balaban said that some of the letters were immaterial and he could see no point in their being offered to FCC.

A. H. Blank, another UPT director, is due to be cross-examined today (Monday).

WNHC-TV RENEWAL

Is Granted by FCC

FCC renewed the license of WNHC-TV New Haven last week, cleaning up with one exception the 26 TV stations it placed on temporary license last February because of lack of religious and educational programs as listed in composite week logs [B•T, Feb. 4]. Only station still remaining on temporary license for that reason is KPHO-TV Phoenix.

In a burst of activity two weeks ago, the Commission renewed the licenses of eight TV stations which had been cited for lack of religious and educational programs [AT DEADLINE, April 21]. Only other TV station remaining on temporary license is KTTV (TV) Los Angeles. Commission has been looking into complaints concerning direct sales commercials, medical advice and what is alleged to be an invasion of privacy.

RF Coaxial Switch

TEST of a new RF coaxial switch by WBAL-TV Baltimore was to take place during a broadcast last Friday night. John Wilner, station engineering chief, said an alternate 500 w transmitter has been installed to guarantee TV reception in case of a breakdown of the main 5 kw transmitter. The new RF switch, reported as the first of its kind designed for high band broadcasting, would permit the change-over in a matter of seconds. Switch was designed by station's engineers.

UPT REPORT

TV Effect on Movies 'Not Permanent'

TELEVISION'S mark on movie box offices tends to dwindle as the TV set ages, Leonard H. Goldenson, president of United Paramount Theatres, said in his report to stockholders.

Repeating the UPT stand last year that the "box office is off more in TV areas than in non-TV areas," Mr. Goldenson noted nevertheless that "the inroads of television moderate after the novelty and installment-payment period of set ownership have passed. There are some indications that after a lapse of time, set owners resume the habit of more frequent attendance at motion picture theatres, but on a more selective basis. . . ."



Mr. Goldenson

This impact of television, according to the president of the company, which subject to FCC approval is merging with ABC radio and television networks (see story, this page), will be felt most strongly by the B picture market and by marginal theatres which sprang into being during the public's wartime entertainment famine.

Balance sheets in the annual report indicated consolidated UPT earnings for 1951 totaled $10,790,011, of which $4,002,590 was listed as capital gains. Provision for federal incomes taxes amounted to $6,764,890, as compared to $5,496,302 set aside in 1950 when earnings totalled $12,351,000, of which $2,144,000 was capital gains. Net profit in 1951 amounted to $3.27 on 3,300,859 outstanding shares, as compared to the previous year's $3.79 per share on 3,261,287 shares.

The decrease in the UPT net, Mr. Goldenson explained, was due to increased federal taxes and an estimated 7% decrease in theatre attendance through the year.

The company listed assets at the end of 1951 of $34,215,000, including $30,356,000 in cash and government securities. This is an increase of $6,873,000 over 1950 assets, Mr. Goldenson pointed out. Working capital, increasing $9,500,000 to reach $24,551,000, reflects additional long-term loans plus net proceeds from federally ordered sales of UPT theatre properties, the president reported. Liabilities decreased from $12,291,000 to $9,664,000.

Report said that on April 19, 1951, a standby credit of $10 million was added to general corporate funds "in anticipation of increased capital requirements for the acquisition and operation of television facilities." If the merger with ABC is consummated, it was noted that a "substantial portion" of ABC's debt, which UPT figured at $10,576,000 at year's end, will be paid off.

Indicating that two civil defense tests of theatre TV had fomented further CD plans to use the medium for public information and training programs, Mr. Goldenson predicted a wider use of theatre-TV for coverage of conventions, sales meetings and to introduce new product lines, in addition to training and educational presentations.

To keep abreast of electronic developments which may apply to UPT's field of activities, the corporation purchased 50% of Microwave Associates Inc., Boston, through a common stock purchase amounting to $97,500 on Jan. 15, 1952. UPT also agreed to lend Microwave $62,500, to be subordinated to other Microwave working capital loans in the succeeding years.

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WTTV

You're buying a BILLION $ MARKET

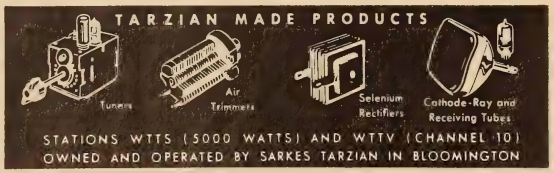


That's right. WTTV reaches out to 57 Indiana counties (and quite a few in Illinois) with a population of well over 1½ million.

Let your nearest Meeker rep show you what kind of area saturation WTTV provides in central and southern Indiana. It's terrific!

STATION WTTV Affiliated with NBC-CBS-ABC-DUMONT

Owned and operated by *Sarkes Tarzian* in Bloomington, Ind.



158000
146000
135000
126000
IT ALL ADDS UP TO...
103000
87000
8200
7900
7000
6300
600
570
OF THE
158,000
TV SETS IN THE TOLEDO MARKET
98% PREFER
WSPD-TV
Toledo's only TV station
An NBC television affiliate with only the best from CBS, ABC, DTN
A FORT INDUSTRY STATION
NBC AFFILIATE
A FORT INDUSTRY STATION
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TOLEDO, OHIO
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AT&T Plans to Fill Network Needs

(Report 213)

AT & T plans to provide adequate intercity network TV facilities as they are needed to fill requirements of TV station and network broadcasters arising from the lifting of the ban on new station construction. A spokesman for the telephone company's Long Lines Dept. pointed out Thursday that "the present construction program includes the provision of TV channels over certain main routes in anticipation of the industry's requirements."

"Further expansion of the Bell System's network," he said, "will be governed by the rate at which new stations are constructed and the clarification of the needs of individual stations and the network broadcasters. Future steps also may be influenced by the availability" of critical material.

Stressing the importance of AT&T receiving adequate advance notice of plans of TV construction so that it may schedule its own facilities construction program accordingly, he said: "We are keeping in close touch with the network broadcasters and hope that individual station owners will let us know promptly of their plans."

* * *

N. Y. Set Survey Reported by Pulse

SURVEY of some 1,500 families throughout the metropolitan New York area indicates that 63.8% of the homes are equipped with television sets, 23.4% of them RCA models.

Conducted in January by The Pulse Inc. for Joseph Jacobs Advertising and Merchandising and announced last week, results indicate that while RCA dominates the market, its lead is diminishing from the 27.2% reported for January 1951.

Second and third places in 1952, as in the earlier study, were held by Philco—found in 12.3% of the homes—and Admiral—in 11.6%—both standings showing an increase during the year. Gains also were reported for DuMont receivers, now found in 6.5% of the homes, Motorola, in 5.5%, and General Electric, 4.6%. Zenith, which ranked fifth in 1951, was in seventh place for January 1952.

* * *

Drama Study Shows Adults Like Comedy

TV DRAMA survey of 758 adults in the New York metropolitan area among 15 dramatic programs indicates 71% favor the one-hour program over shorter dramas and that comedy is preferred to other presentations, according to the March 1952 issue of *The Television Audience of Today.*

The interviews, conducted March 7-16, indicate 86% of adults in these TV homes watch at least one TV dramatic program regularly, although they rank variety and musical programs above drama.

The drama program, *Studio One,* was rated excellent by more than 58% of those who have seen it; other "excellents" were *Robert Montgomery Presents,* 46%, and *Philco Playhouse,* 42%. Preferences in order are comedy, adventure, mystery, true and factual stories, romance and crime. Viewing was lightest in upper and lower economic groups and heaviest in middle economic groups. About 56% were willing to accept a middle commercial on a one-hour program, but only 12% on a half-hour drama.

* * *

Newspaper Reading In TV Homes Studied

THERE is significant difference in newspaper readership for homes equipped with television as contrasted to non-TV homes, according to the report of J. P. McKinney & Son and Ward-Griffith Co., New York, newspaper representatives which co-sponsored a Daniel Starch study of the problem.

Page observation by women averaged almost 7% higher in television homes for three of the four separate newspaper issues studied and only 3% lower

(Continued on page 91)

Weekly Television Summary—April 28, 1952—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	88,106
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	380,263
Binghamton	WNBF-TV	60,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	142,000
Boston	WBZ-TV, WNAC-TV	886,349
Buffalo	WBEN-TV	264,618
Charlotte	WBTV	146,213
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,116,386
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	605,329
Columbus	WBNS-TV, WLWC, WTVN	227,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	160,415
Davenport	WOC-TV	98,445
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	160,415
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	109,947
Houston	KPRC-TV	132,500
Huntington-Charleston	WSAZ-TV	80,350
Indianapolis	WFBM-TV	221,350
Jacksonville	WMBR-TV	55,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	201,846
Lancaster	WGAL-TV	149,064
Lansing	WJIM-TV	90,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	19,200
Memphis	WMCT	126,853
Miami	WTVJ	113,000
Milwaukee	WTMJ-TV	328,084
Minn.-St. Paul	KSTP-TV, WTCN-TV	321,400
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	262,000
New Orleans	WDSU-TV	89,108
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	112,543
Oklahoma City	WKY-TV	127,041
Omaha	KMTV, WOW-TV	126,374
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,031,966
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	389,000
Providence	WJAR-TV	212,000
Richmond	WTVR	118,860
Rochester	WHAM-TV	144,000
Rock Island	WHBF-TV	98,445
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	75,900
San Antonio	KEYL, WOAI-TV	74,766
San Diego	KFMB-TV	130,000
San Francisco	KGO-TV, KPIX, KRON-TV	348,500
Schenectady-Albany-Troy	WRGB	206,600
Seattle	KING-TV	139,800
St. Louis	KSD-TV	390,500
Syracuse	WHEN, WSYR-TV	174,718
Toledo	WSPD-TV	158,000
Tulsa	KOTV	111,970
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	354,129
Wilmington	WDEL-TV	100,438

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,896,128

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

You Can't Buck Uncle Buckshot



When WBTV's colorful codger calls the kiddies to see another rip-roarin' western story on "Frontier Tales," he draws more viewers than the total of TV homes in the WBTV area*—a viewers-per-set record equalled by only 4 other shows on the station's entire schedule. To get closer to the kids in WBTV's 35-county, intense coverage area, speak to them through Uncle Buckshot.

*Videodex rating 26.5: viewers per set, 4.0

WBTV

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego
Market Area
Represents
A
$230,000,000
CONSTRUCTION
INDUSTRY
In A
BILLION
DOLLAR
MARKET!

Wise Buyers
Buy-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550-K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

DuMONT REPORT

'51 Net Under '50 Figure

ALLEN B. DuMont Labs sustained a net loss on 1951 operations of $583,000, compared to a profit of $6,900,788, or $2.87 per share of common stock in 1950, Dr. Allen B. DuMont, company president, reported in the firm's annual report, mailed to stockholders last week.

Gross income of the DuMont organization in 1951 was $50,741,596, compared to a 1950 gross of $76,362,665. Decline was attributed to losses suffered by the receiver division, caught with excessive inventories at a time when consumer demand dropped sharply. "However," Dr. DuMont stated, the company "has made substantial technical progress and improved its management and production techniques. Adjustments were made to the unfavorable market and economic conditions which affected the whole industry. Plant facilities were converted to defense production and made ready for more favorable conditions which should follow the thaw of television's freeze."

The DuMont transmitter, instrument and cathode-ray tube divisions all showed operating profits for the year and the broadcast division "made substantial progress," Dr. DuMont reported. "We made management changes and brought to fruition broadcast policies which resulted in a profit during the last quarter of the calendar year. We hope the same type of results will be present in the future."

In a section of the DuMont TV network, the report noted that management policy "has been aimed at putting our television broadcasting activities on a profitable basis as soon as possible. To this end, while our 1951 network operations produced a total income very much higher than in the previous year, operating expenses were not permitted to rise in the same proportion.

"Our efforts will continue along this line in 1952," the report stated, "building sales volume while holding expenses within reasonable limits, and, because the network is a major integral operating division of the company, it should produce important revenue in the year ahead."

During 1951, the network's key station, WABD (TV) New York, moved its transmitter to the Empire State Bldg., adding 3 million persons to its potential audience, the report noted. It also cited work during the year on a new DuMont Television Center in New York City and at the DuMont-owned WTTG (TV) Washington.

I. F. TROUBLE

ARRL Issues Warning

SET manufacturers were warned last week by American Radio Relay League that amateur code transmissions may cause interference with some TV receivers.

Starting May 1, amateurs are provisionally authorized to use the 21-21.45 mc band in the United States and possessions, under terms of the International Telecommunications Conference. A. R. Budlong, ARRL general manager, notified manufacturers Thursday that viewers with sets using the 21 mc band for IF amplification might suffer interference.

ARRF has conducted tests showing the danger of interference, Mr. Budlong said. Remedies can be applied only at the receiver, he added, contending it is the manufacturers' duty to make these changes since they knew well in advance that amateurs would be using the 21 mc band. Most set companies using the 21 mc band for IF amplification are understood to have moved the IF stage to other bands.

FCC has formally proposed that the new amateur transmissions be permitted to start May 1 but final authorization has not been issued. Similar starting date has been set by Canada and other nations.

N.Y. UHF FIGHT

Many Seek Channel 31

THREE-WAY fight loomed last week for the sole additional commercial television channel earmarked for New York City by the FCC in its freeze-lift allocations [B•T, April 14].

Municipally owned WNYC filed an application for the channel—No. 31—on Tuesday, while WHOM and WOV, independents which specialize in foreign-language programming, announced that they, too, would compete for the assignment.

WOV, which maintains studios in Rome as well as New York, reported its TV plans "well advanced," saying it would apply for Channel 31 "in due time" and proposing to render a service that "is . . . not now available to New York audiences"—a reference that was construed to mean that foreign-language programming, at least in part, would be proposed.

"We have made steady progress in our television preparations over the past two years," WOV said in its formal statement. "We are now interested in film production in Italy and Germany, and these activities are being expanded. We expect to have substantial quantities of unusual film products available for broadcast by the time operations will be due to start, along with other program material of diverse kinds.

"The organizational and financial aspects of television operation have been given equal attention and we will be equally ready on these counts."

WHOM's plan to apply for Channel 31 was announced by Fortune Pope, president of the station and WHOM-FM as well as publisher of *Il Progresso Italo-Americano*, daily newspaper.

He indicated, however, that it had not been decided whether WHOM's television program proposals would include foreign-language shows.

WNYC officials have said that, although Channel 31 is a commercial frequency, they would operate non-commercially—as WNYC is operated—in event the municipality receives the FCC grant. They pointed out they had intended to apply for Channel 25, allocated to New York City as a non-commercial educational channel, but were blocked by FCC's ruling that such channels may be awarded only to applicants connected with an educational institution.

NCAA '52 PLAN

May Be Revealed May

TELEVISION Committee of the National Collegiate Athletic Assn. is expected to announce its operational procedure for the 1952 football season shortly, Asa Bushnell, director of the NCAA TV program, said Thursday after a two-day meeting of the committee.

Details of the plan are expected to be made public at the same time, possibly May 1. It is submitted to member colleges for approval, he explained, with little opposition expected from the colleges since representatives from each regional athletic association have participated in its development. All major networks have also been asked for suggestions, and each of them has sent representatives to a number of TV committee conferences, Mr. Bushnell reported.

"I think it's safe to say that the networks would prefer no plan at all," he added, "but I also think they will find this one as satisfactory to them as is possible."

SET SALES FUTURE

No Prompt TV Thaw Aid

LIFTING of the TV freeze by the FCC will have little "substantial" effect on set sales until late this year, according to Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., Chicago, who spoke at the annual shareholders meeting last week.

Zenith Radio Corp. profit is down but the lower earnings reflect a more normal operation than that of 1951's first quarter when wholesalers were building inventories against threat of shortages, Comdr. McDonald stated. Net consolidated profits for Zenith and its subsidiaries for three months ending March 31 amounted to $1,083,242, or $2.20 per share after deductions. These results compared with $2,228,709, or $4.53 per share for the same quarter a year ago.

Extension of networks to areas not now on the cable and interest in the Presidential conventions will, however, "assist greatly in leveling out the normal summertime seasonal drop in radio and television production and sales," he said, adding that the latest available market surveys show there is "little danger of a repetition of the highly volatile inventory situation" which took place last year.

NEW CHANNELS FOR IMAGINATION

• With each new channel added, or increase in station power, the number of people in front of television screens *goes up.* • With each increase in the use of film pick-up—together with the acceptance of new technics, materials, and equipment—the number becomes more *solidly sold.* • For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show's origination. Creatively . . . geographically . . . the sky's the limit. • Complete technical information concerning film selection and processing is available . . . together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department

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East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California



TV Holds Accounts

(Continued from page 57)

back into television by participation in *The Goldbergs* on NBC-TV.

Manhattan Soap Co., New York, which has dropped *One Man's Family* (Saturday, NBC-TV), reportedly was unhappy with the time period. But the firm has started a radio spot campaign for the spring and summer and is expected to return in the fall with another TV show. Scheideler, Beck & Werner, New York, is the agency.

Warner-Hudnut Co., which dropped participation sponsorship of the Langford-Ameche show on ABC-TV when the network cancelled the program because of excess talent costs, is expected to buy a fall TV show. Kenyon & Eckhardt, New York, is the agency.

Of the two advertisers surveyed who have made no recommittment to TV, Cluett, Peabody & Co., New York, was said to have exhausted its advertising budget for the present. The advertising director, George Phillips, told B•T that the show—Herb Shriner, on ABC-TV—was dropped because "cost was exceeding limitation of advertising budget." Mr. Phillips also said that they were very "pleased" with the Shriner show on ABC-TV and thought it "great."

The second advertiser, Johns-Manville, has not yet made up its mind, but was understood to be contemplating return in the fall. Its *Fairmeadows, U.S.A.* (Sunday, 3-3:30 p.m. on CBS-TV) was dropped because of the advertiser's unhappiness over the time period. J. Walter Thompson, Co., New York, is the agency.

GREEN GIANT

Buys CBS-TV Show

GREEN GIANT Co., Le Sueur, Minn. (canned vegetables), will sponsor *Art Linkletter House Party* on CBS-TV, 3-3:15 p.m. [B•T, March 31], effective with the debut of the show on Sept. 1.

"The purchase of this time segment on the new *House Party* series gives the program a solid Monday - through - Friday sponsorship in that period," Fred Thrower, vice president in charge of CBS-TV network sales, said Thursday. "At the same time, with the Green Giant Co. joining the growing list of CBS TV sponsors, we have another strong indication of the healthy condition of our network business. Time sales at CBS are currently at an all time high. . . . We are moving closer to the coveted 'sold out' position of our daytime network period."

Other advertisers sponsoring *Linkletter* are Pillsbury Mills and Lever Brothers. N. W. Ayer & Son, New York, is the agency for Lever, while Leo Burnett Co., Chicago, is the agency for both Green Giant and Pillsbury Mills.

PEABODY AWARD 1951
originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM
TELEVISION
CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

Towers Joint Meeting

(Continued from page 57)

April 14]. "We here can do nothing about that," he admonished.

Question regarding the plans of the "TV industry" was answered by Arthur Scharfeld, president of FCBA, in this way: There is no such thing as a "TV industry." Exactly what the proposals are for high TV towers won't be known until all the 1,000 or more TV applications are filed with the FCC.

Neal McNaughten, engineering director of NARTB, suggested the use of radio warning beacons on towers—as aids to air navigation. He also recounted the status of centralized location of TV antennas (one of the proposals advanced by aviation industry)—referring to Mt. Wilson in Los Angeles and Empire State Bldg. in New York as examples.

Radio-TV consulting engineer Glenn D. Gillett recounted his experiences in Des Moines. The airport there, he cited, used to have four airways; it now has eight. Mr. Gillett and consultant Robert L. Kennedy also furnished some statistics on what a 2,000-ft. tower would look like. They reported that the guy wires of a triangular tower of that height would extend about 65% up the tower and require 1,250-1,500 foot-square plot on the ground. They also disclosed that towers of that height would probably have simple elevators for maintenance of aircraft warning lights.

Air Force Col. J. J. McCabe said the Air Force recognized the need for high TV towers, acknowledged that TV was necessary and useful as a medium for the dissemination of information, even envisaged use of TV as an air navigation aid to the point where some day all planes would fly "visually" with a TV receiver showing the pilot where he is going.

Other ideas expressed by aviation representatives were similar to those already advanced by the same interests previously (see below).

In a pre-conference memorandum, prepared in Comr. Webster's office, the purpose of Friday's conference was set out as:

Determination of a method of achieving uniform treatment by the nine Regional Airspace Subcommittees of applications for radio and television antenna towers over 500 ft. in height located off presently existing airways.

After recounting the current regulations on the subject and what was called the maintenance of "excellent cooperative relationships in these matters," the report indicated that there is no desire to change these relationships, but that with the advent of faster aircraft and higher towers, it is necessary to achieve more uniformity.

As one proposal, explicitly labeled "for discussion purposes," the memorandum suggested that towers more than 500 ft. high and located outside civil airways should not be considered obstructions to air navigation if they are "below a plane with a slope of 50:1 measured upward and outward in a vertical plane at right angles to the boundary of an airway or control area or the five-mile boundary from the center of a direct off-airway route."

The suggestion also embodied the principle that any object over 500 ft. high more than five miles from the boundary of the airway or direct route should normally not be considered a hazardous obstruction to air navigation.

[For text of pre-conference memorandum, see end of this story.]

During the last month, aviation interests have made a number of proposals concerning what they believe is the forthcoming plethora of 1,000 and 2,000 ft. TV towers. A summary of those proposals is as follows:

1. **Request that Congress legislate an amendment to the Communications Act which specifically would give the FCC authority to deny applications whose antenna sites or heights are found to be air hazards.**
2. **Requirement that all TV antennas be installed on a single tower.**
3. **Requirement that all TV towers be localized in city sections already considered an air hazard area.**
4. **Requirement that the height of TV towers be limited—through FCC ruling or Congressional action.**
5. **Requirement that a radio warning device be installed at each antenna site.**
6. **Establishment of a national set of standards that all CAA regional airspace subcommittees would be required to adhere to when considering TV tower applications.**
7. **Requirement that TV coverage be obtained through the use of booster stations so that high towers would be unnecessary.**

The recommendation by the Air Transport Assn. that an additional provision be added to the McFarland bill (S-658) still rests with the House Committee on Interstate & Foreign Commerce. ATA recommended that a new provision be added to the Communications Act which would give the FCC specific authority to deny an application which proposes an antenna site or height found a hazard to air navigation by the CAA [B•T, April 7].

The McFarland bill is awaiting clearance for House debate. It was reported out of committee two

'Today' Adds Sponsors

THREE new participating sponsors for NBC-TV's morning *Today* show (Monday through Friday, 7-9 a.m.) were reported last week. Kaiser-Frazer and Bauer & Black scheduled participations five times a week, adding at least $25,000 to the show's weekly billings. Armour & Co. also was scheduled to sponsor a portion of the show, but details were still pending. Agencies: Foote, Cone & Belding, Chicago, for Armour; William H. Weintraub, New York, for Kaiser-Frazer, and Leo Burnett Co., Chicago, for Bauer & Black.

weeks ago [B•T, April 21].

A request for comments by the FCC has not yet been answered, but it is understood that the Commission is drawing up a reply giving its position on the matter. What that position is could not be determined.

The recommended amendment would amend Section 303 of the Act by adding this new subsection:

That the FCC shall "(s) Have authority and be required to refuse to issue or modify any license or construction permit when such license or permit would authorize the operation or construction of radio or television towers which in its judgment, after consultation with the Civil Aeronautics Administration, the Civil Aeronautics Board, the Department of Defense, and the Treasury Department, constitute, or there is a reasonable possibility that they may constitute, a hazard to air navigation."

Other suggestions have been made by ATA, as well as by the Air Line Pilots Assn. During a CAA-sponsored meeting early in March, a number of suggestions were made [B•T, March 31, 17]. The meeting culminated in the appointment of D. D. Thomas, CAA planning officer, as coordinator to work up recommended criteria to guide regional airspace subcommittees.

See Stations Mushrooming

Certain observers feel that at the root of the aviation industry's activity in the matter of TV towers is a belief there will be 2,000 TV stations under construction shortly after July 1 when FCC starts processing applications again—all with 1,000 and 2,000 ft. antenna towers.

Among the cities where such tower heights are being considered are Boston, Chicago, Norfolk, Oklahoma City, Buffalo, Nashville and Cincinnati. Aviation interests also are said to believe such towers are being considered as well in the flatlands of such states as Florida, Kansas and Texas.

Applications proposing towers over 500 ft. have to be submitted to regional airspace subcommittees under Part 17 of the FCC's rules. Part 17 lists the criteria which govern automatic approval of tower heights and locations less than 500 ft. in height. Variances from the criteria or heights above 500 ft. have to secure CAA sanction.

Under CAA regulations, planes must fly at least 1,000 ft. above the highest structure in its flight path. Consequently, erection of 1,000 and 2,000 ft. TV towers might necessitate changes in flight instructions in those areas.

According to best information, 2,000-ft. towers cost $815,000—including steel, construction, lighting and marking. Fifteen hundred foot towers are estimated to cost $400,000.

Highest TV tower at present is that of WSB-TV Atlanta. It is 1,062 ft. high. Next highest is KFMB-TV San Diego—1,017 ft. in height. Empire State Bldg. antennas for all but two New York City market TV stations are from 1,450 to 1,465 ft. above street level. Most TV antennas are from 500 to 700 ft. above ground. Tallest tower is U. S. Air Force control station at Rome, N. Y., air base. It is 1,250 ft. above ground and cost $256,000 to put up.

RCA Diode Tube

PENCIL-TYPE diode tube designed for use in UHF measuring equipment has been announced by RCA Victor Div.'s tube department. Tiny diode (RCA-6173) is an adaptation of the firm's pencil-type construction that had been restricted to triode types. It's smaller in length and diameter than a cigarette, and weighs less than one-fifth of an ounce. For use with coaxial and wave guide type transmission lines, this new tube can be employed in pulse-detection and pulse power measuring service at frequencies up to 3,300 mc per second, RCA claims.

CEREBRAL PALSY DRIVE

Whole Industry to Aid

UNITED Cerebral Palsy's 1952 May campaign to raise funds for treatment of over 550,000 afflicted with the disease will be launched with the help of "the entire broadcasting industry," UCP officials announced last week.

All networks will carry announcements and special station breaks in two-day opening drive April 30-May 1 heralding the campaign, which will continue throughout May. Volunteer agency handling West Coast broadcasting campaign will be Leonard Shane Agency under supervision of William Crago, radio-TV director, and William J. Stout, UCP West Coast representative.

"Advertising agencies and their clients, package producers and networks are being very cooperative in this special two-day coverage to announce UCP's national drive," commented Leonard H. Goldenson, UCP national president and president of United Paramount Theatres, which is in process of merger with ABC, subject to FCC approval.

WCBS-TV Spot Up

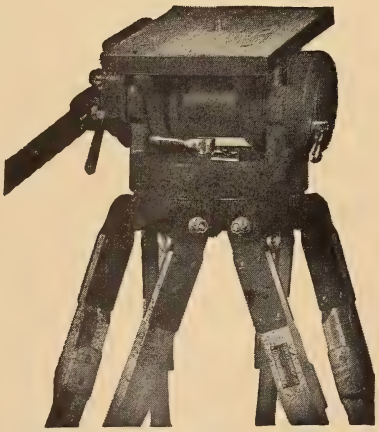
MORE than $400,000 in local and national spot business was signed by CBS-owned WCBS-TV New York in the two-week period which ended April 18, General Sales Manager George R. Dunham announced last week. The contracts, he said, included 13 new scheduled and several major renewals.

Summer Show Set

COLGATE - PALMOLIVE - PEET Co. will sponsor *Big Payoff* as summer replacement for its *Colgate Comedy Hour* on NBC-TV (Sun., 8-9 p.m.), effective June 22. Agencies are Ted Bates Inc. and Sherman & Marquette, both New York.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

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870 NATIONAL PRESS BLDG.
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Please send ..... copies of the Final Television Allocations Report at $3.00 each.

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NAME

COMPANY

STREET

CITY ZONE STATE

TELEPHONE TV NEWS PROGRAM

Aired by Four Non-Interconnected Stations

NEATEST TRICK of the week at Gardner Adv., St. Louis, is its simultaneous production of a 15-minute live news show on four non-interconnected television stations. The scheme calls for airing *Televiews of the Week's News* for Southwestern Bell Telephone Co. each Sunday on KSD-TV St. Louis, KRLD-TV Dallas, KPRC-TV Houston and WOAI-TV San Antonio.

Al Chance, agency radio-TV production manager and executive producer on the news show, set up the complex traffic scheme suggested by Douglas Williams, vice president in charge of public relations for the client. Mr. Chance arranged for International News Service to send its weekly news roundup on film to each of the stations Sunday morning. On the previous Thursday, he prepares a master script from an INS synopsis of the news matter. The master script and accompanying film run about 25 minutes, with both subsequently cut to 15.

The telephone company's program is produced via telephone, with May Kohler outlining splicing, audio cues and commercials as well as general production details to each of the four newscasters Sunday morning. No film titles are used, and each newsman appears at his desk, following the same script as his colleagues. The show is edited and on the air less than five hours after the film is received.

The St. Louis film serves as the agency's pattern for editing. After telephone instructions on film and script are given the newsman, he works with a director on film cutting and camera rehearsal. Alan Post, former announcer and now an attorney, handles the KSD-TV show. In Houston, Bob Dundas Jr. is the newsman, while John Harper, who is also a folk singer, does the job in Dallas at KRLD-TV. The San Antonio man is Bud Vinson.

Mr. Chance, who produces the *Mary Lee Taylor Show* for Pet Milk on NBC, works with Bill Fisher, radio-television director for Gardner. Client supervisors are E. F. Weekley, advertising manager for Southwestern Bell, J. M. Freeman, information manager for the Missouri area, and Frank Witten, for the Texas area. Account executives are Jack Leach and Dean Pennington.

TELEPHONE NEWS MAP



KPRC-TV Houston newsman Mr. Dundas represents one of non-interconnected video outlets in four cities narrating unique telephone news roundup sponsored by Southwestern Bell Telephone Co.

* * *

GRAND UNION TV

Opening Gets Coverage

PORTABLE TV units will be set up to provide New York audiences with one of the first telecasts of a supermarket opening when a new Grand Union store opens its doors in East Paterson, N. J., Wednesday.

Opening day will be taken over by WNBT (TV) as part of the station's "Operation Chain Lightning," a mutual promotion plan between WNBT and some 1,000 retail outlets in the Manhattan area. WNBT will program three remotes from East Paterson at 11-11:30 a.m., 1-2 p.m., and from 6:30-6:45 p.m., to be conducted by Herb Sheldon, Morey Amsterdam, Josephine McCarthy and Jinx Falkenberg.

WJZ-TV New York, flag station of ABC-TV network, will telecast from the market site Friday, both indoors and out, with such performers as Tiny Ruffner, Karen Sage, The Fitzgeralds, and Dione Lucas.

On hand from time to time throughout the rest of the week-long celebration will be Jack Sterling, ringmaster of Sealtest's *Big Top*, seen on CBS-TV, and Eloise MacElhone, Barbara Welles, Bobby Benson and Eddie Dunn and his Grand Union Caravan.

JULY CONVENTIONS

To Be Shown In Denver

KLZ-AM-FM and KOA-AM-FM Denver jointly announced last week that complete coverage by closed circuit television of the Republican and Democratic conventions in Chicago in July will be brought to Denver.

Hugh B. Terry, vice president-general manager of KLZ, and Charles B. Bevis Jr., KOA general manager, said that the public will be able to watch nominations on video sets in Denver's Shirley Savoy Hotel.

KECA-TV Vote

CIO'S NABET won 3-2 over AFL's IATSE the right to represent make-up department employes of KECA-TV Los Angeles after IATSE last Monday withdrew charges against ABC management of discriminatory interference in an election ordered last month by NLRB.

POLITICAL DEBATE

Aired on ABC-TV, NBC Radio

ABC-TV network, announcing last week its 8-9 p.m. EDT coverage of speeches by Presidential candidates before the national convention of the League of Women Voters in Cincinnati Thursday, said the telecast will be sponsored as a public service by P. Lorillard Co. for Old Gold cigarettes.

Time spot is currently occupied by *Stop the Music* with last half hour sponsored by Lorillard, which will back same segment of *Chance of a Lifetime*, to be seen from 8-9 p.m. starting May 8 [B•T, April 14].

Unsponsored radio coverage of the event will be carried by NBC network which cooperated with *Life* magazine and the League of Women Voters to set up pre-convention forums at which questions for the candidates were prepared.

The Thursday meeting, described as a counterpart of the Lincoln-Douglas debates in which opposing candidates met to present their views to a single audience, will present Sen. Estes Kefauver (D-Tenn.), Harold Stassen, Gov. Earl Warren and, speaking for Gen. Eisenhower, Paul Hoffman. Invitations have also been issued to Sens. Robert Taft (R-Ohio) and Richard Russell (D-Ga.).

FILM FIRE AT JWT

Extent of Loss Unknown

A LARGE quantity of film used for television commercials was destroyed and some photographic equipment damaged last Tuesday when fire broke out in a film-storage booth in the tenth-floor offices of J. Walter Thompson Co., 420 Lexington Ave., New York.

No estimate had been made late last week of the loss incurred in the blaze, which started at approximately 10:30 a.m., forcing nearly 100 employes out of the offices. Unusual density of smoke required an extra call for emergency gas masks.

WBKB (TV) Offers Time

THE FIVE Chicago-area colleges which are airing educational programs on WBIK (FM) have been offered free time by WBKB (TV) to outline their educational objectives for their own video outlet. WBKB, which is affiliated with WBIK, has set aside a quarter-hour each weekday afternoon for representatives of the U. of Illinois, Lake Forest College, Illinois Institute of Technology, Roosevelt College and Loyola U. to discuss the needs of educational television, what viewers would like to watch and what the schools plan for TV.

Houston Telethon

SIMULCAST by Houston KPRC and KPRC-TV for 16 hours April 19-20 raised $120,000 plus or 90 cents per TV set in the area during a telethon drive for cerebral palsy treatment funds.

EDUCATION ON COMMERCIAL TV

Dunham Data Refutes Educators' Claim

ARE commercial telecasters—networks and independent operators—cooperating adequately with educational institutions by contributing their time and facilities to noncommercial fare in the public interest?

And are educators doing all they can to promote their own cause on commercial television outlets on the scale they approached this task in radio?

Franklin P. Dunham, radio-TV director for the U. S. Office of Education, has mixed opinions on these two questions. To throw some light on the subject, Dr. Dunham came armed with a fist full of statistics to the 22d annual Institute for Education by Radio-Television at Columbus, Ohio, where the accent was on educational TV reservations (see separate story).

Dr. Dunham feels commercial radio-TV broadcasters are making important contributions but urged educators to take the initiative in their own communities as they have in connection with radio on which some 78 programs are aired each week by the networks.

"If we move this thinking into television which we are about to do . . . we will probably be able to present an equal number of educational television programs," he told IERT delegates. But what of possible overlap between prospective non-commercial educational stations and commercial broadcasters in the area of obligation?

"Those who will venture to own and operate their own station . . . will find ready cooperation from people who have pioneered in commercial television and soon types of programs which are better fitted to university and school production will find themselves the responsibility of education's own stations," he asserted.

Dr. Dunham observed a conviction held by some educators that "television is not following the example of radio" in offering time to institutions. Ingenuity and enticing fare is the answer, he said.

Dr. Dunham recalled that years ago he and Dr. I. Keith Tyler, institute director, agreed that "an educational program was one that was put on for the *purpose* of education regardless of whether it succeeded in that purpose or not." But now, he noted, FCC "deliberately and arbitrarily has judged the program on the strict criteria of its source."

Today well over half of commercial stations are in the field.

Here is a breakdown of educational programs presented by commercial TV stations as compiled by Dr. Dunham:

WBZ-TV Boston—*The Living Wonders*, from the Museum of Science.

WPIX (TV) New York—*Operation Blackboard*, planned by Ed Stasheff, TV director of New York City Schools.

WCAU-TV, WFIL-TV, WPTZ (TV) Philadelphia—At least 16 TV programs during any single week in cooperation with Board of Education. Mentioned were WFIL-TV's *College of the Air* and Dr. Roy Marshall's *Nature of Things* on NBC-TV.

WMAR (TV), WAAM (TV), WBAL-TV Baltimore—Numerous educational shows. Home of the famous *Johns Hopkins Science Review* on DuMont TV Network.

WMAL-TV, WNBW (TV) Washington—Science and music fare. Georgetown, Catholic, George Washington, American and Howard universities and public schools, as well as Arlington, Va., schools utilizing TV.

WDTV (TV) Pittsburgh—". . . Although crowded with the offerings of four networks, has had time to develop educational programs with U. of Pittsburgh, Carnegie Tech and Duquesne U."

WAGA-TV, WSB-TV, WLTV (TV), Atlanta, Ga., and WDSU-TV New Orleans—Have begun experimental series with local universities and school system.

WTVJ (TV) Miami—Many series of programs already produced by U. of Miami—public discussion, drama and science.

KPRC-TV Houston, KRLD-TV, WFAA-TV, WBAP-TV Dallas-Ft. Worth; KEYL (TV), WOAI-TV San Antonio—Programs originated at Radio House on U. of Texas' campus and produced on individual stations.

WKY-TV Oklahoma City and KOTV (TV) Tulsa—Cooperating with universities on experimental TV shows.

KOB-TV Albuquerque, N. M. and KPHO-TV Phoenix, Ariz.—Both carrying educational shows.

All seven Los Angeles stations—U. of Southern California, U. of California (L. A.) and Loyola U. produce shows.

KGO-TV, KPIX (TV), KRON-TV San Francisco—Voluntarily provide time.

KING-TV Seattle—". . . Has carried some of the most exciting experiments in children's programs"—*Telaventures for Children.*

KDYL-TV, KSL-TV Salt Lake City—Done programs with U. of Utah.

WOW-TV, KMTV (TV) Omaha—Cooperated with Creighton U. WOW-TV ". . . one of the pioneers in educational television." U. of Omaha gives credit for courses over WMTV.

WOI-TV Ames, Iowa—". . . One of the most notable of all centers in the country." A commercial TV outlet of Iowa State College served by all four networks.

KSTP-TV, WTCN-TV Minneapolis-St. Paul—A janitor's strike a year ago started the ball rolling here educationwise.

WTMJ-TV Milwaukee and WBKB (TV), WENR-TV, WGN-TV, WNBQ (TV) Chicago—Programs successful here "despite fact that "demands on the time of the stations in these cities have been overpoweringly great."

KSD-TV St. Louis—Carries many programs with public school system and cooperates with other institutions on feature programs.

WCPO-TV, WKRC-TV, WLWT (TV) Cincinnati—Shows put on by U. of Cincinnati and Xavier U. Also tested effectiveness of shows in project with WLWT.

WEWS (TV) Cleveland—Western Reserve U. produces four regular college courses for credit.

WWJ-TV, WJBK-TV, WXYZ-TV Detroit—Successful telecourses with Wayne U., U. of Detroit, U. of Michigan and public schools. WWJ-TV and U. of Michigan cited particularly.

WBEN-TV Buffalo—Early experimenter with programs, under aegis of Mount St. Joseph's Teacher's College and U. of Buffalo, with former center of TV training as well.

WHAM-TV Rochester—Pioneer in programming from start with cooperation of U. of Rochester and Eastman School of Music.

WSYR-TV, WHEN (TV) Syracuse—Former operates downtown and U. of Syracuse studios; later produces programs for School of Forestry. Both have experimented in drama, art, news and music.

Among the "outstanding" network programs cited by Dr. Dunham are ABC-TV's *Town Meeting of the Air*, NBC-TV's *Inside Our Schools* (with *Time* magazine) and the opera, *Amahl and the Night Visitors;* CBS-TV's *See it Now* with Ed Murrow, *Mr. I. Magination* and New York Philharmonic Orchestra; and DuMont TV Network's *Keep Posted* and *Life is Worth Living* with Bishop Fulton J. Sheen.

HILL CAMERAMAN

Proposed by Sen. Hayden

WHAT do Senators think of television as a medium through which they can express themselves?

The answer came during debate on an appropriations bill April 17. Sen. Carl Hayden (R-Ariz.) proposed the voting of a $3,600 salary for a newly-created TV cameraman post in the Joint Congressional Recording Facility, U. S. Capitol. This is the studio which records (or films) reports by congressmen for home station consumption.

Sen. Hayden's request was included in the Third Supplemental Appropriation without objection.

COLLEGE FOOTBALL

TV Threat Is Cited

TELEVISION represents "a $10 million threat" to college football, according to Robert A. Hall, Yale, chairman of the National Collegiate Athletic Assn.'s special TV committee.

Speaking on a WTIC Hartford program, *Yale Interprets the News*, Mr. Hall argued that colleges should share receipts of televised football, otherwise a financial premium on winning teams will be created and it will kill amateur football.

Washington Watches | *Women's Shows*

"INGA'S FIGURE FORMULA"
9:45 - 10 a.m.
Monday through Friday

Inga puts an attractive model—and her viewers—through their exercise paces every morning. And the women watch it—witnessed by an 8.0 cumulative rating (ARB, March, 1952).
SPOT PARTICIPATIONS—$65.00



Watch Washington

Retail sales in Washington are climbing . . . climbing . . . Sales Management Magazine has designated the city as a "preferred" one every month this year. Television set ownership is climbing too . . . 354,129 as of April 1.

wnbw Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

NOW YOU'RE COOKING WITH

WHEN TELEVISION

when you use the station that sells the housewives of Central New York through

Kay's Kitchen



Thousands of homemakers are benefiting by the knowledge and experience of Kay Larson, herself a housewife and mother. She is hostess of this popular participating kitchen show, televised each weekday morning from 10 to 10:15 right before Arthur Godfrey. In her modern, fully equipped electrical kitchen, she demonstrates the latest kitchen gadgets, gives food hints, prepares and demonstrates recipes.

LET KAY'S KITCHEN GO TO WORK FOR YOU

On Central New York's Most Looked at Television Station

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

film report

Production . . .

National Repertory Theatre Inc., Hollywood, has been formed with headquarters at Motion Picture Center for production of half-hour TV film series. Cooperating with the Arthur Kennedy Theatre Workshop, officers in the new set-up include **Tony Owen,** president; **Donald Hyde, Jay Hyde** and **Arthur Kennedy,** vice-presidents; **William Kozlenko,** secretary-treasurer.

Already completed are *The Victim,* co-starring **Edward Arnold,** written by Mr. Kozlenko, and directed by **Robert Florey**; *This Is Villa,* co-starring **Akim Tamiroff,** film actor, written by **Josephine Niggli,** and directed by **Ray Enright.**

Group will share profits on participation basis. Rotating directors will be chosen from pool of interested motion picture directors including **King Vidor, Tay Garnett, David Miller, Ray Enright** and **Robert Florey.**

Interstate Television Corp., Hollywood, subsidiary of Monogram, will finance production and distribute completed series.

* * *

Jerry Fairbanks Productions, Hollywood, is to produce a half-hour TV film, *The Greatest Mother,* for Family Theatre which will be offered to all stations without charge for Mother's Day telecasts. Making her TV debut **Loretta Young,** film star, will enact leading role. **Gene Lockhart,** stage and film actor, will be featured as will a 32-voice choir. **Arthur Pierson,** will direct with Father Patrick Peyton, CSC, founder of group, producing. **Fred Niblo, Jr.,** has completed script.

* * *

Edward Lewis Productions, Hollywood, is starting a 26 half-hour TV adventure film series, *The Affairs of China Smith,* packaged by **Tableau Television Ltd.,** Beverly Hills. **Dan Duryea,** stage and film star, will enact leading role with **Edgar Barrier,** film actor, featured. Series, dealing with intrigue in Far East, will be distributed by **Prockter Syndication International** and already is sold in 23 markets. **Arthur Person** will direct from scripts by **Robert C. Dennis.**

* * *

Leon Fromkess and **Harry S. Rothschild** of **Arrow Productions** announce the completion of set lead for their TV series, *Ramar of the Jungle,* which stars **Jon Hall,** with the signing of **M'Liss McClure, Ray Montgomery** and **James Fairfax.** Series rolls May 15. **Rudy Flothow** produces and **Lew Landers** directs.

* * *

Casting of the first three *Craig Kennedy Criminologist* TV film shows in the second series has been completed, producer-director **Adrian Weiss** has announced. A total of 13 shows will be filmed. Shooting started last week at KTTV (TV) Los Angeles studios. Heading the cast is **Donald Woods** in the title role.

* * *

The Thrill of Your Life series of 13 half-hour shows produced by **Thrills Unlimited** is now ready for distribution by **Louis Weiss & Co.,** Los Angeles.

* * *

Clete Roberts, commentator of KLAC-TV Hollywood's *World Report,* has gone to Japan, Korea and Hong Kong for three months of reporting on the Korean situation. Series of 260 quarter-hour films will be distributed nationally by **United Artists Television.**

* * *

Television Screen Productions Inc., New York, has announced completion of 39 episodes of five-minute animated film series for children, **Jim and Judy in Tele-land.** Series is offered for sponsorship on two- or three-times-a-week basis, with 52-week program contracts accepted on twice-a-week schedules.

* * *

Roy Rogers Productions is shooting four new half-hour films for NBC-TV series, titled *Phantom Wrestlers, Bad Man's Brother, Death Medicine* and *Violence in Paradise,* on location at Walker's Ranch, Newhall, Calif. **Bob Walker** directs with **Jack Lacey** producing.

* * *

Transfilm Inc. is to start production Tuesday of the second program of its series with **Burgess Meredith** in Edgar Allen Poe's "The Tell-Tale Heart." Series is supervised by **Joel Hammil,** formerly in charge of NBC program development, and "Tell-Tale Heart" will be directed by **Alex Hammid,** co-director of Gian Carlo Menotti's film, "The Medium." First program in series features **Basil Rathbone** reading Robert Louis Stevenson's "Le Sieur DeMaletroit's Door."

* * *

Werner Janssen, composer-conductor, has formed **Werner Janssen Productions,** Hollywood, headquartered at California Studios, to produce series of 100 three-minute color films for TV and theatrical release. Based on combination of classical music selections and their visual dramatizations, programs will feature Mr. Janssen and 70-piece Janssen Symphony Orchestra of Los Angeles. **Jean Bonacorsi** and **Carl Palanzi,** (singers) San Francisco Symphony Orchestra, have signed for the first 10 films. **Sobey Martin,** director Grant-Real Productions, *Your Show Time* (series produced for American Tobacco Co.), and **Stanley Neal,** industrial film producer, will serve in their respective capacities.

* * *

Bing Crosby Enterprises, Culver City, is finalizing plans for a new half-hour TV film series, as yet untitled, based on short stories of **Louis Bromfield,** 1929 Pulitizer Prize winner. **Richard Llewelyn,** author of *How Green Was My Valley,* is adapting script for pilot film, *Up Ferguson's Way,* and Mr. Bromfield will narrate from his farm in Ohio. **Bernard Girard,** currently producer-director company's *Rebound* series, will serve in similar capacity.

* * *

Official Films will distribute two new half-hour TV film series, *Secret File U. S. A.* and *Rocky Jones, Space Ranger.* Former, featuring **Robert Alda,** stage star, is based on OSS files and will be

(Continued on page 78)

JACL PROTESTS

Says Japanese 'Typed' on TV

LETTERS are to be mailed to the FCC, NARTB and radio and television broadcasters by the Japanese American Citizens League, Chicago, protesting discrimination and "inequities" in television programming to American citizens of Japanese descent.

Specifics of the protest involve telecasting of old films, particularly those dated in the World War II period, depicting Japanese and Japanese-Americans as "vicious and traitorous," according to League President Dr. Randolph Sakada. The group is asking also that FCC intervene "as far as possible" with Japanese wrestlers on TV, who encourage the stereotype of a Japanese which prejudices viewers, the president said. Movies he cited included "Let's Get Tough," "Little Tokyo U. S. A." and "Betrayal From the East."

Although the league is concerned primarily with TV at this time, it has a committee which studies all entertainment and allied fields for discrimination, he said. He described telecasts of the kinds cited as "injurious to the concept of fair play, an impediment to understanding and tolerance, and capable of fomenting prejudice which can be easily translated into action."

TV Station experience pays off for advertisers

television film productions

COMMERCIALS AND NEWS COVERAGE

611 S. WHEATLAND AVE. COLUMBUS 4, OHIO

"HEART OF THE TEST MARKET"

RICHARD ROBBINS—PRODUCER-DIR.

UNDER REVIEW

'Objectional' Shows Listed

TWO shows, *The Continental* and *Stork Club*, were attacked in the National Television Review Board's March report on network programs. This Chicago organization found them objectionable for the family and noted *Continental* is being taken seriously by some elderly women.

Another program, *Juvenile Jury*, placed low on the list as "frivolous regarding family authority and customs . . . why doesn't somebody spank the moderator." In the "variable" category was wrestling and Milton Berle's *Texaco Star Theatre*. Wrestling shows depict "false values . . . excite savage instincts . . . create unstable emotions," while Mr. Berle's program, although improved, needs "more imagination to eliminate off-color situations and portrayals of perverted individuals," the board concluded.

LAAW TROPHIES

Presented to Ad Women

HELEN MURRAY HALL, advertising and promotion manager of NBC Western Division, received the Los Angeles Advertising Women Inc. "Lulu" award for "best research project" at the group's sixth annual Frances Holmes Achievements Awards presentation at Los Angeles April 20.

Others receiving trophies were were Doria Balli of TV Ads Inc., for best TV commercial spot campaign (Metropolitan Savings & Loan Assn.), and Betty Mears of Betty Mears Teleshows, for Max Factor & Co. campaign; Jeanne Gray, KNXT (TV) Los Angeles, best sponsored TV program series, with Monty Margetts, KNBH (TV) Los Angeles, second place.

Mary Lou Gordon, public relations director of Orthopedic Hospital, Los Angeles, received an award as "outstanding woman in advertising in 11 western states and Canada." She also received a "Lulu" for the best public relations campaign.

Miss Holmes, in whose honor awards are made annually, was given a perpetuating trophy. Helen Edwards, LAAW president, opened the meeting, with Norman Jean Wright, awards coordinator, presiding. Barbara Stanwyck, film actress, made presentations.

WBEN-TV Tower

NEW triangular tower to be erected for WBEN-TV Buffalo by Ideco Division of Dresser-Stacey Co., Columbus, Ohio, is 1000-feet high, not 100 feet as incorrectly listed in the March 31 BROADCASTING • TELECASTING. Ideco displayed a section of its "Tall Tower" at the NARTB Chicago convention.

FORD FOUNDATION

Income Above Expenditures

FORD FOUNDATION'S income outstripped its grants and expenditures by $8,135,504 in 1951 and the fund's balance at the end of the year stood at $502,587,957, according to the annual financial statement released last Friday.

Income consisted of $30,909,798 in dividends, $1,012,749 in interest, and $39,243 from "other" sources, for a total of $31,961,790. Grants approved during the year totaled $22,286,214, while expenditures for furniture, equipment, leasehold improvements, and general operations amounted to $1,540,072 for a total of $23,826,286 in grants and expenditures. This $8,135,504 excess of income over grants and expenditures, coupled with $1,774,198 derived through the sale of certain real estate and personal property, left the fund balance at the end of 1951 $9,909,702 ahead of the $492,-678,255 balance at the end of 1950.

Grants approved during the year included $1.2 million to the Fund for Adult Education for establishment of the TV-Radio Workshop, plus $3.6 million to the Fund for other adult education projects; $50,-000 to the Advertising Council for a restatement of the principles of American Society"; $150,000 to the National Committee for a Free Europe Inc. "to support humanitarian activities in Germany," and $35,000 to World Wide Broadcasting Foundation Inc. "to support shortwave international broadcasts."

CBS-TV CLINIC

Agenda Taking Shape

GLENN MARSHALL Jr., general manager of WMBR-TV Jacksonville, Fla., will discuss TV station operation at CBS-TV's clinic in New York May 1-2 [B•T, April 21], network officials announced last week.

Mr. Marshall also will take part in a panel of station managers, CBS-TV executives, and other industry leaders who will answer questions from the 500 or more representatives of CBS Radio and CBS-TV affiliates expected to attend the sessions. Other panel members, it was announced, will include George B. Storer, president, Fort Industry Co.; D. Lennox Murdoch, manager, KSL-TV Salt Lake City, and Clyde W. Rembert, general manager, KRLD-TV Dallas.

NAM TV Shorts

AFTER 79 weeks, National Assn. of Manufacturers weekly TV short series, *Industry on Parade*, has been pronounced a success, according to an article in *Business Week* magazine's April 19 issue. The "non-propaganda" 13-minute series of two to four minute shorts depicts American industry in newsreel style and is offered free to TV stations by NAM, which says 55 stations have accepted the series.



Film Report

(Continued from page 76)

filmed both in New York and Hollywood. Producer-director **Arthur Dreifuss** will use semi-documentary technique with **Frank Gallop** narrating.

Tying in with this *Rocky Jones, Space Ranger* is Space Ranger Enterprises, headed by **Jack Danov**, with 25 licensees contracted for delivery of various articles of wearing apparel. Mr. Danov will be in New York for Boys' Apparel Show, May 4, for screenings of films and display of merchandise.

* * *

Herman Hack, announces that **Scripture Films**, which he heads, is now releasing a series of three *Frontier Parson* films for television. Films are titled "Humble Heart", "Reads the Bible" and "God's Animals"; they are available in either black and white or color. Mr. Hack, who is producer and stars in the series, asserts that each story has been selected so that there are no scenes which might tend to shock children. Films have 26-minute running time.

* * *

Sales . . .

Four-market sponsorships of *Double Play With Durocher and Day*, film program distributed by **United Television Productions**, were scheduled by **Aaron Beckwith**, UTP sales director, who announced that **Harts' Sales Corp.**, manufacturers of auto polish, had added Dallas and Houston to their earlier contracts for Phoenix and San Antonio. Deal brings total markets for the series to 20, Mr. Beckwith said, with negotiations also under way for sales in New York and Chicago. Same program was bought by **McCann-Erickson** for **Fehr Brewing Co.**, Indianapolis, to start May 1 on WFBM, same city.

* * *

Peerless Television Productions, New York, added three stations last week to those carrying its group of 26 feature films, bringing to 16 the total of markets now served. New subscribers include WDTV (TV) Pittsburgh, WFAA-TV Dallas, and WMAR-TV Baltimore.

* * *

CBS-TV's new film series, *Files of Jeffrey Jones*, has been bought by **Felber Biscuit Co.**, Columbus, Ohio, through **Harry M. Miller Inc.**, that city, for distribution in two markets: WLWC (TV) Columbus, effective immediately, and WHAS-TV Louisville, beginning May 1. Series also has been sold to **Household Finance Corp.**, Chicago, through **Needham, Louis & Brorby**, same city, for placement on WBKB (TV) Chicago, time and date to be announced later, bringing total sales to six.

* * *

Alexander Film Co., Colorado Springs, announces the recent TV commercial productions for the following organizations:

Adolph Coors Co., Golden, Col., one 20-second film through **MacGruder-Bakewell-Kostka Inc.**, featuring **Coors Beer. Frigidaire Division**, General Motors Corp., Dayton, Ohio, eight 20-second, eight 26-second, eight 60-second, and eight 90-second films through **Foote, Cone & Belding. The Gruen Watch Co.**, Cincinnati, two 60-second films through **McCann-Erickson Inc. Continental Airlines**, two 60-second and one 20-second films through **Galen E. Broyles Co.**, Denver. **The Borden Company**, Houston, Tex., three 20-second films through **Tracy-Locke Co. James Manufacturing Co.**, Independence, Kan., two 26-second, two 46-second, and one 13-second films through **Galen E. Broyles Co. Coron, Inc.**, Danville, Ill., one 60-second film. **Merchant's Biscuit Co.**, Omaha, Neb., four 20-second and one 10-second films through **Allen & Reynolds. C. J. Hug Co.**, one 20-second film featuring Imperial Clocks.

TELENEWS EXPANSION

Set at L. A., Chicago

TELENEWS Productions Inc., New York, last week announced expansion of its Los Angeles and Chicago bureaus "to meet the growing demands of . . . TV newsreel operations."

Telenews General Manager Charles Burris said increase in TV newsreel activity has placed "a heavier load on all Telenews-INS bureaus around the world."

Staff camermen Fred Dieterich anl Bob Hess of the New York offices have been transferred to West Coast and middlewest bureaus, respectively, in line with the expansion policy.

'Passing Interest'

FCC CHAIRMAN Paul A. Walker received minute-long standing ovations before and after his luncheon address to National Assn. of Educational Broadcasters in Columbus April 18. He also drew a chuckle from IERT audience when he cited a $9 million bequest willed to Ohio State U. by an alumnus. "I will not identify this educational institution," he said, "beyond noting it is a leading state university which has expressed more than a passing interest in noncommercial educational television — and that it is located in the capital city of an up-and-coming mid-western state." OSU's "more than passing interest" was, of course, in a VHF channel on which it was rejected.

UTP ELECTIONS

Blink, King Re-Named

MILTON M. BLINK, executive director of United Television Programs, has been named executive vice president.

Gerald King was re-elected president of the film distributing company and will continue to head the Hollywood offices. Mr. Blink is in charge of Chicago headquarters, while the New York offices are managed by Aaron Beckwith, director of sales.

UTP was founded in January 1951 by Messrs. King and Blink, president and vice president, respectively, of Standard Radio Transcriptions, parent organization for UTP. The subsidiary distributing company handles film programs exclusively for Bing Crosby Enterprises, Marion Parsonnet Studios, Walter Schwimmer Productions, Gross-Krasne and Kling-United Studios.

Rorabaugh Adds Six

SIX more advertising agencies have begun reporting their monthly spot radio schedules to the Rorabaugh Report on Spot Radio Advertising, the research firm announced last week. Agencies are: Bo Bernstein & Co., Providence; Farquhar & Co., Utica, N. Y.; Gregory & House, Cleveland; Henderson Adv. Agency, Greenville, S. C.; Moser & Cotins, Utica, and Stockton - West - Burkhart, Cincinnati.

THEATRE TV

Johnston Gives Views

PROSPECTIVE "marriage" of television and movies promises the birth of "a new and prosperous age for the motion picture industry," Eric A. Johnston, president of the Motion Picture Assn. of America, predicted April 15 at a Los Angeles Chamber of Commerce banquet celebrating the 50th anniversary of the first American motion picture theatre.

Scoffing at opinions that home television and movies "can thrive only at the expense of each other," Mr. Johnston declared that large audience theatre television "opens a broad new avenue of opportunity for the motion picture industry."

Terming large audience television a "sleeping giant" today, he predicted it is destined to be a major factor in the operation of every motion picture theatre tomorrow. Enlarging on his prediction, Mr. Johnston explained that his industry has asked FCC to allot frequencies for operation of theatre television. Hearing on the petition begins in the fall.

If the frequencies are allotted, Mr. Johnston said, "far-sighted men in our industry see in this marriage of motion pictures and electronics the birth of a new era in the world of entertainment."

HILL TELECASTS

Favored in Veteran Survey

OVERWHELMING vote among the membership of the American Veterans of World War II favors telecasting sessions of Congress on either a selective or general basis.

According to a poll taken of AMVETS members, 79% balloted for telecasting of Congress and committee meetings when necessary. Only 15% voted against the proposal and 6% had no opinion. Majority of those in favor said they wanted to be sure Uncle Sam would not have to foot the bill for congressional TV.

Results were noted April 21 in the *Congressional Record* by Rep. Jacob K. Javits (R-N.Y.).

XHTV (TV) to CBS-TV

CBS Television last week announced signing of XHTV (TV) Mexico City as its 63d network affiliate. Owned by Television de Mexico, S. A. with Romulo O'Farril Jr. as president and Monte Kleban as general manager, XHTV operates on Channel 4. Service will be by television recording.

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.
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CONTEMPT TRIAL
Is Set for D. C. May 20

TRIAL date has been set for May 20 in the Senate contempt case of Clevelanders Morris Kleinman and Louis Rothkopf, it was learned last week. The trial will be held in District Court, Washington, D. C.

The men are alleged king-pins in the gambling world who refused to testify at the Kefauver Crime Committee hearing last year. They cited sound recording and newsreel cameras, and TV cameras as well, in their refusal.

Messrs. Rothkopf and Kleinman were indicted by a Washington grand jury last month [B•T, March 17]. They are expected to bring up the media question in their defense argument.

If the judge, as yet unassigned to the case, should rule on the media aspect, Assistant U. S. Attorney William Hitz, who is handling the case for the government, feels it may be a "complete test" of radio and newsreel presence at Congressional investigating committee hearings. At the same time, it should serve as a "partial" test for TV.

The Kefauver committee was a Senate unit. As such, it had no relationship to the House where an overall ban has been placed on radio-TV coverage of committee hearings.

However, any ruling which touches on the right of broadcast media to be present during an investigating committee's hearing may be cited as a precedent and probably would affect all Congressional procedure.

$30 UHF Adapter

UHF adapter for less than $30 which the set owner can install was announced last week by Harvey L. Pokrass, president of Tele King Corp., who said the device will be in mass production by fall. Shaped like a midget radio, the adapter can be plugged in and the antenna connected to the antenna terminals and the receiver to the receiver terminals. It will receive all UHF channels, he said.

U.S. SHOWS GO SOUTH OF BORDER
New Sub-Title Process to Aid Mexican TV

MEXICAN audiences promise to be a new source of income to help reduce high programming costs of U.S. commercial TV shows with the development of an inexpensive method of super-imposing Spanish sub-titles on English language video shows.

After six months of experiments and negotiations, a mechanical method has been developed which is said to cost less than 10% of usual film sub-titling process and contracts with U.S. networks have been drawn by Romulo O'Farril Jr., operator of XHTV (TV) Mexico City and XELD-TV Matamoros, according to Monte Kleban, head of the O'Farril international interests, who helped Mr. O'Farril in developing the new process.

Mr. Kleban said the program to be used will advertise products sold both north and south of the border. Since 70% of U.S. network TV users sell products in Latin American markets, they are expected to open up a huge potential field for sponsors.

Foreign branches of U.S. manufacturers who have ordered these programs for broadcast in Mexico represent drug, automotive, accessory and appliance accounts and practically every category of advertiser, according to Mr. Kleban.

Mr. O'Farril Jr., who with his father holds 18 licenses for stations in Mexico, predicted an eventual network in Mexico which will receive U.S. TV programs and transpose them at one central point. He added, "There is no reason why we should not be feeding these programs throughout Central and South America." He said he believed "many programs which we originate here will be of interest to U.S. audiences."

Mr. Kleban said branches of U.S. advertising agencies who have seen the shows in Mexico City demonstrations endorse the use of the transposition programming and feel it not only will supplement present U.S. shows financially, but will co-ordinate advertising on an international plane.

AIR CONDITIONING
TV Thaw Should Aid Sales

TV THAW is expected to re-open a broad field where air conditioning is a must, according to Lawrence K. Macrow, director of application engineering for Carrier Corp., Syracuse, N. Y.

An overriding problem in video studios is heat, Mr. Macrow explained. Carrier Corp., he added, has made a special study of TV studio problems and has distributed information to its sales offices so that dealers could provide expert assistance.

PRESSURE GROUPS
Working on TV—Rice

TELEVISION, "probably the most important medium for dissemination of ideas, theories and information," is being weakened by pressure groups acting as censors and by the industry itself with its TV code. This was charged by playwright Elmer Rice in a Chicago address April 15 to representatives of agencies, stations, networks and packaging firms.

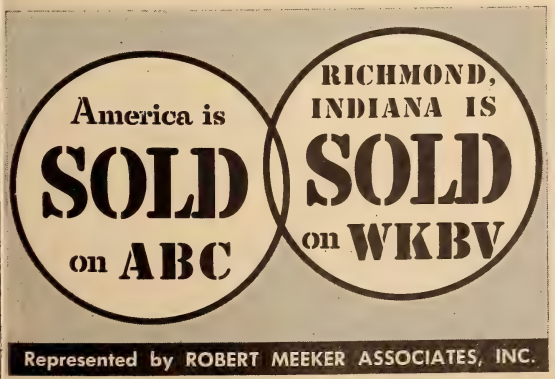
He said the argument that voluntary regulation is needed to avoid government regulation is "nonsensical." There are no such restrictions on content imposed by newspapers and magazines, he said, referring to the success of certain pressure groups in controlling program content and performers indirectly by boycott. He asked "what would happen to the free press if paper printed nothing that was offensive to anyone? If everything in them was suited, . . . to children?"

PRICE PROTECTION
Given by DuMont, Emerson

PRICE protection policies, insuring dealers and distributors against depreciation in value of their radio-TV set inventories, have been announced by Allen B. DuMont Labs and Emerson Radio and Phonograph Corp. The policies cover varying periods for each firm.

Distributors are guaranteed for a 12-week period—from April 21 through July 13—by DuMont's receiver sales division, Walter L. Stickel, national sales manager, announced. Guarantee insures them against any reductions which may be made by DuMont in prices below the published price schedule. Distributors will receive a merchandise credit equal to the excess they paid over reduced prices if they also extend the same figure to dealers.

Under a similar policy, announced by Benjamin Abrams, Emerson president, distributors are authorized to give dealers a guarantee against depreciation of Emerson inventories from now until Oct. 1.



STANDARD Believes in ADVERTISING and Advertisers Believe in STANDARD



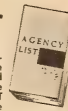
The Register Contains
- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

WHEN time counts — and you want to know the brand name of a product — what company makes it — the names of the officers (especially the Advertising Manager, the Advertising Agency) — where they advertise and how much they spend — you'll realize why the STANDARD ADVERTISING REGISTER belongs on *your* desk.

Better get the facts. Just drop us a line on your company letterhead and we'll do the rest.

THE AGENCY LIST

Standard source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.



Free Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.



NATIONAL REGISTER PUBLISHING CO., INC.
130 West 42nd Street, New York 36, N. Y. — 333 N. Michigan Avenue, Chicago 1, Illinois

PROOF✓ POSITIVE

THAT K-NUZ BRINGS RESULTS

Kronberger Jewelers Speaks Out for K-NUZ Pulling Power . . .

Here is a letter K-NUZ received from F. G. Kronberger, owner of F. G. Kronberger Jewelry Store:

Gentlemen:

It is only now that I get around to commenting on the service which your station rendered recently during my sale.

I am very pleased with the way your station pulled in the customers. Since I had never before used radio as a means of advertising, I was a little apprehensive. But as it turned out, that was the most productive advertising money I ever spent.

If, in the future, I should reenter the retail field again, radio would be the first thought in my mind for advertising purposes.

Thanks for a job well done!

Yours sincerely,
F. G. Kronberger

TIME BUYERS' INFORMATION

Kronberger used four 50 - word announcements daily, Monday through Saturday.

Available: "DINNER DATE" with Paul Berlin 5:30 to 5:45 PM—Monday through Friday

3.1 HOOPER TIED FOR NO. 1 IN MARKET

Call FORJOE, National Representative or DAVE MORRIS, General Manager at KEystone 2581 TWX-HO 414

K-NUZ

HOUSTON'S LEADING INDEPENDENT

Our Respects to

(Continued from page 50)

a local institution as its AM operation.

During his six years in Charleston, Mr. Gelder's civic activities have put him on the board of directors of the Red Cross, the Charleston Symphony Orchestra, Community Theatre, Community Chest and Family Service.

Two years ago he was campaign chairman for the Community Chest. His enthusiasm plus his every possible use of radio publicity, put the campaign over its goal there for the first time in local history.

He currently is president of the West Virginia State Broadcasters Assn., a member of the Charleston Rotary Club and the public affairs committee of the Chamber of Commerce and is chairman of the communications division, of the West Virginia Civil Defense Organization.

Mr. Gelder was born Jan. 9, 1919, attended grade school in Grand Rapids, Mich., junior and senior high school in Marion, Ind., and got his university training at Ann Arbor.

In 1941, Mr. Gelder married the former Elizabeth Stairs of Beckley, W. Va. They have two children, Carolyn, 7, and Tommy, 3. Whenever there are a few hours away from station and civic activities, his family, golfing and fishing take over.

In golf, his technical ability has not quite overtaken his buoyant enthusiasm with the result that his scores are erratic.

In fishing, friends say he is much more consistent—he seldom catches anything.

At WCHS, staff members believe Mr. Gelder is "perhaps" the only radio station vice president in the United States with a trotting horse named for him.

Lewis C. Tierney, president of Tierney Co., licensee of WCHS, owns a horse breeding farm. He needed a name for a colt which was to be entered in the Futurities. He came up with the name—"Jack Gelder."

Friends say if the colt moves as fast in the trotting races as Mr. Gelder has in the radio industry, put your money on him.

Ayers Forms Firm

JAMES S. AYERS, general manager of WAKE Greenville, S. C., announced last week that he will open a representation firm to serve southeastern radio and television stations starting June 1. The firm, James S. Ayers Co., will have headquarters at 77 W. Paces Ferry Rd., Atlanta, and will cover Virginia, North Carolina, Tennessee, Mississippi, Louisiana, Alabama, Georgia, Florida and South Carolina. Mr. Ayers has resigned the WAKE general managership effective May 1.

allied arts

FRANK S. BORST, vice president of A. C. Nielsen Co., to Industrial Surveys Co., Chicago, as vice president in sales and client service department.

SAM KAPLAN, vice president-controller of Zenith Radio Corp., Chicago, elected to serve also as treasurer.

STANLEY R. ANDREWS elected vice president in charge of production facilities, Standard Coil Products Co., Chicago.



Mr. Andrews

MATHEW F. BARNES appointed regional sales manager for Zenith Radio Corp., in Southwest with headquarters in Dallas, Tex.

EDWARD GENOCK, associate editor of Paramount News, named editor-in-chief of Telenews Productions.

DOUGLAS J. SULLIVAN appointed manager of employe and plant community relations for General Electric Co.'s tube department, Schenectady, N. Y.

JOHN FENSTER, spot sales staff, ABC-TV New York, to Reeves Sound Studios, that city, in sales capacity.

VICTOR ELECTRIC PRODUCTS Inc., Chicago, appoints Al Middleman, N. Y., as national sales representative.

A. H. JACKSON, assistant manager of tower department, Blaw-Knox Co., Pittsburgh, Pa., appointed manager succeeding **E. J. STAUBITZ** who has retired.



Mr. Jackson

KENNETH C. De WALT, manager, General Electric Co. Cathode Ray Tube Dept., named department's manager of engineering with headquarters in Schenectady, N. Y., succeeded by his assistant, **ROBERT E. LEE.**

PAUL SMALL and **FELIX FERRY,** Beverly Hills talent agents, have severed partnership and will resume independent firms of **PAUL SMALL ARTISTS Ltd.,** Beverly Hills, and **FERRY & PICKMAN,** Hollywood.

GEORGE G. SCOTT, formerly assistant sales manager of Federal Telephone & Radio Corp., to television transmitter division of Allen B. DuMont Labs as regional sales representative in New York state and New England territory. **CHARLES E. BELL,** TV director, WBTV (TV) Charlotte, N. C., named regional sales representative in eastern and southeastern territory. **WILLIAM C. COTHRON** joins DuMont as sales engineer with headquarters in Clifton, N. J.

JACK PURCELL, manager of Capital Airlines' news bureau, to Hill & Knowlton Inc., Washington (public relations counsel), to serve as press and radio-TV head for Aircraft Industries Assn. of America Inc.

Equipment . . .

CONRAC Inc., Glendora, Calif., announces development of new low cost utility monitor designated CA16 which can be used for general purpose monitor in TV studios. Picture presented is 9" x 12" on 16GP4 kinescope.

RADIO CITY PRODUCTS Co., N. Y., announces production of TV-AM signal generator, Model 740, which gives performance of several combined instruments and provides for alignment of front ends, I F's, horizontal and vertical linearity, picture size, picture position, focus coil and ion trap.

WORKSHOP Assoc., Needham Heights, Mass., announces manufacture of new station transmitting antenna for UHF-TV featuring use of standard structural members. Antenna is high gain model that can be stacked into several bays for greater gain and is made of aluminum assuring minimum weight.

EL-TRONIC Inc., Phila., announces production of laboratory precision oscilloscope combining flexibility and accuracy which features vertical amplifier of 5 mc bandwidth with 4 in. of vertical deflection without overload. Unit has sweep oscillator variable from 10 cycles to 150 kc.

RYTEL ELECTRONICS Mfg. Co., Inglewood, Calif., announces manufacture of cathode tube reactivator which restores most low emission TV tubes up to 80% of original brilliance and adds 50% to tube life.

Technical . . .

CARLTON BROWN, supervisor of FM transmitting operations, WDRC Hartford, Conn., named supervisor of AM operations in addition to present duties.

J. LAWRENCE MARSHALL, CBC engineering department, Montreal, promoted to acting assistant transmission and development engineer.

WDUZ

ABC NETWORK

GREEN BAY, WIS.

BUTTERNUT COFFEE (BUCHANAN - THOMAS) NEWS SIX MORNINGS A WEEK WILL SOON START SIXTH YEAR.

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

NATIONAL NIELSEN RATINGS*
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

EXTRA WEEK
March 9-15, 1952

EVENINGS, ONCE-A-WEEK
NIELSEN RATING*

Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	14.3
2	Jack Benny (CBS)	13.2
3	Amos 'n' Andy (CBS)	12.9
4	People Are Funny (CBS)	12.6
5	Arthur Godfrey's Talent Scouts (CBS)	12.1
6	Charlie McCarthy (CBS)	11.8
7	Fibber Mc Gee and Molly (NBC)	11.4
8	Suspense (CBS)	10.5
9	Bob Hawk (CBS)	10.1
10	Our Miss Brooks (CBS)	9.8

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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IERT MEMBERSHIP

Life Certificates Granted

LIFE memberships in IERT for FCC Chairman Paul A. Walker, Comr. Frieda Hennock and Judith Waller, NBC Central Div., were announced at the annual dinner banquet of the Institute for Education by Radio-Television April 19.

Chairman Walker was cited as a "long-time friend of the co-founder of the Institute (W. W. Charters)," for his stand "for highest ideals of public service," and his consistent support of education. Comr. Hennock was described as the "outstanding exponent of educational television . . . a fighter and a zealous advocate."

Miss Waller was lauded as an "outstanding citizen, broadcaster and educator"; for her dedication to "the ideals of better broadcasting" and devotion to educator, and her "wise guidance" to IERT through its 22 years. Miss Waller is director of education for NBC in Chicago.

Certificates of lifetime membership in IERT will be presented to the FCC Chairman and Commissioner in Washington, since both were not present for the dinner.

EXPANDED news coverage has been announced at WFIN Findlay, Ohio, with addition April 14 of Associated Press radio wire.

PROGRAMMING

Audience Promotion Tops IERT Meet

BUILDING and holding audiences from the viewpoint of the agency timebuyer and station manager highlighted a weekend session of the 22d annual Institute for Education by Radio-Television at Columbus April 19. Attendance reached 1,000 for the four day conference.

Morris S. Novik, public service radio consultant and former director of the Municipal Broadcasting System (WNYC New York), told members that educational and commercial independent stations "must find the neglected audience" in their community and stress specialized programming. Such operation, he said, attracts steady listeners and can operate "with the least fear of television."

In a talk prepared by Elizabeth Black, media director, Joseph Katz Co., New York, it was explained that while audience ratings are an "important tool," the character of the audience "is often a weightier factor." She compared network broadcasting to magazine circulation and spot radio to local newspapers, noting the flexibility of the spot broadcasting.

Work of U. S. government agencies and national organizations also drew discussion in the waning sessions, as did international broadcasting and organized listener groups. A number of radio-TV workshops also were held.

In addition to a speech on international broadcasting by Comr. E. M. Webster [B•T, April 21], Gilmore Nunn, president of WLAP Lexington, Ky., reviewed work of the Inter-American Assn. of Broadcasters, of which he is a member, in preserving principles of free radio. Other talks were given by Leo Lowenthal, State Dept. Office of International Broadcasting, on program evaluations overseas for the Voice of America, and by Pierre Crenesse, director, French Broadcasting System.

Robert K. Richards, NARTB public affairs director, presided over a panel on broadcasting by national organizations April 19, with stress on public service fare. Jerome Reeves, program director, WBNS (TV) Columbus, was a panelist.

Role played by agriculture in broadcasting commanded attention of delegates in separate radio-TV meetings, with Paul Visser, NBC Chicago; Richard Cech, Iowa State College; and Mal Hansen, WOW-TV Omaha, exploring various topics. Maynard Speece, U. S. Dept. of Agriculture TV specialist, represented the government.

Mr. Cech described a program series he claims as the largest single "teaching - by - television" project ever attempted by one station (WOI-TV Ames). Preliminary reports indicate an audience of 20,000 women who enrolled for certain courses. Mr. Speece reviewed USDA video developments. Television also was suggested in another panel as a means of relieving the teacher shortage.

Various educational subjects, including public relations, education through commercial radio outlets, TV techniques, and professional training, also were reviewed in the closing days of the institute.

Sunday panels touched on school broadcasting, health and adult education, religious programming, religious broadcasting and government agency activities.

Presiding at closing government panel on educational programs was John Meagher, acting chief, Radio-TV-Visual Media, Dept. of State. Panelists included Kenneth M. Gapen, assistant director of Information for radio-TV, Dept. of Agriculture, and Lt. Comdr. Herman A. Spindt, chief, Armed Forces Radio Information Section, who reviewed Army Dept. activities.

Comr. Webster also addressed a luncheon session of the Assn. for Education by Radio-Television on Saturday.

Air Walker Forum

WHEN FCC Chairman Paul A. Walker appeared as guest of the *New York Times'* Youth Forum in Columbus April 18, the entire proceeding was recorded by the Liberty network for broadcast at a later date. Forum was held in connection with the Institute for Education by Radio - Television meeting. Chairman Walker appeared at Columbus' Central High School Auditorium after an address at the National Assn. of Educational Broadcasters' luncheon session.

FIRST Ontario program clinic of BMI Canada Ltd., will be held at King Edward Hotel, Toronto, May 16 under the chairmanship of Murray Brown, president of Central Canada Broadcasters Assn. and manager of CFPL London.

FAMILY

WIBW has been a farm station for almost a quarter - century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

First or Second in 38 Quarter Hours Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300
Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM
Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW
1st in its time period!

EVERY WOMAN'S HOUR
Top-rated 30-minute woman's show!

SHOPPIN' FUN
Top locally produced show in its period!

MORNING IN MARYLAND
Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR
ABC NETWORK
5000 WATTS IN BALTIMORE, MD.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

programs promotion premiums



NEWSPAPER's name and goodwill are being promoted via the TV screen in Salt Lake City. The *Tribune-Telegram* is using facilities of KDYL-TV, both located there, for *Inquiring Editor* program. Format is informative and entertaining quiz show. Two teams compete to answer questions on current news. Quizmaster is Herb F. Kretchman, editor of the paper.

COLLEGE SCHOLARSHIPS

CONTEST for three college scholarships is being conducted by WIDE Biddeford, Me., in cooperation with Nasson College, Springvale. Contestants submit letters stating reasons they wish to attend college. Semi-finalists will be interviewed by faculty members at the school and three winners will be selected from the group.

WHHH AIRS DOCUMENTARY

ORIGINAL narrative documentary was presented by WHHH Warren, Ohio, last week in celebration of city's 153rd anniversary. *The City Named for Moses,* which ran for fifty minutes, related the history of the city through recreations of everyday shows heard on the station projected into the past. Every member of the staff took part in the production.

BOWLING TOURNAMENT

FOR third consecutive year, WNAX Yankton-Sioux City, S. D., has sponsored what station reports is largest sports event ever conducted by an American radio outlet—the WNAX 5-state bowling tournament in which 7,791 midwest bowlers competed this year. More than $25,000 in cash, $5,000 in merchandise and 36 trophies were awarded district and final bowlers.

PALATABLE PROMOTION

STORY of WIBW Topeka, Kan., which is "well seasoned in *effective* Kansas selling" is illustrated in promotion piece sent out by the station. Set of salt and pepper shakers accompanies the folder which points "your way to more palatable sales results" in the station's market.

TV CLUB ORGANIZED

CLUB devoted to teaching respect for law and order has been organized for young viewers in Milwaukee centering around *Foreman Tom B-Square Ranch* on WTMJ-TV Milwaukee. Membership cards and buttons are being sent to children who write in and pledge to club's set of rules which are "Be Happy, Be Healthy, Be Friendly, Be Fair, Be Helpful, Be Handy, Be Trusty and Be Square."

YEAR-ROUND MARKET

"SELL the most where the most is sold" is theme of folder released by KNX Los Angeles promoting its coverage area as an all-year-round good buy. Accent is placed on selling "the happy-go-wealthy" Southern California market in the summertime. Station reassures reader that summer or winter radio—especially KNX—attracts same big audience.

AVERAGE CITIZEN ON TV

QUARTER-hour weekly, *Camera on You,* has begun at KING-TV Seattle. Filmed show features the average citizen rather than known personalities. Five or six items are covered each week. Program produced by American Adv., Seattle, is sponsored by Olympic Engineering, Automatic Wash, both Seattle, and Veloz and Yolanda dancing studios of Seattle, Takoma and Bremerton.

EDUCATIONAL PROGRAMS

NEGOTIATIONS have been completed between WJIM-TV Lansing, Mich., and U. of Michigan for telecast of hour long educational series every Sunday. Station is already carrying *March Through Time,* Saturday show produced in cooperation with Wayne U. Station reports audience response to educational programming has been gratifying as is evidenced by scores of congratulatory letters received at WJIM

NEWSPAPER PROMOTION

SPECIAL promotion plans have been devised by WLIB New York for Sachs Quality stores since latter purchased *Up Town Coffee Club,* part of station's programming for the Negro market. All shows will originate on alternate basis from two of Sachs' stores in the Harlem area. WLIB has made its air personalities available for stores' ads in *The Amsterdam News* explaining why each performer enjoys shopping at Sachs.

CAR RADIO PROMOTION

PROMOTION piece highlighting radio dial and spot occupied on it by WFIN Findlay, Ohio, has been mailed to 250 new car dealers in station's coverage area. Copy suggests dealers set a push button on all car radios for WFIN reception, the "1330 spot where good programs are."

STAR STATION BREAKS

STATION breaks aired each hour at KLAC Hollywood are being done these days by motion picture personalities. Station reciprocates by mentioning star's latest movie. Included in the group are Linda Darnell, Cary Grant, Frankie Laine, Bob Crosby and the Andrew Sisters.

WIP USES TRAILERS

ARRANGEMENTS have been made by WIP Philadelphia with 15 motion picture theatres to show animated as well as live subjects promoting station's new line-up of programs. Approximately 250 showings of the trailers which are scored with music are seen each week. Station will feature one program per week on trailers.

WMAL-TV'S 'MODEL SHOW'

SIX aspirant high school models will appear with professional manikins in the Washington, D. C. area on new show, *Meet the Models,* aired weekly by WMAL-TV in that city. Panel of five models and a male guest will be featured on each telecast with Marjabelle Young as moderator. High school girl selected to appear on the show will receive a modeling course and "a promise of a 'helping hand' from the 'old hands' in the field in Washington."

QUEEN'S VISIT

BLANKET coverage was given Queen Juliana of the Netherlands' visit to western Michigan by WOOD-AM-TV Grand Rapids. City is the center of nation's largest concentration of people of Dutch descent. On the occasion of her visit, the TV outlet originated first live outdoor remote telecast in the area covering the parade of the Queen's entourage through the city and her speech to the crowd who gathered to greet her.

DETAILS ON VANCOUVER

ILLUSTRATED brochure has been released by CKWX Vancouver, featuring views of Vancouver, its homes, scenic beauty spots and tourist attractions, Vancouver's industries and pictures of the men and women who operate and produce programs on CKWX. Direct advertising consists of listing of most popular programs on the station, listed on inside back cover.

CROSS PROMOTION

CROSS tie-in with news stands has been arranged by WGAR Cleveland to call attention to Hudson Dealers' show, *Damon Runyon Theatre.* Special placards distributed to the stands are plugging broadcast as well as books by Damon Runyon which news dealers have on sale.

NIGHT AND DAY . . .

ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

ENGLISH UNION

Award Winners Named

HUBERT W. KREGELOH, WSPR Springfield, Mass.; George Cushing, WJR Detroit, and Mrs. Evadna Hammersley, KOA Denver, have been selected to receive the 1951 Better Understanding Awards of the English-Speaking Union for contributions to greater understanding of mutual problems and interests of the United States and countries of the British Commonwealth.

In addition to regional awards to individuals on the air, ESU also will present a special award for program direction to Katherine Fox, director of special services of WLW Cincinnati.

Comparable awards for journalistic performance will go to Marguerite Higgins, *New York Herald Tribune;* Julie Medlock, *Wichita Beacon;* James Reston and Robert Trumbull, *New York Times.* Erwin D. Canham, editor of the *Christian Science Monitor,* will receive a special award for editorial direction, and Irving DeWitt Talmadge, foreign affairs editor of *Scholastic* magazine, a special award for special audience.

Judges were: Merrill Denison, author; Charles W. Ferguson, *Reader's Digest;* Mrs. Ritchard A. Kimball; Miss Amy Loveman, *Saturday Review;* Mrs. Harold V. Milligan; Bruce Robertson, BROADCASTING • TELECASTING. Date of presentation will be announced shortly.

'Dragnet' Honored

NBC's *Dragnet* for the second time was judged the best radio mystery program of the year when Mystery Writers of America Wednesday presented their annual Edgar Allan Poe Awards to winners in seven fields of writing. First award to be presented a television program was voted to CBS-TV's *The Web.* Runner-up in the radio group was Mutual's *Mysterious Traveler. Dragnet* is sponsored by Liggett & Myers (Fatima cigarettes) through Cunningham & Walsh. *The Web* is for Embassy cigarettes through Geyer, Newell & Ganger. *Mysterious Traveler* currently is not sponsored.

Strictly Business

(Continued from page 12)

erings and building materials. Thus *Circle Theatre* often ventures into "experimental theatre."

"For both our radio and television shows we want regular, loyal, week-after-week audiences, and, of course, we want to keep adding to these audiences," Mr. Banzhaf relates.

Armstrong trys to find plays "to please the millions, rather than the critics. Our *Theatre of Today* has had a top rating in daytime radio for years, and our *Circle Theatre* now stands about 15th among all network television programs," he notes.

Mr. Banzhaf can be considered an Armstrong career man. He began preparing himself for Armstrong in 1937 when he was about to be graduated from Iowa State College. Unsuccessful at first, Mr. Banzhaf persisted and in a year's time was accepted in the 1938 training class and was summoned to Lancaster, Pa., home of Armstrong, to bone up for a sales position with the building materials division.

Double Success

His persistence and spunk won him a job with Armstrong and an ability to make a quick decision won him the hand of a Lancaster girl who became Mrs. Banzhaf a few months after he started on his career.

First assignment with Armstrong was in Milwaukee where he called on flooring accounts, lumber dealers and acoustical contractors. His high marks in aptitude tests proved accurate for Mr. Banzhaf was a good salesman. So good, in fact, that when he suggested a method for promoting good business, his manager told him to send a memorandum. Instead of a few notes, the sales manager received a presentation of a complete merchandising and promotion plan, including suggested ads and sales letters.

Word about this extraordinary salesman traveled as high as the president of the company and Mr. Banzhaf in 1944 became manager of the building materials section of the advertising and promotion department when the man who had held the post was commissioned into the Navy.

Mr. Banzhaf's subsequent outflow of ideas based on his selling experiences earned him a promotion to assistant director of the advertising and promotion department assuming some responsibility for all of the firm's advertising. He became acting director of the department and director the first of this year.

Armstrong is a veteran advertiser. It uses newspapers and consumer magazines in addition to its radio-TV billings. Its agency, BBDO, has been with the firm since 1917.

The Banzhafs have two children. They live in a country home near Lancaster which shows evidence of his craftsmanship as a home woodworker and handyman. Outside activity, away from his residence, rests on golf—and the advertising campaigner has started a personal campaign to improve it.

OUT-OF-HOME

Radio Listening Is Up

REPORT on special out-of-home radio listening survey conducted in 12 markets during January and February by Pulse Inc., New York, was released by the firm last week and shows an average addition of 15% to the radio audience in markets surveyed—ranging from 10.4% in Seattle to 18% in Philadelphia.

Comparisons made in the summer of 1951 show a seasonal decline of in-and-out-of-home ratings, but present survey indicates a 1.5% increase over ratings of February 1951, when Pulse's survey covered only seven cities.

Surveys were made during period between 6 a.m. and 12 midnight, Sunday through Saturday, and figures indicate percentage of all homes surveyed. Data for each market are shown below:

	Homes Using Radio	Homes With "Out of Home" Listening
Philadelphia	18.3	3.3
New York	21.3	3.5
Boston	21.5	3.3
Detroit	20.2	3.0
Washington	21.3	3.1
Atlanta	21.2	3.1
Cincinnati	19.6	2.6
Minn.-St. Paul	22.9	2.9
Chicago	20.7	2.6
Birmingham	24.4	3.0
St. Louis	20.3	2.4
Seattle	25.0	2.6

Newsmen Join NABET

NBC and ABC Hollywood radio news writers, in an NLRB election, unanimously voted to withdraw from Radio Writers Guild and affiliate with National Association of Broadcast Engineers and Technicians. Four writers at each network chose NABET, which also represents engineers and technicians of ABC and NBC. CBS Hollywood newswriters continue with RWG. IBEW represents engineers and technicians of that network.



Temper, Temper!

. . . Easy little Bismarck—just tie a string around that sore finger and remember next time that KFYR, in agriculturally wealthy North Dakota, will build an active market for you. Remember Bismarck, KFYR!

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair



There's More SELL on . . . WRNL
RICHMOND VIRGINIA
910 KC — 5 KW
ABC AFFILIATE
NATIONAL REP.— EDWARD PETRY & CO., INC.



NEWS AWARDS

AP Honors Virginians

VIRGINIA Associated Press Broadcasters presented certificates of merit to 39 persons in radio representing 17 Virginia stations at the annual awards banquet in the Washington's National Press Club last Monday.

The awards, in six categories of radio news, are sponsored by the VAPB "to encourage better presentation of news" by the 33 member stations in Virginia.

Recordings, from actual broadcasts, were made during the year ending Feb. 1, 1952, and submitted to committees of judges from Maryland stations.

Awards were made for two divisions: Metropolitan, for cities with two or more stations; non-metropolitan, for cities with only one station.

Judges were listed as: (metropolitan division), John Alderson, WFBR; Al Stevens, WWIN and Galen Fromme, WBAL, all Baltimore; (non-metropolitan division), William J. Paulsgrove, WJEJ Hagerstown; Alan Long, WFMD Frederick, and Ernie Tannen, WGAY Silver Spring.

Maynard Dillaber, news editor of WMVA Martinsville and vice president of VAPB, was awards committee chairman. News committee is headed by Howard Hamrick, WRNL Richmond. Don Murray, WDBJ Roanoke, heads the sports committee.

Award winners were:

COMMENTARY

Metropolitan division: Superior—Dr. Douglas Southall Freeman, WRNL Richmond; Excellent—Michael Blancard, WCYB Bristol; Meritorious—Calvin Robinson, WWOD Lynchburg; Honorable Mention—Carl Andrews, WDBJ Roanoke.

Non-Metropolitan: Superior — Bob Bradford, WREL Lexington.

COMPREHENSIVE NEWS

Metropolitan division: Superior — Howard Hamrick, WRNL Richmond; Excellent—Tom Hughes, WSLS Roanoke; Meritorious—WTAR Norfolk, combination work of Gilbert McLeod, John Patterson and Clayton Edwards; Honorable mention — Don Murray, WDBJ Roanoke.

Non-Metropolitan division: Superior —John W. Shultz, WMVA Martinsville; Excellent—Fred L. Hart, WLPM Suffolk; Meritorious — Wendell Siler, WRAD Radford; Honorable Mention—Tom Browne, WMEV Marion.

SPORTS

Metropolitan division: Superior — Norman Simpson, WWOD Lynchburg; Excellent — Harry Wiseman, WSLS Roanoke; Meritorious—Cris Cramer, WCHV Charlottesville; Honorable Mention—Joe Mason, WLEE Richmond.

Non-Metropolitan division: Superior —Paul Zimmerman, WMVA Martinsville; Excellent—Duff Kliewer, WVEC Hampton; Meritorious — Fred Oginz, WSVS Crewe; Honorable mention—Roy Marsh, WHLF South Boston.

WOMEN'S NEWS

Metropolitan division: Superior — Alice Brewer White, WTAR Norfolk; Excellent—Amy Jo Glenn, WSLS Roanoke; Meritorious — Polly Daffron, WRNL Richmond; Honorable mention —Lyn Roberts, WWOD Lynchburg, and John Eure, WDBJ Roanoke.

Non-Metropolitan division: Superior —Lynn George, WSVS Crewe; Excellent — Barbara Harding, WMVA Martinsville; Meritorious—Leslie Esgate, WRAD Radford.

FARM NEWS

Metropolitan division: Superior—Tie between Ira Hull, WRNL Richmond, and Glenn Howell, WSLS Roanoke; Meritorious—Jerry Donovan, WCYB Bristol; Honorable mention — Bill Howard, WBTM Danville.

Non-Metropolitan: Superior—L. E. Pettyjohn, WLPM Suffolk; Excellent—H. V. Eller, WMEV Marion.

LOCAL AND STATE NEWS

Metropolitan division: Superior—Tie between John Eure, WDBJ Roanoke, and Michael Blancard, WCYB Bristol; Meritorious—Howard Hamrick, WRNL Richmond; Honorable mention—WTAR Norfolk, combination work of Gilbert McLeod, John Patterson and Clayton Edwards.

Non-Metropolitan division: Superior —Pres Young, WHLF South Boston; Excellent—Maynard Dillaber, WMVA Martinsville; Meritorious—George Phillips, WSVS Crewe; Honorable mention —Bob Bradford, WREL Lexington.

A cup, for the best protection of the AP on news by a radio member, went to Wally Douglas of WNVA Norton, with honorable mentions for the staffs of WRNL Richmond, and WLPM Suffolk. This cup, donated by Junius P. Fishburn, owner of WDBJ Roanoke, and publisher of the *Roanoke Times & World-News*, goes annually to a winner determined by a vote of staff men in the Richmond AP bureau.

Dr. Freeman, and Messrs. Robinson, Hamrick, Simpson, Zimmerman, Eure, Howell and Pettyjohn won top awards in both the 1951 and 1952 contests.

Mr. Ken Titus
Advertising Manager
Tidy House Products
Shenandoah, Iowa

Dear Ken:

This hyar Edith Hansen gal which is talkin' about Tidy House products to th' wimmen of West Virginny iz really a fine one to hev on WCHS. My Mrs. sez Miss Hansen knoz what she iz talkin' about when she tells her listeners to use Shina Dish, Perfex Super Cleaner, Dexol Bleach and Glost-Tex Starch. Edith Hansen's mornin' show on WCHS with 5,000 on 580 shore iz in good company with Arthur Godfrey, Dr. George Crane and th' Clock-watcher. Th' boss here sez that more people in the state listen to WCHS than to any other stashun.



Yrs,
Algy

WCHS
Charleston, W. Va.

ROBERTSON NAMED

To Be KTHS Manager

B. G. ROBERTSON, assistant manager, KWKH Shreveport, La., will become manager of KTHS when that station, now at Hot Springs, Ark., is moved to Little Rock, Ark., it was announced last week.


Mr. Robertson

KTHS has been granted a permit for 50 kw by FCC and is now in the process of being moved to Little Rock. Station will retain its present frequency, 1090 kc. Announcement of Mr. Robertson's promotion was made to coincide with his 20th anniversary of service with *The Shreveport Times'* radio interests.

GEORGE BLUMENSTOCK

WSKB Founder Dies April 14

GEORGE BLUMENSTOCK, 75, who founded WSKB McComb, Miss. (now in bankruptcy), died unexpectedly April 14 following a heart attack at his home in Summit, Miss. Mr. Blumenstock founded WSKB in 1939 and was part-owner and station director for more than 12 years. The station went into bankruptcy several months ago [B•T, Oct. 15, 1951].

Survivors include his wife, Mrs. Julia Davieson Blumenstock; three sons, Gene, David and George Jr., and two daughters, Mrs. Dorothy B. Jones and Mrs. Isabel B. Sampson.

Slayer Hangs Self

A FORMER Texas deputy sheriff convicted of killing KBKI Alice, Tex., crusading radio newsman W. H. (Bill) Mason, 51, in 1949 [B•T, Aug. 1, 1949] hanged himself in his cell at Texas State Penitentiary on April 15. Sam Smithwick, 63, was sentenced to life imprisonment on Dec. 12, 1950, for the July 29, 1949, slaying after Mr. Mason accused him over KBKI of owning a house of prostitution.

Duane H. Gaither

DUANE HOLLAND GAITHER, 45, who retired six years ago as program director for KOIL Omaha because of illness, died April 12 in the VA hospital at Wilmington, Del. A Navy veteran, he lived in Philadelphia. Survivors are a daughter, his mother, four sisters and three brothers.

OHIO CLINIC

Set May 1 on Manageme

MANAGEMENT clinic will be h May 1 by the Ohio Assn. of Bro casters, meeting at the Deshl Wallick Hotel, Columbus, to followed May 2 by an all-day p gram clinic under direction of B

Opening the management s sion will be a discussion of politi libel problems by Carlton Dargu OAB counsel. L. A. Pixley, WL Lima, Ohio, OAB president, w preside. Kevin B. Sweeney, B vice president, will speak on BA sales tools. Tom Rogers, WC Newark, Ohio, will preside.

A talk on FM will be given John H. Smith Jr., director of t NARTB FM Dept., with the tit "Is FM Defrosting, Too?" Robe W. Ferguson, WTRF Bellaire, O vice president, will preside. Paul Daugherty, legislative director the Ohio Chamber of Commer will speak on the Ohio constitutio al convention issue. John Pattis Williams, WING Dayton, will p side.

Comr. Jones to Speak

OAB luncheon speaker will FCC Commissioner Robert F. Jon who is expected to discuss the T thaw. NARTB President Haro Fellows will be first afterno speaker, with Robert T. Maso WMRN Marion and NARTB rector, presiding. Lawrence Ro ers, general manager of WSAZ-T Huntington, W. Va., will speak the subject, "After You Get T CP—Then What?" Mr. Fergus will preside. A business sessi will close the meeting.

Chairman of the BMI clinic w be Lin Pattee, BMI field represe tative.

Speakers include: Robert Tinche WNAX Yankton, S. D., "Programmi Begins in the Front Office"; L Oswald, WHK Cleveland, "Station a Program Promotion"; Leonard Kapn WCAE Pittsburgh, "Music Is What Y Make It"; Sydney M. Kaye, BMI vi president and general counsel, "Cop right Hints and Pitfalls."

Afternoon speakers are: Roy Battle WLW Cincinnati, "The Story of Ever body's Farm"; Walberg Brown, WDO Cleveland, "What Is Right Abo Serious Music"; Harold Bumpu KVOR Colorado Springs, "Local New Builds Local Interest and Sales." A open forum will wind up the clinic.

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NEW YORK CITY	TEL. MURRAY HILL 9-0200

VIP PLANS AWARDS

Sets Musical Artist Poll

VIP Philadelphia will inaugurate a annual musical artist popular- y mail poll in May, with trophies go to the leading male and male vocalists and bandleader.

The plan was announced by enedict Gimbel Jr., WIP presi- ent and general manager. Murray rnold, station program director, id last Monday that WIP will ake public the popularity mail oll, with winners to be announced a special ceremony May 7. The inner will appear in person on VIP to receive the awards.

Announcement of the contest will e made on most of the station's usical programs, particularly hong the disc jockey shows con- ucted by Mac McGuire and Dan urtis and on WIP's all night pro- ram, *The Dawn Patrol*, conducted y Joe McCauley.

ARBA STATUS

Still Pends Ratification

T WHAT may be about mid-way the second session of the 82d ongress, the status of the orth American Regional Broad- ast Agreement, which pends Sen- te ratification is:

No consideration has been given he treaty, nor have there been earings or a report.

Sen. Francis Green (D-R. I.), ho is a chairman of a subcommit- ee of the Senate Foreign Relations ommittee, named to expedite earance of the treaty, said last uesday that no action has been aken.

The Senator explained that the ommittee's activities have been aken up with "must" legislation, otably the mutual security pro- ram.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St., New York 19

1910 J. Allen Brown 1952

J. ALLEN BROWN, 42, vice president and general manager of WLOF Orlando, Fla., was fatally injured April 19 while motoring from Alabama to Orlando.



Mr. Brown

The injury was suffered at Sylvester, Ga., in a collision with a truck. Mr. Brown was taken to a hospital in Albany, Ga., then transferred to Atlanta for surgery. He died of head injuries.

Mr. Brown had been in advertising and broadcasting a quarter-century and was widely known in the industry. A native of Birmingham, he had entered radio and advertising in that city. At 19, he was manager of an A&P supermarket and was known as the youngest man in the country to hold such a post. Later he became a department head at Sears, Roebuck & Co. stores.

Though he had broadcast in 1929, his first fulltime radio job was at WJBY Gadsden, Ala., where he was producer and announcer. From Gadsden he went to WAPI Birmingham. After managing KNOX Sweetwater, Tex., he became sales manager of WHMA Anniston, Ala., when that outlet took the air in 1938. He opened another new station in 1942, WHIT New Bern, N. C.

Later in 1942, Mr. Brown became general manager and sales manager of WFOY St. Augustine, Fla. His public relations and community activities attracted attention and he was appointed small market stations director of NAB (now NARTB) in Washington. From NARTB he moved to WPIK Alexandria, Va., and then to the post he held at the time of his death.

He was author of numerous sales and advertising publications. In 1948, he conducted for NAB a nationwide study titled "Radio Advertising for Public and Employe Relations." This study was credited with producing hundreds of new clients for radio in industry, retail and association circles. He lectured on sales and advertising at American U. during his NAB service and conducted summer radio clinics at U. of Denver.

Mr. Brown was a director of the Orlando Rotary Club, member of the Greater Orlando Chamber of Commerce and member of Orlando First Baptist Church.

Surviving are his wife, the former Eloise Sigrest; two children, Nancy, 11, and Randy, 8; a brother, Argyle Brown, of Gadsden, Ala., and his mother, a resident of Anniston, Ala.

RUSSELL CAMPAIGN

Radio-TV Appearances Set

WASHINGTON campaign headquarters of Sen. Richard B. Russell (D-Ga.), candidate for the Democratic Presidential nomination, says the Senator is mapping a number of radio and television appearances during his 10-day swing through Florida.

Dates and appearances scheduled include: WTVJ (TV) Miami news show, 6:45 p.m., April 29; Participation on Junior Chamber of Commerce TV panel show, 7 p.m., May 2; WGBS Miami broadcast on the Alan Courtney show, 11:30 p.m., May 4, and WTVJ panel with Sen. Estes Kefauver (D-Tenn.), also a candidate for the Democratic nomination, 9-10 p.m., May 5. Preferential primary election in Florida is May 6.

'VOTE' DRIVE

Radio-TV To Aid Campaign

ADVERTISING campaign designed to get 63 million Americans to the polls in the 1952 elections will include radio-TV aids, it was indicated when the campaign was introduced in New York Tuesday by The Advertising Council in cooperation with the American Heritage Foundation.

Keyed to both national and local advertising, force of the drive will be exerted through advertisers, agencies, media-owners—including broadcasters—and some 276 cooperating organizations, all of which will be instructed and helped to promote "register and vote" messages.

Radio and television materials will be made available for public service use, including a set of TV films prepared by Five Star Productions. Initial guide books and catalogues of these and other available materials will be issued within the next two weeks, according to Leo Burnett, president of Leo Burnett Co., volunteer agency handling the campaign.

Program will fall into three major phases: First emphasizes when, where and how to register; second educational - informational phase urges people to keep informed and qualify as intelligent voters, and third stresses a get-out-the-vote message.

NAVY SEMINAR

Held on Public Relations

NAVY'S sixth volunteer public relations seminar was held by its Office of Information April 13-26 in the Pensacola-Key West, Fla., areas, with about 60 public relations officers attending, all holding posts in civilian media.

Navy Secretary Dan A. Kimball addressed the group. William F. Fitzgerald, account executive with Robert J. Enders Adv., Washington, who is a Marine reserve first lieutenant, was among those present.

KFJZ AWARDS

Grants Six Scholarships

SCHOLARSHIPS of $150 each have been awarded to six high school seniors by KFJZ Fort Worth, which for five years already has made annual awards to Texas Christian U. students in the speech-drama-radio department at Fort Worth.

The scholarships are awarded to attract promising students into the radio field, according to KFJZ President Gene L. Cagle and Dr. E. L. Pross, department chairman. Winners are Drucilla Jane Greenhaw, Jackie McClellar, Nancy Utley, John Parsley and John Robert Simer, all of Fort Worth, and Randall Dee White, Alpine, Tex. Judges were Bobbye Russell, station manager of TCUs KTCU; Hal Thompson, KFJZ program director, and Dick Osborne, TCU graduate student and assistant program director of KXOL Fort Worth.

GE Tube Warehouse

GENERAL ELECTRIC Tube Dept. has announced plans for operation in Chicago of what is expected to be the largest electronic tube warehouse ever built. Now under construction, the new $875,000 building will serve as sales headquarters, warehouse center and commercial service headquarters for the G-E Tube Dept. central regional operations.

There's no escaping the fact...



KWK is the radio buy in St. Louis!

It's heads up for KWK, the station that serves the St. Louis Market at the LOW, low cost per 1000 radio homes delivered.

Unearth the facts! Your Katz man has the figures—based on Pulse reports!

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

FCC actions



APRIL 18 THROUGH APRIL 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

April 18 Decisions . . .

THE COMMISSION EN BANC

Denied Petition

WALT Tampa, Fla.—By order denied petition requesting reconsideration and grant without hearing of application for CP to change frequency from 1110 kc to 920 kc, increase hours from D to unl., increase D power from 1 kw to 5 kw, with 1 kw-N, change trans. and install DA-DN (Comr. Hyde dissented). Further ordered issues regarding applicant's qualifications and proposed program service, included in order of Feb. 1, 1950, in this proceeding, be deleted on Commission's own motion.

Set for Hearing

McLennan Bcstg. Co., Waco, Tex.—Designated for hearing application for new AM station on 920 kc with 500 w-D, DA. Made KRRV Sherman, Tex., KTLW Texas City and KCLW Hamilton, Tex., parties to proceeding.

The Israel Putnam Bcstg. Co., Putnam, Conn.—Designated for hearing application for new AM station on 1340 kc, 250 w unl.; made WNBH New Bedford, Mass., party to proceeding.

Sussex County Bcstrs., Newton, N. J.—Designated for hearing application for new AM station on 1230 kc with 100 w unl.; made WCDL Carbondale, Pa., and WFAS White Plains, N. Y., parties to proceeding.

Knoxville Ra-Tel Inc., Knoxville, Tenn., and Dick Bcstg. Co., Knoxville, Tenn. — Designated for consolidated hearing application of Knoxville Ra-Tel Inc. and that of Dick Bcstg. Co., both for new AM stations on 860 kc, 1 kw D.

Denied Application

KMLW Marlin, Tex.—Denied application for extension of completion date under CP which authorized new AM station on 1010 kc 250 w D. If request for hearing is filed within 20 days, denial will be set aside and application designated for hearing, otherwise it will be presumed that applicant does not desire to prosecute application and permit will be cancelled.

Authority Extended

Church of Universal Triumph, The Dominion of God Inc., Detroit, Mich.—Granted extension of authority to transmit programs by wire from its church in Detroit to CKLW Windsor, Ontario, Canada.

WJZ-TV New York, WPIX New York and WBNX New York—By memorandum opinion and order, and on explanation of WJZ-TV that it has terminated broadcasts of horse racing information, removed WJZ-TV application for license from consolidated hearing and granted same.

License Renewal

Following stations were granted renewal of licenses for regular period:

KIYI Shelby, Mont.; KPAT Pampa, Tex.; KXRJ Russellville, Ark.; WESX Salem, Mass.; WJBB Haleyville, Ala.; WNOR Norfolk, Va.; KAFY Bakersfield, Calif.; KALB Alexandria, La.; KCOM Sioux City, Iowa; KDAL Duluth, Minn.; KECA Los Angeles; KENI Anchorage, Alaska; KFDM Beaumont, Tex.; KFGO Fargo, N. D.; KFMB San Diego; KFRC San Francisco; KFRM Kansas City, Mo.; KFSD San Diego; KGHL Billings, Mont.; KGMB Honolulu; KGW Portland, Ore.; KIDO Boise, Idaho; KMJ Fresno, Calif.; KNEW Spokane, Wash.; KROD El Paso, Tex.; KSAC Manhattan, Kan.; KSFO San Francisco; KSUB Cedar City, Utah; KTSA San Antonio; KUGN Eugene, Ore.; KVMA Magnolia, Ark.; KVOS Bellingham, Wash.; KWFT Wichita Falls, Tex.; KFAR Fairbanks, Alaska; KFYR Bismarck, N. D.; KMAC San Antonio; KMON Great Falls, Mont.; KMVI Wailuku, T. H.; KNGS Hanford, Calif.; KOAC Corvallis, Ore.; KOH Reno, Nev.; KOJM Havre, Mont.; KOPR Butte, Mont.; KOY Phoenix, Ariz.; KPQ Wenatchee, Wash.; WAGE Syracuse, N. Y.; WAVU Albertville, Ala.; WBAP Fort Worth, Tex.; WCAO Baltimore; WDAF Kansas City, Mo.; WDBO Orlando, Fla.; WDEV Waterbury, Vt.; WDNC Durham, N. C.; WEAN Providence, R. I.; WEAU Eau Claire, Wis.; WFAA Dallas, Tex.; WFIL Philadelphia; WGAC Augusta, Ga.; WGAN Portland, Me.; WGR Buffalo; WGTM Wilson, N. C.; WGWD Gadsden, Ala.; WHJB Greensburg, Pa.; WHKC Columbus, Ohio; WHP Harrisburg, Pa.; WIBW Topeka, Kan.; WIOD Miami, Fla.; WIP Philadelphia; WIRC Hickory, N. C.; WIS Columbia, S. C.; WJLS Beckley, W. Va.; WKBN Youngstown, Ohio; WKTY La Crosse, Wis.; WKYB Paducah, Ky.; WEEI Boston; WGRC Louisville, Ky.; WHBQ Memphis, Tenn.; WICC Bridgeport, Conn.; WLBE Leesburg, Fla.; WLBZ Bangor, Me.; WLVA Lynchburg, Va.; WMBS Uniontown, Pa.; WMC Memphis, Tenn.; WMFD Wilmington, N. C.; WMIK Middlesboro, Ky.; WMUR Manchester, N. H.; WNAX Yankton, S. D.; WPIC Sharon, Pa.; WPRO Providence, R. I.; WROW Albany, N. Y.; WSGN Birmingham, Ala.; WSUN St. Petersburg, Fla.; WSVA Harrisonburg, Va.; WSYR Syracuse, N. Y.; WTAC Flint, Mich.; WTAG Worcester, Mass.; WTMJ Milwaukee, Wis.; WWNR Beckley, W. Va.; WWNY Watertown, N. Y.; KTRF Thief River Falls, Minn.; KSWI-FM Council Bluffs, Iowa; KDKA-FM Pittsburgh; KDKA Pittsburgh; KEX Portland, Ore.; KYW-FM Philadelphia; KYW Philadelphia; WBZ and WBZ-FM Boston, Mass.; WBZA and WBZA-FM Springfield, Mass.; WOWO and WOWO-FM Fort Wayne, Ind.; WEHS (FM) Chicago; WMLL (FM) Evansville, Ind.; KPIX-TV San Francisco; KING-TV Seattle, Wash.; WGN-TV Chicago; WJAR-TV Providence, R. I.; WLWC (TV) Columbus, Ohio; WLWD (TV) Dayton; WLWT (TV) Cincinnati; WOR-TV New York; WOW-TV Omaha, Neb.

Following were granted further temporary extensions of licenses for period ending August 1, 1952:

KCSB San Bernardino, Calif.; KDIA Auburn, Calif.; KICO Calexico, Calif.; KROP Brawley, Calif.; KFGQ Boone, Iowa; KRAI Craig, Col.; KSTR Trinidad, Col.; KWKW Pasadena, Calif.; KYA San Francisco; WITH Baltimore; WWBZ Vineland, N. J.; WBBR Brooklyn, N. Y.; WCAT Rapid City, S. D.; WCFV Clifton Forge, Va.; WEEK Peoria, Ill.; WKLX Lexington, Ky.; WNDR Syracuse, N. Y.; WSMB New Orleans; WWDC Washington, D. C.; WJHP and WJHP-FM Jacksonville, Fla.; WTMC Ocala, Fla.; WDLP Panama City, Fla.

SEA Granted

WHBS-FM Huntsville, Ala.—Granted extension of special experimental authority for period ending Oct. 31, 1952, for FM station to operate by remote control from transmitter site of AM station, with same conditions as those of original grant.

WIOD-FM Miami, Fla.—Granted extension of special experimental authority for period ending Oct. 31, 1952, to operate FM station by remote control from studio control room, with same conditions as those of original grant.

Waived Sec. 3.265

WPPA-FM Pottsville, Pa.—By order, waived Sec. 3.265 of rules and granted request for special temporary authority to operate WPPA-FM by remote control from transmitter site of AM station for the period ending Oct. 31, 1952; conditions.

To Remain Silent

WBCA (FM) Schenectady, N. Y. — Granted request to remain silent for six months from March 29 pending financial reorganization of corporation.

WDET-FM Detroit, Mich. — Granted authority to remain silent for period April 1 to June 25 pending negotiations for disposition of station.

April 18 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

KPUY Puyallup, Wash. — Requests mod. CP to increase power from 100 w to 250 w on present frequency of 1450 kc.

License for CP

KAPK Minden, La.—Requests license for CP, as mod., which authorized new AM station.

WAKN Aiken, S. C.—Requests license for CP, as mod., which authorized new AM station.

WOOF Dothan, Ala.—Requests lic for CP, as mod., which author power increase, change in trans, studio locations, etc.

KCNI Broken Bow, Neb.—Requ license for CP, as mod., which aut ized frequency change and chang hours of operation, power increase,

WFAN (FM) Washington — Requ license for CP which author changes in FM station.

WOUI (FM) Athens, Ohio—Requ license for CP, as mod., which aut ized changes in non-commercial cational FM station.

Amendment Filed

WLOK-FM Lima, Ohio—License CP, as mod., which authorized new station AMENDED to correct discr ancies and incomplete application.

Change Studio Location

WCAU-TV Philadelphia — Requ mod. license to change studio loca from 1622 Chestnut Street to City L at Monument Ave., Philadelphia.

Extension of Completion Date

KLX Oakland, Calif.—Requests n CP, as mod., which authorized po increase, DA-DN, change in trans. studio locations, etc., for extension completion date.

KECC Pittsburg, Calif. — Requ mod. CP, which authorized changes nighttime max. expected oper. valu for extension of completion date.

License Renewal

Following stations request rene of license:

KBTM Jonesboro, Ark.; KLRA Li Rock, Ark.; KDRS Paragould, Ar KOTN Pine Bluff, Ark.; KWCB East Searcy Ark.; KUOA Siloam Spri Ark.; KOSY Texarkana, Ark.; WI Baton Rouge, La.; KCIL Houma, L KVOL Lafayette, La.; WDSU New leans, La.; WTIX New Orleans, L WHOO Philadelphia, Miss.; WELO T pelo, Miss.; WRLD-FM Lanett, Al WBJC (FM) Baltimore, and WK (TV) Utica, N. Y.

APPLICATION RETURNED

WROM Rome, Ga.—RETURNED plication for assignment of license.

KBMW Wahpeton, N. D.—RETURN application for transfer of control.

WPRE Prairie du Chien, Wis.—R TURNED application for mod. C which authorized new AM station, approval of trans. and main studio cations.

KRUS Ruston, La.—RETURNED plication for renewal of license.

TV APPLICATION DISMISSED

Gifford Phillips, Denver, Col.—DI MISSED application for new TV st tion.

April 22 Decisions . . .

BY FCC BROADCAST BUREAU

Extension Granted

KBLA Burbank, Calif.—Granted mo CP for extension of completion da to 6-30-52; cond.

WFMY-TV Greensboro, N. C.—Gran ed mod. CP for extension of compl tion date to 10-20-52.

Granted License

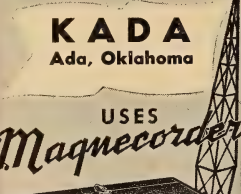
WINX Rockville, Md. — Granted cense covering frequency change a

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San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
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BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

Member AFCCE

ange in trans. and studio locations; 00 kc, 1 kw D.

KDPS Des Moines, Iowa—Granted license new noncommercial educational M station: 88.1 mc (Ch. 201), 1.5 kw, t. 105 ft.

WJR-FM Detroit, Mich.—Granted license new FM station: 96.3 mc, Ch. 242, 24 kw, 480 ft.

KOKX-FM Keokuk, Iowa — Granted license covering changes in FM station: 102.7 mc (Ch. 274), 3.7 kw, ant. 360 ft.

KCNI Broken Bow, Neb.—Granted license covering change of facilities: 1280 kc, 1 kw D.

WOOF Dothan, Ala.—Granted license covering power increase, and change studio and trans. locations: 560 kc, 5 kw D.

Sign-Off Time

WFGM Fitchburg, Mass.—Granted request for authority to sign-off at 7 p.m., EDST, from April 27 through September 27.

Extend Completion Date

WGBF Evansville, Ind. — Granted mod. CP for extension of completion date to 3-23-53; cond.

KGMO Cape Girardeau, Mo.—Granted license for new AM station; 1220 kc, 250 w D; cond.

WLAN-FM Lancaster, Pa.—Granted license new FM station: 96.9 mc (Ch. 245), 6.7 kw, ant. 80 ft.

WRGA-FM Rome, Ga.—Granted mod. CP for extension of completion date to 7-15-52.

(Continued on page 90)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Salesman. Good opportunity in Illinois for hard-hitting salesman. Liberal drawing against commissions. Send details to Box 924M, BROADCASTING • TELECASTING.

Wanted—Salesman in Worcester, Massachusetts. One of four stations in this big market. Real opportunity. Station operated by owners of WHIM, Providence. Write particulars to Box 2P, BROADCASTING • TELECASTING.

Salesman, successful, experienced, new under developed market vicinity Detroit, salary, increasing progressive commission, upwards $10,000 yearly alert topflight man. Mail particulars. Radio-2355-Union Bldg., Detroit.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Persuasive, persistent, aggressive, sincere radio salesman to join a congenial staff. Liberal commission and draw. Immediate personal interview desired. Sales Manager, WENE, Binghamton-Endicott, New York.

Leading station in southeast has excellent opportunity for successful, thoroughly experienced radio advertising salesman. Must have highest qualifications. WSAV, Savannah, Georgia.

Announcers

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

New station in Wisconsin vacationland, opening for announcers with 1st class ticket. Above average pay for above average working conditions. Box 908M, BROADCASTING • TELECASTING.

Combination man with first class license. Audition platter and references requested. Box 921M, BROADCASTING • TELECASTING.

Experienced announcer for 25,000 watt Nebraska station. Send full particulars, audition record, board experience and salary requirement, first letter. Box 926M, BROADCASTING • TELECASTING.

Wanted—Combo-man for 250 watt network affiliate in Pacific Northwest. No TV in this market . . . growing city of 35,000. Give qualifications and enclose snapshot first letter. Box 999M, BROADCASTING • TELECASTING.

We need an announcer for fulltime staff duty. All the desirable attributes a good staff man needs. Good hours and good pay. If interested, write Bud Pentz, Acting Manager, KWBE, in Beatrice, Nebraska.

Combo-man, Pacific northwest kilowatt independent. Good man can start at $72.50. Car necessary, 1st class ticket, good announcer. 40 hour week, overtime. Apply with disc and photo. KWIE, Kennewick, Washington.

Combo, first class ticket. Announcing ability and permanency most important. Send audition and all details. WBUT, Butler, Pennsylvania.

Announcer, operate board, deep voice, potentialities for development more important than experience. $50 per week. Contact Program Director, WCOJ, Coatesville, Pa.

Help Wanted (Cont'd)

Combination announcer-engineer, 1st class license—contact Robert F. Wolfe, WFRO, Fremont, Ohio.

WGCM, Gulfport, Mississippi, has opening for experienced announcer who can also do sports.

Staff announcer: For fulltime independent. Must be good newscaster, knowledge of good pop music essential. Salary $55 a week, 1st six months. $60.00 week after. Night duty 4-12. Send audition and complete background. WGIL, Galesburg, Illinois.

Wanted—Immediate opening for experienced all-round announcer. Independent station located in fine summer resort area needs man who can do a good job. Send disc, salary expected and all information in first letter to WHFB, Benton Harbor, Michigan.

Opening May 15—two experienced announcers. Send tape or disc all information. Prefer those from the south, but not necessary. No experience. Don't waste my time and yours. Nathan Frank, WHNC AM-FM, Henderson, N. C.

Announcer-engineer (first class): Excellent position with top station in a top market. Must have good voice and be able to use it. Advancement unlimited. Rush audition and full particulars to Jack Black, WNOR, Norfolk, Virginia.

Leading station in southeast expanding radio staff in preparation for television has opening for topnotch, versatile announcer with established record of success. Send detailed background, past and expected earnings, references, audition recording. WSAV, Savannah, Georgia.

Announcer, first class ticket, workmanlike all-round job, nothing fancy, by Mutual affiliate in Florida citrus and lake area. Wonderful climate, fine place to live. Send audition, photo to Dick Eyrich, WSIR, Winter Haven, Florida.

Technical

1000 watt daytimer near Chicago wants first class engineer. Announcing ability helpful. Require personal interview. Box 893M, BROADCASTING • TELECASTING.

Engineer no announcing, $70.00 weekly. Give engineering background and how quickly available with application. Box 942M, BROADCASTING • TELECASTING.

Engineer-announcer first class ticket. Up to $75.00 starting. Western Pennsylvania. Box 956M, BROADCASTING • TELECASTING.

Operator, first class. No announcing. $1.25 per hour. Guaranteed overtime at time and a half. Six day week. Apartment available extremely low rent. Bachelor quarters free. Good future. Box 967M, BROADCASTING • TELECASTING.

Combo man 1st phone emphasis announcing, nearby Detroit, progressive increases, overtime, high earnings, ideal conditions, car necessary. Rush audition tape, background information. Radio 2355-Guardian Bldg., Detroit.

First phone engineer—in the center of vacationland. Alamogordo — "Gateway To The Lincoln National Forest". Write, wire or phone—salary requirements. Wayne Phelps, KALG - Alamogordo, New Mexico.

Immediate opening for 1st phone engineer. 5 day week with good pay. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

KDLK needs two combo men. One opening is chief position. Excellent hours, good pay. Contact Don Howard, Del Rio, Texas. P. O. Box 1162 or phone 1017.

Help Wanted (Cont'd)

Operator who can announce or is willing to learn, announcing chores are light and transmitter shift is pleasant. If you are inexperienced, we will teach you both announcing and operation. Can use college student during vacation in this job. Bert Wick, KDLR, Devils Lake, N. Dak.

Experienced chief engineer-announcer for complete responsibility operation and maintenance of transmitter and equipment. Must have car and like small town life. Fine little station in beautiful country. If you want permanent job with good pay, write immediately stating experience, minimum salary desired and full details about yourself. Send photo, telephone number and date available. KROG, the Mother Lode Vacationland Station, Sonora, California.

Radio operator with first phone license. Write or phone A. M. McGregor, KSTT, Davenport, Iowa. 6-2541, days; 3-6677, evenings.

Good experienced announcer with first class ticket. Send audition tape, record of experience, business and character references to KWFC, Hot Springs, National Park, Arkansas.

First class engineer: $50 for 40 hours plus overtime. WCBT, Roanoke Rapids, N. C.

Combination engineer-announcer with experience. $75.00. WEBJ, Brewton, Alabama.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

Need engineer now. Prefer combination man. Permanent. WGGA, Gainesville, Georgia.

Immediate opening for engineer with first class license. Good opportunity for inexperienced man who wants to learn broadcast radio. Good salary, excellent vacation area, no housing or transportation problems. WGNI, Wilmington, N. C.

First class ticket holder who can or cannot announce. Job immediately for mature, congenial person in local independent. WHIR, Danville, Ky.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

First class engineer-announcer. Permanent position, good working conditions. WJAT, Swainsboro, Georgia.

First class engineer. Control board and recorder experience necessary. WKRM, Columbia, Tennessee.

First class engineer-announcer needed by 5000 watt WOOF, Dothan, Ala., at $90.00 weekly.

Transmitter operator, experience desirable but not essential, WRRF, Washington, North Carolina.

Production-Programming, Others

Attractive opening for capable young lady — continuity department. 10,000 watt clear channel prominent midwestern network station offers immediate opportunity. If you are well qualified, you will become a member of a responsible staff serving a large area. Send full details including experience, etc. and photo, if available. Write immediately, all replies will be acknowledged and kept confidential. Box 969M, BROADCASTING • TELECASTING.

Program director, special events man for midwest small market station. Must be versatile including sports. State minimum salary. Midwesterner preferred. Box 971M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted: Experienced newsman w bachelor's degree as partitime instru in large midwestern school of jour lism while working on graduate gree. Radio news experience essent television experience desirable. W Box 973M, BROADCASTING • TE CASTING.

WCRA, Effingham, Ill. needs fem copywriter with some experience mediately.

Situations Wanted

Managerial

General manager, experienced phases radio including building n stations, wants job managing sma market station. Guarantee to sh profit in reasonable time or resig Box 972M, BROADCASTING • TEL CASTING.

Manager—11 years experience, 5 yea as manager. Versatile, sales emphas Family. Salary and commission a rangement preferred. Investment po sible. Box 996M, BROADCASTING TELECASTING.

CP holders! Station owners! Do loose your license. Employ a manag with proven executive and technic ability to organize, build and opera your station. 25 years broadcast exper ence. Reasonable salary. Personal i terview. T. L. Kidd, 440 Indian Wichita, Kansas.

Announcers

Married, veteran, draft exempt, 2 yea experience. Strong on news and sport Working in west, wish to return eas Box 762M, BROADCASTING • TELE CASTING.

Experienced announcer, strong on D. commercials, news, operate consol veteran. Middle Atlantic, New Eng land states, presently employed. Bo 904M, BROADCASTING • TELECAST ING.

Announcer, 32, family man. No pro fessional experience but willing t work from bottom in good organiza tion. Available for interview afte May 1st. Northeastern Ohio o adjacent Pennsylvania. Box 962M BROADCASTING • TELECASTING.

Beginner announcer wants staff job Graduate SRT. Interested in script writing, program sales. Likes news DJ, interview shows. Box 966M BROADCASTING • TELECASTING.

DJ-staff man-PD, 4 years experience single, 25, veteran. TV and show business experience. Box 970M BROADCASTING • TELECASTING.

Announcer, fourteen months experience, all phases news, disc shows, remotes. Desires station that is going into TV. Prefer night turn. Available immediately. Box 974M, BROADCASTING • TELECASTING.

Combination man, 33, married, veteran, emphasis on announcing, programming. Prefer eastern location. Box 975M, BROADCASTING • TELECASTING.

Can you use a man with over two years experience as a combination announcer, engineer? 1st class license. Draft exempt. Box 981M, BROADCASTING • TELECASTING.

Announcer, DJ, news 2 years exp. Am 25, married, no children. Desire AM or TV in California, Oregon, Washington. Career-minded. Full details. Box 982M, BROADCASTING • TELECASTING.

Experienced announcer—News, special events and staff. College grad. Single, 27. Prefer northeast. All offers considered. Presently employed 1 kw. Available May 1st. Box 986M, BROADCASTING • TELECASTING.

Radio announcer. Program man. SRT graduate, desires position any location. Veteran. Draft exempt. Write Box 989M, BROADCASTING • TELECASTING.

Disc jockey; 2½ years. Excellent voice. Age 27; exempt vet. Box 992M, BROADCASTING • TELECASTING.

Announcer. Some experience. All phases but sports. Graduate, Pathfinder Radio School, Kansas City. Junior College graduate. Single. All offers considered. Box 993M, BROADCASTING • TELECASTING.

Let me prove I can sell for you, too. Announcer with ten years experience in production and announcing desires to advance to progressive network affiliate. Now program director. $75.00 minimum. Veteran. Box 994M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

xperienced announcer-PD, employed, , veteran, college graduate, radio ackground, desires relocate as an- ouncer, progressive station, prefer- bly television, large city. Pleasant, ature, versatile voice; singer, actor. inest references. Bill Clark, 108½ orth Chestnut, Seymour, Indiana.

nnouncer. Experienced. Saturday- unday fill-in for station in five hour adius of N.Y.C. Paul Clark, % Haber, 16 Vion St., Queens, N.Y.C.

ll-round announcer desires locate est coast/central Florida. AM-TV ex- erience. Will work control board. nmediately available. Tape, refer- nces, on request. Don Cockrell, 203 ast Glendale Ave., Alexandria, Va.

ature top commercial announcer, five ears versatile experience. Superior oice, technique. Mark Fidler, 3148 ilson, Chicago. Irving 8-1681.

nnouncer, graduate SRT Chicago. roficient in DJ, news and commercials. ingle. Draft exempt. Middlewest referred. Johnny Hagan, 210 N. Kolin venue, Chicago. Austin 7-5924.

nnouncer, 23, married, draft exempt, raduate of announcing school, operate oard, news, commercials, DJ. Disc on equest. Wm. Remaley, 604 W. 10th, Kansas City, Mo.

ombo man, 1st phone. Draft exempt. op news and sport. 250w to 10 kw ex- erience. Will travel. William Rogel, 275 Grant Avenue, New York City, Y.

nnouncer—Quality voice. Ambitious, eliable. SRT graduate. Ability to do ll types of announcing. Commercials hat sell. Authoritative newscast. riendly DJ. Family man. Will go nywhere. Disc available. Ted Stras- er, 5306 North Luna, Chicago, Ill. odney 3-6371.

Technical

ngineer, 8 years experience. Seeks osition with progressive station. Ref- rences, family. Box 938M, BROAD- ASTING • TELECASTING.

irst class license. Radio telephone perator, desires position in broadcast tation. Will travel. No station ex- erience. Graduate radio-television- ommunication repair and maintenance. ive years experience—radio amateur. hree years experience radio, tele- ision repair and maintenance. Box 90M, BROADCASTING • TELECAST- NG.

ngineer, first phone, no experience. adio-television graduate. Available nmediately. Box 991M, BROADCAST- NG • TELECASTING.

ngineer, two years experience, trans- itter, maintenance, recording, re- otes. Year continuous with 5 kw idwestern. Trained AM, FM, TV. raft exempt. Box 3P, BROADCAST- NG • TELECASTING.

xcellent radio voice, they say. First lass license. Combo operation experi- nce. Box 323, Palm Desert, California or telephone 76-2095.

ngineer, first phone. Over four years xperience AM & FM, also TV train- ng. Some experience as chief. Pre- er station with TV possibilities in kla., southwest, west. No announc- ng. D. W. Williams, 235 West Kiowa, cAlester, Oklahoma. Phone 3247-J.

Production-Programming, others

opywriter, eighteen months experi- nce. Can quickly produce good, read- ble selling copy. Draft exempt. Pre- er west. Box 887M, BROADCAST- NG • TELECASTING.

oung woman—versatile traffic man- ger for CBS outlet—desires position ith real future to maximum $3000. vailable 3 weeks. Box 976M, BROAD- ASTING • TELECASTING.

tadio or TV production, New York ity network experience, 2 years ex- erience all phases production. Will- ng to relocate, $250 month. Box 977M, BROADCASTING • TELECASTING.

raffic-programming-girl Friday. Ex- erience with network station. Box 79M, BROADCASTING • TELECAST- NG.

ppeal to women's and children's narket. Will write, participate in hows exclusively for these sellable narkets. Prefer midwest. Box 980M, BROADCASTING • TELECASTING.

rogram director, associate producer, nnouncer (with excellent board train- ng), copy and scripwriter available nmediately for AM-FM-TV. 30, vet, ith family. Five years college, six ears experience. Will travel. Box 87M, BROADCASTING • TELECAST- NG.

Situations Wanted (Cont'd)

Program director of 1000 watt independent desires to make change. Prefer network affiliate. Nine years radio experience. Draft exempt. Box 995M, BROADCASTING • TELECASTING.

Newsman, voice, married, veteran, 24, journalism graduate Missouri. Presently employed as assistant to news director ABC affiliate. Available June or July. Tape, particulars on request. Box 997M, BROADCASTING • TELECASTING.

Television

Managerial

Television. Former technical supervisor/director fifteen years major network, over twenty years radio-TV experience. Presently Asst. to VP and head Contract Administration Dept. leading electronic manufacturer. Desire permanent affiliation TV broadcasting where demonstrated administrative ability required. Box 438M, BROADCASTING • TELECASTING.

Technical

TV supervisor at present employed by midwest TV station is tired of snow drifts. I've been in TV four years and have experience in station planning, construction, proof, operation. I desire a permanent position with new or old, small or large TV station in the south, east or west. An inquiry will bring full details by return mail. Box 914M, BROADCASTING • TELECASTING.

TV chief engineer now available for new installation, desires contact. Box 960M, BROADCASTING • TELECASTING.

Attention new TV station owners: Group 18 engineers with 3 to 4 years TV experience midwest NBC originating station. Trained in operating studio shows, remotes, network programming. Competent maintenance men included. Will go singly or in group. Box 988M, BROADCASTING • TELECASTING.

Television engineer desires responsible connection with proposed midwest outlet. Benefit from long Hollywood experience involving design, installation, operation. Apt. 207, 1735 North Gramercy, Hollywood, California.

Production-Programming, Others

TV director. Former film producer-director. Extensive successful career in TV. Credits on top programs. Desires to join advertising agency, writer-producer, or television station. Box 990M, BROADCASTING • TELECASTING.

TV floormanager and cameraman combination, 4½ years TV station experience. Presently employed. Box 903M, BROADCASTING • TELECASTING

Radio copywriter, desires TV position. Film or production department preferred. Box 963M, BROADCASTING • TELECASTING.

Experienced director/announcer with radio-TV and film background. Available for radio station with plans for TV. Familiar with FCC applications. Box 964M, BROADCASTING • TELECASTING.

Girl, experienced painting props and in entertainment drawing. Familiar with actual TV procedure. Graduate radio-TV school. Pretty, 29, B.A. Degree. Good writer. Pleasant and unaffected voice. Presently employed top 5000 watter. Want western U. S. Box 968M, BROADCASTING • TELECASTING.

TV weatherman—topnotch television weatherman, available one - month notice. Good salesman. Best offer considered anywhere. Box 983M, BROADCASTING • TELECASTING.

Advertising—programming executive, currently employed TV, interested in future opportunity. Box 998M, BROADCASTING • TELECASTING.

For Sale

Stations

250 watt Western station. Needs good management. $18,000.00 cash. Box 961M, BROADCASTING • TELECASTING.

Tower, building, site, equipment provide nucleus television application 25th market. Worthwhile investigating. Consider lease, partnership, principals able develop. Dick Evans, WIZZ, 2-5274, Wilkes-Barre, Penna.

For Sale (Cont'd)

Western station. Independents. Affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Available pending F.C.C. approval of application filed: 192 foot tower. Heavy steel; weight 6 tons. Tower lighting less choke included. Make offer. Box 965M, BROADCASTING • TELECASTING.

All items like new. Two RCA MI4877 recording attachments with MI4894 automatic equalizers and MI19822 heads, $125.00 each. One Western Electric 124D amplifier, $75.00. Two Western Electric 728B loudspeakers new, $40.00 each. One 77A RCA large TV microphone, $150.00. One 77BI RCA microphone, $75.00. Two 74-B juniors, $35.00 each. Two 639-A cardioids, $85.00 each. One 630A eight ball, $65.00. Box 985M, BROADCASTING • TELECASTING.

2-Presto PT 900 tape recorders $450.00 each, both $800.00. P. O. Box 4554, Jacksonville, Florida.

Radio Station KCOH in Houston, Texas, announces the sale of a Presto model Y . . . disc recorder . . . with a 1C cutting head, combined with turntable, in waist high cabinet. Priced at $512.00 when new. For sale at $330.00. For information address correspondence to Chief Engineer, Station KCOH, M. & M. Building, Houston, Texas.

R.M.C. equipment. 3 heads, 2 arms—best offer takes. Also R.C.A. radio mike $150.00 KWAD, Wadena, Minnesota.

5kw transmitter, brand new Collins 21B in original crates, never unpacked. Carries Collins new-transmitter guarantee. Two sets tubes. Lists $26,400. Will sell $22,500 FOB Columbus, Georgia. Wire or phone Manager, Radio Station WGBA. This is the finest transmitter available for immediate delivery anywhere in the country today.

Complete Cole Transcription Library—thousands of western, religious, polkas, novelty, barber shop tunes. Costs around $800.00. Due to programming changes, will sell for $300.00 f.o.b. Milwaukee. Write WMIL, Milwaukee 45, Wis.

For sale—Truscon self-supporting heavy duty tower type D-30, height 173 ft. Designed to simultaneously support both TV and FM radiating elements. Now standing adjacent state highway. Make cash offer as is. J. A. Hardman, 25 Bank St., North Adams, Mass.

1-300′ heavy duty, 1-300′ extra heavy duty, 1-300′ heavy duty tubular steel, guyed TV. Phillips towers, new, of course, immediate delivery, special prices. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

Last call—London Library of 300 10 inch 78 RPM discs. All instrumental selections, price $125. F. O. B. New York, Recording Associates, 113 West 42 Street, New York 18, New York.

Broadcast console six channels with program, audition, monitor amplifiers. REX Recording Studios, 619 Pike, Seattle, Washington.

Wanted to Buy

Stations

Wanted—Eastern medium or small market station. One-half cash. Give complete details. Box 978M, BROADCASTING • TELECASTING.

Equipment, etc.

3 kw or **1 kw FM** transmitter, also 1⅝ transmission line. Box 909M, BROADCASTING • TELECASTING

One kw transmitter less than ten years old and in good operating condition. Send full details and lowest cash price to Box 940M, BROADCASTING • TELECASTING.

Used lighting beacon for heavy two hundred foot tower—Radio Station WHWD, Hollywood, Fla.

Miscellaneous

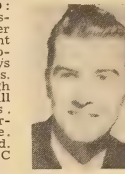
Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE



WYNN ALBY: Announcer-Sportscaster - Salesman. Creator of: WAXED RELAXATION. Strong on personality and interview shows. Good on programming, newswriting, newsediting, & board work. WILL TRAVEL. TAPE OR DISC AVAILABLE.



DAVID FRIEND: Sportscaster - Newscaster - D. J. Former law school student strong on public forums, adlib shows and special events. . . . . Thorough knowledge of all popular artists. Excellent DJ formats available. Good on Board. TAPE OR DISC AVAILABLE.



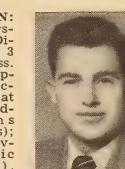
EDDIE SLANK: Sportscaster - Newscaster - D.J. Creator of: ALL IN A DAY OF SPORTS and other sports features. Strong on Man-in-the-Street interviews; play-by - play; commercial announcing; news. Excellent idea man. DISC OR TAPE AVAILABLE.



LEON ELLIOTT: Announcer - Newscaster - Salesman. Warm, friendly personality. Wide business background. Good on public relations. Strong on: copy; sales presentations; merchandising; and pitch announcing. Extensive knowledge of classical and popular music. Operates control board. TAPE OR DISC AVAILABLE.



BEN SLEEPER: Announcer - Newscaster-Program Director. Formerly: 4 years Middlebury college radio station. Thorough experience in all musical & jazz programs. Strong on continuity & religious scripts. Writer for several Protestant publications. Wholesome air personality. Boardman. TAPE OR DISC AVAILABLE.



HARRY BALDWIN: Announcer - Newscaster-Program Director: Formerly: 3 years WMS—Mass. as announcer, scripter & music director. Educated at Mercersburg Academy; Williams College(BA Mus); Cincinnati Conservatory of Music (Comp Major). Strong on all types of musical programs and continuity. Good DJ, boardman and interviewer. TAPE OR DISC AVAILABLE.

Write or Wire

SRT
SCHOOL OF RADIO TECHNIQUE
R.K.O. Bldg. Radio City, N.Y. 20, N.Y.
Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

Miscellaneous (Cont'd)

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Production-Programming, others

WRITER

◆

A seasoned, all-round writer for radio and television wanted by major network affiliate. Good pay. Address Box 754M, BROADCASTING . TELECASTING

◆

D.J. with S.A.*

Well known . . . proven . . . national award winner . . . will attract new accounts . . . build Hooper. Write for folder today.

***SALES APPEAL**

BOX 984M,
BROADCASTING • TELECASTING

top negro disc jockey, draws over 5000 fan letters a week, sells all products like mad, available for right price. Box 1P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

POSITIONS FREQUENTLY AVAILABLE
as
Engineers
Announcers
Program Directors
WRITE FOR PLACEMENT FORMS
Edward C. Lobdell Associates
17 East 48 Street, New York 17, N. Y.

On All Accounts

(Continued from page 16)

media buying in advertising agencies. In one instance, he developed advertising techniques which altered buying practices of an entire industry—the hair attachment business. Previously a mail order industry, Mr. Evans used black and white and radio. He increased one company's advertising budget "100 times over," and that of the entire industry from about $10,000 to $400,000 yearly in only 18 months.

As partner in Evans & Durham Agency, New York, he conducted media studies for such clients as Schenley Distillers, Alexander Smith Carpets, Ex-lax and Vaseline. He believes the selection of Negro media and its personnel is done haphazardly with unorganized and incomplete methods in most instances.

The basis for Negro media selection, he believes, is usually the recommendation of a maid in the home of the company president. "The man in the agency who has walked through Harlem twice becomes the Negro expert," he charges.

The agency, rather than the client, is reluctant to raise the level of Negro advertising, Mr. Evans claims, and many campaigns in Negro media are compromise campaigns bought at the insistence of the client. The Negro, he says, buys brand names and is not a price-bargainer. He gets psychological satisfaction out of having the best because of his status as a member of a minority group.

These concepts are used by Mr. Evans in his general account duties at the Meyerhoff Agency, where he has worked since 1949. His accounts, most of which use radio, include Supreme Liberty Life Insurance Co., Universal Life Insurance Co., Jackson Mutual Life Insurance Co., Service Federal Savings and Loan bank, Metropolitan Mutual Assurance Co., Dearborn Supply Co., M & W Manufacturing Co. He also counsels Illinois Meat Co., Jim Beam Distillers and Kyron Foundation.

Thirty-seven years old, Mr. Evans was born in Louisville but has lived most of his life in Chicago. His wife is the former Maudelle Bousfield. They have two children, Leonard Jr., 6, and Midian, 3½.

Employment Service (Cont'd)

NEED? STAFF & EXECUTIVES!

All levels. Applicants carefully selected—screened—auditioned by our radio-TV expert.

Click **Personnel Placements**

22 West 46th St., New York City
Plaza 7-2728

Paul Patterson

PAUL PATTERSON, 73, a director and former president of the A. S Abell Co., publisher of the Baltimore Sunpapers and licensee of WMAR (TV) Baltimore, died in that city last Monday after several months' illness. He began his newspaper career at 18 on the *Chicago Tribune*, was on the staff of the *Washington Herald* and served s city editor of the *Washington Times*. He joined the Abell firm in 1911 as managing editor of the *Evening Sun*, became company president in 1919 and resigned last year. He was a director of the Associated Press and president (1922-24) of American Newspaper Publishers Assn. Survivors are his wife, Elsie; a daughter, Polly Chenery, and five sons, Paul Jr., Donald, James, Malcolm and Walter.

FCC Actions

(Continued from page 87)

WLAB Lebanon, Pa.—Granted mod. CP for extension of completion date to 7-4-52.

ACTIONS ON MOTIONS
By Comr. George E. Sterling

KTOK Oklahoma City, Okla., and WEEK, Peoria, Ill.—Granted petition of respective assignors and assignees for dismissal without prejudice of application for consent to assignment of license of KTOK from O. L. Taylor to West Central Bcstg. Co.; application for assignment of license and CP of station WEEK from West Central Bcstg. Co. to O. L. Taylor and application to assign license and CP of WEEK from O. L. Taylor to Radio Station WEEK Inc.

City Bcstg. Corp., Nashua, N. H. — Denied petition for additional extension of time from April 16 to April 30 in which to file exceptions to Initial Decision issued in proceeding re its application and that of WHOB Gardner, Mass.

Leroy E. Parsons, Chehalis, Wash.— Granted petition for acceptance of his late appearance in proceeding re application and that of Mid-State Bcstg. Co., Chehalis, Wash.

KWBU Corpus Christi, Tex.—Granted petition for leave to intervene in proceeding re applications of Liberty Bcstg. Co., Liberty, Tex., and that of KTHT Houston, Tex.

KVSM San Mateo, Calif. — Granted petition for acceptance of late appearance in proceeding re application.

Oakland Bcstg. Co., Pontiac, Mich., and John C. Pomeroy, Pontiac, Mich.—Granted petition of Oakland Bcstg. Co. for dismissal without prejudice application for CP on Commission's own motion, removed from hearing docket application of John C. Pomeroy.

By Hearing Examiner J. D. Bond

Chief, FCC Broadcast Bureau—Granted petition for extension of time to June 16 in which application of WJVA South Bend, Ind., for renewal of license and for transfer of control and Chief of Broadcast Bureau may file proposed findings of fact and conclusions of law.

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla., and WEBK, Tampa, Fla. — By memorandum opinion and order granted petition of Gulf Beaches Bcstg. Co. for leave to amend its application to substitute as vice-president and director W. Frank Hobbs in lieu of Harnold Falconnier, and to supply certain information regarding personal and financial qualifications of Mr. Hobbs; to show certain technical and financial information incident to change of its proposal from non-directional to directional operation, and dismissed as moot in all other respects since such amendments have heretofore been accomplished; upon request of any opposing counsel, at the further hearing commencing on April 21, 1952, Gulf Beaches shall present Hobbs for cross-examination. Granted petition of WEBK for leave to amend its application to change proposed operation from non-directional to directional and to show certain technical and financial information incident to the change. Effective date for appeal purposes in this proceeding, April 18.

April 23 Applications . . .

ACCEPTED FOR FILING
License for CP

KVOZ Laredo, Tex.—Requests license for CP, as mod., which authorized new AM station.

Modification of License

KWEM West Memphis, Ark. — Requests mod. license to change studio location to Memphis, Tenn.

WKBS Oyster Bay, N. Y.—Requests mod. license to specify station location as Oyster Bay, N. Y.–Stamford, Conn.

WCAU-AM-FM Philadelphia — Requests mod. license to change main studio locations.

WRAP Norfolk, Va.—Requests mod. CP, which authorized new AM station, for approval of trans. location.

AM—1470

WBOY Bcstg. Assoc., Tarpon Springs, Fla.—Application for CP new AM station on 1470 kc with 1 kw D AMENDED to change power to 5 kw.

UAW-CIO Program to Canada

International Union, UAW-CIO, Detroit—Requests authority to transmit program *Labor Views the News*, Mon.-Fri., 7:15 to 7:30 p.m., CST, from Detroit, Mich., to CKLW Windsor, Ontario, Canada.

License Renewal

Following stations request renewal of license:

WISH Indianapolis, Ind.; WHOT South Bend, Ind., and WSNJ Bridgeton, N. J.

TENDERED FOR FILING
AM—1060 kc

KWSO Wasco, Calif.—Requests mod. CP to change frequency from 1050 to 1060 kc, install DA-N.

AM—1260 kc

KPOW Powell, Wyo.—Requests CP to increase D power from 1 kw to 5 kw.

AM—1380 kc

KDAS Malvern, Ark.—Requests CP to change frequency from 1420 kc to 1380 kc.

APPLICATION RETURNED

KPLN Camden, Ark. — Mod. CP, which authorized new AM station, for approval of ant., trans. and main studio locations.

WOPI Bristol, Tenn.—Renewal of license.

APPLICATION DISMISSED

WIAC Santurce, P. R.—Assignment of license from Radio Station WIBS Inc. to Tomes Muniz and Ramon Pares, d/b as Muniz & Pares.

Outstanding Opportunities

Florida	Michigan	New York State
$42,500.00	$100,000.00	$62,500.00
Fulltime. Exclusive market.	Well established. Very profitable.	Profitable. Independent.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

FCC Actions (Cont.)

April 24 Decisions . . .

COMMISSION EN BANC

Granted CP

KLCN Blytheville, Ark.—Granted CP to change frequency from 900 kc to 910 kc, with 1 kw D.

Denied Mod. CP

WERL East Rainelle, W. Va.—Denied mod. CP (which authorized new AM station on 1450 kc, 250 w unl.), for extension of completion date from Feb. 15 to May 15. If request for hearing is filed within 20 days, denial will be set aside and application designated for hearing; otherwise it will be presumed that applicant does not desire to prosecute the application and permit will be cancelled.

KTRM Beaumont, Tex.—Denied mod. CP (which authorized increase in power from 1 kw to 5 kw D on 990 kc and changes in DA-D), for extension of completion date from April 8 to Oct. 8. If request for hearing is filed within 20 days, denial will be set aside and application designated for hearing; otherwise it will be presumed that applicant does not desire to prosecute the application and permit will be cancelled.

To Remain Silent

WNAW North Adams, Mass.—Granted authority to remain silent additional 60 days from April 7, pending consummation of assignment of license which was granted April 18.

WEXI (FM) St. Charles, Ill.—Granted authority to remain silent for additional 90 days from March 28 pending reorganization of station.

FM Modifications

Following FM stations granted mod. of license or CPs covering changes in trans. or ant. systems, changing ERP or ant. heights:

WBSM-FM New Bedford, Mass. — Granted mod. license to change ERP from 20 kw to 1 kw.

WERE-FM Cleveland—Granted mod. license to change ERP from 11.5 kw to 20 kw.

WCPS-FM Tarboro, N. C.—Granted mod. CP to change ERP from 3 kw to 7 kw; ant. from 300 ft. to 260 ft.; cond.

WTVB-FM Coldwater, Mich.—Granted mod. CP to change ERP from 770 w to 310 w; ant. from 220 ft. to 230 ft.

License Renewal

Following stations granted renewal of licenses for regular period:

KCRS Midland, Tex.; KFXM San Bernardino, Calif.; KVOD Denver, Col.; WMAL, Washington; WQAN Scranton, Pa.; KGGM Albuquerque, N. M.; KVCV Redding, Calif.; KVNU Logan, Utah; WAGA Atlanta, Ga.; WETB Johnson City, Tenn.; WHYN Holyoke, Mass.; WKZO Kalamazoo, Mich.; WQXI Atlanta; WTNC Thomasville, N. C.; WSLS Roanoke, Va.; KLEE Houston, Tex.; KTAR Phoenix, Ariz.; KTBC Austin, Tex.; WIND Chicago; WKAQ San Juan, P. R.; WMAM Marinette, Wis.; WMT Cedar Rapids, Iowa; WOOF Dothan, Ala.; WPAB Ponce, P. R.; KERB Kermit, Tex.; KFXD Nampa, Ida.; KHQ Spokane, Wash.; KLZ Denver; KSJB Jamestown, N. D.; KUTA Salt Lake City; KVI Seattle; KWIE Kennewick, Wash.; KWTO Springfield, Mo.; KXXX Colby, Kan.; KYUM Yuma, Ariz.; WAEB Allentown, Pa.; WCHS Charleston, W. Va.; WGMS Washington, D. C.; WLIN Merrill, Wis.; WQAM Miami, Fla.; WRBC Jackson, Miss.; WREC Memphis, Tenn.; WROL Knoxville, Tenn.; WSAV Savannah, Ga.; WSGW Saginaw, Mich.; WSJS Winston-Salem, N. C.; WTAR Norfolk, Va.; WVMI Biloxi, Miss.; KBIO Burley, Ida.; KCON Conway, Ark.; KGAN Kingman, Ariz.; KRIB Mason City, Iowa; KRXK Rexburg, Ida.; WCBA Corning, N. Y.; WICE (formerly WDEM) Providence, R. I.; WNHC-TV New Haven, Conn., and WWWW Rio Piedras, P. R.

Granted Temporary License

Following stations granted temporary extensions of licenses for period ending August 1:

KGFX Pierre, S. D.; WGAI Elizabeth City, N. C., and WMRY New Orleans.

Following stations granted temporary extensions of licenses for the period ending August 1 (Comr. Bartley voting for regular renewals):

KTHT Houston, Tex.; WWNC Asheville, N. C.; KFQD Anchorage, Alaska; KTBB Tyler, Tex.; WAYS Charlotte, N. C.; WCAX Burlington, Vt.; WILL Urbana, Ill., and WVLK Versailles, Ky.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH APRIL 24

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,339	2,326	88	327	221
FM Stations	637	580	70	7	9
TV Stations	108	97	11	537	2

(Also see Actions of the FCC, page 86.)

Docket Actions . . .

DECISION

Emporia, Va.—Stone Bcstg. Co. FCC granted 1400 kc, 250 w fulltime. Condition. Granted April 23.

DECISION AND ORDER

Fostoria, Ohio—Seneca Radio Corp. FCC granted petition of Seneca for severance of its application from the application of Ionia Bcstg Co., Iona, Mich., and granted Seneca 1430 kc, 1 kw fulltime, DA-2. Conditions. Estimated construction cost $44,903, first year operating cost (with existing FM station) $38,000, revenue (from AM-FM operations) $58,000. Grantee is licensee of WFOB Fostoria. Granted April 23.

New Applications . . .

AM APPLICATIONS

High Point, N. C.—North State Bcstg. Co., 1590 kc, 1 kw day. Estimated construction cost $18,100, first year operating cost $30,000, revenue $36,000. Principal is R. Glenn Hendrix & Sons Inc. (75%), representatives for Lincoln Industries, Burton Upholstering Co., Bur-Mon Upholstery Co., and others. Filed April 22.

Sedalia, Mo.—Carl Wesley Yates Jr. and Christine Yates, d/b as Yates Bcstg. Co., 1050 kc, 1 kw day. Estimated construction cost $22,542.57, first year operating cost $32,000, revenue $45,000. Son and mother are applicants for station: Mr. Yates was announcer and student engineer for KMMO Marshall, Mo., and Mrs. Yates is owner of gift store and confectionery. Filed April 22.

Greenville, N. C.—Interstate Bcstg. Co., 1290 kc, 1 kw day. Estimated construction cost $12,750, first year operating cost $24,000, revenue $36,000. Equal partners are John C. Greene Jr., commercial manager of WRHI Rock Hills, S. C., and S. Vasco Yonce, automobile dealer. Filed April 23.

Greensboro, N. C.—Interstate Bcstg. Co., 920 kc, 1 kw day. Estimated construction cost $12,750, first year operating cost $24,000, revenue $36,000. Equal partners are John C. Greene Jr., commercial manager of WRHI Rock Hills, S. C., and S. Vasco Yonce, automobile dealer. Filed April 23.

TRANSFER REQUESTS

WDOS Oneonta, New York—Assignment of license from Oneonta Star Inc. to Ottaway Stations Inc. for amount equal to depreciated value of assets less liabilities (about $43,824.33). Principals in Ottaway Stations Inc. are president James H. Ottaway (40%) and Treasurer-Secretary Ruth B. Ottaway (30%), who are controlling officers, directors and stockholders of Empire Newspapers Inc., licensee of WENE Endicott, N. Y., and WVPO Stroudsburg, Pa. Filed April 7.

WENE Endicott, N. Y.—Assignment of license from Empire Newspapers Inc. to Ottaway Stations Inc. for amount equal to depreciated value of assets less liabilities (about $103,884.55). Principals in Ottaway Stations Inc. are President James H. Ottaway (40%) and Treasurer-Secretary Ruth B. Ottaway (30%), who are controlling officers, directors and stockholders of Empire Newspapers Inc., licensee of WVPO Stroudsburg, Pa. Filed April 8.

WRGA Rome, Ga.—Transfer of control from Mrs. Annie C. Quarles, administratrix of estate of John W. Quarles, deceased, to Charles Smithgall through transfer of 74% of stock for $40,000. Mr. Smithgall is owner of WGGA Gainesville, Ga., and president, treasurer and 28% owner of *The Daily Times*, Gainesville, Ga. Filed April 8.

KOBK Owatonna, Minn.—Transfer of control from William F. Johns Jr. to Myles H. Johns for $6,880.50. Myles H. Johns is president and 58% owner of Broadcasting Service Inc., St. Paul, Minn. Filed April 8.

WDBL Springfield, Tenn.—Transfer of control from Springfield Bcstg. Co. Inc. to Springfield Bcstg. Co., a partnership, with each partner to hold same percentage of interest as he now holds in percentage of stock (each hold ½). Change from corporation to partnership; no monetary consideration. No actual change of ownership or control. Filed April 8.

WPLH-AM-FM Huntington, W. Va.—Transfer of control from W. J. Newton to partners E. A. Marshall, J. N. Huddleston, Paul B. Bailey, Flem J. Evans and Edwin G. Polan through sale of stock and indebtedness for $40,000. Mr. Evans was president and general manager WPLM until last month; he is now general manager only of corporation. Other principals are West Virginia business and professional men. Filed April 19.

KPFM (FM) Portland, Ore.—Involuntary assignment of license from Robert T. Zabelle, deceased, limited partner with 25% interest, to Dolores E. Zabelle, executrix of estate of Mr. Zabelle. Other three partners retain their holding. No monetary consideration. Filed April 21.

KTLN Denver, Col.—Assignment of license from Leonard Coe to Radio Station KTLN Inc., in which Mr. Coe will own 100% of the stock. No actual change of ownership or control. Filed April 23.

Telestatus

(Continued from page 68)

in the other issue, it was reported. Observation of advertisements showed the same comparative equality, except that retail advertising was noticed almost 10% more often among women whose homes included television sets.

Time spent was averaged for all advertisements studied, with the figure indicating not only those who saw the page, noticed the advertisement and identified the product, but also "read most" of that ad. Among women, readership of national advertisements was slightly higher in TV homes for three of the issues studied, slightly lower in the remaining one. Among men, the comparison was 2% higher in TV homes. For retail advertisements the "read most" figure was almost 10% higher for women with TV, but for men, about ½% lower.

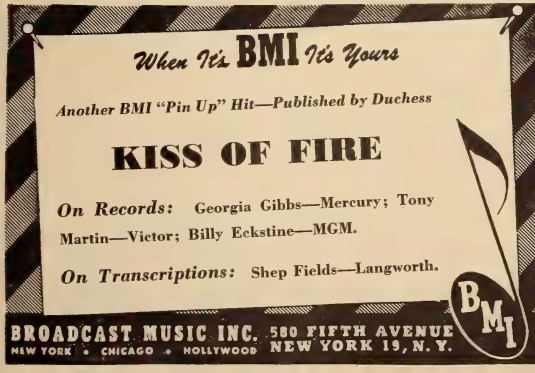
The report was made after analysis of 1,208 interviews conducted as part of the last four readership studies regularly made on behalf of the *Hartford Times* and the *Providence Bulletin*. Tests were made of heavy Thursday issues, the largest daily editions of the week, and were conducted during February when TV programs are stabilized and there is no holiday stimulus for shopping.

* * *

WICU (TV) to Telecast From Erie Classrooms

WICU (TV) Erie today (Monday) is to begin a series of telecasts showing classroom activities in Erie public schools. The series, entitled *Erie Schools at Work*, will present 30-minute telecasts thrice weekly through June 6.

The announcement of the series was made by Herbert Stewart, station general manager, who explained that the programs were being presented as a public service.





ALERT TEST

1,200 AM Stations Practice Conelrad

ABOUT 1,200 AM stations subscribing to the Conelrad alert plan were scheduled to participate this past weekend in nationwide simulated air attack exercises involving emergency control of radio broadcasts.

The special test early Saturday morning, conducted jointly by the FCC and the U. S. Air Force, was called to give broadcasters an opportunity to check their emergency equipment and Air Force pilots "experience in navigating without the aid of the radio compass," it was announced.

The exercise was scheduled for the period 1:30-5 a.m. April 26, with stations operating as they would during an actual enemy attack—airing emergency civil defense instructions. It was designed to test the system devised by the FCC and three air defense forces of the Continental Air Defense Command.

Participating stations in Saturday's exercise were not previously identified, but the broadcasts were planned over two prescribed frequencies—640 kc, a clear channel, and 1240 kc, a Class IV local frequency. Stations which operate 24 hours a day were not affected.

Early morning listeners were unaware of the exercise unless they tuned to those channels and caught, before and after each test, every half hour, the announcement of the FCC-USAF project. They would have heard the entire broadcast with the belief that it were emanating from the same station throughout that period.

The plan called for each group of stations within a metropolitan area —those each on 640 kc and 1240 kc—to carry a common program originated from a single control point in each city. The broadcasts were to be alternated without interruption at certain intervals, with only one station on the air at any one time. Another requirement was reduced power.

In the smaller cities with only one or two outlets, each station was to generally transmit its own program over one of the two common frequencies, with a silent period between each transmission.

Political Libel

(Continued from page 25)

penses arising from record-keeping, administrative costs and extra precautions due to libel risks. Only a fortnight ago, Rep. Mike Mansfield (D-Mont.) warned that he was considering introduction of legislation to prohibit what he called "double charging" by stations for political time.

Sen. Gillette indicated that he was inclined to go along with the Horan bill and hinted the subcommittee might recommend its passage.

Col. Roberts said it was an "unfair burden on the broadcaster" to force him to make a private decision (on parties, candidates, their remarks, etc.) which rightfully should be made by the public.

The DuMont representative said his network would not permit the Communist party, though a legal political party, to buy time on its facility. Mr. Fellows questioned this, noting that the calculated risk would be in possible wilful violation of the law. Col. Roberts said DuMont was ready to accept that risk. Both men agreed, however, that the broadcaster ought not be required to assume the burden.

Col. Roberts said that a vicious attack can be made against a candidate without being libelous. Sen. Hennings discussed generously what is "fair comment" and what is "libel or slander."

Cardinal principle of radio-TV station operation on political broadcasting today is "fairness," Mr. Fellows emphasized.

The subcommittee is concurrently drafting language for a bill on the election laws, BROADCASTING • TELECASTING was told by the subcommittee counsel, John Moore.

However, nothing specific on the governing of the broadcast industry is expected to be included in the bill. And while the subcommittee is concerned with libel and liability, it probably will not include the subject in its legislation.



'MOON-DOG HOUSE'

WJW's Freed Packs 'em In

OVERWHELMING response to a disc jockey's two-week promotion over WJW Cleveland of a coronation ball for fans of his 11:15 p.m. to 1 a.m. *Moon-Dog House* brought a crowd of 25,000 to the ball and 70 extra firemen and policemen to handle the throng, station notes.

The huge group in Cleveland was reason enough for WJW to add an additional segment from 5-6 p.m. to the *Moon-Dog House* show and marked a fitting climax to the efforts of Alan Freed, the show's star since it started six months ago.

The late night show started with the title, *The Freeditorium*, and changed its name to *Moon-Dog House* when a record shop bought part of the show across the board. Fan clubs and mail followed and advance balls were held a few weeks ago in Akron and Canton, with 4,000 attending each event.

Mr. Freed's two weeks of promoting the Cleveland "Moon-Dog House Ball" was done on his own program and not a word of promotion was used through other media. Although advance ticket sales reached 6,000 and the crowd began to gather almost an hour before the ball, not even Mr. Freed was prepared for the crowd of 25,000 at the Cleveland dance.

Needless to say, the two original *Moon-Dog House* sponsors are continuing the Monday through Saturday broadcasts.

WMAQ LOCAL BUSINESS

Volume Up, Kopf Reports

MORE than $150,000 in local radio business has been billed by WMAQ (NBC) Chicago in the past few weeks, Harry C. Kopf, vice president and general manager, said last week. He issued details from the sales report of Rudi Neubauer, WMAQ sales manager, showing sale of more than 1,500 one-minute spots and participations, as well as 80 minutes of programming weekly which was bought by the Chrysler Dealers of Cook County through Olian Adv., Chicago.

Largest spot order, for 25 one-minute announcements weekly for 52 weeks, came from Dormin Inc., through Dowd, Redfield and Johnstone.

ILL. U. CLINIC

Set for May 1-2

RADIO NEWS CLINIC, sponsored by the U. of Illinois, will be held at the university's Robert Allerton Park near Monticello May 1-2.

Program participants include Jack Shelley, WHO Des Moines; Fred Hinshaw, WLBC Muncie, Ind.; William Ray, WMAQ Chicago; Glenn L. Farrington, WTAX Springfield; Glen Broughman, WQUA Moline; Laverne Waltman, WLPO La Salle; Robert Eickmeyer, WTAD Quincy; Bert DeBarr, WVLN Olney, Quincy Howe, WILL Urbana; Brooks Watson, WMBD Peoria, and Wick Evans, WDZ Decatur. Illinois Broadcasters Assn. is to be represented by Ray Livesay, WLBH Mattoon, past president of IBA.

PRESS STRIKE

Sees Tacoma Radio Boom

PRESSMEN'S strike which stopped publication April 12 of the *Tacoma News Tribune*, the city's only daily, has expanded news and feature coverage on Tacoma's radio stations and made business "awfully good," according to station executives.

A week after the strike hit Tacoma's afternoon and Sunday publication, all local stations reported success in (1) meeting the community's need for news, and (2) serving advertising requirements of local business.

To its normal 12 daily newscasts, KMO Tacoma swiftly added special commentary programs, two extra news shows Saturday and Sunday, and an extra sportcast daily, Jerry Geehan, general manager, reported. Notices of club meetings, Philharmonic concerts and other public events, and a quarter-hour of funeral and obituary notices, were being aired as a public service.

Mr. Geehan said advertisers who heretofore have used radio consistently found business up to standard, although department stores and others who threw in a quick spot schedule to substitute for their normal newspaper ads were not having equal success.

KTNT (FM), the transit-radio station owned by the *News Tribune*, took over the AP bureau for Pierce County (Tacoma) and added two persons to its news staff.

Burke Ormsby, KTNT director of news and special events, reported the station also launched a Sunday program with eight actors dramatizing the weekly comics. Over-all spot business at KTNT doubled after the strike began, he said.

KTAC (formerly KTBI) Tacoma, which began a concentrated news coverage when it went fulltime February 11, augmented its news schedule tremendously, according to H. J. Quilliam, president. Business at the station boomed after the strike began, he said.

WTMJ ANNIVERSARY

Observance Begins May 1

SPECIAL programs over WTMJ-AM-TV Milwaukee will mark the 30th anniversary of *Milwaukee Journal* radio service to the community May 1.

Festivities will begin an anniversary observance period which will be climaxed in August by a week-long celebration of the 10th anniversary of Milwaukee's Radio City. This summer also will mark the 25th anniversary of WTMJ's affiliation with NBC.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

Spot Radio

(Continued from page 23)

and more attention to maintaining a satisfactory margin between revenues and expenses in the coming months, according to Irwin Maier, board chairman of the advertising bureau. He reported Wednesday that national advertisers set a new record in newspaper-space purchases last year, spending a total of $513 million, a figure almost double the comparable newspaper revenue in 1946.

Some $2,226 million is estimated as the newspaper take from advertisers this year, he said, to lead the next largest medium, direct mail, by a two-to-one margin. Radio's income from the total advertising bill will be about $690 million and television's, $484 million, he added.

Newspapers, however, still "simply cannot stand any real decline in revenue," he noted.

Agendas for closed sessions Tuesday, first day of the convention, indicated possible discussion for a wide range of radio-TV topics, from newspaper monitorship of competing radio newscasts to promotion of newspaper-owned radio stations.

Representatives of papers with less than 10,000 circulation, meeting separately, did not raise any radio-founded subjects, it was reported, while those from papers with 10,000-50,000 circulation asked only one question: "How many papers in cities under 50,000 population have applied for or definitely intend to apply for a TV station?" Five of the 200 papers represented answered affirmatively.

Delegates at the advertising session Wednesday also heard how to sell national retail advertising from William A. Greene, Bureau of Advertising assistant director, and bureau staff members who reported on local saturation campaigns conducted in newspapers for Bab-O, Colgate and Personna blades, corporations which turned AM and TV advertising budgets over to newspapers as a result.

A sales presentation, prepared for Motorola, was outlined to show the thesis that advertising limited to 63 TV markets had reached only 58.1% of the consumers, so that, it was argued, only $30,000 of every $100,000 spent for advertising was reaching effective coverage.

Another corporation, Tidewater Oil, was reported as turning from radio to newspaper advertising on grounds that its greatest sales period occurred at the time of lowest radio audience. Another advertiser increasing its newspaper purchases was Campbell Soup Co., identified as increasing expenditures from $220,000 in 1948 to over $1 million in 1951.

Louis N. Brockway, executive vice president of Young & Rubicam, speaking Wednesday as vice chairman of the Advertising Council, said that 579 daily newspapers had joined the two-month old newspaper cooperation plan to donate a one-column, three-inch space—often on the front page—to public service messages twice a month. "It means a circulation of 27 million readers every 15 days . . . and some of the space you cannot buy at any price," he reported.

First-day meetings stressed freedom of the press, with ANPA President Charles F. McCahill setting the pace by urging that Presidential powers of seizure be made plain and explicit by law. His speech was followed by an address from Dr. Alberto Gainza Paz, publisher in exile of Argentina's *La Presna*, who gave similar warnings on press restrictions.

Discussion groups later in the day yielded an unpublicized restriction on newspapers, based on radio reporting: Presence of a radio in a newsroom for the purpose of receiving and reporting police calls is listed as a federal offense.

Slocum Named Secretary

Election of ANPA officers and directors, final business before adjournment Thursday afternoon, resulted in naming of Richard W. Slocum of the *Philadelphia Bulletin* and previously an ANPA director, as secretary. Two newly elected directors were Franklin D. Schurz of the *South Bend* (Ind.) *Tribune* and H. H. Cahill of the *Seattle* (Wash.) *Times*. Re-elected officers were Mr. McCahill, president; George C. Biggers, *Atlanta* (Ga.) *Journal* and *Constitution*, vice president, and W. L. Fanning, *Westchester County Publishers*, White Plains, N. Y., treasurer.

Special meetings for associated newspaper groups were held Monday, the day before the ANPA sessions started, and included a labor conference panel at which Richard P. Doherty, employer-employe relations director of the NARTB and industry member of the Wage Stabilization Board, was a speaker. Other organizations which met during the week included the AP, UP, INS, New York State Publishers Assn., Pennsylvania Newspaper Publishers Assn., Publishers Bureau of New Jersey and the American Assn. of Newspaper Representatives.

ROBERT ATKINSON, owner of Atkinson Co., Los Angeles, radio station representative, adds to duties by representing list of West Coast Radio Sales, that city.

Looking for Radio & Television Technicians?
RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.
Write to: PLACEMENT MANAGER
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 West Fourth Street, New York 14, N. Y.

IRON LUNG DJ

Polio Patient Has Show

STEVE SPEARMAN, who is 21 and a patient at Houston's Southwest Respiratory Polio Center, is building a successful career for himself as a disc jockey.

With the aid of John Norman, radio and video program producer, Mr. Spearman tapes the show while in his iron lung. The show is presented at 8 p.m. Saturday over KXYZ Houston and then is shipped to Hot Springs, Ark., for broadcast to Mr. Spearman's hometown listeners.

Mr. Spearman handles most of the program details himself. He answers his own fan mail, selects his own music and each week dictates the shows continuity to Mr. Norman. Most of the writing is in dialogue form, with Mr. Norman helping out as straight man. In this way, the iron lung's mechanical rhythm is effectively camouflaged.

Although often discussing hospital goings-on, Mr. Spearman rarely mentions his illness seriously. Listeners sometimes fail to discover that he is an iron lung patient.



Mr. Norman (standing), head of John Norman Productions, holds mike while Mr. Spearman tapes his show.

* * *

Flood Funds

(Continued from page 27)

Eularick and Lyle Bremser of KFAB Omaha, News Director Austin Schneider of KCSJ Sioux City, Iowa, Robert O'Brien of KFWI Council Bluffs, Iowa, and Julian Hoshal of KSTP St. Paul. Doing the job for WPTR were News Editor Will Roger Stevens, announcer Bob Austin and engineers James Cruise Jr. and Bob Englebrat, according to H. W. Maschmeier, program director.

The 5 kw installation of KTRI Sioux City, Iowa, was inundated by the flood and Station Manager E. H. Huber flashed a distress call to Collins Radio Co., Grand Rapids, for a 250w transmitter, which in 15 hours was trucked 300 miles, installed and was carrying the program from the station's downtown studio. Chuck Lowder, Collins field service engineer, and KTRI Chief Engineer Willard Easterly worked all night April 14 restoring the station to the air. James Knights Co., Sandwich, Ill., ground crystals and shipped them by air for the new transmitter.

WKTY LaCrosse, Wis., met the occasion with a performance that drew this comment from one disaster official: "As outstanding useful services to disaster workers as I have ever seen." News coverage included an area-wide air trip by newsman Charlie Kearns, who used a self-powered tape recorder to document his survey for listeners. By receiving walkie-talkie relays from Coast Guard Auxiliary patrolmen, and transmitting coded messages to Coast Guard boats, the station was instrumental in halting racing motor boat drivers, who threatened sand and earthen dikes along low-lying city areas with large waves.

'Ohio Story' Change

TRANSCRIBED dramatic program, *The Ohio Story*, shifts from WTAM to WGAR Cleveland effective June 2 and plans are underway to expand the series to perhaps 15 other Ohio stations, WGAR reported last week. Starring Nelson Olmstead, the series has been sponsored for five years on WTAM by Ohio Bell Telephone Co. and has won newspaper poll awards as outstanding Cleveland dramatic program. Agency is McCann-Erickson.

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
76th IN RETAIL SALES
among Sales Management's 162 Metropolitan Areas
•
IF YOUR radio campaign is based on the first 100 markets according to Retail Sales volume — then over 234,000 Quad-Citians are buying above your standard.
WHBF has worked with mind, body and its facilities to assist in the progress and growth of the Quad-City area to a major market position.
Les Johnson, V.P. and Gen. Mgr.
Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.



at deadline

WDGY MINNEAPOLIS SALE TO HAGMAN GROUP APPROVED

APPROVAL of sale of 50 kw WDGY Minneapolis-St. Paul for $425,000 from Stuart Investment Co. to group of Twin Cities businessmen headed by Clarence T. (Swanee) Hagman [B•T, March 24, Feb. 11] was given by FCC Friday. Authorization was made contingent on Mr. Hagman divesting himself of all interest in WLOL Minneapolis, amounting to about 1% of outstanding stock. Mr. Hagman until February was general manager of WLOL.

Associated equally with Mr. Hagman in ownership of 30-year-old WDGY (on 1130 kc with 25 kw nighttime power) are H. J. Lang, electronic welding company owner and San Diego (Calif.) auto supply businessman; George E. Lau, operator of coffee shop chain; Clarence W. Levy, furniture retailer. WDGY lost $90,000 in 1951, transfer application revealed.

Stuart Investment Co. continues to own KFOR Lincoln and KOIL Omaha.

ASCAP POSTPONES ELECTION OF OFFICERS

ELECTION of officers of ASCAP for coming year, scheduled for last Thursday's meeting of society's board of directors at their first regular session since their own election, has been postponed for "a couple of weeks," ASCAP spokesman said Friday.

Official explanation for postponement was absence of some board members from meeting, which others felt should be present before undertaking such important task as choosing organization's officers. Unofficial reports are that directors present were unable to agree on successor to Otto A. Harbach, who is said to have refused to serve another term as president on ground that at 78 he is entitled to relinquish burden of official duties.

Meeting also reached no decision regarding reinstitution of post of general manager, which was discontinued following death of John Paine some years ago. Since then, duties have been divided among executives heading legal, foreign, sales and accounting activities.

After months of negotiations, ASCAP has signed contracts with Functional Music of Chicago and Air Music of New York, "beep" services supplying background music to stores, factories, restaurants, etc., Jules M. Collins, sales manager of ASCAP, announced Friday. Contracts provide for retroactive payment for use of ASCAP-licensed music by these companies, Mr. Collins said.

LEE ENTERPRISES INC. SUES

ON behalf of its WOR-AM-TV New York, Thomas S. Lee Enterprises filed suit Friday with county clerk, Superior Court of New York, to collect $8,638.02 allegedly due from Cavanaugh-Shore & Co., New York agency, and Antuner Co., N. Y., for time charges and money allegedly refunded by stations to customers of Antuner. Lee Enterprises also sued Cavanaugh-Shore for $4,105.90, allegedly due for commercial announcements for agency. Defendants could not be reached late Friday for comment.

WBKB-CBS COOPERATION

WBKB (TV) Chicago to make complete facilities available to CBS-TV network for coverage of both political conventions this July, under sponsorship of Westinghouse Electric Corp., CBS-TV announced Friday.

CONSTITUTIONAL TV

TELEVISION thus far is only instrument by which steel companies have been able to compete on equal terms with President Truman, Wage Stabilization Board and CIO, Clarence B. Randall, Inland Steel Co. president, told National Press Club luncheon Friday.

"Perhaps television should be superimposed on the Constitution," he quipped, "but it should be done by Constitutional means." Mr. Randall said he faced "largest audience which any private citizen had ever addressed" in his April 9 reply to President's seizure of steel mills.

SHARP REVENUE RISE SHOWN FOR DuMONT NETWORK

DuMONT TV Network has shown consistent rise in revenue over past 15 months, Chris J. Witting, director and general manager, reported in statement for publication today (Monday). Revenues for 1951 were up 196% over 1950 and in first quarter of 1952 increased another 68% over like period of last year, he said.

During January, February and March of this year, in average week, DuMont placed 712 station quarter-hours of business with its affiliates, against 636 quarter-hours year ago and 230 quarter-hours in 1950, network reported. Meanwhile, average commercial DuMont network has risen to 15.5 stations, with at least five sponsors increasing their networks substantially in recent months and 13 indicating plans for remaining on air all summer.

CLIENT SERVICE BUREAU ORGANIZED BY WLWT

WLWT (TV) Cincinnati announced Friday formation of Client Service Dept. to be headed by Frederic Gregg. Mr. Gregg for past year has been in charge of promotion for Crosley television outlets.

New department will offer complete promotion and merchandising service to TV advertisers. Operating on six-figure budget with full staff of specialists, department will be completely self-contained unit embracing all phases of promotion, merchandising, exploitation and related client and station activity.

TEST DRAMA'S RATING

WOR-TV New York's experimental *Broadway TV Theatre*—same play each night Monday through Friday—attained unduplicated Pulse rating of 32.3 in its opening week, April 14 through 18, when "Trial of Mary Dugan" was presented, WOR-TV spokesmen reported Friday. They said this meant show was seen by 918,000 families (not counting duplications) during that week. President Theodore C. Streibert regarded this rating as "merely a start" and predicted audience for series, sponsored by General Tire & Rubber Co. and R. J. Reynolds Tobacco Co., "will continue to increase, and that the plays will build themselves."

PEOPLE...

DAVID T. HARRIS, salesman at KFBK Sacramento, Calif., advanced by McClatchy Broadcasting Co. to KWG Stockton as manager. He succeeds Howard L. Bailey, now manager of Bee Engraving, Sacramento.

K. BRUCE MITCHELL, director of Western Union international communications since 1947, appointed vice president of same area.

JOHN E. KUCERA, head of time-buying section of Biow Co. Media Dept., named radio-TV chairman of National Assn. for Mental Health.

WADE CHAPMAN and **BERNARD SLAVIN** to Christiansen Adv. Agency, Chicago, as account executives, from BBDO, same city, and Hixon & Jorgensen, Los Angeles.

E. HOY McCONNELL named manager of radio sales for Capehart-Farnsworth Corp., Ft. Wayne, Ind.

NEW NBC SPAC GROUPS TO MEET THIS WEEK

FIRST meeting of NBC's new Stations Planning & Advisory Committee to be held Tuesday and Wednesday in New York, with Harry Bannister officiating for first time since taking over as stations relations vice president.

Committee to convene at 10 a.m. Tuesday with NBC President Joseph H. McConnell and Mr. Bannister giving welcome, followed by morning-long closed session for elections, etc. Combined SPAC will hear summer radio presentation in early afternoon by Jack Herbert, vice president for radio network sales, with separate radio and TV sessions following.

Radio group to hear further talks on their departmental activities by following: Mr. Herbert; Fred Dodge, merchandising director; Hugh M. Beville, director of plans and research; Jake Evans, manager of advertising and promotion; Syd Eiges, vice president for press and exploitation; Charles Barry, vice president for radio network programs; Henry Cassidy, director of radio news and special events, and William McAndrew, director of public affairs.

Television group simultaneously scheduled for departmental talks by Sylvester L. Weaver Jr., vice president in charge of NBC TV network; Joseph V. Heffernan, financial vice president; George Frey, vice president and director of TV network sales; Davidson Taylor, general production executive; Mr. McAndrew; Ed Madden, vice president of TV network operations and sales; Carl Stanton, manager of TV commercial program planning, and Fred Wile, vice president and director of TV network production.

Morning of second day to be spent by combined SPAC in closed session and in afternoon, Radio and TV groups will separate for further conferences with NBC officials.

New SPAC consists of:

RADIO—Richard O. Dunning, KHQ Spokane; Ralph Evans, WHO Des Moines and WOC Davenport; B. T. Whitmire, WFBC Greenville, S. C.; Robert B. Hanna Jr., WGY Schenectady; P. A. Sugg, WKY Oklahoma City; Allen M. Woodall, WDAK Columbus, Ga.; Ed Yocum, KGHL Billings, Mont., and Willard C. Worcester, WIRE Indiapapolis.

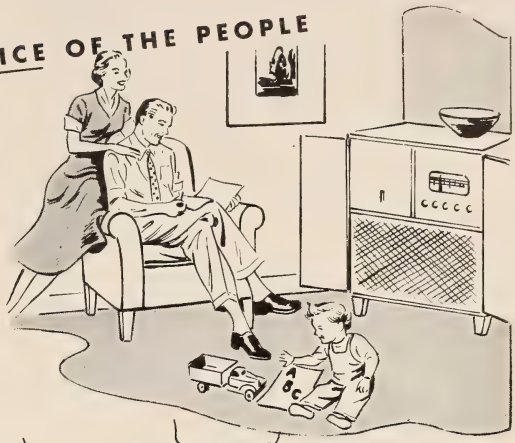
TV—Martin Campbell, WFAA-TV Dallas; E. R. Vadeboncoeur, WSYR-TV Syracuse; Stanley Hubbard, KSTP-TV Minneapolis-St. Paul; Lee Wailes, Fort Industry Co.'s WSPD-TV Toledo.

CHASE BUYS CANDY FIRM

CHASE CANDY Co., St. Louis, has purchased Shotwell Mfg. Co., Chicago, which makes Puritan and Hostess marshmallows and candy. Respective agencies are Glee R. Stocker & Assoc., St. Louis, and Reincke, Meyer & Finn, Chicago.

FIRST

IN THE CHOICE OF THE PEOPLE



FIRST

IN COVERAGE OF THE HUGE MEMPHIS MARKET



WREC

COSTS ARE DOWN

RESULTS ARE UP

WREC rates per thousand listeners have declined 10.1% since 1946. You get more in every way from WREC.

WREC Hooper Ratings average higher than on any other Memphis Station

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS, 600 KC, 5000 WATTS



NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED & COMPANY

RADIO AND TELEVISION STATION REPRESENTATIVES

MAY 5, 1952

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Pomeroy's Tests Radio's Pull
Page 23

Meredith Buying KPHO-AM-TV
Page 23

Nine More Plan Spot Campaigns
Page 25

Peabody Awards Are Announced
Page 28

TELECASTING
Begins on Page 63

The Newsweekly of Radio and Television

21ST year

WOR-tv channel 9

the station that gave New York an amazing new concept of tv programming, "Broadway TV Theatre," has packaged another unique buy . . .

"TONIGHT'S NEWSREEL"

Every day, all of channel 9's Fox Movietone United Press films are wrapped into one complete newsreel . . . and shown continuously — exactly like a newsreel theatre. An entirely new and up-to-the-minute newsreel every night!

The station whose programming genius gave advertisers UNDUPLICATED AUDIENCE . . . with "Broadway TV Theatre" . . . now gives sponsors complete audience turnover — among the alert, responsive viewers who make up the news audience in America's Number 1 market.

"Tonight's Newsreel" is available now at rates that are astonishingly low.

WOR-tv channel 9
1440 Broadway, New York
LOngacre 4-8000

Results are what we love...
and what WTVR sponsors get

Getting results for sponsors is our business. And our formula for making sponsors happy is simple indeed. We take a big helping of public service, mix it with top network programs, add the program and engineering knowhow we've acquired during our 26 years. Oh, yes, we can't forget the friendly warmth that characterizes WTVR announcers. Sponsors like these ingredients. Have you tasted the result?



Havens & Martin Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

WHEREVER radio station WFAA is heard, housewives are familiar with a jingle that goes, "Better buy Burleson's honey." You can find Burleson's on grocers' shelves in major markets all over the Southwest. It wasn't that way back in the early 1930's . . .

A WFAA salesman had just finished speaking on the power of radio advertising before the Waxahachie, Texas, Rotary Club. T. W. Burleson walked up and introduced himself, explaining that he operated a small honey packing business. Radio interested him, but when they got around to discussing cost, the old gentleman snorted, "Just for rich folks!" and stalked out the door.

"Young whippersnapper!" he cried . . .

"That $600 will break us!"

Instead, it built a honey of a business for the Burlesons

It was two years later that young Ed Burleson, just out of college, was in Dallas trying to build distribution for his father's growing business. Radio looked like the answer, and Ed signed a $600 contract with WFAA for a year's schedule of announcements. Ed Burleson got a stormy reception when he reached home with the news.

Within six months though, the elder Burleson had reason to change his opinion of radio, and by the end of the second year's contract, sales of Burleson's honey had jumped 400%! From that day to this, radio has had a large share of Burleson advertising – over the station that helped make it a honey of a business – WFAA.

WFAA-820 is a honey of a station, too. Ask the Petry man about it today!



EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, *Station Manager* • RADIO SERVICE OF THE DALLAS MORNING NEWS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL·TV

LANCASTER, PENNSYLVANIA

for Response

3 Programs

telecast once weekly for 13 weeks

Drew 55,245 pieces of mail

The programs:

TALENT TIME	31,564
NAME THE BRAND	13,471
STUMP YOUR NEIGHBOR	10,210

Buy WGAL-TV to sell these many thousands of prosperous buyers

A Steinman Station
Clair R. McCollough, *Pres.*

WGAL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago San Francisco Los Angeles



at deadline

CLOSED CIRCUIT

WATCH for developments on new RCA multiple-purpose TV method (probably to be designated as Telespot) until now highly classified. Dr. Charles B. Jolliffe, RCA vice president and technical director, demonstrated system to FCC, civil defense and military representatives in Washington Friday. Method entails principle of Ultrafax high-speed transmission.

ACTION OF Senate Rules in reporting so-called Gathings resolution authorizing House Interstate and Foreign Commerce Committee to investigate blood and thunder programming in TV, stems from mounting opposition to that type of programming and to commercials—mainly beer. Committee expected to counsel with NARTB TV Board of Review on enforcement and presumably will give it strong backing in effort to bring moderations and restraint into programming because of effect on juvenile audiences. Chairman of committee likely to be Rep. Lindley Beckworth (D-Tex.).

TAILORED price regulations for radio-TV industry will be out in next fortnight. OPS staff is poring over final draft now, which is understood to provide ceilings at retail-wholesale level. Regulation based on manufacturers' price survey recently completed by agency, and will cover receivers, phonographs, other radio-TV appliances.

UNITED Paramount Theatres' pitch at government agencies for closed circuit theatre telecasts didn't stop at Justice and State Dept. discussions (see story page 31). It's authoritatively learned that UPT executive also solicited Defense Dept. for recommendation as to feasibility of medium. Defense reportedly rejected bid on grounds it would place itself on record as supporting one medium to exclusion of others.

WATCH Sen. Hubert Humphrey (D-Minn.) for possible fireworks on "political" institutional advertising by large corporations. Senator is studying answer from Internal Revenue Bureau on his query as to what administrative action it could take, and whether legislative authority is needed to take action, against firms which deduct expenditures for this type of advertising on their income tax.

SOME Congressional quarters tried to pull quickie on military personnel procurement authorities by agreeing to thaw funds freeze for recruiting if Defense Dept. would consent to deduction from fiscal '53 moneys. But Air Force-Army officials wouldn't nibble. Question still hangs in the air. (Story page 34.)

REQUEST to include entire state of West Virginia in TV Zone I, instead of splitting state between Zones I and II, will be filed this week with FCC by WHIS Bluefield, W. Va. Petition will point to unfair discrimination between cities in West Virginia under present plan, which provides 170-mile co-channel minimum separation in Zone I and 190-mile separation in Zone II.

CURIOUS phase of TV life under NARTB

(Continued on page 6)

RADIO-TELEVISION BARRED, PRESS TO COVER HEARING

BAN against radio and television coverage of preliminary hearings in damage suit filed by Sen. Joseph R. McCarthy (R-Wis.) against Sen. William Benton (D-Conn.) was imposed Friday by Sen. Benton's counsel. Suit asks $2 million damages from Sen. Benton.

Explanation given for action was that Theodore Kiendl, attorney handling case for Sen. Benton, had sponsored New York State law banning microphones and cameras from many types of judical and public proceedings. He was represented as feeling it would be inconsistent on his part to allow proposed pickup of hearing, scheduled to start this morning (Monday). Mr. Kiendl is member of firm of Davis, Pope, Wardwell & Kiendl, New York.

Both Sen. Benton and Sen. McCarthy had said they had no objection to cameras and microphones at hearing. Press will be admitted to proceeding.

RATES DOWN 27% IN TEN YEARS—GRABHORN

"RADIO RATES, in relation to circulation, have decreased themselves—and not because of advertiser pressure—by some 27% over the last 10 years," Murray Grabhorn of Edward Petry & Co., station representation firm, declared in speech prepared for delivery yesterday (Sunday) at meeting of Kansas Broadcasters Assn. in Wichita. He called on radio to "hold the line" on rates.

His statement was part of answer to one made at recent AAAA's convention by Melvin Brorby, of Needham, Louis & Brorby, that trends within various media, comparing 1951 with 1952, showed that cost-per-thousand for magazines had risen 7%, for outdoor advertising 5%, for network radio time 16%, for spot radio time 22% [B•T, April 7].

Mr. Grabhorn said he "respectfully" took issue with Mr. Brorby's analysis regarding radio: "I want to compare his analysis, based on 32 random stations, with a matched sample more than three times as big—97 stations, to be exact," Mr. Grabhorn said. He explained latter study, made by statistical tabulating co. for NARTSR, showed "average Class A one-hour rate had increased 12.8% from July 1941 to July 1951. In dollars and cents, the average went from $145 to $163."

But, he noted, radio circulation gained 54% in same period, and if rates had gone up at same place they'd average $223 per Class A hour instead of $163.

HORMEL PLANS TV

GEORGE A. HORMEL & Co., Austin, Minn., will put its network radio show, the Hormel *All Girl Review*, on television next fall, spotting a series of half-hour films in various markets. Kling Studios, Chicago, will handle the photography, expected to start late this month with a series of 13 shows featuring 60 of the girl musicians and vocalists. Arrangements were completed last week by Jay C. Hormel, board chairman, who will supervise production, and Fred Niles, Kling vice president in charge of TV and motion pictures. Agency is BBDO, Minneapolis.

BUSINESS BRIEFLY

SOFT DRINK SHOW ● New Grape Corp., Atlanta, buying once-a-week half hour transcribed Ziv package show in 47 radio markets for 26 weeks. Agency, Liller Neal & Battle, Atlanta.

SPOTS FOR SHOES ● Thom McAn Shoes, through Neff-Rogow, N. Y., planning May 16 to 29th radio spot campaign using 6:30-8a.m. and evening periods to appeal to male audience.

10-WEEK CAMPAIGN ● Junket Brand Foods, Little Falls, N. Y., planning 10-week spot campaign using mostly participation shows in top radio markets, starting May 26. Agency, McCann-Erickson, N. Y.

DAIRY RESUMES ● Foremost Dairies, which cancelled its national radio campaign short while ago is resuming on all its stations with two-week schedule starting Thursday for its tangerine juice. Schedule may be extended is successful. Agency, Fletcher D. Richards, N. Y.

TEST FOR MEXSANA ● Mexsana Skin Cream, N. Y., buying five-market test campaign

(Continued on page 98)

RADIO STILL BEST CBS PROCLAIMS IN ADS

"AFTER Four Years of TV, What's Happening to Radio?" was answered in full-page CBS Radio ads in *The New York Times* and *Herald Tribune* Friday: With CBS Radio's fall schedule "already 80% as far along as last year's schedule was on Sept. 1," network said "radio is building early momentum for one of the biggest seasons in its history."

Noting that public continues to buy half million AM sets monthly, advertisements reported that half of radio listening is outside of living rooms, with result that "in total listening, people spend more time with radio than with any other medium."

"In terms of advertising," full-page spread continues, "a mass advertiser may choose to spend a dollar for 944 radio listeners . . . or 365 television viewers . . . or 334 magazine readers . . . or 240 newspaper readers.

"In terms of advertising frequency, he may choose to reach a given number of prospects once in newspapers . . . or 1.3 times in magazines . . . or 1.5 times in television . . . or 3.9 in radio—at no difference in cost."

Advertisement, which broke Thursday in *Wall Street Journal* and is scheduled later this month for *Newsweek*, *Business Week*, and four trade publications, appeared in New York just as CBS-TV clinic was being held (see story, page 66).

HANNA HEADS DISC GROUP

MICHAEL R. HANNA, WHCU Ithaca, N. Y., member of NARTB board, named chairman of new NARTB Transcription Rules Committee. Group was authorized by board at February meeting to look into possibility of revising FCC rules covering announcement of transcribed programs. Chairman Hanna will name other members of committee, with first meeting scheduled in near future.

for more AT DEADLINE turn page



at deadline

CAN TWO AM'S GET ONE TV STATION?

CAN two AM stations in same city get together, apply for and be granted TV station without running afoul of FCC's duopoly regulations? Question was put squarely up to the Commission Friday when KFBI Wichita repeated same questions posed early in March by Senator Edwin C. Johnson (D-Col.) in letter to FCC Chairman Paul A. Walker [B•T, April 21]. At that time, Chairman Walker replied by saying that question had not been taken up by the Commission. [See Editorial, page 52 which closed earlier].

Essence of problem is this: Commission rule prohibits ownership or control of two AM stations in same community. Some AM broadcasters are considering joining to set up new corporation to apply for TV in order to obviate contested hearings for channels, also to make it easier financially. Some FCC staff officials have questioned whether ownership of TV station in this manner might not jeopardize ownership of AM stations.

Declaratory ruling is therefore requested on four questions propounded by Sen. Johnson: (1) Can owners of two or more AM stations in same city be granted TV station and be permitted to retain their AM stations which are run as separate entities, (2) Would combination of two AM owners for TV put that application at disadvantage in hearing with other applicants not engaged in broadcasting, (3) Is there any prejudice at FCC regarding granting of such an application, (4) Would joint application for TV by two AM station owners be in conflict with public interest, provided each radio station is operated separately.

FACILITIES ARE EXTENDED BY RADIO FREE ASIA

THREE shortwave bands now used by Radio Free Asia for broadcast programs into Far East, according to John W. Elwood, director. Transmission facilities now include Guam and second Manila transmitter. Programs travel on 9490, 11,940 and 6110 kc. Mr. Elwood described it as "an important step toward covering all of Southeast Asia with a radio barrage of truth to expose the false promises of the Communist."

FCC DIVISION CHIEFS

APPOINTMENT of division chiefs in recently established FCC Field Engineering & Monitoring Bureau was announced Friday. Following were named: Stacy W. Norman, Inspection & Examination Div.; George L. Jensen, Engineering Div.; Irving L. Weston, Monitoring Div. All three have been with FCC and predecessor agencies since late 1920's. Field Engineering & Monitoring Bureau is headed by George L. Turner, with Frank M. Kratokvil as assistant chief and head of Field Operating Div.

DuMONT BUYS NIELSON

DuMONT Television Network has signed for the National Television Index Service and the New York TV ratings reports of the A. C. Nielsen Co., Chicago market research firm. DuMont operates WABD (TV) in New York. Contract handled by Chris Witting, DuMont general manager, and Arthur C. Nielsen.

In this Issue—

Can department stores use radio as they do newspapers? Pomeroy's of Pottsville, Pa., is applying field tactics to find out. A test campaign, thus far successful, makes use of radio-only on WPAM. *Page 23.*

In a Sears, Roebuck experiment, reported by Advertising Research Bureau, radio outpulls the printing medium. *Page 24.*

A feature, "The Tale of the Cautious Grocer," tells how radio's power makes money for a Kentucky grocer who had little to spare. *Page 30.*

In a $1.5 million transaction, KPHO-AM-TV Phoenix is being purchased by Meredith Publishing Co. *Page 23.*

With some 18 BMI clinics held in the nation last week, another 24 are slated in the next ten days. Attendance is up at all of them. *Page 26.*

Annual George Foster Peabody Award winners announced in New York re-emphasize that broadcasters can achieve merit in programming. *Page 28.*

On Capitol Hill, a probe of radio-TV programming threatens *(Page 25)*, as the McFarland bill clears for House debate. *Page 29.*

NBC radio affiliates pledge confidence in the network's plans at the first 1952 Stations Planning and Advisory Committee meeting. But some privately see a defeatist attitude. *Page 29.*

TV Engineers are thumbing through a new National Bureau of Standards' report on VHF propagation. Their question: Is there a new threat to television? *Page 65.*

Another problem is the possible affect on 80-90% of 17 million TV sets in use today by ham operations on the 21 mc band authorized by FCC. *Page 67.*

In Washington, a joint committee with FCC, industry and aviation representation, sits down to talk over height and sites for TV towers this week. *Page 68.*

Broadcasters at Ohio Assn. of Radio-TV Broadcasters management clinic may ponder FCC Comr. Robert F. Jones' speech attacking the final TV allocations plan. *Page 67.* And CBS-TV in a New York clinic went through the subject of new TV station construction from A to Z. *Page 66.*

Full particulars of closed circuit TV, already perceived by federal civil defense planners, are currently under the watchful eye of certain government agencies for possible future use. *Page 32.*

Upcoming

May 5: ABC Affiliates, Fort Worth Hotel, Fort Worth.

May 5-6: NBC radio workshop, Chicago.

May 7: BAB Sales Clinic, Kansas City.

May 8-9: NBC radio workshop, New Orleans.

(BMI Clinics and Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

Code is unexpected public apathy during two-month operation. Cause of unconcern thought to be excitement of Presidential race, steel crisis and other big news. (Not documented in NARTB's video code is headachy problem of controlling cameramen and other strongly unionized personnel involved in bosomy shots and off-color antics).

STILL CONCERNED over purported aid and comfort given bookies by horse race broadcasts, FCC has cited another station on renewal—WLAP Lexington, Ky. Station, it's understood, has Saturday afternoon program on race-by-race coverage but presumably handle only local area results, whereas other stations previously cited carried technical information on all races.

ACTIVITY getting hotter on Department of Justice Anti-Trust suit against National Football League et al. Counsel for League last week began taking depositions of government witnesses.

SPECULATION points to Rep. Oren Harris (D-Ark.) as eventual communications leader in House Interstate and Foreign Commerce Committee. Second ranking member (follows Chairman Robert Crosser (D-Ohio) is Rep. Lindley Beckworth (D-Tex.) who announced for Senate Friday.

TV EDUCATIONAL FUNCTIONS OUTLINED BY DR. DUNHAM

BEST functions of educational TV were outlined Friday afternoon by Dr. Franklin Dunham, Radio-TV Chief for U. S. Office of Education, at 35th annual meeting of American Council on Education at Chicago's Palmer House.

Functions which can be performed best by commercial stations, he said, are entertainment, newscasting, commentary and forum discussions and sports and special events. "Buff" zone, which can be programmed by either commercial or educational stations with success, include cultural, developmental and backgrounding the news. Realm of educational TV best served are talks "on level of the BBC", high-level discussions, dramatized research and direct teaching. He advocated "swift action" in the one-year limit.

Appearing during general TV discussion session were George E. Probst, radio director, U. of Chicago, Ralph Steetle, executive director, Joint Committee on Education TV; Davidson Taylor, NBC vice president; I. Keith Tyler, director, Institute for Education by Radio and TV, Carroll V. Newsom, Associate Commissioner of Higher Education, New York State. The Rev. Theodore M. Hesburgh, C. S. C., executive vice president, U. of Notre Dame, was moderator.

FREQUENCY CHANGE ASKED

APPLICATION for change of frequency from Channel 9 to Channel 8, with 316 kw and 1,000-ft. antenna height above ground was filed Friday by WXEL (TV) Cleveland. Also refiled was application for Youngstown, Ohio, by WKBN which is seeking UHF Channel 27, with 203 kw and 509 ft. antenna height above average terrain.

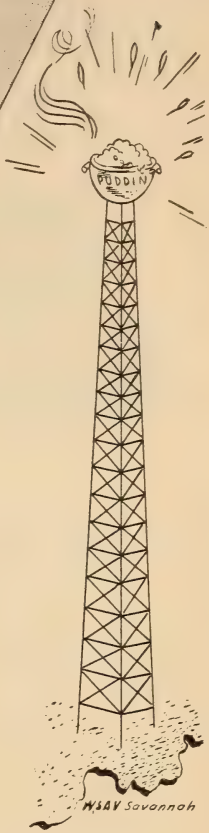
WXEL plans to spend $237,000 to make the changeover required by the FCC's final TV report, and also to change its main studio location from Parma, Ohio, to 1630 Euclid Ave., Cleveland. Transmitter will remain at Parma.

WKBN plans to spend $353,000 to build the station, $250,000 for first year's operating costs, expects $225,000 first year's revenue.

for more AT DEADLINE see page 98

HERE'S PROOF...

—— the people who actually Sell FOOD and DRUGS place their ADVERTISING on WSAV exclusively



● **THE SAVANNAH FOOD BROKERS ASSOCIATION—**
whose membership comprises all of the leading food brokers in this area—
PLACE THEIR ADVERTISING EXCLUSIVELY
on WSAV

"Ladies Be Treated" 9:15-9:30 AM, Monday thru Friday

—A program designed to promote consumer preference for leading brand-name foods, and to stimulate the cooperation of the 500-odd retail grocers within the WSAV listening area.

● **THE SAVANNAH PHARMACEUTICAL ASSOCIATION—**
whose membership comprises all of the leading druggists in this market—
PLACE THEIR ADVERTISING EXCLUSIVELY
on WSAV

"A Man and His Magic" 6:05-6:10 PM, Monday thru Saturday

—This program is designed to build public confidence in the retail druggist as an important member of the nation's health team, and as the most dependable source of all consumer drug products.

The People Who Actually Sell FOODS and DRUGS Know from Experience that WSAV is the "SELLINGEST" Medium in the Entire Savannah Seaboard Market!



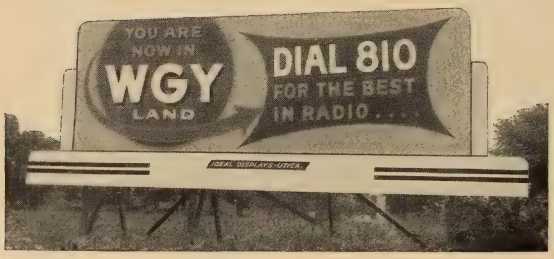
It's 630 in Savannah **WSAV** 630 kc. 5,000 watts Full Time

NBC AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE: HARRY E. CUMMINGS

Summer 'Boom-State'



The tremendous impact of Station WGY on an enlarged summer-time audience is ably demonstrated by one of WGY's sponsors—the Catskill Game Farm. In 1951, this organization abandoned its advertising schedule in newspapers and other radio stations to use WGY *exclusively*. Through spot announcements in the morning and night-time stations breaks, the result was a 250 percent increase in attendance.

Reaching all the summer resorts in the Adirondack, Catskill and Berkshire Mountains and Vermont, sales messages carried by WGY also reach the many tourists and vacationers in Saratoga Springs, Lake George, Lake Champlain and Cooperstown, New York. The WGY area is surely one of America's foremost vacation areas.

Motorists visiting "WGY-Land" learn the station's location on the dial through seven striking, colorful 8' x 24' Scotchlite billboards which are located on the major traffic arteries leading into the WGY area.

You can realize outstanding results by doing your summer selling on Station WGY.

810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

Represented by
NBC Spot Sales

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

Agency Beat	14
Aircasters	57
Allied Arts	58
Editorial	52
FCC Actions	90
FCC Roundup	95
Feature of Week	12
Film Report	84
Front Office	54
New Business	18
On All Accounts	14
Open Mike	20
Our Respects to	52
Programs, Promotion, Premiums	88
Strictly Business	12
Telerama	83
Telestatus	73
Upcoming	38

TELECASTING Starts on page 63

WASHINGTON HEADQUARTERS

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

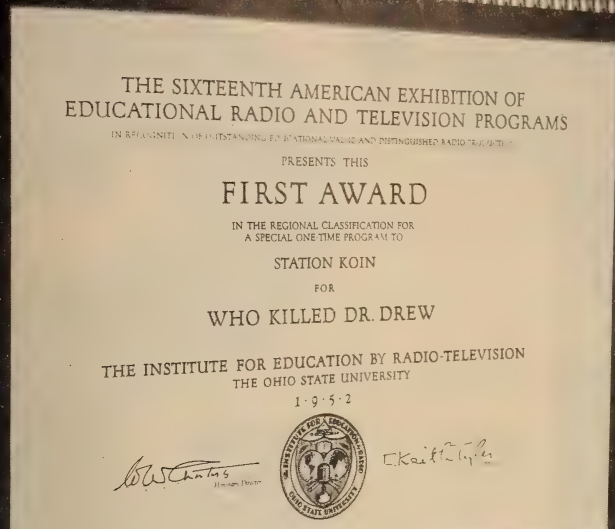
Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING *Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

***Reg. U. S. Patent Office**

Copyright 1952 by Broadcasting Publications, Inc.

The value of a radio station to its community is measured by the services it performs


THE SIXTEENTH AMERICAN EXHIBITION OF
EDUCATIONAL RADIO AND TELEVISION PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL RADIO AND DISTINGUISHED RADIO PRODUCTION

PRESENTS THIS

FIRST AWARD

IN THE REGIONAL CLASSIFICATION FOR
A SPECIAL ONE-TIME PROGRAM TO

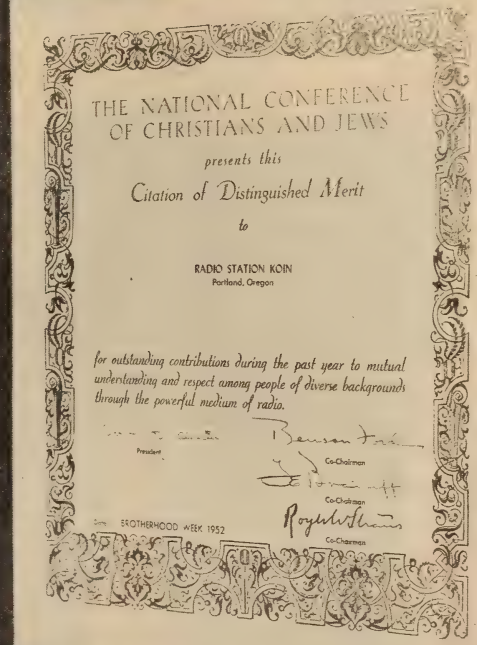
STATION KOIN

FOR

WHO KILLED DR. DREW

THE INSTITUTE FOR EDUCATION BY RADIO-TELEVISION
THE OHIO STATE UNIVERSITY

1 · 9 · 5 · 2


THE NATIONAL CONFERENCE
OF CHRISTIANS AND JEWS

presents this

Citation of Distinguished Merit

to

RADIO STATION KOIN
Portland, Oregon

for outstanding contributions during the past year to mutual understanding and respect among people of diverse backgrounds through the powerful medium of radio.

President

Co-Chairman

Co-Chairman

Co-Chairman

BROTHERHOOD WEEK 1952

KOIN *proudly acknowledges two national awards for the locally produced dramatic documentary program on racial prejudice.....*

WHO KILLED DR. DREW

CBS

KOIN

A MARSHALL FIELD STATION

AVERY-KNODEL, Inc.

NATIONAL REPRESENTATIVES

and KOIN F-M — PORTLAND, ORE.

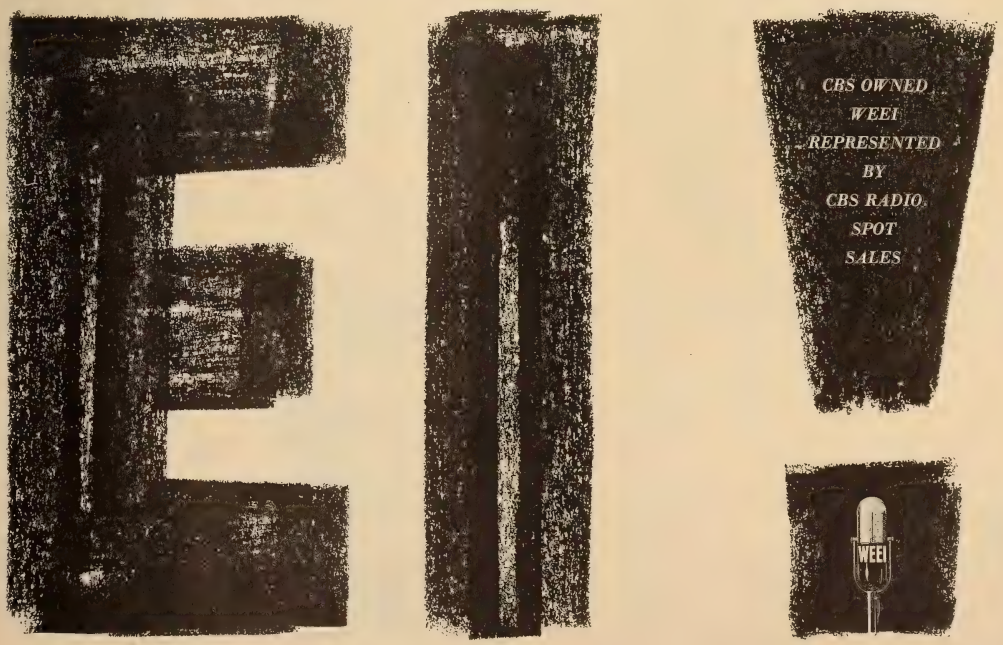
IT'S WE

In Boston, the big station is WEEI!

WEEI wins more quarter-hour firsts than all other stations combined.

WEEI commands an average of 23.2% of the radio audience— 33.3% more than any other station.

Pulse of Boston: March-April 1951 through January-February 1952, total week.





Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

FOUR participating spots on television have opened a new market in the Seattle area for a metal polish produced and previously sold only in California.

When John C. Charles & Co., Los Angeles, decided to put its Formula #40, a liquid polish for brass, copper and chrome, into the Pacific Northwest market, it started with no distribution outlets. In fact, it had only a jobber, Emmett E. Egan & Co., Seattle, and a product which had originally been developed for shining sports equipment but now was being promoted for copper-bottom cooking utensils and such additional items as fireplace andirons and brass door knockers.

The product had sold well in California for three years, but in Seattle there was neither demand nor even awareness of Formula #40.

Egan & Co. took the account Dec. 20, 1951, and the television promotion started right then. The vehicle was Peter Lyman's *Telebuys Inc.*, aired on KING-TV Seattle Monday through Friday at 3:15-3:30 p.m. John Freiburg, a principal of the manufacturing company, appeared on the first program and thereafter Pete Lyman carried it alone.

After demonstrating the product on a copper-bottom pan, Mr. Lyman used a blackboard to invite viewers to write in. Offering a free sample of Formula #40, he suggested this wording on a postcard:

"Where can I buy Formula 40? My favorite store is ————."

Two such demonstrations and free-sample offers a week, in a two-week period, brought in 1,200 postcards.

The broker then separated the cards according to the stores named and showed them to the store managers as evidence that *their customers* wanted Formula #40. It was a convincing demonstration and it promptly opened, as retail outlets for the product, 300 independent supermarkets, the affiliated stores of three major food chains in Seattle and hardware and department stores.

Sent From Afar

Postcards came from as far north of Seattle as Port Townsend and Port Angeles and from as far south as Olympia, with one from Portland, Ore. One store in Seattle received mention on more than 400 of the cards.

Telebuys Inc. went off the air after Formula #40 had been on two weeks. With the distributorships opened, the sponsor stopped its TV advertising—temporarily.

As of March 14, however, Formula #40 was back on KING-TV with participating announcements on *The World Today* (6:45-7 p.m.). The new demonstrator of the product is Mary (Mrs. Emmett E.) Egan.

"We've got the distribution," Mr. Egan told BROADCASTING • TELECASTING. "Now we want to sell the product."

strictly business

"DAYTIME radio still has a strong place, depending on what you are advertising," according to Herbert M. Cleaves, sales and advertising manager of the Jell-O Division, General Foods, who a fortnight ago was promoted to the marketing managership, Associated Products Division.

His opinion on video advertising: "You have to weigh very carefully the rising costs against the possible sales potential of your product . . . For many products, television has priced itself out as an advertising medium."

As advertising head of the Jell-O Division, Mr. Cleaves' problem was not to get people to purchase the product but to use it more frequently—from the stocks on almost

(Continued on page 83)



Mr. CLEAVES

CLEVELAND

WSRS

"The Family Station"

CLEVELAND'S ONLY *NEWS STATION ON THE AIR 24 Hours daily around the clock*

WSRS

●"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR AROUND THE CLOCK

On the air 24 hours daily

"The Family Station"

WSRS

CLEVELAND

NAT'L REP. FORJOE & CO.

6:00 AM	6:15 AM	6:30 AM	6:45 AM	7:00 AM	7:15 AM	7:30 AM	7:45 AM
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WNEW 1.2	WNEW 1.3	[illegible] 1.8	[illegible] 2.1	[illegible] 3.8	[illegible] 3.9	[illegible] 4.4	[illegible] 4.7
[illegible] 1.1	[illegible] 1.1	WNEW 1.6	WNEW 2.0	WNEW 3.5	WNEW 3.6	WNEW 4.3	WNEW 4.4
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8:00 AM	8:15 AM	8:30 AM	8:45 AM	9:00 AM	9:15 AM	9:30 AM	9:45 AM
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[illegible] 4.1	[illegible] 3.9	[illegible] 3.8	[illegible] 3.5	[illegible] 3.6	WNEW 3.6	[illegible] 3.6	[illegible] 3.5
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[illegible] 1.1	[illegible] 1.1	[illegible] 1.1	[illegible] .9	[illegible] 1.1	[illegible] 1.0	[illegible] 1.1	[illegible] 1.1

10:00 AM	10:15 AM	10:30 AM	10:45 AM	11:00 AM	11:15 AM	11:30 AM	11:45 AM
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WNEW 3.8	[illegible] 3.8	WNEW 3.9	WNEW 3.8	WNEW 4.1	WNEW 3.9	WNEW 3.4	[illegible] 3.2
[illegible] 3.8	WNEW 3.6	[illegible] 3.0	[illegible] 2.8	[illegible] 3.1	[illegible] 3.1	[illegible] 3.8	WNEW 3.1
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[illegible] 1.2	[illegible] 1.2	[illegible] 1.1	[illegible] 1.1	[illegible] .9	[illegible] 1.1	[illegible] 1.1	[illegible] 1.2
[illegible] .9	[illegible] .9	[illegible] 1.1	[illegible] 1.0	[illegible] .9	[illegible] 1.0	[illegible] 1.1	[illegible] 1.1

12:00 N	12:15 PM	12:30 PM	12:45 PM	1:00 PM	1:15 PM	1:30 PM	1:45 PM
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WNEW 3.0	WNEW 3.1	WNEW 3.2	WNEW 2.9	[illegible] 2.9	WNEW 2.8	WNEW 2.6	WNEW 2.5
[illegible] 2.8	[illegible] 2.9	[illegible] 2.8	[illegible] 2.8	WNEW 2.8	[illegible] 2.6	[illegible] 2.4	[illegible] 2.6
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[illegible] 1.4	[illegible] 1.4	[illegible] 1.3	[illegible] 1.3	[illegible] 1.6	[illegible] 1.4	[illegible] 1.3	[illegible] 1.3
[illegible] 1.3	[illegible] 1.1	[illegible] 1.3	[illegible] 1.3	[illegible] 1.3	[illegible] 1.4	[illegible] 1.3	[illegible] 1.3
[illegible] 1.3	[illegible] 1.1	[illegible] 1.0	[illegible] 1.0	[illegible] 1.1	[illegible] 1.0	[illegible] 1.1	[illegible] 1.2
[illegible] 1.1	[illegible] 1.1	[illegible] .7	[illegible] .8	[illegible] .9	[illegible] .9	[illegible] 1.0	[illegible] 1.0

2:00 PM	2:15 PM	2:30 PM	2:45 PM	3:00 PM	3:15 PM	3:30 PM	3:45 PM
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WNEW 2.7	WNEW 2.7	WNEW 2.8	WNEW 2.7	[illegible] 3.4	[illegible] 3.6	[illegible] 3.4	[illegible] 2.9
[illegible] 2.6	[illegible] 2.5	[illegible] 2.8	[illegible] 2.7	WNEW 2.8	WNEW 2.8	WNEW 3.1	WNEW 2.8
[illegible] 2.4	[illegible] 2.4	[illegible] 2.1	[illegible] 1.9	[illegible] 2.3	[illegible] 2.4	[illegible] 2.6	[illegible] 2.3
[illegible] 1.9	[illegible] 1.8	[illegible] 1.9	[illegible] 1.9	[illegible] 1.9	[illegible] 2.3	[illegible] 2.1	[illegible] 2.1
[illegible] 1.4	[illegible] 1.5	[illegible] 1.6	[illegible] 1.6	[illegible] 1.6	[illegible] 1.7	[illegible] 1.8	[illegible] 1.9
[illegible] 1.4	[illegible] 1.4	[illegible] 1.3	[illegible] 1.3	[illegible] 1.3	[illegible] 1.3	[illegible] 1.6	[illegible] 1.4
[illegible] 1.2	[illegible] 1.1	[illegible] 1.0	[illegible] 1.1	[illegible] 1.2	[illegible] 1.2	[illegible] 1.3	[illegible] 1.3
[illegible] 1.1	[illegible] 1.0	[illegible] .9	[illegible] .9	[illegible] 1.2	[illegible] 1.1	[illegible] 1.1	[illegible] 1.0

4:00 PM	4:15 PM	4:30 PM	4:45 PM	5:00 PM	5:15 PM	5:30 PM	5:45 PM
[illegible] 3.8	[illegible] 3.9	[illegible] 3.8	[illegible] 3.9	[illegible] 3.7	[illegible] 3.6	WNEW 4.3	WNEW 4.4
WNEW 2.8	WNEW 2.8	[illegible] 2.7	WNEW 2.6	WNEW 3.3	WNEW 3.3	[illegible] 3.6	[illegible] 3.3
[illegible] 2.6	[illegible] 2.6	WNEW 2.6	[illegible] 2.6	[illegible] 2.8	[illegible] 2.7	[illegible] 2.7	[illegible] 2.7
[illegible] 2.5	[illegible] 2.4	[illegible] 2.4	[illegible] 2.3	[illegible] 2.6	[illegible] 2.6	[illegible] 2.6	[illegible] 2.6
[illegible] 2.4	[illegible] 2.3	[illegible] 2.3	[illegible] 2.2	[illegible] 2.5	[illegible] 2.6	[illegible] 2.6	[illegible] 2.6
[illegible] 1.8	[illegible] 1.8	[illegible] 1.4	[illegible] 1.4	[illegible] 1.4	[illegible] 1.4	[illegible] 1.4	[illegible] 1.3
[illegible] 1.4	[illegible] 1.4	[illegible] 1.3	[illegible] 1.3	[illegible] 1.4	[illegible] 1.3	[illegible] 1.4	[illegible] 1.3
[illegible] 1.3	[illegible] 1.3	[illegible] 1.2	[illegible] 1.2	[illegible] 1.3	[illegible] 1.1	[illegible] 1.1	[illegible] 1.2
[illegible] 1.3	[illegible] 1.3	[illegible] 1.1	[illegible] 1.1	[illegible] 1.1	[illegible] 1.1	[illegible] 1.0	[illegible] .9

8:00 PM	8:15 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM
WNEW 4.6	WNEW 4.6	WNEW 4.6	WNEW 4.6	WNEW 4.2	WNEW 3.9	[illegible] 3.9	[illegible] 3.8
[illegible] 3.7	[illegible] 3.1	[illegible] 3.5	[illegible] 3.7	[illegible] 3.9	[illegible] 3.5	[illegible] 3.2	[illegible] 3.8
[illegible] 3.7	[illegible] 3.1	[illegible] 2.9	[illegible] 2.9	[illegible] 3.4	[illegible] 2.9	WNEW 3.1	[illegible] 3.3
[illegible] 3.4	[illegible] 2.8	[illegible] 2.6	[illegible] 2.8	[illegible] 2.8	[illegible] 2.8	[illegible] 3.1	[illegible] 2.6
[illegible] 2.8	[illegible] 2.4	[illegible] 2.1	[illegible] 2.1	[illegible] 2.4	[illegible] 2.7	[illegible] 2.7	WNEW 2.5
[illegible] 1.4	[illegible] 1.4	[illegible] 1.5	[illegible] 1.6	[illegible] 1.4	[illegible] 1.4	[illegible] 1.3	[illegible] 1.4
[illegible] 1.3	[illegible] 1.3	[illegible] 1.3	[illegible] 1.1	[illegible] 1.1	[illegible] 1.1	[illegible] 1.2	[illegible] 1.2
[illegible] 1.3	[illegible] 1.3	[illegible] 1.1	[illegible] .9	[illegible] 1.1	[illegible] 1.0	[illegible] 1.2	[illegible] 1.0
[illegible] 1.1	[illegible] 1.1	[illegible] .8	[illegible] .9	[illegible] 1.0	[illegible] .9	[illegible] .9	[illegible] .8

WNEW

1st, 2nd or 3rd
IN

55 OF 56

QUARTER-HOURS,

6 A.M. - 8 P.M.

APRIL 1952 PULSE
MONDAY-FRIDAY
AT-HOME ONLY

April '52 vs. '51 ?

Ratings UP 10%

Share UP 15%

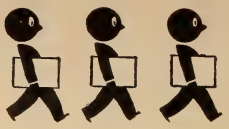


TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



agency

CHESTER T. BIRCH, advertising vice president, Andrew Jergens Co., Cincinnati, to Dancer-Fitzgerald-Sample, N. Y., as vice president in charge of service on Procter & Gamble account.

L. L. SCHULTZ, supervisor of creative work, Biow Co., N. Y., elected a vice president.



Mr. Schultz

DONALD M. SMITH Jr., merchandise account executive, Young & Rubicam, N. Y., to Grey Adv., same city, as account executive. **NOVAL WELCH**, assistant sales promotion manager, Servel Inc., joins Grey as account executive.

TOM SWICK, media department, Campbell-Ewald, N. Y., to McCann-Erickson, that city, as radio-TV time buyer.

HENRY A. MATTOON, vice president and member of plans board, Ruthrauff & Ryan, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as vice president and copy supervisor.



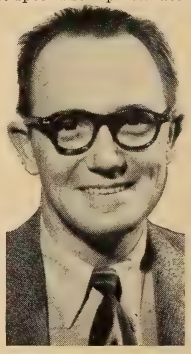
on all accounts

DESPITE paradoxes in his behavior pattern, Fred Kilian, director of radio and television programming for Young & Rubicam, Chicago, adheres to a consistent approach in these media. He is a "ham actor" who never kept a scrapbook, a collegian who avoided attainment of even freshman status in almost four years of study, an ex-life insurance salesman who sold only one policy—to himself—and a broadcast specialist who sees "serenity and peace" in radio and only "hard work" in television.

Mr. Kilian, who was born in Toledo, as a harried undergraduate at the U. of Toledo, studied courses in each school except prelaw, thereby neglecting to get a concentration of credits in any course which would have given him at least a freshman rating.

He's been working since he was 9 (then as a library page), and trod the boards with stock companies at 15. In 1929, at age 18, he was assistant technical director at Chicago's Goodman Theatre and acted on a CBS network show there. He studied two years at Pasadena Playhouse in Hollywood, buttering his bread by appearing as a movie bit player and working as Onslow Stevens' stand-in. After graduation, he was an assistant director at Republic Pictures.

Mr. Kilian, in the past 10 years, has resigned himself to the hybrid role of talent and management, with the former claiming "I have a penchant for the latter, and the latter doing the same." As he has gained increasing technical ability and objective views toward the various media in which he has worked, Mr. Kilian has found for himself a proportionate lack of entertainment value in each. He figured once he had appeared in 300 plays, but had only seen 50 during the same period.



Mr. KILIAN

At Y&R he is responsible for broadcast programming of such clients as Schlitz beer (he was hired last July as radio supervisor for Schlitz on *Halls of Ivy*, NBC radio, and *Playhouse of Stars*, CBS-TV), Purity Bakeries, O-Cedar, Borden Co. (Chicago), Elgin National Watch Co. and International Harvester, Truck Division.

He has worked in Chicago television since 1947, when, as production manager at ABC, he tested the medium for ABC on the independently-owned WBKB (TV) with a show sponsored by General Mills and the Hub Store. In the fall of 1948, when ABC's WENR-TV took the air, he became program director. His shows got the highest local rat-

(Continued on page 44)

beat

B. FRANKLIN ESHLEMAN II elected vice president of Benjamin Eshleman Co., Phila. **BENJAMIN F. BUSCH Jr.** appointed agency's media and marketing director. **JOSEPH R. ROLLINS Jr.** will head radio-TV staff. **DAVID S. BURCAT** and **RAY McDEVITT** join agency in marketing and art departments respectively.

WAYNE TISS, vice-president in charge, BBDO Hollywood, elected to board of trustees, College of the Pacific, Stockton, Calif.

GEORGE E. SCOTT, formerly with Ruthrauff & Ryan, to Betteridge & Co., Detroit, as production manager.

JOHN F. HEINZ, Cities Service Oil Co., to J. Robert Mendte Inc., Phila., as account executive.

ALLEN L. BILLINGSLEY, president of Fuller & Ross & Smith Inc., Cleveland, elected to board of directors of Interchemical Corp.

ROSS ROY Inc. opens Dallas office at 823 Mercantile National Bank Bldg., that city, headed by **ORVILLE McDONALD,** account executive.

DICK KIRK joins J. Neal Ferguson & Assoc., Dallas, as account service man and copy writer.

WARD BYRON, executive producer, ABC-TV, and **FRANK WOODRUFF,** producer-director of *Bigelow Theatre* for Young & Rubicam, to Lennen & Mitchell in New York and Hollywood office respectively.

GEORGE W. MILLER III, Caloric Stove Corp., to John Falkner Arndt & Co., Phila.

PETER LORCHER joins Ruse & Urban Inc., Detroit, as head of newly created merchandising and specialties division.

J. M. KORN, head of J. M. Korn Adv., Phila., elected to board of governors of Pennsylvania chapter of AAAA.

BADGER, BROWNING & HERSHEY, N. Y., moves to 10th floor of International Bldg., 630 Fifth Ave.

RUTH KUNZE, administrative assistant, Philip Lesley Co., N. Y., named assistant account executive.

LOIS REA, Lowe Runkle, Oklahoma City, to H. M. Gross, Chicago, as production manager.

RUSSELL TOLG, radio-television director, BBDO, Chicago, was guest speaker last week at meeting of Alpha Delta Sigma advertising fraternity.

NEEDHAM & GROHMANN Inc., N. Y., relocates in RCA Bldg., Rockefeller Center, on 17th floor.



LUCKY LAGER BEER, through McCann-Erickson, for the third consecutive year is bringing major league baseball to San Francisco Bay Area fans. Shown just after signing of contract are (l to r) H. G. Fearnhead, general manager, KYA San Francisco; Burton C. Granicher, McCann-Erickson, and Ken Hildebrandt, KYA sales manager.



Sales lady

OF THE EVENING

WBEN'S new 11:20 p.m.-to-midnight disc show "Diane" has an established and loyal buying audience. Her careful selection of restful tunes, reading of romantic poetry and special attention to requests has made her a favorite with those at home and in cars.

Diane dominates Western New York 11:20 *p.m. to midnight Monday thru Friday.*

Her identity is cleverly concealed, adding an aura of mystery to the show. Her sponsors, however, agree that there's no secret about Diane's terrific sales power !

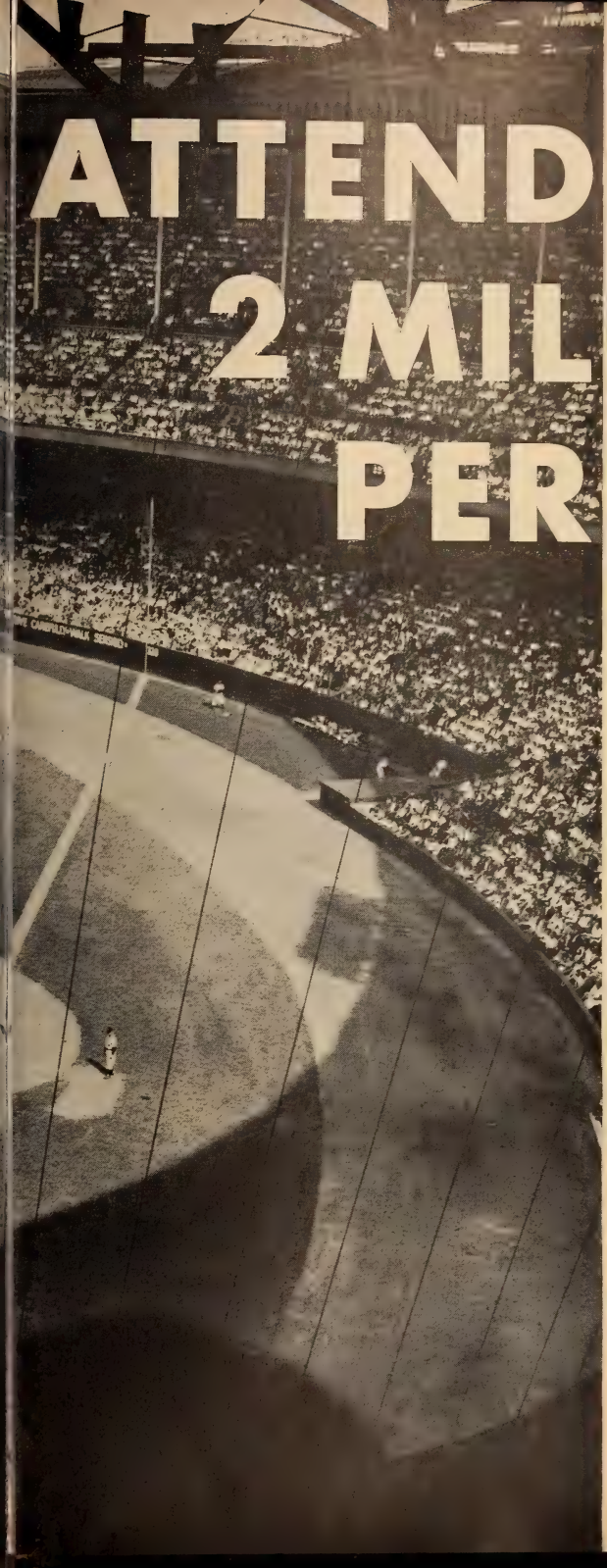
Why not use a segment of this popular show to air your wares — profitably !

Check Petry for availabilities

WBEN

NBC BASIC BUFFALO


MATTRESS



ATTENDANCE 2 MILLION PERSONS

That's the size of the audience that listens regularly to the broadcasts of the Cleveland Indians games through ***WERE.***

WERE's **balanced programming makes it *the* potent sales force in Northeastern Ohio . . .**

WERE **broadcasts the exclusive play-by-play of the Cleveland Indians games.**

WERE **broadcasts 19 newscasts daily.**

WERE **carries Cleveland's top disc jockeys.**

WERE **is the music-news-sports station for Greater Cleveland.**

O. L. Taylor Company
National Representatives

WERE *Cleveland, Ohio*
5000 W • 1300 KC

Vital in Northeastern Ohio

BLIND MAN'S GUFF

Some people,
including Canadians,
take views on Canada's marketing problems
that are based on popular misconceptions . . .
case of the blind leading the blind.

Admittedly, there *are* "obstacles".

Canada *is* a vast country
. . . larger than the U.S. by one quarter.
Canada's population—14 millions—
is widely dispersed.
In the U.S. there are 45.1 people
to the square mile;
in Canada 3.57.
And most Canadians
live in semi-urban and rural areas.
Only 38% live in cities
of 30,000 or over.

Also,
25% of the population speaks French.

But there's a way round
these geographical and linguistic obstacles
Radio.

For Radio in Canada
is bi-lingual
and wears seven league boots.

94% of all Canadian families own a radio.

And Radio is Canada's most popular entertainer
and most effective salesman.

"In Canada you sell 'em when you tell 'em".

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St., West, Toronto.

new business

Spot • • •

LOEW'S THEATRES, N. Y., placing TV spot schedule in addition to regular 52-week radio spot campaign in about twenty-five cities to promote "Singing in the Rain" for 4 days prior to premier in those cities. Agency: Donahue & Coe, N. Y.

LOOZ PRODUCTS, L. A. (dietary supplement), sponsoring Stewart Craig, health commentator, on 12 CBS Radio Pacific stations, 10:30-10:45 p.m. PDT, for 13 weeks starting May 11. Agency: Dean Simmons Adv., S. F.

FALSTAFF BREWING Corp., St. Louis, sponsoring *Cases of Eddie Drake*, private detective film series, on WKY-TV Oklahoma City and KMTV (TV) Omaha. Agency: Dancer-Fitzgerald-Sample, Chicago.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., announces plans for advertising educational program to improve handling of frozen concentrated orange juice on consumer and trade level. Final media plans not yet established. Agency: J. Walter Thompson Co., N. Y.

Network • • •

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, began sponsorship April 20 of 3 programs in ABC radio's Pyramid plan. Shows include: *Stop the Music*, 8:30-8:45 segment Sun., 8-9 p.m. EDT; *Top Guy*, Wed., 8:30-9 p.m. EDT, and *Defense Attorney*, Thurs., 8:30-9 p.m. EDT. Agency: Young & Rubicam, N. Y.

PEPSI-COLA Co., N. Y., starts *All Around the Town* on CBS-TV, Sat., 9-9:30 EDT, starting last Saturday. Show features Mike Wallace and Buff Cobb. Agency: Biow Co., N. Y.

S. C. JOHNSON & SON, Racine, Wis. (wax products), sponsoring *Peewee Reese Show* featuring Brooklyn Dodgers' baseball captain on MBS Sat., 5:45-6 p.m. local time. Agency: Needham, Louis & Brorby, Chicago.

Agency Appointments • • •

CBS-COLUMBIA Inc., N. Y. (radio, TV and electronic apparatus), appoints Ted Bates & Co., N. Y.

BOSTITCH Inc., Westerly, R. I. (wire stitching and stapling equipment), appoints N. W. Ayer & Son, Phila.

DOESKIN PRODUCTS Inc., N. Y., to Grey Adv., that city, effective June 1.

YORK ELECTRIC & MACHINE Co., names Aitkin-Kynett, Phila.

GENERAL ELECTRIC APPLIANCES Inc., St. Louis (distributor of GE major appliances), names Olian Adv., that city, to handle dealer cooperative advertising.

EDWARD & JOHN BURKE Ltd. (Guiness Stout and Burke's Ale), names Compton Adv., N. Y.

TITEFLEX Inc., Newark (flexible all-metal hose and electrical connections), appoints John Falkner Arndt & Co., Phila.

J-A Corp., Chicago, appoints Buchanan & Co., that city, to handle new product, Lemon Quick, powdered lemon concentrate. Spot radio being used.

ELLENSBURG RODEO, Ellensburg, Wash., appoints Standard National Adv., Seattle.

CASSOU'S VARIETY BREADS appoints Jewell Adv., Oakland, Calif.

Adpeople • • •

E. S. HARTWICK, vice president, Carnation Co., L. A. (ice cream, evaporated milk), to represent Adv. Assn. of West on board of directors of Brand Names Foundation.

HUGH McKELLAR, assistant advertising manager, Squirt Co., Beverly Hills (beverage), elevated to sales promotion manager. CARL HOFFMAN, district sales manager, named advertising manager.

HANK LAVENTHOL, Adrian Bauer Adv., Phila., to Wings Shirt Co., N. Y., as advertising manager.

KAY STEWARD, Botsford, Constantine & Gardner, to advertising staff, California Spray Chemical Co., Richmond, Calif., as copy writer.



LOOK AT THE NEW ARRIVAL!

- An ABC affiliate which delivers for the advertiser Ohio's third largest market — the YOUNGSTOWN area!
- An ABC affiliate which delivers that market at a low cost per thousand listeners!
- An ABC affiliate with exclusive play-by-play of all Cleveland Indian Ball Games.

WBBW — the new ABC affiliate in YOUNGSTOWN — a young, vigorous station which can deliver . . .

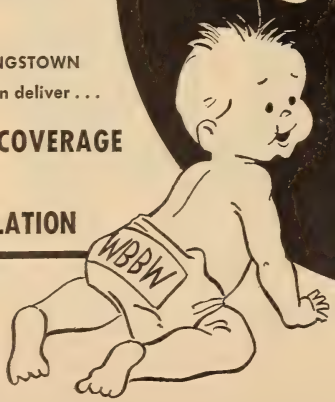
CONCENTRATED COVERAGE
with
NO WASTE CIRCULATION

THE CHOICE OF MOST LOCAL ADVERTISERS

WBBW

YOUNGSTOWN, OHIO
1240 KC

REPRESENTED BY
FORJOE & CO. INC.



open mike



Standard Audit

EDITOR:

Thank you very much for your coverage of the matter of the proposed merger which has been in the wind lately. Through you we would also like to thank the broadcasters, reps and time buyers who have called and written expressing their hope that we continue with our original plan of bringing out our Standard Report of station circulation.

Because of our [belief] that a single measurement of circulation is absolutely necessary, we felt obligated to consider the merger proposals. We could not, however, decide that the merger was practicable for a number of reasons. Perhaps the most important of these is that we feel morally obligated to the 400 stations who have signed with us to produce a circulation measurement which is oriented to the individual needs of all types of stations rather than to the requirements of the networks or a few larger stations. A report which is originally planned and designed to satisfy station needs can usually be built up and processed to produce data of value to networks. The reverse is not always true.

Of course, the final decision as to the correctness of our thinking is up to the industry itself and we are perfectly willing to abide by their choice. We have no qualms in this regard, however, since experience has already demonstrated a wide acceptance of our type of measurement among both buyers and sellers of time.

Kenneth H. Baker
President
Standard Audit and Measurement Services Inc.
New York

* * *

Allocations Report

EDITOR:

In all the hurly burly of trying to read and analyze the Commission's TV allocation plan and order, I suddenly realized how important it was to all attorneys practicing before the FCC that BROADCASTING • TELECASTING was able to come out on the official release date (April 14) with a full and complete printed version of the gargantuan document. You and your staff obviously toiled through the long hours of the Easter holiday in order to provide a service that the Commission was not equipped to do. You have our congratulations and appreciation for a job well done. I regret that I cannot express the same sentiments with respect to the contents of the document but recognize that you had no control . . . over that factor.

Arthur W. Scharfeld
President
Federal Communications Bar Assn.
Washington, D. C.

* * *

EDITOR:

At this late date I want to add my word of appreciation for the extremely fine job you did on getting out the report and order of the FCC lifting the television freeze.

This emphasizes still further my personal opinion that BROADCASTING • TELECASTING is the best trade periodical published in any field.

Richard M. Fairbanks
President and General Manager
WIBC
Indianapolis, Ind.

* * *

Editorial Comment

EDITOR:

[I was] Perplexed when I read your editorial writer's bland statement (April 21) that no more than a half-dozen AM educational stations remain on the air. Thought maybe he meant those who had been on the air 30 years, but found there are more than three times that number dating to 1922 . . .

Thought also that his statement that "most" educational institutions are under the aegis of government must have been an error of typography, as I'm sure none of your editorial writers would ever stoop to glittering generalities . . .

Don Anderson
Special Program Writer
WOI-AM-FM Ames, Iowa

[EDITOR'S NOTE: What our editorial writer was referring to was non-commercial educational AM stations, of which not many are left.]

Complete Coverage

EDITOR:

I am sorry that I have not written to you sooner, but I have been rather snowed under since the convention. I did want to express to you my personal appreciation for the very wonderful coverage that you gave to the BAB at the convention and the follow-up story that appeared this week. . . .

It is certainly wonderful to have a trade magazine so thoroughly behind our radio industry in all of its activities.

Charles C. Caley
President and General Manager
WMBD-AM-FM Peoria, Ill.

LOCAL ADVERTISERS "KNOW" THE IMPACT OF FLORIDA'S SWEET MUSIC STATION NATIONAL ADVERTISERS ARE FINDING OUT "FAST"!!!!!

CASE HISTORY

A National Spot Advertiser (*) bought two quarter-hour shows weekly on WLOF in February of last year. Results were wonderful so the campaign was extended for a full 52 weeks. This year the advertiser increased the budget for WLOF by more than 400% because of the fine results from the shows. This account has signed a new contract with WLOF calling for an expenditure of $20,000 in 1952.

(*) Name furnished on request.

Place your schedule now and watch results come in.

CONTACT US DIRECT OR PAUL H. RAYMER COMPANY, INC.

WLOF

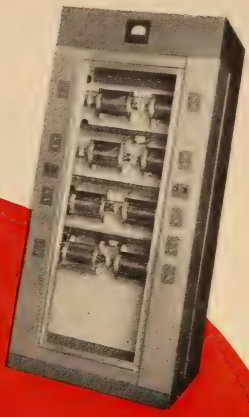
"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA



The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

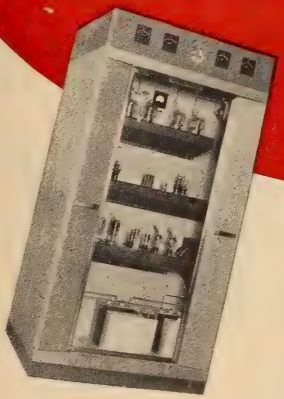


The Phasing Control and Power Division Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

FOR BROADCASTING EQUIPMENT ABOVE AND BEYOND THE USUAL STANDARDS

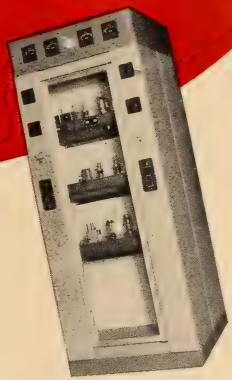
Continental

IS THE NAME TO REMEMBER



A recent addition to the CONTINENTAL line is the Type 314-2 1 KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of refinement features found in larger equipments. All aluminum cabinet of special unified [illegible] design incorporates Transview styling with functional features affording maximum accessibility, shielding, and circulation of air for cooling.

Latest CONTINENTAL creation is the new Type 312 250-watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.



Distributed by Graybar Electric Company

Graybar QUALITY SINCE 1869 *REG U S PAT OFF.

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas Phone EVergreen 1137

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

north carolina's

Number 1 *Salesman*

WPTF

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

VOL. 42, NO. 18 MAY 5, 1952

POMEROY'S PLAN

New Radio Format Used by Allied Store

By BRUCE ROBERTSON

IN AN 11-day radio campaign, Pomeroy's of Pottsville, Pa., sold coupon books worth $17,805 at a selling cost of 4.7%. A two-day Pomeroy's radio promotion on rugs produced sales totaling $2,415 at a selling cost of 1.4%. Announcements on WPAM Pottsville were the only means of advertising used in both campaigns.



Mr. Cuff

These two short-term promotions are only the beginning — albeit an auspicious one—of a long-term program of experimentation with the use of radio which Pomeroy's will undertake in the months ahead. Like the year-long radio test made in 1945 by Joske's of Texas, results of the Pomeroy's radio promotions will be available not only to other members of the Allied Stores group, to which both Pomeroy's and Joske's belong, but to other stores and radio stations throughout the country.

The Joske's radio experiment was conducted under the aegis of the NAB Dept. of Broadcast Advertising, now operating independently as Broadcast Advertising Bureau. Pomeroy's broadcast campaigns are being handled by the store, with Samuel H. Cuff, consultant to Allied, acting as general overseer of the store's radio activity.

A medium-sized store, under the $5 million volume class, Pomeroy's ratio of advertising costs to total sales is about 2-2½%; this is about one-third below the average in the nation. The store is no stranger to radio. Its radio expenditures have been running at the rate of about 16% of its newspaper advertising dollar volume, a remarkably high proportional allocation of advertising funds to radio for a department store to make.

Pomeroy's president, Robert B. Gable, is a full-fledged radio engineer and the author of a book on that subject, and the store has won numerous awards for its use of radio.

Unlike the Joske's radio pattern of "beamed broadcasting" which entailed continuing sponsorship of a variety of programs aimed at specific segments of the total audience—women, children, men—as well as those designed for the entire family group, the Pomeroy's tests will comprise in toto an experiment in using radio in the same way as department stores use newspapers—to sell specific articles of merchandise.

"Look at the advertising of a store in a week's newspapers," Mr. Cuff suggested, "and you will find an appreciable variation from day to day, with the largest amount of space used on Thursday and none, or very little, on Saturday. This is not at all like the typical radio pattern of commercial programs broadcast for the advertiser at the same time each day or each week. The reason is that the radio formula was developed by the networks primarily to meet the needs of national advertisers, whereas department stores have developed a pattern of buying space in newspapers based on their own requirements."

At Pomeroy's, the radio experimental plan is to attempt to use radio in the same way that the store uses newspapers—to promote the sale of those items the store management and the department heads are most anxious to move at any particular time. In other words, the idea is to make radio fit the department store pattern.

"Perhaps," Mr. Cuff commented, "the natural resistance of department store buyers to changing their habitual advertising methods may explain in part the relatively small place radio has in the overall department store advertising picture."

Ultimate Benefit Cited

Mr. Cuff pointed out that while station operators and salesmen are understandably adverse to having regular schedules cancelled in favor of short intensive store campaigns, they will be more happy about the situation when they find that over a period of several months the store's radio expenditures have substantially increased as a result of its own increased profits from using radio in its own way.

The coupon book campaign run by Pomeroy's on WPAM started on Sunday, March 30, with 34 spots on that day and the next, and continued through Wednesday, April 9, when 26 spots were used. The complete pre-Easter campaign included a total of 255 announcements. Coupon books are a form of advance credit, store money exchangable for merchandise now but to be paid later. A typical announcement read:

"Waiting for payday for Easter shop? Your favorite color . . . style and size may be gone! Come to Pomeroy's second floor credit department . . . ask for a coupon book . . . pay nothing down . . . no red tape . . . buy anything in the store . . . immediately! With each coupon book taken out Pomeroy's gives you free . . . a beautiful Dorset-Rex compact. Don't hesitate . . . this offer is good for———more

(Continued on page 34)

KPHO-AM-TV SALE

Meredith to Pay $1.5 Million

SALE of KPHO-AM-TV Phoenix, Ariz., for $1.5 million by John C. Mullins and associates to Meredith Publishing Co. was announced last week.

Upon FCC approval of the sale, the publishers of *Better Homes & Gardens* and *Successful Farming*, headquartered in Des Moines, will hold five broadcast stations—two AM and three TV. Meredith now owns WOW-AM-TV Omaha and WHEN (TV) Syracuse, N. Y.

Meredith is also applying for TV in Albany and Rochester, N. Y.

Included in the contract for the sale of the Phoenix stations is a separate agreement naming Mr. Mullins as managing director and consultant under the new ownership. Also remaining as consultants are present stockholders John B. Mills (owner of Westward Ho Hotel), chairman of the board of Phoenix Broadcasting Inc. (KPHO) and of Phoenix Television Inc. (KPHO-TV); Dr. J. N. Harber, secretary-treasurer of both companies; author Erskine Caldwell, vice president, and Riney B. Salmon, vice president.

Terms of the management and consultant contracts were not divulged.

Mr. Mullins and Mr. Mills were scheduled to fly to Honolulu Friday to further plans for a radio and TV station there.

KPHO, established in 1943, operates on 910 kc with 5 kw. It is an ABC affiliate. KPHO-TV, on Channel 5 with 17.5 kw output, was established in 1949 as KTLX (TV) by Texas oilmen W. L. Pickens, R. L. Wheelock and H. H. Coffield. In 1950 it was sold to Mr. Mullins and associates, including Rex Schepp-KPHO interests. Later that year Mr. Schepp sold out his interests to the Mullins group. It was at that time that Mr. Mullins bought KPHO from Mr. Schepp. KPHO-TV was renewed last week on a regular basis (story page 74).



Mr. Meredith



Mr. Mullins

Messrs. Pickens, Wheelock and Coffield also established KEYL (TV) San Antonio in 1950, and sold the station to Fort Industry Co. in 1951 for $1,050,000 [B•T, Oct. 15, Aug. 6, July 23, 1951]. They are still TV applicants for Corpus Christi and New Orleans VHF stations and for Dallas and Houston for UHF outlets.

Meredith Publishing Co. bought WOW-AM-TV in 1951 for $2,525,000 [B•T, Oct. 1, Aug. 13, 1951]. WOW is an NBC affiliate on 590 kc with 5 kw. WOW-TV is on Channel 6 with 17.2 kw.

Meredith-owned WHEN (TV) in west central New York is on Channel 8 with 27 kw.

Fred O. Bohen is president of Meredith Publishing Co. E. T. Meredith Jr. is vice president and general manager. Payson Hall is controller. All three are active in the operation of Meredith-owned broadcast properties.

RADIO POWER

Outpulls Newspaper Ad In Sears, Roebuck Test

RADIO easily outpulled newspaper advertising in drawing traffic to three Sears, Roebuck & Co. stores in the St. Louis area and produced a much heavier dollar volume of purchases, according to an advertising survey conducted March 27-29 by Advertising Research Bureau Inc.

The two media were pitted against each other on equal terms, according to Joseph B. Ward, ARBI president. Radio advertising was placed on KXOK St. Louis. ARBI tests measure effectiveness of retail advertising by a point-of-sale measurement. Equal money is spent in two media, advertising the same merchandise during the test period.

Sears stores spent $745.70 for a newspaper advertisement carried March 26 in the *St. Louis Post Dispatch*. The ad totaled 110 column inches. Spot announcements, 50 in all, were carried on KXOK at a total cost of $752.50. The schedule consisted of five announcements March 26, with 20 the next day, 18 the third day and seven on the last day of the test.

A trained interviewer was stationed in each of the stores—North Store, South Store and East St. Louis Store. They interviewed 86% of all customers showing an interest in the test merchandise.

Combined results for the three stores show radio produced 41.6% of store traffic for the test merchandise, Coldspot refrigerators and Kenmore gas ranges. The newspapers produced 25.7%.

In percent dollar value of purchases, the radio advertising produced 45.1% of the total amount compared to 29.8% for the newspaper despite the fact 57.6% of newspaper traffic purchased merchandise compared to 48.6% of radio traffic.

Analysis of traffic by days indicated radio produced 33.9% of traffic the first day of the test, 39.2% the second day and 49.5% the third day. This showed a sharp growth in radio impact during the three days. On the other hand the newspaper produced 29% of traffic the first day, slightly more to 31.4% the second day and with figures toppling back to 17.2% the third day.

Radio traffic was divided rather evenly by source, 53.3% of its total coming from in-city sources and 45.8% from outside the city, with 0.9% unascertained. Of newspaper traffic, 69.7% came from the city and 28.8% outside the city, with 1.5% unascertained.

The radio announcements proved radio definitely superior to newspaper lineage in attracting customers to the North Store and East St. Louis Store. On the other hand, the newspaper attracted nearly twice as much traffic to the South Store.

Comparative Pull

From the standpoint of dollar results, radio produced 47.9% of dollar value of purchases at the North Store compared to only 27.4% for the newspaper. At the South Store, newspaper produced 49.8% of dollar sales compared to 27.5% for radio.

Radio's superiority was most strikingly shown at the East St. Louis Store, where its dollar sales were six times those of the newspaper. At this store radio produced 60.5% of dollar value of purchases against only 10.3% for the newspaper. Radio drew 48.2% of the traffic in this store compared to 10.7% for the newspaper.

Tabulated results of the ARBI tests are shown at left.

* * *

COMBINED RESULTS

	Radio	Newspaper	Both	Other	Total
Traffic	107	66	12	72	257
% Traffic	41.6%	25.7%	4.7%	28.0%	100.0%
No. Purchasing Merchandise*	52	38	8	18	116
% Purchasing Merchandise*	48.6%	57.6%	66.7%	25.0%	45.1%
% Dollar Value of Purchases*	45.1%	29.8%	9.6%	15.5%	100.0%

Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
Thursday	33.9%	29.0%	6.5%	30.6%	100.0%
Friday	39.2	31.4	3.9	25.5	100.0%
Saturday	49.5	17.2	4.3	29.0	100.0%

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
In City	53.3%	69.7%	75.0%	51.4%	58.0%
Outside City	45.8	28.8	25.0	48.6	41.2
Unascertained	0.9	1.5	....	....	0.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%

NORTH STORE

	Radio	Newspaper	Both	Other	Total
Traffic	66	33	9	35	143
% Traffic	46.2%	23.1%	6.3%	24.4%	100.0%
No. Purchasing Merchandise*	30	18	6	6	60
% Purchasing Merchandise*	45.5%	54.5%	66.7%	17.1%	42.0%
% Dollar Value of Purchases*	47.9%	27.4%	14.4%	10.3%	100.0%

Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
Thursday	38.7%	25.8%	9.7%	25.8%	100.0%
Friday	41.1	28.6	7.1	23.2	100.0%
Saturday	55.4	16.1	3.5	25.0	100.0%

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
In City	57.6%	63.6%	66.7%	40.0%	55.2%
Outside City	42.4	33.3	33.3	60.0	44.1
Unascertained	....	3.1	....	....	0.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%

SOUTH STORE

	Radio	Newspaper	Both	Other	Total
Traffic	14	27	2	15	58
% Traffic	24.1%	46.6%	3.4%	25.9%	100.0%
No. Purchasing Merchandise*	10	17	2	6	35
% Purchasing Merchandise*	71.4%	63.0%	100.0%	40.0%	60.3%
% Dollar Value of Purchases*	27.5%	49.8%	7.8%	14.9%	100.0%

Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
Thursday	8.3%	58.3%	....	33.4%	100.0%
Friday	30.8	53.8	....	15.4	100.0%
Saturday	25.0	30.0	10.0%	35.0%	100.0%

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
In City	57.1%	81.5%	100.0%	73.3%	74.1%
Outside City	35.7	18.5	....	26.7	24.1
Unascertained	7.2	....	....	....	1.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%

EAST ST. LOUIS STORE

	Radio	Newspaper	Both	Other	Total
Traffic	27	6	1	22	56
% Traffic	48.2%	10.7%	1.8%	39.3%	100.0%
No. Purchasing Merchandise*	12	3	....	6	21
% Purchasing Merchandise*	44.4%	50.0%	....	27.3%	37.5%
% Dollar Value of Purchases*	60.5%	10.3%	....	29.2%	100.0%

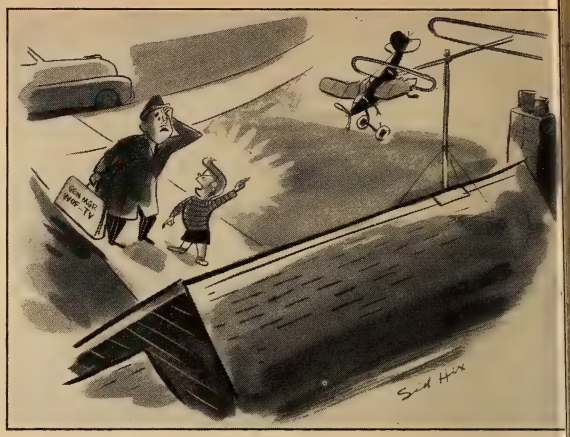
Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
Thursday	42.1%	15.8%	5.3%	36.8%	100.0%
Friday	45.0	10.0	....	45.0	100.0%
Saturday	58.8	5.9	....	35.3	100.0%

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
In City	40.7%	50.0%	100.0%	54.5%	48.2%
Outside City	59.3	50.0	....	45.5	51.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%

* These figures include all purchases made in the survey area by customers who were interviewed.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"And I heard you tell Mom TV towers ain't dangerous to navigation."

Hi-Lite Names Olian

HI-LITE Industries, Chicago (plastic dishes), has named Olian Adv., also Chicago, as its agency. Radio spots will be used.

NEW ARBI GAUGE

Lists Radio vs. Press Pull

NEW system of rating radio stations on the basis of ability to compete with newspapers in attracting business to stores was announced at the Washington State Assn. of Broadcasters April 25 meeting (see story page 46) by Joseph B. Ward, president of Advertising Research Bureau Inc., Seattle (see St. Louis ARBI survey, this page).

Awards are given to stations achieving an "ARBIndex" rating of more than 1.0. ARBIndex was described by Mr. Ward as the ratio of performance at the point of sale of a radio station and a newspaper, based on ARBI surveys in which an equal sum is spent in both media for identical goods advertised simultaneously. If the station and newspaper draw the same number of people, the station gets a rating of 1, the newspaper being the constant factor. A 2 to 1 ratio would give an ARBIndex rating of 2.0.

Mr. Ward explained the ratings are not comparable to listenership ratings but instead measure effectiveness in drawing traffic. Seven out of 10 stations included in past ARBI surveys have qualified for the certificate, Mr. Ward said.

If a station has an ARBIndex of between 1.1 and 1.5, Mr. Ward explained, its advertising rates are in good shape. If the rating is between 1.5 and 2.0, the rates would appear to be too low, with the station giving too much value to the retailer in comparison with newspaper pulling power. If the index is less than 1.0, the station's rates likely are too high, according to Mr. Ward.

Offering several tips on increasing local business, he advised time salesmen to confer with store buyers, who actually make media decisions. He said ARBI surveys show that people who come into retail stores because of advertising buy three times as much as shoppers who come for other reasons.

PROGRAM PROBE? *Hill Group Clears Resolution*

A SWEEPING proposal that radio and television programs be studied and investigated in the House was approved by its Rules Committee last week.

In a sudden maneuver, a resolution (H Res 278) was cleared through the sentinel committee and placed before the House for action.

If approved by the House, the Interstate and Foreign Commerce Committee or its subcommittee would be empowered to make a full-scale study and investigation of radio-TV programs. It would be in a position of passing judgment on what it believes to be "offensive and undesirable radio and television programs."

The study would "determine the extent to which the radio and television programs currently available to the people of the United States contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence, and corruption."

Under the resolution, authored last year by Rep. A. C. Gathings (D-Ark.), House probers would make recommendations for the "elimination" by legislation of these so-called offensive or undesirable programs.

Suggestions also would be forthcoming on how, through legislation, the House could "promote higher radio and television standards."

Freedom of committee action would be permitted by giving the unit subpena power to require appearance of whomever it wished to have testify and submission of any books, records, correspondence, memoranda, papers or documents it would wish to study.

Rep. Gathings appeared before the Rules Committee last Tuesday. He explained that in effect he wanted a probe of radio-TV programming whether it be by a special committee or by the Interstate & Foreign Commerce group. The rules group, with Rep. Eugene Cox (D-Ga.) in the chair, apparently agreed with him.

The rules unit has seen fit in the past to approve a similar request. Only difference then, when it cleared Rep. Gathings' resolution lumping together comic books, magazines and pocket-size books, was the placing of all these media within jurisdiction of a select committee [B•T, March 31]. Now the probe will be split with radio-TV coming under the purview of Chairman Robert Crosser's (D-Ohio) commerce group, and the other media under a specially set up committee.

Five Man Subcommittee

It was expected that a five-man subcommittee will be named, headed by Rep. Lindley Beckworth (D-Tex.) and that it will confer with the recently-named NARTB-TV Code Review Board. Greatest complaint, it's understood, has been against blatant beer commercials.

Wading through the maze of resolutions and rescinding actions by Rep. Gathings and the Rules Committee, the situation in layman's language narrows down to this:

1. Originally, in 1951, Rep. Gathings proposed his investigation of radio and television programs. He wanted the House Commerce group to do the investigating [B•T, April 21, 7].

2. This year, Rep. Gathings asked for a select, 15-man committee to look into radio and television and while it was at it, also study comic books, magazines and pocket-size books.

3. The Rules Committee okayed this request. But the House Commerce group objected because if any investigating was to be done on radio and TV, it wanted the say.

4. Subsequently, Rep. Gathings agreed with the Crosser Committee and the House leadership went along. The question then boiled down to the original Gathings resolution directing the commerce group to take full responsibility. Query was, how did the Crosser Committee feel?

The answer was signed, sealed and delivered on Tuesday when Rep. Oren Harris (D-Ark.), representing Rep. Crosser and the full commerce group, stated the committee backed the Gathings request.

What followed was routine. The Rules Committee accepted this as a green light and rescinded its original approval of a resolution to lump all media together, separated radio and TV from the printed media, and okayed the new concept: The Commerce group to investigate radio and television, a special committee to probe printed media.



Rep. GATHINGS

Final test remaining is what will happen to the Gathings resolution in the House. If approved by the House, the action will serve as a mandate that the study and investigation be conducted.

Significantly, the Gathings resolution provides that the study shall be conducted whether the House is in session, in recess or adjourned.

'PORSCHE' QUERY
Rates Asked by Auto Firm

MANUFACTURERS of the "Porsche" automobile, a German car, are thinking of directing a radio spot campaign toward American buyers and have written to radio managers asking for station rates.

A letter signed by Richard von Frankenber, director of publicity for Porsche, located at Stuttgart-Zuffenhausen, Schweiberdinger Str. 141, Germany, requests the following information:

(1) The cost of air time for quarter-hour programs once a week in both Class A and B time for a minimum of 13 weeks.

(2) These rates should apply as follows: The cost when supplied with transcribed programs, and when a staff announcer is used for the introductions and sign-off.

(3) The cost differential between the price Porsche would pay when its organization supplies the transcribed program, and when the station staff prepares, for instance, one quarter-hour news broadcast per week for 13 weeks.

NATIONAL SPOT BUYS
Nine Ready Plans

By FLORENCE SMALL

FOLLOWING on a period of comparative quiet, radio spot business came alive last week as at least nine national advertisers moved into spirited spot action, led by the three major cold-remedy manufacturers.

The most significant features of the cold remedy activity are: (1) the remarkably early disclosure of plans in this strongly competitive field, and (2) the unusual out-of-season projects being undertaken by these firms.

Seeck and Kade Inc., New York (Pertussin), has placed an unusual three-week schedule on independent stations in about 25 to 30 secondary markets starting this week.

The firm's agency, Erwin, Wasey & Co., New York, is also preparing a radio spot presentation which will include availabilities on women's participation shows in about 100 markets. The radio and TV spot schedule is understood to be a larger one than last season's. The orders will be placed in mid-June but with starting dates set for next October.

Vick Chemical Co., through Morse International, New York, is currently preparing its radio and TV spot budget. The actual buying of radio spots will start about July 1 for a late September or early October launching.

Grove Labs., St. Louis, through Harry B. Cohen Adv., New York, is placing a 17-week schedule using one-minute transcriptions in about nine states, starting June 2 in the malaria belt area. For its cold remedies, Grove Labs. is also planning to start buying its fall campaign around July 1.

Hadacol Campaign

Hadacol Inc., Lafayette, La., is understood to be buying radio spots again. Firm is placing its campaign direct and is buying from 18 to 30 spots per week in 100 cities located in the following states: Oklahoma, Arkansas, western Tennesee, Georgia, Alabama, Mississippi, eastern Texas, and Louisiana, effective early this month. Although the spots are being bought directly by the advertiser the transcriptions were produced by the Erwin, Wasey advertising agency in New York.

Lever Brothers, New York, on behalf of its silver dust, has started a daytime radio spot campaign in 60 markets. Contracts, placed through Sullivan, Stauffer, Colwell & Bayles, New York, are for 26 weeks.

Blatz Brewing Co., Milwaukee, through William H. Weintraub Co., New York, is preparing a spot announcement campaign to start May 5. Schedule will first break in Wisconsin.

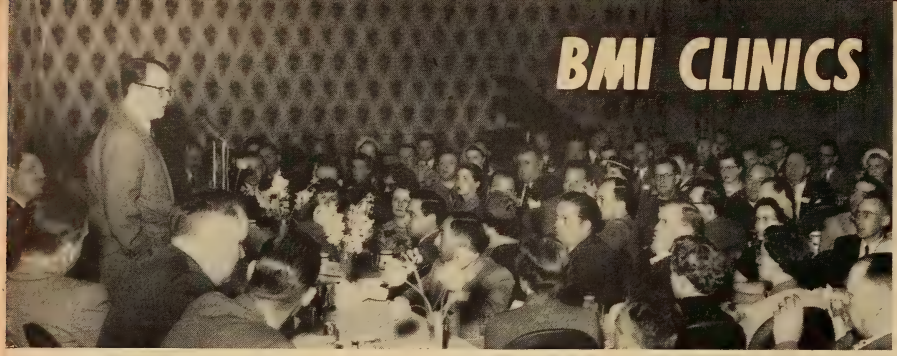
Stoppers Inc., New York (Clover, an all-day deodorant), through Donahue & Coe, New York, is taking under advisement a spot radio schedule which, if approved, will start late in July or early August. Definite decision should be forthcoming shortly.

Remington Records Inc., New York, through its newly appointed agency, The Bobley Co., New York, effective May 15 will buy spot announcements on nine Good Music stations to promote its "3 Master Work Recordings For The Price of 1" in a nationwide drive to compete for the classical record market. Contracts are for 13 weeks.

Firm also plans to use film spots to start in about two weeks but the station and market list has not yet been prepared. It will be national.

In addition, Loew's Theatres, New York, is placing both TV and radio spots in about 25 cities to promote the motion picture, "Singing in the Rain" (see NEW BUSINESS, page 18). Donahue & Co., New York, is agency.

BMI CLINICS



President Carl Haverlin of BMI addresses the April 24 clinic at Calgary, Alta.

SOME 18 BMI program clinics—attended by an estimated 1,400 broadcasters—were held in various parts of the country within the last fortnight, with another 24 scheduled for the next ten days.

Attendance at the total of more than 40 sessions scheduled for the April 27-May 16 period in the United States and Canada was reported as "continuing to run far ahead" of the similar series held last year.

Twelve traveling teams of three or four speakers each—joined by several local speakers in every city—are making the tour, accompanied by BMI officials and field men.

Nine clinics held last week and one held April 24 in Calgary, Alberta, reported their progress this week, as follows:

PHOENIX, April 28

Radio's meeting the challenge of television was the focal point of 85 station executives who traveled from five states to hear how to get radio "off the spot," prime topic Monday at the first BMI clinic ever held in Arizona.

Keynote was sounded by Murray Arnold, program director of WIP Philadelphia, who said flatly: "Radio is on the spot. Let's get moving now. Radio must have new material, new ideas, new faces and—most of all—new sounds if we are to meet the competition of television." The one big shortcoming is lack of progressiveness, he charged, hitting at radio programming which has become, in too many cases, "stagnant."

Best way to meet the TV challenge, he advised, is through local color and local talent. The program director proposed that executives stay at home occasionally to listen to their own stations, look for flaws and find errors that can be corrected, even though the valuable experience can also be a "brutal" one.

"A fast buck is not the best buck," according to George Higgins, managing director of KMBC Kansas City, who spoke on the relationship between programming and sales. "Too often a salesman has sold a program which has no chance to sell the particular product it's supposed to sell," he regretted. "There is nothing worse we can do in radio."

Emphasizing personal contacts by salesmen, KMBC, he said, has its representatives accompanied by a continuity writer once a week to visit every client the station has. The big point is cooperation between program and sales departments, Mr. Higgins noted, with the result of fresh and salable material that pleases the advertiser.

Clinic chairman was Ralph Wentworth, BMI field representative, assisted by Glenn Dolberg, BMI station relations manager. Albert Johnson of KOY, president of the newly founded Arizona Broadcasters Assn., opened the session, which also featured the following speakers: Wayne Sanders, manager of KCNA Tucson; James Russell, president of KVOR Colorado Springs, Frank Burke, editor of *Radio Daily*, Jack Williams, KOY Phoenix program director and Ed Frech, program director, KFRE Fresno, Calif.

* * *

HOLLYWOOD, April 29

Murray Arnold, program director of WIP Philadelphia, charged radio with derelictions and said the industry must inject "new program twists and aids" to offset competition and the loss of audience confronting it today.

The Hollywood meeting, co-sponsored by Southern California Broadcasters Assn., had James I. Cox, BMI West Coast representative, acting as chairman. George Higgins, managing director of KMBC Kansas City, advised management to police its "own operations," stressing that every department is important to the station's success and every employe a public relations man. He said staff members should be sales minded.

Ed Frech, program director of KFRE Fresno, said radio has been "taking quality for quantity and taking easy money for bad programs." It now must correct its own errors and must raise its programs and sales standards, he said. said.

James Russell, president of KVOR Colorado Springs, echoed a statement by Mr. Frech on the importance of local public service and news programming, saying an NARTB radio survey indicates 76.1% of women and 82.9% of men prefer news programs to all others, yet only 7% of the average station's time is devoted to locally produced newscasts.

Maurice Mitchell, vice president and general manager of Associated Program Service, New York, advised station managements to use sales aids sent them.

Alan Torbet, general manager of KROW Oakland, said his station builds programs for ten different types of audiences daily, and by this means has developed an excellent sales tool for its account executives, besides giving advertisers their choice of the type of audience they wish to reach. He said KROW sales executives, using charts, are able to show advertisers how to cut down on newspaper space and spend the money on radio.

Mark L. Haas, vice president and program director, KMPC Hollywood, spoke on "Radio's Inferiority Complex," chiding radio management for its fear, because radio is "still the most effective mass influence, greatest advertising medium and foremost exponent and practitioner of public service."

* * *

NASHVILLE, April 29

In Nashville last Tuesday, BMI conducted a clinic in cooperation with Tennessee Assn. of Broadcasters. Perry Sheftall, WJZM Clarksville, opened the meeting as TAB president with Jim Sparnon, BMI field representative, serving as clinic chairman.

Bruce Wallace, manager of public service, WTMJ Milwaukee, spoke on the topic, "Seek the Right Kind of Public Service Programs"; Al Kenngott, program director of WKDA Nashville, on "Building Record Shows vs. Playing Records"; Hugh Smith, program service director of KPIX (TV) San Francisco, on "Sundial or Stopwatch."

Robert J. Burton, BMI vice president, reviewed the copyright situation. Other speakers were: Carter M. Parham, president of WDEF Chattanooga, "Building Station Relations in Your Community"; Catherine Peden, sales manager of WHOP Hopkinsville, Ky., recently named "Woman of the Year" in Hopkinsville, "Better Programs—More Sales"; Ralph Snelgrove, owner and general manager of CKBB Barrie, Ont., "A Big Quarter Kilowatt of Personality."

Ninety-one broadcasters attended the clinic. Ralph W. Hardy, NARTB government relations director, spoke at the dinner meeting, discussing the radio legislative situation. WSM Nashville provided talent for the program. The TAB membership adopted a resolution in favor of a proposal to revise the state constitution so it can be amended.

* * *

BATTLE CREEK, MICH., April 30

Announcement of the Michigan state legislature's approval of a measure relieving broadcasters from paying 3% sales and use taxes on broadcasting equipment and electricity was made by Dan E. Jayne of WELL Battle Creek, president of the Michigan Assn. of Broadcasters, at MAB's joint meeting with the BMI clinic.

He said the tax exemptions will allow savings in operation of existing stations and give even greater relief for those entering television. The action followed a long campaign against the tax by Michigan broadcasters.

Burt Squire, BMI field representative, presided at the clinic.

Speakers and their topics were: Hal Bumpus, news director, KVOR Colorado Springs, Col., "Local News Builds Local Interest and Sales"; John McLaughlin, advertising manager, Kraft Foods Co., "What the Advertiser Expects from Radio"; Leonard Kapner, president, WCAE Pittsburgh, "Music Is Exactly What You Make It"; Sydney M. Kaye, vice chairman of the board and general counsel of BMI, "Copyright Hints and Pitfalls"; Gus Hagenah, vice president, Standard Radio Inc., "Music Hath Charms"; Robert Tincher, vice president and general manager, WNAX Yankton, S. D., "Programming Begins in the Front Office." A tape recording of a speech made at an earlier BMI clinic by George J. Higgins, managing director and vice president in charge of sales, KMBC-KFRM Kansas City, on "Sales and Programming" also was played.

* * *

RICHMOND, VA., May 1

Gordon Phillips, assistant manager of WROV-AM-FM Roanoke, told listeners at the Richmond clinic that "intelligent programming builds sales and profits." Mr. Phillips said: ". . . There is nothing

(Continued on page 36)

Several Coincide With State Assn. Meets

RADIO HOMES

Vermont, Nevada Data Reported

NUMBER of radio homes in Vermont rose from 80,253 in 1940 to 98,855 in 1950, or 96.8% saturation, according to final figures for the state made available by the U. S. Census Bureau. Figures also were made available for Nevada, where the number of radio homes rose during the decade from 26,200 to 45,570, or 93.4% of saturation (see tables this page).

Radio saturation in Vermont was highest, 98.3%, in urban areas. It was lowest, 95.7%, in rural nonfarm areas. The city of Rutland had the highest saturation, 98.7%. Among counties, Chittenden was highest with 98.0% of all homes having radios.

In Nevada, 1950 radio ownership ranged from 96.5% in urban to 88.8% in rural non-farm areas. Reno had 97.2% saturation compared to 96.8% in Las Vegas. Among counties, Douglas topped the list with 96.5% saturation.

First state breakdown on radio and TV ownership under the 1950 Census covered Delaware [B•T, April 14].

TV In Vermont

Television ownership in Vermont as of April, 1950, when the decennial Census was taken, showed a saturation of 1.7%, or a total of 1,730 television homes. The state has no TV stations but gets some reception from other northeastern states.

At the time of the Census enumeration, nationwide TV ownership was less than a third the current figure.

Nevada had TV saturation of 0.5% in April 1950, or a total of 265 sets, according to the Census Bureau. Only possible reception was from distant stations.

THE STATISTICS in this table are extracted from a final report of the 1950 Census of Housing, Series H-A, Nos. 45 and 28 respectively, for Vermont and Nevada, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 25¢ per copy for Vermont and 30¢ for Nevada.

Statistics on distribution of the population in Vermont and Nevada are presented in a final report of the 1950 Census of Population, Series P-A, Nos. 45 and 28 respectively, now available from the Superintendent of Documents at 10¢ per copy for Vermont and 15¢ for Nevada. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Vermont and Nevada are presented in a final report of the 1950 Census of Population, Series P-B, Nos. 45 and 28 respectively, available from the Superintendent of Documents, at 30¢ per copy for Vermont and also for Nevada. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NEVADA

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: Homes with Radio: Number	RADIO: Homes with Radio: Percent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: TV Homes: Number	TELEVISION: TV Homes: Percent
The State	160,083	50,241	48,785	45,570	93.4	26,200	48,705	265	0.5
Urban and rural nonfarm	146,622	46,623	45,185	42,375	93.8	23,294	45,115	235	0.5
Urban	91,625	29,973	29,010	27,995	96.5	11,405	29,015	155	0.5
Rural nonfarm	54,997	16,650	16,175	14,380	88.9	11,889	16,100	80	0.5
Rural farm	13,461	3,618	3,600	3,195	88.8	2,906	3,590	30	0.8
No Standard Metropolitan Areas									
No Urbanized Areas									
Urban Places of 10,000 or More:									
Las Vegas	24,624	8,264	8,130	7,870	96.8	2,080	8,130	30	0.4
Reno	32,497	10,949	10,355	10,070	97.2	6,160	10,375	80	0.8
Counties:									
Churchill	6,161	1,938	1,865	1,740	93.3	1,183	1,855	5	0.3
Clark	48,289	14,959	14,675	13,960	95.1	13,788	14,620	65	0.4
Douglas	2,029	590	565	545	96.5	437	565	—	—
Elko	11,654	3,478	3,425	3,100	90.5	2,433	3,390	5	.4
Esmeralda	614	269	235	195	83.0	400	240	5	2.1
Eureka	896	334	330	250	75.8	248	330	—	—
Humboldt	4,838	1,465	1,365	1,165	85.3	958	1,365	10	.7
Lander	1,850	583	625	535	85.6	390	620	5	.8
Lincoln	3,837	1,122	1,115	990	88.8	961	1,110	—	—
Lyon	3,679	1,132	1,140	1,045	91.7	903	1,130	5	.4
Mineral	5,560	1,727	1,740	1,570	90.2	475	1,750	—	—
Nye	3,101	1,115	1,015	820	80.8	897	1,015	5	.5
Ormsby	4,172	1,244	1,240	1,190	96.0	821	1,240	5	.4
Pershing	3,103	1,014	990	855	86.4	593	995	10	1.0
Storey	671	253	245	205	83.7	317	245	5	2.0
Washoe	50,205	16,274	15,274	14,910	97.6	8,703	15,530	110	.7
White Pine	9,424	2,744	2,744	2,495	90.9	2,693	2,705	20	.7

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—VERMONT

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: Homes with Radio: Number	RADIO: Homes with Radio: Percent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: TV Homes: Number	TELEVISION: TV Homes: Percent
The State	377,747	103,496	102,105	98,855	96.8	80,253	101,905	1,730	1.7
Urban and rural nonfarm	296,615	83,981	82,855	80,320	96.9	60,617	82,640	1,450	1.8
Urban	137,612	39,080	38,800	38,140	98.3	30,404	38,710	610	1.6
Rural nonfarm	159,003	44,901	44,055	42,180	95.7	30,213	43,930	840	1.9
Rural farm	81,132	19,515	19,250	18,535	96.3	19,636	19,265	280	1.5
No Standard Metropolitan Area									
No Urbanized Areas									
Urban Places of 10,000 or More:									
Barre	10,922	3,302	3,245	3,180	98.0	2,819	3,235	—	—
Burlington	33,155	8,804	8,755	8,615	98.4	6,732	8,745	100	1.1
Rutland	17,659	5,239	5,230	5,160	98.7	4,235	5,220	245	4.7
Counties:									
Addison	19,442	4,989	4,845	4,650	96.0	3,705	4,835	205	4.2
Bennington	24,115	7,016	6,885	6,670	96.9	5,459	6,875	395	5.7
Caledonia	24,049	6,865	6,845	6,620	96.7	5,634	6,845	30	.4
Chittenden	62,570	16,075	15,985	15,670	98.0	11,521	15,955	160	1.0
Essex	6,257	1,705	1,670	1,585	94.9	1,376	1,655	5	.3
Franklin	29,894	8,074	7,930	7,765	97.9	6,472	7,950	55	.7
Grand Isle	3,406	922	840	805	95.8	767	840	—	—
Lamaille	11,388	3,015	2,940	2,765	94.0	2,381	2,940	35	1.2
Orange	17,027	4,612	4,495	4,320	96.1	3,544	4,495	35	.8
Orleans	21,190	5,680	5,590	5,390	96.4	4,626	5,565	10	.2
Rutland	45,905	12,872	12,820	12,395	96.7	10,285	12,755	595	4.7
Washington	42,870	11,549	11,380	11,065	97.2	9,293	11,345	65	.6
Windham	28,749	8,404	8,220	7,845	95.4	6,455	8,190	80	1.0
Windsor	40,885	11,718	11,660	11,310	97.0	8,735	11,660	60	.5

BRIGHTMAN NAMED

To Demo Publicity Post

APPOINTMENT of Samuel C. Brightman as acting director of publicity for the Democratic National Committee was announced last week by Chairman Frank E. McKinney.

Mr. Brightman, a former newsman at KSD St. Louis and Washington correspondent for the *Louisville Courier-Journal*, has been on the committee publicity staff for the past five years. He succeeds Charles Van Devander, who resigned as publicity director April 15.

Mr. Van Devander, previously Washington bureau chief for the *New York Post*, was reported last week to have accepted the post of campaign manager for Sen. Robert Kerr (D-Okla.), a Presidential aspirant.

Mr. Brightman also served on the news staffs of the *St. Louis Star-Times* and *Cincinnati Post* and saw Army service from 1942 to 1945. He is a native of Missouri.

'CHAPEL' SERIES

World Plans Second Release

WORLD Broadcasting System's *Chapel by the Side of the Road* was reported last week by Herbert Gordon, vice president in charge of production, as so successful that a second transcribed radio series of the Bible readings will be produced.

Chapel, featuring actor Raymond Massey as the reader, is currently heard on more than 400 stations. Local station managers, Mr. Gordon said, indicate that their audience mail is rising as a result of the program, which listeners consider a "solace" and "source of inspiration."

World also plans a series of transcribed lullabies from all nations and has signed soprano Mimi Benzell to record them. Other performers recently contracted for by World include Muggsy Spanier and his Dixeland Band and the Circle C Boys, popular western music group.

Andrews Named

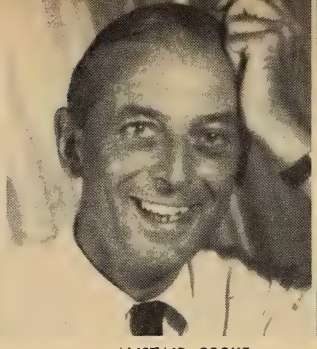
NEW Director of the Point Four Technical Assistance Program is Stanley Andrews, former owner of KARK Little Rock, Ark. He was officially sworn in last Thursday. He was highly commended at the ceremonies by State Secretary Dean Acheson. On leave from his Agriculture Dept. post as Director of the Foreign Agricultural Office to which he was appointed in 1949, Mr. Andrews edited the *Arkansas Farmer* in addition to his radio activities.

Ghilain Joins WMAL

DUAL role with the Evening Star Broadcasting Co. will be filled by John E. Ghilain May 15 when he joins WMAL-AM-TV Washington as assistant to the director of programs and director of advertising and publicity, according to Kenneth H. Berkeley, vice president and general manager. Mr. Ghilain was head of radio-television advertising, publicity and sales promotion department for NBC's WRC-AM-FM WNBW (TV) Washington.



ALEX SEGAL
ABC Director
Celanese Theatre



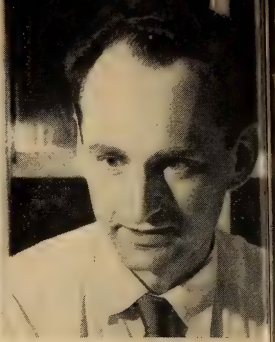
ALISTAIR COOKE
BBC
Letter from America

* * *



TED HALLOCK, KPOJ Prog. Dir.
Careers Unlimited &
Civic Theatre of the Air

* * *



IRVIN GITLIN
CBS Radio, Producer
The Nation's Nightmare

* * *

PEABODY WINNERS

Ten Are Honored

MERITORIOUS accomplishments in radio and television in 1951 were recognized with distinguished George Foster Peabody awards at the 12th annual presentation in New York last Thursday.

Ten awards were announced at a luncheon meeting of the Radio Executives Club in the Grand Ballroom of the Hotel Roosevelt. They were presented by Edward Weeks, editor of the *Atlantic Monthly* and chairman of the Peabody National Advisory Board.

The citations were divided into five for radio, four for television and one, a combination radio-TV award. Several hundred radio-TV leaders convened for the occasion, which was broadcast and telecast by most major networks and WQXR New York.

Drawing encomiums in the radio classification were CBS Radio, WQXR New York, NBC for its *Bob and Ray*, KPOJ (MBS) Portland, Ore. and Alistair Cooke on BBC. WSB-AM-TV Atlanta was cited for "meritorious regional public service by radio and television."

In the video category, top plaudits went to Edward R. Murrow's *See It Now* on CBS Television, NBC-TV's Gian Carlo Menotti, ABC-TV's *Celanese Theatre*, and WCAU-TV (CBS-TV) Philadelphia.

The occasion marked the sixth consecutive year that the presentations highlighted a luncheon session of the Radio Executives Club of New York presided over by I. E. (Chick) Showerman, president.

The awards, announced by Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, "are designed to recognize the most distinterested and meritorious public service" and to "perpetuate" the memory of the late George Foster Peabody. The awards were set up with the assistance of NARTB and are administered by the Henry W. Grady School of Journalism and a distinguished National Advisory Board.

CBS Radio drew a radio educational program citation for its *The Nation's Nightmare*, lauded as a "shattering and fearless documentary series on syndicated crime in the United States." The program and producer, Irving Gitlin, were

(Continued on page 60)



BOB ELLIOT-RAY GOULDING
NBC *Bob and Ray Show*



EDWARD R. MURROW
CBS-TV
See It Now

* * *

DOROTHY GORDON
WQXR Moderator
New York Times Youth Forum

Winners of George Foster Peabody Awards

Radio and TV

- **Public Service by a Local Station—WSB (NBC) Atlanta, *The Pastor's Study* and *Our World Today*.**

Radio

- **Public Service by a Local Station—KPOJ (Mutual) Portland, Ore.**
- **Entertainment (non-musical)—*Bob and Ray*, NBC.**
- **Educational—*The Nation's Nightmare*, CBS Radio.**
- **Youth Programs—*New York Times Youth Forum*, WQXR New York.**
- **Contribution to International Understanding—Alistair Cooke's *Letter from America*, BBC.**

Television

- **Educational—*What in the World*, WCAU-TV (CBS-TV) Philadelphia.**
- **Entertainment (Music)—Gian Carlo Menotti *(Amahl and the Night Visitors)*, NBC.**
- **Entertainment (non-musical)—*Celanese Theatre*, ABC.**
- **News and Interpretation—Ed Murrow and *See It Now*, CBS Television.**

J. LEONARD REINSCH
WSB-AM-TV Managing Dir.
The Pastor's Study &
Our World Today

DONALD W. THORNBURGH
WCAU-TV President &
General Manager
What in the World



GIAN CARLO-MENOTTI
NBC
Amahl and the Night Visitors







HOUSE FCC BILL

Cleared for Early Debate

THE HOUSE's "traffic cop," its Rules Committee, waved ahead the Senate-passed McFarland bill (S 658) last week with hopes pinned on an early vote in the lower chamber.

It is now up to House managers to set a definite day for debate, a maximum of three hours to be allowed. That point should be reached within two weeks, Capitol Hill observers agree.

By action of the House Rules Committee, through which all legislation in that body must pass on the way to the floor, the bill to modernize FCC functions and procedures can be further amended during debate.

Once the House passes the bill, it is certain to go to joint Senate-House conference.

Rep. Oren Harris (D-Ark.), who has been acting as chief lieutenant for House Interstate and Foreign Commerce Committee Chairman Robert Crosser (D-Ohio), appeared before the Rules Committee last Tuesday.

He presented the background, outlining in general the bill's purposes and provisions, in order to justify the granting of a "rule"—i.e., clearance for formal House action.

Rep. Harris told the committee, under acting chairmanship of Rep. Eugene Cox (D-Ga.), that in the "public interest something ought to be done" to facilitate the processing of station licenses.

First Since 1934

He noted the bill was "rather complicated" and "highly technical" and that he wouldn't "endeavor to explain technical" portions of the bill "even if I could."

But, he said, S 658 would be the first major legislation in communications since the Act now on the books was enacted in 1934. Since that date, he said, there has been "much progress and development in communications, particularly in radio and television."

Rep. Harris said that the Commerce Committee in agreeing on its own version of the McFarland bill, sponsored by Majority Leader Ernest W. McFarland (D-Ariz.) in the Senate for the past four years, found it necessary to consult with the committee's own staff, the staff of the Senate Commerce Committee, with FCC and with the radio-TV industry.

In brief he said, the key purposes of the bill are:

(1) Improve FCC's organizational setup, particularly the administrative functions of the FCC and its staff. (2) Clarify and improve FCC's procedure of granting permits and licenses for radio and television (a point, he said, of greater importance today because of the freeze lift in TV). (3) Develop new administrative changes. (4) Modify and change FCC procedures and rules in hearings. (5) Impose special requirements upon FCC in its exercise of quasi-judicial functions as compared to rule-making.

Not all of the committee was in accord, Rep. Harris admitted, particularly in the technical phases of the bill. He cited organizational setup as one field of disagreement.

Long a foe of FCC, Rep. Cox questioned its very existence, bringing up his charges of previous years that it has "brow-beaten and intimidated" licensees. Rep. Clarence Brown (R-Ohio), a key member of the committee, who once served on the Commerce group, noted that his chief concern has been the "great abuse of power and a great deal of favoritism" allegedly attributed to the FCC.

Rep. Brown said he favored this bill. It is an "excellent piece of work as a whole," he declared. If there is anything left to correct, Rep. Brown continued, the House can do so with "minor bills."

Prodded by Rep. Cox, Rep. Harris asserted the committee had come to the conclusion that the FCC has not performed its function . . . "the staff has been performing the function of what was the Commission's." The bill, he said, would correct this.

Asked by Rep. Cox as to "what extent did FCC help write the bill?" Rep. Harris explained that among others the views of former FCC Chairman (then Chairman) Wayne Coy; Comr. Robert F. Jones; Joseph H. Ream, executive vice president of CBS Inc. and a member of its board of directors; Judges Justin Miller, NARTB board chairman, and Frank Roberson, Washington radio attorney, were solicited.

"Sometimes the FCC was not in agreement," Rep. Harris said. Rep. Brown interjected: "This is not a Commission bill."

Difference of Opinion

Rep. Harris also assured Rep. Cox that the McFarland bill contains provisions for the "protection" of the individual licensee's rights.

Becoming more specific in analyzing sections of the bill, Rep. Harris said there were differences of opinion among committee members on the new section dealing with newspapers' rights when licenses are granted and the so-called "anti-double jeopardy" provision which the House unit knocked out of the bill.

Rep. Harris Ellsworth (R-Ore.), of the rules group, who has an interest in KRNR Roseburg, Ore., noted that the bill apparently would prevent the FCC from formulating policy "by failing to act" on cases.

In other explanations, Rep. Harris said S 658, as amended by the House committee, would provide for FCC panels—that is authorization for the Commission to divide itself into member panels of three. He said this would expedite action in consideration of TV cases.

Additionally, the bill would provide for an administrative assistant for each of the Commissioners and de-emphasize the legal staff, putting them in "a different category," Rep. Harris concluded.

POINT-OF-SALE

Plan Begun at WTAM

VARIATION of the NBC "chain lightning" merchandising plan was set up at WTAM Cleveland by new NBC General Manager Hamilton Shea on his first official day there. The plan gives advertisers point-of-sale promotion with housewives buying regularly in 348 food stores controlling 79% of Cuyahoga County's food volume, Mr. Shea said.

Advertisers may now reach four-fifths of potential food buyers in Cleveland with radio and in-store displays, Mr. Shea said.

NBC SPAC MEET

Vote Confidence in Network

A PLEDGE of confidence in NBC's network radio plans was issued by the network's Stations Planning & Advisory Committee after its first 1952 meeting last week, though reports persisted that some members had privately expressed disappointment at what they considered a defeatist attitude.

The formal statement was explicit in its commendation of NBC's sales, programming, advertising and promotion plans, extending congratulations to the network for "its realistic approach to the future development of network radio and the forward looking plans it is making to broaden radio's effectiveness and service and increase billings."

Yet some SPAC members were said to feel that an overly pessimistic attitude was reflected in some officials' statements, such as one attributed to Harry Bannister, former WWJ Detroit manager who was making his first SPAC appearance as NBC station relations vice president, and who was said to have admonished that radio is up against a trend.

NBC officials for the most part declined to comment on specific reports as to developments at the two-day session, maintaining that it was a strictly private meeting whose proceedings should be kept confidential by both network representatives and SPAC members.

Network officials, while recognizing that criticism existed, appeared to take the position that their approach was realistic and also aggressive, that criticism stemmed from lack of understanding of all network problems, and that the major stations represented on SPAC do appreciate NBC's position and like its plans.

In the committee elections, P. A. Sugg, manager of WKY Oklahoma City, was named SPAC chairman and E. R. Vadeboncoeur, vice president and general manager of WSYR-TV Syracuse, was chosen vice chairman. Richard O. Dunning, president and general manager of KHQ Spokane, was elected secretary for radio and Lee B. Wailes, executive vice president of Fort Industry Co., secretary for television.

Summer Presentation

Elections were held at the opening session Tuesday morning. In the afternoon meeting the committee viewed NBC's summer radio presentation which, produced under the direction of Jacob A. Evans, manager of the radio advertising and promotion department and unveiled in March [B•T, March 31], has won praise from all segments of the industry.

Then the committee divided into separate radio and TV groups for sessions with NBC officials representing each medium.

The TV section's meeting reportedly went smoothly. Most NBC-TV sponsors are remaining on the air this summer, which was regarded as a healthy sign. There were said, however, to have been two main subjects of complaint: (1) what was considered a lack of sufficient attention to the quality of morning programming, and (2) comics giving free on-the-air plugs to non-sponsoring products.

Network officials were said to have taken the position that they currently are concentrating heavily on development of their revolutionary new early-morning *Today* show and accordingly cannot devote full attention to other morning shows at the moment.

Regarding free plugs, it was said that some comics have been called on the carpet, though some SPAC members expressed doubt that network officials shared their concern.

The extent of commercialism in coverage of New York's Easter Parade drew specific complaint, it was understood, with network authorities agreeing and pledging that it would not happen again.

Text of the SPAC statement on NBC's radio plans, follows:

"The NBC summer sales plan is a vigorous and well-documented presentation pointing up in dramatic fashion the greatly increased values of network radio as a sales medium.

"We are enthusiastic over NBC's expanded advertising and promotion plans and particularly over the plans for on-the-air and newspaper promotion. We believe these will do much to enlarge the radio audience and promote radio's value to advertisers.

"The NBC summer programming schedule offers an abundance of sensibly priced programs which we

(Continued on page 36)

YOUNG grocer Wyndall Smith had a well-known business problem: His new store just was not grossing enough. But the solution wasn't quite as simple as the diagnosis. Particularly, when it was considered that Wyndall's Super Shopping Center was out on Highway 60, east of Owensboro, Ky., away from many potential customers. Then Wyndall Smith turned to radio. That was eleven years ago. This year as he renews his radio, prosperous Grocer Smith has this local success story to tell.



Wyndall's Super Shopping Center, located east of Owensboro, Ky.

★ ★ ★

THE TALE OF THE CAUTIOUS GROCER

IT DOESN'T take "big money" to advertise your business on radio. But clever and forceful use of radio can put a small business into the big business class.

Back in 1941, Wyndall's Super Shopping Center, located east of Owensboro, Ky., on U. S. Highway 60, was struggling along, using such newspaper advertising as the firm could afford. The young owner, Wyndall Smith, knew that he had to do something to attract patrons from downtown Owensboro and the surrounding countryside if his store was to prosper.

Trained as a trouble shooter for a national chain grocery, he was accustomed to the use of newspapers. He followed the precepts of that chain and bought newspaper space. Still his store was grossing only $50,000 a year. Something had to be done.

But Mr. Smith was a cautious merchant. He decided to try a limited investment on WOMI Owensboro. Results were pleasing. He increased the budget. Now 40% of his advertising budget goes into radio on both WOMI and WVJS. Business last year totalled $1,500,000.

Mr. Smith, who is now only 36, uses announcements for saturation coverage of his market to tell of specials and perishable goods but also likes local institutional programs for good will building which he believes has been a factor in making and keeping his store the largest super market with the largest gross business of any similar store in western Kentucky.

He carries a schedule of daily announcements using on each the name of one of the many communities within the Owensboro retail shopping area and asking residents of that community whether they would like to have a free trip to Owensboro at Wyndall's expense. The announcement then explains that the savings at Wyndall's will give the listeners a free trip to Owensboro and leave them money in their pockets when they go home.

In addition Wyndall's uses early evening programs on both stations, featuring recorded and transcribed music and service announcements for civic and church groups. Wyndall's low prices are also featured on each program.

Wyndall Smith (l) signs a contract for 1952 with WOMI Owensboro. Hugh Potter, WOMI manager, points out that this is the eleventh year that the firm has used radio.



LeBlanc's Hadacol Style Emulated

During the period when Sen. Dudley LeBlanc was creating a sensation with testimonial announcements for his well advertised Hadacol, Wyndall's had announcements transcribed locally which used a similar approach and burlesqued them to the extent that they amused the listeners and created much customer comment.

One of these Hadacol-type commercials used a small girl's voice telling how her mother had trouble making her income cover the cost of necessities before they discovered Wyndall's, but since trading regularly at Wyndall's the family was able to eat well and buy the clothing it needed. Another announcement used a woman's voice with a pronounced Mississippi drawl. Others were done by men, all of whom testified as to Wyndall's quality foods and bargain prices. They were corny but they did a job for Wyndall's and radio.

Radio Quickly Moves Unusual Shipments

In addition to his regular schedule, Mr. Smith orders as many as ten extra announcements in a morning or afternoon during the peach or apple season when he brings in fresh fruit from distant points in one of his farm-to-market trucks.

"If it was not for radio I couldn't afford to gamble on bringing in perishable merchandise in large quantities," Mr. Smith declared during a recent tape-recorded interview which was presented at the NARTB District 7 meeting at Louisville. "Radio, like gas, is fast", he agreed.

Results have sold Wyndall Smith on the continued and increasing use of radio advertising. One story he likes to recall occurred during the war-time shortage period.

Having received 7,000 packages of cigarettes from a supplier, he called WOMI and ordered one announcement to be used at 11 a.m., advising that the cigarettes would go on sale at 11:30 a.m., with a limit of two packages to a customer. By 1:30 p.m., 3,500 customers had passed through the checkout aisles and all of the cigarettes were gone as a result of that one announcement. One factory located about a half mile from Wyndall's had to practically shut down when its employes learned directly or indirectly by radio that the scarce smokes were to go on sale.

The ease with which radio can be put to work for a food center is another plus value it has for Wyndall's. Mr. Smith explains:

With radio and radio alone you can keep the public as near you as your telephone. You can pick up your phone, turn in your order and give the station a list of the specials you have to offer. You don't have to wait for a layout man to draw up his copy, have it set into type and a proof run before getting your items advertised that afternoon or the next morning. It's easy for a busy merchant to use radio advertising. Where time is an element and shortage of help is a problem, this means a lot.

Wyndall's Acceptance Is Radio's Success Story

With radio repeating it day in and day out over the years, Wyndall's slogan, "Where prices are born and not raised", has become a buy word in the Owensboro area and Wyndall's has become one of radio's best users and boosters in the food field in Western Kentucky.

PARAMOUNT HEARING

Raibourn Queried

FCC COUNSEL continued its probe into the part Paramount has played in the development of television last week during the ABC-United Paramount Theatres merger hearing.

Testifying was Paul Raibourn, Paramount vice president in charge of television. He was quizzed, mostly, on whether Paramount allegedly tried to suppress TV development through its holdings in Scophony Corp. of America—a continuation of a line of questioning begun two weeks ago. Commission Counsel Arthur Gladstone introduced numerous exhibits tending to indicate that Paramount may have tried to keep TV "under control." In addition, Mr. Raibourn was questioned about speeches he made and letters he wrote and received.

A letter, written in June, 1941, by Dr. Allen B. DuMont, was addressed to Arthur Israel Jr., then a Paramount executive. Initials on the letter indicated it had been sent into Mr. Raibourn's office.

Dr. DuMont lamented the fact that Paramount was not lending more active financial support to his company, and wrote:

. . . I feel that the [DuMont] management has more than accomplished what it promised to do and we are in a very good position at the present time to be an outstanding company in this field. In spite of this we are faced with the statement repeated six months ago to me and again recently by Mr. Stanton Griffis, chairman of the board of Paramount, that he would not put a dime in television and could not see any possibility in the near future for anything commercial in this field. In view of these facts, I believe that Paramount should either see that we are properly financed or make some arrangement to give up interest in this company so that we could proceed along other lines and take care of this very important necessity.

I have tried to carry along for a long period of time and give the impression on the outside that everything was going along fine and that we and Paramount were interested in furthering and promoting television. Unless I have some backing from Paramount in this connection there is only one alternative for me to do and that is call a spade a spade, and if we cannot become properly financed take the steps I have outlined previously.

Confidential Note Exhibited

Another FCC exhibit was a confidential memorandum from Mr. Raibourn to Barney Balaban, now president of Paramount Pictures. The January, 1945, note revealed that Paramount had the power to stop action by any group of stockholders in Scophony Corp. of America through Paramount's control of Class B stock. This note contained a recommendation from Mr. Raibourn that Paramount sell its interest in Scophony.

Scophony was largely controlled by British Scophony and had a number of theatre TV patents. It was also working on such inventions as the dark-trace (Skiatron) TV tube.

In his memo on the Scophony situation, Mr. Raibourn wrote:

. . . We are minority stockholders in Scophony, although we are in a position to stop action by others which might be detrimental to our interests through the fact that stock cannot be disposed of, or licenses granted without our permission.

We are, however, the only one of the group who can dispose of our interest. . . .

Because of our position as a minority stockholder (1/6 interest in non-management stock) (we had to take this kind of interest or patent rights would have probably flowed to RCA, GE and the AT&T), I have been unable to point this situation in the direction in which I would like to see it move. General Precision Equipment has an entirely different attitude on a number of matters than we have.

I should like your permission to sell our interest, providing a satisfactory profit can be obtained. This recommendation is made in spite of the fact that they may turn out to have unusually valuable patents and is basically predicated on the fact that I am sure we do not wish to go into the manufacturing and development program necessary to a proper exploitation of our rights in this situation.

Disagreement between Mr. Raibourn and Arthur Levey, Scophony president, is evident in an exchange of correspondence between the two.

In July, 1945, Mr. Levey wrote to Earle G. Hines, president of General Precision Corp., objecting to the way the Class B stockholders acted in their relationships with Scophony. A copy of the letter was sent to Mr. Raibourn. Mr. Levey said:

. . . The record shows that the "B" stockholders have continually sought primarily to maintain "exclusivity" of their licenses rather than permit the company (SCA) to progress through contacts developed through the management (Arthur Levey) which could have resulted in providing very substantial revenue to the company as well as essential technical advancement. . . .

According to the record, "B" stockholders have consistently discouraged every prospect, I, as the management, have developed to bring revenue into the company from "outside" sources, so that SCA would not have to remain dependent upon them ("B" stockholders). . . .

Near the beginning of his cross-examination last week, Mr. Raibourn went into a complex technical discussion of the German and American approaches to the problem involved with the Skiatron tube used in the Scophony system. The Commission counsel apparently was exploring the possibilities of cartel implications in the Scophony situation.

Preceding Mr. Levey today (Monday) will be Donald A. Stewart, manager of DuMont Television Network's film department. Chris Witting, DuMont network general manager, may also be called to testify today.

To Take Stand Again

Due to return for re-direct examination are Barney Balaban and A. H. Blank, who is president of Tri-States Theatre Corp., a UPT subsidiary. He was scheduled to testify last week but an illness in his family prevented his appearance.

Estimates as to how long it will be before the Commission readies its final decision on the merger were undergoing more revision last week.

If all the testimony is completed by May 15, this may be the schedule for resulting phases of the merger question, based upon estimates made by Hearing Examiner Leo Resnick earlier in the hearing:

Proposed findings of fact, due 60 days after the hearing, would be submitted August 15.

Hearing Examiner Resnick said he would need about three months after that in which to prepare his decision—which would be about Nov. 15.

Then, allowing 60 days for oral argument, the Commission could issue its final decision Jan. 15.

Film Expenditures

THREE TV networks (ABC, CBS and DuMont) spent $3,576,552 on films in 1951, it was disclosed at the Paramount hearing last week when they submitted figures in answer to request by DuMont [B•T, March 24]. Also placed in the record was United Paramount Theatres' expenditure of between $30 and $31 million for films exhibited in its 600 owned theatres. Motion picture exhibitors as a whole were estimated to have spent $462 million on rentals for the 19,000 movies houses in '50.

ABC spent $1,310,195 for films in 1951. Of this amount $884,260 was for feature pictures. CBS spent $1,706,900, of which $615,000 was for features and $1,064,900 for syndication of shorts to affiliates. DuMont spent $559,457, of which $241,651 was for features. NBC figures were not introduced since it is not a party to the hearing.

WHITE TO NBC

Will Head TV Film Operations

FRANK WHITE, leaving the Mutual presidency at the end of this month [B•T, April 28], will team up with NBC, effective about July 1, in charge of developing and expanding its TV film and film syndication operations.

NBC President Joseph H. McConnell announced Wednesday that the retiring MBS president would join NBC "in an executive capacity" and that his first assignment would be "a special project in connection with television film development."

It was assumed that he would get vice presidential rank at an early meeting of the NBC board of directors.

NBC was said to be planning to expand in the TV film syndication field on a major scale, with Mr. White slated for the key role in plotting the expansion. His first moves are expected to be largely exploratory, preliminary to recommending and executing detailed plans.

Mr. White, whose resignation as Mutual president reportedly stemmed from failure to come to terms with board chairman Thomas F. O'Neil on the scope of his sphere of operations under General Tire & Rubber Co.'s new ownership of the network, leaves Mutual on May 31.

He plans then to take a month's vacation, reporting to NBC about July 1.

He leaves Mutual on friendly terms with Mr. O'Neil, who takes over the presidency himself, and with other members of Mutual management and its affiliates, who have repeatedly praised his success in developing the network during his three years as president.

It is at Mr. O'Neil's request that he is continuing in office this month, to assist the new president in his transition to that office. Mr. White's three-year contract expired April 30. When he leaves, Mr. O'Neil becomes both president and board chairman.

Mr. O'Neil reportedly told members of the Mutual affiliates advisory committee, in closed session following disclosure of Mr. White's resignation, that his differences with the retiring president were jurisdictional rather than ideological. He also made clear that no changes in Mutual's type of network operation are now contemplated, and that Mutual plans to get into the TV network field, probably on a film basis [B•T, April 28].

NBC will be the third network Mr. White has served. He entered radio in 1937 as treasurer of CBS, advancing to vice president and treasurer in 1942 and continuing until 1947, when he was elected president of CBS's Columbia Records Inc. He headed CRI until assumption of the Mutual presidency May 1, 1949.

Before he entered radio, Mr. White was assistant to the president of Union News Co. from 1924-29, treasurer of the Literary Guild of America 1929-35, treasurer of Stage Pub. Co. 1935-36 and treasurer and business manager of Newsweek Inc. 1936-37.

CLOSED CIRCUIT TV

Federal Agencies Mull

FULL-BLOWN potentials of closed circuit television, already perceived by federal civil defense planners, are currently under the watchful eye of certain government agencies, it was learned authoritatively last week.

While details were not immediately available, it was known that at least three government departments—aside from the Federal Civil Defense Administration—have conferred with executives of United Paramount Theatres Inc. on the possible use of this selective communications medium.

Whether a central government coordinating unit was charting the blueprint or whether plans were being instigated at the individual agency level was not known.

These departments—Agriculture, Justice and State—were understood to be studying plans for utilization of theatre telecasting after the pattern already weaved successfully by FCDA. There also was an indication that UPT is broaching agency heads with the plan on a no-cost-to-government basis.

Federal CD officials have held two such demonstrations and were planning a third along the Atlantic seaboard. It was learned, however, that FCDA has agreed to defer its next showing (previously set for around May 1) pending the outcome of this multi-agency study.

First Inkling

First inkling of this new vista came during the 22d annual Institute for Education by Radio-Television at Columbus, Ohio, last month [B•T, April 28, 21]. It was contained in an address by Irvin Sulds, representing United Paramount Theatres Inc.

Noting that the theatre industry has been "happy to cooperate" with FCDA on its series of programs, Mr. Sulds added:

"Other government agencies are interested also in the training and information potentials of theatre television. Our staff has held several meetings with the Dept. of Agriculture and the Dept. of Justice, as well as the State Dept."

As presently envisioned, the plan could provide for the realization of certain objectives by each government agency along the lines demonstrated by civil defense planners.

Official confirmation of preliminary discussions was given to BROADCASTING • TELECASTING last Monday by Charles Jackson, White House special assistant. He acknowledged there had been early forays into the subject by these agencies, which "have been studying the system." He said he knew of no group, however, which may be coordinating the project on a government level. Mr. Jackson noted the "tremendous" possibilities of this medium.

The consensus among government authorities who were contacted last week attested to the conviction that closed circuit video opens up a new door to government departments and that, once the movement is launched, a number of departments are prepared to come in and pursue specialized programs.

These objectives would range in nature, depending on the agency involved. Training concepts may be pursued by the Agriculture and Defense Depts., according to this line of thinking, while the Treasury Dept. presumably would concentrate its programming on savings bond campaigns.

Throughout the plan runs a single common denominator: reaching a selective audience during non-regular movie going hours at a reasonable cost. As in the case of FCDA, the government agency would produce the program and rent out theatre facilities and AT&T lines. At present, theatre exhibitors have sustained certain costs for ushers, etc.

Economy Factor Potent

Perhaps the most compelling argument for such demonstrations is the economy factor pointed up by federal CD planners: the agency has shown that it can reach, through two-way communication, some 35,000 people in a one-hour program for a mere 20¢ per seat—or about $7,000. It has generally been conceded, though, that if the project is pursued on a widespread scale, some arrangement would be made with theatre owners on cost factors.

UPT and FCDA authorities also have noted certain limitations: (1) Lack of agency funds to launch the project on a large scale this year; (2) number of theatres equipped for TV (some 75 in 30 cities); (3) use of so-called "obituary" time set aside by theatre exhibitors (usually early morning or late evening hours); (4) FCC's postponement of theatre TV hearings on specific channels which could be set aside for the medium.

Mr. Sulds of UPT feels it will be possible "to have a far-flung hookup of theatres embracing the major cities of the nation perhaps with two, three or even four theatres" or limit the closed circuit tie-up to a few cities on a regional basis covering theatres of relatively small seating capacity.

"Closed circuit theatre television complements broadcast television" and "adds the specific approach to the general approach" bridging small groups thousands of miles apart.

Mr. Sulds has pointed out that in any event, United Paramount views the FCDA experiments with enthusiasm—"both from the standpoint of public service and also from the point of view of advancing the art."

A Justice Dept. spokesman told BROADCASTING • TELECASTING last week that a UPT executive had contacted his agency some months ago on a possible program on delinquency aimed at a juvenile audience. He reported that UPT indicated it would be willing to foot the bill and that the demonstration would be a great public service venture for theatres. He identified the UPT official as Mr. Sulds but said nothing had come of the idea.

Another possibility held out for the Justice Dept. was a demonstration to reach top-level factory or plant officials to apprise them of anti-sabotage measures.

It also was learned that UPT had approached a State Dept. official with a proposal for a theatre TV showing for public school students involving UNESO.

The Treasury Dept. is watching closed circuit developments with keen interest, but has mapped no concrete plans for its use, according to Elihu Harris, assistant director in charge of promotion for the Saving Bonds Div.

While the Defense Dept. has had no actual experience with closed circuit TV as yet, both the Army and the Navy have conducted instructional television programs for servicemen. Col. Ed Kirby, chief of the Army Dept.'s Radio-TV Branch, said the medium holds "attractive possibilities" for the military.

Ken Gapen, assistant director for radio-TV information, Dept. of Agriculture, felt his agency would probably experiment in the medium "if it were to develop." He foresaw "effective educational use" of closed circuit video for training specialists "especially in an emergency." But there was no indication which officials UPT has contacted in the Agriculture Dept.

There was immediate speculation that if the above-mentioned government agencies embark on closed circuit video, others might follow suit—viz., the Office of Price Stabilization, the Office of Defense Mobilization, the Dept. of Labor, Federal Security Agency, etc.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK MARCH 16-22, 1952

Current Rank	Program	Current Rating Homes %
Evening, Once-a-Week		
	(Average For All Programs)	(7.0)
1	Amos 'n' Andy (CBS)	17.1
2	Jack Benny (CBS)	16.1
3	Lux Radio Theatre (CBS)	14.5
4	Charlie McCarthy Show (CBS)	13.7
5	People Are Funny (CBS)	10.9
6	Fibber McGee & Molly (NBC)	10.7
7	Our Miss Brooks (CBS)	10.3
8	Walter Winchell (ABC)	10.1
9	Mr. and Mrs. North (CBS)	10.0
10	Arthur Godfrey's Scouts (CBS)	9.9
Evening Multi-Weekly		
	(Average For All Programs)	(4.6)
1	Lone Ranger (ABC)	7.2
2	One Man's Family (NBC)	6.7
3	Beulah (CBS)	6.7
Weekday		
	(Average For All Programs)	(5.1)
1	Romance of Helen Trent (CBS)	9.5
2	Our Gal, Sunday (CBS)	9.3
3	Ma Perkins (CBS)	9.3
4	Arthur Godfrey (Liggett & Myers) (CBS)	8.9
5	Guiding Light (CBS)	8.6
6	Big Sister (CBS)	8.6
7	Aunt Jenny (CBS)	8.5
8	Wendy Warren and the News (CBS)	8.1
9	Perry Mason (CBS)	7.9
10	This Is Nora Drake (Toni) (CBS)	7.8
Day, Sunday		
	(Average For All Programs)	(3.0)
1	True Detective Mysteries (MBS)	7.8
2	Shadow, The (MBS)	5.7
3	Hollywood Star Playhouse (NBC)	5.0
Day, Saturday		
	(Average For All Programs)	(4.4)
1	Theatre of Today (CBS)	8.7
2	Grand Central Station (CBS)	7.6
3	It Happens Every Day (CBS)	6.3

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SOUTHERN ILLINOIS broadcasters attending a conference on area cultural-educational programs at Southern Illinois U., Carbondale, Ill., last month were, front row (l to r), Leonard Johnson Jr., WAVA Ava; Walt Schafer, WCIL Carbondale; George Dodds, WGGH Marion; Tom Land, WROY Carmi, and Jay Riley, WMOK Metropolis; back row (l to r) Buren C. Robbins, Southern Illinois U., and conference host; John W. Lewis, WIBV Belleville; Charles Cook, WJPF Herrin; Merrill C. Currier, WKRO Cairo; Oscar Hirsch, KFVS Cape Girardeau, Mo., and Charles Lambert, WFRX West Frankfort.

KIRO SEATTLE

Has 25th Anniversary

TWENTY - FIFTH anniversary was observed last week by KIRO Seattle, CBS affiliate. Network programs and personalities saluted the Seattle outlet on its first quarter century in broadcasting. Station was founded April 27, 1927 as KPCB.

Station itself marked the occasion by moving studios and offices to a new location at 1530 Queen Ave. [B•T, Jan. 21].

Full page birthday advertisement appeared in local newspapers April 27. Copy carried statements by Saul Haas, president of the station, regarding outlet's activities and its CBS programming.

Like putting money in the bank

Yes, sir! When you buy WITH in Baltimore, it's just like putting money in the bank! First of all, you don't need big money. WITH's rates are LOW . . . and a *little* money does a BIG job for you. WITH delivers you more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!*

Follow the lead of the local folks! They know advertising media best. *And WITH regularly carries the advertising of twice as many local merchants as any other station in Baltimore.*

So save money in Baltimore. Let a *small* appropriation do the job for you. Get all the details from your Forjoe man. And get them today!



W-I-T-H

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

RECRUITING

Media Funds Thawed

ANOTHER chunk of cold cash, stiffening until late 1951 in a congressional deep freeze, has been released and made available for additional media Armed Services recruiting activities, it was learned authoritatively last week.

An estimated $200,000 which had been frozen by congressional whim in fiscal 1951 allocations will be used to continue a small advertising program involving spot announcements and other media. It was not revealed immediately what radio's share will be.

The revelation that extra funds now are available for use came less than a month after House action which threatened to suspend virtually all paid advertising after July 1 [B•T, April 14].

Some $95,000-plus has been expended in recent weeks on the interim program calling for spot drives over some 500 independent outlets of the Keystone Broadcasting System and 13 50-kw stations for Air Force and Army personnel recruitment.

It was understood Grant Advertising Inc. is drawing up plans to extend the campaign, now nearing expiration, on a limited scale for broadcast commitments. The campaign is to be firmed up within the next fortnight, along with the amount to be derived for broadcasting commitments from May 1 possibly through September.

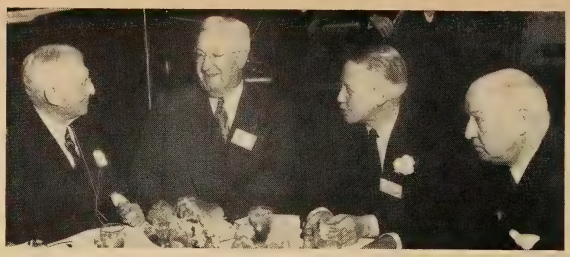
These remaining 1950-51 funds —the $550,000 interim media campaign also came out of that budget, as did network shows ($200,000) dropped last fall—had been held in reserve since December by the Defense Dept. The freeze was lifted with the understanding that the monies be expended on "directionalized" campaigns—viz., spot radio, selected magazines and pamphlets, and other "pinpoint" media.

This development will keep Military Personnel Procurement Service officials in business through the summer at least while efforts are aimed at unfreezing other refrigerated funds.

The House last month voted to cut the $12.5 million 1953 recruiting budget to the bone. The actual slicing was contained in an amendment paring Army maintenance and operation. About $1,050,000 was earmarked by Air Force-Army for radio, TV and other advertising. The bill (HR 7391) pends before a Senate Appropriations subcommittee.

But even so, other money still frozen prompted one procurement authority to comment: "Not only is much cold but much is frozen." He referred to an estimated $2 million-plus budget for 1951-52 still attached on Capitol Hill.

Of the $2.1 million tabbed for 1952 activities, about $400,000 already has been siphoned off for radio spots and television production [B•T, March 17].



OVER 200 business and civic leaders last Tuesday attended dedication of of the new, $6 million Lever House, Manhattan's newest and most modern structure. Among guests at a dedication luncheon at the Waldorf-Astoria were (l to r): Bernard M. Baruch, U. S. elder statesman; John Hancock, Lever Bros. chairman; Frank Stanton, CBS president, and James A. Farley, Coca-Cola Export Inc. executive.

Pomeroy Plan—New Radio Format

(Continued from page 23)

days. Only at Pomeroy's in Pottsville."

The compacts—a $1.25 item—were given to coupon book buyers at the store's cosmetic section, which did a landoffice business in powder, perfume, etc., with the new coupon holders. More than three-fourths of the coupons were immediately exchanged for merchandise, largely of the high-mark-up variety, the store reported.

A cost analysis of the campaign showed that the spots produced $17,805 worth of sales at a cost of 4.7%. Incidentally, a similar campaign in 1951, when no compacts were given away, produced only $9,905 in sales. The whole question of premiums in connection with radio advertising drives is now being thoroughly tested and carefully analyzed.

The rug campaign was an entirely different affair, two days of announcements (Thursday and Friday, April 24-25) for a two-day sale (Friday and Saturday). A typical announcement explains the sale:

"As a salute to home furnishings week Pomeroy's of Pottsville offers . . . for two days only . . . 30 nine-by-twelve room size rugs at less than their 1939 prices.

"Think of it . . . a seamless . . . all . . . wool . . . rich . . . pile . . . nine . . . by . . . twelve . . . Axminster . . . rug . . . at a Pre-War Price . . . and . . . You Pay No Money Down . . .

"This sale lasts only two days . . . that's only two days. Remember, there are only 30 rugs . . . you have a choice of five colors . . . the sale lasts only two days . . . Friday and Saturday Only. And You Pay No Money Down. Don't miss this chance of a lifetime. It's at Pomeroy's in Pottsville."

The WPAM schedule for this two-day campaign included 18 announcements. Rug sales totaled $1,451, and the rug buyers also made other purchases totaling $964, making a grand total of $2,415.

"In appraising these results," the report on the sale cautiously notes, "it is important to remember that, although former promotions costing very much more than this one, had failed to move the merchandise even though there had been several of these and they had run over a long period of time, it is still necessary to remember that this was a very special value promotion.

"Perhaps the most important point of the test is to show that the right kind of radio commercial will move this sort of 'distressed' merchandise when other media will not."

Radio station executives may obtain full reports on these and succeeding Pomeroy's radio campaigns, including descriptions of the merchandise; the gimmick, if any is used copies of all announcements; a detailed analysis of costs and sales results, and all other pertinent data, from Dept. Store Studies, in care of WPAM, at $15 for each month's studies. There will be at least two reports each month, Mr. Cuff said, possibly more.

In addition to the Pottsville tests, he said, similar test campaigns will be conducted simultaneously by other stores in the same general area, so that one method can be judged against others.

milestones

► LAST Tuesday marked the 20th anniversary of *One Man's Family*, which started as a sustainer on NBC April 29, 1932, got a West Coast sponsor in 1933 and went coast-to-coast on NBC starting May 4, 1934. Program is now on NBC radio, Monday-Friday, 7:45-8 p.m., and NBC television, Saturday, 7:30-8 p.m., with Miles Lab sponsoring radio and alternate weeks on TV.

► CBS Radio *People Are Funny*, sponsored by Mars Inc., Chicago (Mars candy bars), starring Art Linkletter, enjoyed 10th anniversary on coast-to-coast radio last month.

► "RED" WOODWARD has celebrated his 20th anniversary as staff musician for WBAP Fort Worth. For 14 years, Mr. Woodward has been assistant musical director.

N. J. MEET

Comr. Hyde Speaks Today

TALK by FCC Comr. Rosel H. Hyde today (Monday) leads the two-day agenda for the annual meeting of the New Jersey Broadcasters' Assn., announced Wednesday by Paul Alger, association president and manager of WSNJ Bridgeton.

Executives from 21 commercial AM and TV stations are expected to attend the meetings, starting today in the Hotel Dennis, Atlantic City, for an intensive study of broadcast-management problems.

In addition to Comr. Hyde's luncheon speech Monday, the first day's program will include a report on the New Jersey civil defense test of its state radio network by Fred Weber, owner of WFPG Atlantic City and radio-TV director of the emergency network, and Robert Stone, state CD public information officer; a review of the television scene in New Jersey by Irving Rosenhaus, president of WAAT-WATV (TV) Newark; network plans for radio, by Hugh Higgins, CBS Radio merchandising director; radio representation, by Tom Flanigan, managing director of the National Assn. of Radio and Television Broadcasters.

Presentation of young composers' radio awards by Robert McDougal, WAAT educational director; national radio-TV functions during air raids, by FCC Coordinating Engineer J. H. Eichel; radio law by Dwight Rorer, member of the Federal Communications Bar Assn.; "What the Agency Faces in Recommending TV and Radio," by Walter Erickson, radio director of Gray & Rogers, Philadelphia; a trade paper's place in radio by Norman Knight, vice president of *Sponsor* magazine; radio from a retailer's perspective by Murray Klahr, advertising manager of Blatt department store, Atlantic City; and "Political Policies and Prices" by Harry Goodwin, general manager of WNJR Newark.

Second day of the meeting will be devoted to a BMI program sales-promotion clinic, headed by Bob Fuller as BMI chairman. Talks will include:

Making your station a positive community force, by Tom Tighe, general manager of WJLK Asbury Park; the community station, by Seymour N. Siegel, director of WNYC New York; copyright laws, by Sydney M. Kaye, general counsel and vice chairman of the board, BMI; classical music programming, Charles Payne, program director of KIXL Dallas; local news, Merrill Morris, news director of WMTR Morristown; accounts servicing and sales copy, Sam Carey, program service manager of WRVA Richmond, Va., and continuous block programming, Nat Shoehalter, assistant director of educational activities, WAAT.

KNEW

SPOKANE, WASHINGTON

is pleased to announce

the appointment of

WEED

AND COMPANY

as

NATIONAL ADVERTISING REPRESENTATIVES

EFFECTIVE MAY 1, 1952

Spokane is the hub of the great Inland Empire, as large as New England and rated one of the nation's top markets. It includes a large part of 4 states, 37 counties and a part of Canada.

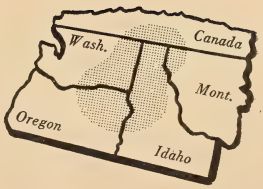
Over 1 Million People — Over 1 Billion Dollars Buying Power

RADIO STATION KNEW 5000 WATTS 790 KC.

SPOKANE, WASHINGTON

BURL C. HAGADONE,
President & General Manager

C. E. RODELL,
Station Manager



BMI Clinics

(Continued from page 26)

more cancerous to the growth of a station than selling without a purpose."

He said program men "must provide sales with vehicles that will produce results not only for the advertiser, but for the station. We are on a long haul—this is not a short subway ride."

BOISE, IDA., May 2

Henry H. Fletcher, general manager of KSEI Pocatello, Ida., spoke on "Radio's Short Cut to Suicide." Mr. Fletcher said that "one way in which radio operators can grease the skids for radio's destruction . . . is through unethical, unwise and unprincipled operation of their stations." Broadcasters should "look beyond their noses," he said, "in realizing that unless results are obtained for the man who buys your station time, that advertiser is not going to come back again and again to hand you his money."

RALEIGH, N. C., May 2

"Radio should balance its diet and budget with women's programs," Mrs. Frances Jarman of WDNC Durham, N. C., told clinic delegates at the Raleigh meeting. "Don't be caught with your kilocycles down—never underestimate the power of a woman on the air of your station!"

COLUMBUS, OHIO, May 2

Walberg L. Brown, manager of WDOK Cleveland, advocated programs of classical music at the Columbus clinic. "Classics can and will be enjoyed by a great many people who do not necessarily have any formal musical background," he said.

Mr. Brown said WDOK programmers "have found Beethoven, Tchaikovsky, Wagner, Brahms and Rachmaninoff valuable friends to cultivate. In addition to being eminently respectable, they have been practical, and valuable allies in the sometimes puzzling competition of local programming."

DENVER, May 2

Ray Perkins, KFEL Denver disc jockey, addressed the afternoon session of the Denver clinic on "Music Is Our Business."

Mr. Perkins, differing in viewpoint from Mr. Brown's sentiments at the Columbus clinic, said broadcasters must recognize the much larger demand for "pop tunes." He said the economy and practicality of pop records or short transcribed library numbers, make this type of musical programming the major undertaking.

He acknowledged "the rising public taste for classical and 'light classical' music," however.

CALGARY, ALTA., April 24

A record attendance was established at the Calgary meeting sponsored by the Western Assn. of Broadcasters, with 126 persons attending from ten Alberta stations, some coming as far as 600 miles.

Other meetings were held as follows: April 28, Owensboro, Ky.; April 29, Charleston, W. Va.; April 30, Sioux Falls, S. D.; May 1, Omaha and Salt Lake City; May 2, Little Rock, and May 3, Jackson, Miss.



AMONG 90 Southern California Broadcasters attending BMI program clinic April 29 at the Hollywood Roosevelt were (seated, l to r) Mrs. Alan Torbet; Alan Torbet, KROW Oakland; Frank Burke, editor, *Radio Daily;* Norman Nelson, SCBA, and Mrs. Jim Cox; second row (l to r) Ed Frech, KFRE Fresno; George Higgins, KMBC Kansas City, Mo.; Murray Arnold, WIP Philadelphia; James Russell, KVOR Colorado Springs; Charles Hamilton, KFI Los Angeles, and Ned Connor, KRKD Los Angeles; third row (l to r) Maurice Mitchell, Associated Program Service; Glenn Dolberg, director, station relations, BMI; Cal Smith, KFAC Los Angeles; Jim Cox, BMI, and Mark Haas, KMPC Los Angeles.

William Hiter Grant

WILLIAM HITER GRANT, 64, vice president of Outdoor Adv. Inc., and manager of the firm's Philadelphia office, died April 22 at Bryn Mawr Hospital. He is survived by his wife; a daughter, Constance Joan, and a sister, Mrs. Ruth H. Greene.

NARTB SESSIONS

Board, Code, Dues Groups to Meet

REVIEW agency to maintain the new combination dues plan of NARTB, adopted last February by the joint Radio-TV boards, will start operating next week.

The new unit will hold it first meeting Thursday at NARTB Washington headquarters, one of a series of NARTB meetings slated to wind up in mid-June. Chairman of the dues committee is Harold Essex, WSJS Winston-Salem, N. C.

Under the dues plan, NARTB gives discounts ranging from 10% to 25% provided all units owned and/or operated by the same company are association members. Network dues are not included in this arrangement.

The Essex committee will have the job of reviewing cases where ownership status is in doubt, determining whether or not joint fees should be paid. Operators of two stations get a 10% discount under the plan, covering their total bill. Other discounts: three units 15%; four units 20%; five or more units 25%.

Committee Members

On the committee with Chairman Essex are Clair R. McCollough, WGAL-AM-TV Lancaster, Pa., and Robert T. Mason, WMRN Marion, Ohio.

Mr. Essex, a radio director for District 4, also is chairman of the board's Finance Committee, which is scheduled to meet June 11 in Washington. Other members are Kenyon Brown, KWFT Wichita Falls, Tex.; Ben Strouse, WWDC Washington, and Lee Jacobs, KBKR Baker, Ore.

The Television Code Review Board, charged with the job of scanning all TV program complaints and supervising code operation and programming, will meet in Washington June 5-6. Chairman is John E. Fetzer, WKZO-TV Kalamazoo, Mich. Mr. Fetzer was in Europe when the code group held two spring meetings but is expected to attend the third session.

NARTB's TV Board will meet June 9-10 at The Homestead, Hot Springs, Va. Robert D. Swezey, WDSU-TV New Orleans, is chairman of the new board, elected during the NARTB Chicago convention. The Radio Board will meet June 12-13 in Washington. The Radio and TV Boards met separately, and then jointly, at Bandera, Tex., last February but no joint session is planned in June.

CONTEST has been started to name horse owned by Bill Williams, star of *Adventures of Kit Carson,* TV film series sponsored by Coca-Cola Bottling Co. on KECA-TV Hollywood. Winner receives $100 U. S. Savings Bond.

NBC SPAC Meet

(Continued from page 29)

are confident will not only build audience but do an effective job for sponsors.

"NBC action in engaging the Nielsen Coverage Service is a step which will provide up-to-date, comprehensive information on all facets of radio listening, including nationwide data, on out-of-home and multiple-set listening which has never been adequately measured before.

"We members of SPAC congratulate NBC on its realistic approach to the future development of network radio and the forward looking plans it is making to broaden radio's effectiveness and service and increase billings."

SPAC members, in addition to the officers elected, were B. T. Whitmire, WFBC Greenville, S. C.; Ralph Evans, WHO Des Moines and WOC Davenport; Robert B. Hanna Jr., WGY Schenectady; Allan M. Woodall, WDAK Columbus, Ga.; Ed Yocum, KGHL Billings, Mont.; Willard C. Worcester, WIRE Indianapolis; Martin Campbell, WFAA-TV Dallas, and Stanley E. Hubbard, KSTP-TV Minneapolis-St. Paul.

DAY RATES LOW

Reports NARTB Researcher

ONE out of every three U. S. radio stations is under-pricing its quarter-hour daytime rate according to a study conducted by Richard M. Allerton, NARTB research director.

In surveying AM station rates, Mr. Allerton found that 58% of stations have a quarter-hour daytime rate amounting to 40% of the one-hour daytime rate, according to the NARTB, *Radio Newsletter.* "Parenthetically, this 40% relationship to the hour rate would seem to be a normally accepted relationship," he explained.

It was found that 7.3% of stations set a higher relationship of quarter-hour to hour rate, ranging from 41% to 62%.

On the other hand, 34.7% of the stations have rate cards with quarter-hour time charge that is lower than 40% in relationship to the hour rate. Practically all of these stations range from 30% to 40%, according to the survey, the bulk of them narrowing down to the 33-37% bracket.

Mr. Allerton said the survey is not designed to show that AM station one-hour rates are high or low. "The significant point is: Nearly 35% of AM stations are under-pricing their quarter-hour rate," he added.

Gard Picks Ross Roy

GARD Industries, Chicago, manufacturers of weather-proof sprays for fabric and leather goods, names Ross Roy, Chicago, to handle its advertising. Radio and TV will be used.

Past is Prologue——

"FOR OUTSTANDING PUBLIC SERVICE"



NATIONAL HEADLINERS CLUB AWARD to St. Petersburg Times for the "outstanding public service by a newspaper" in 1951.

We are proud to receive the National Headliners Club Award for Outstanding Public Service which cites our sponsorship of Florida's new law making public all political campaign contributions and expenditures. This measure — known as the "St. Pete Times bill" when it was in the State Legislature — is but one item in a list of public service achievements unequalled in Florida and outstanding nationally. The record dates back to early days of the century for The St. Petersburg Times and back to the beginning of its teammate, Radio Station WTSP. Here are a few of hundreds of items:

INFORMING VOTERS—Free air time, free newspaper space give all candidates opportunity to tell their story.

GET-OUT-THE-VOTE—WTSP-Times campaigns bring surprisingly high percentages of voters to polls, spur interest in government.

WINNERS-LOSERS PARTY—Each election night all candidates watch vote count in WTSP studio, broadcast comments, go home in spirit of harmony beneficial to the community.

GOOD GOVERNMENT—Unblinking spotlight has kept city and county governments free of scandal since Times won divorce of Pinellas County from Tampa-dominated Hillsborough nearly 40 years ago.

RACE RELATIONS—WTSP-Times won referendum for Negro housing project after it was rejected by City Council. Times won top Florida award of 1951 for editorial on touchy subject of Negroes in colleges.

LABOR RELATIONS—WTSP brought leaders together in special broadcast to air both sides of city bus strike, major step toward settlement.

MILLION REFUND—Times crusade for utilities regulation (begun when Florida was one of three states without state controls) has brought $1,100,000 refund to electricity users. Current campaign for donation of those refunds to a building fund may provide a long-sought civic auditorium.

HEALTH—Forums by medical society members on various health problems produce overflow audiences, heavy mail.

SHUT-INS—WTSP beams programs at large number of men in Veterans Hospital and high number of elderly shut-ins . . . daily baseball play-by-play . . . golf matches . . tarpon roundup . . . yacht race . . . high school and junior college events . . . parades . . . meetings.

SENIOR CITIZENS—Two WTSP-Times campaigns under way for removal of $50 a month earnings by pensioners; and for establishment of a craft and handiwork program.

F-Y-I FORUMS—WTSP's For-Your-Information forums give community facts on many civic problems. One result: Switch from street cars to buses.

BETTER LIVING—This aim of WTSP adult education clinic has co-operation of YMCA, YWCA, PTA, Library, Junior College, Art Group, Classroom Teachers, Council of Human Relations.

BRIDGES—Since its founding The Times has been leader in drive for better and more and toll-free bridges and highways in Tampa Bay area. Recent result: New Gulf Coast Highway (U.S. 19) and Bay bridge.

REALTORS FORUM—WTSP service to inform home owners and home seekers.

BONDS—Times broke up municipal bond monopoly, saving thousands of dollars in refinancing; won reappraisals for tax equality.

FUN—WTSP-Times support has aided symphony concerts, local operetta, other cultural projects in addition to Halloween parties, treasure hunts, Santa Claus arrivals, amateur sports competition and many other entertainment projects.

Local ownership and a continuing policy of public service have built the WTSP-Times record of performance which now becomes a challenge for the future.

WTSP — WHERE THE STARS PARADE

St. Petersburg Times
A LEADING NEWSPAPER

AMA CLINIC

Cott Talks on Sales

"TODAY, all business is in show business, and the competitive system of selling makes every salesman a showman," Ted Cott, vice president of NBC and general manager of WNBC-WNBT New York, said Tuesday.

Speaking at the New York American Marketing Assn.'s 1952 marketing clinic held in cooperation with the Sales Executives Club, Mr. Cott, whose subject was "Factfinding: Merchandising That Makes for Greater Sales," said: "There must be a marriage of the retailer and the manufacturers, and the advertising medium is an available and vital matchmaker."

Freedom of choice—whether it is between two candidates for public office or two cans of beer on the self-service shelf—is a basic American concept, and it is important for a product to have an extra plus to win the election of the consumer or the voter, he asserted. NBC's "Operation Chain Lightning," he said, is a case in point; by promotional partnerships with 11 food chains, the station is able to give promotional positions to the station's clients, which have resulted in making radio advertising a twin of merchandising.

Research was nominated by Mr. Cott to serve as the best man at the retailer-manufacturer wedding, although "It is too often the handy choice to prove a point without a true realization that it also points a way." He cited the sets-in-use figure for radio which indicates "an untouched audience, a new frontier, an expanding market of 58%. . . . The sets *not*-in-use is an exciting opportunity."

Identifying merchandising as imagination, Mr. Cott urged much wider use of ingenuity, with statistics as the starting point for a jump-off into action. "We need more people to take more chances," he concluded, "and the fastest way to get there is on an impulse."

DANCE Educators of America, N. Y., have named Donald O'Connor, alternate star of NBC-TV *Colgate Comedy Hour*, as TV dancer of the year.

NLRB DECISIONS

NBC, 3 Stations Affected

NATIONAL Labor Relations Board has announced decisions and orders affecting KTOK Oklahoma City; WJPS Evansville, Ind.; WOOD-AM-TV Grand Rapids, Mich., and NBC Chicago.

Results of an election at NBC Chicago involving staff newswriters showed that all of the six votes cast were for the National Assn. of Broadcast Engineers & Technicians, CIO. No votes were cast for the Radio Writers Guild of the Authors League of America.

In another election, held at WOOD-AM-TV, Local 1295 of International Brotherhood of Electrical Workers, AFL, received 15 votes to 9 cast for NABET. Election involved all broadcast engineers and technicians at the AM and TV stations, including regular parttime technicians.

At WJPS, NLRB granted a request of IBEW to withdraw its petition for certification of representatives, thereby closing the case.

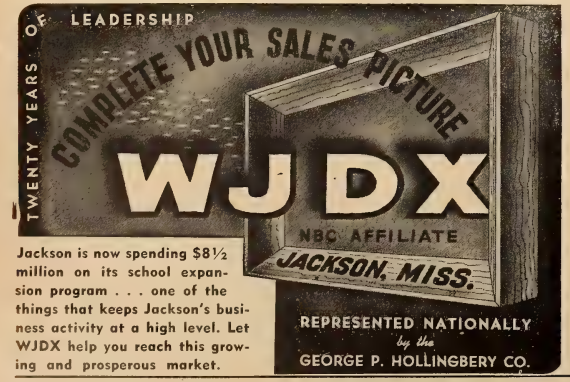
An election to be held within 30 days of April 10 was reported ordered at KTOK. All broadcast technicians and engineers at the studios in Oklahoma City and at the transmitter in Moore, Okla., including the assistant engineer, are to vote for or against Local 1141 of IBEW.

TIME QUESTION

Clock Battle in Northwest

NORTHWEST area of the nation, Oregon and Washington, was split between daylight saving and standard time last week. Despite a decision by Gov. Douglas McKay that Oregon would stay on standard time, a ruling that was protested by the Oregon Assn. of Broadcasters and others, the Portland City Council at late week voted to authorize daylight time. Oregon City, Forest Grove and Vancouver, Wash., were expected to follow.

However, Tacoma City Council stood pat on standard time in face of 1,456 signatures on a protest petition. Seattle and other western Washington cities adopted daylight time while the eastern portion and most rural areas retained standard time.



upcoming

May 5: BMI Program Clinic, Hotel Vancouver, Vancouver, B. C.

May 5: BMI Program Clinic, Bentley Hotel, Alexandria, La.

May 5-6: BMI Program Clinic in conjunction with Wisconsin Broadcasters Assn. meeting, Plankinton Hotel, Milwaukee.

May 5: BMI Program Clinic, Broadview Hotel, Wichita, Kan.

May 5: ABC Affiliates regional meeting, Forth Worth Hotel, Fort Worth.

May 5: BMI Program Clinic, Sheraton-Belvedere, Baltimore.

May 5-6: Missouri Broadcasters Assn. spring meeting, including May 5, BAB sales clinic, May 6, BMI program clinic, Hotel Jefferson, St. Louis.

May 5-6: NBC radio promotion-press-merchandising workshop, Chicago.

May 5-7: RTMA-IRE-AIEE joint conference on electronic components, Washington.

May 6: BMI Program Clinic, Columbia Hotel, Columbia, S. C.

May 6: BMI Program Clinic, Dennis Hotel, Atlantic City, N. J.

May 6: BMI Program Clinic, Olympic Hotel, Seattle.

May 7: BAB Sales Clinic, Kansas City.

May 7: BMI Program Clinic, Radisson Hotel, Minneapolis.

May 7: BMI Program Clinic, Skirvin Hotel, Oklahoma City.

May 7: BMI Program Clinic, Benson Hotel, Portland, Ore.

May 7: BMI Program Clinic, Hotel Savery, Des Moines.

May 8: BMI Program Clinic, U. of Florida, Gainesville, Fla.

May 8: Export Advertising Assn. fourth international convention, Plaza Hotel, New York.

May 8: BMI Program Clinic, Onondaga Hotel, Syracuse, N. Y.

May 8-9: NBC radio promotion-press-merchandising workshop, New Orleans.

May 8-9: BMI Program Clinic in conjunction with Texas Assn. of Broadcasters, first annual meeting, Plaza Hotel, San Antonio, Tex.

May 9: BAB Sales Clinic, Des Moines.

May 9: BMI Program Clinic, Hotel Saskatchewan, Regina, Sask.

May 9: BMI Program Clinic, Clift Hotel, San Francisco.

May 9: BMI Program Clinic, Sheraton Hotel, Chicago.

May 9: BMI Program Clinic, Hotel Touraine, Boston.

May 10: North Atlantic Region, IRE, 6th annual New England Radio Engineering meeting, Copley (Sheraton) Plaza Hotel, Boston.

May 10: BMI Program Clinic, U. of Georgia, Athens, Ga.

May 12: BAB Sales Clinic, Omaha.

May 12: BMI Program Clinic, Jefferson Davis Hotel, Montgomery, Ala.

May 12: BMI Program Clinic, Augusta House, Augusta, Me.

May 12-13: NBC radio promotion-press-merchandising workshop, Hollywood, Calif.

CBS, Publicists Agree

CLIMAXING four months of negotiations, CBS Hollywood and the Publicists Guild reached agreement last week. Retroactive to Jan. 1, new contract is being submitted to the Wage Stabilization Board for approval, and includes a 15% weekly wage increase across-the-board, thereby raising the average weekly salary from $99 to $115. Negotiations next are to start between the Publicists Guild and ABC Hollywood.

NBC TEAMWORK

Workshop Urges Cooperation

IMPORTANCE of close teamwork between network and affiliates in promoting and selling radio was stressed last week in the first of four regional Promotion-Press-Merchandising Workshops sessions scheduled by NBC for its radio affiliates.

Some 48 representatives of 3[illegible] stations attending the first meeting, held Thursday and Friday in New York, heard NBC executives outline plans, problems, prospects and techniques of making the most out of radio as the No. 1 sales medium.

Stressing the "mutuality" of interests of network and affiliates John K. Herbert, vice president in charge of Radio Sales, told the group that strong promotional activities build audiences for both the network and its individual affiliates, and that proper merchandising produces maximum sales returns.

He asserted faith in network radio and its ability to sell itself on basic values, and deplored what he called "the electronic complex" which causes some advertisers to feel that they must make a choice between the broadcast media, radio and TV.

Charles C. Barry, radio programs vice president, emphasized the need for promotional efforts in support of program structures. He also stressed the difference between the size of radio and that of TV—105 million sets against 16.5 million.

Public relations activities were outlined by William F. Brooks, public relations vice president, while the problems of "Glamourizing Publicity and Publicizing Glamour" were discussed by Press Vice President Sydney H. Eiges. Henry Cassidy, director of news and special events, reviewed "News Coverage in an Election Year."

Fred N. Dodge, director of merchandising, described merchandising as "the magic touch." After showing NBC's new "summer radio" presentation, Advertising and Promotion Manager Jacob A. Evans reviewed "Promoting Radio in a Television Age" and Audience Promotion Supervisor Clyde L. Clem gave a progress report "Up to Now," and, in another talk, presented summer audience promotion plans. "Radio Research for the Future" was appraised by Plans and Research Director Hugh M. Beville, while Mr. Evans wound up the workshop's first day by emphasizing "timely" promotion as the keynote for the future.

Friday's meeting was to be devoted primarily to group discussion sessions, after opening talks by Mr. Clem and Co-op Sales Manager Ludwig Simmel.

Station Relations Vice President Harry R. Bannister welcomed the group at the opening meeting and Station Relations Director Fred Shawn conducted the Friday session.

We are proud to introduce...

Gayle V. Grubb



Vice-President
and
Managing Director
WJBK-AM • WJBK-TV

Mr. Grubb, the new Vice-President and Managing Director of WJBK-AM and WJBK-TV, was formerly a Vice-President of the American Broadcasting Company's Radio and Television operations in San Francisco. A veteran of 28 years radio experience, he brings to WJBK a vast background in radio and television acquired as manager of Radio Stations KFAB, Lincoln, Nebraska, and WKY in Oklahoma City. Since 1945, Mr. Grubb was in charge of KGO and KGO-TV in San Francisco.

The entire staff of WJBK and the companion stations, owned and operated by The Fort Industry Company, say: "Welcome to Detroit!"

A FORT INDUSTRY STATION — 25 YEARS OF BROADCASTING IN THE PUBLIC INTEREST 1927 / 1952

WJBK -AM -FM -TV DETROIT

Tops in Music—News—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

MORE POWER TO WJBK

FCC Awards increase to . . . 10,000 Watts

WJBK's signal power will be stepped up to 10,000 watts, (daytime) and 5,000 watts (night time). A terrific plus to Detroit's Best Buy. This is the greatest power signal boost ever granted to any independent radio station in the Metropolitan area of Detroit.

This increased power of WJBK will extend its market coverage, and, in addition, give your sales message even *greater* concentration among the station's loyal, responsive listeners.

Increase *your* sales punch in the wealthy Detroit market with WJBK, Detroit's Best Buy!

A FORT INDUSTRY STATION — 25 YEARS OF BROADCASTING IN THE PUBLIC INTEREST 1927 1952

WJBK–DETROIT

Tops in Music – News – Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

SET SALES

Drop 40% From Last Year For Both Radio, TV

OUTPUT of radio and television receivers dropped over 40% below that of the first quarter of 1951, according to a three-month analysis listed last week by Radio-Television Mfrs. Assn. Figures cover the entire industry.

Radio set output was down 44% and TV 40%, RTMA estimated. Output of radio sets totaled 2,367,800 in the quarter, of which 975,892 were manufactured in March, a five-week month. Output of TV sets totaled 1,324,831 for the quarter.

RTMA found that 123,685 radio sets manufactured during the first quarter had FM circuits, with 27,107 TV sets containing FM band tuning facilities.

Receiving tubes sold amounted to 85,934,322 units compared to 118,277,243 in the same 1951 quarter. March tube sales totaled 30,935,220 units compared to 44,413,146 a year ago. Of the March tubes, 27,812,601 were of the entertainment type. Total value of receiving tube sales by RTMA member companies for the first quarter was $61,051,463.

Analyzing the output of television picture tubes, RTMA found 98% were 16 inches or larger in the first quarter compared to 94% a year ago. Most tubes were rectangular.

Picture tube sales to manufacturers totaled 370,206 units in March, with a value of $8,582,538 compared to 608,396 units valued at $16,064,425 in the same month a year ago. First quarter tube sales totaled 1,040,829 units valued at $23,898,653 compared to 1,822,793 tubes valued at $49,892,454 a year ago.

Set production by months for the quarter of 1952 is shown below.

* * *

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	404,933	288,723	68,433	195,147	80,152	632,455
February	409,337	312,705	72,866	267,779	106,103	759,453
March (five weeks)	510,561	357,689	99,720	343,314	175,169	975,892
TOTAL	1,324,831	959,117	241,019	806,240	361,424	2,367,800

LOUDSPEAKERS

Larger Inventories Sought

PLEA for easing of materials and larger inventories to meet expected demand by set-makers for loudspeakers after July 1 has been placed before the National Production Authority.

Loudspeaker manufacturers told NPA April 24 the current 45-day speaker inventory will be inadequate when industry swings into peak production during the third and fourth quarters. Under present conditions, set-makers would have to wait before receiving these components. Copper wire inventory shortages were reported in particular.

The loudspeaker industry group also asked more data on cobalt and nickel. NPA said there is a "temporary balance" between supply and demand but pointed out military needs will mount. The industry group conceded it would be "risky" at this time to remove controls on these alloys but said it would face production lags because of curtailed civilian needs.

Certain carbon steel also has figured in NPA actions. NPA removed "second-quality" or rejected steel from controls and told manufacturers they need not file requirements for the fourth quarter. Applications (CMP 4-B) for materials to make all-type radio-TV appliances — receivers, phonographs, record-players, etc.—were sent out to firms last week.

While carbon steel is used for chassis and tubes, industry spokesmen felt the order would have little effect on manufacturers when viewed against other shortages and fulfillment of current civilian demand for sets.

TEACHERS NAMED

For News Internships

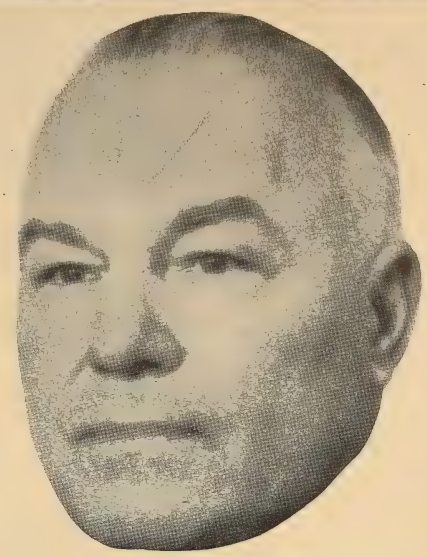
TEN university journalism teachers have been selected for the 1952 radio internship program of the Council on Radio-Television Journalism, according to Basket Mosse, Northwestern U., council chairman. They will serve in selected radio-TV station newsrooms during the summer vacation period. Robert K. Richards, NARTB public affairs director and council secretary-treasurer, said the program will give teachers practical newsroom experience and better prepare them to train students for broadcast service. The interns contribute their services on an "average fee" basis. NARTB supports the council financially.

The interns are Paul Deutschmann, U. of Oregon; Milo Ryan, U. of Washington; Alan Scott, U. of Texas; Calder M. Pickett, U. of Kansas; Paul Krakowski, U. of West Virginia; Oliver R. Smith, Brigham Young U.; Russell N. Baird, Bowling Green State U.; Richard F. Crandell, Columbia U.; Dr. Marvin Rosenberg, U. of California; William Carmody, Colorado A&M.

WOV Revenue Up

REVENUE totals are higher at WOV New York. General Manager Ralph N. Weil reports the month of March the most lucrative in the station's entire history and totals for the entire first quarter of 1952 surpassing those of 1951 by 21%. WOV, which specializes in foreign language broadcasts, notes its station "formula." That formula, according to Mr. Weil, is: "Thorough merchandising with specialized programming for specialized audiences and . . . scorning . . . rate-cutting practices."

KLZ—30 YEARS OF SERVICE



LIEUT. GEN. HENRY L. LARSEN
Director of Civil Defense
State of Colorado

"...KLZ does a front line job for Civil Defense!"

Lieutenant General Henry L. Larsen, director of Civil Defense for the State of Colorado, says, "KLZ does a front-line job for Civil Defense"... high compliment indeed from this able, combat veteran General of the U.S. Marines. (Ret.)

KLZ contributes time, personnel and facilities in support of the important Civil Defense program in Colorado and works in close cooperation with both City and State Civil Defense offices. Such activity is typical of the comprehensive public service efforts of KLZ, Pioneer Broadcasting Station of the West.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

KLBS HOUSTON

Liberty's Key Station

LIBERTY Broadcasting System's key outlet is now located at Houston, operating the former KLEE under new call letters of KLBS. Change was effective April 25 with the station joining the network, Ray A. Lewis, general manager of Trinity Broadcasting Corp., has announced.

Trinity Broadcasting Corp. also owns and operates KLIF Dallas and KELP El Paso. It purchased the former KLEE for a price in excess of $300,000, it was pointed out, with sale and transfer approved by FCC [B•T, March 3, Feb. 4].

Change in call letters, from KLEE to KLBS, marks the proposed moving of Liberty's headquarters from Dallas to Houston. That move should be completed on a working basis in early 1953, Mr. Lewis noted. KLBS operates on 610 kc with 5 kw power and is on the air 24 hours daily. Liberty's co-chairman of the board, B. R. McLendon, is also president of Trinity and owner and operator of the Tri-State Theatre chain of the Southwest. Gordon McLendon, LBS president, is an executive of Trinity.



TOM CAVANAGH, (l), new station manager of KLBS, is greeted by Mr. Lewis (r) with Mr. McLendon adding congratulations.

'POLITICAL' ADS

Humphrey Is Answered

ATTACK on "political" institutional advertising by Sen. Hubert H. Humphrey (D-Minn.) has been opposed formally by the Advertising and Sales Club of Seattle.

The club has adopted a special resolution calling on the state's delegation in Congress to "continue to uphold free speech and a free press by opposing Sen. Humphrey's theories on the function of advertising, which is a necessary tool of business enterprise, and his efforts to hamstring advertising as a medium of free expression of views."

Resolution was proposed by A. F. Moitoret, Seattle manager of Braun & Co. and the club's legislative chairman.

Sen. Humphrey's speech against "political" institutional ads was made in the Senate early last month [B•T, April 7].

d-CON HEARING

FTC Presents Argument

HEARING on a complaint charging the d-Con Co. and United Enterprises Inc., both Chicago, with radio and other advertising misrepresentations was held by the Federal Trade Commission in Washington last Tuesday.

Hearing examiner heard arguments from government attorney Edward F. Downs challenging certain ad claims of the d-Con Co., which manufactures a rodenticide. Mr. Downs introduced radio continuities as exhibits.

Earlier, officers of the d-Con Co. had denied the complaint which labeled the advertisements on radio and in other media as allegedly "false and misleading." The company will present its side at a future hearing.

United Enterprises Inc. was described as a distributor subsidiary of d-Con by its Jerome Ratner, who also revealed that the United Enterprises will be dissolved.

Mr. Downs offered testimony tending to question claims by d-Con, a principal in per inquiry deals [B•T, March 24], that the product has been endorsed by the Public Health Service; that its application prevents reinfestation of premises by rats and mice; that it will destroy all rodents within 15 days; and that it will eliminate all after-odors usually associated with rodenticides.

CONTROLS STAY

Likely Despite Battle On Capitol Hill

BATTLE royal was fomenting on Capitol Hill last week against the backdrop of the steel industry dispute and walkout which threatened long-range repercussions in the nation's military and civilian economy.

Amidst all the shouting in Congress, there still were indications that the Senate and House eventually will vote to extend wage-price controls despite sentiment for their abolition in the wake of the steel dispute. The question was: how long an extension beyond June 30?

Reason for anticipating renewal of the Defense Production Act appeared partly political in nature as both congressional chambers held hearings on economic controls.

The Senate Banking & Currency Committee resumed sessions after executive deliberations which were sidetracked because of the steel issue. The House counterpart unit opened hearings at the same time.

Still at stake, aside from extension of wage and price ceilings, are such issues as: (1) the Capehart cost allowance formula for advertising; (2) Regulation W governing installment purchases of radio-TV sets and other appliances; (3) exemption for broadcasting and other media from price controls.

Consensus was that the last two would remain status quo, providing, of course, the production act is extended. There appears to be no organized fight to preserve the advertising cost provision authored by Sen. Homer Capehart (R-Ind.). Most manufacturers have had the opportunity to apply for higher ceiling prices on the basis of added expenses accrued before July 26, 1951 cutoff date, though they stand to benefit further if this date is extended.

Mixed Reactions

Demands flew thick and fast last week on the economic front. There was mixed reaction in Congress ranging from cries for abolition of controls to one and two-year extensions. The U. S. Chamber of Commerce labeled wage-price controls "superficial and wasteful." Price Stabilizer Ellis Arnall called for a two-year reprieve. Renewal of the act was supported generally by Economic Stabilizer Roger Putnam and Wage Chief Nathan Feinsinger.

Mr. Putnam backed President Truman in reiterating a demand for repeal of the Capehart amendment. The OPS, he said, is under "continuing and heavy pressure to raise ceilings on many commodities in vital areas." Steel industry's request for price boosts, if granted, would set off a wave of price hikes and wage demands in other industries, he added.

Former Defense Mobilizer Charles E. Wilson added his own thoughts. He said the U. S. is in a "grave position" and must get its economy "back on the track." Joining production with defense requirements will take "several years" despite the progress made under his leadership, Mr. Wilson told the Senate Banking Committee.

Side issue of the steel upheaval is the forthcoming probe of the Wage Stabilization Board by the House Labor & Welfare Committee tomorrow (Tuesday). The lower chamber voted unanimously to conduct the investigation because of WSB's handling of the dispute. Proposal is to revamp the board and eliminate its jurisdiction over such disputes. WSB governs wages in the radio-TV and other industries.

PRISON RIOT

Covered by Detroit Outlets

DETROIT radio-TV outlets gave full coverage last week to the 93-hour riot staged by 2,600 convicts in the Jackson, Mich., prison. Viewers and listeners throughout the state, and in some cases throughout the country, were kept abreast of developments through facilities of Detroit stations.

Soon after the mutiny began, WWJ-TV's news producer, Tom Sutton, rushed to the scene and within a few hours films were appearing on regularly scheduled newscasts. WWJ used WIBM Jackson as a relay station for providing direct radio coverage. Programs featured commentary by Bob Leslie, staff announcer, and interviews with prisoners themselves.

Films made by WJBK-TV were picked up for showing on Douglas Edwards' CBS-TV show. Network commended the station on the fine quality of the film cut-ins, WJBK reported.

After the riot ended, WJBK telecast a panel discussion on the causes, possible remedies and probable repercussions of the uprising. Participants included Attorney General Frank Millard and *Detroit Times* reporters Jack Pickering, Al Kaufman and Edward Breslin.

Newscaster Ray Girardin, CKLW Windsor, Ont., aired a taped interview with Earl Ward, riot ringleader, the day after the mutiny began.

Floberg Lauds Radio

ATTEMPTS to pierce the Iron Curtain by radio were described as a "marriage of technical achievements . . . and the message of a free world trying to get through" in a speech by John F. Floberg, Assistant Secretary of the Navy for Air, at an Armed Forces Communications dinner in Philadelphia April 25. He described radar-electronics achievements as a "triumph," and the "failure of one-half of the world to establish any reasonable human communications with the other" as a "tragedy."



NOW 5,000 WATTS

PRIMARY ONLY

813,896 Population
218,870 Homes
210,538 Radio Homes
$763,631,000 Total Sales

LANSING, MICHIGAN

SEE RAMBEAU - New York, Chicago, Los Angeles
IMPACT RADIO SALES, Detroit

Question:

HOW DO DRUGGISTS RESPOND TO "KYW FEATURE DRUGS"?

Answer:

(and we quote)

"ONE OF THE GREATEST MERCHANDISING IDEAS TO COME ALONG"

"Congratulations on the great job you're doing for the independent retail druggist. 'KYW Feature Drugs' is one of the greatest merchandising ideas to come along and should merit the wholehearted support of every selected pharmacy."

That's how one official of a local drug store association feels about this dynamic KYW program. And we can show you many, many other letters in the same vein!



Hal's Their Pal. With every program, Hal Moore wins new support from the local drug trade as he selects and commends another "featured" store. All this brings effective cooperation, including terrific opportunities for in-store promotions, for participating sponsors. For interesting case histories and for availabilities, check KYW or Free & Peters.

50,000 WATTS NBC AFFILIATE **KYW** PHILADELPHIA

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

On All Accounts

(Continued from page 14)

ings in the first 21 months of operation, and 11 hours of programming was fed to the network weekly. Mr. Kilian helped develop the popular sell-out *Super Circus*, the name and format of which were based on a "never-sold" radio audition for Super Bubble Gum.

He picked up business know-how to supplement his program creativity in numerous radio jobs, with announcing, production and managing stints scattered among WTOL Toledo, WBCM Bay City, Mich., WIZE Springfield, Ohio and WBBM (CBS) Chicago. He believes all "mass communication media are fumbling along in an effort to do what television does," that other media do it "by a mechanical and chemical process to try and make up for the time-lag." Immediacy, he believes, is television's forte, and it will reach mature fulfillment "when the techniques become less obvious and less cumbersome."

Mr. Kilian is a charter member of the Chicago Television Council, and is a member of the Tavern Club. He lives on the city's far North Side with his wife, the former Laura Dulski of Saginaw, Mich., who was a singer and actress. Their family includes a stepson, Joe, 18, U. of Illinois freshman who plans to attend Pasadena Playhouse; Mike, 12, "a fiddle player who wants to go to West Point," and Warren, 8, "a hambone from the toenails up." All three youngsters have appeared in movies and commercial films, and Warren has been offered several Hollywood contracts—all of which were turned down flatly. Mr. Kilian uses the same approach with his No. 3 son as with professionals—he guides instead of tells, uses psychology instead of a text book on drama.

Allergic to strenuous exercise, he spurns golf, saying "I get enough exercise walking down the hall to the media department."



DISTINGUISHED trio appearing before Rotary Club meeting in Thomson, Ga., are (l to r) Walter J. Brown, president, WORD Spartanburg, S. C.; Harry Wismer, newly-appointed general executive of Thomas S. Lee Enterprises Inc., and Turner Catledge, managing editor, *The New York Times*.

30th ANNIVERSARIES

Trio of Stations Recall Humble Beginnings

KGY Olympia, Wash., WBAP Fort Worth and WDRC Hartford have just celebrated their 30th anniversaries.

KGY marked its 30th birthday anniversary amid ceremonies marked throughout by cooperation of local merchants and listeners.

Olympia merchants contributed $10,000 worth of merchandise prizes which Tom Olsen, president-general manager of KGY, gave away to lucky ticket holders.

The tickets were dropped from atop a fire truck extension ladder in downtown Sylvester Park. Some 6,000 persons participated in this event.

Programwise, ceremonies were highlighted by the appearance of Mr. Olsen with Father Sebastien Ruth, of St. Martin's College, who founded KGY at nearby Lacey in April 1922.

Father Sebastien operated with 5 w, as a one-man staff, coupling the station operation with his teaching duties at St. Martin's. Today, KGY operates with 250 w on 1240 kc.

Build-up for the anniversary ceremonies began 10 days beforehand when the station began a feature of airing news of 30 years ago.

KGY began newscasting in 1933 with Sam Crawford, now in the sales department, doing all of the news-gathering by foot, auto and telephone.

KGY went commercial in 1927 when Archie Taft and Lou Wasmer bought the station and moved it from Lacey to Olympia. Mr. Olsen purchased KGY in 1939.

"Quietly and with no fanfare," WBAP celebrated its 30th anniversary last Friday.

During the past three decades, WBAP has grown from a 10 watter to its present status as a 50 kw clear-channel station.

The man who put WBAP on the air in 1922 as *The Hired Hand*, Harold V. Hough, today is director of the *Fort Worth Star-Telegram* broadcast operation, WBAP-AM-FM-TV.

From the one employe in 1922, WBAP operations have grown to a staff of 160 employes.

Several other "old timers" are still with the station. R. C. Stinson, chief engineer, started with the station in 1926. Ted Graves, Ann Shipp and Al Bowman, all musicians, joined shortly thereafter. George Cranston, general manager, came to WBAP in 1930 as did Gene Baugh, musical director. A. M. Woodford, production director, began with WBAP in 1929 as an engineer.

WBAP shares assignment with WFAA Dallas: NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on the regional channel and vice versa. Both channels are for combined coverage of the Dallas-Ft. Worth market areas.

Party for Doolittle

Party celebrating 30th anniversary of the incorporation of WDRC was arranged by the station staff as surprise for Franklin M. Doolittle, president, and Walter Haase, general manager, with each receiving gifts from employes. WDRC was incorporated in April 1922.

The station is licensed to the Connecticut Broadcasting Co. It operates on 1360 kc with 5 kw D.

Now MORE THAN EVER BEFORE
the Best Buy in Green Bay
IS
WJPG
THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE
COMPLETE LOCAL COVERAGE AND INTEREST
+ PLUS +
MUTUAL Network
"MORE reasons for more people to listen more often!"
WJPG, GREEN BAY, WIS.
McGILLVRA, Rep., N.Y.-Chi.

'HEADLINERS'

Radio-TV Awards Announced

FOUR achievement awards plus a Valor Medal have been voted to representatives of the broadcasting industry by the National Headliners' Club, which will make presentations to winners of its 18th annual competition in Atlantic City June 7.

Based on more than 1,000 entries from 400 newspapers, radio stations and syndicates, 18 awards are to be given news writers, photographers, editors and cartoonists for outstanding features and news coverage during the past year.

Radio - Television awards were announced last week as follows:

For consistently outstanding news broadcasting, KFI Los Angeles, cited for its *KFI Calling* series. The weekly program features recorded telephone interviews with people in world news.

For consistently outstanding radio editorials, KFMB San Diego and executive editor Paul W. White, "for courage in taking an editorial stand on vital issues of local, state and national importance." Judges suggested that "such a program in the public interest might set a pattern for other stations to follow."

For outstanding television coverage of a news event, Charles and Eugene Jones of NBC-TV "for their world beat with a film and tape interview of Robert Vogeler following his release from Communist authorities in Vienna."

For a consistently outstanding job of "radio reporting under danger in their role of providing American audiences with a 'listening post' for their troops in the field": combat radio correspondents from the Dept. of Defense, as exemplified by the work of Lt. Col. Wes McPheron, USA, and Sgt. Gene Coons, USMC.

For newsreel reporting of action at the front in Korea, Headliner Valor Awards to Wade Bingham, television news cameraman for Telenews Productions; Gene Zenier of Warner-Pathe, and Bang Young Lee, Korean newsreel photographer for MGM.

Thirteen other awards were made for best newspaper news stories, features, photographs and editorials. Among those honored for journalistic effort was Cedric Adams, who writes the column, "In This Corner" for the *Minneapolis Star Journal* and *Minneapolis Tribune*. Mr. Adams also is a commentator for WCCO Minneapolis.

Point IV Script

RADIO documentary script telling story of Point IV program throughout the world is now available on request from Public Affairs Staff, Technical Cooperation Administration, McShain Bldg., Washington 5, D. C. The script, of 15 minutes duration, is for five voices and calls for a minimum of sound effects and basic music.

Portrait of the Heart of American Folk Music



This is a typical Saturday night at WSM'S world famous Grand Ole Opry. These are five thousand out of the millions who have come to Nashville because a single radio station believed that the music of a region should be kept alive for the world to hear and applaud.

During its 26 year history the Grand Ole Opry has played to countless millions on the air and to a live audience of over 5,000,000 people. During the past nine months, 8 national magazines have featured the astounding Grand Ole Opry story, adding new weight to a program which has become an American Legend in less than 3 decades. Irving Waugh or any Petry Man can show you how to harness the power of this folk music to your product.

WSM
NASHVILLE

WSAB MEET

Confidence in Radio Noted; Northwest Ratings High

LIFTING of the television freeze and the fact that radio is still the best advertising medium were the two principal concerns of the annual meeting of the Washington Assn. of Broadcasters at Pullman April 25-26.

Joseph B. Ward, manager of Advertising Research Bureau Inc., Seattle, presented ARB Index ratings to stations in Pacific Northwest markets where radio has outpulled newspapers according to ARBI surveys. Recipients were KIT Yakima, KOMO Seattle, KVOS Bellingham, KPQ Wenatchee, KELA Centralia-Chehalis, KGY Olympia and KXLY Spokane, all Washington, and other stations of the XL group in Oregon and Montana.

New officers elected for the coming year were: President, Leo H. Beckley, president and general manager, KBRC Mt. Vernon; vice president, Loren B. Stone, manager, KBRO Bremerton; secretary-treasurer, Allen Miller, general manager, KWSC Pullman.

Directors elected were Rogan Jones, president, KVOS Bellingham, and Donald A. Wike, commercial manager, KUJ Walla Walla.

Outgoing president, Fred F. Chitty, general manager, KVAN Vancouver, advised the broadcasters to see to it that they are not ignored in their home communities.

Gov. Arthur B. Langlie told broadcasters at the Saturday afternoon session that radio has a "terrific responsibility—it must convey accurate information to the people."

Maurice B. Mitchell, general manager of Associated Program Service, urged a belief in the medium of radio, which he called "still the best," and recommended that radio executives "sell with confidence."

John P. Hearne, attorney for KLAC-TV Los Angeles and KRON-TV San Francisco, and a former examiner for the FCC, reviewed the history of the television freeze.

As reassurance to those businessmen still primarily concerned with the AM side of broadcasting, Mr. Hearne noted that currently in television markets, radio is holding its own, and there is a place for both.

William R. Taft, president and general manager KRKO Everett, lauded WSAB sales clinics, which have been held quarterly for the past year. After two of these meetings, he reported, KRKO had obtained $4,000 in new business.

Loren Stone, manager KBRO Bremerton and chairman of the Washington State Advertising Commission urged broadcasters to back an adequately financed state advertising program.

Tom Olsen, president and general manager of KGY Olympia, and WSAB legislative chairman, described the success of Washington's state law permitting legal advertising on the air.

Carl Downing, WSAB executive secretary, reported on the association-backed Radio News Bureau, which operates from the state capital at Olympia. He recommended that the broadcasters undertake the same special network coverage for the 1953 session of the Washington legislature that they used in 1951.

Awards at Banquet

Saturday night, at a banquet of the National Collegiate Radio Guild attended by more than 175 broadcasters, Gov. Langlie presented two awards to the outstanding men and women students at WSC's radio school. Bruce Berg, a senior, of Helena, Mont., received the Edward R. Murrow Award, named for the CBS newscaster, an alumnus of WSC. The Judith C. Waller Award was presented to Donna Murdock, San Carlos, Ariz.

Dr. C. Clement French, who took office as president of the State College on April 16, extended greetings to the broadcasters at the Saturday banquet. All sessions of the WSAB annual conference took place in the studios and studio auditorium of KWSC. Luncheons and the banquet were held at the Washington Hotel, in Pullman.

Attending the WSAB sessions were 55 broadcasters, plus the staff of KWSC and approximately 15 radio students at the college.

The group also heard from Jim Cox, West Coast representative for Broadcast Music Inc., who mentioned the program clinic scheduled for May 6 at the Olympic Hotel in Seattle; and from Lee Jacobs, NARTB director at large for small stations.



NEW WSAB officers and directors include (standing, l to r) Mr. Beckley, president; Mr. Chitty, outgoing president; Mr. Stone, vice president; Mr. Miller, secretary-treasurer; Carl Downing, executive secretary and director of the Radio News Bureau; Mr. Wike and Mr. Jones, directors; (seated) Mr. Mitchell and Mr. Hearne.

* * *

TAB CONVENTION

Set May 8-9 In San Antonio

TEXAS Assn. of Broadcasters is urging all Texas stations—whether they are members of the association or not—to send a representative to the semi-annual TAB meeting in San Antonio, May 8-9.

Sessions are to be held in the Plaza Hotel, with San Antonio stations KABC KITE KONO and WOAI to be hosts.

Agenda calls for J. M. McDonald, TAB president, to call the meeting to order at 10:30 a.m. Thursday. Speakers and their topics for the first day include Gene Howe, board chairman, *Amarillo Globe-News*, "Texas Radio vs. Texas Newspaper"; Lloyd George Venard, president, O. L. Taylor Co., "How Texas Can Get More National Radio Money"; John E. Pearson, president, John E. Pearson Co., "What An Agency Expects of a Station," and Kenyon Brown, NARTB District 13 directors, who will extend NARTB greetings to the convention.

Thursday afternoon will be devoted to a forum, at which participants will discuss political censorship under the new Texas election laws; sports broadcast rights; personnel procurement; public service policies and whatever points are raised from the floor.

Friday will be devoted to a BMI clinic.

C-P-P Net Drops

NET INCOME of Colgate-Palmolive-Peet Co. for the first quarter of 1952 was $2,250,000, compared with $4,378,000 in the same period of 1951, according to a report. Domestic sales were $63,402,000 as against $72,725,000 in 1951's first quarter.

ALLIED RECORDING

Gets Federal Contract

FOR the fifth consecutive year, Allied Recording Mfg. Co., through the Bureau of Federal Supply, has been awarded the contract for all recording, processing and pressing of transcriptions for all executive branches of the government. The new contract, effective June 1, continues through May 31, 1953.

Allied will turn out all transcriptions required by the federal agencies at its Hollywood headquarters and at K. R. Smith Div., its New York plant. They include Voice of America show for the State Dept., *Guest Star* shows for Treasury Savings Bond Div. and *So Proudly We Hail* for the Adjutant General's Office of the U. S. Army.

Allied also presses recordings for overseas shipment from West Coast headquarters of Armed Forces Radio Service as well as transcribed public service Navy and Marine Corps recruiting programs.

Under all the contracts, Allied provides federal agencies with recording facilities to transcribed programs in Washington, Chicago, New York and Hollywood, according to Daken K. Broadhead, firm's president.

D.C. TAX APPEAL

Ruling Affects Engineers

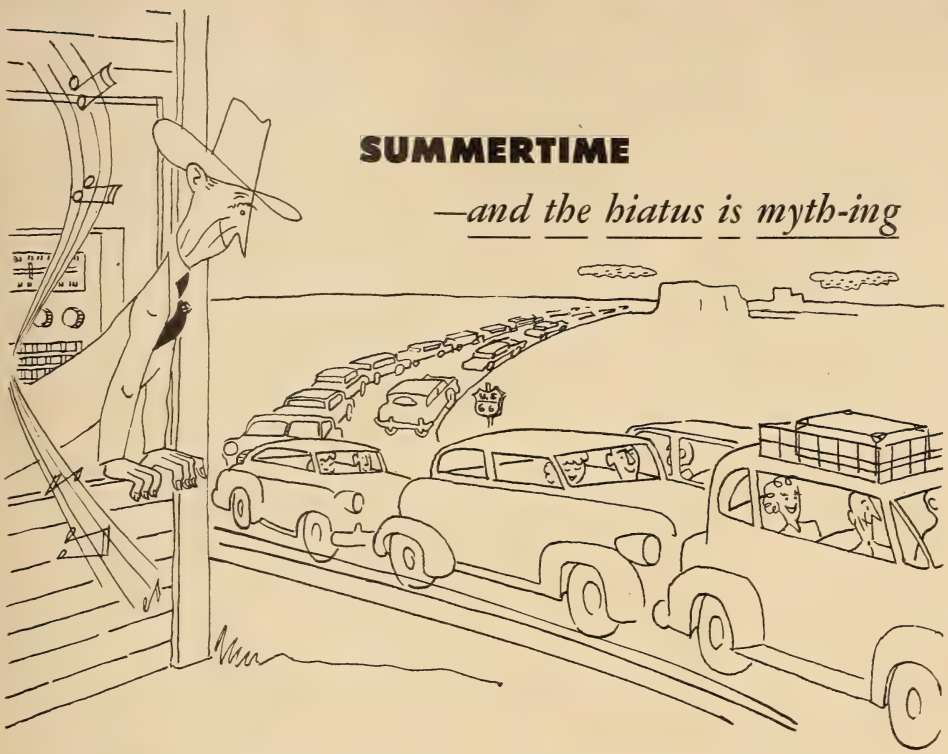
FRANCHISE tax imposed on "unincorporated" businesses by the District of Columbia does not apply to consulting radio-TV engineers. That decision by the D. C. Board of Tax Appeals in 1949 in the case of consultant George P. Adair, former (1944-47) FCC chief engineer, was affirmed two weeks ago by the U. S. Court of Appeals.

Court of Appeals found that even though approximately 30% of the gross income went for salaries, it was nevertheless a fact that more than 80% of the income came from the personal services of Mr. Adair. D. C. regulation uses 80% figure as a cutoff for determining difference between personal service business and "unincorporated" business.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA



SUMMERTIME

—*and the hiatus is myth-ing*

AMARILLO is located on Highway 66, the direct route from Chicago to Los Angeles. The heavy summer traffic can—and does—tune in to KGNC for 400 or 500 miles rolling through our coverage area. We offer exclusive NBC programming to a trade territory which extends *at least* 140 miles in all directions. As far as listeners are concerned, the summer hiatus is just a myth you read about in the trade press.

People around Amarillo do about the same things in the summer that they do in the winter because there isn't much else to do. We're about 900 miles from the seacoast; folks can't go there for the weekend. The mountains are about 400 miles that way—too far a piece for a fast holiday. There's only one honest-to-goodness night club in Amarillo and none in other towns KGNC covers. Except for an occasional movie there isn't much nightlife.

What do folks do with their leisure?

Listen to KGNC.



710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

COURT LAXITY

Scored by Sarnoff In N. Y. Speech

A WARNING that failure of the courts to review the "substance" of decisions of administrative agencies could result in loss of "the right of every person to have his day in court" was sounded by Brig. Gen. David Sarnoff, chairman of the board of RCA, in an address April 23 before the Harvard Law School Alumni Assn. of New York City.

Speaking on "A Layman Looks at the Law," Gen. Sarnoff cited the color television case, in which, he noted, "eight of the nine Justices of the Supreme Court obviously agreed. . . . that the administrative agency [FCC] having made its decision there was nothing for the Supreme Court to do." He continued:

"I would not challenge the necessity of ceasing the strain on our overburdened courts by resort to the expedient of the administrative process. Nor would I challenge the right of a court of law to circumscribe that which it will consent to hear.

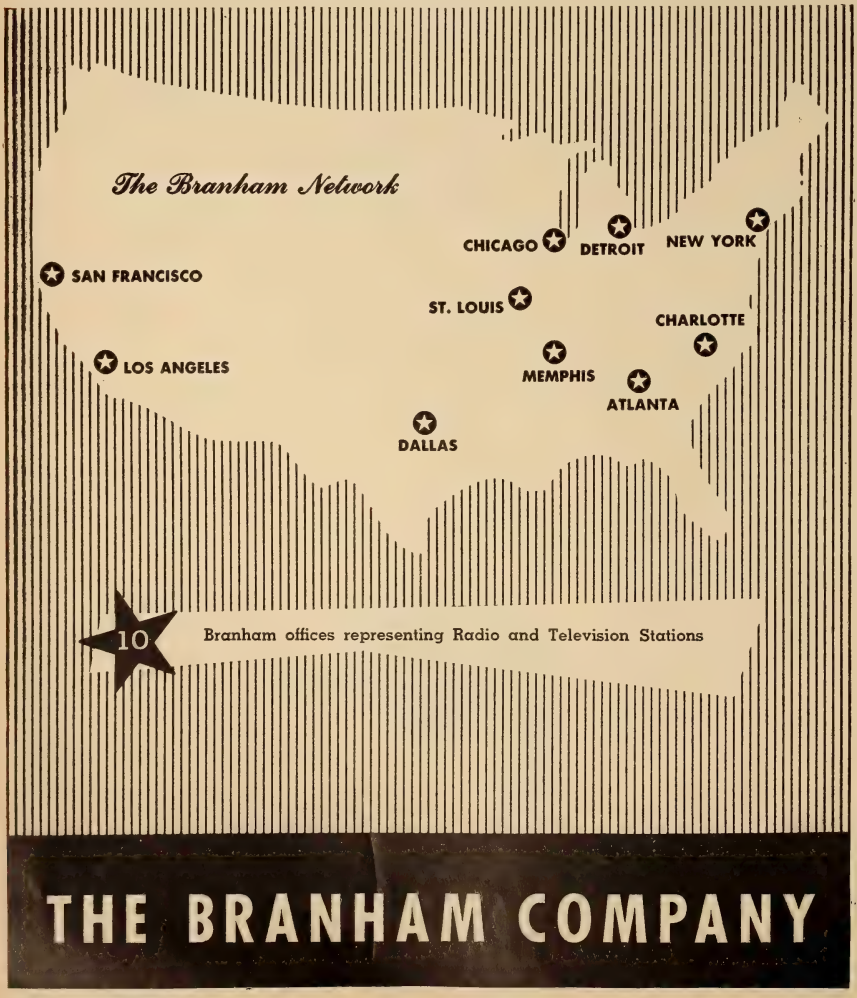
"But, I suggest that the growing tide of judicial unwillingness to review decisions of administrative bodies has many serious implications for business and the public. It may result in a drastic change in our system of courts and law whereby matters of substance would be determined on the administrative level and only matters of form passed on by the courts. Under such circumstances, one of the bulwarks of our form of government—the right of every person to have his day in court—would be swept away."

Gen. Sarnoff suggested that "this is a problem for the Bar to consider carefully." He asserted that "unless a reasonable solution is found, the place of the court and the lawyer in the administration of justice will increasingly be subordinated to the growing power of the administrative agency which will speak with an authority and finality for exceeding that of a court of law." He concluded:

"Looking at the law as a layman, it seems to me that where the public interest is vitally affected there ought to be some place to go where a judicial review of the substance and not merely the form of a case can be secured. . . . Compatibility is essential not only between black-and-white and color television but also between the facts and the law."

Frank Byrnes

FRANK BYRNES, 63, KCBS San Francisco sales account executive, died at his home there April 20. He joined KQW (now KCBS) in 1942. His wife, Alyse, survives.



FORD WORKSHOP

Funds Over $90,000 in '51

EXPENDITURES of the Ford Foundation's TV-Radio Workshop in 1951 totaled $90,877 out of the project's overall $1.2 million grant [B•T, April 28], according to the first annual report of the Fund for Adult Education, which administered the grant.

The report, released yesterday (Sunday), showed workshop expenditures of $30,017 for production of *The People Act*, weekly series now on CBS Radio, and $12,933 for *Assembly VI*, weekly coverage of last winter's meeting of the UN General Assembly in Paris, which was seen on NBC-TV. Total authorizations for these two programs were $175,000 for *People Act* and $50,000 for *Assembly VI*. Expenditures shown were those which had been made up to Dec. 31, 1951.

Workshop expenditures for "other programs and supervision" were placed at $46,927.

Apart from the workshop, the Fund made grants totaling $2,520,223 during the year. These included $300,000 to Lowell Institute for development of programs for the Educational Radio Network; $157,800 for KPFA-FM Berkeley, Calif., experiments in subscription radio as "another means for providing offerings in adult education"; $180,000 to Iowa State College for development of educational TV programs on its WOI-TV Ames; $25,000 to the National Assn. of Educational Broadcasters for monitoring studies of television programs in three cities, and $90,000 to the Joint Committee on Educational Television for "technical advice to educational institutions applying for television channels."

The report noted that four series are in preparation for NAEB's Educational Radio Network: *Our Jeffersonian Heritage; The Ways of Mankind; America and the Soviet Union* and *Discussions of Current Public Issues*. They are being taped, will be carried by the NAEB network's 107 stations, and subsequently will be distributed to commercial stations, it was said.

The Fund had a balance of $1,733,031 on Dec. 31, aside from the TV-Radio Workshop's balance of $1,109,123. The Fund is headed by Alexander Fraser as board chairman and C. Scott Fletcher as president, while Robert Saudek is director of the workshop, with John Coburn Turner as assistant director.

'Tokyo Rose' Plea

APPEAL by Iva Toguri D'Aquino for reversal of conviction involving treasonable broadcasts during World War II was turned down in a brief order by the U. S. Supreme Court last Monday. Mrs. D'Aquino, alias Tokyo Rose, must serve out a 10-year prison term for her broadcast activities over Radio Tokyo. Court issued the order without any accompanying opinions.

NBC's MEN IN THE NEWS: *Swayze*



Photograph by RALPH STEINER

"It never occurred to me that my neckties might be a problem . . ."

Not only his neckties, but his shirts, gestures and state of health are of tremendous concern to John Cameron Swayze's regular viewers. Swayze, who started as a reporter and newscaster in Kansas City, must choose his accessories as carefully as he edits his scripts. Television's most decorated newsman, Swayze has won more awards for accuracy than a Swiss watch . . . including the coveted DuPont award. Formerly Director of News for NBC's Western network, Swayze's phenomenal memory and brisk showmanship first gained national prominence with his TV coverage of the 1948 presidential conventions. Now with his daily Camel News Caravan, television's highest rated news show, Swayze is one of the most-heard newsmen in the business.

As a keen interpretive reporter and knowledgeable showman, Swayze knows that 1952's big story is politics, and his first assignment, like that of 100 other NBC men of news, is to cover the conventions and the elections as they've never been covered before.

Swayze, Pearson, Kaltenborn, Mueller —these are a few of the outstanding reporters who make the NBC News Center pre-eminent in broadcasting. News reaches most Americans first through radio and television, and ratings prove that, day-to-day, more Americans prefer NBC as their primary news source on both radio and television. The reason is simple. NBC's news-gathering facilities are larger and more active, and NBC consistently broadcasts more hours of news, more special events than any other radio or television network.

Politics makes more than strange bedfellows. It makes exciting news, and in this, the most intense political campaign since 1932, more Americans will hear the news first and hear more of it from NBC.

NBC *radio and television*

a service of Radio Corporation of America

local sponsors report...

AP NEWS more profi

"Business doubled in one year... with AP news on WRUF."

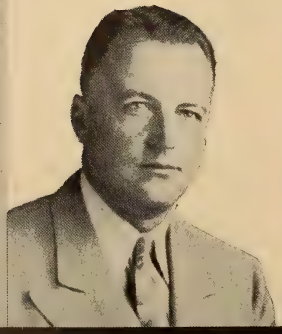
Fred M. Cone, Owner
Ideal Laundry,
Gainesville, Fla.



From Mr. Cone: "AP news on WRUF contributed greatly to the increase in our business. AP newscasts give the people what they desire most — up-to-the-minute news. This certainly pays off for us. All of us are sold on AP for results!"

"Listeners more interested than ever in news."

Bernard C. Brazeau, Pres.,
First National Bank,
Wisconsin Rapids, Wis.



Says Mr. Brazeau, whose bank is the biggest sponsor of news at WFHR: "Because news is the listener's greatest interest today, we use AP news over WFHR consistently with maximum results. AP does a real job in promoting good will and business for us!"

Hundreds of the country's finest stations announce with pride *"THIS STATION IS A MEMBE*

able than ever!



Major Garland Powell, Director, WRUF, Gainesville, Fla.

And from WRUF Director Powell: "I had a hard time persuading Mr. Cone to use radio. But after a few experiments he decided on AP newscasts. Within a year he had to double the size of his plant."



George T. Frechette General Manager, WFHR Wisconsin Rapids, Wis.

And from WFHR General Manager Frechette: "Our income from AP news has been substantial year after year. Many news sponsors have been with us ever since WFHR went on the air more than 11 years ago. AP news sells easily, to national as well as local advertisers. We were among the first AP radio stations. And still feel AP is the best in the business."

OF THE ASSOCIATED PRESS."

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

PROFIT is the proof . . . PROFIT from increased business . . . for sponsor and station! AP news produces consistent results . . . and top listenership. Keen, precise news coverage compels the listener's attention . . . holds him for sponsor's sales message. AP news builds peak buying audiences!

For complete information on how you can achieve results with AP news . . . contact your AP Field Representative . . . or WRITE

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.

editorial

Expedite, Please

THREE WEEKS have elapsed since the FCC handed down its momentous "unfreeze" report on television. The questions that have arisen are myriad. The biggest concern is whether efforts will be made to block the allocations through litigation—a course threatened by a number of attorneys representing distraught clients. And, for the most part, these prospective appellees favor the Jones dissent, which would jettison what the Ohio Commissioner described as the "firm, fixed and final" allocation and substitute a wide open procedure following the pattern in AM broadcasting.

There can be no answer to this all-encompassing question until some affirmative legal move is made. But there *can* be an answer to another question worrying many broadcasters confronted with the necessity of making their plans forthwith. That is the vexatious problem of deciding whether competitive radio broadcasters in a given market should join hands in the quest for a TV facility. The FCC hasn't spoken on the legality of such "marriages." Prospective applicants are in a quandary. The inference, from the FCC staff level, is that such fusions would constitute "duopoly" in radio. Obviously, there would be "monopoly" involved in those 902 markets in which only one TV facility has been allocated, no matter who acquired the facility. (There are 970 markets which have only one AM outlet.)

This whole situation is fraught with trouble. In TV there's a greater "scarcity" factor than there ever was in AM or FM allocations. The FCC, admittedly, is anxious to get new television services on the air fast. But by maintaining silence on the so-called "duopoly" issue, the end result can only be further delays.

If an answer to the question posed is to be of any help, it must be made promptly.

Therefore, it behooves those applicants who may be contemplating merger to petition the Commission for an immediate "declaratory ruling," permissible under the Administrative Procedures Act.

Non-Kissin' Kin

PROBABLY no profound conclusions can be drawn from it, but it is an interesting fact that most of the leaders of the American Newspaper Publishers Assn. come from papers that through one corporate arrangement or another are identified with broadcasting stations.

All but one of the newly elected ANPA officers and directors represent newspapers that are affiliated with broadcasting. Here's the list: President, Charles F. McCahill, *Cleveland News* (WHK-AM-FM Cleveland, WHKK Akron, WKBN Youngstown, WHKC Columbus); vice president, George C. Biggers, Atlanta Newspapers Inc. (WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WIOD Miami); secretary, Richard W. Slocum, *Philadelphia Bulletin* (WCAU-AM-FM-TV Philadelphia); treasurer, W. L. Fanning, Westchester County Newspapers (WFAS-AM-FM White Plains, N. Y.); director, Franklin D. Schurz, *South Bend* (Ind.) *Tribune* (WSBT South Bend). The lone newspaper-only representative among the new officers and directors is Director H. H. Cahill of the Seattle *Times*.

The newly chosen chairman of the ANPA's Bureau of Advertising is Stuart M. Chambers, of the *St. Louis Post Dispatch* (KSD-AM-TV St. Louis). Mr. Chambers has an even closer association with broadcasting than the others mentioned above. He used to be commercial manager of KSD before he moved to the paper as business manager.

As chairman of the Bureau of Advertising, Mr. Chambers will be in charge of an agency to which publishers have contributed $1,374,000 to finance a free-wheeling, pro-newspaper, anti-radio and TV selling campaign.

(In terms of money at least, the newspapers' Bureau of Advertising will out-gun the broadcasters' Broadcast Advertising Bureau which has about $468,000 in sight for its fiscal year to carry on its job of undoing what is done by the Bureau of Advertising.)

At first glance it would seem that these publishers who have both newspaper and broadcasting interests are engaged in a somewhat farcial struggle to wrest the money out of one pocket of their pants only to put it in another. Actually, of course, the results of these competitive selling campaigns will be to add momentum to the whole advertising business and increase the volume which all media share.

Competition between broadcasting and newspapers should be vigorous. Indeed the more vigorous it is, the more healthy both media will be. It would only damage both if the competitive spirit were dampened by the common ownership of some properties.

One Man Brigade

CHANGE IN the high command of Mutual, which saw young, aggressive Thomas F. O'Neil take over the presidency from Frank K. White, causes little consternation. That is because the change was amicable and because Frank White remains in the broadcast field. He'll be doing business across the street at NBC—his third network connection in 15 years.

Tom O'Neil represents the ownership of Mutual. At 37, he is the youngest major network chieftain. In his five years in radio he has infused into the General Tire radio and television properties a new business approach that has paid off. He has a sound business background. And he has imagination. His right-hand bower will be Executive Vice President William B. Fineshriber Jr., who trained under Mr. White, and who takes on additional duties as an MBS director.

Frank White leaves Mutual in good condition. When he took over the Mutual presidency just three years ago, there were those who had misgivings about the continued existence of four "live" nationwide networks. While network business hasn't been a bed of roses these three years, Mr. White can look back upon improved business volume and program ratings. He met the challenge.

We have no doubt that Frank White will do more than pay his way at NBC. His rich experience with CBS—in both radio and recording—and with MBS, will serve the network in excellent stead. He's a one-man brigade.

A TWO-DECADE stalemate in radio legislation may be broken this week. The House Rules Committee, gate-way to action, sent the McFarland Bill (S 658) to the floor where it should pass this week, despite some features which would wreak havoc in broadcasting. But we're told there's no cause for alarm since Senate and House conferees will compose differences and root out the inequities. It should be that or no bill at all. The Rules Committee also okayed an Interstate Commerce Subcommittee to study radio-TV programming, by reporting out the Gathings Resolution (H. Res. 278). This is a green light to the objectors to blood-and-thunder TV programming and "offensive" beer commercials. Here's where the new NARTB-TV code review board should step in, backed by the new subcommittee.

our respects to:



FREDERICK OWEN BOHEN

EXPERIENCE of the visual publishing field will go well in helping make a success of television.

Practical proof of this theory is being demonstrated today by a newcomer to radio and TV who enjoys such a wide background in the printed medium.

He is Fred Bohen, chairman of the board and director of WOW-AM-FM-TV Omaha and vice president and director of WHEN (TV) Syracuse. In addition to a broadcaster's duties, Mr. Bohen is president and publisher of Meredith Pub. Co., Des Moines, Iowa, which publishes *Better Homes & Gardens* and *Successful Farming*.

His entrance into the radio-TV industry occurred when Meredith Engineering Co., subsidiary of the publishing firm, built WHEN (TV) and purchased the WOW properties. WHEN (TV) began operation in 1948 and WOW-AM-FM-TV was acquired in August 1951.

Applications for TV outlets in Albany, Rochester and Schenectady have been on file with the FCC for four years.

Mr. Bohen feels that the expansion of his firm into the broadcast industry will afford him an opportunity to prove that years of experience with a visual medium such as a magazine can be transferred profitably to the TV screen. Plans and a limited number of experimental TV ideas employing the know-how of a magazine editor already have been carried out.

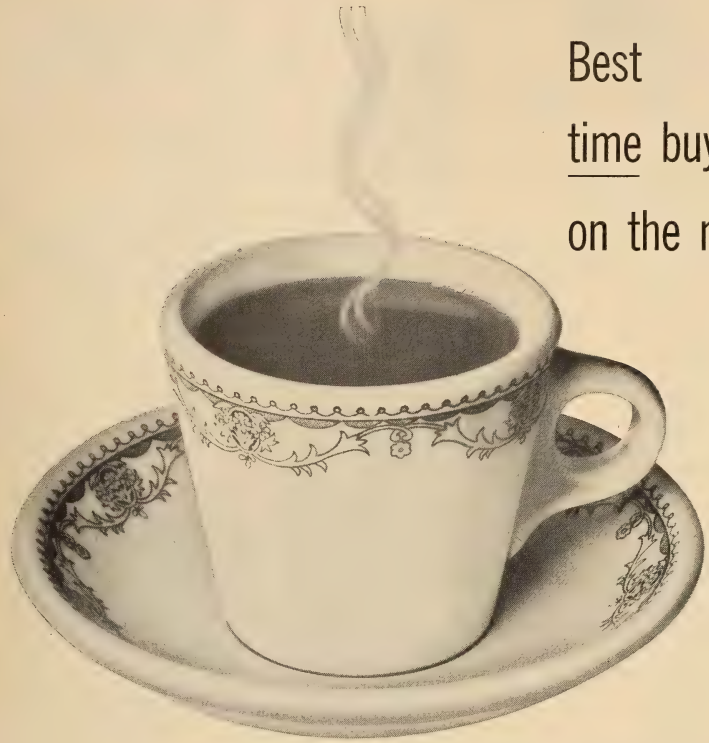
Mr. Bohen joined the firm which he now heads as an advertising salesman in the Chicago office in 1921. Two years later, he was promoted to advertising director of *Better Homes & Gardens* and *Successful Farming* and subsequently was named general manager of the firm, a position he held until 1928 when he became president and publisher of the company following the death of its founder, E. T. Meredith Sr.

Under his direction, the Meredith Pub. Co. has grown to be one of the largest magazine publishing houses in the country. *Better Homes & Gardens* circulation has jumped from slightly more than a million copies to the current 3.5 million monthly under Mr. Bohen's direction. In the past 25 years, *Successful Farming* circulation has increased to over 1.2 million. The latter publication has been either first or second in advertising pages among the four general farm magazines for 36 of the last 38 years, he reports.

Mr. Bohen, a native of Minnesota, is active

(Continued on page 56)

Best time buy on the market



Say "Children's Hour" and instantly people in and around Philadelphia think of a Sunday morning program now in its 24th year on WCAU Radio, sponsored by the Horn & Hardart Restaurants and Retail Shops. Say "Horn & Hardart Herald" and they think of the long-established news show heard every morning over WCAU, inviting them to "hear what happened during the night."

This part played by WCAU in the Horn & Hardart organization's advertising is best described in the Company's own words . . .

> *"We early recognized the economy of advertising by radio — and more particularly over WCAU. Our 'Children's Hour' has not only done an outstanding sales job but has become a most effective vehicle for promoting good community relations. Furthermore, through our newscast, we have been able to tell our story to our Philadelphia customers every weekday. The result has been 24 years of uninterrupted selling — over WCAU. Today we are finding WCAU just as productive a sales medium as it has been at any time in our long and profitable association."*

Almost a quarter of a century of consecutive and exclusive advertising on WCAU adds more proof — proof that WCAU is the best time buy on the market.

WCAU

The Philadelphia Bulletin Station
CBS affiliate • 50,000 watts
Represented by CBS Radio Spot Sales

front office

R. W. WELPOTT and WILLIAM J. PURCELL named manager of station operations and manager of engineering respectively for General Electric Co.'s AM, FM, TV and international broadcast outlets with headquarters in Schenectady, N. Y.

FRANK V. WEBB, general manager, KFH Wichita, Kan., elected to board of directors and named vice president-general manager of corporation and secretary-treasurer of wholly owned subsidiary, KFH Building Co.



Mr. Webb

HUDSON ELDRIDGE, manager, WASH (FM) Washington and Continental FM Network, resigns both posts to enter insurance business in Chatham, Mass., succeeded by RAY WILSON, senior account executive, WGMS Washington.

JAMES BAKER, promotion manager, WTRY Troy, N. Y., promoted to sales staff.

GORDON A. WINTER, St. John's, Newfoundland, businessman, and ROY J. FRY, Winnipeg department store executive, added to board of governors of Canadian Broadcasting Corp.

JIM CONLEY, commercial manager, WSHB Stillwater, Minn., to Bolling Co., Chicago, station representative firm.

CARL HILL joins KBIG Avalon, Calif., as account executive in charge of office in Wilton Hotel, Long Beach.

JOHN G. PONIC to local sales staff, WBBM Chicago.

DEVNEY & Co., N. Y., radio-TV station representatives, opens office at 360 N. Michigan Ave., Chicago.

PAN AMERICAN BROADCASTING Co., N. Y., international sales representative firm, appointed by WNEL San Juan, Puerto Rico.

DAVID T. HARRIS, sales staff, KFBK Sacramento, to KWG Stockton, Calif., as manager, succeeding HOWARD L. BAILEY.

H. PHILLIP DEXHEIMER, display advertising staff, *Los Angeles Examiner*, to Hollywood headquarters, KBIG Avalon, Calif., as account executive.

IN SYRACUSE . . .

TELEVISION SUPPLEMENTS RADIO

. . . Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* (October and December 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

Number of Homes Called	Number of TV Homes	TV Homes Only Average Hours per Day		
		Radio	TV	Both
1467	986	3.07	4.52	7.59

The Survey Also Showed:

1 – An average of 2.4 radios per TV home.

2 – 61 radios purchased *after* the homes had television.

3 – Average of 4.4 hours per day of radio listening in non-TV homes.

Comparative loss of radio-listening time in TV homes — only 30%. Here is PROOF that TV has NOT replaced radio in Central New York — merely provides another means of reaching this rich market.

WSYR SYRACUSE 570 KC

WSYR-AM-FM-TV — the Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

GORDON C. PENTZ, assistant manager of KWBE Beatrice, Neb., promoted to general manager. BILL BOYCE, staff announcer, elevated to assistant sales manager.

CHARLES S. STERRITT, director of audio and visual office of public relations, American National Red Cross, named Detroit sales manager of CBS Television Network.



Mr. Sterritt

TERRY LEE, sales manager, WFAA-TV Dallas, promoted to assistant station manager.

DONN R. COLEE, commercial manager, WLOF Orlando, Fla., appointed acting manager succeeding J. ALLEN BROWN [B•T, April 28].

H-R REPRESENTATIVES, N. Y., appointed by WELI New Haven, Conn.

JOHN TREGALE, All Canada Radio Facilities Ltd., Toronto, and NORM BROWN, Radio Time Sales Ltd., that city, to sales advisory committee of CAB for station representative firms.

ARTHUR H. BECKWITH, commercial manager, WLAN Lancaster, Pa., to WAKE Greenville, S. C., as general manager.

Personals . . .

DONN TATUM, director of television, ABC Western Division, elected to board of directors, Los Angeles Better Business Bureau. . . . WILLIAM J. BEATON, vice president-general manager, KWKW Pasadena, named president, Catholic Press Council of Southern California. . . . JAMES R. CURTIS, president of KFRO Longview, Tex., elected president of city's Lions Club. . . .

J. B. CONLEY, manager of KEX Portland, Ore., awarded citation by Veterans of Foreign Wars on behalf of station's cooperation with group's radio endeavors. . . . JOHN HILL, salesman, WLS Chicago, and ALVARITA SMITH, former receptionist there, announce recent marriage. . . . HARRY FOLTS, general manager, WINS New York, hospitalized for two weeks after undergoing minor surgery. . . .

C OF C MEETING

Group Protests Seizure

STRONG stand against seizure of property by the President was taken last week by 40th annual meeting of the U. S. Chamber of Commerce, held in Washington. President Truman previously had implied he could seize newspapers and radio stations if he felt this would be in the best interest of the country [B•T, April 21], drawing a storm of protest.

The U. S. Chamber contended the President's seizure of the steel industry "violates fundamental Constitutional guarantees designed to protect every citizen's right to private ownership of property."

The Chamber added, "Not to challenge this action is to condone assumption by the executive branch of government of powers which can nullify the American concept of due process of law. To seek justification for such an act in a vague theory of inherent executive power is to foster a compromise of principles that long have stood as the foundation of American justice and liberty."

D. A. Hulcy, retiring president, lauded the April 29 decision of Judge David A. Pine of the U. S. District Court, District of Columbia, holding the President had seized the steel mills illegally.

Another Chamber declaration reaffirmed the position that all administrative agencies should be required to keep the public fully informed as to their structure, functions and actions.

AFCCE ELECTIONS

McNary Voted President

NEW officers of the Assn. of Federal Communications Consulting Engineers, announced in Washington last week, are James C. McNary, president; Frank G. Kear, vice president; Frank H. McIntosh, secretary, and T. A. M. Craven, treasurer. Mr. McNary succeeds George C. Davis as president.



Mr. McNary

New members of the executive committee are Millard M. Garrison and Stuart L. Bailey. They replace Everett L. Dillard and Lester H. Carr. Remaining members of the executive committee are John Creutz and Ronald H. Culver.

SETTEL NAMED

Gets 'Voice' Post

ARTHUR SETTEL, public relations chief for the Office of the High Commissioner in Germany (HICOG), has been named to head overseas program information and promotion for the State Dept.'s Voice of America, it was announced last week. He will headquarter in the office of International Broadcasting Services in New York City.

Mr. Settel served as HICOG public relations director after a tenure as information chief for the Economic Information Office under William H. Draper Jr., former U. S. economic advisor.



"Look, Pop... *all Gold stars*"

"Was I proud of the kid! And glad those gold stars weren't red stars.

"Y'see, my youngster's growing up in a country where we teach our kids decent things. Like respect for the other fellow's views. Like fair play and truth. Like government of, by and for us people. In schools, churches and homes we teach them the Golden Rule.

"But take those countries the commies run. Over there, they teach *their* kids things like mass marching . . . propaganda . . . religion-hating. Like spying on their parents. A very nice lot of juniorskis they're raising . . . I *don't* think.

"Our history books are full of the Freedom of worship, speech, press and all that. Our kids learn it early. *But maybe that's the trouble!* They forget to appreciate Freedom when they grow up . . . to keep interested in it . . . to stand up for it. And I'll admit I'm guilty myself about keeping an eye on Freedom . . . always expecting 'George' to do it.

"Instead I should get what they call 'active'. You know, attend town meetings and forums. Read up on what's what abroad *and at home*. Learn to tell home-bred socialism from honest legislation. Learn to squawk bloody murder when I see our tax dollars being spent foolishly or hear about corruption by public officials. Talk over important issues with my friends, neighbors and the men I work with down at Republic. Listen to *both* sides carefully before I vote, instead of the candidates that make vague big promises. And tell off any loudmouth that runs down another race or religion.

"Why let 'George' do it? After all, *'George'* isn't Junior's old man . . . *I* am!"

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

REPUBLIC STEEL

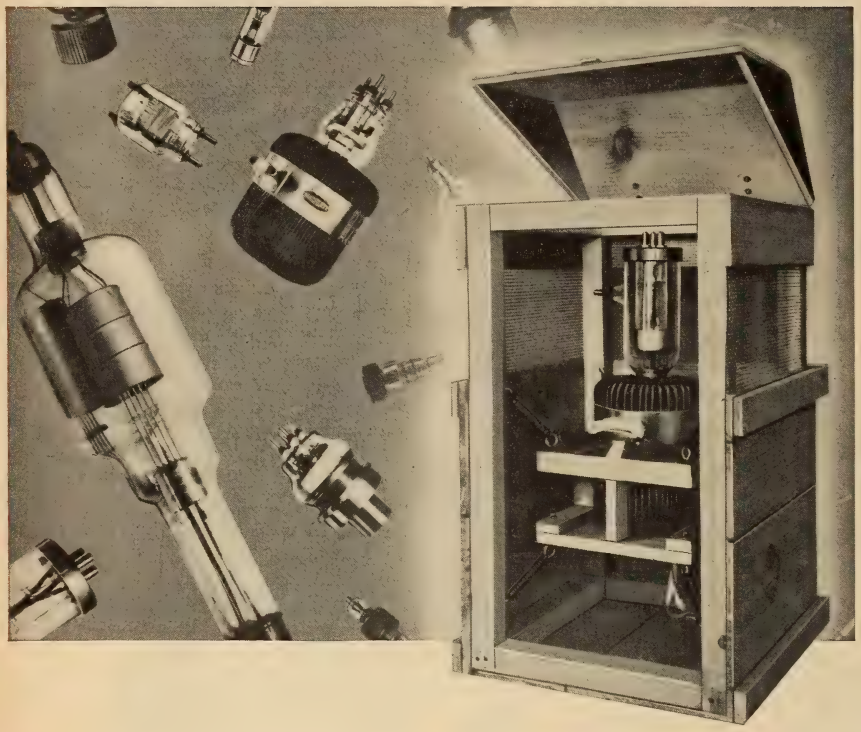
Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free. . . an America whose magnificent hospitals are justly famous throughout the world. *Through Hospitals, Republic serves America.* Many thousands of tons of Republic ENDURO Stainless Steel are helping these institutions of mercy maintain highest sanitation standards . . . in operating rooms and laboratories, in instruments, sterilizers, incubators, therapy tanks, wheeled beds, food preparation and serving equipment . . . and in structural applications such as walls, doors, sunshades and guard rails. Steel—and plenty of it—is a mighty weapon in the relentless fight against sickness and disease. Republic is proud to be part of that fight!

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.



GraybaR RECOMMENDS
MACHLETT ELECTRON TUBES



For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill – you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

238-15

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

Our Respects to

(Continued from page 52)

in civic affairs in Des Moines. He has been chairman of the board of trustees for Drake U. since 1949 and also has served as a trustee for the Des Moines Home for the Aged. He is past president of the Greater Des Moines Committee and regional director and vice president of the National Assn. of Manufacturers.

Currently he serves as a director of the following companies: Northwestern Bell Telephone Co., Omaha; Chicago and North Western Railway System, Chicago; National Assn. of Magazine Publishers, New York; Magazine Advertising Bureau, New York; Allis-Chalmers Mfg. Co., Milwaukee, and Central Life Assurance Society, Des Moines.

Mr. Bohen married the former Mildred M. Meredith in 1919. They have a daughter and two grandchildren.

KPRC CENTER
Will Cost $400,000

THE HOUSTON Post Co., licensee of KPRC-AM-FM-TV Houston, last week announced plans for a new $400,000 TV-Radio Center.

It is expected that the new building will be completed within five months. Herbert Voelcker & Assoc. was listed as architect. E. Lee Bond, Contractor Inc., will reportedly do the actual construction.

Final plans for the building are the results of seven months of planning by Jack Harris, vice president of the Houston Post Co., in charge of KPRC-AM-TV; Paul Huhndorff, KPRC-TV chief engineer; Bert Mitchell, KPRC-TV program director, and Harvey Wheeler, KPRC technical director, all of whom cooperated with the architects.

Announcement of building plans was made by former Gov. W. P. Hobby, president of the Houston Post Co., in a special Sunday supplement of *The Houston Post.*

GROUP TRAINING
CREI Broadens Program

CAPITOL Radio Engineering Institute, on the occasion of its 25th anniversary, last week announced the broadening of its program of Group Training for Industry. As described by E. H. Rietzke, CREI founder-president, the group training can be tailored to individual company needs at a special low cost.

CREI has published a brochure, describing in detail the group training program. This brochure is available on request to the Institute, 3224 16th St., N.W., Washington 10, D. C.

ELECTION coverage for Crosley stations WLW and WLWT (TV) Cincinnati has been expanded to include the attitude of Great Britain. Vincent Evans, Crosley London correspondent, has made the first of a series from that country.

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
J. J. Connolly, Exeter 2-2000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best—Amplifiers • Antennas • Attenuators • Cabinets • Consoles • Loudspeakers and Accessories • Microphones, Stands, and Accessories • Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

. . . manufactured by—Altec Lansing • Ampex • Blaw-Knox • Bryant • Cannon • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

via GraybaR

air-casters



MARILYN KAEMMERLE, associate director of mass communications, National Conference of Christians and Jews, appointed supervisor for religious broadcasts for NBC New York's radio public affairs and education department. **DORIS CORWITH** named network's supervisor of talks and radio public affairs.

LARRY PRIBYL, news director, KWBE Beatrice, Neb., appointed business manager-program director.

CHARLES JOFFE joins WTRY Troy, N. Y., as promotion manager.

ANNE DAVIS, WJXN Jackson, Miss., appointed state representative to National Assn. of Women in Radio and Television.

SHELDON N. DODDS appointed to advertising staff at WMRN Marion, Ohio.

JOE S. MAGGIO, Howard G. Mayer-Dale O'Brien, L. A., public relations firm, named assistant to **C. MERWIN TRAVIS**, sales promotion manager, ABC Western Division.

SAM GIFFORD, WHAS-TV Louisville, Ky., appointed program director of WHAS-AM.



Mr. Gifford

PAT BOYETT appointed chief announcer at KEYL (TV) San Antonio.

JEAN KIMBROUGH, continuity staff, KAMQ Amarillo, Tex., to KENT Shreveport, La., in same capacity. **BILL CORRINGTON** joins latter station as music librarian.

MARY HOLT, WSRS Cleveland, named one of nation's top disc jockeys by *Color* magazine.

GEORGE BALL, newsman, WHIL Hempstead, L. I., appointed director of public affairs.

PETER BOGHOSIN joins KCBS San Francisco apprentice staff.

LYNN MORROW, WTVJ (TV) Miami, awarded plaque by Miami Beach Hotel Assn. for work as moderator of *Law of the Land*, selected by group as "outstanding television public service show of the year."

JERRY HAYNES, KTRH Houston, Tex., to WFAA-TV Dallas, as announcer.

F. TURNER COOKE, program manager, WMAS-AM-FM Springfield, Mass., recalled to active duty as commander in U. S. Navy.

MARY ELY, copywriter, WTWN St. Johnsbury, Vt., to WMTR Morristown, N. J., as traffic manager.

NANCY CRAIG, WJZ-TV New York's woman commentator, received special American Society for Prevention of Cruelty to Animals award on her telecast last Wednesday.

KATE SMITH, NBC-TV star, awarded plaque by American Cancer Society for "noteworthy and distinguished service in behalf of the cancer control program."

JAY WATSON appointed program director at WFAA-TV Dallas, succeeding **LAWRENCE E. DuPONT** who resigns to devote full time to writing for radio-TV.

RUTH WELLES, KYW Philadelphia women's commentator, presented Headliner Award by city's chapter of Theta Sigma Phi for "outstanding work in field of radio journalism."

WILLIAM HINDMAN, special events staff, WCOL Columbus, to announcing staff, WLWC (TV) that city.



Mr. Hindman

McDOWELL K. STARKEY, continuity editor, KWFT Wichita Falls, Tex., to KTUR Turlock, Calif., in same capacity.

RALPH R. CONNER, former news director, KVOR Colorado Springs, returns to station as director of public affairs.

CHARLES KELLY, program director, WMAL-AM-TV Washington, awarded certificate of appreciation by Boys' Clubs of America for service to that group.

BILL WRITE added to WIP Philadelphia announcing staff for summer months. **BERT BARER**, WOLF and WSYR-TV Syracuse, joins WIP announcing staff.

BILL NESS, graduate of Northwest Broadcasting School, Portland, Ore., to KMCM McMinnville, Ore. Other graduates recently placed in radio are: **PERC McKISSEN**, KWRC Pendleton, Ore.; **CHARLES MILAM**, KYJC Medford, Ore.; **WALLACE COOPER**, KFIR North Bend, Ore.; **FLOYD NICHOLSON**, KWRO Coquille, Ore.; **HAROLD HOWARD**, KSIL Silver City, N. M., and **JACK HYMROD**, KPKW Pasco, Wash.

JIM WELLS, KRLD Dallas, to KEYL (TV) San Antonio, as production manager.

JIMMY CAPPS, WPTF Raleigh, N. C., father of girl, Jane, April 23. **SAM BEARD**, station staffer, father of boy, Samuel, April 21.

ED VIEHMAN, senior producer, WCCO Minneapolis-St. Paul, father of boy, Thomas Patrick, April 22.

LENORE ALOE, WWDC Washington, and James T. Haight were married April 26.

RUTH BEATTIE, secretary of CAB Toronto, and James Murdock were married April 15.

News • • •

JIM BORMANN, news and public affairs director, WCCO Minneapolis-St. Paul, and president of National Assn. of Radio News Directors, received award from Minnesota Junior Chamber of Commerce for "distinguished public and community service."

CHARLES SHAW, WCAU Philadelphia news analyst and CBS correspondent in that city, appointed news director, WCAU-AM-FM-TV.

BRUCE ANDERSON, WCCO Minneapolis-St. Paul news writer, father of boy, Stewart Fraser, April 13.

FOLSOM SCHOLARSHIP

Set up at Notre Dame

"FRANK M. FOLSOM Scholarship," providing an annual grant of $800, has been established at the U. of Notre Dame for undergraduate students majoring in pure science or engineering, Dr. Charles B. Jolliffe, RCA vice president and technical director, announced last week.

For several years, Mr. Folsom has served as trustee and board member of several colleges and universities, and, specifically, as a member of Notre Dame's Advisory Council for Science and Engineering. Candidates competing for the Folsom Scholarship will be selected by Notre Dame officials and recommended to the RCA education committee for consideration, with the first recipient to be named during the fall of 1952.

Other competitive RCA scholarships will be offered additionally to outstanding undergraduate science students at 17 universities throughout the U. S.

KGW



THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

RAYTHEON MEET
Electronic Devices Shown

ELECTRONIC robots and "Reflection Plotters" that add "memory to the magic eye of radar," were among new electronic devices exhibited at the 1952 Sales and Service Conference conducted by Raytheon Mfg. Co., Waltham, Mass., at the Hotel Commander, Cambridge, Mass., April 21-23.

Among other electronic inventions revealed at the conference:

The "Fathometer," an echo-depth sounder for navigators, and the Raytheon "Weldpower" resistance welder which, operating on the principle of "stored energy," makes possible successful production welding of ferrous, non-ferrous and dissimilar metals.

D. R. Hull, vice president and general manager of Raytheon Equipment Div., stressed that "applying electronics to industrial problems" is an important part of firm's activities.

WE Workers Return

BROADCASTERS have relaxed their concern about possibly limited remote pickups as Western Electric Co.'s 10,000 telephone equipment installers settled for an average 14.1 cents an hour pay increase and returned to their jobs April 21. The strike, which had threatened telephone service in 43 states, resulted in little, if any, dislocation of broadcast facilities.

allied arts



J. E. KELLEY, J. J. KEARNEY, G. R. VANCE, HAROLD BEAN and **G. E. DITTMAN**, all renewal salesmen of RCA's tube department who scored highest sales records in 1951, named directors of Great Circle Club, company organization formed to recognize sales achievement.

THOMAS J. HODGENS, temporary vice president-general manager of New York branch of Admiral Corp., returns May 1 to permanent post of vice president-general manager of Boston office.

FRED ABRAMS, general manager of parts sales, Emerson Radio & Phonograph Corp., N. Y., appointed assistant to treasurer replaced by **FLOYD MAKSTEIN**, manager of company's field engineering group.

SAM KAPLAN, vice president-controller, Zenith Radio Corp., elected treasurer.

WILLIAM R. CAMPBELL, sales staff, Columbian Electrical Co., Kansas City, to Zenith Radio Corp., as regional sales manager in Midwest with headquarters in Kansas City.

FRED VOORHAAR, assistant manager of parts and accessory division, Zenith Radio Corp., Chicago, to Technical Appliance Corp., Sherburne, N. Y., as sales promotion manager.

ROBERT J. LEYKUM, supervisor of Majestic Radio & Television receiver plant, Brooklyn, appointed vice president in charge of manufacturing.

ALEXANDER W. GATES, former district representative, CBS-Columbia Inc., appointed sales representative for Tele King Corp. in Massachusetts, Rhode Island, Vermont, New Hampshire and 19 New York counties.

EDWARD J. KEATING, Western Electric and Ebasco Services, to Andrea Radio Corp., Long Island City, N. Y., as procurement coordinator. **PERCY SAUNDERSON** joins latter company as assistant purchasing agent. **M. J. McNICHOLAS**, assigned to procuring government contracts for Andrea, promoted to manager, special apparatus division.

RADIO CLUB OF AMERICA, N. Y., announces publication of "Survey of Radio-Frequency Transmission Lines and Wave Guides" by E. S. Winlund. Issued as Vol. 28, No. 2, book contains historical survey plus technical data from published articles between 1919 and 1936.

R. W. FORDYCE, general sales manager, Bendix radio, television and broadcast receiver division, Bendix Aviation Corp., Baltimore, resigns to enter distributing business in Miami where he will handle Bendix radio-TV line in southern Florida area.



Mr. Fordyce

R. L. WHITNER Co., Allentown, Pa., appointed distributor for Bendix radio-TV, products of Bendix Aviation Corp., Baltimore.

ADVERTEST RESEARCH moves New Brunswick, N. J. office to 90 Bayard St. Telephone is Charter 7-1564.

GLADYS AUSTEN and **ED LINDNER**, Film Features Assoc., form radio package firm, Ram Productions, 661 West End Ave., N. Y.

STANLEY BERGERMAN, Jaffe Agency, Beverly Hills talent agency, to reopen own office as TV producer-packager under name of **STANLEY BERGERMAN & Co.**, 141 El Camino Dr., same city.

GRAYBAR ELECTRIC Co., Chicago, appoints Central Television Service, that city, as official service organization for Hoffman TV sets in Chicago area.

FRANK SAMUELS, West Coast radio-TV manager, William Morris Agency, Beverly Hills, named 1952 radio-TV chairman for United Cerebral Palsy fund.

Equipment • • •

RCA VICTOR, Camden, N. J., announces new and improved type of three speed record player designed to provide in single turntable quality reproduction from records of all three established revolving speeds. Models are 2JS1, 2ES3, 2ES38 and 2US7. Shipment to distributors is scheduled in May.

AMPEX ELECTRIC Corp., Redwood City, Calif., announces new type console for audio magnetic recording in medium price market. Unit includes all push button control, built in microphone pre-amplifier and newly styled cabinet giving full interior accessibility.

GENERAL ELECTRIC Co.'s special products division, Schenectady, N. Y., announces production of portable surface-resistance indicator designed to help produce better resistance welding bond by providing rapid and accurate measurement of resistance between pieces of metal to be welded.

ALTEC LANSING Corp., Beverly Hills, announces production of 230 B and 250 A consoles. Former is designed for two-studio station use, public address and recording installations. Latter features high quality control in AM, FM and TV broadcasting. Unit has miniature plug-in preamplifiers, line amplifiers, monitor amplifiers and power supplies.

SPRAGUE ELECTRIC Co.'s Herlic division, North Adams, Mass., announces availability of new precision metal-encased tubular ceramic capacitor. Type B20, B21, B22 and B23 capacitors extend capacitance range available to circuit designers in close-accuracy ceramic capacitors at rated voltage of 500, 1000 and 1500 volts d.c.

ALDEN ELECTRONIC and IMPULSE RECORDING EQUIPMENT Co., Westboro, Mass., announces production of pocket size recorder made up of magazine and driving units. Magazine is self contained unit consisting of recording electrodes, timing switch and 8 day supply of paper. Driving unit contains synchronous motor with pinion gear to engage and drive one paper reel.

GENERAL ELECTRIC Co., Syracuse, announces production of air-cooled 5 kw VHF television transmitter for channels 7 through 13. Units available for shipment in June.

WARD PRODUCTS Corp., Cleveland, has released new catalog giving complete specifications on Model SPPC-88 describing special mobile antenna used to eliminate frequent breakage that occurs when antennas for 30-50 mc bands are mounted on high vehicles.

Technical • • •

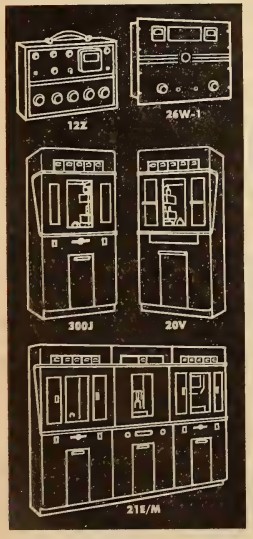
FRANK DELLE, chief engineer, WFAI Fayetteville, N. C., to engineering staff, CBS Radio, New York.

GEORGE KRUTILEK appointed technical supervisor at WFAA-TV Dallas, succeeding **CARLOS DODD** who resigns to become regional communications officer for Civil Defense Administration.

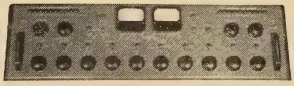
J. P. GILMORE, CBC, Vancouver, appointed assistant coordinator of engineering projects at CBC engineering headquarters, Montreal.

ALTON TRIPP, studio engineer supervisor, WPTF Raleigh, N. C., father of boy, David, April 18.

MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY



COLLINS . . . for broadcast equipment of unquestioned quality



Collins 212A Studio Console

Your studio installation deserves the built-in quality and superior performance the Collins 212A speech input console will supply. Unit amplifiers are individually shock mounted. Main frame and end castings are solid aluminum. Tilt-to-service feature allows installation against window or wall. Write for complete technical information.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18 | 1937 Irving Blvd. DALLAS 2 | 2700 W. Olive Ave. BURBANK | Dogwood Road Fountain City KNOXVILLE

REACHES 93,217 RADIO FAMILIES WEOK POUGHKEEPSIE
REPRESENTED BY EVERETT McKINNEY, INC.

AIR RAID TEST

N. J. Stations Take Part

NEW JERSEY's 20 commercial radio stations, linked together in a civil defense network, were completely successful in broadcasting instructions and other data in a state-wide air raid test, described as the nation's first, last Tuesday, CD officials reported.

Originating station for the network broadcast in "Operation New Jersey" was WAAT Newark. Fred Weber, owner of WFPG Atlantic City, is radio-TV director for the New Jersey CD network. He reported that all of the state's 20 commercial AM stations relayed the quarter-hour official broadcast.

Immediately after the all-clear sirens sounded, WNJR Newark broadcast a half-hour pickup from the control center, with News Editor Tom Costigan interviewing Gov. Alfred E. Driscoll and state civil defense director, Leonard Dreyfuss, who read reports as they were received from points throughout the state, describing local results of the test.

KHQ NEWSBEAT

Foretold Eisenhower Shift

KHQ Spokane is claiming a 3½-month newsbeat on the appointments of Gen. Matthew Ridgway to succeed Gen. Dwight Eisenhower as Allied commander in Europe, and of Gen. Mark Clark to replace Gen. Ridgway.

Tall Tripp, KHQ news director, and Robert Wesson, KHQ program director, attested that on Jan. 19, 1952, KHQ broadcast the following information:

"The KHQ news bureau learned tonight that should Gen. Eisenhower resign his command to seek the Republican Presidential nomination, he will be succeeded as NATO commander by General Matthew Ridgway. A Pentagon official, close to the joint chiefs of staff, also told the KHQ news bureau that the Pentagon is still undecided as to whether Gen. Mark Clark or Gen. Maxwell Taylor will go to Japan to head SCAP in Tokyo."

WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

BAIRD NAMED

Succeeds Maier at Pearson

ROBERT M. BAIRD, assistant commercial manager of KRLD-AM-FM-TV Dallas, last week was named manager of the Dallas office of John E. Pearson Co., station representative firm, effective today.



Mr. Baird

He succeeds H. W. Maier Jr., who resigned to join CBS Radio and Television Spot Sales in Memphis.

Mr. Baird formerly was manager of KTXL San Angelo, Tex. Previously, he was identified with KVOO Tulsa, KGGM Albuquerque, KOME Tulsa, WKZO Kalamazoo and KIXL Dallas.

The Pearson firm also announced last week that Juanita Irene Hall, formerly of Radio Representatives Inc., Chicago, had joined the Pearson staff in Chicago. She was appointed last fall to succeed Kay Fisher who resigned, but was forced by illness to delay assumption of her new duties. Her background includes service with radio stations and radio representative firms.

WFIL BONUS PLAN

Set for 2,300 Druggists

NEW merchandising plan has been put into effect by WFIL Philadelphia for 2,300 independent druggists who are members of the Philadelphia Assn. of Retail Druggists, and who account for 75% of the area drug market. Used are point-of-sale displays, direct mail promotion and weekly feature of one product in a telephone jackpot quiz contest on the *Skip Dawes* disc jockey show.

The plan is a bonus for advertisers who buy the equivalent of six one-minute spots weekly for 13 weeks, with participating druggists mentioned during the quiz show on a rotating basis.

CAB Plans Ad Study

A NEW STUDY by Pat Freeman, sales director of Canadian Assn. of Broadcasters, will list all radio and other advertising by some 400 national advertisers using radio in Canada, plus advertising by non-radio advertisers. Mr. Freeman expects the study to aid in determining radio sales figures next fall and determining TV's effect by fall of 1953 in Toronto and Montreal on Canadian national radio advertising.

NEW RCA broadcast transmitter is now in operation at the Bloomfield, Conn. transmitting plant of WDRC Hartford. New equipment replaces transmitter which has been in operation since 1934.

Ahead of Police

FAST coverage of a finance company robbery almost resulted in jail for Jack Dentz, newsman for WCTC New Brunswick, N. J. Acting on a 3:30 p.m. tipoff, Mr. Dentz grabbed a tape recorder, rushed to the finance company and interviewed the office manager even before the police arrived. The radio reporter, hurrying back to WCTC studios, was detained by police, suspicious of his rush, until he convinced them he was not involved in the crime.

RCA Vans for Indonesia

FIRST of 40 radio broadcasting vans built by RCA for Indonesia has been turned over to representatives of the Indonesian government in New York ceremonies. The mobile units are equipped with RCA 150-w transmitters and associated equipment.

CPN-KNX SALES

First Quarter Revenue Up

COLUMBIA Pacific Network regional and KNX Hollywood local sales increased in revenue during the first quarter of 1952 as compared with the same period in 1951, according to Edwin W. Buckalew, assistant general manager in charge of sales.

Locally KNX radio showed a gain of 24% from Jan. 1 through Mar. 31, 1952, over the same quarter last year. Columbia Pacific Network's first quarter sales figures for 1952 were 30.5% above last year's first quarter, Mr. Buckalew reported.

Otto L. Tiedeman

OTTO L. TIEDEMAN, 49, of the WBAL Baltimore sales staff, died April 26 following a heart attack. With WBAL since October 1949, Mr. Tiedeman was well-known in Washington and Baltimore advertising circles. He was a prominent Maryland yachtsman and a member of the Gibson Island (Md.) Club.

BOOST Your Sales In HANNIBALAND*



*HANNIBALAND—
the large 41 county area surrounding Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa.

with KHMO

Give your sales a big boost—a shot in the arm—in the rich, midwestern farm area around Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa. You can do this for the *lowest* cost-per-listener, and with a guarantee to reach the rural and city buying power by using KHMO. This is true because the majority of the radio families living in Hannibaland* tune and stay tuned to KHMO. For proof and availabilities write, wire or phone KHMO or Pearson today.

KHMO = *satisfying results and service*

KHMO

Representative
John E. Pearson Company
●
Mutual Network
Hannibal, Missouri

5000 watts day ● 1000 watts at night

Peabody Winners

(Continued from page 28)

commended for an "extraordinary public service" in which the programs permitted the facts to "tell their own story, without benefit of artificial coloration." The series covered narcotics, dishonest sports "and other national maladies."

For "radio entertainment (non-musical)," an award was bestowed on NBC's Bob Elliot and Ray Goulding—*Bob and Ray*—as "the foremost satirists in radio." Their fare was described as "fast moving, deadly accurate, frequently outrageous and extremely funny." Their stock should rise "although this is their first year of network broadcasting," the citation said.

Teen-Age Program

KPOJ Portland "served its community well during 1951," another citation explained, "through various carefully conceived and well executed programs." As a result, a Peabody award went to the MBS affiliate for "meritorious local public service by radio." Cited were *Careers Unlimited*, for aiding teenagers. "Indicative of the high quality and social usefulness" of the program is the fact that it has been rebroadcast for two years over KBPS Portland, owned by the city's public schools.

Another example is *Civic Theatre of the Air*, designed to stimulate community interest in the city's Civic Theatre, a non-profit organization using amateur talent. There were "similar worthwhile enterprises," the citation added.

WSB Atlanta won a coveted dual honor of *The Pastor's Study* on WSB and *Our World Today* on WSB-TV—the "first time" Peabody handed out a joint radio-TV award on a regional basis. They were described as "typical" of WSB enterprise last year.

The Cox Radio-TV properties, licensed to the Atlanta Newspapers Inc. (Atlanta *Journal* and *Constitution*), have promoted "the best interests" of the city since the inception of each operation, the award noted. "These stations in 1951, as in previous years, gave a practical demonstration of how radio and television can complement each other in the public interest," it was pointed out.

WQXR New York's citation was issued for "radio youth programs," with a low bow also to Dorothy Gordon, their moderator; Iphigene Ochs Sulzberger, director of special activities for the *New York Times*, station licensee and the Liberty network, which rebroadcast the series on tape.

It was noted that the *Times Youth Forum* was aired not only locally but also in other major cities, "coast to coast and over trans - Atlantic facilities." The forum consists of student discussions on varied topics.

Alistair Cooke, U. S. correspondent for the *Manchester Guardian*, was recognized for his *Letter from America* via shortwave facilities of the BBC. Mr. Cooke's description of the American scene was labeled "delightful" and "penetrating." He was praised for contributing to international understanding by radio.

For Mr. Murrow, CBS' distinguished radio-TV commentator, the Peabody citation represented a notable catch—it meant he had followed up his 1950 *Hear It Now* accolade (citation for second place) with a greater honor for *See It Now*, the network's video counterpart.

CBS Television's *See It Now* was acclaimed for "television news and interpretation." Mr. Murrow's widely-acclaimed tele-documentary was adjudged as a "simple, lucid, intelligent analysis of top news stories" and cited for a "strikingly effective format for presenting news and personalities . . . with humor, sometimes with indignation, always with careful thought." The citation also commended Fred W. Friendly, co-producer of the series.

NBC received its honor for "television entertainment (music)" in the form of Gian Carlo Menotti's *Amahl and the Night Visitors*, first telecast last Christmas Eve. It was repeated on Easter Sunday. The citation noted the acclaim accorded the one-act opera and "its significance to television." As the first operatic work specifically commissioned for this medium, the work "is living proof that television can accommodate itself to greatness."

Fine Direction by Segal

ABC's *Celanese Theatre* productions were found to be accomplished with "fidelity, intelligence, and scrupulous regard for the intentions of the playwright . . . its direction by Alex Segal is among the finest on television." This series of American plays also drew an award—for "television entertainment."

Distinction in the "television educational programs" field was meted out to WCAU-TV Philadelphia for *What in the World*, presented by the U. of Pennsylvania and the University Museum over CBS-TV. Series was lauded for "the stimulating manner in which it brings noted scholars . . . to the television screen for a delightfully entertaining and informal display of their learning." Added the citation: ". . . superb blending of the academic and the entertaining."

There were no special awards for 1951, nor for children's programs as such. Entries are submitted by individual stations, networks, newspaper and magazine editors, listener groups and other organizations. The board also takes cognizance of recommendations by its "listening-post committee."

Greatest stir among acceptance speeches, limited for broadcast requirements, was made by Mr. Menotti. After expressing his gratitude for the freedom and opportunity allotted him in composing his TV opera, he said he regretted the intrusion of commercials in the middle of some programs, and blandly proposed his own personal boycott of products whose commercials "interrupt artistic achievements." While his audience gasped, he suggested it might mean his missing quite a few mild cigarettes.

The composer emphasized that it is up to audiences to fight for better programming, and quoted George Bernard Shaw's remark that if they do not fight to get what they deserve, they might deserve what they get.

Referring to recent bans on broadcasting congressional hearings and noting that the press has been a more aggressive defender of news freedom than broadcasters have been, Mr. Murrow said a threatening danger is that television might become too complacent. Television, he emphasized, is no intrusion to news and, to maintain its effectiveness, must not limit itself to the sponsor's investment, but should assert its own integrity and build its own ingenuity.

'Auditory Wall Paper'

American radio listening is a sort of "auditory wall paper," according to Mr. Cooke, whose acceptance noted differences between American and British broadcasting systems, American and British audiences. It is not similarities but dissimilarities—and the understanding of and respect for them—that often make friendships meaningful, he said.

In his survey of television's immediate future, Mr. Weeks anticipated the presentation of good Hollywood pictures on the air and repeats of the better programs to provide continuous and high level consumption. Bowing to extensive plans for coverage of national political conventions this summer, he hoped the issues would be "fairly fought" on television.

Members of the Peabody National Advisory Board are:

Edward Weeks, Editor, *Atlantic Monthly*, Boston, chairman; Mrs. Elizabeth Ames, executive director, "Yaddo," Saratoga Springs, N. Y.; John H. Benson, chairman, Committee on Consumer Relations in Advertising, N. Y. C.; Bennett A. Cerf, president, Random House, Inc., N. Y. C.; John Crosby, radio columnist, *New York Herald Tribune*; Mark Ethridge, publisher, *Louisville* (Ky.) *Courier-Journal* and *Times*; Earl J. Glade, Mayor, Salt Lake City, Utah; Philip Hamburger, television writer, *The New Yorker*; Joseph Henry Jackson, literary editor, *San Francisco* (Calif.) *Chronicle*; Waldemar Kaempffert, science editor, *New York Times*; Mrs. Dorothy Lewis, Coordinator, U. S. Station Relations, United Nations; Ralph McGill, Editor, *Atlanta Constitution*; Paul Porter, former chairman, FCC, Washington, D. C.; Dr. I. Keith Tyler, director of radio education, Ohio State U., Columbus; Harmon W. Caldwell, chancellor, University System of Georgia, Atlanta, ex-officio, and John E. Drewry, Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, ex-officio.

EDITION of 1952 Publicity Directory has been published by Publicity Adv., Kalamazoo, Mich. Book contains names of over 2,000 consumer, farm and business trade publications which accept free publicity on new products, books, literature and new methods and services.





AWARDS luncheon of Virginia Associated Press Broadcasters brought together this foursome at Washington's National Press Club fortnight ago. Standing (l) Tony Vacarro, AP White House correspondent, who was principal luncheon speaker, and Fred L. Hart, general manager, WLPM Suffolk, VAPB president; seated (l) Frank H. Fuller, AP Richmond, Va., bureau chief, VAPB secretary, and Maynard Dillaber, news director, WMVA Martinsville. Mr. Dillaber succeeded Mr. Hart as VAPB president [B•T, April 28].

WABB ASSAULT CASE

Verdict Is Returned

J. ED TAIT, 43-year-old former official of an AFL motion picture operators' labor union, was convicted April 23 of a charge of conspiring to assault a radio technician during a strike against WABB Mobile, Ala., in January 1950 [B•T, Jan. 23, 1950], according to reports from the station.

Mr. Tait was fined $450 and given a 60-day suspended jail sentence, WABB said. He immediately appealed the verdict and was released on bond. A grand jury indictment accused Mr. Tait of conspiring with four other persons to assault Dean Durham, former WABB radio technician. The remaining four persons still face trial, it was further reported.

CHNS

HALIFAX NOVA SCOTIA

THE

SIGNBOARD

OF

SELLING POWER

IN THE

MARITIME PROVINCES

ASK

JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

FLOOD WORK

More Stations Report

FURTHER details on flood coverage and fund-raising for flood relief were reported last week with several more stations recording their services during the emergency [B•T, April 21, 28].

WCCO Minneapolis-St. Paul climaxed its Mississippi - Minnesota Rivers flood coverage with an *Emergency Call* program April 15 featuring a distress call by Gov. C. Elmer Anderson who reported on President Truman's allocation of $100,000 in emergency funds for flood relief.

Staffers of KGCU Mandan, N. D., broadcast messages of the Missouri River flood until their transmitter was inundated, then relayed their flood information to KGCU's rival station, KFYR Bismarck. The Bismarck station, after covering the flood, started a fund-raising campaign which brought donations of $9,000.

Omaha stations KMTV (TV), KBON, KFAB and KOWH helped raise $10,674 for three relief agencies, Red Cross, Salvation Army and Volunteers of America. All Omaha-Council Bluffs stations were cited by the National Assn. of Radio News Directors board of directors for their flood work.

WOL Washington reported Mike Hunnicutt raised $300 to $400 for the Red Cross for flood aid during his all-night program April 26.

Nebraska Nominations

NEBRASKA's 23 radio and two TV stations have been nominated for the Ark-Sar-Ben Good Neighbor Award for service rendered in time of disaster. Sam W. Reynolds, civil defense director for Omaha and Douglas County, made the nominations. The award is given annually to the individual or organization making greatest contribution to welfare of the state.

HOBSON SINKING

WCSC Gives Full Coverage

SINKING of the *USS Hobson* was given unprecedented airing over WCSC Charleston, S. C., as a public service to the large Navy family of the naval installation in that city, many of whom knew and were concerned about the *Hobson's* personnel.

At 12:30 p.m. April 27, the first unconfirmed bulletin was aired.

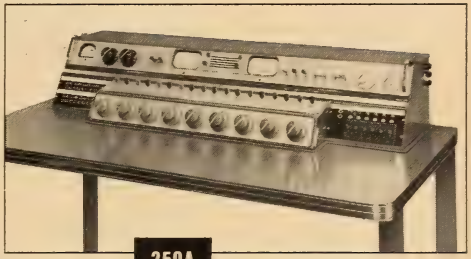
The confirmed story of the *Hobson* collision with the carrier *Wasp* was broadcast over WCSC at 1 p.m. Throughout the day, WCSC played the story to the hilt with bulletins and special interviews with naval authorities. At 7:38 p.m., WCSC interrupted the *Amos 'n' Andy* show to broadcast the list of survivors.

WCSC said that other Charleston stations also interrupted their regular schedules to air the latest Hobson developments.



WITH EFFICIENT NEW ALTEC CONSOLES

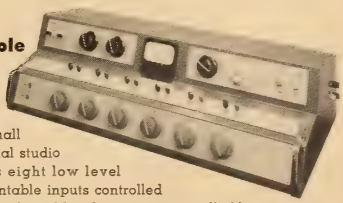
The Altec 250A and 230B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. They are compact and *completely* self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.



250A console For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1⅝"x4¼"x9". The line amplifiers and power supplies are 2⅜"x4¼"x9". You will find that the new Altec 250A Console leads to better control, more economical operation.

Frequency Response (± 1 db 20-20,000 cycles)
Very low distortion
Very low noise level
As many as 12 balanced line mike inputs (mix 7 simultaneously)
4 line inputs
4 utility inputs
(mix 4 simultaneously)
Miniature plug-in amplifiers and power supplies
Color coded controls according to function
Two output channels with illuminated VU meters
Complete patching panel
Only two amplifier types, three tube types
Built-in tube checking facilities
Compact (36" x 31" x 55" including desk)

230B console



The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (9⅜") provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.

ALTEC LANSING CORPORATION

Distributed by GRAYBAR

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

ONTARIO OUTLETS

Fight Copyright Issue

TEN Canadian small-market stations have filed in Ontario Supreme Court to stop collection of copyright fees by the Composers, Authors, Publishers Assn. of Canada (CAPAC). Ontario stations took the action following a two-day meeting of the Canadian Assn. of Broadcasters' Toronto Board of Directors.

CAPAC sought to collect copyright fees on a percentage basis under a new revenue ruling set by the Canadian Copyright Appeal Board at Ottawa. The association was empowered by the board to inspect station books and determine a gross revenue figure on which to base fees for a fiscal year [B•T, April 21].

The 10 stations cite their inability to predetermine what their gross revenue will be for the year on Jan. 1 of that year as provided in the revenue ruling by the board.

They also maintain CAPAC should not collect on percentage of a station's gross revenue, since that revenue is derived only in part from use of CAPAC music. The stations already have stopped playing CAPAC music and plan to use only BMI Canada Ltd. and public domain music.

Virtually all Canadian stations are supporting the CAB board stand on the copyright tangle. Stations filing in court action are: CHML and CKOC Hamilton, CKBB Barrie, CJBQ Belleville, CKLB Oshawa, CJOY Guelph, CKFI Fort Frances, CFOS Owen Sound, CKTB St. Catherines and CFOR Orilla.

WRITERS' STRIKE

Would Hit Network Shows

SUCH sponsors as Piel's Beer, Shell Oil, Bayer Aspirin, Metropolitan Life Insurance and Sanka Coffee will be affected when Radio Writers Guild calls a strike of its news and continuity writers, it was indicated last week when the guild announced that more than 100 individual shows would be hit by a walkout of continuity writers.

Services of news writers and editors would be withdrawn from an additional total of 27 broadcast hours per week, with another 14 hours of sustaining news shows also to be affected. RWG figures exclude both radio and TV shows authored by freelance writers, who are expected to join the strike proposed against NBC, CBS and ABC.

Union spokesmen also announced the dropping of the guild request for national negotiations, a major issue in its pay dispute for news and continuity authors.

NET earnings of $1,515,506, equal to 79 cents per share, by Admiral Corp., were announced last week by Ross D. Siragusa, president, on first quarter sales of $43,970,356 compared to $2,403,344, or $1.25 per share for same period in 1951.

KTRH COVERS 'EXERCISE LONGHORN'

Uses Full-Time Staff in Field for Daily Reports

COMMENDATIONS have gone to KTRH Houston from the Army for its full-time and competent coverage of "Exercise Longhorn," huge joint Army-Air Force maneuvers held from March 18-April 11.

The gigantic military exercise was also an all-out "Operation Broadcasting" for the independent Texas station which devoted 7½ hours of air time and some 1,000 man-hours to broadcast daily coverage of the Texas-staged event. Other independent Texas stations covering the exercise included KTEM Temple and WACO Waco, the latter originating for Liberty Broadcasting System.

KTRH maintained a full-time crew to cover the exercise involving 110,000 men, set up to simulate an invasion by an aggressor nation from Corpus Christi after it presumably had invaded and taken South America and Cuba and had driven a wedge from Corpus Christi through Texas to the town of Lampasas.

Covering all phases of the maneuvers with Fort Hood as its base of operations, the KTRH special events crew of six men included Tom Jacobs, program director; Corwin Riddell, news director; Jim Ross of the news and special events staff; Jack Drake of the news staff; Julius Smith, assistant chief engineer, and Jim Byrd, engineer. Daily roundups were broadcast over remote wire.

Pre-Exercise Pickup

Stressing interpretation and documentation, KTRH presented its first broadcast March 19 after conferences with military personnel in San Antonio. The broadcast included explanations of the military situation by Lt. Gen. William Hoge, Fourth Army commander and director of Exercise Longhorn, and Maj. Gen. Edward J. Timberlake of the Ninth Air Force.

Mr. Drake broadcast on-the-scene interviews from the first plane carrying men into the battle area and flew in with the 31st Dixie Division's 8,000-man air lift, interviewing the paratroopers.

Mr. Smith, who doubled as newsman and engineer, and Mr. Drake broadcast to listeners the actual sound of battle after they ventured into no man's land to record the action. KTRH also secured an exclusive interview with Army Secretary Frank Pace Jr.

KTRH also gave Texans a documentary broadcast of the occupation of Lampasas, including the speech of aggressor Gen. Charles D. W. Canham, commander of the 82nd Airborne Division, who posed as "Gen. Gustav Muller" of the Aggressor Army.

Lt. Bob Mackall, former WFMJ Youngstown, Ohio, program director, now radio-television-newsreel officer for the public information office of the Fourth Army in San Antonio, cited KTRH's coverage of the exercise. The station worked in co-operation with Lt. Mackall and Lt. Col. John J. Kelly, public information officer for Maneuver Direction Headquarters.



Col. Alvin E. Hebert (l) of Maneuver Direction Headquarters and KTRH engineer Byrd record critique of the exercise.



Gen. Hoge evaluates Exercise Longhorn's success at critique.

* * *

KTRH broadcast the final critique April 11 with talks by top Army and Air Force officers to the 500 unit leaders of the operation.

Mr. Smith drove more than 700 miles in five days getting interviews on recorders and transporting them back as far as 100 miles to Fort Hood for broadcast. In-the-field broadcasts were made by portable tape recorders, then edited into documentary style. Several special bulletins were presented by direct tape feeds. Other special equipment included gasoline-driven motor generators and equipment for converting 24-volt direct current.

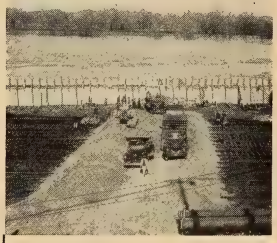
BAB Clinic Postponed

THE SALES clinic scheduled by BAB for New York last Monday was postponed because of the illness of Vice President Kevin B. Sweeney, one of the leaders in the clinic series. Next clinic is set for today (Monday) in St. Louis. Others this week: Wednesday, Kansas City and Friday, Des Moines. The series extends through Sept. 19. New date for the New York clinic has not been designated.

KMTV-KMA Present Top Coverage of Flood Crisis!

Here's the greatest story of disaster coverage ever to come out of the Midwest. KMTV-Omaha and KMA-Shenandoah, Iowa, operating separately, presented to their audiences, outstanding TV and Radio coverage of the Missouri River Flood.

KMTV, Omaha, with 3 on-the-spot remote CBS-TV telecasts from danger areas, kept viewers up to date on flood happenings. Four motion picture cameras were working round the clock to record the epic-making struggle against the "Mad Missouri." Three daily news telecasts plus many "special events" programs, gave KMTV top flood coverage in the metropolitan Omaha area.



KMA, Shenandoah, Iowa, performed extra-heavy duties during the flood emergency. KMA's staff reported conditions in hundreds of square miles of non-metropolitan areas which were not served by local radio stations or daily newspapers. KMA's news and special events men maintained a 24-hour emergency broadcast and warning system for residents of the flood-stricken area.

Once again, the people in these areas who rely on KMTV and KMA for the Best in news and entertainment, received the most complete emergency coverage possible.

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CHANNEL 3
Represented by KATZ AGENCY

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MAY BROADCASTING COMPANY

MAY 5, 1952

TELECASTING

IN THIS ISSUE:

NBS Report Poses Propagation Question
Page 65

Allocation Changes Asked of FCC
Page 65

CBS-TV Clinic Mulls Post-Freeze Issues
Page 66

Amateur Effect On 21 mc
Page 67

in our 7th year

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It's great to be five months old and the first dog actually raised and trained under TV cameras. My master is Rollie Johnson, Sports Director of WTCN in Minneapolis, St. Paul. He figures more people will understand and own dogs if *they* see how much fun *we* have.

This Rollie is a swell master! Even when his evenings include a TV program, a speech, telecasting a sports event, or his Big Brother meeting . . . he always winds up with time to play with *me*.

Rollie is starting his TV fishing contest on WTCN soon. Last year the entries, from a one pound sunnie to a fifty pound sturgeon, totaled four tons of fish! Lots of tackle and equipment got sold, too! Rollie travels around a lot, takes lots of movies of folks at their favorite sport, and shows 'em on our programs. Seems like fellows get a kick out of seeing themselves on TV.

Guess I'm just one more in the Rollie Johnson fan club; I know what folks up here mean when they say people like Rollie are old friends instead of announcers. By the way, some spots on some of his sports shows are open for sponsorship. Rollie and I would like to have you "aboard" if we can help you to sell your product.

Smokey

There's always more on Channel 4!

WTCN

TV CHANNEL 4

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Nationally represented by FREE & PETERS

TELECASTING

MAY 5, 1952

VHF PROPAGATION

New NBS Report Studied

By EARL ABRAMS

DOES new information on VHF propagation, showing that consistent long-distance reception in those bands is possible, pose a threat to TV?

That possibility, fanned by newspaper stories last week, had TV engineers searching National Bureau of Standards Report No. 1172 for guidance. It is entitled "A New Kind of Radio Propagation at Very High Frequencies Observable Over Long Distances."

That report told how a VHF signal transmitted by Collins Radio Co. at Cedar Rapids, Ia., was received consistently via skywave reflection at NBS's Sterling, Va., receiving station, 800 miles away.

Up to now, the theory was that VHF signals are not reflected from the ionosphere.

Consensus of TV engineers is that the facts are significant, and hold out a promise for communication and possibly other special purposes, but are not a threat to TV.

That attitude was summed up by an FCC official in this manner:

• The Commission knew about these tests before it set up its TV allocation table in its final report [B•T, April 14].

• The received signals in this experiment are of such low intensity that they do not seem significant as a TV interference factor.

• The transmitting and receiving antennas are highly directional and the receiver is highly sensitive, much more so than is common for commercial TV stations.

Inter-Continental TV

Possibility that the results hold out hope for inter-continental TV was minimized by most observers, at least for the immediate future. Developments of this sort are a matter of decades, one authority commented. He likened this development to that of the atom bomb experience. How to obtain fission was generally known in scientific circles years before it was actually accomplished. But it was not until the U. S. decided it was necessary, that the money and energies were thrown into actual accomplishment.

Immense powers necessary to relay a 6 mc video picture are "fantastic," according to some consulting engineers. There may be other and less expensive ways of accomplishing the same result, they pointed out.

Only manner in which the new findings may have an impact on TV is if a military or other government agency requires the use of these frequencies for special purposes. That would mean an allocation hearing—unless the world situation degenerated to all-out war—and TV broadcasters would have opportunity to protect themselves. Bands involved encompass Channels 2-6.

If the military or other government agencies decided that the band would be useful for defense or diplomatic purposes, then the position of the low-VHF band TV operators would be serious, it is believed by some. These observers recall the Commission's 1945 allocations report which spoke of the insufficient spectrum space available for TV in the below-300 mc region "to make possible a truly nationwide and competitive television system." They emphasize the FCC's next sentence: "Such a system, if it is to be developed, must find its lodging higher up in the spectrum where more space exists."

Former FCC Chairman Wayne Coy in several speeches during his tenure urged the move of all VHF to the UHF frequencies. Fact that the Commission never seriously contemplated such a move was explained by one FCC staff executive after the final TV allocations report was issued last month [B•T, April 14] on the ground that there would not be sufficient room in the 470-890 mc band for a "truly nationwide and competitive television system."

Tests began Jan. 23, 1951 on 49.8 mc, according to the NBS report. Continuous wave emissions were used. Identical high gain 41.2-ft. high horizontal rhombic antennas with 500-ft. legs were used at both the transmitting and the receiving positions. Power of 23 kw was put into the antenna. Receiver bandwidth was 3 kc.

Signal Intensity Charts

Included in the report are charts showing signal intensity received in April 1951 and June 1951. They varied from a high of 25 db above one microvolt at about noon to a low of 4 db above one microvolt at about 11 p.m.

Signal was consistently received, irrespective of season, time of day or geomagnetic disturbances. Strength of the signal was actually enhanced during sun spot conditions (which normally cause fading on usual high frequency 3 to 30 mc circuits) and during passage of meteors. The latter phenomenon was accompanied by loud heterodyne whistles.

"Scattering" effect from the E layer of the ionosphere was advanced as an explanation of the phenomenon, with the possibility that the D layer played a part in reflecting the signals.

Future experimentation for frequency and distance dependence is planned, as is a more detailed study of the received signal. During a short period a receiving test was made with a station in Bermuda, 2,000 miles from Cedar Rapids, but reception was erratic and not associated with sporadic E ionization, NBS stated.

Last February NBS reported a new theory of VHF propagation which held that the bending of signals of this band over the horizon—heretofore considered in the nature of a "freak" condition—might be considered normal and not an exception to the "line-of-sight" theory of VHF propagation [B•T, Feb. 4]. Tests had shown, NBS reported, that such conditions were too frequent and regular to be con-

(Continued on page 96)

ALLOCATIONS CHANGES

Asked of FCC

FIRST requests for changes in the table of assignment in the FCC's Sixth Report and Order on TV [B•T, April 14] were filed with the Commission last week.

Asking for changes in specific city-by-city instances, the following petitioned for changes: WMCT (TV) Memphis, Tenn.; WISC-AM-FM, Madison, Wis.; KTEM-AM-FM Temple, Tex.; KXEL-AM-FM Waterloo, Iowa.

The Commission erred when it ordered WMCT to change from Channel 4 to Channel 5, the Memphis station averred. Error is due to the fact, its petition stated, that the distance from its transmitter to Nashville, Tenn. (also assigned Channel 5) is 187.5 miles —two and a half miles less than the 190 mile co-channel minimum established for Zone II stations.

In order to meet the established minimums, WMCT asked that its show cause order be amended to require it to change to Channel 3, which was assigned to Memphis in the final report.

Assignments of Channel 5 to Nashville and Channel 3 to Memphis were not in the proposed Third Report last year, the Scripps-Howard station *(Memphis Commercial-Appeal)* pointed out. Therefore it had not objected to the requirement that it change from Channel 4 to 5 when comments were invited last fall.

WISC Comments

WISC in comments last fall on the Third Report proposals had proposed that VHF Channel 3 be reserved for educational use and the remaining three UHF channels be made commercial—so that all commercial TV stations in the Wisconsin capital be competitive. The Commission had proposed to reserve a UHF channel for educational use, permitting commercial operation of the sole VHF channel and two of the three UHF channels.

Doubt that the Commission judged the Madison situation correctly was expressed by WISC. It called attention to the fact that it had filed two comments and referred to the discussion in the Sixth Report as probably using the wrong comment.

Reservation of VHF Channel 3 instead of a UHF channel would comply with the Commission principle regarding educational reservations, WISC averred. It pointed out that Madison is an educational center and the Commission said in its final report that wherever it could, it assigned a VHF frequency in those communities for educational use. The Wisconsin station also pointed out that in 16 educational centers, the Commission assigned the sole VHF wavelength

(Continued on page 97)

CBS-TV CLINIC

Post-Freeze Outlook Explored

PROBLEMS and procedures of television station operation, starting with the application to FCC for authority to construct, were appraised for some 250 executives from CBS-TV and CBS Radio affiliates at a two-day "post-freeze" clinic conducted by CBS-TV in New York last Thursday and Friday.

J. L. Van Volkenburg, president of CBS Television, who called the clinic an aid to both prospective and present TV broadcasters, told the assembly at the opening session Thursday that FCC's lifting of the freeze means that "television can begin to stretch its muscles and reveal its huge strength."

Reviewing TV's growth since the first CBS Television clinic in March 1948, he pointed out that CBS-TV then provided 78 minutes of network programming daily, of which 32 minutes were sponsored, whereas today the network is programmed for about nine hours daily, with 6¼ hours of that total sponsored.

"Even with this phenomenal increase in the size and significance of television," he added, "we know it's still only the beginning."

"We meet today at the very threshold of the explosive expansion of a great social, cultural and economic force," Mr. Van Volkenburg declared.

Fred M. Thrower, vice president in charge of network sales, cited some 50 national advertisers not yet in TV but who he predicted will move more and more into this field.

He pointed out that CBS-TV's business in January and February was 95% ahead of that for the same period in 1951, and said CBS-TV leads all networks in total number of sponsored quarter-hours, including all new business on the books but excluding political convention and election coverage. These sponsored quarter-hours on CBS-TV now number 164, as against 259 sponsored on all three other networks, Mr. Thrower asserted.

He cited TV's dropping cost-per-thousand—from $3.49 three years ago to $1.79 now—and increased sales results as "simple economic factors" which, he said, have led 98% of the nation's leading food and drug firms to increase their TV budgets during the past two years.

Turning to commercial programming, Hubbell Robinson Jr., vice president in charge of network programs, told the clinic that a network must create "a balanced line of merchandise" to fit the varying budgets of advertisers.

"You have a right to expect from CBS Television," he said, "programs that meet these three requirements: Shows the audience will like so well they will make them into hits; shows that sell goods; shows with great staying power."

He expressed the view that there always will be a place for "a limited number of big spectacular shows," but that "the big market lies in creating a product that gives a profitable, rewarding value for the medium-priced advertiser."

Sig Mickelson, director of news and public affairs for CBS-TV, urged that both stations and networks schedule strong programs in the public interest, asserting that TV has unprecedented value as a means for public improvement. Further, he said, there is no need to "be frightened by the words commercial and commercialism." He cited news shows as traditional money-makers in radio which can also be money-makers in television, paying dividends not only in revenue but in public relations, community service, and community prestige.

Special events, education, religion, government and politics were among other fields in which he said TV can make significant contributions in local, regional and national service.

Charles Luckman, of the firm of Luckman & Pereira, architects of CBS Television City in Hollywood, outlined differences between the needs of motion picture studios and those for TV use. He said a study

(Continued on page 97)

television applications

Digest of Those Filed With the FCC April 25 through May 1

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total
Applications filed since April 14	13	7	20

Listed by States

†COLORADO SPRINGS, Col.—TV Colorado Inc., Ch. 11 (198-204 mc), ERP 200 kw visual; antenna height above average terrain 1,816 ft., above ground 187 ft. Estimated construction cost $304,071, first year operating cost $213,000, revenue $192,400. Studio location Exchange National Bank Bldg. Transmitter location "The Horns," 1.3 mi. N. Cheyenne Mtn., 38° 45′ 42″ N. Lat., 104° 51′ 51″ W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page, Washington. Applicant firm includes licensees of KVOR Colorado Springs, Col., and KGHF Pueblo, Col., two stations each independently owned, each with 50% interest in TV Colorado Inc. Representatives of the two stations would manage station. Principals include: **James D. Russell,** president and general manager of KVOR, **Gifford Phillips,** president of of KGHF, **Robert Ellis,** general manager of KGHF, **Betty Z. Russell,** of Colorado Springs, **H. C. Harmon,** Colorado Springs businessman, and **Harry C. Schnibbe,** Denver businessman.

†JACKSON, Miss.—Mississippi Publishers Corp. (*Jackson Daily News*), UHF Ch. 25 (536-542 mc), ERP 197 kw visual; antenna height above average terrain 522 ft., above ground 522 ft. Estimated construction cost $404,030, first year operating cost $175,000, revenue $125,000. Studio location to be determined. Transmitter location Pascagoula and S. West Streets, Jackson, 32° 17′ 48″. N. Lat., 70° 11′ 59″ W. Long. Studio equipment GE, transmitter GE, antenna GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Raymond M. Wilmotte, Washington. Principals include: Second Vice President **Major Frederick Sullens** (11%), editor of *Jackson Daily News,* and Treasurer **Walter G. Johnson** (25%), business manager of *Jackson Daily News.*

†WILKES-BARRE, Pa. — Wyoming Valley Bcstg. Co., UHF Ch. 34 (590-596 mc), ERP 250 kw visual; antenna height above average terrain 1,004 ft., above ground 243 ft. Estimated construction cost $397,500, first year operating cost $225,000, revenue $250,000. Studio location 88 N. Franklin St. Transmitter location Penobscot Knob, 41° 10′ 58″ N. Lat., 75° 52′ 25″ W. Long. Studio equipment GE, transmitter GE, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. Applicant is licensee of WILK-AM-FM Wilkes-Barre. Principals include: President **Dr. Isaiah C. Morgan,** M.D. (12½%), and Secretary **Roy E. Morgan** (12½%), general manager of WILK-AM-FM.

ABILENE, Tex. — Citizens Bcstg. Co., Ch. 9 (186-192 mc), ERP 2.8 kw visual; antenna height above average terrain 207 ft., above ground 282 ft. Estimated construction cost $168,623.50, first year operating cost $140,000, revenue $170,000. Studio-Transmitter location 25th and Butternut, Abilene, 32° 25′ 11″ N. Lat., 99° 44′ 12″ W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair, Washington. Applicant is licensee of KWKC Abilene. Principals include: President **W. P. Wright** (25%), whose interests, in addition to KWKC, include 10% of KRIG Odessa, Tex., automobile distributing companies, ranches, real estate, and petroleum distributor; Vice President **O. D. Dillingham** (25%), whose interests, in addition to KWKC, include a dairy, various investment companies, banks and other businesses, and **A. C. Etter** (25%), whose sole interest is KWKC, where he is general manager.

NEW APPLICANTS

Four Submitted

ONLY one new TV application was filed last week, but three were resubmitted under the new TV allocations rules.

New application was from KWKC Abilene, Tex., seeking Channel 9, proposing 2.8 kw power, with 207 ft. antenna height above average terrain. Station proposes to spend $168,623.50 for construction.

Re-submitting applications were *Jackson* (Miss.) *Daily News,* which seeks UHF Channel 25, with 197 kw, 522 ft. antenna height above average terrain. It proposes to spend $404,030 in construction. WILK-AM-FM Wilkes-Barre, Pa., is asking for UHF Channel 34, with 250 kw, 1,004 ft. antenna height and plans to spend $397,500 in building. Combination of the licensees of KVOR Colorado Springs and KGHF Pueblo is asking for Channel 11, with 200 kw, 1,816 ft. antenna height. Construction costs are estimated at $304,071. Each licensee owns 50% of the new company.

Among others announcing their TV station plans were WJR Detroit (see separate story this page), WMGM New York (see separate story on page 68) and WTRF-AM-FM Bellaire, Ohio, which announced that it would re-file for Wheeling, W. Va., Channel 7, with 316 kw, and plans to spend $700,000 in construction.

GOODWILL PLANS

Seeks 4-Station Network

PLANS to build four TV stations, linked together as a regional network, were revealed last week by WJR Detroit.

John F. Patt, president of The Goodwill Stations Inc. (WJR, WGAR Cleveland and KMPC Los Angeles), said the decision to build the stations followed extensive study of the FCC's Sixth Report & Order [B•T, April 14].

Mr. Patt said WJR will apply for UHF Channel 50, for Detroit; Channel 11 in Toledo, Ohio; Channel 12 in Flint, Mich., and Channel 5 in Bay City, Mich.

All four proposed stations will be in cities now covered by WJR radio.

Programs for the regional network will originate from all four stations. If plans are approved, educational, farm, special event and entertainment programs of area interest will be telecast over the network.

Cost of the four stations was estimated at $2,200,000. Earmarked is $1,000,000 for Detroit, $600,000 for Toledo, and $300,000 each for Flint and Bay City.

Tentative location of the WJR-TV transmitter and tower is the Fisher Building with studios in the same building or in the New Center area.

WGAR Cleveland, WJR sister-station, is applying for UHF Channel 65 for its city.

Since present FCC rules prohibit one entity from owning more than five TV outlets, it appears that The Goodwill Stations Inc. does not plan to seek a TV outlet for its KMPC in Los Angeles.

UHF DEFENSE

Made in Jones Ohio Speech

IN A ringing defense of UHF coverage potentials, Comr. Robert F. Jones last Thursday attacked what he called "absurdities" in FCC's "firm, fixed and final" TV allocations plan. He charged that the Commission has "tried to legislate instead of regulate" the industry.

"The *purpose* of the allocation plan being adopted by the Commission is to create a nationwide, competitive television system, but the *effect* . . . is to deny local television to cities not included in the (allocations) table," he asserted.

Comr. Jones, dissenter *in toto* to FCC's final TV "freeze" lift report, addressed the Ohio Assn. of Radio-TV Broadcasters Management Clinic, meeting at Columbus, Ohio, May 1-2. His speech bristled with criticisms of the Commission's findings, some of which were contained in his original dissent [B•T, April 14; Sixth Report supplement].

Harking back to 1945, when a previous Commission handed down VHF assignments to 158 metropolitan centers, Comr. Jones declared:

"Little or no thought was given to efficient use of the channels. Today the Commission tries to justify all of those assignments, which are occupied by licensees, on the erroneous ground that VHF channels have a greater potential to cover wide areas than UHF channels."

'Faults' Listed

Today, the majority claims that VHF now covers rural areas better from VHF stations in the largest cities are "fallacious reasoning from an engineering standpoint" because either VHF or UHF "can be made to cover wider areas than the other," the FCC Commissioner asserted. He said the Commission has attempted to "make the arbitrarily wide minimum mileage separations (of 1945) the bone and sinew of the 1952 firm, fixed and final allocation plan."

Among the "absurdities" and "faults" stemming from "this chain of events," Comr. Jones continued, are these:

● "Inefficient use of the spectrum," with shrinking of the present 12 VHF channels to the equivalent of four in the northeastern part of the country (New York, etc.).

● Assumption that "every city and hamlet in the U. S. will use maximum powers and antenna heights."

● The plan "excludes all local television service from every city . . . except the favored 1,274" and provides 889 cities "with just one local channel" despite the competition factor.

● Introduction of UHF is prejudiced "with no circulation of receiving sets versus the VHF with a circulation of 17 million VHF-only receiving sets—a prejudice "not confined to the intermixture cities."

● Plan "throws the heaviest financial burden upon those least able to pay" (UHF operators).

● UHF service is provided by and large for small cities, thus wasting "the natural potential of UHF over man-made noise in the biggest cities."

Scores Attitudes

Scoring the "UHF is wonderful —you take it" attitude of one VHF multiple station-owner, Comr. Jones complained that Commission Rules & Standards require 2,000-ft. antenna heights at 1,000 kw on UHF "to compete with relative coverage of VHF channels operating at 500 feet at maximum power on the basis of minimum co-channel separations."

UHF does not cover the same areas and relative number of locations as VHF unless 2,000-ft. antenna heights are used against 500-ft. antenna heights for VHF when separations are based on minimum spacings, Comr. Jones observed. He also cited lack of information on tube and power costs per hour for comparative size UHF-VHF transmitters—that a 10 kw UHF transmitter costs $4.90 and a 50 kw VHF $4.70 per hour.

Turning to coverage potentials, Comr. Jones cited the Commission's Third Notice of 1950-51 and charged that technical efficiency charts "were not distributed to the Commission until one year after the Third Notice was made public and until the die had been cast for this decision." He traced steps leading to FCC's assignment policy:

Hard and fast mileage separations based upon a New York sized maximum power and antenna height for the smallest cities in the country give us meaningless circles on the maps of the United States. They have as little relationship to efficiency as tossing poker chips upon the maps and drawing circles around them. These circles have no relationship to service areas. They have no relationship to the natural trading areas or the areas of cultural influence of the cities included in the plan. They are related to nothing remotely connected with any reasoning concocted a year later to defend the plan from an engineering or legal standpoint.

The only relationship these circles have to anything in the plan is:

(1) The Commission wants to give VHF to large cities; (2) it will give VHF to smaller cities if there isn't a bigger city within artillery range; (3) the distance between centers of two closest circles, at least one of which does not represent an existing transmitter site, because a minimum separation for the national plan: (4) existing licensees have a property right in the channels occupied by them and will not be disturbed unless separations between them can be made larger; (5) the circles will not be moved even if two circles can be used in two smaller cities in place of one in a larger city.

These meaningless circles centered at the largest cities is the assignment policy of the Commission. This assignment policy is incorporated into the general Rules and Regulations of the Commission supported by any kind of an excuse conceived as an afterthought. In other words, first we had the meaningless circles; then the Commission writes standards to fit the circles.

Comr. Jones told existing licensees that the Commission "staked your claim, assessed the crude ore and delivered a document [the Sixth Report] giving you squatters' rights whether you work the mine efficiently or rock along with the old machinery. The FCC land office made you masters of all you survey when they assumed . . . that you had a property right in your channel." He described advantages this way:

(1) "You can squat on your chan-

(Continued on page 78)

'Lucy' Viewers

FOR the first time in the history of television, a regularly scheduled program—*I Love Lucy*—is said to have been seen in ten million American homes. American Research Bureau reports for April point up that the April 7 show reached 10,600,000 homes. *I Love Lucy*, presented over CBS-TV Monday, 9-9:30 p.m., stars the husband-and-wife team of Lucille Ball and Desi Arnaz.

HAMS ON 21 MC

Reception Effects Seen

AMATEUR radio operators' use of 21 mc band [B•T, April 28], officially authorized by the FCC last week, could affect 80-90% of the 17,000,000 TV sets in use today.

That is the estimated number of TV sets in operation which have 21 mc intermediate frequency circuits—liable to interference from nearby ham operators.

Use of 21-21.45 mc band by amateurs began May 1. Authorized is continuous wave radio-telegraphy. Radio telephone use, which would make the interference worse, was proposed by the FCC, with comments required by August 1.

According to a BROADCASTING • TELECASTING check with RTMA and manufacturers, Admiral and Motorola are still using 21 mc IF. Admiral said it planned to go to the RTMA-recommended 45.25 mc IF "as soon as we feel an urgent need to do so." Motorola said it planned to change to the higher IF standard "before the end of the year."

Emerson changed its IF from 21 mc to 45.25 mc only 30 days ago.

Philco switched about three months ago.

RCA changed in the fall of 1951. Other major manufacturers, like General Electric, Zenith, DuMont and Crosley, switched shortly after the RTMA recommended the new IF band in the middle of 1949.

Amateur radio use of 21 mc has been on the FCC "books" since 1945, when allocations below 30 mc were made. In 1947, at the Atlantic City International Telecommunications Conference, that assignment was made world-wide.

Early TV sets used 10-14 mc IFs. TV set manufacturers standardized on 21.1-21.8 mc for IF use after World War II. That band was chosen because it was in an area little used in the spectrum at that time, it is understood, and also gave good amplification, and avoided beat interference and image response among other factors.

One major TV manufacturing executive declared that use of 21 mc band by amateurs was "potentially serious" for TV reception.

However, it is not likely that the 100,000 "hams" will all rip up TV pictures on the 13 to 15 million TV sets liable to that interference. First, the amateur would have to be a close neighbor of a TV set owner. Next he would have to be "working" the 21 mc band. And, thirdly, the TV set could be so well-shielded and constructed that the interference would be negligible, if at all.

Although the 21 mc frequency is used for the sound IF, it is linked with the synch pulse of the video picture. Therefore any disturbance could tear the picture, change its brilliance, or show up as bar lines across the face of the tube.

Elimination of this interference is considered a simple matter—for skilled servicemen. A wave-trap, filter or even reorientation of the receiving antenna is considered sufficient to overcome the interference.

The FCC considers itself absolved of any responsibility for the possible disturbance since it feels that the manufacturers have been on notice for more than five years. At the same time, the Commission insists that it has no jurisdiction over radio-TV manufacturers.

It is however backing an American Radio Relay League campaign to tackle TV interference (TVI) through local committees of amateurs, servicemen, set distributors and set owners [B•T, Nov. 19, 1951]. Its field engineers have been told to cooperate in this endeavor. The Commission itself has urged manufacturers to improve the design of their TV sets to overcome their liability to interference. The Commission became active following a report on how an interference situation in Dallas was cleaned up through the cooperation of that city's hams and RCA.

TALL TOWER MEET

Committee Convenes May 6

MEETING of a joint committee of broadcasting and aviation interests to discuss heights and sites of tall TV towers [B•T, April 28] has been scheduled for May 6, 9:30 a.m., in Room 2622 Temporary Bldg. T in Washington.

Basis for the meeting of what is known as the "ad hoc" committee, which also includes representatives of the FCC and CAA, is the FCC's memorandum of two weeks ago which proposes that towers more than 500 ft. high and located outside civil airways should not be considered hazards to air navigation if they are below a plane with a slope of 50:1. Details of this proposal were illustrated on a chart which was distributed at the meeting two weeks ago.

Joint working committee is co-chairmanned by John R. Evans, FCC, and D. D. Thomas, CAA. It includes the following broadcast representatives:

Thad Brown and Neal McNaughten, NARTB; Arthur Scharfeld and Fred Albertson, Federal Communications Bar Assn.; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers.

Representing aviation interests are the following:

A. J. Quinn, CAB; Col. J. J. McCabe, Air Force; Capt. R. G. Armstrong, Navy; Richard G. Dinning, Air Transport Assn.; Larry Cates, Air Line Pilots Assn.; Max Karant, Aircraft Owners & Pilots Assn.; A. B. McMullen, National Assn. of State Aviation Officials.

Full text of the FCC memorandum, which will be used as the basis for the May 6 meeting, is as follows:

PURPOSE

Determination of a method of achieving uniform treatment by the 9 Regional Airspace Subcommittees of applications for radio and television antenna towers over 500 ft. in height located off presently existing airways.

DISCUSSION

The Sixth Report and Order of the Federal Communications Commission encourages high antennas to make the most effective use of the television frequency allocations authorized in that order. Television antenna towers up to 2000 feet in height are contemplated in the Sixth Report and Order.

FCC Part 17, "Rules Governing the Construction, Marking and Lighting of Antenna Towers and/or Their Supporting Structures," contains criteria for determining radio tower limitation in connection with air navigation. These rules state, in part, that "Antenna structures over 500 feet in height above the ground will require special aeronautical study irrespective of their location." Appendix B or Part 17 states that all applications requiring aeronautical study will be submitted by the FCC to the appropriate Regional Airspace Subcommittee of the Air Coordinating Committee for study and recommendations.

The ACC Airspace Subcommittees use CAA Technical Standard Order TSO-N18, dated April 26, 1950, "Criteria for Determining Obstructions to Air Navigation," as a guide in making recommendations to the FCC relative to the acceptability of any proposed construction of antenna towers from an air navigation obstruction viewpoint. CAA TSO-N18 is parellel to FCC Part 17 except that Part 17 is limited to radio towers and CAA TSO-N18 relates to all types of obstructions. This order states that ". . . objects shall be considered obstructions to air navigation (unless special aeronautical study indicates otherwise) if they are more than 500 feet above the ground. . . ." (Section B). Other lesser heights are mentioned in TSO-N18 and Part 17 in connection with airport approaches, air traffic control areas and civil airways. The Airspace Subcommittees conduct the aeronautical study required by Part 17 and TSO-N18. There are no written criteria for achieving uniform treatment by Regional Airspace Subcommittees for determining when objects over 500 feet in height located off existing airways are not considered as obstructions to air navigation. This determination has been made in the past based upon expert judgment, individual consideration of each case, and good operating practices.

The aviation, radio and television industries have maintained excellent cooperative relationships in these matters and each has respected the rights and interests of the other. It is not desired to change these relationships, but with the advent of faster aircraft and higher towers, it may be that there is a need to assist expert judgment with suitable criteria to achieve more uniformity in considering similar obstruction problems.

The suggestions and assistance of both industries are desired in arriving at necessary criteria. It is desired to exchange the views, on an exploratory basis, of key aviation and radio and television industry representatives who have been invited to this conference. For discussion purposes, one suggestion for criteria is attached as Appendix A. Other proposals may be presented by those present for discussion and study.

APPENDIX A

SUGGESTED CRITERIA FOR USE BY AIRSPACE SUB-COMMITTEES IN MAKING AN AERONAUTICAL STUDY OF OBJECTS MORE THAN 500 FEET HIGH LOCATED OFF OF CIVIL AIRWAYS

Objects located outside the limits of the present civil airways or direct routes which are more than 500 feet above ground shall not be considered obstructions to air navigation if they are below a plane with a slope of 50:1 measured upward and outward in a vertical plane at right angles to the boundary of an airway or control area or the 5-mile boundary from the center of a direct off-airway route. The 50:1 slope will be projected from a point 500 feet below the minimum en route altitude of the airway or route and will extend a distance of 5 miles on either side of the boundaries thereof, measured horizontally from either edge and at right angles to the airway or route center-line. This area will extend for a distance of 25 miles on each side of and parallel to the airway or direct route measured from the radio navigational facility of the airway. Beyond the 25-mile point, objects located anywhere within 5 miles of the boundaries of an airway or direct route which are 500 feet below the minimum en route altitude of the airway or route, will not be considered as hazardous obstructions to air navigation.

Any object over 500 feet high beyond 5 miles from the boundary of the airway or direct route normally will not be considered as a hazardous obstruction to aircraft en route on civil airways or direct route. In any case, it will be required that these objects be studied to determine whether they will have an effect on VFR off airways operations, instrument approach procedures or flight operations in the vicinity of airports.

OUTLOOK FOR CP'S

Hyde Sees Slow Start

SOME TV applicants are expected to be granted licenses under the new television allocations before the end of the year, but the number will be limited, FCC Comr. Rosel H. Hyde said during the *Georgetown U. Forum* on WTTG (TV) Washington April 27.

Comr. Hyde, appearing with Thad H. Brown Jr., director of TV for NARTB, and Rev. Daniel E. Power, S. J., program director for the Georgetown U. radio and television forum, representing education TV aspirants, said "a few" licenses probably will be granted "in a short time." A transcription of the forum, moderated by Frank S. Blair Jr., was to be broadcast over WOL Washington yesterday (Sunday).

Mr. Hyde indicated many smaller communities might get TV stations before larger ones "because in the smaller communities and markets there will be fewer applicants who want to undertake the hazards" of constructing stations, leaving "enterprising operators" a clear field in hearings.

Comr. Hyde said grant of licenses for the 82 VHF and UHF channels depended on "how fast we can make judgments on applications."

LOEW'S INC.

May File for TV

LOEW'S INC., motion picture company and owner of WMGM New York, may file applications for television stations, according to statements by Vice President J. Robert Rubin at a stockholders' meeting Tuesday.

The executive, underlining the fact that his organization was "considering" application, did not indicate how many stations might be sought or where they would be located. His remarks came in answer to a question from the floor. Organizational problem in the application, he said, was whether Loew's would seek outlets in its own name, in the name of the theatre company now being organized, or in the title of the surviving distribution organization.

His company has no plans for production of TV films, Mr. Rubin added, and has not considered selling its backlog of film properties for television release.

Backs TV at Hearings

TELEVISION should have equal rights with other media in coverage of congressional hearings, Rep. Hugh B. Mitchell (D-Wash.) said last week in a broadcast on KJR Seattle under sponsorship of the Washington State Press Club. He said TV eventually would get these results in a comment on KJR announcer Dick Crombie's query on the action of House Speaker Sam Rayburn banning radio and TV from House hearings. Rep. Mitchell warned, however, that problems, such as effect of cameras and other equipment on committee witnesses, need ironing out.

Encore for B.V.D.

PRODUCED four years ago and on tour for three straight years, coast-to-coast, it's scheduled to return by popular demand: Not "South Pacific," but a B.V.D. commercial featuring dancing-singing figures of the advertisers' initials. Produced by Screen Gems, New York, the 20-second commercial was the object of so many viewers' letters after being dropped a year ago, spokesmen reported, that B.V.D.'s agency, Hirshon-Garfield, New York, has placed it on WCBS-TV New York, to follow the 11 p.m. news and sportscast.

RCA FORUM

Held in Camden

TOWER construction engineers convened at Camden, N. J., last week for a two-day session, sponsored by the RCA Engineering Products Dept., on problems anticipated in widespread TV station construction.

Tower erection engineers took part in a forum called by RCA last Wednesday and Thursday. Discussions centered around information on new UHF and VHF broadcast antennas relating to design of supporting towers. T. A. Smith, assistant manager of engineering products, presided over the welcome.

The nation's large tower construction firms were represented by over 40 engineers who witnessed demonstrations of RCA's new UHF antennas and transmission line, super-turnstile VHF antennas. Forum also included a tour of the RCA Victor plant and the company's antenna test yard.

Participating in forum discussions, which stressed mutual problems of tower erection and TV antenna engineers, were H. H. Wescott and Owen Fiet, RCA antenna engineers. Forum included:

A. A. Belda and W. C. Kovacs, representing Alliance Engineering & Construction Co., Chicago; T. Kirkman, Alpha Erection Corp., Washington, Ill.; M. W. Kyger, John C. Beasley Construction Co., Muskogee, Okla.; J. A. Costelow, K. Peters and M. Weathers, John A. Costelow Co. Inc., Topeka, Kans.; H. C. Koeppe, Frederick Tower Erection Co., Frederick, Md.; B. A. Furr, W. H. Carrick, E. C. Hedgepath and Ward Furr, Furr and Edwards Construction Co., Rome, Ga.; B. V. Pruden, IDECO Division, Dresser-Stacy Co., Columbus, Ohio; L. Mizell, Mizell Construction Co. & Truck Line, Ganado, Tex.; R. A. Hanson, G. W. Metz, T. V. Sheehy and E. Steinmetz, Lehigh Structural Steel Co., New York City; S. T. Mercer and B. J. Myers, S. T. Mercer Co., Rahway, N. J.; H. A. Peterson and L. Jamerson, Harold A. Peterson Co., Trenton, N. J.; C. French and E. Racine, Racine Tower Construction, Brandon, Vt.; K. F. Gilchrist and D. E. Phillips Jr., Radio Construction Co. Inc., Pittsburgh, Pa.; Paul Shepard, Paul Shepard Co., San Francisco; H. P. Tiner, Seago Construction Co., Dallas, Tex.; J. Amey, R. J. Eberle, Peter Loquet and W. Guzewicz, Stainless Inc., North Wales, Pa.; R. Colvin, John Dearing and T. Griffin, RCA Services Co., Gloucester, N. J.; R. H. Clark and D. W. Harrington, Tower Builders Co., Angola, Ind.; T. H. Gray, Tower Construction Co., Sioux City, Iowa; T. L. Wickems, Tower Engineering & Construction Co., Houston, Tex.

This Is Hollywood Playhouse!



A steady habit . . .



of steady buyers!

When Hollywood Playhouse hits the screen at 2 o'clock TV tune-ins *really* jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU SAT.
2 TO 3 P.M.

Television Baltimore

WBAL-TV

NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY

COMPARATIVE NETWORK SHOWSHEET

EVE

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Ralston (alt. sp.) Space Patrol L	*Man of the Week* L		General Foods Roy Rogers F
6:15				
6:30	*America's Town Meeting L & F*	Alcoa See It Now L	*The Week in Religion*	*Once Upon A Fence*
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	U. S. Rubber Royal Showcase L
7:15				
7:30	*Foursquare Court* L	American Tobacco This Is Show Business L		General Foods Young Mr. Bobbin
7:45				
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate Comedy Hour C-P-P
8:15				
8:30				
8:45				
9:00	Arthur Murray Inc Murray Party L Ends 9/11	General Electric Fred Waring L	Clorets Chlorophyll Gum King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00		B.F. Goodrich Celebrity Time L		P&G Red Skelton Show L
10:15			Crawford Clothes They Stand Accused	
10:30	Young People's Church Youth on the March F	Jules Montenier What's My Line L		
10:45				
11:00	Carter Prods Drew Pearson L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	Kellogg Space Cadet L			
6:45				
7:00			General Foods Capt. Video	*Kukla, Fran & Ollie* Vit. Corp. of Am., The Goldbergs L
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L Chesterfield Perry Como L		P&G Those Two L Camel News Caravan L
7:45				
8:00	Film (alt. sp.) Bristol-Myers Mr. D. A. L.	Lever Lux Video Theatre L	*Pentagon Washington*	Crosley Speidel (alt. wks.) P. Winchell J. Mahoney
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris I Love Lucy F	Co-op Boxing from Eastern Parkway	Pearson Pharm. Lights Out L
9:15				
9:30	*Film*	General Foods Instant Maxwell Coffee Claudia L		Johnson Wax alt. with American Tobacco Co. Robert Montgomery
9:45				
10:00		Westing-house Studio One L		
10:15	No Net Service After 10 p.m.			Co-op Who Said That L
10:30				
10:45				
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	*Kukla, Fran & Ollie* *Bob & Ray Show*
7:15				
7:30	P&G Beulah F	Columbia Records News L Fatima Stork Club L		Chevrolet Dinah Shore L Camel News Caravan L
7:45				
8:00	*Film*	*Sam Levenson Show* L	*Life is Worth Living Bishop Fulton J. Sheen*	Texas Oil Co. Texaco Star Theatre
8:15				
8:30	*Film*	*Draw to Win* L	Curtis Publishing Co. Keep Posted	
8:45				
9:00	*United—Or Not?* L	Schick Crime Syndicated (alt.) L Carter Prod. City Hospt.	Serutan Battle of the Ages	P&G Fireside Theatre
9:15				
9:30	*On Trial* L	Electric Auto-Lite Suspense L	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	*Not for Publication with Jerome Cowan*	P. Lorillard Original Amateur Hour L
10:15	No Net Service After 10 p.m.		*What's the Story with Walter Kiernan*	
10:30				Considine Mutual of Omaha
10:45				
11:00				
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30	Kellogg Space Cadet L	
6:45		
7:00	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobile News
7:15		Chesterfield Perry Como
7:30		Pillsbury Toni (alt.) Godfrey & His Friends L
7:45		
8:00	*The Paul Dixon Show* L	Liggett & Myers Godfrey & His Friends L
8:15		
8:30		
8:45		
9:00	Bayuk Cigars Ellery Queen L	Colgate Strike It Rich L
9:15		
9:30	Sterling Drug Mystery Theatre F	P. Lorillard The Web L
9:45		
10:00	Celanese Corp. Celanese Theatre (alt. wks.) L Frigidaire Pulitzer Prize Playhouse L	Pabst Sales Co. Blue Ribbon Bouts L
10:15		
10:30		General Cigar Sports Spot
10:45		Longines Chrono-scope
11:00	Co-op Wrestling L	
11:15 PM		

TELECASTING

DAY

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30		*In The Park* L		
11:45				
12:00 N	Junior Crossroads	Ranger Joe Corp. L Ranger Joe (end 5/25)		
12:15 PM	Sweets Co. Tootsie Hip-podrome L	*Junior Hi-Jinx* L		
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L		
12:45				
1:00	*Horizons* L & F			*Frontiers of Faith* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		M-Th 10-10:15 CBS News* Lever-Rinso (M.thruTh) Godfrey		*Prologue to the Future* F
10:15				
10:30		Gen. Mills Hudson Bride & Gr'm		*Breakfast Party* L
10:45		Al Pearce Show (eff. 5/12) Your Super Store M-Th 10:45-11:30 pm, F 11-11:30 am		
11:00				*Mrs. U.S.A.* F
11:15				
11:30		C-P-P (MWF) Strike It Rich L		*It's A Problem*
11:45				
12:00 N		P&G (Tu.& Th.) Egg & I L	*Woman's Club*	Prtcpting. Sponsors Ruth Lyons' 50 Club L
12:15 PM		Amer. Home All Products Love of Life	*Noontime News with Walter Raney*	
12:30	*The Paul Dizon Show* L	P&G Search for Tomorrow	*Take the Break with Don Russell*	
12:45				
1:00			Premier Products Helene Curtis Inc Rumpus Room	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00	No Network Service	*The Whistling Wizard*	Internatl. Shoe Co. Kids & Company	No Network Service
11:15				
11:30		Brown Shoe Smilin' Ed McConnell F		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00				
1:15		*Mr. I Magination* L		

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	*TV Tot's Time* (except WJZ-TV) F
5:00	Super Circus (alt. sp.) Canada Dry (5-5:30)
5:15	
5:30	Peter Shoe Mars Inc. (5:30-6) L
5:45 PM	

SDAY

DuMONT	NBC
General Foods Capt. Video	*Kukla, Fran & Ollie*
	The Goldbergs L
	P&G Those Two L
	Camel News Caravan L
	Reynolds Metals B.T. Babbitt Anson Kate Smith
It's a Business with Bob Haymes	Krafts Foods Television Theatre L
	Hazel Bishop Your Prize Story L

THURSDAY

ABC	CBS	DuMONT	NBC
		General Foods Capt. Video	*Kukla, Fran & Ollie*
			Bob & Ray Show
General Mills Lone Ranger F	Columbia Records News		Chevrolet Dinah Shore L
	Fatima Stork Club		Camel News Caravan L
Mr. Arsenic L	Carnation Burns Allen (alt.) L Ronson-Star of Family	*This Is Music*	DeSoto-Plymouth Groucho Marx F
Lorillard Chance of a Lifetime L	Blatz Brewing Amos 'n' Andy F	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L
The Ruggles K	R. J. Reynolds Man Against Crime L	Gruen Playhouse (alt. wks.)	Fatima Dragnet F (alt. wks.) Gangbusters Chesterfield F
American Tobacco Meet the Champ L	Lever Rinso Big Town F		Ford Ford Festival L
Bristol-Myers Sports Show (on 5 o & o's only) F	Philip Morris Racket Squad F	Wine Corp. of America Charlie Wild Private Detective	U.S. Tobacco Martin Kane
	Carter Toni (alt.) Crime Photographer L	*Author Meets the Critics*	Standard Oil Wayne King
			TV Opera (once a month) L

FRIDAY

ABC	CBS	DuMONT	NBC
Kellogg Space Cadet L			
		General Foods Capt. Video	*Kukla, Fran & Ollie*
General Mills Stu Erwin F	GM-Oldsmobile News		The Goldbergs L
	Chesterfield Perry Como		P&G Those Two L
The Hot Seat L	General Foods Maxwell House Coffee Mama L	Mennen Co. Twenty Questions	Camel News Caravan L
Personal Appearance Theatre K	R. J. Reynolds My Friend Irma	*Life Begins at Eighty*	RCA Victor Show L
Packard Rebound (5 owned stations) F	Schlitz Schlitz Playhouse of Stars L	Old Gold Down You Go	Gulf Oil We, The People L
Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka It's News To Me L		American Cig. & Cig. Big Story L
	Pearson Pharmacal Police Story L	Drug Store TV Prod. Cavalcade of Stars	Campbell Aldrich Family L
	Presidential Timber L		Gillette Cavalcade of Sports L
	Longines Chronoscope		Chesebrough Greatest Fights F

SATURDAY

ABC	CBS	DuMONT	NBC
Amend Co. Hail the Champ L			
Saddle Pal Club F	Lambert Pharmacal The Sammy Kaye Show L		*Mr. Wizard*
	Sylvania Beat The Clock L	*Pet Shop*	Manhattan Soap Miles Labs. (alt. wks.) One Man's Family L
Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser		Snow Crop Pet Milk Kellogg
Sports Review F	Ken Murray L		All Star Revue
	Pepsi-Cola Faye Emerson L		Reynolds S.O.S. Benrus
	Songs For Sale L	Co-op Wrestling from Chicago Jack Brickhouse	Libby, McNeill & Libby Lehn & Fink Kaiser-Frazer Your Show of Shows
			American Tobacco Your Hit Parade
Word of Life Song Time L		Boyle-Midway Sports Showcase	

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

IME

SUNDAY

CBS	DuMONT	NBC
		American Inventory L
		Hats In The Ring L
		Bohn Alum American Forum L
		Midwestern Hayride L
Goodyear Greatest Story Ever Told (see note)		Revere Meet the Press
		Hallmark Sarah Churchill L
amp Unto My Feet		Quaker Oats Zoo Parade L
What in the World		Derby Food Sky King Thtr., F (alt. with) *Recital Hall* L

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	P&G First 100 Years L		
	Mike & Buff Show L		The Big Payoff CPP (M-W-F)
	G. Foods (W & F) Bert Parks* Cannon (Th) Give & Take		*Ralph Edwards* L
			Participating Sponsors Kate Smith Hour
			Lever Hwkns. Falls L
			Gabby Hayes*
			Mars, C-P-P Welch, Klog Int. Shoe Bauer & Blk Standard Brands L Howdy Ddy

SATURDAY

ABC	CBS	DuMONT	NBC
			Nick Kenny L
			Youth Wants to Know
			Morgan Beatty
			Co-op Rootie Kazootie L

Explanation: Programs in italics, sustaining; Time, EDT. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

CBS—1:30-2:30 p.m., Best Foods, General Electric, Qkr. Oats, Reynolds, Stokley-Van Camp, O'Cedar, Garry Moore Show.

*10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.

Gen. Mills sponsors The Bride & Groom MTuW at 10:30-10:45 a.m. and Fri. 10:30-11:00 a.m. Hudson Paper on Thurs. at 10:30-45 a.m.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

12-12:15 p.m., Mon., Wed., Fri., The Egg & I, sustaining.

3:30-4 p.m. Tues., Mel Torme, sustaining.

3:30-4 p.m., Mon. Bert Parks Show S.

4-4:30 p.m. Sun., Goodyear, Greatest Story Ever Told 4/27, 5/25, 6/22 only.

4-6 p.m. Sun. 5/18 only, Palm Beach Round Robin Golf Tournament; 5-6 p.m. portion sponsored by Palm Beach Fabrics.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Fla. Citrus. 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic, Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

*Quaker Oats—Mon. & Fri.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

May 5, 1952 *Copyright 1952*



It's **WHIO-TV** for Sports in Dayton!

Over 10,000 written "Thank You's"! Not giveaway-gimmick responses—not fill-in postcards, coupons or box tops. With spontaneous individual letters and multi-named petitions, 10,173 loyal and appreciative viewers thanked the sponsor and ourselves for our recent basketball series!

This is the kind of special sports programming that has built such amazingly loyal community following for our station. The University of Dayton Flyers basketball team qualified for both the N.I.T. and N.C.A.A. tournaments in New York and Chicago. Our boys!—so we cleared our schedules. Then along came a new sponsor who knows opportunity when he sees it—the M. J. Gibbons Supply Co. First time to our knowledge that a plumbing and heating supply house ever sponsored this ambitious a program.

Well, though the team didn't quite finish on top, Mister Gibbons did—and so did we! Why, besides those letters—besides word-of-mouth appreciation every day—over 1500 people have gone to the slightly-off-the-beaten-path Gibbons showrooms to shake his hand and ask for a plumbing fixture booklet mentioned in a commercial.

Yes sir,—for sports, for entertainment, for public service with a meaning—Dayton stays in tune with WHIO-TV. SOON, FOR THE THIRD STRAIGHT YEAR, WE'RE AIRING THE CINCINNATI REDS DAY GAMES EXCLUSIVELY IN OUR TERRITORY—AND FOR THE FIRST YEAR WILL CARRY THE CLEVELAND INDIANS GAMES. Want action? See George P. Hollingbery Company, National Representative for impressive figures on a great market.

CBS • ABC • DUMONT
whio-tv -AM -FM
DAYTON, OHIO

telestatus



City-by-City Preferences Detailed in 'Hooperade'

(Report 214)

"HOOPERADE of TV Stars" for March 1952 saw *Red Skelton* leading in two of the six cities which serve 50% of U. S. television sets, with a rating of 63.0 and 699,000 sets in Chicago and 42.0 and 473,000 sets in Los Angeles.

But 1,514,000 New York sets put *I Love Lucy* at the top with a rating of 52.4, the C. E. Hooper Inc. results showed. Leading in the three other cities were: *Godfrey's Scouts* on 542,000 Philadelphia sets with 53.0, Groucho Marx on 532,000 Boston sets with 60.9 and Milton Berle on 314,000 Detroit sets with 49.6.

Lucy was fourth in February in New York with 42.8. Martin & Lewis was first there that month with 56.9, largest New York TV rating in several months, and second in March with 50.8. Mr. Skelton was first for both January and February in Chicago (53.2 and 65.2, respectively) and Los Angeles (46.0 and 46.7, respectively).

Godfrey's Scouts was second in Philadelphia in February (47.4), with *Lucy* first (48.4), second in March (45.8) and second in January (42.4). Boston ranked Groucho Marx, second in February (56.2) and fourth in January (56.2). *Philco Playhouse* was first in January (61.1) and in February (63.2), dropping to eighth in March (46.6). Detroit ranked Mr. Berle second in February (52.2).

Only three shows made the first 15 in all six cities: *Lucy*, Mr. Berle's and Martin & Lewis. Bob Hope made the list in all but Chicago, *Godfrey's Scouts* and Jimmy Durante in all but Los Angeles and Red Skelton and Groucho Marx in all but Detroit.

Rorabaugh Report Issued Covers 1952 First Quarter

N. C. RORABAUGH Co., 347 Madison Ave., N. Y. 17, last week issued its report on TV advertising for the first quarter of 1952. In addition to the main *Rorabaugh Report*, which covers network and spot advertising in January, February and March, a supplementary report on local-retail advertising also was issued.

The report covers 64 markets and 108 TV stations. Listed are 6,400 advertisers, tabulated as 188 network advertisers, 1,277 national regional spot users, and 4,935 local-retail advertisers.

Vistascope Showing Set for Hollywood

FIRST demonstration of the Vistascope, a camera device which utilizes photographs for foreground settings with live action, will be staged at the Hollywood section of the Motion Picture and Television Engineers meeting May 20 in Studio Theatre on Paramount lot. Some 300 members of MPTE will attend, according to Ed Templin, program chairman.

Equipment, a French invention, is under exclusive license to Vistascope Corp. of America, which is owned jointly by Paramount Pictures and Sol Lesser, independent producer. It will be made available shortly to all film producers and TV stations on a royalty basis.

'I Love Lucy' Heads Videodex April List

VIDEODEX ratings of top ten TV network programs, giving percent and number of TV homes for April 1952, are listed as follows:

	Percent TV Homes
1. I Love Lucy (CBS)	51.4
2. Talent Scouts (CBS)	44.4
3. You Bet Your Life (NBC)	43.1
4. Red Skelton (NBC)	40.6
5. Godfrey & Friends (CBS)	37.7
6. Comedy Hour (NBC)	37.3
7. Your Show of Shows (NBC)	36.5
8. Fireside Theatre (NBC)	33.3
9. Philco TV Playhouse (NBC)	31.2
10. Kraft TV Theatre (NBC)	30.2
Ken Murray (CBS)	30.2

	TV Homes (000)
1. I Love Lucy (CBS)	8455
2. Red Skelton (NBC)	6399
3. You Bet Your Life (NBC)	6351
4. Comedy Hour (NBC)	5933
5. Your Show of Shows (NBC)	5688
6. Godfrey & Friends (CBS)	5664
7. Fireside Theatre (NBC)	5263
8. Philco TV Playhouse	5047
9. Talent Scouts (CBS)	4860
10. Ken Murray (CBS)	4480

Weekly Television Summary—MAY 5, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	90,456
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	380,263
Binghamton	WNBF-TV	60,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	142,000
Boston	WBZ-TV, WNAC-TV	886,349
Buffalo	WBEN-TV	264,618
Charlotte	WBTV	146,213
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,116,386
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	605,329
Columbus	WBNS-TV, WLWC, WTVN	227,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
Davenport	WOC-TV	98,445
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	109,947
Houston	KPRC-TV	132,500
Huntington-Charleston	WSAZ-TV	84,750
Indianapolis	WFBM-TV	221,350
Jacksonville	WMBR-TV	55,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	201,846
Lancaster	WGAL-TV	149,064
Lansing	WJIM-TV	90,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)*		
Brownsville, Tex.	KELD-TV	20,300
Memphis	WMCT	126,853
Miami	WTVJ	113,000
Milwaukee	WTMJ-TV	328,084
Minn.-St. Paul	KSTP-TV, WTCN-TV	321,400
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	262,000
New Orleans	WDSU-TV	89,108
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	112,543
Oklahoma City	WKY-TV	127,041
Omaha	KMTV, WOW-TV	127,454
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,031,956
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	389,000
Providence	WJAR-TV	212,000
Richmond	WTVR	118,860
Rochester	WHAM-TV	144,000
Rock Island	WHBF-TV	98,445
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	75,900
San Antonio	KEYL, WOAI-TV	74,766
San Diego	KFMB-TV	130,000
San Francisco	KGO-TV, KPIX, KRON-TV	361,000
Schenectady-Albany-Troy	WRGB	206,600
Seattle	KING-TV	139,800
St. Louis	KSD-TV	390,500
Syracuse	WHEN, WSYR-TV	174,718
Toledo	WSPD-TV	158,000
Tulsa	KOTV	111,970
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	354,129
Wilmington	WDEL-TV	100,438

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,919,628

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST TELEVISION MARKET...

Southwest DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW 166,000 TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by The BRANHAM Company

KFMB
TV
Channel-8
SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET
San Diego
Has Grown
92.4%
Since 1940
And Is
STILL
GROWING!
Wise Buyers
Buy-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

ZIV LOOKS TO EUROPE

For New Writers and Talent in TV Film

"SHOCKING" rate at which American television material is being "burned up" will necessitate the opening of Europe as a source of writing and talent for films.

This was the opinion expressed Wednesday by John L. Sinn, president of Ziv Television Programs Inc., as he prepared to leave with Herbert Gordon, Ziv vice president in charge of production, for several weeks of video conferences abroad.

Acknowledging the already-heavy burden on American creative people working on TV, Mr. Sinn noted reasons why pressure on writers, actors, producers and directors of film programs will become even more severe:

"It is becoming more and more evident to leaders in the industry that at least 75% of programming will be on film," he said in listing advantages of film. "Also, the recent lifting of the freeze will open . . . a tremendous new field for programming by film."



Mapping trip abroad where they intend to sound out video experts and talent are Mr. Sinn (l) and Mr. Gordon.

* * *

"We . . . want to maintain our lead . . . by increasing not only the number of our films, but by also keeping and even raising their level of artistic integrity," Mr. Sinn indicated. "Toward that end we hope to make arrangements with television experts in Europe to augment the products of our American television film writers and producers." Hollywood, he pointed out, will continue as the main source of Ziv films.

The Ziv representatives, planning to visit Europe early this month, will confer with leading European television and film writers, producers and executives, to discuss properties and techniques as well as European production facilities.

FCC RENEWALS

Only KTTV (TV) Pends

RENEWAL of the license of KPHO-TV Phoenix last week by the FCC clears up all but one of the 26 stations placed on temporary license last February [B•T, Feb. 4]. Still remaining on temporary license is KTTV (TV) Los Angeles.

Twenty-three of the 26 stations cited early this year were placed on temporary license because their list of program categories for the 1951 composite week did not show any religious programs or educational time. The last of those were cleaned up two weeks ago when WNHC-TV New Haven was renewed for the regular one-year period [B•T, April 28].

KPHO-TV was placed on temporary license until its ownership was clarified for the FCC. KPHO and KPHO-TV are owned by different companies, which have some common stockholders. KTTV has been the subject of complaints to the Commission regarding direct sales commercials, medical advice and an alleged invasion of privacy. WKRC-TV Cincinnati was put on temporary due to the pendency of the FCC's study of functional music operations, but was renewed last March [B•T, March 2].

When the Commission placed the 23 stations on temporary status due to their omission of religious and educational programs, former FCC Chairman Wayne Coy told BROADCASTING • TELECASTING that neither over-commercialization nor public interest was involved.

In 1951, when all TV stations were renewed, the Commission announced that it would call a meeting of TV operators to discuss the issue.

Subsequently, the NARTB code of good programming went into effect March 1. FCC never rescinded the announcement, nor moved toward scheduling a meeting.

ASCAP TALKS

All-Industry Unit Meets

ALL-INDUSTRY Television Per Program Committee held its first meeting in several months last Tuesday in the New York offices of Judge Simon H. Rifkind, special counsel to the group, to discuss the status of litigation with ASCAP, now pending in the federal courts.

Described as a session in which research and information in preparation by various committee members were exchanged, the closed meeting was attended by chairman Dwight Martin, vice president of WLWT (TV) Cincinnati; Nathan Lord, general manager of WAVE-TV Louisville; Thomas Dowd, Washington attorney; Eugene S. Thomas of George P. Hollingbery Co., Paul Adanti, general manager of WHEN (TV) Syracuse; Donald Mc Gannon of the DuMont network, and Thad Brown of NARTB.

CBC-TV PLANS

Sponsored Shows on Sept.

TELEVISION programs for sponsorship by Canadian advertisers will be ready in September on Toronto and Montreal TV stations, A. D. Dunton, chairman of the Canadian Broadcasting Corp. told delegates last Wednesday at the 37th annual meeting of the Assn. of Canadian Advertisers at Toronto.

Rates will be based on station time and production costs of the CBS television organization, starting at $1,600 per hour and $960 per half-hour on the Toronto CBC television station, and $500 per hour and $300 per half-hour at Montreal CBC station, he said. A limited number of spot announcements will be sold, with CBC TV rate cards to be issued soon.

Because of high costs, Canadian video shows will be sold in segments co-operatively if necessary, he said. Advertisers will be able to import their own programs, film or live, if their contents meet CBC program balance.

On CBC-produced live programs, advertisers will pay talent costs in addition to CBC rates. CBC will try to meet the wishes of advertisers who wish to enter Canadian television, he said.

He reported construction at both Montreal and Toronto stations and production centers proceeding on schedule for opening in late August or early September.

MUNKHOF, MAZZIE

Promoted at WOW-TV

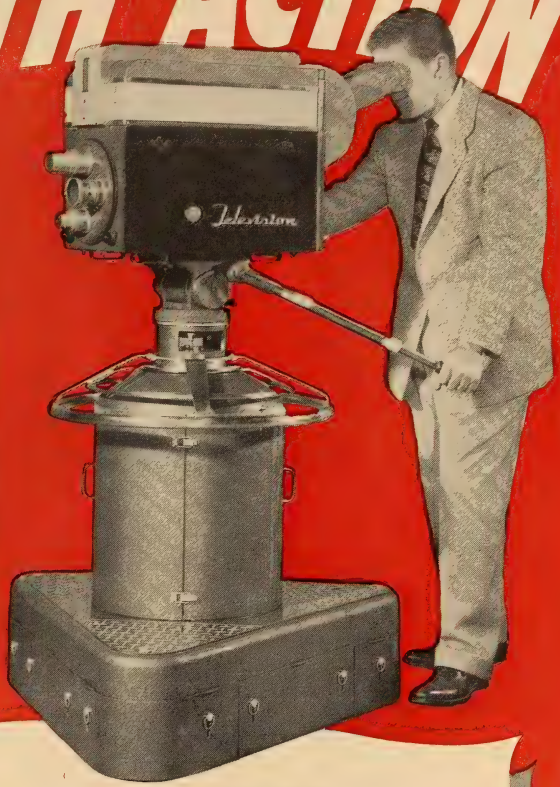
SOREN MUNKHOF has been named program director of WOW-TV Omaha and John Mazzie promoted to production manager of the TV outlet, it was announced last week by John P. Fogarty, general manager of WOW-AM-TV.

Mr. Munkhof joined WOW in 1938 as a local news reporter and subsequently transferred to the TV staff when the outlet went on the air in 1949. He is executive secretary of the National Assn. of Radio News Directors. Mr. Mazzie did television work at the station while attending Creighton U. in Omaha and was added to the permanent staff in 1950.

TOP QUALITY
MOTION PICTURES
Since 1932

Up-to-date
completely
equipped
New York
studios of
VIDEO VARIETIES
CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

SMOOTH ACTION



NEW

Houston-Fearless

TV CAMERA PEDESTAL



Camera is raised quickly, easily by lifting on steering wheel.

New smooth action... new stability... new convenience and ease of operation are offered in the new Houston-Fearless Television Camera Pedestal, Model PD-3. Camera is accurately counter-balanced, making it possible to raise and lower quickly, smoothly by simply lifting or pressing on steering wheel, even with pedestal in motion. Three pairs of dual-wheels assure smoother rolling-dolly shots. Two types of steering: for straight tracking or sharp turning. All controls are within easy reach of cameraman for maximum convenience. Dependable Houston-Fearless quality throughout. Makes possible better, more showmanlike productions in any studio. Write for details today.

The **HOUSTON FEARLESS** *Corporation*

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"



"HE HAS

REPRESENTING LEADING TELEVISION STATIONS:

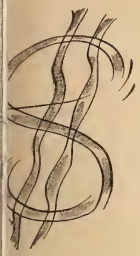
Davenport (Central Broadcasting Co.—WHO-WOC)	WOC-TV*
Fort Worth-Dallas (STAR-TELEGRAM)	WBAP-TV*
Louisville (WAVE, Inc.)	WAVE-TV*
Miami (Wometco Theatres)	WTVJ
Minneapolis-St. Paul (DISPATCH-PIONEER PRESS)	WTCN-TV
New York (THE NEWS)	WPIX
St. Louis (POST-DISPATCH)	KSD-TV*
San Francisco (THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates



FREE &

Pioneer



4,266,402* TV HOMES IN HIS POCKET!"

Whether you want to make a market test in one typical medium-size TV market — or want to cover 4,266,402* television homes using eight of the finest TV stations in America — the Old Colonel is *your man!*

Those TV set figures above are from the latest compilations available. They show that the eight stations represented by Free & Peters serve 26.8% *of all the television homes in America!* Pretty good, eh?

*As of Feb. 25, 1952. There'll be *more* by the time you read this!

& PETERS, INC.

tation Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

UHF Defense by Jones

(Continued from page 67)

nel and never invest another nickel . . ."

(2) "Unofficially, you can select transmitter sites, power and heights which will forever keep competition out of each other's service areas . . ."

Touching on the latter, Comr. Jones said measuring distances "from post office to post office or post office to transmitter site as a sole criterion for excluding or including channels in the plan is absurd when we know television transmitters will not be built there."

Comr. Jones described this as "the real control that this firm, fixed and final allocation plan delivers to you. As a group of existing licensees you can support the arbitrarily wide separations . . . and keep VHF competition to an artificial minimum in your cities. If all the VHF channels in your city are not occupied, you pioneers can still be enthusiastic supporters of this firm, fixed and final plan because you can continue without further competition for a period of one to five years while new applicants fight from the Commission to the Supreme Court."

Noting few UHF-only cities outside Grade B service areas (at 500-ft. antenna heights), the Commissioner felt the intermixture problem in Ohio is not confined to UHF-VHF intermixture cities but is "almost blanketed over Ohio."

"You who are outside the Table of Assignments because the Commission dried up your chances in arithmetical regression by employing spacings much higher than the minimum of 170 miles . . . have a real problem on your hands in spite of the evanescent promises that your case *can* be considered in one year," Comr. Jones stated.

No Plausible Excuse

FCC buttresses its separation argument, he continued, by claiming it is necessary in view of the limited amount of propagation data now available. Yet, he contended, if the separations are to be fixed, there would be no plausible excuse for the so-called "safety factor"—even if the Commission should modify its table and assign channels at closer spacings.

"This seems a plausible solution on the surface," Comr. Jones said. "However, the Commission completely destroys any hope that more assignments will be made in the VHF portion of the spectrum by its admission that it has not been able to remove existing operations which do not comply with its minimum separations because 'it has not been possible to remove these cases without unwarranted dislocation.'"

Comr. Jones wondered whether the Commission would dislocate the industry after 108 stations "have improved their facilities to approach the low level of efficiency in the allocation plan?" He also asked whether dislocations will be "easier after 108 stations have builded a second time and 100 or 200 more stations are on the air?" The answer: "Obviously not."

By contrast, he noted, the Commission failed to put in the "safety factor" in its general rules for co-channel spacing of UHF stations—and UHF propagation data is "almost non-existent." The Commission, he added, has thus been "much more harsh" with UHF than VHF in this respect.

Speaking generally, Comr. Jones remarked: "Congress created the FCC as an instrument for the exercise of continuous discretion under law in the regulation of a dynamic industry. Instead of keeping itself flexible on the basis of the day-to-day changes characteristic of such a dynamic art as television, the Commission has tried to legislate instead of regulate."

Comr. Jones Warning

The FCC allocations plan, Comr. Jones felt, poses a "critical" period immediately following the effective date of the order (early in June). If new and better methods arise, the blueprint could be changed without "undue stress," he felt. But he warned:

"The longer this plan stands and the more authorizations we grant under it, the more difficult and expensive it will be to change it. And in that most important first year the Commission has determined that it will refuse to consider any proposals for any change of any consequence."

The Jones address topped the first luncheon session of the two-day meet, held at the Deshler-Wallick Hotel. A BMI Clinic was held Friday concurrent with the Ohio Assn. of Radio-TV Broadcasters.

DuMONT SPONSORS

Three Increase Outlets

THREE DuMont network sponsors have added more outlets to their current programs, Director of Sales Ted Bergmann reported Wednesday, with two of the advertisers making their second such coverage-increase within recent weeks.

American Chicle Co. (Clorets chlorophyll gum), through Dancer-Fitzgerald-Sample, have added two stations for *Rocky King, Detective*: WHEN (TV) Syracuse and WMCT (TV) Memphis. Program now has a 29-station network. Curtis Publishing Co., through BBDO, has added WHEN (TV) Syracuse to its line-up for *Keep Posted*, making a total of 14 outlets for the panel program. Boyle-Midway (Autobrite), via Earl W. Bothwell, has added WNBF (TV) Binghamton, N. Y., to the 13 stations previously carrying *Sports Showcase*. American Chicle and Curtis Publishing had previously increased the networks for their programs within the past few weeks.

'TODAY' RESULTS

NBC-TV Gives Report

NBC'S early morning network television show, *Today*, featuring Dave Garroway, has just completed its first 13-week cycle with the following results reported by officials:

● Advertisers have increased from three at its inception to 18 currently, with more coming in on the show almost every day.

● Rating has gone up from 4.8 at the beginning of the program to 7.6 now.

● More than one-third of the time available has been picked up commercially.

● At least 1,500 pieces of unsolicited mail are received weekly, of which an average of only five could be described as non-favorable.

More than one-third of the time has been sold to national advertisers, A. A. (Abe) Schechter, executive supervisor of the program, said. "Bookings are in for the summer and are also coming in for next fall," he added.

The three initial advertisers on the program were *Kiplinger Letter*, Magikoter and Excello Corp. (Pure Pac). Since then the following have been added: Florida Citrus Commission, Bauer & Black, Knox Gelatine, Regent Cigarettes, *Time* magazine, *Newsweek*, Beacon Wax Co., Doeskin Tissues, Mystic Foam Rug Cleaner, Jackson & Perkins (rose bushes), Chase & Sanborn, Florist Telegraph Assn., Dial Soap, Kaiser-Frazer, International Silver, Pepperell Sheets, and Curtis Publishing Co.

The format of the program has been and is continuously changing. "Communicator" Garroway is assisted by such newscasters as Jim Fleming, who, this week, will report on world events from Europe via shortwave and also will film special interviews with European leaders for later showing on *Today*, and by Jack Lescoulie, among others.

SRT-TV SRT-TV SRT-TV



SRT-TV
INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans
Send for free prospectus "Careers in Television"
DEPT. H
SRT (School of Radio Technique)
TELEVISION STUDIOS
America's Oldest Broadcasting School
316 West 57 St., New York 19, N. Y.
PLaza 7-3212

SRT-TV SRT-TV SRT-TV

Philadelphia tunes to WPTZ more than any other TV Station



When ARB measured the TV viewing habits of Philadelphians *for the entire year of 1951*, WPTZ led in 48.9% of all the 15-minute periods. That's nearly as much as Philadelphia's other TV stations *combined!*

WPTZ—Philadelphia

NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales

MOVIE SLUMP

Said to Have Begun Before TV

THE MOVIE industry was losing its grasp on the family's recreation dollar before television came on the scene, according to an article in the April 26 issue of *Boxoffice*, motion picture industry magazine.

The article is based on findings by Albert E. Sindlinger, Philadelphia, whose research firm has been conducting extensive research into the impact of video on motion pictures.

According to Mr. Sindlinger, the average family in 1941 was spending 23.9% of its recreation budget for movies. This had dropped to 13.5% in the pre-TV year of 1947, and further to 7.4% in 1951, which he calls the "TV saturation year."

Household expenditures for recreation increased 111% from 1941 to 1947, and 39.7% from 1947 through 1951, he said. He indicated that TV is not the direct cause for the downward trend of the movies' share of the recreation dollar. Other forms of entertainment were cutting into the percentage as early as 1941, he said.

Mr. Sindlinger said if the motion picture industry is to regain its share of the recreation dollar it must begin to examine the reasons why the average family is slowly whittling down its movie budget.

Three encouraging factors to movies, he said, are that population is on the increase, family income is rising and recreation budgets are up. The overall gross decline has been held to 11% since 1947, he said, because of the weight of population gain and increased admission scales.

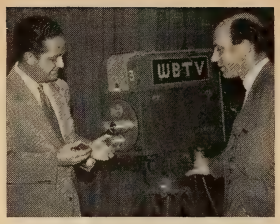
WLTV (TV) DIRECTORS

Two Board Members Added

BROADCASTING Inc., owner of WLTV (TV) Atlanta, last week announced the election of two new members to its board of directors. They are William T. Lane, who has been vice president-general manager of WLTV since its beginning in September, 1951, and George E. Johnston Jr., president of the Johnston Broadcasting Co. (WJLD WJLN (FM) Bessemer, Ala.).

Officers of the corporation, all re-elected, include Walter C. Sturdivant, president; John O. Chiles, vice president; Mr. Lane, vice president-general manager; Clement A. Evans, treasurer, and Alfred Kennedy, secretary. All officers are board members. Other members of the board include Arthur L. Montgomery, Harris Robinson, James D. Robinson Jr. and Robert B. Troutman Jr.

CARRIED in 22 markets, *John Kieran's Kaleidoscope*, 15-minute United Artists TV series, has been renewed for fourth year in Philadelphia by Camden Trust Co. and in Pittsburgh by La Premiata Macaroni.



CHARLES H. CRUTCHFIELD (l), vice president and general manager, WBT-AM-FM and WBTV (TV) Charlotte, N. C., explains latest-type TV camera to Marios Ploritis, drama director, National Radio Institute of Greece. Mr. Ploritis, visiting America under auspices of the Dept. of State, met Mr. Crutchfield when the WBT executive was in Greece last summer on State Dept. special assignment.

Tuners for UHF

TV TUNERS produced by Standard Coil Products Co. Inc. always have been compatible with the needs of UHF and can be readied for UHF by substitution of coil strips for about $10 including installation, according to the firm's president, Glen E. Swanson. No additional expense for structural modification or a converter is needed, he said.

FILM SCANNER

DuMont Speeds Outp

"UNPRECEDENTED deman for Allen B. DuMont Labs' n "film-scanner" pickup system newly developed method of bri ing TV viewers clear, sharp p tures on film or recorded p grams—has resulted in accelera production schedules in order make the equipment available f delivery to broadcasters within months, Herbert E. Taylor, T transmitter division manager, a nounced last week.

When new model was introduc at a demonstration during t NARTB convention in Chicago l month, delivery date was set at months to two years. Due to i creased demand since then, M Taylor reported, "DuMont has r vised drastically its time schedu for introducing it commercially The transmitter division has o tained a priority manufacturi rating, and a special section h been set up to handle production.

Engineers are already comple ing final plans for model's cor mercial production "so that it w be . . . available . . . at a tim when a large number of new broa casters are preparing to go on t air," Mr. Taylor said.

Advantages of new pickup ar (1) Long life and low cost; (2) r operator is required, and (3) t "greatly simplified system" reduc wear and tear on film and is easi adaptable to any color TV system.

Take a good look at this area

This is the coverage area of WSAZ-TV

It is in an area of

2,000,000 Persons

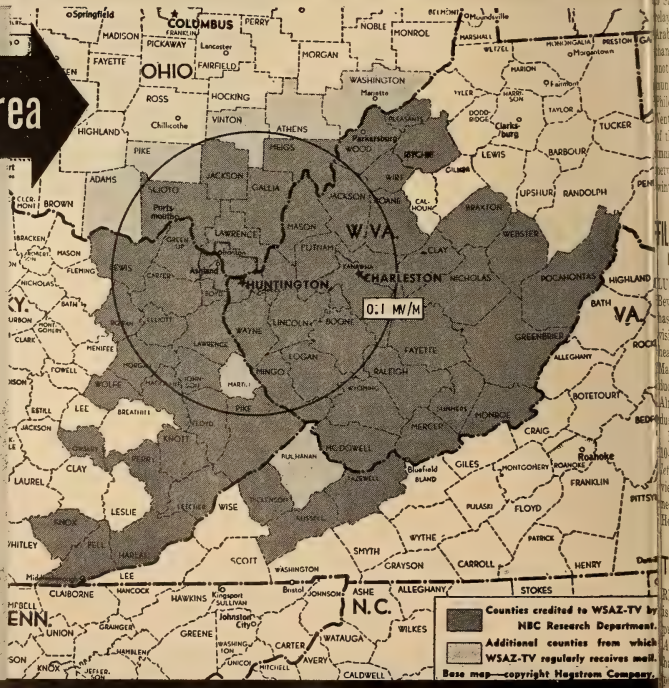
Here is a market larger than

PORTLAND

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

CHANNEL 5



For more information call . . . THE KATZ AGENCY, INC.

CUBAN VIDEO

Two Firms Engage Philco

WO CUBAN firms have engaged hilco Corp. to equip and install levision microwave networks in iat country, Philco announced in hiladelphia last week.

For Circuito CMQ, operator of ie leading radio and TV network Cuba, Philco will build the rgest TV microwave relay net-ork outside the United States, it as stated jointly by James D. fcLean, general sales manager of hilco Government and Industrial ales, and Goar Mestre, president CMQ and head of the Inter-merican Assn. of Broadcasters.

CMQ plans call for a 16-hop icrowave system over a 500-mile ute from Havana to Santiago Cuba, with first installations to seven stations linking Havana nd Santa Clara. Three channels ill be provided for television and adio program service and three hers for general communications se. The contract signed by Wil-am F. Tait, sales manager, in-ustrial products, of Philco Inter-ational Corp., schedules the equip-ent for immediate delivery with etwork operation to begin late is year.

Agreements with the Radiotele-ision "El Mundo," S. A., Havana, pprove plans for a 5-station, 4-op TV microwave network ex-ending 110 miles from Matanzas Santa Clara, with intermediate elay stations at Jovellanos, Los rabos and Manacas, and one hannel for TV programming and nother for general service com-unications. Agreements with hilco were concluded by Senor entura Montez, technical director f the El Mundo firm, with almost mmediate delivery scheduled, and etwork operation to begin next inter.

FILM INVESTMENT

New Lushane Firm Formed

LUSHANE Investment Co., 450 S. Beverly Drive, Beverly Hills, Calif., as been organized to finance tele-ision and motion picture projects, eaded on a partnership basis by Maxwell Shane, motion picture pro-ucer-director, and Sidney and Alfred Lushing, Beverly Hills in-ustrialists.

First TV venture is a series of 04 quarter-hour films, *Art Link-etter & The Kids*, featuring inter-iews with children, under the ban-er of John Guedel Productions, Hollywood.

Title Dispute

RIGHT to use of the title, "Fraud," s being contested by Marcy Sapin, ublisher of magazine, *Frauds and Answers*, and Kenneth Herts, who as readied production on a pro-osed TV film series bearing the itle of *Fraud*. Mr. Herts, in an xchange of letters, claims that he word is a common English noun nd is public property.

TV Aids Newspaper

FOUR-COLUMN photo of the first public atomic explosion, photographed from the 20-inch TV screen at WLWT (TV) Cincinnati, was printed in that day's final editions of the *Cincinnati Post*. Station carried the blast telecast in place of Ruth Lyon's *Fifty Club* TV show, which goes to NBC via WLWT (TV) facilities. The show's regular audience of women watched the blast over three studio video sets.

U. S. ECONOMY

To Absorb TV—Richards

THE United States economy will absorb television in stride and support the medium along with radio and other forms of advertising, Robert K. Richards, NARTB public affairs director, told the National Capitol Forge, American Public Relations Assn., at its luncheon last Monday.

Noting that there is one business to every 40 persons, Mr. Richards said broadcasters are holding their own except in areas with too many stations.

Calling attention to public misunderstanding of NARTB's attitude toward educational TV, he said the association, during FCC hearings, warned against waste of TV facilities because of the practical problems facing educators planning to build TV stations, but said it is actively in favor of educational programming.

If state universities go into television, he said, taxpayers will be supporting the stations. Broadcasting and TV should be kept as free of government restrictions as possible, he suggested, since any such restriction cuts into individual liberties. He recalled that only a half-dozen educational radio stations remain of the 150 AM stations once on the air. He said broadcasters are doing an outstanding educational job.

Mr. Richards explained the FCC's recent TV allocations and warned that the United States "will not sprout TV towers overnight."

Trident Film Series

TRIDENT Films, New York, is preparing production of 13 fairy tales featuring the Salzburg (Austria) Marionette Theatre for filming in Europe and ultimate release both to television and theatres. Previous puppet films by Trident, formerly James & Schwep, include "Night Before Christmas" and "The Nativity," shown nationally on TV last December. Salzburg Marionettes are TV veterans, too, having had a repeat spot on the Ed Sullivan show (CBS-TV) after a 50-city "in person" tour of the U. S. last fall.

coast-to-coast

service



TV spots, shorts, package shows Interesting TV shorts and package shows that sell merchandise . . . unusual and ingenious effects for any length TV spots . . .

motion pictures Vogue Wright has some of the ablest script writers in the business . . . plus producing facilities in Chicago, New York and Hollywood . . . resulting in new approaches in films such as the new safety film just completed for Kaiser-Frazer Sales Corp. . . .

slide films Expert counsel and guidance in all forms of visual training aids . . . of particular interest in these days of "hard selling" . . . let our representative arrange a screening of slide films produced for some of America's largest and best known companies . . .

Vogue Wright Studios
DIVISION OF ELECTROGRAPHIC CORPORATION
CHICAGO: 237 East Ontario Street
HOLLYWOOD: Sam Goldwyn Studios, 1041 N. Formosa Avenue
NEW YORK: 225 Fourth Avenue



CANCER DRIVE AID

TV-Radio's Help Lauded

RADIO and television were responsible for a large part of the success of the American Cancer Society's 1951 campaign for education in cancer detection, according to the society's 1951 report, just published.

The report indicated a total of 11,221 radio transcriptions distributed and exhibited or broadcast to audiences all over the country. Two transcribed educational programs used on radio included 689 sets of *Music America Loves*, a series of musical programs with short talks on cancer, and 372 sets of *Life's Fuller Measures*, a series of dramatic sketches presenting cancer as a human program to be surmounted by timely action. Among visual features aired via television was *Worry and Doubt*, a short motion picture stressing the futility of worrying and doing nothing about cancer.

Individual stations not only carried transcriptions but also went all-out promotion-wise on behalf of campaign funds. Typical of the reports received by BROADCASTING • TELECASTING as of last Thursday were these:

A "Lights On" cancer drive capped efforts in the Troy-Albany-Schenectady area, with WTRY Troy, N. Y., participating. Program Director Randy English produced a one-hour program featuring members of the touring Movietime USA troupe—Greer Garson, Audrey Totter and Victory Jory—in taped sequences. Vern Cook interviewed the stars on tape, later incorporated as background for the program.

WHAS-AM-TV Efforts

WHAS Louisville, Ky., set up a large display at the Merchants Home Show at the Jefferson County Armory, with photographs of WHAS-CBS radio-TV stars. This proved a natural tie-in with the Kentucky Chapter, American Cancer Society, which occupied adjoining booths. WHAS interview programs thus attracted large crowds near the display and cancer contribution boxes.

WHAS-TV designated April 26 as C-Day, featuring a nine-hour telethon of local programming designed to stimulate donations. Setting a goal of $11,000 in pledges, WHAS television turned telephones over to police, sports and celebrities. Special feature was a dramatic film, *Victory*, and a presentation of the society's award to a Kentucky woman for the outstanding contribution.

WKY-TV Oklahoma City telecast an interview with a local cancer victim (whose larynx had been removed) on its daily *Guest Room*. Also appearing on the program were a physician who performed the operation, a specialist-board chairman of the Oklahoma Cancer Society and the director of the society's volunteers.

KIST Santa Barbara, Calif., went to bat for the cancer society with a show highlighting the talents of several Hollywood stars and celebrities from other radio stations. Show was coordinated by Al Staas and included Bob Hope, Tex Williams, Walter O'Keefe, Martin & Lewis, Fibber McGee & Molly, Phil Harris and Alice Faye, and Stan Kenton. Telephones were manned all night to take pledges.

WHITE HOUSE

President Guides TV Tour

THREE TV networks—NBC, CBS and ABC—arranged to carry a guided tour of the rebuilt White House, scheduled last Saturday afternoon at 4 p.m. (EDT). President Truman was to serve as host to the nation, giving the nationwide audience an intimate glimpse of the White House.

The President was to give a running commentary on the decorations and the historical background of the public rooms on the first two floors. Mr. Truman agreed to conduct the TV tour so millions of televiewers could see what the White House looks like now.

Major radio networks and many independent outlets were to broadcast a condensed version of the President's commentary for later in the week end with ABC scheduling 8-8:30 p.m. and MBS, 11:30-11:55 p.m. Saturday.

Renovation of the White House was completed recently at a cost of roughly $5,700,000. Long lines of visitors have been taking a public tour of the Executive Mansion since it was reopened, with as many as 5,000 able to crowd through in a single day. Many millions of viewers were offered the chance to see the mansion simultaneously in their own homes and at the same time hear the President in his ad lib description of the historic rooms and furnishings.

Construction Forms

APPLICATION form (CMP 4-C) for materials to be used in radio-TV broadcasting and other construction projects has been revised by the National Production Authority. Space is provided in new form to answer certain questions formerly listed on separate sheets. Additionally, a new section was added requesting information sought by the Defense Electric Power Administration which evaluates electric power projects. Broadcasters filing for authorized materials (as distinguished from those minor projects under self-authorization) need not fill out this provision which pertains to bids for use of 2,000 kw or more power. Forms and modified instruction sheet are available from NPA, Washington, or Commerce Dept. field offices.

Strictly Business

(Continued from page 12)

every housewife's kitchen shelves. This was accomplished, to a large degree, through advertising on such AM programs as Don McNeill's *Breakfast Club* (ABC radio, 9-9:15 a.m. EDT weekdays) and *The Second Mrs. Burton* (CBS Radio, 2-2:15 p.m. weekdays) as well as by hitch hiking on other vehicles in the well-filled General Foods' radio garages.

Describing himself as "a typical American guy," Mr. Cleaves fits that category, perhaps, in only one way. That is, he doesn't like joining clubs. Spending as much as 30% of his time traveling for General Foods, he seems to prefer staying at home, once he gets there. Mr. Cleaves' business travel is corollary, however, to one of his business beliefs: in spite of advertising volume, it is still the point of contact and the sales organization that counts. He strongly recommends that people going anywhere in advertising have sales experience and a thorough knowledge of the retail-wholesale relationship.

Born in Lowell, Mass., in 1911, Mr. Cleaves attended the Thayer Academy to prepare for Harvard, where he was graduated with a major in corporate economy with the class of '33.

First job was in sales promotion with American Tissue Mills, Holyoke, Mass. He left three years later to join General Foods in 1936 as a retail salesman in Boston. Quick assignments followed for him, a member of the subsidiary Diamond Crystal & Colonial Salt Co., in Providence, R. I., Chicago, and the division home office, St. Clair, Mich., where he became associated merchandising manager. He was promoted to general sales manager of the division in February 1949.

In September 1950, he was sent to New York as associate sales manager, Jell-O Division, to be appointed sales and advertising manager of the same division in January, 1951. Then, two weeks ago, Mr. Cleaves was named marketing manager for Associated Products: Jell-O, Minute Rice and Minute Tapioca, Calumet Baking Powder and Certo products.

Mr. Cleaves and his wife, the former Barbara Morrison, live in Darien, Conn., with their family of three children — Deborah, 15; Craig, 12, and Linda, 11. Given a chance, the whole family will rush to New Harbor, Me., for beach life, fishing, and—under paternal direction—"the finest clam bake you ever saw."

NBC JONES TWINS

Cameramen Cover Turkey

PERIPATETIC Jones Twins, globe-trotting NBC television cameramen, are currently extending their chain of film exclusives, latest of which was shown on the April 20 edition of the NBC teledocumentary, *Battle Report—Washington.*

The twins, Gene and Charles, and Genes wife, Natalie, now overseas, sent back 4,500 feet of film depicting activity along the Turkish-Russian frontier, filming of which has never before been permitted. The Jones trio accompanied the Turkish army in maneuvers through snow-capped mountainous terrain.

From Turkey, the Jones trio flew to Rome where they covered Easter ceremonies. Films shot of the political situation along the Suez Canal also were shown on *Battle Report.*

Jones twins may be remembered for their film of Robert Vogeler in Vienna just after his release from Hungary, and their Easter 1951 of Pope Pius XII addressing the multitude in St. Peters square.

NEW TV TUBE

Allows Two-Band Tuning

TV RECEIVING tube permitting construction of television tuning units for both present VHF channels and the ultra high frequency channels to be used in the future was reported Wednesday as developed by the General Electric tube department.

The tube makes possible a combined tuning system for both bands of TV channels, according to GE tube engineers, who said a combined tuner should include an oscillator tube, a radio-frequency amplifier and mixer tube, the type GE is announcing.

GE engineers said production began on the oscillator tube last fall and that the radio-frequency amplifier was displayed for the first time in March at the Institute of Radio Engineers national convention in New York.

The new mixer tube, like its predecessors, they said, covers with its frequency range the entire band of television frequencies. All three tubes will be built at the firm's Owensboro, Ky., receiving tube plant. The new mixer tube has designated type 6AM4.

Cantor's Blood Drive

NBC radio and TV comedian Eddie Cantor has been commended for helping the American Red Cross blood plasma drive by New York's Acting Mayor Rudolph Halley. In urging that New Yorkers support the blood donor program, Mr. Halley cited the network comedian for "personally extending himself to bestir public apathy" about military needs for plasma. Mr. Cantor scheduled a series of one-man shows, for which a blood donation will serve as admission, starting in Boston last Tuesday, followed by daily performances in Baltimore, Cincinnati, Cleveland, Buffalo and Chicago.





film report

Production . . .

Dean Martin and **Jerry Lewis**, stars on NBC-TV *Colgate Comedy Hour*, plan to produce and direct a half-hour TV film series titled *Dean Martin and Jerry Lewis Playhouse*. Their Colgate contract prohibits them from acting in the series. An advisory board to select new TV talent comprises **Janet Leigh**, **Tony Curtis** and **Jeff Chandler**.

* * *

Jerry Fairbanks Productions, Hollywood, now shooting *The Greatest Mother*, a special half-hour TV film for Mother's Day presentation by the *Family Theatre*, has added **Ethel Barrymore** and **Ruth Hussey** stage-film stars, to cast also headed by **Loretta Young** and **Gene Lockhart**. Miss Barrymore, signed for series by **Interstate Television Corp.**, will make this her TV film debut and read from the Scriptures. Miss Hussey, for the fourth time for Family Theatre, will portray Mary, Mother of Jesus.

* * *

Don Ament Productions, Hollywood, is now filming half-hour TV fairy tale series, *Once Upon a Time*, the first of which is *The Goose Girl*. Each film is laid in the home of a woodcarver who, as he carves figures, relates stories to two children. Already cast are **Lois Butler**, young film actress-singer; **Don Jorneaux**, dancer with the Sadlers Wells Ballet; **Maurice Cass**, film actor, and **Mary Scott** (Mrs. Cedric Hardwicke). **Muriel Brown**, children's short story writer, is adapting the scripts and **A. Barr-Smith**, English producer-director, is directing. **Don Ament**, Southern California artist, is the executive producer; **Richard Avonde**, is the producer, and **Leon Chooluck** is production supervisor.

* * *

Reynolds Productions, Beverly Hills, has consummated deal for **Screen Televideo Productions** to film the first series of four half-hour TV programs for the **duPont Co.'s** *Cavalcade of America* on NBC-TV. Production is to begin within few weeks.

* * *

Allegro Pictures Inc., North Hollywood, Calif., and **Bernard Tabakin**, Beverly Hills TV program packager, have concluded arrangements with **Jacques Gauthier**, head of **Enterprises Generale Cinematographique**, Paris, for a half-hour TV film series to be produced in France. Allegro Pictures and Mr. Tabakin will supply the star, director, scripts and writer. Allegro will handle distribution in the U. S.

* * *

Werner Janssen Productions, recently formed in Hollywood to produce 100 three-minute color TV films, has filed incorporation papers listing **Stanley Neal**, industrial film producer, as president; **Werner Janssen**, composer-conductor, vice president, and **Sobey Martin**, TV film director, secretary. The firm is capitalized for $150,000.

* * *

Sol Lesser Productions, Culver City, acquires 1,010,000-foot film library of **Burton Holmes'** travelogues to be re-edited and released as TV short subjects and theatrical features. The library also includes 26 features in color and represents Mr. Holmes' career as an adventurer-with-camera. His associate, **Robert Mallett**, joins Mr. Lesser to write and deliver narration for the re-edited releases.

* * *

Sales . . .

Edward Lewis Productions, Hollywood, will begin series of 26 half-hour TV films on CBS-TV May 30 for **Joseph Schlitz Brewing Co.**, Milwaukee. Featured will be **Irene Dunne** as narrator-m.c. and **Dan Duryea**, **Eddie Albert**, **Jane Wyatt** and **Teresa Wright** among others in leading roles.

* * *

Hal Roach Jr. and **Carroll Case**, co-producers of **Showcase Productions**, Culver City, signed by **Philip Morris & Co.** for 26 more half-hour TV films in *Racket Squad* series. Shooting started last week.

* * *

Spratt's Patent Ltd., Newark (dog biscuits), has started *Crusader Rabbit*, TV cartoon film series produced by **Jerry Fairbanks Productions**, Hollywood, on WCAU-TV Philadelphia for 13 weeks trial run preceding national distribution under the same sponsorship, scheduled for September. Agency is **Paris & Peart**, Philadelphia.

* * *

Harris - Tuchman Productions, Hollywood, completed series of eight TV film commercials for **Louis Milani Foods Inc.**, Los Angeles (Cimarron Sauce, Buccaneer and Thousand Island Dressing). Agency is **Leonard Shane Adv.**, Los Angeles.

* * *

Film People . . .

Edward Arnold, film actor and star of *Mr. President*, on ABC radio, and **Diana Lynn**, film and TV star, have joined **National Repertory Theatre Inc.**, Hollywood, on a partnership basis. The company is producing TV films to be released by **Interstate Television Corp.**

* * *

George Stevens, motion picture director and 1952 Academy Award winner for Paramount's *Place In the Sun*, has been signed to direct the first TV film in **Hal Roach Studios**, Culver City, *The Dramatic Hour* series.

* * *

Screen Gems Inc., Hollywood, signs **Rhys Williams**, **Elizabeth Risdon** and **Regis Toomey**, stage-film actors, for half-hour TV film, *Crossroads, U. S. A.*, now being produced by **Jules Bricken** for **American Petroleum Institute.**

* * *

Bing Crosby Enterprises, Los Angeles, signs **James Agee**, co-author of the screenplay for *African Queen*, to adapt script of pilot film for *Trauma*, a half-hour TV series. Original story, *The Chase*, was written by **Bernard Girard** and **Richard Doroso**, producers of the series.

* * *

Screen Gems Inc., Hollywood, subsidiary of Columbia Pictures Corp., has signed **Arthur Franz**, stage and film actor, for leading role in *Government Is Your Business*, second in series of TV films which company is producing for the Christophers, Catholic study group. Featured in film are **Tom Powers**, **Douglass Dumbrille** and **Minna Gombell**. Teleplay is based on writing of **Father James Keller** and was adapted by **David Dortort** and **Cyril Hume**.

* * *

Phillip Terry, film actor, signed for leading male role opposite **Gloria Swanson** in *Short Story*, first half-hour films in new TV series *The Gloria Swanson Show*, produced by **Tele-Voz Co.**, Mexico City, for distribution by **Simmel-Meservey TV Productions Inc.**, Beverly Hills.

* * *

Allan Miller, vice-president, MCA (Beverly Hills talent agency) motion picture department, and **George Stern**, radio-TV department, transfer to **Revue Productions** (subsidiary MCA), in charge of production.

* * *

Clayton Moore, star of *Lone Ranger* TV film series produced for General Mills by Jack Chertok Productions, assigned a role in Columbia Pictures Corp. feature film, "Son of Geronimo."

SAG-ATFP PACT

Negotiations Continues

WHILE collective bargaining negotiations continue for a new contract covering actors in TV film, Screen Actors Guild's new daily and weekly free-lance minimum salaries of $70 per day and $250 weekly, will be put into effect May 8 in an agreement worked out between the guild and the Alliance of Television Film Producers.

Besides ATFP members, in agreement also are Hal Roach Productions, Roland Reed Productions and Cascade Productions. Previous salaries were $55 and $175. Additional money agreed upon will be held in reserve by the producers until Wage Stabilization Board approval is obtained. Bargaining continues on all SAG proposals including rates for weekly free lance actors in multiple pictures, and additional payment to talent for re-use of television films in which they appear. Present SAG contract with these producers expires June 24.

Actor Retains Rights

RADIO and television rights to his own services are retained by Broderick Crawford, in a new contract negotiated by the actor with Columbia Pictures Corp. New agreement replaces his original seven year contract. Under agreement worked out by his representative, Al Melnick, the film star is to make two Columbia pictures yearly for the next seven years and also be available for one outside movie per year, but reserves all radio and TV rights for himself.

WOW-TV

leads the way in Midwest Television

★ WOW-TV serves one of the fastest growing TV markets in the United States.

★ Every day an average of 125 families is added to the WOW-TV audience.

★ Present total now well over 125,000 sets!

★ Low-cost, high-rated participations now available.

Wire or telephone your nearest John Blair-TV office or Fred Ebener, Sales Manager.

WEbster 3400

WOW-TV

Channel Six

A MEREDITH STATION

OMAHA

FRANK FOGARTY, General Manager

RANGERTONE

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USED BY

STUDIO FILMS, INC.

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SYNC-SOUND

RANGERTONE

73 WINTHROP ST. NEWARK 4, N. J.



ED BATES & Co. members preparing appeal for Ad Council's Armed Forces lood Donor Campaign are (l to r) David Babbitt, TV copy writer; Gene Lesre, TV coml. supvr.; Herbert Gunter, TV coml. supvr.; John M. Lyden tanding), partner and dir. of agency task force; Les Weinrott, Radio-TV dir.





T FAREWELL luncheon hosted by BC Hollywood are (l to r) Thomas . McFadden, new dir., NBC natl. pot sales; John K. West, v. p., NBC Western Div., and Donald A. Norman, ew KNBH (T) Hollywood gen. mgr.

WINNERS of Art Director Club of Los Angeles award for best TV film commercial are Ted Parmelee (l), art dir., U. S. Navy Film, and Steve Bosustow (r), pres., United Productions of America, Burbank, Trudy Wroe (c) is queen of club show.





AT WLWC (TV) Columbus, Ohio, reception-dinner are (l to r) Miss Katherine Fox, dir., Crosley special broadcast services; Burr Tillstrom, of NBC's *Kukla, Fran & Ollie;* FCC Comr. E. M. Webster; James Leonard, WLWC manager, and Fran Allison, of *Kukla, Fran & Ollie.*

APPROVING plans for KECA-TV Hollywood weekly telecast of boxing from Hollywood Legion Stadium are (seated) Phil Hoffman, KECA-TV mgr.; standing (l to r) William P. Laffin, American Legion stadium committee chairman; Hank Weaver, station sportscaster, and Edward Underwood, comdr., Post No. 43.

CHECKING Ekco items to be advertised on *The Goldbergs* on NBC-TV are l to r) Charles Standard, NBC-TV salesman; John Brooks, Ekco gen. sls. mgr.; Montgomery McKinney, v. p.-acct. exec., Earle Ludgin agency, Chicago, and Earl W. Lewis, Ekco adv. mgr.



POLITICAL PUNS

AAAA Hits Comics' Gags

SPONSORS backed by the American Assn. of Advertising Agencies, alarmed by the growing trend of TV comedians to poke fun at prominent political figures, plan measures to curb the practice.

The culmination came April 27 on NBC-TV's Red Skelton Show, when the comic made an indirect reference to President Truman presumably causing viewers to tie in the phrase, "Number One Idiot," with Mr. Truman.

Fear has been growing for some time that if talent and writers refuse to adhere to codes established by networks, sponsors and their agencies, the government might set up control measures in the form of censorship or legislation.

Canadian TV Sales

SALES of television receivers in Canada climbed from $12,948,000 in 1950 to $20,836,000 in 1951, according to data released by the Dominion Bureau of Statistics at Ottawa. At the same time, radio receiver sales fell off from $59,160,000 in 1950 to $51,452,000 in 1951. There were 754,000 radio receivers sold in 1951, compared to 759,000 the previous year. Television sets sold in 1951 totalled 39,200 compared to 29,600 in 1950. Practically all television receivers were sold in southern Ontario.

BALTIMORE SPORTS

TV Aids, Not Hurts Gate

BALTIMORE experiment April 21 indicated video helps rather than hurts sports gate receipts there when the Squires Club staged the Coliseum boxing card without radio or TV coverage, according to Robert B. Cochran, WMAR (TV) Baltimore program director.

Mr. Cochran said Sports Editor Jesse A. Linthicum's column in *The Sun* reported the night's receipts, normally averaging $400, with television sponsorship running the figure up to between $1,500 and $1,800, totaled only $207, an all-time low, with no other local sports competition that night. Wrestling, too, is being aided by TV, he said, with 1951 attendance double that of 1950 and current figures above those of last year.

Kaltenborn Awards

THE KALTENBORN Foundation, established to promote scholarly activities in the communication of ideas through radio, television and the press, has announced one or two fellowships are now open for the 1952-53 scholastic year. Application blanks will be forwarded upon request to the Foundation, 167 East 64th St., New York City 21. Recent fellowships went to students at Miami U., U. of Munich, and Free U. of Berlin.

PEABODY AWARD 1951
originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM
TELEVISION
CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

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Please send ..... copies of the Final Television Allocations Report at $3.00 each.

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NAME

COMPANY

STREET

CITY ZONE STATE

SET SALE FRAUDS

RTMA-BBB Fight

ACTION to protect the public from fraudulent methods in the sale and servicing of television sets has been taken by Radio-Television Mfrs. Assn., in cooperation with the Assn. of Better Business Bureaus.

The two associations have jointly prepared an 11-page booklet titled, "Things You Should Know About the Purchase and Servicing of Television Sets." It was prepared by the RTMA Service Committee in cooperation with the Television Service Bureau of BBB, developing from an idea first carried out by the New York BBB.

Television sets are complicated and need some servicing from time to time, but the prudent person should suffer few headaches when buying and using a TV receiver, according to the consumer booklet.

"Remember these basic points," the consumer is reminded: "First of all, what you are purchasing is television reception. Your responsible dealer wants you to have it. He will demonstrate for you at his place of business. Many dealers also will arrange for a home demonstration prior to purchase. The set probably will perform better in your home than in the dealer's place of business, if you are in a favorable location.

"Get it in writing. The grandest promises may not do you any good unless they're down in black and white.

"Read before you sign. This means your bill of sale, installment contract if any, manufacturer's warranty and service contract. Know what you are getting and how you are covered before you buy. Retain your bill of sale—it is important should there be need to establish warranty status in respect to date of receiver purchase.

"When in doubt, find out. If still in doubt, call or write the local BBB or manufacturer's distributor in your area."

Noting that television is probably the nearest thing to a miracle that most persons will see in their lifetime, the booklet notes:

"A television set is also a commodity when you're buying one or having one repaired or serviced. Amazing as they are, they are sensitive instruments and they have limitations. Because of some misunderstanding concerning these limitations and concerning the proper method of approach to the purchase and operation of a television receiver, RTMA and BBB have put out this booklet."

There are a few irresponsible operators in TV, as in every business, the booklet warns, explaining it is designed to protect the public from such organizations. Topics covered in the booklet include antenna, manufacturer's warranty, service, service contracts and types of service contractors. In addition, there is background material covering TV signals, equipment and types of interference.

Radio commercials of two New York City appliance dealers, offering to "store" TV sets and washing machines in listeners' homes and to pay $1 per week for the privilege, provoked action from the local Better Business Bureau, according to its April report.

Offer was made, according to the commercials, due to an urgent shortage of warehouse space in New York. After investigation, BBB reported the space shortage as "exaggerated" and that, regardless of any real shortage, just one TV set was "stored" in each household, with the purpose of making a sale. On these grounds, BBB requested the advertisements be discontinued, and one dealer, Bedford Radio Sales & Service, stopped the commercial immediately while the other, Sunset Appliance Stores, withdrew its ad within 24 hours after the bureau issued a public statement condemning the promotion.



SAFEGUARDS for public in buying and enjoying TV sets have been drafted by RTMA Service Committee, working with Better Business Bureaus. RTMA Committee members are (seated, l to r): D. R. Creato, RCA Service Co.; F. L. Granger, Stromberg-Carlson Co.; E. W. Merriam, Sylvania Electric Products; Joseph S. Durant, GE Supply Corp.; David Davis, General Electric Co.; R. W. Felber, Stewart-Warner Electric Div.; Ray J. Yeranko, Magnavox Co.; C. E. Hoshour, Belmont Radio Corp.; unnamed visitor; A. H. Kuttruff, Westinghouse Electric Corp.; N. J. Cooper, Hallicrafters Co., Frank E. Smolek, Zenith Radio Corp. Standing, Albert Coumont, RTMA service manager; A. W. Kramer, Richard H. Schneberger, G. F. Hoppmann, Crosley Division; Harold J. Schulman, DuMont Labs. ; Fred Abrams, Emerson Radio & Phonograph Corp.; John M. Woodland, Motorola Inc.; John F. Rider, publisher; F. B. Ostman, Capehart-Farnsworth Corp.

BOOK PUBLISHERS

Enlist TV as Sales Aid

GROUP of 18 national publishers and 27 Southern California retail book stores in a cooperative deal combined forces to have television, often blamed as their main competition, sell books for them.

KNXT (TV) Hollywood's *The Valley Book Parade*, weekly half-hour program which started two weeks ago, features Lorita Baker Valley, book reviewer and lecturer of 25 years experience, and her daughter, Pat, leading discussions on books with writers, commentators and literary authorities.

New York publishers, co-sponsoring program, are: Thomas Y. Crowell Co., Crown Publishers, Doubleday & Co., E. P. Dutton & Co., Farrar, Straus & Young, Houghton Mifflin Co., The Greystone Co., Lane Pub. Co., Little, Brown & Co., McGraw-Hill Book Co., Prentice-Hall, G. P. Putnam's Sons, Random House, Rinehart & Co., Henry Schuman Inc., Simon & Shuster and Viking Press.

Agency is Jack Case Adv. Counselor, Los Angeles.

WARD in Johnstown is TOPS

—for the Listener

—for the Advertiser

in Central Pennsylvania Market.

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

NU-NBC INSTITUTE

Agenda Set for Chicago

ON-JOB training will be given for the first time this year to students attending the annual Northwestern U.-NBC Summer Radio Institute in Chicago. Advanced students will be eligible to enroll for the seminar-internship in broadcast production during the six-week session of professional courses.

Those selected must have backgrounds, aptitudes and interests which indicate "a capacity for achievement in that area of study," according to the co-directors of the Institute, Judith Waller, director of education and public affairs at NBC Chicago, and Donley Feddersen, chairman of the department of radio and television at Northwestern. Interns will spend 30 to 40 hours weekly as observer-workers in an NBC Chicago radio or TV production department with on-the-job training in their selected field.

Twelve regular courses will be offered during the institute, covering programming, production, writing, sales, management, public service, news and announcing, with both radio and television included in most of the courses. Television alone will be studied in television station organization and television directing and production, which will be taught by, respectively, George Heinemann, TV program manager at NBC Chicago, and Ben Park and Don Meier, producer-directors there.

Other courses and instructors:

Radio and Television Today, a symposium conducted by Mr. Feddersen with broadcast experts; Radio and Television Announcing, Louis Roen, announcer; Radio-Production Procedures, Homer Heck, radio program-production manager; Music for Radio and Television, Ralph Knowles, radio production-director.

Sales and Management, Richard Fulkner, local radio sales; Dramatic Writing, Martin Maloney, assistant professor of radio, Continuity Writing, Lyle D. Barnhart, assistant professor of radio; News and Special Events Broadcasting, Baskette Mosse, assistant professor of radio, journalism school; Program Planning and Building, Charles Hunter, assistant professor of radio; and Public Service Broadcasting, Miss Waller.

Enrollment is limited to persons with experience in broadcasting or related fields and to "especially talented newcomers," Miss Waller said. Classes will be at NBC studios in Chicago and on the NU campus at Evanston.



WJLB Detroit last month entered its 27th year of broadcasting. Toasting completion of 26 years of operation are (l to r) Richard Pavey, music director; George R. Kendall, station manager; Edwin E. Nyy, assistant to the president; E. H. Clark, chief engineer, and E. V. Hay, commercial manager.

PARTS SYMPOSIUM

Set in D. C. May 5-7

CAMPAIGN of electronics manufacturers and users to improve quality of the parts that go into equipment is arousing widespread interest in industry and government, according to Radio-Television Mfrs. Assn. Registration for a three-day symposium on quality of components is running far ahead of the rate last year.

Sponsoring the symposium, to start today (Monday) at the Interior Dept. auditorium, Washington, are American Institute of Electrical Engineers, Institute of Radio Engineers and RTMA, with active support of the National Bureau of Standards and Dept. of Defense.

Some two-score representatives from other countries are expected to attend. Sessions will be held during the day, except for an evening discussion on transistors. Symposium headquarters will be the Roger Smith Hotel.

WALK AM-FM ON AIR

Patchogue, L.I., Dedication

WALK-AM-FM Patchogue, L. I., is now on the air after dedication ceremonies last month. AM station is on 1370 kc with 500 w daytime. FM outlet operates on 97.5 mc. Officers include Nils E. Segerdahl, president-general manager; William K. Macy Jr., vice president-treasurer, and John Wallace, secretary.

WALK is owned and operated by the Suffolk Broadcasting Corp. and is located in South County Shores, East Patchogue. Other staff members include Douglas Way, news editor; Arnold Lewis, sports director; Edmond Robbins, assistant news editor; Vincent Ranieri, engineer; Walter Luce, engineer-announcer; Phillip Roll, traffic manager; Bob Early, morning personality; Leon Fremault, staff announcer-farm director; W. K. Macey Jr., vice president; Jack Ellsworth, program director; Mrs. N. Segerdahl, secretary-bookkeeper; Ailene Sybil, women's editor; Walter Bates, commercial manager, and Owen Marlow, announcer-engineer.

WSB Okays Guild Pact

NEW minimum wage agreement between Radio and Television Directors Guild and CBS Television in Hollywood, retroactive to Feb. 1, 1951, has been approved by the Wage Stabilization Board. Contract, affecting about 35 persons, calls for floor managers' starting rate to be $85 for a 40-hour week, progressing to $100. Directors start at $125, receiving $145 at the end of the first year. They receive additional fees for commercials.

NEW restaurant is being opened by Larry Finley, disc m.c., KFWB Hollywood, on Sunset Strip in that city. His programs will originate from there.

28 YEARS OF Leadership!

590 K.C.

BASIC NBC

A MEREDITH STATION

5000 WATTS

OMAHA + 200 COUNTIES

ROOM 280—INSURANCE BUILDING

JOHN BLAIR & CO., REPRESENTATIVE

Something to sing about...



KWK is the radio buy in St. Louis!

You'll find KWK's LOW—low cost per 1000 radio homes delivered gives you results for a song!

Your Katz man has the facts—based on Pulse reports!

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202

HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536

WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522

MONTREAL, QUE. . . . . TEL. ATLANTIC 9441

NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

programs promotion premiums

ACCORDION folder promotion piece, released by CBS Radio, declares "It's no secret that the Housewives' Protective League proved the most sales effective participating program in all broadcasting." Cartoon characters whisper this message from ear to ear with 16 success stories given as examples of show's pulling power.

GUEST APPEARANCES

WELL known civic leaders and personalities in the Atlanta area are invited to be "disc jockeys of the Day" on new program, *It's Your Mike*, on WSB there. Guest is encouraged to tell his personal story or give information on a current community project or drive as well as introduce his favorite music.

UN INTERVIEW PROGRAM

INTERVIEW program, *Spotlight on the UN*, is being carried by Liberty Broadcasting System in cooperation with United Nations Radio daily from 8:30-8:45 p.m. EDT. Show features discussion with UN delegates and correspondents and celebrities, and highlights UN activities in various fields.

MERCHANT SALUTES WCHS

QUARTER-PAGE advertisement in both local Sunday newspapers was used by a Chevrolet dealer to salute WCHS Charleston, W. Va., as a good advertising medium. In the ads, the dealer pointed out that Chevrolet and WCHS made a good team.

FREE JELL-O CUT-OUT

FREE cut-out puppet show with the purchase of three Jell-O Puddings is being offered as part of give-away series planned by the Joseph Jacobs agency, N. Y., for concentrated promotion in the New York Jewish market. Puppet cut-out features Menasha Skulnik, leading Jewish comic, and star of the Jell-O Pudding show over WEVD New York.

NEW POLITICAL WRINKLE

AMONG special guests to be heard in WMT Cedar Rapids' special convention coverage in Chicago are winners of WMT's high school essay contest. More than 300 Iowa schools participated in the contest, with pupils writing on the topic, "Why I Would Like To Attend the Republican (or Democratic) National Convention." Two winners are to be selected from each party. Together with their teachers, the young winners are to air their views from Chicago. This political convention coverage will climax WMT's 20-program package, *Politics Is Your Business.*

RADIO-MOVIE TIE-IN

CONTRACT with Pacific Drive-In Theatres has been signed by KLAC-AM-TV Hollywood calling for reciprocal plugging of theatres' motion pictures and station's radio programs. Disc jockeys have recorded programs describing their show which will be played before first feature and during intermission. KLAC will advertise drive-in's feature between 5:30 and 7 p.m. daily spotting it twice in the afternoon and three times in the evening.

TRANS-ATLANTIC TV

FIRST STEP toward trans-Atlantic telecasting was believed achieved April 27 by WTVN-TV Columbus, Ohio, and BBC in London, when the two produced *Youth Has Its Say*, regular WTVN weekly junior town meeting show, with the audio portion comprising questions and answers relayed live via radio-telephone and the video portion comprising pictures shot in advance in London. Planning took more than a year, station reports.

AIMED AT HOUSEWIVES

DAYTIME TV show for a housewife audience was aired for first time April 28 by WTCN-TV Minneapolis-St. Paul. New show is telecast Monday through Friday, 1:30-1:45 p.m. Format combines consumer information, community activities, exercise demonstrations, hit tunes and guest speakers.

CHURCH CHOIR SERIES

SERIES featuring choirs of area Protestant churches has begun at WCCC Hartford, Conn. Greater Hartford Council of Churches and American Guild of Organists are cooperating with station to present *The Churches Sing.* More than fifty choirs are expected to participate. Programs will be taped during the week so singers will be able to hear themselves at broadcast time each Sunday.

WTJN SHUT-IN BROADCASTS

PROGRAM designed to reach community's shut-ins is being aired by WTJN-AM-FM Jamestown, N.Y. Radio coverage has been provided for weekly visits made to homes of invalids by members of city's Good Neighbor Society. Station reports programs have enjoyed great success in giving participants a sense of belonging to the community and a new interest in things which surround them.

WRFD'S RADIO ACTIVITY

FOLDER announcing "you don need an Atomic bomb to be Radi Active in Ohio" has been sent ou by WRFD Worthington. Effective ness of station's open house at ne studios and radio farm is theme o the piece, which tells the story wit pictures of those who attended t substantiate the station's claims.

'WHOA, BOY . . .'

KTOW Oklahoma City is airing special gimmick for a used ca dealer. A "cowboy-type" voice i heard over the sound of horse' hoofbeats, saying, "Whoa, boy . . this is where I trade you in for a good used car." Stunt had an un expected turn when an old fellow walked in to buy "that horse the fellow traded in."

SCORES AND MUSIC

ALTHOUGH baseball games will not be aired this season on WCAV Norfolk, Va., station has launched *Grandstand Bandstand Show* with music and two five-minute complete scorecards every hour. Cards to keep pace with the baseball scene will be mailed to listeners on request. Three and a half hour show, handled by Joe Guidi, is sponsored by Muntz TV and Personna Blades.

'THE HUMAN HEART'

COMMUNICATION Materials Center, a division of Columbia U. Press, 413 W. 113th St., New York 27, has announced completion of a radio series of eight dramatic reports on progress in the treatment of heart disease. Characters in the radio series include many top media stars.

TV STAGES BOXING

STUDIO-STAGED Thursday boxing featuring four 4-round bouts lasting from 6:15-7:30 p.m. and broadcast exclusively for television by KNXT (TV) Los Angeles is being promoted by the station with mailing pieces showing a montage of newspaper and magazine articles and pictures about the events. The CBS-TV station stages the amateur bouts in its own studio with Tom Harmon, sports director and former U. of Michigan football star, calling the blows. Invited guests number 350.

WDAK Version

"THE REAL facts about Appomattox," according to a trade bulletin circulated by Allen M. Woodall, president of WDAK Columbus, Ga., have been slightly twisted in history books. Mr. Woodall said Gen. Robert E. Lee was taking a rest after chasing Gen. Grant's army all over the country and just prior to taking over Washington. When a man walked in the court house "Gen. Lee took him to be his orderly" and gave him his sword to polish. Actually Gen. Grant came in to surrender, according to the Woodall version. Having handed Gen. Grant his sword, Gen. Lee, "being a true Southern gentleman, couldn't go back on his word."

the WHLI long island story

WHLI's BIG SUMMER BONUS

275,000 additional residents on Long Island during June, July, August and September!

ONE STATION, WHLI, DOMINATES THE MAJOR LONG ISLAND MARKET*

*Conlan latest share of audience: Daytime, February 1952, Hempstead, L. I., N. Y

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N.Y.
the voice of long island
PAUL GODOFSKY, PRES.

REPRESENTED BY RAMBEAU

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

EW BASEBALL PACTS REACHED

WMCA, WPIX (TV), WGN-TV, WXEL (TV) Set Plans

ORE baseball agreements, sponrships and broadcast schedules ere announced by radio and deo outlets in three major league ties after the season got going.

WMCA New York reports it ld all baseball adjacencies and 'ailabilities for its broadcasts of e 1952 Giants schedule.

WPIX (TV) New York, schedling telecasts of 154 Giant and ankee games, has surrounded the ents with six live shows and 088 spots.

Identified by WPIX as "the rgest sports package in the hisry of television," the sale is icked by some 16 national adrtisers.

Station is featuring Joe DiMago on his *Yankee Preview* program) minutes before and after all ank games for Philip Morris garettes, through Biow Co., New ork. Laraine Day, before each iants game, is presenting her uarter-hour *A Day With the iants* for Metropolitan New York odge Dealers, through Ruthuff & Ryan, followed by Win lliot's 10-minute *Clubhouse Inrviews*, with half sponsorship by hite Rock Beverage Co., through enyon & Eckhardt, the other half Beacon Wax Co., through Allied dvertising Agency of Boston.

After-Game Buys

After follow-ups for both teams, uy LeBow and Hal Tunis are conucting a 10-minute baseball quiz or Bedford Stores, through Al lack Productions.

Bristol-Myers Co. for Bufferin nd Champion Spark Plug Co., has aken all eight-second spots; Wils-Overland and Zippo Mfg. Co. acks three-fourths of the secondary 20-second announcements alernately, and the primary 20econd spots alternately by New ork Multiple DeSoto group of ealers, Colgate - Palmolive - Peet, ities Service Oil Co. (Pennsylvania il) and Dwight Edwards Co., a ivision of Safeway Stores. Reaining quarter of secondary 20econd announcements was purased by Excelsior Quick Frosted eat Products, through H. W. auptman, New York.

WGN-TV Chicago is feeding all aturday Cubs and White Sox ames to WOOD-TV Grand Rapids, ith same sponsors as Chicago, amm's beer and Chesterfields. tation sent April 15 telecast game to WXEL (TV) Cleveland, which supplied narration for Indians-White Sox opener. Plans have been dropped for feed to Rock Island, Memphis, Birmingham and Atlanta.

Preceding Mutual's *Game of the Day*, Toni Co., (for Prom Home permanent, White Rain lotion shampoo) sponsors five-minute *Warm-Up* show over full network alternately with Gillette Safety Razor Co., Toni announces, with Al Helfer, sportscaster, handling interviews of sports celebrities and late baseball news.

WTTV (TV) Bloomington, Ind., is bringing major league baseball to the Indianapolis area televiewers for the first time. This was announced by Norman Cissna, sales manager of WTTV, who explained that WTTV is telecasting 26 Cincinnati Reds games through WCPO-TV Cincinnati.

WXEL has named Bob Neal, for past two years sportscaster and general manager for WERE Cleveland, from which he has resigned, to announce Indians' games, with Nicholas (Red) Jones, former American League umpire, concentrating on color. The station is using four cameras this year, Franklin Snyder, general manager, said.

KVEN Ventura, Calif., came up with carrier pigeons as a means of circumventing the telephone strike in its "Operation Coo" [B•T, April 21] for the Ventura Braves-Fresno Cardinals game in Ontario April 11. Station and sponsor, Warren General Tire Co., Ventura, got together with the Ventura Racing Pigeon Club and moved the game back for the strictly daytime working pigeons who brought game results after each inning to sportscaster Jerry Palmer.

WPTR Albany, N. Y., announced that George Miller, sports director, handles play-by-play broadcasts of all the Schenectady Blue Jays' Eastern League games this year, with Ed Lange, former Siena College basketball star, handling color. Tobin Packing Co. is sponsor.

WWPA Williamsport, Pa., sports director, Bill Gardner, announces the major part of the Williamsport Tigers games in the Eastern League this year. Sponsors are Clark & Hoag, Philco TV dealer, and E. Ferranti, Ballantine beer and Ale distributor.



CULMINATION of plans for carrier pigeons to serve as medium by which KVEN Ventura, Calif., received and transmitted description of baseball game played by Ventura Braves and Fresno Cardinals in Ontario are set by (l to r) Harry Engel, owner-general manager, KVEN; Lloyd Warren, president, Warren General Tire Co., Ventura; Don Johnson, racing secretary, Ventura Racing Pigeon Club. Telegraphers' strike prevented normal transmission of play-by-play reports.

* * *

NETWORK CLIENTS

Up In Radio and TV

ADVERTISERS active in TV network programming totaled 166 as of April 1952 compared to 163 as of January 1952, while 132 advertisers were sponsoring regularly scheduled radio network shows as of April, compared to 124 in January.

These listings appear in the new edition of *The FACtuary*, published quarterly by Executives Radio-TV Service, Larchmont, N. Y. Totals show 158 regularly scheduled programs sponsored on TV networks, compared with 202 sponsored radio network programs. This represents a drop of nine TV programs and a gain of two radio programs from the January totals of 167 TV and 200 radio shows.

Currently active advertising agencies in network TV number 90, with 82 agencies in network radio, *FACtuary* listings showed.



BASEBALL
SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS
COVER ALL REQUIREMENTS
$10. or $2. ea.
Order C.O.D. Today While Supply Lasts
Charles Michelson, Inc.

the weight of a magazine . . .



is nothing to be computed in ounces or postage rates. The true measure is this: "How much weight does it carry in the field it serves?"

BROADCASTING • TELECASTING carries plenty of weight with readers. Consider this:

1. More people associated with radio-TV pay for BROADCASTING • TELECASTING than for any other Journal.
2. Among radio-TV advertisers and agency people alone (the men and women who decide where advertisers' messages shall be aired) over 5500 copies are bought each week with at least 4 readers per copy—over 25,000 impressions.
3. In 1951—as for 20 years past—BROADCASTING • TELECASTING published more radio and more television news and business features than all other industry publications combined.

No . . . the weight of a magazine can best be determined by the intense loyalty of its readers. That's why it pays to put the weight of BROADCASTING • TELECASTING behind your message. It will carry you further, deeper, more productively to your best customers than any other approach.

Behind your message add the weight of . . .

BROADCASTING
TELECASTING

April 24 Applications . . .

ACCEPTED FOR FILING

AM—1060 kc

KWSO Wasco, Calif.—Requests CP to change frequency from 1050 kc to 1060 kc, change from D to unl. with 1 kw DA-N.

AM—1380 kc

KDAS Malvern, Ark.—Requests CP to change frequency from 1420 kc to 1380 kc.

TV—Ch. 13

WHIO-TV Dayton, Ohio—Requests CP to change ERP from 24 kw vis., 13 kw aur., to 56.42 kw vis., 28.21 kw aur.; transmitter location from 1414 Wilmington Ave. to 3228 Germantown St., Dayton, and change ant., etc. Ant. height above average terrain 1145 ft.

Extension of Completion Date

KBLA Burbank, Calif.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

KISS (FM) San Antonio, Tex.—Requests mod. CP, as mod., which authorized new FM station for extension of completion date.

WICU (FM) Urbana, Ill.—Requests mod. CP, which authorized changes in existing non-commercial educational FM station, for extension of completion date.

KFBC Cheyenne, Wyo.—Requests mod. CP, as mod., which authorized frequency change, power increase, DA-DN, change trans. location, etc., for extension of completion date.

KIWL Ridgecrest, Calif.—Requests mod. CP, which authorized new AM station, for extension of completion date.

KWOO Poplar Bluff, Mo.—Requests mod. CP, which authorized frequency change, power increase, DA-DN, change trans. location, etc., for extension of completion date.

WIVI Christiansted, Virgin Islands—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

Extension of SSA

KFAR Fairbanks, Alaska—Requested extension of SSA to operate on 660 kc with 10 kw unl. from Sept. 1, 1952, to May 1, 1952 (sic) AMENDED to change expiration date to Feb. 1, 1954.

CP for CP

KGRO Malvern, Ark.—Requests CP to replace expired CP, which authorized new AM station, on 1380 kc, 1 kw D.

WEVA-FM Emporia, Va.—Requests CP to replace expired CP which authorized new FM station.

Modification of CP

WILB Williamsburg, Va.—Requests mod. CP, which authorized new AM station, for approval of trans. and main studio locations, etc.

FM Changes

KWOO-FM Poplar Bluff, Mo.—Requests CP to change ERP from 16 kw to 15 kw, ant. height above average terrain from 190 ft. to 217 ft., and change trans. location.

License Renewal

WHBU Anderson, Ind.—Requests renewal of license.

WMPA Aberdeen, Miss.—Requests renewal of license.

APPLICATION RETURNED

KTKM Hartford, Wis.—RETURNED application for mod. CP, as mod., which authorized new AM station, for extension of completion date.

APPLICATION DISMISSED

KSFO San Francisco—DISMISSED application for assignment of CP, as mod., to Columbia Bcstg. System Inc. of California.

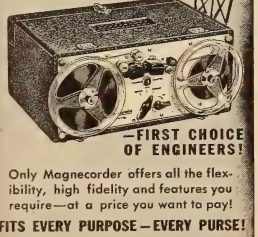
WJQS Jackson, Miss.—DISMISSED application for CP to change frequency from 1400 kc to 1300 kc, increase power from 250 w to 5 kw D, 1 kw N, etc. (Contingent upon WJDX relinquishing 1300 kc.)

FOR FINEST TAPE RECORDING

KWSH

Seminole, Oklahoma

USES Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

April 25 Applications . . .

ACCEPTED FOR FILING

AM—560 kc

WJLS Beckley, W. Va.—Requests CP to increase power from 1 kw D to 5 kw D.

AM—930 kc

KTKN Ketchikan, Alaska—Requests CP to increase power from 1 kw D to 5 kw D.

AM—1260 kc

KPOW Powell, Wyo.—Requests CP to increase power from 1 kw DN to 5 kw D, 1 kw N.

AM—1290 kc

KINY Juneau, Alaska—Requests CP to change frequency from 1460 kc to 1290 kc.

License for CP

WSLN Delaware, Ohio—Requests license for CP which authorized new non-commercial educational FM station.

WRBL-FM Columbus, Ga.—Requests license for CP, as mod., which authorized new FM station.

Change Trans. Location

WLBS Birmingham, Ala.—Requests CP to change trans. location.

WIMS Michigan City, Ind.—Requests CP to change trans. location and ant. height above average terrain.

Modification of CP

WSWF Fort Myers, Fla.—Requests mod. CP, as mod., which authorized new AM station, to change trans. and studio locations.

WEYE Sanford, N. C.—Requests mod. CP which authorized new AM station, for approval of trans. and studio locations.

KPLN Camden, Ark.—Resubmitted request for mod. CP, which authorized new AM station, for approval of trans. and main studio locations.

WPRE Prairie du Chien, Wis.—Requests mod. CP, which authorized new AM station, for approval of trans. and main studio locations.

TV Power Increase

KRON-TV San Francisco—Requests mod. CP, which authorized change in facilities, to increase ERP from 9.6 kw vis., 4.8 kw aur., to 100 kw vis., 50 kw aur., and change from DA to non-DA.

Extend Completion Date

WROW-FM Albany, N. Y.—Requests mod. CP, as mod., which authorized new FM station, for extension of completion date.

WICU (TV) Erie, Pa.—Requests mod. CP for extension of completion date.

WFMY-TV Greensboro, N. C.—Requests mod. CP for extension of completion date.

WBAL-TV Baltimore—Requests mod. CP, as mod., for extension of completion date to July 20.

License Renewal

Following stations request renewal of license:

WERS (FM) Boston; WAVE-TV Louisville, Ky.; KMTV (TV) Omaha, Neb., and WCNB-FM Connersville, Ind.

To Change Name

WOWL Florence, Ala.—Requests mod. license to change name from Daylight Bcstg. Co. to Radio Muscle Shoals Inc.

TENDERED FOR FILING

CP for CP

KSCY Searcy, Ark.—Requests CP to replace expired CP for new AM station on 1450 kc, 250 w unl.

FCC actions



APRIL 24 THROUGH MAY 1

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

FIGHT TO FREE ALBANIA

WGAC Undertakes Campaign

CAMPAIGN to remove Albania from Iron Curtain control is promoted in a program series by WGAC Augusta, Ga. It is based on interviews featuring Hugh Grant, Dr. Nuci Kotta, member of the Albanian legitimist movement, and other Albanians. Mr. Grant, a retired U. S. diplomat, served as American ambassador to Albania from 1935 to 1939.

Mr. Grant is a close friend of the exiled King Zog of Albania. The commentary, heard five times weekly at 7 p.m., is sponsored by Morgan Truck & Tractor Co. and International Harvester Co.

TV APPLICATION RETURNED

WHFC Inc., Chicago—RETURNED application for new TV station [FCC Roundup, April 21]; channel request (UHF Ch. 25) out of order.

APPLICATIONS DISMISSED

KSD-TV St. Louis—DISMISSED application for changes in station.

Key Bcstg. System Inc., Stamford, Conn.—DISMISSED application for new FM station.

April 29 Decisions . . .

BY FCC BROADCAST BUREAU

Granted AM License

WAKN Aiken, S. C.—Granted license new AM station: 990 kc, 1 kw, D.

Granted FM License

WLOK-FM Lima, Ohio—Granted license for new FM station: 103.3 mc, (Ch. 277), 390 w, ant. 175 ft.

Change Studio Site

WCAU - TV Philadelphia—Granted mod. license to change studio location.

Change ERP

KPIX (TV) San Francisco—Granted CP to change ERP from 29.9 kw vis., 15.4 kw aur., to 3.6 kw vis., 1.8 kw aur., change trans. location, ant. system and make other changes.

Completion Date Extended

WIVI Christiansted, Virgin Islands—Granted mod. CP for extension of completion date to 5-15-52; cond.

KIWL Ridgecrest, Calif.—Granted mod. CP for extension of completion date to 10-8-52; cond.

11-hour Broadcast Day

WMUS Muskegon, Michigan—Granted request for authority to broadcast from 6:00 a.m. to 5:00 p.m., EST, for a period not to exceed thirty days.

License for CP

WAWZ Zarephath, N. J.—Granted license for CP, as mod., covering increase in night power and new DA system (DA-2); 1380 kc, 5 kw, DA-2, share time with WBNX; cond.

KUSD Vermillion, S. D.—Granted license covering change of facilities, hours of operation and DA; change trans. location and make changes in ant.; cond.: 690 kc, 1 kw-D, DA-D.

Granted Mod. CP

WRDB Reedsburg, Wis.—Granted mod. CP for approval of ant., trans. and main studio location.

WAYS Charlotte, N. C.—Granted mod. CP to make changes in ant. and extend commencement and completion dates to 2 months and 8 months from date of grant; cond.

WBAM Montgomery, Ala.—Granted mod. CP to change trans. and main studio location and extend commencement and completion dates to 2 months and 8 months from date of grant; cond.

WICU Erie, Pa.—Granted mod. CP for extension of completion date to 10-24-52.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

WCRK Morristown, Tenn.—Granted petition for acceptance of its late appearance in proceeding re application of LaFollette Bcstg. Co., LaFollette, Tenn.

April 30 Decisions . . .

COMMISSION EN BANC

Granted License Renewals

Following stations granted renewal of licenses for regular period:

KIOX Bay City, Tex.; WCOL Columbus, Ohio; WMNB North Adams, Mass.; WPRA Mayaguez, P. R.; KDLX Del Rio, Tex.; KBMN Bozeman, Mont.;

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KSWA Graham, Tex.; KSD St. Louis, Mo.; KXOK St. Louis, Mo.; WJMS Ironwood, Mich.; WKRC Cincinnati; WFEC Miami; KPOA Honolulu, T. H.; WOBS Jacksonville, Fla.; WPDQ Jacksonville; WGBS-FM Miami; KRAI Craig, Col.; KARM-FM Fresno, Calif.; KPHO-TV Phoenix, Ariz., and KLAC Los Angeles.

Licenses Extended

Following stations granted temporary extensions of licenses for period ending August 1, 1952:

KWAL Wallace, Idaho, and WVNJ Newark, N. J.

Further License Extensions

Following stations granted further temporary extensions of licenses for period ending August 1:

WKLV Blackstone, Va.; WPLI Jackson, Tenn.; WSOO Sault Ste. Marie, Mich.; WTNJ Trenton, N. J.; WTTT Coral Gables, Fla.; WCBT Roanoke Rapids, N. C.; KTTV Los Angeles, Calif., and WOV New York. (Comr. Sterling not participating in WOV action.)

Granted Renewal

KS2XAO Quincy, Ill. — Granted renewal of developmental station license for regular period.

Set for Hearing

WMRO Aurora, Ill. — Designated for hearing application for renewal of license and granted temporary extension of license for operation until conclusion of this proceeding or until Dec. 1, 1952, whichever is earlier.

WLAP Lexington, Ky. — Designated for hearing application for renewal of license and granted temporary extension of license for the period ending August 1.

(Continued on page 95.)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Experienced general manager, willing to take over $10,000 interest and management of established regional daytime station (fulltime possibilities) in one of best New England markets. Air mail particulars first letter. Box 72P, BROADCASTING • TELECASTING.

Salesmen

Salesman. Good opportunity in Illinois for hard-hitting salesman. Liberal drawing against commissions. Send details to Box 924M, BROADCASTING • TELECASTING.

Salesman who can sell and sell hard. Southern 5 kw clear wants a man who has already demonstrated his ability in radio sales. Liberal draw against commissions future unlimited. Rush details and references. Box 14P, BROADCASTING • TELECASTING.

New England network affiliate in pleasant prosperous college community needs hard-working salesman. Salary plus commission. Background and references. Box 29P, BROADCASTING • TELECASTING.

Wanted immediately. Engineer for sales in broadcasting field. Must be under 30 and possess sales ability. Some travel—Chicago and vicinity. Excellent opportunity with well established company. Box 40P, BROADCASTING • TELECASTING.

Salesman: Real opportunity for industrious time salesman. Liberal draw against commissions. 1 kw with market over 300,000 population in North Carolina. If you can sell, you can earn $6000.00 and more per year. Full information first letter with recent photo. No hot shots please. All replies confidential. Box 44P BROADCASTING • TELECASTING.

Salesman, successful, experienced, new under developed market vicinity Detroit, salary, increasing progressive commission, upwards $10,000 yearly alert topflight man. Mail particulars. Radio-2355 Guardian Bldg., Detroit.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Immediate opening for experienced salesman to handle established accounts and bring in new ones. Good opportunity with stable operating station. John Rossi, KIBL, Beeville, Texas.

Announcers

Experienced announcer for 25,000 watt Nebraska station. Send full particulars, audition record, board experience and salary requirement, first letter. Box 926M, BROADCASTING • TELECASTING.

Florida east coast independent needs first phone man with accent on announcing. Part time sales in rich market, if desired. Ideal working conditions and climate. Box 13P, BROADCASTING • TELECASTING.

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Metropolitan New York station needs announcer with 1st class ticket. Send full particulars regarding experience and salary requirements. Box 32P, BROADCASTING • TELECASTING.

Straight announcer, 40 hours; $65 per week plus talent, if deserving. CBS affiliate in large gulf coast city has immediate opening. Send disc or tape and full details to Box 37P, BROADCASTING • TELECASTING.

Wanted, announcer from Texas or southwest by Texas station. Prefer deep voice, news specialist. Send discs, all details first letter. College radio graduates will be accepted. Applications without discs not accepted. Box 45P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Top combo man. Pacific northwest major market. LBS affiliate. Emphasis on announcing. $2.16 hour. Overtime. Permanent. Box 41P, BROADCASTING • TELECASTING.

Early morning man desired by progressive independent. Must be capable idea man who can build salable shows. Write Box 65P, BROADCASTING • TELECASTING.

Announcer-engineer with first class ticket. Starting pay $75 for experienced man. Pennsylvania independent. Box 66P, BROADCASTING • TELECASTING.

Combination announcer - engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Combination man with first phone. Excellent opportunity for advancement as present owner plans to expand to three station operation. Need is immediate. Please do not contact unless you are able to start at once. Starting salary $65.00. Air mail, wire or call Manager, KCRT, Trinidad, Colorado.

Announcer wanted for permanent staff position., news and board work. No ticket required. Excellent opportunity advancement for right man. KGHF, Pueblo, Colo.

Experienced combo man immediately, $60.00 and housing, daytime, KRLW, Walnut Ridge, Arkansas.

Adding combination man to staff. Announcing abilities and permanency most important. Send audition and details WBUT, Butler, Penna.

Combination announcer-engineer, 1st class license—contact Robert F. Wolfe, WFRO, Fremont, Ohio.

WGCM, Gulfport, Mississippi, has opening for experienced announcer who can also do sports.

Versatile mature voice for 5000 watts net station in Newport News, Va. Prefer married man. Need disc now and desire interview as follow up. Send disc or tape to WGH, Newport News, Va.

Wanted, experience combination man first phone. WHBS, Huntsville, Alabama.

Vacation replacements — announcer seven weeks and engineer six weeks. Send resume and audition. Ed Eckert, Program Director, WKNY, Kingston, N. Y.

Announcer—who wants to make money and live in enjoyable community, with or without 1st phone, $65 to start, $5 raise in short time, $200 bonus in year, 20% commission on all sales at own leisure, not required, 35 to 40 hours weekly, owner is manager, small congenial staff, station making good money, must have experience, personality, be stable, want job with future and home in friendly, wealthy town. Send tape, picture. WKUL, Cullman, Alabama.

Experienced announcer for 10,000 watt Miami station. This announcer must be "tops" on record shows and news. Send audition tape, recent photo, data and salary requirement to Ron Tuten, WMIE, Miami, Florida.

Experienced morning man for staff announcing. Good conditions, pension plan. Send tape, qualifications, picture. WNAE, Warren, Pennsylvania.

Good announcer who can handle general announcing and write local news. Excellent opportunity, immediate opening. Air mail disc, salary requirements, complete personal data. Manager, WPAQ, Mt. Airy, N. C.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. WPIC, Sharon, Pa.

Help Wanted (Cont'd)

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Chief engineer. Immediate opening. 250 watt CBS station. Permanent. Good pay and chance for advancement in our group-owned station setup. Excellent opportunity for right man. Photo, background first reply. Box 56P, BROADCASTING • TELECASTING.

First class engineer, no announcing, state minimum salary. Box 52P, BROADCASTING • TELECASTING.

Combo man 1st phone emphasis announcing, nearby Detroit, progressive increases, overtime, high earnings, ideal conditions, car necessary. Rush audition tape, background information. Radio 2355-Guardian Bldg., Detroit.

First phone engineer—in the center of vacationland. Alamogordo — "Gateway To The Lincoln National Forest". Write, wire or phone—salary requirements, Wayne Phelps, KALG - Alamogordo, New Mexico.

Immediate opening for 1st phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Wanted: An engineer at kw daytimer. Bud Crawford, KCNI, Broken Bow, Nebr.

Engineer with first phone license. Willing to learn announcing. No experience necessary, KENA, Mena, Arkansas.

Engineer-announcer, emphasis on announcing. University town, KLWN, Lawrence, Kansas.

Engineer. Excellent working conditions in a university city. If desired, work schedule arranged to attend university. KNOX, Grand Forks, North Dakota.

Radio operator with first phone license. Write or phone A. M. McGregor, KSTT, Davenport, Iowa. 6-2541, days; 3-6677, evenings.

Wanted, ambitious engineer experienced construction and maintenance willing to take responsibility. Transportation furnished from west coast. Air mail details KULA, Honolulu, T. H.

Good experienced announcer with first class ticket. Send audition tape, record of experience, business and character references to KWFC, Hot Springs, National Park, Arkansas.

First class engineer: $50 for 40 hours plus overtime. WCBT, Roanoke Rapids, N. C.

Engineer, first phone, experience unnecessary, transmitter at studio, WCED, DuBois, Pennsylvania.

First phone. No announcing. Start $250.00 per month plus overtime. WCMY, Ottawa, Illinois.

Immediate opening for first class operator, WEAV, Plattsburg, N. Y.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

Wanted—First class engineer, $200 month. Contact Chief Engineer, WHAL, Shelbyville, Tenn.

Help Wanted (Cont'd)

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

First class engineer-announcer. Permanent position, good working conditions. WJAT, Swainsboro, Georgia.

Immediate opening first phone engineer-announcer. All applications considered regardless of experience. Ideal working conditions in small friendly southern town. Rush complete data with salary requirements to Manager, WKDK, Newberry, S. C.

Engineer for TV micro-wave relay station. Starting salary $225 per month plus overtime, plus car allowance. Phone Chief Engineer, WSAZ-TV, Huntington, West Va.

First class engineer-announcer needed $60.00 weekly. WSON, Henderson, Kentucky.

First class phone operator wanted. Experience not necessary. Radio Station WSSV, Petersburg, Va.

Production-Programming, Others

Wanted: Experienced newsman with bachelor's degree as parttime instructor in large midwestern school of journalism while working on graduate degree. Radio news experience essential, television experience desirable. Write Box 973M, BROADCASTING • TELECASTING.

Desire male copywriter with ideas. Some announcing. Submit samples. Texas. Box 29P, BROADCASTING • TELECASTING.

Immediate opening for continuity director, full charge of department. Must be top administrator as well as top writer, to qualify as department head in this hard hitting midwest 5 kw operation. Send complete info to Box 50P, BROADCASTING • TELECASTING.

Wanted—Continuity chief. Experienced writing for all types of clients. Send letter with full details, copy samples, salary requirements. Moderate, healthful climate. Program Director, KCSJ, Pueblo, Colorado.

Program director-copywriter, fully experienced. Send full details first letter. R. C. Force, Manager, WKNK, Muskegon, Michigan.

Copywriter, young man or woman head copy department. Some experience preferred. Opportunity for advancement. Send details, sample copy to Mr. Joe Fife, WWCA, Gary, Indiana.

Situations Wanted

Managerial

General-program manager. Ten years experience. Eight years present position New England network station. Desire change offering advancement, more temperate climate. Complete knowledge all phases of successful operation. Cultured, civic - minded, married, college, excellent references. Box 22P, BROADCASTING • TELECASTING.

Manager with successful history beginning as salesman to sales manager to manager desires return to station management. 12 years experience with independent and network stations. Recognized as top sales producer. Complete history and interview upon request. Now employed with top radio organization in country, excellent reasons to return to station management. Midwest preferred. Married, 37 years old. Write Box 24P, BROADCASTING • TELECASTING.

General or commercial manager. Experienced. Capable. West or southwest. Box 43P, BROADCASTING • TELECASTING.

Manager-salesman, 14 years all phases broadcasting. Proven sales record. Highest type references. 39, married. Prefer non-metropolitan market midwest or southwest. Box 58P, BROADCASTING • TELECASTING.

Corporation vice president 35 now actively engaged in general and engineering management of radio station property in midwest, desires relocate east or south. Direct correspondence solicited, looking towards association in June or July. Primary interest in radio not TV. Box 71P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

years experience radio and television sales and management. Desire sales in east or southeast. Preferably TV. Excellent references. Available for interview. Write Box 49P, BROADCASTING • TELECASTING.

Salesman, 27, married with family wishes job in Florida or gulf coast. Experienced. Box 69P, BROADCASTING • TELECASTING.

Announcers

Radio announcer. Program man. SRT graduate, desires position any location. Veteran. Draft exempt. Write Box 989M, BROADCASTING • TELECASTING.

Experienced young disc jockey with first phone desires location in good market to do 2½ to 3½ hour afternoon, or evening, or night show—or both. Net, indie AM and TV background including production as well as participation. Ex-serviceman. No draft worries. Available immediately. Box 11P, BROADCASTING • TELECASTING.

Announcer—Inexperienced, but trained. Fine voice with emphasis on relaxing type shows. Can handle news and general staff announcing. Can do well if given a chance. Disc, photo, references available. Box 15P, BROADCASTING • TELECASTING.

Newsman, 6 years network, indie, magazine writing, broadcasting, special events and documentary work looking for right job. Tape available. Box 18P, BROADCASTING • TELECASTING.

Topnotch experienced sportscaster. Good play-by-play. Baseball a must. Football, basketball, boxing, wrestling. Highest recommendation from present employer. Box 20P, BROADCASTING • TELECASTING.

Experienced announcer—all phases including network. Young, single, college degree, draft exempt. DJ, news, board. Available immediately. Desire permanent location in the east. Photo, tape. Box 38P, BROADCASTING • TELECASTING.

Good experienced staff announcer, commercials, DJ, news, personality, conscientious, reliable. Box 42P, BROADCASTING • TELECASTING.

South Louisiana, announcer, salesman, copywriter, strong news, commercials, $75.00 week. Box 48P, BROADCASTING • TELECASTING.

Personality, hillbilly disc jockey, musician, singer. 6 years experience as musician and singer, 2½ years as disc jockey. Also experience: recording with top hillbilly outfit, interviews and pop record shows. Age: late twenties, married with family. Dependable, do not drink. Presently employed. Box 51P, BROADCASTING • TELECASTING.

Experienced announcer, 5 years all phases, excellent ad-lib, colorful news, college degree, all replies considered, available immediately, request tape. Box 57P, BROADCASTING • TELECASTING.

Attention east coast, announcer with 5 years experience. 1st phone, dependable, ambitious. Do anything including sports. Box 59P, BROADCASTING • TELECASTING.

Married veteran, experienced. Strong on news and commercials. Operate console. Box 61P, BROADCASTING • TELECASTING.

Newscaster. Staff announcer, copywriter. Four years experience. Graduate radio & TV school. College. Third phone. Car. Married. Will travel. Sober. Dependable. Available immediately. Disc, references. Box 73P, BROADCASTING • TELECASTING.

Experienced announcer - sportscaster. First phone. Veteran, 28, college background, single. Will travel. Box 74P, BROADCASTING • TELECASTING.

Announcer. Experienced. Saturday-Sunday fill-in for station in five hour radius of N. Y. C. Paul Clark, % Haber, 2616 Union St., Queens, N. Y. C.

Staff announcer, news, commercials and strong deejay. Prefer midwest. Tom Gibson, 800 W. 31st Independence, Missouri.

Experienced announcer, first phone. College graduate. Veteran, 24, wants permanent job central-southern Indiana, Illinois, Ohio. Tape and details on request. Marty Martini, 603 East Palm, Orange, Calif.

Situations Wanted (Cont'd)

Announcer, control board, news, sports, personality. Member Radio Writers Guild. Disc available, Bob Miller, 1141 Elder Avenue, N. Y. C.

Announcer—Some commercial board and mike experience. Three years university. Pathfinder graduate. Clear, mature voice. 29, single, Navy veteran. Prefer midwest. Charles S. May, 4001 Bell St., Kansas City 2, Missouri.

Announcer-engineer. First phone, one year experience, good DJ and commercials. Full pleasant mature voice. Tape available. Wire, write Frank O'Malley, General Delivery, Montgomery, Alabama.

Announcer-engineer desires summer replacement job. New York experience. Will travel. Lonnie Padron, 520 W. 139 Street, New York.

Announcer—operate board, experience at New York station. Free to travel, draft exempt, disc on request. W. Y. Spahr, 630 Gramatan Ave., Mount Vernon, New York.

Technical

RCA graduate. Veteran, married, car. FM, kilowatt AM. Four years same company. Control, transmitter. Prefer transmitter. Box 28P, BROADCASTING • TELECASTING.

I have a second phone and also a class (A) Ham license. Will work in broadcast station for second class wages while obtaining first phone. Preferably Mo. or Ark. Will consider anywhere. Have had radio college and correspondence courses, lots amateur experience. Reasonable wages while learning. Box 30P, BROADCASTING • TELECASTING.

Combo man—First phone, strong announcing, tape, photo. Available June 16. Box 31P, BROADCASTING • TELECASTING.

Experienced engineer-announcer with selling experience, at present chief, desires permanent job with future in midwest. Box 33P, BROADCASTING • TELECASTING.

Recent graduate of Cleveland Institute Radio Electronics with 1st class radiotelephone license, desires position. Box 34P, BROADCASTING • TELECASTING.

Chief engineer to take complete charge of broadcast and television station. Ten years experience at 5 kw directional and thorough knowledge of television technique. State salary and location. Box 35P, BROADCASTING • TELECASTING.

Chief engineer. Thoroughly experienced, handle anything in technical department. Box 54P, BROADCASTING • TELECASTING.

First class engineer, experienced, desires work in N. Y. C. Immediate availability. Box 60P, BROADCASTING • TELECASTING.

First phone, inexperienced. Desire New York, southern New England area. Others considered. Box 64P, BROADCASTING • TELECASTING.

Engineer 1st phone 1½ years AM-FM-TV experience. No announcing. Minimum salary $60. Southeast. Box 67P, BROADCASTING • TELECASTING.

First phone technician. Past experience includes radio-TV repair and chief of small station. Married veteran with car. Minimum $62 per week. Box 70P, BROADCASTING • TELECASTING.

Engineer/chief engineer, 16 years broadcasting experience (installation, directional arrays, television) desires responsible position with progressive station. Box 78P, BROADCASTING • TELECASTING.

Engineer, plenty of experience, available immediately. Box 55P, BROADCASTING • TELECASTING.

Production-Programming, others

Appeal to women's and children's market. Will write, participate in shows exclusively for these sellable markets. Prefer midwest. Box 980M, BROADCASTING • TELECASTING.

TV or radio production assistant. Wide experience little theatre production; summer stock; business; teaching; public relations. College graduate. Training in TV and radio. Dependable. Capable assuming responsibility. Easy to get along with. Background and ability adaptable to variety of jobs. Box 19P, BROADCASTING • TELECASTING.

(Continued on next page)

EDWARD C. LOBDELL ASSOCIATES

announce the Reorganization of its Placement Division

under the new name

Broadcast Management Services Co.

(Agency)

TO STATIONS:

Personnel qualified and able to serve you available through our careful selection based upon *your* strictest definition of their duties.

Confidential presentation of verified facts about men who can contribute to the efficiency and build your organization.

Relief from the time consuming chore of mass interviewing through presentation of the most select individuals.

Personnel Analysis and Qualification Programs established.

All at *NO CHARGE* to the Station.

TO APPLICANTS:

One fee with *NO* registration, filing or supplemental charges.

One week's salary the only fee.

Guidance on ways and means to improve your standing within the industry.

A confidential relationship which can lead to greater satisfaction and more money in the bank.

No makeshift pitching for something you won't fit. But instead effective presentation for the spot you belong in.

We have the orders—Here are only a few pending on May 1st:

Station Manager—New York State
Chief Engineer—Pennsylvania
Program Director—Ohio
Sales Manager—New York State
Newscaster—New York State
Engineers—New York, New Jersey
Engineers—Pennsylvania, Maryland, Delaware, Wisconsin, Ohio, California
Announcer-Engineers—New York, New Jersey, Florida, West Virginia, Mississippi, Maryland, South Carolina

and many others by mail, wire, and phone daily.

Write

Broadcast Management Services Co.

(Agency)

Edward C. Lobdell - Licensee

17 East 48th Street **New York 17, New York**

Situations Wanted (Cont'd)

News director—local news, special events coverage specialty. Fifteen years newspaper-radio experience. Box 21P, BROADCASTING • TELECASTING.

Copywriter, experienced, single, draft exempt. Looking for progressive station in northeast. No announcing. Box 46P, BROADCASTING • TELECASTING.

Looking for capable staff member? Stage actor, singer, director, stage manager desires to transfer talents to radio or TV. Good voice. College graduate. Veteran. Some radio acting, announcing experience. TV school graduate. Prefer New York state or northeast but will consider all replies. Box 47P, BROADCASTING • TELECASTING.

Gal Friday wants to work all week. Radio-TV production, N. Y. C. Six years experience program-production air work. Box 62P, BROADCASTING • TELECASTING.

Copywriter, good typist, shorthand, one year commercial writing course, desire start in New England area. Female. Box 63P, BROADCASTING • TELECASTING.

Television

Technical

TV chief engineer now available for new installation, desires contact. Box 960M, BROADCASTING • TELECASTING.

Production-Programming, Others

TV weatherman—topnotch television weatherman, available one-month notice. Good salesman. Best offer considered anywhere. Box 983M, BROADCASTING • TELECASTING.

Advertising—programming executive, currently employed TV, interested in future opportunity. Box 998M, BROADCASTING • TELECASTING.

For Sale

The best in complete tower sales and service by the south's largest tower erection company. Will sell or buy your used towers, erect or service your towers. A.A.A. Tower Company, Inc., Box 898, Greenville, N. C.

Stations

Midwest station. 250 w. Independent. Rich agricultural area. $32,500. Terms possible. Box 12P, BROADCASTING • TELECASTING.

250 watt fulltime station in Pacific northwest. Only station in isolated market. Operated profitably for two years. Owner wants to return to the east. $25,000 cash. Box 52P, BROADCASTING • TELECASTING.

Exceptional opportunity to acquire 1000 watt property in fast growing Texas town of 100,000 population. Control can be purchased for $12,000 with liberal pay-off. Harvey Malott Co., 237 Madison Ave., New York 16, N. Y.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

For Sale (Cont'd)

Equipment, etc.

150' continuous coil Andrew soft drawn ⅞" coaxial line. Make offer. Box 25P, BROADCASTING • TELECASTING.

Presto 6-N recorder 1-C head, 90-A amplifier, like new. Associated equipment $775 F.O.B. Box 75P, BROADCASTING • TELECASTING.

1 professional recorder, RCA, type 73-B, $850. 1 playback turntable, RCA, type 70-D, $450. 1 Western Electric studio console, type 23-C, $450. All in perfect condition. Box 77P, BROADCASTING • TELECASTING.

Radio Station KCOH in Houston, Texas, announces the sale of a Presto model Y . . . disc recorder . . . with a 1C cutting head, combined with turntable, in waist high cabinet. Priced at $512.00 when new. For sale at $330.00. For information address correspondence to Chief Engineer, Station KCOH, M. & M. Building, Houston, Texas.

1-300' heavy duty, 1-300' extra heavy duty, 1-600' heavy duty tubular steel, guyed TV, Phillips towers, new, of course, immediate delivery, special prices. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

Last call—London Library of 300 10 inch 78 RPM discs. All instrumental selections, price $125. F. O. B. New York, Recording Associates, 113 West 42 Street, New York 18, New York.

Wanted to Buy

Stations

Wanted—Eastern medium or small market station. One-half cash. Give complete details. Box 978M, BROADCASTING • TELECASTING.

Interested in buying bankrupt, run down, or sick radio station. All letters considered, confidential, no broker. Box 39P, BROADCASTING • TELECASTING.

Equipment, etc.

3 kw or 1 kw FM transmitter, also 1⅝ transmission line. Box 909M, BROADCASTING • TELECASTING

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Will pay cash used dual channel console and limiting amplifier. Address Box 27P, BROADCASTING • TELECASTING.

Wanted: Forty foot tower section for small Fisher tower. Contact Chief Engineer, KBIO, Burley, Idaho.

Wanted. One Collins 6-ring FM antenna; 440 feet of 1⅝ inch 51½ ohm transmission line; 1 kw AM transmitter. Contact J. V. Sanderson, WSGN, Birmingham, Alabama.

Transmission line, 1⅝ inch. Advise quantity and price wanted. WTND, Orangeburg, S. C.

Southern California

$30,000.00 down

Very profitable fulltime independent station in market providing ideal living conditions. Now operating under absentee ownership. More than $20,000.00 in net quick assets included. Excellent financing for qualified buyer.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

Help Wanted

Announcers

★ ***TOPFLIGHT NEWSCASTER***

wanted by 50,000 watt network affiliate in Midwestern market. This is an excellent opportunity and the salary is right for the right man. The right man in this case will have years of experience behind him. He will not necessarily have a beautiful voice, but it will be authoritative. He will be mature and make a good appearance. If you think you fit this description, send disc, photo and full information. BOX 10P, BROADCASTING • TELECASTING.

Television

Salesmen

WANTED

Old established Radio Office selling talent, programs, etc. Want Central West representative for TV films.

W. M. Ellsworth
Lincoln Tower
75 East Wacker Drive
Chicago 1, Illinois

Situations Wanted

Managerial

topnotch

RADIO-TV EXECUTIVE

Graduate engineer MIT. Former Radio-Television director at one of the nation's top agencies.

Well-rounded background that includes first hand radio station experience including 20 years of production, sales and administrative knowhow.

Important contacts with advertisers and agencies that mean sales.

Excellent man to head up TV operation, advise on application, program structure, administration and facilities.

BOX 68P,
BROADCASTING • TELECASTING

Announcers

D.J. with S.A.*

Well known . . . proven . . . national award winner . . . will attract new accounts . . . build Hooper. Write for folder today.

***SALES APPEAL**

BOX 984M,
BROADCASTING • TELECASTING

Situations Wanted (Cont'd)

top negro disc jockey, draws over 5000 fan letters a week, sells all products like mad, available for right price. Box 1P, BROADCASTING • TELECASTING.

Production-Programming, Others

NEW TV STATIONS

Salable, economical, high-rating program structure planned for your application, justified at hearings, later put into practical operation by heavily experienced executive producer-director. Mature know how from 8 years with small, large TV stations, 1200 air-hours; exceptional background includes radio, films, stage, public relations, scripting. Available for prelim. planning, pg. mgr. after CP, or both. Full details from BOX 16P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

School

NBS GRADUATES are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting *right now* for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men Housing Arranged

Write Today for Details

NORTHWEST BROADCASTING SCHOOL

"One of the Nation's Great Radio-TV Schools"

531 S. W. 12th Ave., Portland 5, Ore.

AUDIENCE ANALYSTS

Expands Mail Service

EXPANSION of mail research facilities has been announced by Audience Analysts, a new branch of the research division of Lee Ramsdell & Co., Philadelphia advertising agency.

Audience Analysts specializes in obtaining a comprehensive picture of the listener through mail questionnaires which have run as long as 72 questions. Gerald F. Selinger, member of the American Marketing Assn., is director of the firm.

FCC Actions

(Continued from page 91)

May 1 Decisions . . .

COMMISSION EN BANC

Granted Power Increase

KGNO Dodge City, Kans.—Granted CP to increase power from 1 kw-LS 250 w-N to 5 kw-LS 1 kw-N, DA-2, change trans. location, install new DA, 1370 kc.; engineering cond.

Baseball Games to Canada

Granted extensions of authority to following stations to transmit play-by-play descriptions of baseball games by wire to CFRA Ottawa, Canada, for period ending April 1, 1953:

WKBW Buffalo, N. Y.; WRNY Rochester, N. Y.; WHYN Holyoke, Mass., and WITH Baltimore, Md.

Program to Canada

WDET-FM Detroit, Mich. — Granted authority to transmit programs by wire line to CKLW Windsor, Ontario.

Removed from Hearing

KGAE Salem, Ore.—On petition, removed from hearing docket and granted application for mod. CP (which authorized new AM station on 1430 kc, 1 kw-D) for approval of trans. location and to specify main studio location; cond.

Remote Control FM

By separate orders, Commission waived Sec. 3.265 of rules and granted requests of following FM stations for special temporary authorization to operate their transmitters by remote control for period of six months (to Nov. 3, 1952), with conditions:

WHDL-FM Allegany, N. Y.; WPJB-FM Providence, R. I.; WRVB and WRNL-FM Richmond, Va.; WDOD-FM Chattanooga, Tenn., and WFAN (FM) Washington.

Extended SSA

KFAR Fairbanks, Alaska — Granted extension of special service authorization to operate on 660 kc, 10 kw, unl., for period of 90 days ending Aug. 1, 1952.

WNYC New York—Granted extension of special service authorization to operate on 830 kc, 1 kw, limited time, for period ending Aug. 1, 1952.

Extended Temporary Authority

WIBK Knoxville, Tenn.—On petition, granted extension of temporary authority to operate for period of 30 days only, to expire June 1, 1952.

May 1 Applications . . .

ACCEPTED FOR FILING

License for CP

WALK Patchogue, N. Y. — Requests license for CP, as mod., which authorized new AM station.

Extension of Completion Date

WINZ Hollywood-Miami, Fla. — Requests mod. CP, as mod., which authorized power increase, changes in DA and change studio location, for extension of completion date.

KWBW-FM Hutchinson, Kan. — Requests mod. CP, which reinstated expired CP, which authorized new FM station, for extension of completion date.

WELD (FM) Columbus, Ohio—Mod. CP, which authorized changes in existing FM station, for extension of completion date.

License Renewal

KFPW Fort Smith, Ark. — Requests renewal of license.

WRJW Picayune, Miss.—Requests renewal of license.

APPLICATION RETURNED

WMFC Monroeville, Ala. — RETURNED application for license for CP, as mod., which authorized new AM station.

RCA Recorder Shown

PORTABLE magnetic recording equipment claimed to make possible a 75% reduction in film costs to the TV broadcasting and motion picture industries was demonstrated fortnight ago by RCA Victor Div. at the 71st semi-annual convention of the Society of Motion Picture and Television Engineers in Chicago.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MAY 1

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,340	2,327	87	327	221
FM Stations	638	581	69	13	9
TV Stations	108	97	11	538	2

(Also see Actions of the FCC, page 90.)

Docket Actions . . .

FINAL DECISION

Kansas City, Mo.—FCC denied applications of Kansas City Bcstg. Co., for new AM station at Kansas City, Mo., and Reorganized Church of Jesus Christ of Latter Day Saints, for new AM station at Independence, Mo., both seeking 1380 kc, 5 kw D. Denied April 30.

OPINION AND ORDER

Rockford, Ill.—George Basin Anderson. By memo. opinion and order FCC granted petition for review of hearing examiner's memorandum opinion and order denying petitions for leave to amend application for new station on 1330 kc, 500 w D, DA, to change applicant from individual to corporation, B & C Radio Co., and change engineering data; set aside examiner's ruling; granted petitions and accepted amendments, etc. Order April 30.

Non-Docket Actions . . .

TRANSFER GRANTS

Listed by States

KHSL and KVCI (FM) Chico, Calif.; KVCV and KVRE (FM) Redding, Calif., and KYOS and KVME (FM) Merced, Calif.—Granted transfer of control from Ruth McClung, executrix of estate of Hugh McClung, deceased, to Micky McClung (also known as Ruth McClung) under terms of decree of first and final accounting and final distribution in matter of Mr. McClung's estate. No monetary consideration. Granted May 1.

WLBE Leesburg, Fla.—Granted transfer of control from Eleanor Hunter to Paul A. Husebo and Wendell F. Husebo, equal partners, for $79,000 for 100% interest. Paul A. Husebo is general office manager for Minneapolis wholesale hardware firm. Wendell F. Husebo is manager of WTRF Thief River Falls. Granted April 18.

WRGA-AM-FM Rome, Ga.—Granted transfer of control from Annie C. Quarles, administratrix of estate of John W. Quarles, deceased, to Charles Smithgall. Transferor will sell note amounting to $83,588.54, representing indebtedness to licensee corporation, for $60,000. Mr. Smithgall is owner of WGGA Gainesville, Ga., and president, treasurer and 28% owner of *The Daily Times*, Gainesville. Granted May 1.

WCBC Anderson, Ind. — Granted transfer of control from Lloyd B. Gallimore and J. Byron Crouse to Great Commission Schools Inc. for $22,745. Transferee is parochial school (grades 1 through 12), of which Paul E. Billheimer is president. Granted April 18.

WORX (FM) Madison, Ind.—Granted assignment of license from Pioneer FM Co. to Knight-Cutler System for $11,000. Transferees are Charles N. Cutler, who really only retains his present ⅓ interest, and Frances Knight (Breckenridge), who buys here ⅔ control from former owners. Miss Knight (Breckenridge) is manager of WORX (FM) and Mr. Cutler is chief engineer. Granted April 18.

KPRS Olathe, Kan.—Granted assignment of license from Johnson County Bcstg. Co. to Twin City Advertising Agency Inc. for $37,500. Principals in Twin City are President Edward H. Pate (28%), president of Twin City Adv.; Vice President Andrew E. Carter (28%), vice president of Twin City Adv.; Secretary-Treasurer Eugenia L. Pate (28%) secretary-treasurer of Twin City Adv., and four other holding minority interest. Granted April 18.

WIDE Biddeford, Maine — Granted transfer of control from Edward A. Harriman and nine others to Victor C. Diehm and three others for $45,000. Mr. Diehm (25%) is president, general manager and holds 25% interest in WAZL Hazleton, Pa., and vice presi-

(Continued on page 96)

SDG BARGAINING

Directors' Minimums Raised

MODIFICATIONS in collective bargaining agreement of the Screen Directors Guild with major movie studios last week brought agreement on minimums for directors on Western pictures budgeted at $100,000 or under to $550 weekly on a four-week guarantee and for all other types of features, $550 weekly with a 5½-week guarantee.

Retroactive to last March 13 agreement, the agreement also includes a new minimum of $500 for second unit directors. First and second assistants are to receive $300 and $175 weekly.

WTVJ(TV) on AM Time

TIME has been purchased by WTVJ (TV) Miami on five radio outlets promoting the joint appearance of Sens. Estes Kefauver (D-Tenn.) and Richard B. Russell (D-Ga.) on the station May 5. To draw attention to the event which station management feels should be brought to the maximum number of viewers on the eve of the Florida primary, spots are being aired on WFEC WKAT WVCG WWTB and WMIE, all Miami.

BILLINGS for first quarter of 1952 for KVVC Ventura, Calif., were 72.4% higher than same period last year, according to Roland Vaile, manager. March was most successful month since station began operations in January 1948.

UHF CONVERTER

Demonstrated by Crosley

"A REVOLUTIONARY change in distribution and selling is now taking place in this country," W. A. Blees, Avco Mfg. Corp. vice president and Crosley general sales manager, said Wednesday when the Crosley Div. demonstrated a production model of its "Ultratuner"—an ultra high frequency TV converter.

The revolution, which will emphasize sales rather than distribution, is being met by his organization, Mr. Blees said, by a split of its home office into two parts with separate sales forces for electronics goods and appliances. The sales emphasis, in turn, will lay on two separate areas: Pioneering selling and replacement selling, a distinction that may prove "quite a trick" to teach dealers to follow consistently, the executive said. In spite of the current situation, he predicted that the television business will continue to grow "bigger and bigger."

The Ultratuner, demonstrated at the Westchester Biltmore Country Club in Rye, N. Y., will enable all Crosley sets to receive all VHF and UHF channels. In production and ready for immediate shipment to dealers, the small unit—measuring an approximate 8 x 8 x 6 inches—is priced at $39.95. Special features, in addition to reception of all channels, include a built-in antenna, which is said to preclude use of an outside UHF antenna within reasonable distance of the transmitter, and simple installation, which can be managed quickly and easily by the set-owner without service help.

Projection Tube

RCA Tube Department has announced a new seven-inch projection-type kinescope capable of providing a 20-by-15-foot picture when used with a suitable reflective optical system having an 80-foot projection throw. The new tube (RCA-7WP4) measures approximately 19½ inches in length and seven inches at its greatest diameter.



FCC Roundup

(Continued from page 95)

dent, director and owner of 84 out of 336 shares of WHOL Allentown, Pa. Granted April 18.

WNAW North Adams, Mass. — Granted assignment of license from Courtlandt Nicoll to Cecil W. Clifton for $10,000. Mr. Clifton is general manager and 50% owner of WAVL Apollo, Pa. Granted April 18.

WDGY Minneapolis, Minn.—Granted transfer of control from Stuart Investment Co. to Herman J. Lange, George E. Lau, Clarence T. Hagman and Clarence W. Levy for $425,000. Mr. Lange is owner of Minneapolis electronic welding firm and San Diego auto supply houses; Mr. Lau, with his wife, is owner of Minneapolis coffee shop chain; Mr. Hagman is former general manager of WLOL Minneapolis-St. Paul, and Mr. Levy has interest in two retail furniture stores in Minneapolis-St. Paul.

WENE Endicott, N. Y.—Granted assignment of license from Empire Newspapers Radio Inc. to Ottaway Stations Inc. for net book value of assets on closing date; on Feb. 29 such value was $69,529. Principals in Ottaway Stations Inc. are president James H. Ottaway (40%) and treasurer-secretary Ruth Ottaway (30%), who are controlling officers, directors and stockholders of Empire Newspapers Inc., licensee of WVPO Stroudsburg, Pa. Granted May 1.

WHLI-AM-FM Hempstead, N. Y.—Granted relinquishment of control from Mariam N. Godofsky, executrix of estate of Elias I. Godofsky, to Paul Godofsky, through sale of 20 shares of stock (10%) for $6,500. After transfer Mrs. Godofsky holds 45% interest. Granted April 18.

WJOC Jamestown, N. Y.—Granted transfer of control from Harry E. Layman to Frederick E. Davis and Harold P. Kane for $53,845.40 for 140 out of 277 shares of stock. Mr. Davis now holds 7 shares of stock. Granted May 1.

WNOS Onconta, N. Y.—Granted assignment of license from Oneonta Star Inc. to Ottaway Stations Inc. for net book value of assets on closing date; on Feb. 29 such value was $43,824. Principals in Ottaway Stations Inc. are president James H. Ottaway (40%) and treasurer - secretary Ruth Ottaway (30%), who are controlling officers, directors and stockholders of Empire Newspapers Inc., licensee of WVPO Stroudsburg, Pa. Granted May 1.

WKIP Poughkeepsie, N. Y.—Granted assignment of license from Poughkeepsie Newspapers Inc. to Dutchess County Bcstg. Corp. for $30,000. Poughkeepsie Newspapers retains WHVA (FM). Principals in Dutchess are George W. Bingham, WKIP general manager; Marvin S. Seimes, chief engineer; Richard A. Dwelley, commercial manager; John J. Kuhn, and Mabel Meurer. Granted April 18.

KUGN-AM-FM Eugene, Ore.—Granted transfer of control from C. H. Fisher, O. E. Berke and P. R. Berke, a partnership d/b as Valley Bcstg. Co., to C. H. Fisher, O. E. Berke and P. R. Berke, as individuals. Valley Bcstg. Co. is dissolved and stock of licensee transferred to transferees in proportion to their interests in partnership. No monetary consideration. Granted April 18.

WMFS Chattanooga, Tenn.—Granted assignment of license from Lookout Bcstg. Co. to W.M.F.S. Inc. for $30,000 (Comr. Jones votes for a hearing). Principal stockholder in W.M.F.S. Inc. is president B. F. J. Timm (75%), owner of 501 out of 1,000 shares of stock of WDMG Douglas, Ga., owner of 601 out of 1,200 shares of stock of WGAA Cedartown, Ga., and owner of 7½% of WLBS Birmingham, Ala. Granted April 18.

WIRJ Humboldt, Tenn.—Granted consent to J. Frank Warmath to relinquish positive control of licensee by transfer of 50% of stock to Miss Marion Warmath for $30,000. Miss Warmath is secretary - treasurer of Gibson County Bcstg. Co. Granted May 1.

KSAM Huntsville, Tex.—Granted assignment of license to partnership composed of Theodore F. Lott and M. B. Caudhey, d/b as Huntsville Bcstg Co. Harvard C. Bailes, former partner, sold his interest to Mr. Lott for $8,000. Mr. Lott is assistant manager of KSAM. Granted April 18.

WHWB Rutland, Vt.—Granted transfer of control from Herbert L. Wilson to Charles I. Bates through purchase by Mr. Bates of 214 shares of stock (62.76%) at auction held by U. S. Internal Revenue Service. Mr. Bates had 29.32% interest before transfer; he pays $696.61 for additional interest. Granted April 18.

WKLV Blackstone, Va.—Granted assignment of license from Nottaway Bcstg. Co. to Blackstone Bcstg. Corp. for $12,000. Principal in assignee is Maxey E. Stone (85%), owner of jewelry store in Blackstone and former manager of WSVS Crewe, Va. Granted April 18.

WHWB Rutland, Vt.—Granted transfer of control from Herbert L. Wilson to Charles I. Bates through purchase by Mr. Bates of 214 shares of stock (62.76%) at auction held by U. S. Internal Revenue Service. Mr. Bates had 29.32% interest before transfer; he pays $696.61 for additional interest. Granted April 18.

KWNW Grand Coulee, Wash.—Granted assignment of license from Carl F. Knierim to Grand Coulee Bcstg. Co. for $22,500. Principals in assignee are W. Richard Carlson Jr., general manager and secretary of WCDL Carbondale, Pa. and Norah B. Carlson, program director of WCDL. Granted April 18.

KWNW Wenatchee, Wash.—Granted assignment of license from Apple-Land Bcstrs. Inc. to Wenatchee Bcstrs. through a leasing arrangement. Principals in assignee are Mark Sorley and Stuart Maus, both former employes of KPQ Wenatchee. Ten-year lease calls for 8% per year of actual sales receipts of station up to $60,000, or 10% of gross sales receipts of station over $60,000, provided that for first six months rental shall be $250 monthly and minimum rental for first year not less than $250 monthly. Granted April 18.

WKLJ Sparta, Wis.—Granted assignment of license from Victor J. Tedesco to Sparta-Tomah Bcstg. Co. Change from individual to corporation only; no actual change of ownership or control. Granted April 29.

New Applications . . .

FM APPLICATIONS

Listed by States

Griffin, Ga. — Radio Station WKEU, 102.1 mc, 444 w. Estimated construction cost $2,741.25. Applicant is licensee of WKEU Griffin. Filed April 15.

Shreveport, La.—KTBS Inc., 96.5 mc (Ch. 243), 14 kw. Estimated construction cost $14,450, first year operating cost $1,000, revenue none. Applicant is licensee of KTBS Shreveport. Filed April 15.

Berlin, N. H.—White Mountain Bcstg. Co., 103.7 mc (Ch. 279), 9.9 kw. Estimated construction cost $9,000, first year operating cost $5,000, revenue none. Applicant is licensee of WMOU Berlin. Filed April 15.

Altoona, Pa.—General Bcstg. Corp., 100.1 mc, 137 w. Estimated construction cost less than $1,000 since all equipment already on hand. Applicant is licensee of WVAM Altoona. Filed April 15.

Walterboro, S. C.—Walterboro Bcstg. Co., 106.3 mc (Ch. 292), 585 w. Estimated construction cost $3,200 (transmitter already on hand), first year operating cost $3,000, revenue $6,000. Applicant is licensee of WALD Walterboro. Filed April 15.

Logan, Utah—Utah State Agricultural College, Ch. 201, 10 w (non-commercial educational). Estimated construction cost $4,000. Filed April 15.

TRANSFER REQUESTS

Listed by States

KYMA Yuma, Ariz.—Assignment of license from KOY Bcstg. Co. to KYMA Yuma Inc. through merger of new corporation formed by spin off of KYMA assets and liabilities to new entity. Capital stock in KYMA Yuma Inc. will be issued to stockholders of KOY Bcstg. Co. in same ratio as their present holdings in latter corporation and equal in total net value of assets and liabilities being transferred to KYMA Yuma Inc. No KOY Bcstg. Co. stock will be surrendered by its stockholders. William L. Lindsey, general manager of KYMA, will subscribe to capital stock of new corporation in amount equal to capital stock of that corporation to be issued to each existing holder of KOY, i.e., 16⅔%. Filed April 16.

KCLF Clifton, Ariz.—Assignment of license from Dwight Harkins Amusement Enterprises Inc., d/b as Saguaro Bcstg. Co., to Saguaro Bcstg. Co., Inc. through formation of new corporation, 50% of stock to be held by corporation and 50% by Dwight Hawkins Amusement Enterprises Inc., and 50% by H. Chester Darwin, general manager of KCLF, who will become president of new corporation. Filed April 16.

KHSL and KVCI (FM) Chico, Calif.; KVCV and KVRE (FM) Redding, Calif., and KYOS and KVME (FM) Merced, Calif.—Transfer of control from Ruth McClung, executrix of estate of Hugh McClung, deceased, to Micky McClung (also known as Ruth McClung) under terms of decree of first and final accounting and final distribution in matter of Mr. McClung's estate. No monetary consideration. Stock transferred includes 1012½ shares out of 300 shares (not including 140 more shares in her own name) of stock in KHSL and KVCI (FM), and KVCV and KVRE (FM), and 20,399 out of 24,000 shares in KYOS and KVME (FM). Filed April 9.

KTLN Denver, Col.—Assignment of license from Leonard Coe Radio Station KTLN Inc., in which Mr. Coe will own 100% of the stock. No actual change of ownership or control. Filed April 23.

WFEC Miami, Fla.—Assignment of license from Howard D. Steere to David Haber for $40,000 (in escrow). Mr. Haber owns 50% of various taxicab companies, including Cathedral Fleet Inc., Alpine Cab Co., Crescent Cab Corp. and Phil-Mat Cab Corp., New York City. He also has interest in various other automotive enterprises. Filed April 9.

WORZ-AM-FM Orlando, Fla.—Transfer of control from Radio Station WORZ to WORZ Inc. through transfer of stock from Central Florida Bcstg. Co., licensee of WORZ, to same stockholders in exchange for equivalent amount of stock in same properties and by same persons who now own stock in licensee company. No actual change of ownership or control. No monetary consideration. Filed April 14.

WCNH Quincy, Fla.—Transfer of control to Andrew B. Letson through sale of 320 out of 500 shares of stock for $18,400. Mr. Letson is general manager and chief engineer of WCNH, and already holds 26% interest in station; he will own 78.2% of stock. He also is applicant for new AM station in Tallahassee, Fla. Filed April 15.

KCLO Leavenworth, Kan. — Assignment of license from Leavenworth Bcstg. Co. to Cecil W. Roberts for $31,000. Mr. Roberts is owner of KREI Farmington, Mo., KNEM Nevada, Mo., and KCHI Chillicothe, Mo., and is applicant for new AM station in Chanute, Kan. Filed April 15.

WKLX Lexington, Ky.—Transfer of control to Central Kentucky Bcstg. Co. through transfer of 850 outstanding shares of stock (100%) for $70,000. Central Kentucky Bcstg. Co. is the licensee of WLEX Lexington, license of which will be surrendered to FCC upon Commission approval of sale of WKLX. Accepted May 1.

WSPR-AM-FM Springfield, Mass. — Transfer of control from Q. A. Bracket and L. B. Breed to Ruth W. Bracket and Alma Breed, executors of estate of Mr. Brackett and Mr. Breed, respectively, both of the latter deceased. No monetary consideration. Filed April 12.

WDET (FM) Dctroit, Mich.—Assignment of license from UAW-CIO Bcstg Corp. of Michigan to Wayne U. Board of Education. No monetary consideration. Filed April 14.

KOB-AM-TV Albuquerque, N. M. — Assignment of license from T. M. Pepperday to Time Inc. for $900,000 [B•T, April 28]. After series of reorganizations, which will transfer assets to Albuquerque Bcstg. Co., a Time Inc. subsidiary, 50% interest in station will be sold to Wayne Coy for $75,000, plus eight-year contract as general manager for $26,000 per year. In addition, Mr. Coy will remain consultant to Time Inc. at fee of $24,000 per year. Time Inc. publishes *Time*, *Life* and *Fortune* magazines and other periodicals. Filed April 25.

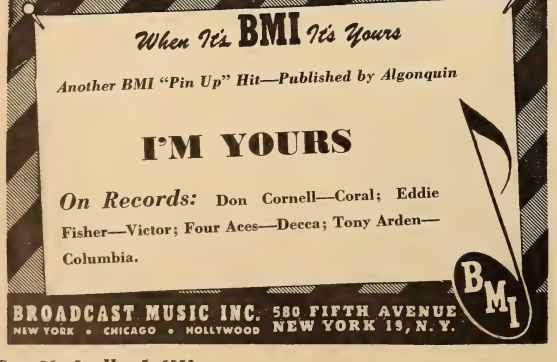
WJOC Jamestown, N. Y.—Transfer of control 140 out of 277 shares of stock from Harry E. Layman to Frederick E. Davis (who now holds 7 shares of stock) for $53,845.40. Filed April 10.

WIRO Irontown, Ohio — Transfer of control from Clacus G. Merrill, Marie B. Merrill and Fred Bailey to Theodore M. Nelson, Clinton McElroy, William P. Shannon and C. A. Baker, equal partners, for $30,000 plus contract with Mr. Merrill, who will be hired as consultant for $28,000 in 60 installments of $466.66 monthly. Mr. Nelson is general manager of WIKK Erie; Mr. Shannon is sales manager of WIKK; Mr. McElroy is assistant manager of WIKK, and Mr. Baker is chief engineer for WIKK. Filed April 16.

WKSR Pulaski, Tenn.—Transfer of control from W. K. Jones and Fred Deming to Mr. Jones for $21,500. Mr. Fleming, who now has 50% interest, will have 93% interest after transfer; Mr. Jones will have 7% interest. Filed April 25.

WDXE Lawrenceburg, Tenn.—Assignment of license from Aaron B. Robinson to Lawrenceburg Bcstg. Co. Change from an individual to a corporation; no actual change of ownership or control. Filed April 15.

KDSX Denison, Tex.—Assignment of license from Grayson Bcstg. Corp. to Radio Station KDSX. Change from a corporation to a partnership of B. V. Hammond (52%) and L. L. Hendrick (48%). No actual change of ownership or control. Filed April 25.



VHF Propagation

(Continued from page 65)

sidered aberrations due to tropospheric conditions. FCC and outside engineers pointed out at that time that these facts were known and taken into account in formulating TV allocations.

Last year, Collins Radio Co., in cooperation with NBS, bounced a UHF signal off the moon [B.•T., Nov. 19, 1951]. Collins used a 20 kw transmitter on 418 mc, putting out an effective radiated signal of 5,000 kw. It transmitted a continuous wave message for a half-hour on Oct. 28 and again on Nov. 8, using a highly directional transmitting antenna. The received signal strength of the moon-reflected message, "What Hath God Wrought," was 0.0002 microwatts.

During the VHF tests, the Collins signal was monitored by FCC monitoring stations, "ham" operators, Bell Telephone Labs., and by Cornell U. Operation was under an FCC authorization, but was not identified on the air. Pre-experimental work was done at MIT as part of a State Dept. and military project. The program is a cooperative venture between MIT and NBS.

CBS-TV Clinic

(Continued from page 66)

made it clear "that the difference between television and motion picture production is more than the obvious one of being separate and distinct media." TV, he asserted, "must place greater stock in efficiency and time-saving devices [in its production facilities] than was necessary when motion picture studios were planned."

"When Television City is completed," Mr. Luckman said, "we feel that CBS-TV and the general public will be satisfied that something new and revolutionary has been done—that a television production center has been devised which can accommodate any of the infinite number of changes through which television will undoubtedly go."

Oscar Katz, CBS-TV director of research, appraising the potentials for expansion of set ownership, said that "one-third of the population now own sets; another third live in TV areas but do not have sets, and the last third live in non-TV areas —thus, there is as much room for growth of the medium in TV areas as there is in non-TV areas."

John Cowden, operations director of CBS-TV advertising and sales promotion, advised new TV stations to "be prepared to meet their promotional problems head-on with a solid advertising program from the minute they go on the air." He cited the promotional activities of CBS-TV's Los Angeles station when it changed its call letters to KNXT (TV) and at the same time moved to a new site and boosted power.

These activities, he recalled, included on-the-air promotion, newspaper ads, full-page advertisements for the first broadcast followed by 14 days of intensive advertising after the change; billboards throughout the market, and counter cards and window streamers.

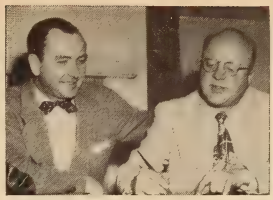
He advised TV stations to stress, in their promotion efforts, the extent to which they penerate their markets, size of potential audience, TV's sales effectiveness, and success stories of specific clients. He regarded film trailers as the simplest, most logical and dramatic tool of TV promotion.

David J. Jacobson, director of public relations, saw two main public relations problems confronting new stations: (1) Integration of the station into the community, and (2) capitalizing locally on solid integration with the network. A good publicity operation, he said, combines necessary manpower, knowledge of publicity techniques, and imagination capable of utilizing all opportunities including those offered by the network.

The CBS-TV Network's own growth was sketched early in the meeting by Herbert V. Akerberg, vice president in charge of station relations, who also gave his views on future expansion and development.

Friday's session (see AT DEADLINE story page 98) was slated to feature a luncheon address by CBS President Frank Stanton, with morning and afternoon sessions devoted to studies of such diverse subjects as acquiring a construction permit, by Engineering Vice President William B. Lodge; construction costs, by Chief Engineer A. B. Chamberlain; staff and operation costs in a major market and in a secondary market, by James C. Hanrahan of WEWS (TV) Cleveland and Glenn Marshall Jr. of WMBR-TV Jacksonville; rate structures and income expectations, by Fritz Snyder, CBS-TV director of station relations, and a wind-up panel session with Mr. Akerberg presiding.

A dinner was held Friday night, and on Saturday the guests were invited to WELI New Haven to view UHF television reception.



WJMO Cleveland is promoting WDOK Cleveland under a year-long contract calling for a spot a day, just before WJMO's sunset sign-off. Walberg Brown (r), WDOK general manager, signs contract while Dave Baylor, WJMO vice president-general manager, watches. Spots began April 14.

Allocations Changes

(Continued from page 65)

for educational use, although there were UHF channels also assigned.

Refusal of the Commission to assign Channel 6 to Temple, Tex., was protested by KTEM. It stated that the Third Notice proposed 180 mile minimum co-channel separations and that Temple was 183 miles from San Angelo. The Commission proposed then to put Channel 6 in San Angelo.

In its final report, KTEM stated, the minimums were raised to 190 miles for these Zone II cities, thus preventing the assignment of Channel 6 to Temple.

KTEM asked for a rehearing in order to show that the transfer of Channel 6 from San Angelo to Temple would better serve the public interest.

In the Commission final notice, it stated that priorities for stations in Group A (2)—those cities not now served with TV signals—would be established on the basis of the population of the city applied for. This KXEL objected to, on the ground that its service area included rural populace which would therefore discriminate against the Waterloo, Iowa, residents.

It therefore asked that the Commission delete that criterion for listing which cities would receive precedence in processing, and instead permit flexibility in the order in which applicants will be processed. What KXEL desires is the chance to show the FCC that it should be considered early in the processing line, rather than to have to take a low position based on Waterloo's population, due to rigid criterion.

TEXTRON Inc., Providence, R. I., announces sales for first quarter ending March 31, were $22,177,000 compared with $26,053,000 for first quarter of 1951.

UHF BOOKLET

RCA Notes Value

RCA's faith in UHF is emphasized in a 24-page booklet, titled "UHF," being sent to customers.

Booklet reveals that RCA spent more than $2.5 million in UHF experiments and a total of $50 million in TV. It also stresses that the reception of TV signals from a UHF station can be as clear and stable as on VHF, that present TV sets can be "readily" adapted for UHF, and that costs of building a UHF station are "about the same" as for a VHF station. It also mentions that color TV can be broadcast on UHF.

Referring to the Bridgeport RCA-NBC experimental UHF station, the booklet quotes Technical Director Dr. C. B. Jolliffe as saying: "This pioneering station proves beyond doubt that UHF television is a practical means for extending television service to communities now without it. . . . We feel that the Bridgeport station, conducted by RCA as a service to the public, points the way to a truly nationwide television network."

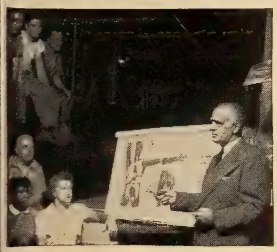
KYBS (FM) LEASE

Collins Radio to Operate

LEASE of KYBS (FM) Dallas by the Collins Radio Co., Cedar Rapids, Iowa, was reported last week. The station, on 107.9 mc with 90 kw power, has been inoperative since last December when its owners, Baptist General Convention of Texas, shut it down pending its disposition. Station was losing $25,000 to $30,000 a year, it was reported.

Terms of the lease were not disclosed, although Dr. R. Alton Reed, radio and public relations director of the Convention, was reported to have said it would bring a 10% return on the property. Station was valued "in excess of $50,000," it was said.

Use for which Collins Radio Co. intends to put the station was not disclosed. Collins Radio has been working on classified military and government projects for the past several years (see story page 65).



On the job!

Our volunteer speakers are saving thousands of lives *today*... in factories and offices, at neighborhood centers and at organization meetings all over this land... showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

American Cancer Society

BROKERS and FINANCIAL CONSULTANTS
to
RADIO STATIONS—TELEVISION STATIONS
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50 E. 58 St.
New York 22, N. Y.

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at deadline

NBA HOLDS ELECTIONS LENWELL NAMED PRESIDENT

LEROY LENWELL, KBRL McCook, late Friday was elected president of Nebraska Broadcasters Assn. at NBA meeting in Omaha. Others elected were Gene Ackerley, KCOW Alliance, vice president; Bob Thomas WJAG Norfolk, secretary; Todd Storz, NARTB representative, and Jack Yeager, KGFW Kearney, and Hap Anderson, KOIL Omaha, board directors.

Resolutions endorsing Horan Bill (HR 7062) giving broadcasting relief from libel responsibility and expressing interest in unattended transmitter operation were adopted by NBA. E. K. Hartenbower, KCMO Kansas City, new NARTB District 10 director, read report of William B. Quarton, WMT Waterloo, Iowa, retiring district director, who was unable to attend.

Speakers included Bill Martin KMMJ Grand Island, retiring president, and Bob Thomas, secretary; Virgil Sharpe, KOIL, who discussed work of Nebraska Network; Todd Storz, KOWH, on unattended transmitter operation; George Round and Ken Keller, representing U. of Nebraska, expressing university's appreciation for cooperation of stations. NBA committee will confer with university on reduction of fees for multiple-station sports pickups.

BMI clinic Thursday included talks by Ed Mason, KMMJ; Jim Bormann, WCCO Minneapolis, president, National Assn. of Radio News Directors; Gene Ackerley, KCOW; Charles Siverson, WHAM Rochester; Grover C. Cobb, KVGB Great Bend, Kan.; Bill Kalana, WNEW New York; Joseph Connolly, WCAU Philadelphia; Carl Haverlin, BMI president.

PILOTS PROTEST TOWER HAZARDS

ALLEGED hazards of high TV towers to air navigation was taken to public by Airline Pilots Assn. in a press release issued in Chicago Friday by President Clarence N. Sayen. Matter was subject of meeting two weeks ago [B•T, April 28] and is scheduled to be gone into at working committee meeting May 6 (see earlier story on page 68).

At a meeting of Chicago Airspace Subcommittee, ALPA submitted recommendations restricting heights and sites of TV antennas [B•T, April 7]. Pilots' organization is a member of "ad hoc" committee comprising broadcasting and aviation interests, as well as representatives of FCC and CAA.

FCC ATTACKS HOUSE VERSION OF McFARLAND BILL

FCC opposes House version of McFarland bill (S 658) chiefly on two key sections, B•T learned Friday. Commission expressed displeasure of bill to remodel its functions in letter Thursday to House which is near debate S 658 (see story, page 29).

Among sections criticized are 5 (c), 15 (c) and 8. Former two would divorce staff from Commissioners' orbit. Reason cited for opposition was that separation would slow down FCC work at time when it must act expeditiously on TV applications. Same FCC reason applied for Sec. 8 which would require 30-day notification before applications are set for hearing or grants would be issued without hearing. Sections cited would place unnecessary burden on Commissioners, agency noted.

TRUMAN FOLLOW

SPOT announcements immediately following President Truman's 4-5 p.m. Saturday TV tour of White House were bought on two CBS Television stations by Kefauver National Campaign Committee. Stations were WTOP-TV Washington and WBNS-TV Columbus, Ohio. Account handled by Robert J. Enders Adv., Washington. Spots started, "You are the landlord of the White House. Soon you will decide who will be the next occupant." Rest of continuity promoted Kefauver candidacy. Account had been accepted by at least one station which later withdrew on ground of station policy, according to agency. (Early story, page 82).

Business Briefly

(Continued from page 5)

to start May 19, using two five-minute transcribed shows five times weekly for six weeks. If successful campaign will be expanded through agency, Hirshon-Garfield, N. Y.

ENVELOPE FILM SPOTS ● Self-Seal Div., United States Envelope Co., has begun spot television campaign using one-minute film spots in principal national markets. Contracts, to continue throughout 1952, are on staggered schedule. Filmed commercials were produced by Robert Lawrence Productions, N. Y., and feature actor Henry Fonda. Agency: S. R. Leon Co. Inc., N. Y.

TESTS BY COCA-COLA ● Coca-Cola Bottling Co., Chicago, testing consumer response to its new 12-bottle carry-home carton with a heavy spot radio schedule on WJOL Joliet, Ill.

PEOPLE . . .

CHARLES PHILIPS, sales manager and executive administrator NBC's WNBC New York, to network-owned WNBK (TV) Cleveland as sales manager, effective May 12.

JOSEPH H. McCONNEL, NBC president, will be honored by Alumni Assn. of Davidson College at Army and Navy Club, Washington, at dinner May 9th. Other distinguished alumni of college will be present. Mr. McConnell will serve as toastmaster.

WILLIAM B. ROHN, salesman with WINS New York since 1949 and earlier with Burn-Smith Co., station representatives, appointed assistant general sales manager, WINS.

JACOB RUPPERT Brewing Co., N. Y., on Friday reported four promotions among executive personnel: **J. J. TAYLOR JR.**, named director of marketing; **GERALD FRISCH** to serve as general assistant to vice president for sales & marketing Herman Katz; **BEN MITCHELL JR.** named manager of distributor sales, and **J. L. CONNER** appointed manager for metropolitan package sales.

HELEN SLATER AYERS, Irving Serwer Adv., N. Y., to copy staff, Robert W. Orr & Assoc., N. Y.

FEHLMAN NEW PRESIDENT OF OHIO ASSOCIATION

NEW NAME adopted by Ohio Assn. of Broadcasters at Thursday meeting in Columbus. Group now known as Ohio Assn. of Radio & Television Broadcasters.

In election of officers, Robert C. Fehlman, WHBC Canton, was elected president. Other officers elected were Adna Karns, WCOL Columbus, vice president, and L. A. Pixley, WLOK Lima, secretary-treasurer.

Harold E. Fellows, NARTB president, was speaker at meeting along with John H. Smith Jr., NARTB FM director. William T. Stubblefield, NARTB station relations director, also attended.

Friday session was programmed by BMI.

UHF, VHF Equipment Costs Noted

EQUIPMENT costs for VHF and UHF television stations differ "very little" when estimated radiated powers of both types are equal, but high-band VHF and UHF costs tend to pull away from those of low-band VHF when their ERP's are increased to get comparable coverage, CBS-TV Chief Engineer A. B. Chamberlain told network's TV clinic in New York Friday (early story page 66).

In another clinic feature CBS president Frank Stanton told luncheon Friday that TV "has no equal, socially, politically and economically, as a mass communications medium" and that it comes at just right time in country's economic picture.

Noting that national income is up three times since 1940, that "plant facilities have increased tremendously in the same period we are moving from a defense to a peace economy," and that inventories are piling up, Mr. Stanton said: "Television should play a vital role in the mass distribution at a minimum cost of the goods these increased plant facilities can turn out and which the American public wants."

Detailed report on construction costs—including number of items which sometimes are omitted from such studies (legal and engineering services, building costs, furniture and fixtures, etc.)—was presented showing estimated total costs for each type of station according to city population bracket, as follows:

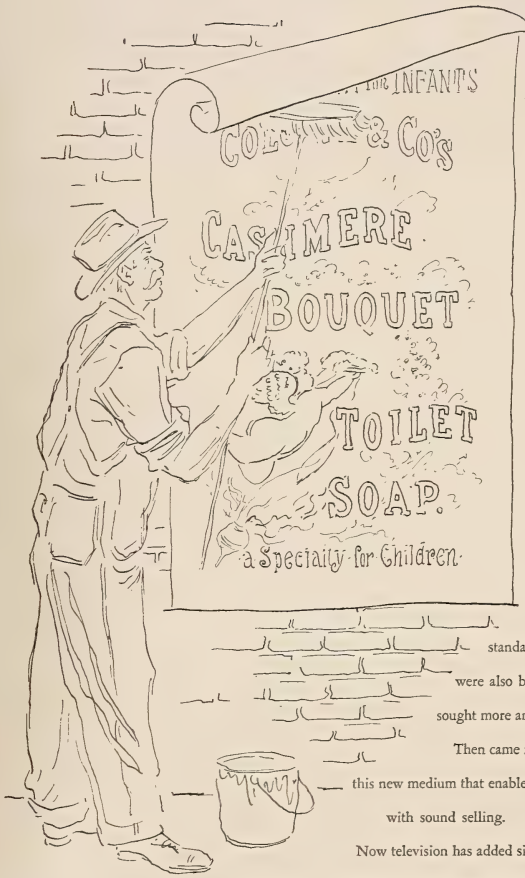
City Population and Station Power	VHF Low Band	VHF High Band	UHF
Under 50,000			
(ERP 1 kw at 300 ft.)	$111,700	$116,950	$119,550
50,000 to 250,000			
(ERP 2 kw at 500 ft.)	342,200	336,700	340,250
250,000 to 1 million			
(ERP 10 kw at 500 ft.)	430,760	431,460	436,920
Over 1 million			
(ERP 50 kw at 500 ft.)	557,600	544,600	604,700
Large city			
(maximum powers*)	874,500	1,018,900	1,059,500

* Maximum powers: Channels 2-6, 100 kw; 7-13, 316 kw; 14-83, 1,000 kw.

Cost differences between VHF low band, VHF high band, and UHF stations "are influenced more by site, location, construction conditions, building construction, antenna height, and type of tower (whether guyed or self-supporting) . . . then by differences in equipment costs," Mr. Chamberlain's report said.

Meanwhile, in discussion of rate structures for potential advertisers, Fritz Snyder, CBS-TV director of station relations, recommended careful study of gross operating costs per hour, saying equitable rate structure can then be devised on basis of set saturation in market.

William B. Lodge, CBS-TV vice president in charge of engineering, sketched steps to be followed in getting FCC authority to construct station, summarized new FCC rules, outlines factors to be considered in picking transmitter site, and discussed transmitting facilities.



FORERUNNER...

Forerunner of today's big, efficient outdoor advertising industry was this scene. Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster.

About the same time that billboards were becoming standardized, other media—newspapers, magazines, car cards—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio . . . and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound selling.

Now television has added sight to sound . . . and again advertisers were quick to capitalize on the added impact this newest medium affords them.

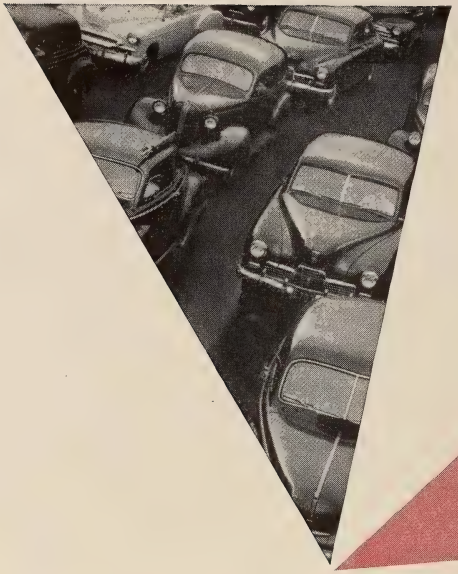
In WLW-Land, these two media—WLW Radio and WLW-Television—used in combination, offer advertisers the most efficient and economical way to reach more people more often and more effectively.

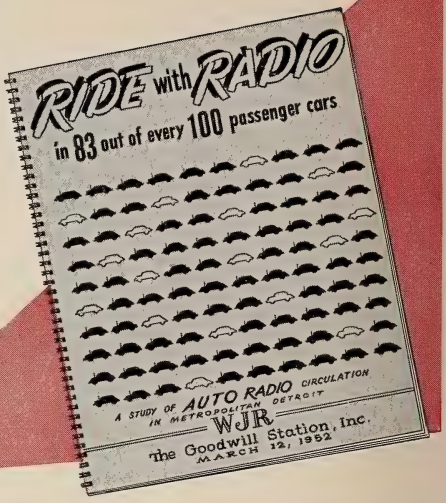
WLW

1922 • 1952

30th year

THE NATION'S STATION AND ITS TV SERVICE





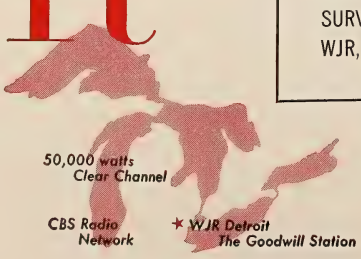
WJR

the ***GREAT VOICE*** *of the* ***GREAT LAKES***

LATEST INFORMATION ON AUTO RADIO CIRCULATION IN DETROIT

- *83 out of every 100 cars in Metropolitan Detroit have auto radios*
- *There are 837,036 auto radios in the Metropolitan Detroit area*
- *The average number of passengers per car in Detroit is 1.8*
- *51,084 passenger cars counted at 172 different locations*
- *Auto Radio Circulation in WJR's primary coverage area is greater than the circulation of many national magazines!*

WRITE FOR YOUR COPY OF WJR'S AUTO RADIO SURVEY TODAY. ADDRESS YOUR INQUIRY TO WJR, DEPT. 50, FISHER BUILDING, DETROIT 2.





FREE SPEECH MIKE

Radio—America's Greatest Advertising Medium

Represented nationally by Edward Petry & Company
WJR The Goodwill Station Inc., Fisher Bldg., Detroit
WJR Eastern Sales Office: 665 Fifth Ave., New York

MAY 12, 1952

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

...redit Easing Will ...ost Advertising
Page 23

...mors of Further ...ate Cuts Heard
Page 23

...to Firms Set Up ...mmer Budgets
Page 27

...ur Best Customer, The Farmer
Page 28

TELECASTING
Begins on Page 69

21ST year

The Newsweekly of Radio and Television

You don't need

BIG MONEY

in Baltimore

Not when you can buy WITH! A *little* bit of money goes a long, long way on WITH. The reason is simple: WITH's rates are LOW . . . and WITH's audience is BIG. That combination gives you just what you're after—*low cost results!*

Take a tip from the local folks. Their advertising *must* pay off immediately. *And WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!* Get the whole WITH story from your Forjoe man today!

W-I-T-H IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Go where there's GROWTH...

GO WHAS!

KENTUCKY FARMERS SET NEW RECORDS IN 1951!



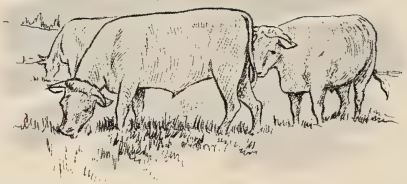
TOBACCO INCOME

up 24% over 1950 to $223,505,000!



MILK PRODUCTION

. . . tops 2 billion lbs. annually!



LIVESTOCK

. . . 3,917,000 head valued at $332,-769,000, up $25 Million over 1950!

(Increase of $25 million over 1950)



CORN PRODUCTION

. . . 78,810,000 bushels produced on 2,130,000 acres in 1950!

(86.5% of this corn was hybrid) Total yield 7.76% bushels per acre above average of the 16 Southern States.

U.S.D.A. 1951 figures

GO WHAS!

More folks listen to WHAS than to all other Kentuckiana stations combined; seven days a week, morning, afternoon and night.

WHAS Farm programs have an average listenership 329.3% GREATER than that of the next highest rated station! (BENSON & BENSON) The Benson and Benson survey included the twenty-one cities in the WHAS-market as well as the vast Kentuckiana farm audience. Practically everyone in Kentuckiana is interested in agriculture . . . and WHAS.

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

CBS
WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

IT'S

DETROIT TIGER BASEBALL

AS

USUAL

ON

WKMH

1310 ON THE DIAL 5000w DAYS — 1000w NIGHTS

FOR

METROPOLITAN DETROIT LISTENERS

SPORTS · NEWS · MUSIC

THAT'S THE FORMAT FOR THIS GREAT MARKET

AND FOR

WKMH

CALL YOUR HEADLEY-REED MAN FOR COMPLETE DETAILS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



The Annual Shrine Circus, under the sponsorship of Zembo Temple, Harrisburg, opened at the Pennsylvania State Farm Arena on April 21st. Attending the show, a throng of seven thousand, and, WGAL-TV's cameramen to lend support to this worthy cause.

But, WGAL-TV's aid had begun before this. In a half-hour show, Saturday night preceding circus week, Shrine officials appeared before WGAL-TV camera to tell viewers how 6,000 orphaned and underprivileged children would be entertained during circus week — and how crippled children's hospitals would benefit financially from the proceeds.

WGAL-TV is glad to have contributed to the outstanding success achieved by this year's Shrine Circus, is glad to have helped attract record-breaking crowds. Public service activities are a regular part of the WGAL-TV operation.

WGAL-TV
LANCASTER
PENNSYLVANIA

A Steinman Station
Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER ASSOCIATES

New York **Chicago** **San Francisco** **Los Angeles**



at deadline

CLOSED CIRCUIT

NEW ROUND of radio network rate skirmishing may be resolved through establishment (on rate cards) of new rate discounts on purchase of contiguous periods, giving large daily strips buyers, like P & G, Lever and Miles Labs. substantial reductions which would not "penalize" them as big buyers. Base rates, under this procedure, wouldn't change, except for necessary and ordinary adjustments based on coverage.

WHILE DECISION won't be reached for couple of weeks, it's learned that Miles Labs. is inclined to renew all five of its present programs on same networks. Fortnight ago, Miles had top executives of all four networks at Elkhart, Ind., headquarters, to make pitches, and presumably to ascertain that rates are uniformly applicable.

TRADE TALK these days mainly involves talk of trades. Latest, lacking confirmation, is possible acquisition of WJR Detroit by NBC but with parlay that would involve all or part of WTAM-AM-TV Cleveland. These discussions, admittedly preliminary, presumably stem from intermittent negotiations for purchase of KMPC Los Angeles by NBC for million dollars, plus. Ascertained was fact that John F. Patt, president of Richards stations, and Robert O. Reynolds, vice president and general manager of KMPC, are increasing minority holdings in WGAR Cleveland and KMPC respectively, but with Richards family to retain 51% control. Richards stations, applicants for five TV outlets [B•T, May 5], also talking acquisitions of existing TV stations in their own right.

UPCOMING this week will be appointment of J. Leonard Reinsch to executive post with Democratic National Committee. Announcement expected from Chairman Frank McKinney in Chicago. An old hand at political radio-TV campaigning, Mr. Reinsch was radio director of DNC in 1944 Roosevelt campaign and afterward radio advisor to President Truman. It's presumed he will be on leave of absence basis from his post of managing director of Cox radio and TV stations (WSB-AM-FM-TV Atlanta; WIOD-AM-FM-Miami; WHIO-AM-FM-TV Dayton).

DUE OUT SOON: new, identical standards governing 10-second shared station-identification breaks, now in preparation by NBC-TV Spot Sales for eight stations it represents. New standards will eliminate present need to make separate strips for each station. Additionally, standards will specify that advertising copy on station breaks occupy no more than 87% and no less than 75% of screen.

WHILE General Mills yet hasn't disclosed its full list of stations on its "summer saturation campaign", word trickled through last week that it had signed all five Westinghouse radio stations—but at rate card. Campaign covers 19-week span, involving 1,000 announcements, with roughly $100,000 billing. Contract covers equitable distribution of spots among daytime,

(Continued on page 6)

PEDLAR & RYAN QUITS; CAMAY TO B & B

PEDLAR & RYAN, New York agency, to leave advertising business with its prize Procter & Gamble Camay soap account, estimated at $2.5 million annually, reported Friday as transferred to Benton & Bowles, starting Oct. 1. Action results from retirement "from the conduct of advertising" by Thomas L. L. Ryan, agency president, who was to announce his resignation today (Monday), also effective Oct. 1. Mr. Ryan's statement said he "resigned to all clients" and offered his congratulations "to all new agencies."

Future handling of other Pedlar & Ryan accounts was not known late Friday. These include Melville Shoe Corp. and Peck & Peck.

ALL BROADCAST STATIONS TO JOIN ELECTION DRIVE

NARTB to participate in three-ply "register and vote" campaign, as instructed at recent Chicago convention, President Harold E. Fellows announced Friday in naming John F. Patt, WJR Detroit, as chairman of special committee in charge of project.

American Heritage Foundation and Advertising Council are supporting project. NARTB will direct participation by 2,300 stations in program, which will include monthly material urging citizens to register, material for broadcasts encouraging citizens to inform themselves on candidates and issues, and nationwide saturation drive to encourage voters to go to polls.

Robert K. Richards, NARTB public affairs director, will coordinate NARTB activity at staff level, with John Archer Carter, radio-TV director, coordinating for AHF. In last 10 days of fall campaign all stations will be asked to broadcast minimum of ten get-out-the-vote announcements daily. All states to set up citizens celebrations, with state broadcaster associations taking part.

CAMPBELL RENEWS RADIO ADDS TV PROGRAMS

VOICING faith in radio's continued strength and impressed with daytime TV's growth, Campbell Soup Co. announced Friday it is renewing its network radio and TV programs and adding three half-hours of daytime TV in fall expansion of broadcast advertising.

Spokesman said company would sponsor three half-hours weekly of TV version of *Double or Nothing* on CBS-TV, while continuing sponsorship of quarter-hour *Club 15* three nights weekly on CBS-TV, half-hour *Double or Nothing* five days weekly in NBC radio, and half-hour *Aldrich Family* weekly on NBC-TV. Final decision on renewals had not been expected for another 10 days (see story, page 23).

Campbell spokesman said "our renewals of evening and daytime radio, with plans to continue sponsorship of *Club 15* and *Double or Nothing*, are evidence of our conviction that radio continues as a potent and profitable purchase. It certainly reaches many markets and many homes we cannot touch on television." Expansion into daytime TV decided upon, it was said, because company is "impressed" with daytime TV's growth and development.

BUSINESS BRIEFLY

NEW CPP PRODUCT ● Colgate-Palmolive-Peet planning to put large advertising budget behind newest product, toothpaste with chlorophyl. Radio and TV spots most likely will be used. Test campaigns being prepared. Agency, Sherman & Marquette, N. Y.

SPOT CAMPAIGN ● General Foods, N. Y. (Jello-O), planning 11-week spot radio campaign in several West Coast markets. Agency, Young & Rubicam, N. Y.

REGENT ON RADIO ● Regent Cigarettes, N. Y., in addition to participating sponsorship in NBC-TV's *Today* three times weekly, is contemplating sponsorship of weekly half-hour radio network show. Agency, Hilton & Riggio, N. Y.

TENDER LEAF TEA ● Standard Brands, N. Y. (Tender Leaf iced tea), preparing radio spot campaign to be launched June 1, using daytime minutes. Contracts are said to be on 52-week basis. Agency, Compton Adv., N. Y.

PICK UP OPTION ● American Cigarette & Cigar Co., N. Y. (Pall Mall Cigarettes), has picked up first option on CBS-TV 7:45-8 p.m. period, Tuesdays and Thursdays, which is being dropped along with show *Stork Club* by Liggett & Myers (Fatima cigarettes). SSC&B, N. Y., is agency for Pall Mall.

FIVE-WEEK CAMPAIGN ● Bristol-Myers Co., N. Y. (Mum deodorant), effective June 1 is placing five-week campaign in various

(Continued on page 106)

CHICAGO BAR OPPOSES LEGISLATIVE PROBE TV

CHICAGO BAR ASSN. Thursday opposed telecasting hearings conducted by legislative investigative groups, saying such telecasts (1) "violate our traditional concepts concerning procedings which inquire into an individual's conduct and character," (2) there is and can be no guarantee that telecasting will be continuous enough to give both sides of the matter and (3) there is a tendency for such telecasts to undercut the privilege against self-incrimination. Lawyers in group agreed it was unjust to inquire about guilt or innocence before a national audience, and that legislative hearings are similar to grand jury inquiry, which are always conducted in secret.

CANNON RCA SECRETARY

JOHN Q. CANNON, assistant secretary of RCA for past year, Friday elected secretary of corporation. He succeeds Lewis MacConnach who retires after 29 years of continuous service (see story, page 26). Native of Salt Lake City, Mr. Cannon joined RCA in 1945 as attorney in Victor Div. Had served successively in government as business specialist of Bureau of Standards, chief law officer of U. S. Civil Service Commission and director of personnel of Securities & Exchange Commission.

for more AT DEADLINE turn page

at deadline

CALVIN J. SMITH ELECTED PRESIDENT OF SCBA

CALVIN J. SMITH, president-general manager of KFAC Los Angeles, unanimously elected president of Southern California Broadcasters Assn., succeeding Austin E. Joscelyn, CBS Hollywood operations director, who continues as SCBA board member.

J. Frank Burke Jr., co-owner of KFVD Los Angeles, named vice president. Thelma Kitcher, general manager of KGFJ Hollywood, named secretary-treasurer. New board members are Robert J. McAndrews, commercial manager of KBIG Avalon; William J. Beaton, vice president-general manager, KWKW Pasadena; Robert O. Reynolds, vice president-general manager, KMPC Hollywood.

WKVM CHANGE OF FREQUENCY

PERMISSION to change to 810 kc was granted by FCC Friday to WKVM San Juan, P.R. Station at present has CP for 1070 kc, with 25 kw, DA. At same time, FCC denied petition of WGY Schenectady that WKVM's application be designated in same hearing with General Electric station, ABC's KGO San Francisco and WDAE Tampa, Fla. That case involves request of KGO to make changes in its directional arrays, which would require WGY to go directional. Both are on 810 kc. WDAE is involved through its application to change from 1250 kc with 5 kw to 810 kc with 10 kw, DA. Grant of WKVM's modification of CP was conditioned on it accepting any interference from WDAE or WGY which might result from the KGO-WGY-WDAE case.

FCC RADIO PLAN FAVORED

COMMENTS in favor of FCC's proposal to set up two processing lines for AM applicants in order to give preference to those communities without broadcast service [B•T, April 28, 21] have been received at FCC. Deadline for comments is today. One suggestion, made by Washington law firm of Bingham, Collins, Porter & Kistler, was that Line I processing be arranged so that simultaneous consideration be given to applicants for same city—so applicant who filed earlier won't get grant first, put other applicant into Line II "freezer." Approvals were on file from Southeastern Arkansas Broadcasters Inc., Dermott, Ark.; Benton Broadcasting Service, El Dorado, Ark.; Knox Broadcasting Co., Rockland, Me.

ABC GROSS UP

ABC had gross sales, less discounts, returns and allowances, of $16,489,121 for first quarter of 1952, as compared with gross for comparable 1951 period of $14,560,345, report showed Friday. Network also reported additional $500,000 loan at 3.25% under agreement with bankers' trust which permits drawing of $3,800,000. As of April 30 ABC had drawn total of $2½ million under that agreement, including $500,000 borrowed in March.

COURT BARS STANDBY

THEATRE not required to hire standby musicians when it brings in "name" orchestra on tour, Judge Charles C. Simons ruled Friday in Sixth U. S. Circuit Court of Appeals in Cincinnati. Decision reversed ruling by National Labor Relations Board, holding practice in violation of Taft-Hartley Act. Case originated in Palace Theatre, Akron, where AFM Local 24 had refused to allow bands on tour to play unless theatre hired local standby orchestra.

In this Issue—

Removal of credit controls on sales of durable goods may be handsome windfall for radio and television. Manufacturers, distributors and retailers are expected to increase advertising budgets to push durables that have been moving slowly because of restrictions on time payments. *Page 23.*

Rumors of impending radio network rate reductions are flying as under-the-table deals with advertisers continue. One such deal involves General Tire, majority stockholder of MBS, as sponsor that wants bargain. *Page 23.*

Auto makers are in high gear in summer advertising drives on radio and television. *Page 25.*

Talent agencies have struck gold in television, which has created most consistent demand for talent in entertainment history. Here's full story of how ten-percenters are getting rich. *Page 72.*

Don't be surprised or disappointed if law suits hold up television thaw. Arthur Scharfeld, president of Federal Communications Bar Assn., thinks Sixth Report and Order is full of weaknesses and that court action against it is almost inevitable. *Page 74.*

A new bill is introduced to give broadcasters relief from headaches they get in carrying political speeches. This one would modify existing laws to let broadcasters censor libelous material out of such broadcasts. *Page 25.*

Tapping farmer's pocketbook is like tapping U. S. mint. He's last capitalist left, says Robert E. Dunville, president of Crosley Broadcasting Co., and he's radio's best prospect. *Page 29.*

Legislation is introduced by Sen. Ed Johnson to give Secretary of Commerce blanket power to remove or prohibit construction of any radio or television tower he considered hazardous to flying. Tall tower issue is getting more controversial every moment. *Page 73.*

National Collegiate Athletic Assn. announces third study of influence of TV on football gate. Though study is full of contradictions, NCAA swears it means that TV is murder for ticket sales. *Page 74.*

Relaxation of government's ban against color television manufacturing may come within week, but it won't mean color will suddenly come to life. At best, it will permit only trickle of color equipment. *Page 71.*

Upcoming

May 12-13: NBC radio workshop, Hollywood.

May 13: Advertising Club of New York, annual meeting, New York.

May 14: Public hearing on nomination of Rosel H. Hyde, Room G-16, U. S. Capitol.

May 15-17: Canadian Broadcasting Corp. Board of Governors, Chateau Frontenac Hotel, Quebec.

(BAB, BMI Clinics and Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

nighttime, floating schedule and station breaks. This combination schedule, on rate card, works out to roughly 50% of one-time rate.

GENERAL MILLS understood to be negotiating with ABC radio network for its *Hymns of All Churches*, currently running in 90 radio markets and placed on station-to-station basis. If network gets show, renewals on stations will not be forthcoming. Definite word expected next week. Dancer - Fitzgerald-Sample, N. Y., is agency.

REP. MIKE MANSFIELD (D-Mont.) is in no hurry to place bill in House hopper to prohibit so-called double charging for political talks by stations [B•T, April 14]. Apparently, he's hoping threat of legislation will force broadcaster surveillance. He was impressed with his December 1950 success in prodding NARTB to warn member stations on alleged charging beyond card rates. His present plan is to hold off for some weeks.

IN TEMPO WITH TV and radio programming co-ordination, consideration is being given by both national political committees to 12 noon convening of conventions in Chicago in July. This would coincide with hour Congress convenes and would give committees opportunities to perform their "smoke-filled room" conclaves prior to noon. Thought is that sessions could be held from noon to 3 or 4 p.m., with night sessions starting at 9. This would mean minimum of interference with programs during off hours.

CARL HAVERLIN, president of Broadcast Music Inc. and a Lincoln student, author of one-time shot on Lincoln's Presidential election year to be telecast May 18 on Sloan Foundation's *American Inventory* via NBC. Produced by Walter Schwimmer Productions, Chicago, show to serve as showcase for projected weekly half-hour live video series from Chicago. Mr. Haverlin wrote original radio scripts, packaged by Mr. Schwimmer, eight years ago and sold then as network feature to National Assn. of Small Businessmen.

THEY'RE ALREADY talking impending shortage of trained personnel for TV station operation, what with licensing of new stations upcoming following freeze-end July 1. Prospective applicants, notably those without radio operations, report difficulty in finding experienced people to assist in application preparation and planning. Consequently it's felt that there will be more job opportunities developing, both in television and for their replacement in radio, than at any time since excruciating World War II shortages.

DuPONT RADIO-TV AWARDS TO BE ANNOUNCED MAY 17

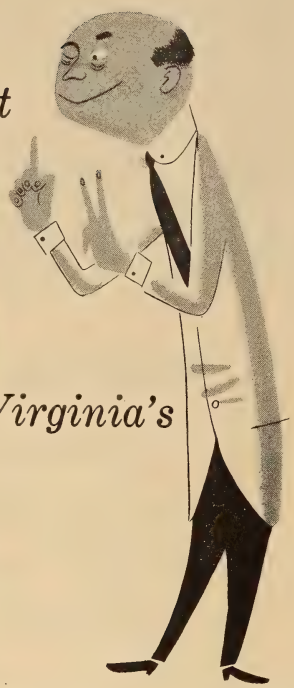
ANNUAL awards of Alfred I. DuPont Foundation for outstanding radio-TV public service to be announced May 17 at banquet in Mayflower Hotel, Washington. FCC Chairman Paul A. Walker to be guest along with Mrs. Jesse Ball DuPont, founder of awards in 1942; O. W. Riegel, foundation curator, and Dr. Francis P. Gaines, president of Washington & Lee U., administrating awards.

Plaques and $1,000 awards to be given large radio or TV station, small radio station and news commentator. Money may be used to establish scholarships or fellowships for advanced study by young people at approved American institutions. Other stations to receive special commendation.

for more AT DEADLINE see page 106


PRIDE
WREC
HAS NO PATENT ON
GOOD PROGRAMMING
★
LOW COST COVERAGE
★
FAIR BUSINESS POLICIES
★
CIVIC INTEREST
But we take pride in that we do deliver them to both Listeners and Sponsors alike.
That WREC does deliver is proved by the facts.... costs are 10.1% less than in 1946 per person reached, and WREC has a higher average Hooper than any other Memphis station.
REPRESENTED BY THE KATZ AGENCY
WREC
AFFILIATED WITH CBS
600 KC. 5,000 WATTS
MEMPHIS NO. 1 STATION

1 will get 2 you with West Virginia's "personality package!"



In West Virginia, one order buys two powerful, sales producing stations at a combination rate that is about the same as you would pay for any single comparable station in either locality! This means twice the impact in a lush industrial market that spends $500,000,000 annually. Write for details about WKNA-WJLS today!

the personality stations



Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.

WKNA
CHARLESTON—950 KC
5000 W DAY • 1000 W NIGHT
ABC Radio Network Affiliate

WJLS
BECKLEY—560 KC
1000 W DAY • 500 W NIGHT
CBS Radio Network Affiliate

BROADCASTING
TELECASTING

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IN THIS BROADCASTING

Agency Beat	10
Aircasters	62
Allied Arts	93
Editorial	56
FCC Actions	98
FCC Roundup	103
Feature of Week	16
Film Report	88
Front Office	60
In Public Interest	102
Milestones	92
New Business	18
On All Accounts	10
Open Mike	12
Our Respects to	56
Programs, Promotion, Premiums	96
Strictly Business	16
Telestatus	76
Upcoming	38

TELECASTING Starts on page 69

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

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ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

May 8, 1952

To the PRESS and RADIO:

Subject: ABOUT THOSE "TWELVE" INCREASES IN RAILROAD FREIGHT RATES

To meet increases in railroad operating costs which have been accumulating since 1949, the Interstate Commerce Commission on April 11 authorized an increase in freight rates estimated to average about 6.8 per cent above the rates then in effect and about 13.8 per cent above the rate levels of 1949.

This increase has been described as the twelfth since the end of World War II, but eight of the twelve have been interim increases, subsequently absorbed into, and made a part of, four basic decisions.

Whether described as twelve increases, or four, all of them put together have raised the level of railroad rates above pre-war levels by only a little more than one-half the percentage by which the major elements of the cost of producing rail transportation -- wages and fuel and materials prices -- have gone up in the same period.

And the average revenue the railroads receive for performing a unit of service -- moving a ton of freight one mile -- has gone up since before the war only about one-third as much as the average increase in prices generally.

Railroad freight rates today -- even after the latest increase -- are a smaller proportion of the cost of most things people buy than they were before the war, and total railroad freight charges are such a small part, on the average, of the cost of producing and distributing most goods that changes in freight rates, either up or down, are not enough to have material effect on retail prices.

Even if all freight rate increases authorized since 1949 -- including the one of April 11 -- were reflected in full in the prices the public pays for goods, the total increase in prices would be something less than one-half of one cent out of each dollar spent -- and that includes the increases in rates on raw materials and everything else that goes into the finished products, as well as in the rates on the products themselves.

The significant thing about the increase in freight rates recently granted is that railroad revenues will be brought more nearly in line with increases in the cost of producing transportation -- so that railroads will be better able to serve the public and to meet the requirements of agriculture, commerce and industry, and the demands of national defense.

Sincerely yours,

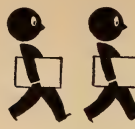
William T. Faricy



Junior's too young to worry much about sharing a platter with french fries and onions. Mother is hopeful he'll escape his predestination and get a job posing for Borden ads, but chances are next time you see Junior in print it'll be on a menu.

Radio can be like that. You hopefully buck destiny by placing a schedule on a lightweight peanut-whistle and the results are hamburger instead of Chateaubriand. Avoid that error in Oklahoma City by going first class . . . buy KOMA, the only 50 kw CBS outlet in the state . . . the *merchandising minded* station in Oklahoma City

KOMA *Avery-Knodel,* INC.
RADIO STATION REPRESENTATIVE
50,000 WATTS • CBS RADIO
J. J. BERNARD *Vice-President and General Manager*



agency

FRED E. SPENCE, president, Grant Adv., Toronto, transfers to agency's New York office as vice president in international division. He is succeeded in Toronto by **JOE WREN.**

ROBERT C. WARREN, account executive, Edward S. Kellogg Co., L. A., named vice president.

JOHN O. RAMSEY, vice president, Martin R. Klitten Co., L. A., to Ruthrauff & Ryan, Hollywood, as account executive.

RUTHRAUFF & RYAN transfers assets and liabilities of Mexico City office to newly organized Dillon - Huymans - Rincon Gallardo agency. Latter firm is headed by **LUIS G. DILLON,** former executive vice president, Foote, Cone & Belding International; **EDGAR HUYMANS,** former general manager of R & R office, Mexico City, and **FERNANDO RINCON GALLARDO,** former FCBI regional director for Brazil and Mexico.

LAMBERT B. BEEUWKES resigns as general manager of WHEE Boston to enter advertising field in Philadelphia.

SCOTT ROBINSON, International Nickel Co., to G. M. Basford Co., N. Y., as account executive.



on all accounts

"I ACTUALLY welcome the kind of campaign that other agency men would hate to stick their neck out on," says Al Charles, account executive for Washington's Kal, Ehrlich & Merrick Adv. Inc.

"I mean the kind of a campaign where immediate results are wanted; the kind where your clients want the telephone to start ringing as soon as the announcement is over," Mr. Charles explained.

"It's a game with me," he added. "Each account has its own advertising problems. I welcome the tough ones because if it clicks through my ingenuity, I have a real sense of accomplishment."

Apparently advertisers have noticed Mr. Charles' good batting average because he now has 25 active accounts for which he places about $500,000 a year.

Radio is paid high compliment in the way Mr. Charles selects his advertising vehicle. He estimates that about 90% of his placements go to radio, with the remaining 10% divided equally between television and printed media.

"I have the advantage of choosing my media," Mr. Charles explained. "And, in all modesty, I can say that I know more about local radio than any other man in the country. A lot of people don't know how to use radio."

What would you say are basic rules for a successful radio campaign? a reporter queried.

Mr. Charles flicked the ashes from a cigarette, and reflected a moment.

"Well, first, domination. By that I mean get on all the stations. Second, try to sell only one idea at a time. Third, repetition."



Mr. CHARLES

Then speaking generally, and not for radio specifically, Mr. Charles said that gimmicks were invaluable and that when he has a piece of copy that clicks, he doesn't change it. He said that he once used the same copy for two years.

Speaking of copy, Mr. Charles said that there is a value in having copy so poor that listeners get sick and tired of hearing it. He explained further:

"If you hit the nail on the head with a catchy commercial, the whole country is talking about it. If your copy is purposely so poor that listeners can't stand it, they talk about that kind of a commercial too. If, however, you're in between, it doesn't make much of an impression at all. I try to

(Continued on page 64)

beat

HERBERT CLAASSEN, timebuyer, Ruthrauff & Ryan, N. Y., named manager of spot radio-TV timebuying.

CHRIS ALBERTS, free lance writer, joins John H. Riordan Co., L. A., as junior copy writer.

ALLAN H. KELLY, formerly with BBDO, N. Y., and **ANDREW P. SAYLES,** Kenyon & Eckhardt, to copy department of Geyer, Newell & Ganger, same city.

HAROLD P. SCHEINKOPF, market analyst, A. Asch Inc., named research manager of James Thomas Chirung Co., Boston, Mass.



Mr. Scheinkopf

ELIZABETH L. ROBINSON, director of advertising and sales promotion, Helene Rubinstein Inc., N. Y., to Ruthrauff & Ryan, same city, as account executive.

BRISACHER, WHEELER & STAFF have temporarily discontinued Hollywood office.

BILL DOYLE, Newell & Ganger, N. Y., to D'Arcy Adv., that city, as radio-TV writer.

DAVID MATHEWS, writer-producer, American Film Producers, N. Y., to Ruthrauff & Ryan, Hollywood, as supervisor of TV films.

ROBERT A. NAUSER, assistant to advertising manager of RCA Victor home instrument dept., Camden, N. J., to executive staff, Roy S. Durstine, N. Y.

MONTE J. CURRY, co-partner, Curry-Rissley, N. Y. (art director services), to Rockett-Lauritzen, L. A., as art director and account executive.

DUDLEY L. LOGAN Adv., L. A., moved to 304 S. Ardmore Ave. Telephone is Dunkirk 2-8471.

HERBERT W. WARDEN, who recently completed 17 months as reserve officer on active duty in U. S. Marine Corps has rejoined Hewitt, Ogilvy, Benson & Mather Inc., N. Y., as account executive.

REMUS HARRIS, Doherty, Clifford & Shenfield, N. Y., to Biow Co., that city, as account supervisor.

JACK HADEN, copy writer, Pott, Turnbull & Co., Kansas City, to Richard B. Atchison Adv., L. A., as production supervisor. **VIRGINIA COOK,** secretary, KFMB-TV San Diego, Calif., joins agency as copy writer.

DAVID MATHEWS, producer, Universal-International, Hollywood, to Ruthrauff & Ryan, that city, as executive TV film producer on *Big Town* and all West Coast filming of agency's TV commercials.



Mr. Mathews

GERALD M. SCHAFLANDER, Kaiser-Frazer Sales Corp., N. Y., to Geyer, Newell & Ganger, that city, in sales promotion and merchandising staff. **VIRGINIA L. GRIMES,** public relations director, Toy Guidance Council, joins agency's public relations department.

DON BLAUHUT, radio-TV director, Peck Adv., N. Y., to Emil Mogul Co., same city, in same capacity.

JOHN T. SKELLY, *Wall Street Journal,* N. Y., to Doremus & Co., Phila.

BRUCE HOLTS and **ROBERT E. CODY,** technical writers, O'Keefe & Merritt Co., L. A., to Anderson-McConnell Adv., that city, technical publications staff, as editorial supervisor and handbooks' supervisory editor respectively.

DWAIN ESPER, assistant sports director, KLAC Hollywood, to Walter McCreery Inc., Beverly Hills, as promotion director.

TED BERRIEN, production supervisor, Ruthrauff & Ryan, Hollywood, father of girl, Barbara.

Obviously OUTSTANDING...

38 OUT OF 40

Rated Daytime Quarter Hours

OVER

40%*

Share of Audience

WMBD Dominates the Rich Peoriarea Market

In 38 out of 40 daytime quarter hours, 8 A.M. to 6 P.M.

Monday through Friday, WMBD's share of audience is more than 40% . . . AND in

SIXTEEN of those 40 quarter hours WMBD's Share of Audience is greater than 60%.

Proof again that WMBD DOMINATES the Peoriarea!

*C. E. HOOPER Fall-Winter Report October '51-February '52

See Free & Peters . . .



AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network 5000 Watts

open mike

All That's Asked

EDITOR:

. . . BROADCASTING • TELECASTING has always kept up to date with the industry and what else could you ask for.

Andy Potter
Radio-TV Director
Calkins & Holden, Carlock, McClinton & Smith
Los Angeles

* * *

Hal, Bill and Coo

EDITOR:

Several broadcasters have asked me what I thought of NARTB and BAB.

We now have in Harold Fellows and Bill Ryan "two of our own." They started in radio at the beginning. They grew with the industry. As former station managers, they know what it means to have strong and able leadership in our national organizations. They know our problems. They are practical in their achievements. . . .

If we as an industry don't get behind Hal and Bill and help them do the job, then we don't deserve a healthy NARTB and BAB.

I work with many stations throughout the United States. The confidence in NARTB and BAB is now at an all time high. . . .

Fred Palmer
The Fred A. Palmer Co.
Columbus, Ohio

Growing Pains

EDITOR:

The April 21 issue of BROADCASTING • TELECASTING carried a double page spread for KCBQ San Diego —"First In Audience In The Nation's Fastest Growing Major Market." We respectively take exception to this reference to San Diego as the nation's fastest growing major market.

According to the U. S. Census of 1950, the population of the San Antonio metropolitan area showed an increase of 60.25% during the decade from 1940 to 1950. The San Diego metropolitan area showed an increase of 58.1% for the same period.

Furthermore, these figures do not include "on the post" military personnel for San Antonio's 11 major military installations.

There is nothing better than first—and San Antonio is FIRST.

Howard W. Davis
General Manager
KMAC, KISS (FM) San Antonio

* * *

Yes and No

EDITOR:

The letter of W. E. Bradford of KSST in your April 21 OPEN MIKE is very interesting. However, if you were looking for votes as to whether station listings should be marked that no P.I. business is accepted, please cast one very emphatic "no" vote.

Our waste baskets are pretty well loaded also with P.I. offers, but we have never had any problem in immediately distinguishing between a P.I. and a legitimate order. Evidence of the P.I. deal is usually available in the first sentence. Very little reading time is lost and they do make a nice hot blaze.

In our opinion, they should not even be given the status of having been voted upon as far as station listings are concerned.

G. P. Richards
General Manager
WHBL Sheboygan, Wis.

* * *

EDITOR:

. . . We heartily endorse Mr. Bradford's suggestions.

F. T. Wilson
Manager
KGNB New Braunfels, Tex.

* * *

Educated Educator

EDITOR:

The question of whether or not education can have a place in TV by joining forces with commercial broadcasters or by striking out on its own is a vital one.

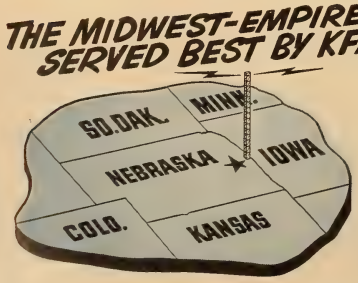
I thought that you might be interested in the latest development in television at the U. of Omaha. . . . The university is cooperating with KMTV (TV) to present a course over TV for college credit. We hope that many people will decide to register. . . .

But the main point is not registration. The success of the course will not be determined by the number of registrants but simply by the fact that thousands of people will have the opportunity to see and hear education in action. . . .

Bruce A. Linton
Head, Dept. of Speech, Radio and Theatre
U. of Omaha



"For reporting and public service far beyond the call of duty." That is the achievement citation going to KFAB this month. The Missouri River Flood (worst in history) was the Midwest story of the Year. KFAB reporters, on water, land and in the air, operating 24 hour schedules, kept Midwest Empire listeners accurately and fully informed as the Big Muddy carried on its destruction. Achievements in reporting and programming are taken for granted by KFAB listeners. Achievements in results are taken for granted by KFAB advertisers. For information on how you can use the "Achievement Station," call Free & Peters or contact Harry Burke, General Manager.







"Better turn off either the sink or the TV, honey!"

TV is wonderful in its place, but that *doesn't* include 66.1% of the *places* where Louisville families can and do listen to radio sets!

WAVE radio is heard via thousands of *extra* sets in kitchens, bedrooms, basements, dining rooms and automobiles — hence can make *1000 impressions for you, for only 37¢!*

Check with Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951.

WAVE

5000 WATTS • NBC • LOUISVILLE



Free & Peters, Inc., *Exclusive National Representatives*


"There is somethin
THE PLUS NETWORK
N



All prevailing trade winds point straight to the Plus Network...

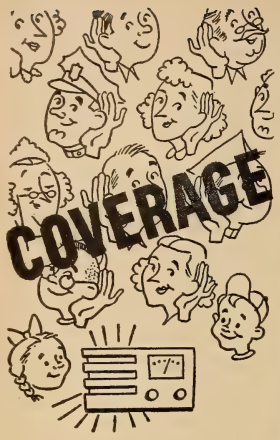
Mutual is the one radio network with a plus in client billings. After the only full-year gain in the industry ('51 over '50), Mutual Network time sales for the first quarter of '52 are 11% ahead of '51.

Mutual is the one radio network with a plus in share of audience. Latest Nielsen data reveal the only increased share in the industry: Jan.'52 is 13% ahead of Jan.'51.

Mutual is the one radio network with a plus in station facilities. Our 12-year pattern of "the most stations in the most markets" now inspires imitative efforts by all other networks.

All prevailing trade winds point straight to the Plus Network... where the most sales-productive fields in all U.S. advertising await *your* plowshare—and where the *lowest costs* prevail, too.

the **MUTUAL** *network of 550 affiliated stations east, west, north, south*



OVER 1,000,000 PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

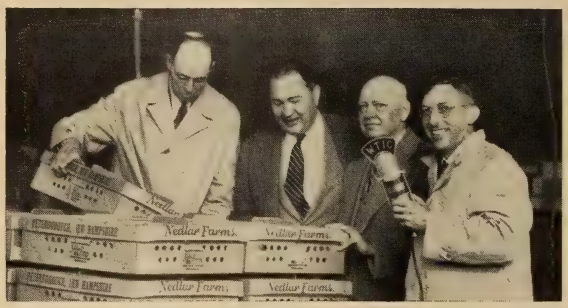
FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week



Seeing the 70,000 baby-chick passengers safely on plane bound for Austria are (l to r) Walter Bishop, Agriculture Co. of Pan America, Mr. Morency, John Christensen, state commissioner of farms and markets, representing Gov. Lodge, and Mr. Atwood.

* * *

A CHANCE conversation between Paul W. Morency, vice president - general manager, WTIC Hartford, and A. J. Brundage, retired 4-H Club leader, initiated action which resulted in a gift of 3,000 baby chicks from Connecticut 4-H Club members to Austrian 4-H'ers.

This has resulted in a commercial order from the Austrian government for 200,000 chicks this year.

Mr. Morency happened to meet Mr. Brundage in the Hartford railroad station last year. They thought a gift of chicks to Austrian children would be a good idea. The idea was carried through by the Connecticut Poultry Assn. and 4-H Clubs. The good record made by the Connecticut chicks influenced the Austrian Ministry of Agriculture to place the large order this year.

It will take three cargo flights to carry the chicks to Europe. First flight, carrying 70,000 day-old chicks, took off from Bradley Field April 28.

Prior to the departure of the plane and its valuable cargo, Frank Atwood, farm director at WTIC, conducted a broadcast from Bradley Field. On the program, Mr. Morency declared "that helping the people of Austria to provide food for themselves is a splendid way to build good will between the two countries."

Present to witness the loading

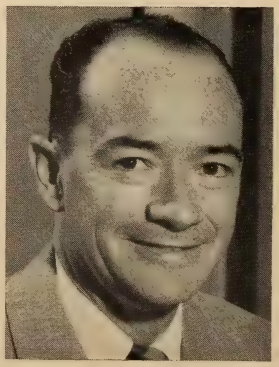
(Continued on page 102)

strictly business

WILLIAM JAMES REILLY, Chicago manager of the Adam Young station representative firm, is a long-standing fan of two kinds of pitching, the radio sales and the baseball varities. Although his loyalty to the former has never been questioned during 15 years in the business, he scans a wary eye in the direction of the Chicago White Sox. On opening day, an Adam Young station manager whom he squired to the park was clouted in the head by a wayward pop-up. Radio, despite its hazards, is infinitely safer, Mr. Reilly concludes.

Manager of the Chicago office since 1948, he worked the 11 previous years for Weed & Co., another station representative firm, in Chicago. He covers essentially

(Continued on page 90)



Mr. REILLY

IF YOU'RE INTERESTED IN SERVICE...

For the Third Consecutive Year WISN Has Won the National Safety Council's PUBLIC INTEREST AWARD for Exceptional Service to Safety.

We Are Proud of This Recognition. We Are Proud, Too, That for 30 Years Milwaukee Has Always Looked to WISN for Outstanding Broadcasting in the Public Interest.

That's Why WISN Means Radio's Best to All Milwaukee.

IN MILWAUKEE THEY LIS'N TO

WISN CBS

5000 WATTS

Represented by KATZ Agency

on the ball for 16 years





COLOSSUS OF THE CAROLINAS

Speak of sports in the Carolinas and 3,000,000 listeners think of WBT's Lee Kirby. His 15-year record as play-by-play artist for Atlantic Refining Company ranks him with the nation's best. His WBT sportscast currently draws a 15.1 Pulse rating for a 59% share-of-audience. Two more significant examples of the pre-eminent power of WBT local personalities—and WBT itself.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

More advertisers use

WIBC exclusively than all other Indianapolis stations combined!



A recent survey* found 124 local and national advertisers convinced that WIBC—*alone*—can deliver the radio audience in the Indianapolis market. Here's why:

- ★ **WIBC's local programing and friendly interest in farm affairs have won the loyalty of Hoosier audiences.**
- ★ **WIBC personalities make continual personal appearances throughout the state, merchandising WIBC-advertised products.**
- ★ **WIBC's 50 KW coverage reaches all of Indiana, spills well over into neighboring states.**

From microphone to point of sale, WIBC is a potent selling force in Indiana. WIBC reaches the audience, moves the merchandise, gets the job done! See your John Blair man today!

* A survey of spot advertisers, conducted for WIBC in January, 1952.

JOHN BLAIR & CO.
National Representatives

WIBC 1070 KC
The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana

new business



Spot • • •

ARMSTRONG RUBBER Co., West Haven, Conn., sponsoring news programs on 100 stations coast-to-coast on multi-week frequency basis for Armstrong Rhino-Flex tires. Contracts are effective June 2. Agency: Maxon Inc., N. Y.

RICHFIELD OIL Corp., L. A. (petroleum products), started 20-second animated cartoon TV spot announcement campaign in five West Coast markets, for 26 weeks from May 7. Stations are KNXT (TV), KLAC-TV and KNBH (TV) Hollywood, KFMB-TV San Diego, KRON-TV San Francisco, KING-TV Seattle and KPHO-TV Phoenix. Agency: Hixson & Jorgensen Inc., L. A.

NEW HOLLAND HAY MOWERS, New Holland, Pa., buying radio farm programs in Midwest starting May 12 for 13 weeks. Agency: J. Walter Thompson Co., N. Y.

WILCO Co., L. A. (Clearex window spray), started West Coast TV film spot announcement campaign May 5 for 13 weeks on KTLA (TV), KNXT (TV), KECA-TV and KNBH (TV) Hollywood; KPIX (TV), KRON-TV and KGO-TV San Francisco, and KING-TV Seattle. Agency: Elwood J. Robinson & Co., L. A.

AUSTIN MOTOR Co. Ltd., Toronto (British cars), starts radio advertising with spot announcement campaign on 26 Canadian stations. Agency: Harold F. Stanfield Ltd., Toronto.

S. & W. FINE FOODS Inc., S. F. (coffee, canned food products), renewed *Second Cup of Coffee Club* on 16 CBS Radio Pacific Network stations, Mon., Wed., Fri., 7:45-8 a.m. PDT, for 52 weeks. Agency: Foote, Cone & Belding, S. F.

GENERAL PETROLEUM Corp., L. A. (Mobilgas), sponsoring *500 Miles of History* on 26 CBS Radio Pacific and Mountain stations, Fri., 9-9:30 p.m. PDT, May 30 only. Program features highlights of Indianapolis Memorial Day auto races. Agency: West-Marquis Inc., L. A.

Network • • •

GENERAL MOTORS Oldsmobile Div., Lansing, Mich., signs for *Peggy Lee Show* on CBS Radio, Tues. and Thurs., 7:30-7:45 p.m. starting end of May. Agency: D. P. Brother & Co., Detroit.

QUAKER OATS Co., Chicago, renews Monday and Friday segment of Kagron Corp.'s *Gabby Hayes Show* on NBC-TV, Mon. through Fri., 5:15-5:30 p.m. Agency: Sherman & Marquette, Chicago.

GENERAL FOODS to sponsor *Arthur Murray Party* for 13 weeks from July 11, on CBS-TV, Fri., 8-8:30 p.m. EDT, as summer replacement for *Mama*. Agency: Benton & Bowles, N. Y.

Agency Appointments • • •

C. A. MOSSO Co., Chicago, for Oil-O-Sol antiseptic, names Tim Morrow Adv., same city. Radio is being used. FRANK E. DUGGAN is account executive.

SAVINGS & LOAN ASSN. of SOUTH PHILADELPHIA names Benham Adv., Phila.

LORRAINE BURTON FOODS, Santa Monica, Calif. (Caesar salad dressing), and MRS. CHAPMAN'S HOME FOOD PRODUCTS, L. A. (Woody's Bar-B-Cue products), name Jimmy Fritz & Assoc., Hollywood. TV being used for former. Radio-TV will be used for latter.

EDWIN J. SCHOETTLE Co., Phila. (folding boxes), appoints Abner J. Gelula Assoc., that city.

GLADDING, McBEAN & Co., L. A. (mfrs. tile), names Hal Stebbins Inc., that city. TV is being used.

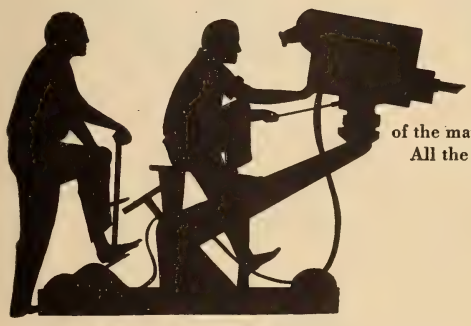
PIERCE INTERESTS, L. A. (Pierce Bros. Mortuaries, Pierce Insurance

(Continued on page 97)

YOU CAN GO "LIVE" with SPOT PROGRAM TELEVISION

Spotted across the country are certain *live*, station-produced TV shows with strong claims on any advertising budget. For product tests . . . for getting your feet wet in television . . . for solving localized sales problems — these shows can't be beat.

These station-produced programs come in all types and sizes: variety, drama, homemaker, juvenile, sports and news, participations, etc. Their names may or may not be familiar to you. Some have ratings that seem stratospheric; others have ratings considerably more earth-bound. But they all have one feature in common: **They sell their heads off for the sponsor.** For they're planned that way, by people who know the local audience best.



These local *live* shows are just one more facet of the many different advantages of Spot Program television. All the exciting opportunities in Spot Program advertising are detailed in a new Katz presentation. Your Katz representative will be pleased to arrange a convenient meeting to show it to advertising, selling, or agency executives.

YOU CAN DO BETTER WITH SPOT...MUCH BETTER

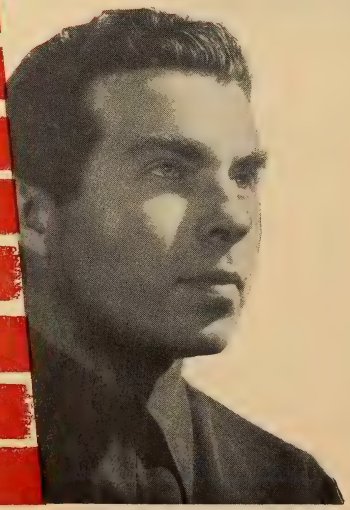
THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE · NEW YORK 22, NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO · ATLANTA · DALLAS · KANSAS CITY

the player

...and one man
in his time
plays many parts...
—SHAKESPEARE



a new Capitol open-end dramatic show

starring ***PAUL FREES,*** *America's most versatile actor!*
15-minute transcribed dramas
easier to program! easier to sell!

THE PLAYER is a show you can sell! 15-minute dramatic programs — each one a complete fast-moving entertainment package with a *smash* surprise ending! Put THE PLAYER in a late afternoon slot or following the late-evening news — 3 or 5 times a week.

THE PLAYER has universal appeal — to men, women, and older children. It's a show sure to build a strong rating, build sales, too, for any type of product or service, at a cost that will pleasantly surprise Mr. Sponsor. Send for full details and audition record. Write, wire, phone or use coupon.

a big show—in a low-cost package

As radio fare THE PLAYER is sure-fire. Starring **Paul Frees,** and scripted by outstanding writers, THE PLAYER can vary daily as a strip show. Shows include mysteries, westerns, romances, comedies, adventure, science fiction, and other types, all featuring special music by Ramez Idriss.

here are some of the writers:

RICH HALL
TOM TOMLINSON
JOHN BOYLAN
BEN PEARSON
WALTER GERING
PAUL WEST

here are some of the titles:

OLD MAN SOLITAIRE
THE GREAT JALOPY RACE
THE MISSING MR. DILLON
FROZEN JUSTICE
FIRST CITIZEN OF THE BOWERY
THE PROFESSOR GOES TO THE CIRCUS
MIRAGE



THE PLAYER marks the high-spot of successful Capitol programs you can sell to sponsors

Capitol RECORDS BROADCAST SALES DIVISION

audition discs and brochures available now!

Capitol Records Distributing Corp.,
Broadcast Sales Division
1453 N. Vine Street, Hollywood 28, Cal.

Please send full particulars on THE PLAYER and audition record.

NAME_____ TITLE_____

STATION OR COMPANY_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

"KWKH jacks sales of Jax Beer"



Says HAROLD W. HARGROVE

Sales Manager, Jax Division, Shreveport Beverage Agency

LARGE LOUISIANA BEER DISTRIBUTOR

Few beer distributors in America can boast as pretty a sales curve as Jax Beer has racked up in the big Louisiana-Arkansas-Texas area, primarily through KWKH advertising. Here's how Mr. Harold W. Hargrove recently put it:

"In July, 1949, the Fitzgerald Advertising Agency of New Orleans launched a radio campaign for Jax Beer over KWKH. Our Jax sales increased approximately 30% during the first year this campaign was on the air and have continued to climb steadily since that time. We are confident that KWKH has been the greatest single factor in building demand for this product and we feel that the 'Jax World of Sports' and the 'Louisiana Hayride' are doing a grand job for Jax.

(Signed) *Harold W. Hargrove*"



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

SHREVEPORT

Texas LOUISIANA Arkansas

The Branham Company Representatives

50,000 Watts · CBS Radio ·

Henry Clay, *General Manager*

BROADCASTING

Vol. 42, No. 19 MAY 12, 1952

CREDIT LIFT EFFECTS

Ad Budgets May Benefit

By JOHN OSBON

THE GOVERNMENT opened the gates last week to a potential multi-million-dollar plus in national, regional and local advertising expenditures.

The prospect for competitive buying of radio-TV network and spot time and for fresh new money in broadcasters' sales tills loomed brightly with the lifting of credit restrictions on automobiles, radio-TV and other appliances, and household furnishings.

Industry authorities, national advertisers, trade groups, and local dealers agreed that the government's action paves the way for stimulated consumer demand, with a beneficial effect on all segments of the American economy including employment.

What impact the move would have on national network radio-TV accounts among those products freed by the government and on local or spot time sales was not, of course, immediately ascertainable. But the feeling seemed to be that any action to ease controls in the economy would prove helpful in the long run. Installment credit outstanding as of last March 31 was in excess $13.1 billion.

Foundation for Further Action

While it obviously was too early to elicit concrete instances of expanded advertising media budgets and particularly increased radio-TV outlays, the groundwork was laid with suspension of Regulation W for a spirited buyers' market.

The indications of healthy media activity for summer and fall business not yet set may be gauged by the nature of the products freed for the open market by the Federal Reserve Board.

Perhaps the prime effect will be felt among automobile manufacturers and their dealers who had faced stiff reluctance from prospective buyers balked with terms calling for 33% down and 18 months to pay. Auto advertisers ranked top-most by product group in use of local radio with a whopping $32 million plus last year, and fifth in spot on a national basis with nearly $10 million.

Auto retailers (cars, accessories), department stores, home appliances and furniture stores commanded top rungs on the local radio sales ladder in 1951 and it seemed certain that, in the competitive battle ensuing, would fight hard for the consumer dollar by boosting their ad budgets.

Coincidentally, FRB announced the suspension as major automobile manufacturers acknowledged a new competitive era and urged dealers to "push" their wares to maintain sales volume. New radio-TV schedules point up the desire to capitalize on summer traveling (see story page 25).

As a spokesman for the National Automobile Dealers Assn. put it, "this action will open up a market to millions of Americans who couldn't buy cars before. Dealers will have to advertise more to sell and keep pace competitively."

Radio and television set-makers enter the Regulation W picture in two ways: (1) use of broadcast time, nationally and regionally, to (2) meet consumer demand for radio-TV receivers, now operating at a normal production-distribution level. Local distributors and dealers, through manufacturers' tie-ins, also are re-appraising their local sales outlook.

There were widespread reports that many local dealers throughout the country rushed full-page ads into print advising prospective buyers of a "no down payment, two years to pay" policy. In some instances, they also bought radio spots, though many broadcast commitments had not firmed up or were not reported to BROADCASTING • TELECASTING late Thursday.

Set manufacturers had been caught in the squeeze between FCC's late unlamented freeze on new TV station construction and a somewhat lessening demand for new video receivers until last fall. Since then, dealers have cleared their shelves of bulging inventories.

Auto Field Requisites

Actually, terms were not as stiff for set-buyers as automobile customers, with the reserve board prescribing a 15% down payment and 18 months maturity payment. Retailers have been scrapping competitively for the radio-TV receiver dollar, with such resultant low prices that OPS has seen fit to devise tailored price ceilings for the industry.

But with decreasing inventories and the prospect of new TV stations adding to circulation, dealers are expected to find a more flexible market.

"The Federal Reserve Board's action will stimulate business to some degree and have some effect in that it will open up new markets," according to James Secrest, general manager, Radio-Television Mfrs. Assn. He foresees perhaps a rash of dealer advertisements at the outset to take advantage of the board's action but no substantial long range impact.

Mr. Secrest noted that inventories have diminished to the normal six-week level and that the 15% down payment required under Regulation W was not too large. Some customers may purchase more expensive TV models, on which small down payments may be required. He predicts no mass buying that might deplete store shelves to the point that materials shortages will hurt production more seriously than has been the case.

RTMA spearheaded the industry fight in June 1951 for relaxation of installment restrictions. Later, the Federal Reserve Board, acting on mandate from Congress, eased curbs from the original 25% down and 15 months to pay.

A more conservative view on the government's action was given by James D. Shouse, board chairman, Crosley Broadcasting Corp. and vice president of Avco Mfg. Co. He saw no appreciable effect on buying habits of the American public or on the nation's advertising expenditures.

"The public has been relatively

(Continued on page 105)

NETWORK RATE CUTS

Charges, Denials Made

UNEASINESS carrying almost hysterical overtones surrounded the network radio rate situation last week, with reports of ready-to-go nighttime cuts ranging all the way up to 60% despite repeated denials.

At one network it could be heard that a rival was all set to chop nighttime costs, if it hadn't already. The charges brought denials and veiled—and sometimes not so veiled—counter-charges.

Offsetting at least partially the unconfirmed speculation over the fate of nighttime rates were reports, also unconfirmed, that networks are thinking in terms of hiking daytime charges.

The whole subject seemed apt to dominate a meeting of the All-Radio Affiliates Committee—formed initially under a cloud of announced and impending rate cuts—which was called by chairman Paul W. Morency, of WTIC Hartford, to consider this and other matters May 20-21 in New York.

Storm center of the speculation about impending changes in nighttime rate structure was CBS Radio, which initiated last year's round of cuts and which, perhaps at least partially for that reason, was reported variously last week to be considering—or even to have put into effect already—nighttime reductions of 15, 25, 50 and even 60%.

Stanton Statement

These reports brought from President Frank Stanton an assertion that, although rates in both radio and television are and for a long time have been a subject of almost constant discussion at executive staff meetings, no definitive action has been taken and no specific proposal has been submitted for his consideration.

"We have discussed the matter of rates at virtually every executive-level meeting during the past year," he said.

But he reiterated that definite decision must await the results of newer station measurement studies, so that this factor may be appraised along with others. CBS Radio has subscribed to Standard Audit & Measurement Services Inc.'s current studies in that field, results of which are expected this fall.

Mr. Stanton leaves May 16 for a European vacation with Mrs. Stanton, returning about July 1.

Other CBS and at least two station sources claimed meanwhile that reports of scheduled cuts by CBS Radio emanated from other

(Continued on page 36)

GAB INSTITUTE

Wailes Cites Radio Dominance

FAITH that radio will continue its dominance as a medium of mass communications, "certainly in the foreseeable future," was voiced by Lee B. Wailes, executive vice president of the Storer Broadcasting Co., in an address Friday at the seventh annual Georgia Radio and Television Institute.

As one evidence of the aural medium's power and attraction, he noted that 1951's 41.9 million radio homes in the U. S. represented "an increase of almost 50% over the days before television." He called attention also to radio's circulation as dwarfing that of even combinations of major magazines; to its high rate of listenership, and to its economies as a salesman.

Stressing the effectiveness of the human voice, Mr. Wailes cited an occasion when the army "asked a group of blind and deaf veterans which of the two senses they would rather have restored, if they could have only one.

"Eighty per cent," he asserted, "said they would rather hear again. They felt more 'cut-off' from people, more lonely, when they couldn't hear human voices than when they couldn't see human faces."

The Georgia Radio & Television Institute, sponsored jointly by the U. of Georgia School of Journalism and the Georgia Assn. of Broadcasters, was held Friday and Saturday at Athens, Ga.

Scharfeld, Heslep Speak

Also speaking was Arthur W. Scharfeld, president, Federal Communications Bar Assn., who addressed a dinner-meeting Thursday evening. Mr. Scharfeld spoke on "Regulatory Aspects of Television" (see separate story, page 74).

Another leading speaker at the institute was Charter Heslep, radio-TV director, information office, Atomic Energy Commission. Mr. Heslep gave a detailed account of the April 22 atomic test coverage in his talk, "They Said It Couldn't Be Done."

A variety of radio-TV topics were touched upon at Friday's morning session. Friday afternoon was devoted to practical aspects of successful operation of radio and television stations.

Among others scheduled to speak were Martha Rountree, TV producer and personality; Ford Bond, announcer - producer, and Clark Gaines, secretary, Georgia Dept. of Commerce.

Saturday's session was to be devoted to a BMI clinic on station operation, how to make local news pay off and mood music.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

EXTRA-WEEK

March 30-April 5, 1952

Current Rank Once-a-Week	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	13.6
2	Amos 'n' Andy (CBS)	12.7
3	Jack Benny (CBS)	12.5
4	Charlie McCarthy (CBS)	11.7
5	Arthur Godfrey's Talent Scouts (CBS)	10.6
6	You Bet Your Life (NBC)	10.4
7	Our Miss Brooks (CBS)	9.8
8	Fibber McGee and Molly (NBC)	9.7
9	People Are Funny (CBS)	9.6
10	Suspense (CBS)	9.6

Copyright 1952 by A. C. Nielsen Co.



Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . . Counting for the knock-downs at the bell will be . . . ."

THESAURUS SALES

'Date' Sold in 100 Markets

RCA THESAURUS' transcribed library feature *Date in Hollywood*—featuring singers Gloria De Haven and Eddie Fisher with Hugo Winterhalter's orchestra—has been sold to local and regional advertisers in more than 100 markets in 30 days, according to report last week by RCA Recorded Program Services, New York.

"If monthly sales reports on *Date in Hollywood* average during the next eight months what this first 30-day period tells," Recorded Program Services spokesman said, "then by the end of 1952 Thesaurus subscribers will earn enough in time charges and talent fees on this show together with other Thesaurus packages. . . . to more than pay for the cost of their entire library service."

Ad Council Campaign

RADIO will be called upon by the Advertising Council to help set in motion a public service campaign undertaken by the Council and announced last week to get qualified high school students to consider engineering as a career. Requested by the Manpower Commission of the Engineers Joint Council, the campaign points out the present shortage of engineers as totalling 60,000, with another 30,000 needed in 1953.

FORT INDUSTRY

Now Storer Broadcasting Co.

COMPANY name of Fort Industry Co., which includes radio and television interests of its president, George B. Storer, has been changed to Storer Broadcasting Co. The change was made because the former title, based on Mr. Storer's early industrial enterprises, was not descriptive of radio-TV operations.

Plan for possible public or private sale of Storer Broadcasting Co.'s stock is under consideration. This would not affect control in the hands of Mr. Storer or identification of J. Harold Ryan, director-vice president-treasurer, and his wife, Frances S. Ryan.

The Storer radio-TV properties consist of WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; KEYL (TV) San Antonio; WWVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM Miami; WSAI-AM-FM Cincinnati, and WMMN Fairmont, W. Va.

IKE HOMECOMING

Radio-TV Setting Plans

MOST major radio and television networks were preparing last week to broadcast General of the Army Dwight D. Eisenhower's first address upon his return to the United States, to be delivered during his homecoming welcome at Abilene, Kan., June 4.

NBC, ABC, and CBS Radio networks—the latter through KMBC Kansas City—scheduled the talk for 10-10:30 p.m. EDT, and MBS, planning to carry it, had not scheduled the time. NBC and CBS-TV networks scheduled the speech at 7-7:30 p.m. ABC-TV had not planned a telecast by the end of last week and DuMont, considering coverage, had reached no definite conclusions.

DAYTIME RADIO

'Solid' Medium—Stolzoff

DECREASE in the average radio station's audience without a corresponding decrease in its rates merely means the cost-per-thousand is going up, Jerry S. Stolzoff, account executive for Foote, Cone & Belding, Chicago, told the Louisville Advertising Club Friday.

He compared this to increases by magazines of their advertising rate without increases of circulation. Recommending to stations relatively low-cost news, music and sports programming during evening hours, when television hits hardest, Mr. Stolzoff said also that "daytime radio is a hearty, lusty solid advertising medium."

"The national bills for daytime radio are being paid by some of the sharpest national advertisers in the country," he said. "There are more people listening to morning radio on May 9, 1952, than there were on May 9, 1948," he said.

"Radio, until mid-afternoon, is as strong as it has ever been in the entire history of the radio industry," Mr. Stolzoff said. "The slight decreases in percentage of sets tuned in is more than offset by the increase in the number of sets."

Citing FCC figures of $455 million AM-FM radio industry income in 1951, largest in history, he said: "According to every indication, it looks as though 1952 will be a bigger year than 1951."

KENKEL SWITCHES

Joins Nielsen Firm

FRED H. KENKEL, formerly executive vice president of C. E. Hooper Inc., has joined A. C. Nielsen Co. as a vice president, it was announced today (Monday).



Mr. Kenkel

Mr. Kenkel, who will make his headquarters in New York, will be primarily responsible for direction of the new Nielsen coverage service to radio and TV stations, it was added.

A graduate of St. Louis U., Mr. Kenkel was associated with Gardner Advertising Co., New York, for several years, ultimately serving as director of radio and media and as an account executive. He joined the Hooper organization in 1941 and, a year later, became a vice president. In 1944, he was named executive vice president and became a director.

Platt to Speak

JOHN H. PLATT, vice president in charge of advertising and public relations for Kraft Foods, Chicago, will discuss policies and planning which a client puts into a high-budget network show at the Chicago Television Council May 21.

AUTO ACTIVITY

Firms Set Summer Schedules

By FLORENCE SMALL

AMERICAN automotive manufacturers have released the clutch on their budgets for a power drive into summer advertising, using radio and television in both spot and network form. That was the finding of a BROADCASTING • TELECASTING check made last week.

The purpose of the campaigns is to capitalize on the seasonal urge of Americans to hit the road, and to that end at least nine firms were found to be actually involved in summer scheduling, with at least three of the companies using radio and TV spots.

First, Ford Dealers of America will retain its half-hour on NBC-TV during the summer months with a new program called *Mr. Peepers*, featuring Wally Cox. Show will be produced by Fred Coe. If the program proves successful it has a good chance of remaining on during the fall season. At any rate Ford will retain the time (Thursdays, 9:30-10 p.m.) during next year. J. Walter Thompson Co., New York, is the agency.

The three active spot advertisers are Dodge cars, Hudson Motors, and Kaiser-Frazer.

Dodge (Chrysler Corp. of America) is using 500 radio and TV markets for spots starting on the following dates: April 28, May 5 and May 12, for two, three and four week durations.

Ruthrauff & Ryan, New York, has been placing the campaign, although the account goes to Grant Advertising Inc. effective early in June.

Hudson Starting To Roll

Hudson Motors through its agency, Brooke, Smith, French & Dorrance, Detroit, has placed a campaign in a number of markets for this month. Advertiser is using programs and spots on local stations.

Kaiser-Frazer, in addition to its recent buy of 45 minutes per week on NBC-TV's *Today* with Dave Garroway, is placing a two-week campaign during May in a number of markets across the country. On a Monday-through-Friday basis, Kaiser-Frazer sponsors two separate five-minute segments on each day except Tuesday, when it has one five-minute segment. William H. Weintraub & Co., New York, is the agency.

The one radio network buy involves General Motors Oldsmobile Div., Lansing, Mich., which signed for sponsorship of the *Peggy Lee Show* on CBS Radio (Tuesday and Thursday, 7:30-45 p.m.) starting the end of May. Agency is D. P. Brother & Co., Detroit.

DeSoto-Plymouth has renewed Groucho Marx' *You Bet Your Life* on NBC-TV (Thursday, 8-8:30 p.m.) for next season through its agency, BBDO, New York.

Chevrolet Div. of General Motors is about to sign the renewal of its *Dinah Shore Show* twice weekly (Tuesday and Thursday, 7:30-45 p.m.) on NBC-TV. Advertiser spends over $2 million a year in television. Campbell-Ewald Co., New York, is the agency.

Buick Cars, which has not used TV for two years, is expected to pick up the fourth Tuesday night 8-9 p.m. segment on NBC-TV, which has been released by Texaco Oil Co. Latter advertiser will continue to sponsor Milton Berle the other three weeks out of four. Kudner Agency, New York, is the agency for both Buick and Texaco.

Cadillac Considering

Cadillac Cars is understood to be considering a network television show through its agency, McManus, John & Adams, Detroit.

Lincoln-Mercury will continue to sponsor the Ed Sullivan *Toast of the Town* show on CBS-TV next season. Ford Motor Co. had been asked to co-sponsor the program because of mounting costs. However, Lincoln-Mercury Dealers is currently trying to get a larger budget so that it can singly underwrite the program.

Packard Cars through Maxon Inc., New York, which is sponsoring *Rebound* on a number of television stations, is currently in negotiations on next fall's plans. Decision is expected early this week.

Other developments in the automotive field last week were of a somewhat preliminary nature but strongly significant as indication of the future direction and extent of advertising outlay in at least a segment of the industry.

E. C. Quinn, vice president of Chrysler Corp., announced that his company is setting up the most intensive advertising and sales program in its history for its Chrysler Car Div. in a move to take the leadership in the luxury car market.

Speaking more generally, Harry J. Klinger, vice president of General Motors, pointed out that the automotive industry is once again entering into a competitive market, "passing out of a period of 'pull' into a period of 'push' selling." "Dealers," he said, "will have to go out and start 'pushing to produce' more and more to maintain sales volume. Competition has returned."

He made his remarks before a group of dealers meeting at the Waldorf-Astoria last week in New York.



WELCOMING Henry E. Abt (r), president, Brand Names Foundation, to the Rocky Mountain region are Palmer Hoyt (l), publisher, *Denver Post*, and Charles Bevis (c), manager, KOA Denver.

O'HARA BILL

Would Offer Political Libel Guard

By DAVE BERLYN

A "COUNTRY LAWYER" approach to clear up the vexing problem of political broadcast liability was offered on Capitol Hill last Thursday on the threshold of the upcoming national elections.

Use of the rustic term, "country lawyer," was the way Rep. Joseph H. O'Hara (R-Minn.) described his bill (HR 7782) that would attempt to give the broadcaster full discretion and authority to delete libelous material from a candidate's talk.

The licensee does not hold that authority now under Sec. 315 of the Communications Act which governs political broadcasts.

Observers on the radio scene saw in the O'Hara bill a possible new avenue of exploration toward an eventual solution of the current licensee political predicament.

Bill Provisions

The new bill would require equal opportunity for time to all other candidates for the same office to which a legally qualified candidate, whose talk is broadcast, aspires. It holds no provision for persons who speak on behalf of the candidate.

The licensee would be prohibited from exercising power of "political or partisan censorship." But there would be no obligation upon him "to broadcast any defamatory, obscene, or other material which may subject it [licensee] to any civil or criminal action in any local, state or federal court."

FCC, according to the bill, would be compelled to issue rules and regulations to carry into effect the bill's provisions within a year after the measure became law. Apparently this interpretation of Sec. 315 would become the law of the land. After the year was over, and incidentally, the election year would be history, too, the FCC then would be required to promulgate its rules and regulations.

Rep. O'Hara told BROADCASTING • TELECASTING that he had designed the bill "to place the broadcasting station on the same basis as the newspaper in taking a political advertisement."

His strategy, he explained, was to "get hearings on my bill and the Horan bill before the House Commerce Committee." The current situation for the broadcaster, he said, was "bad" but the Horan bill, he asserted, would leave it "almost as bad." "We must have one policy or the other," he said.

The bill, Rep. O'Hara continued, was "my own idea coupled with requests from small stations that something be done." The measure, he said, represents a "country lawyer approach to the problem."

The broadcaster must have rights of censorship plus the responsibility when carrying a candidate's speech. "We shouldn't remove one in favor of the other," he added.

This new bill came in the midst of feverish behind - the - scene activity at the Capitol to give the broadcaster libel protection. The developments included:

● Possibility that the libel-proof bill, as proposed by Rep. Walt Horan (R-Wash.), may be offered on the House floor as an amendment to the McFarland bill.

● This failing, it's said House Interstate & Foreign Commerce Committee Chairman Robert Crosser (D-Ohio) will be prodded to hold hearings of his committee on the bill.

● Flood of letters from broadcasters urging legislators to get behind the Horan bill. Some 30-40 House members have received correspondence, it was reported.

● Absence of opposition thus far leads to opinion that the path toward enactment should be smooth.

● Identical bill (HR 7756) introduced Wednesday by Rep. Pat Sutton (D-Tenn.).

Definition of Candidates

The Horan bill (HR 7062) would denote legally qualified candidates as those "in a primary, general or other election"; specify that an authorization to speak on behalf of a candidate must be in writing, and direct that the broadcaster would have no power to censor the material broadcast.

It also would *not* hold the broadcaster liable in any civil or criminal action in any local, state or federal court. The candidate, moreover, would be subject to libel laws.

Both the McFarland and Horan bills would amend the Communications Act but for different purposes and certainly to varied extent. The McFarland legislation would set up a new communications law while the Horan measure would change the language of but one section of

(Continued on page 95)

RCA REPORT

Sarnoff Reviews Firm's Record

"INTERNATIONAL television as a regular service will be realized within the next five years," RCA Board Chairman David Sarnoff told corporation stockholders at their annual meeting in New York Tuesday.

Predicting international television as "a powerful aid socially, educationally and politically," Gen. Sarnoff warned, however, about technical, economic and political problems which must be solved before such television can be established on a regular basis—problems which present, he said, a "stimulating challenge to all of us."

The same technical pioneering by RCA that led to international radiotelegraphy, radiotelephony, radiotelephotos and radio broadcasting on a world-wide scale, have also enabled RCA experts to bring the day of international television closer to realization, he observed.

"By cultivating better international understanding and helping to reduce tensions born of misunderstanding, 'The Voice and Vision of America' can contribute substantially toward achieving the goal of universal peace," the General pointed out.

Lifting of the TV freeze in the U. S., Gen. Sarnoff noted, has given "tremendous impetus" to the expansion of video throughout the country. "Socially, economically and educationally, television can now attain its full stature as an industry and broadcasting service," he said.

Outlook Brightening

Adding his own report to the corporation's annual statement, which had been issued previously [B•T, March 3], Gen. Sarnoff concluded that the sales outlook for television is brightening.

"While uncertain factors in the current world situation obscure the general outlook, there are certain factors within our own field of operations that are clear," he said. "For example, productive capacity is the greatest in our history. Television is expanding its services. New markets for TV transmitters and receivers are being opened, and . . . we expect that our business for the last half of 1952 will show an improvement over the first half."

RCA gross of $163,871,331 by March 31 of this year resulted in a profit of $14,841,520 which, after taxes, amounted to $7,076,520, according to the first-quarter report given by the RCA board chairman. For the comparable period last year, $185,590,755 gross provided a pre-tax profit of $26,743,542 and a net of $11,901,542.

Like the rest of the industry, Gen. Sarnoff said, RCA was affected by a decline in TV set sales during the first quarter of 1952. RCA Victor manufactured all TV receivers permitted under government allocation of materials, he noted, adding, "we sold what we produced." Current inventories are, he said, "normal."

RCA has spent a total of $3 million for UHF research, his report indicated, and the company also is working on the following developments:

Atomic electronic equipment, called a "color corrector," which is said to reduce by half the time required to make color plates for printing, as well as improving color fidelity and lowering production costs.

Electronic inventory control system, developed for military purposes and considered applicable to commercial operations, which can complete in days the inventory operations requiring several weeks.

Electronic inspection apparatus for pharmaceutical check on the purity of drug products, such as ampules containing vaccines.

"Walkie-lookie," a portable one-man TV station announced previously [B•T, March 3], for use by reporters covering special events in the field. This equipment may be incorporated, Gen. Sarnoff said, in NBC-TV coverage of political conventions this summer.

Magnetic sound-recorder projector to record individual commentary or musical background on 16mm film, expected to be particularly useful to home-movie enthusiasts, schools and advertising agencies.

Two-way microwave radio system for communication along highways, railroads and similar commercial routes as well as among military units. The North Atlantic Treaty Organization has ordered the system for use in Europe.

Closed-circuit industrial television for manufacturers', scientists' and educators' use and exchange of pictorial information.

Transistors Described

Transistors, described as tiny devices which operate like certain electron tubes, being developed for further use in new radio, TV and electronic instruments.

Defense contracts include a "substantial" backlog, Gen. Sarnoff said, later answering a question from the floor by evaluating them at "several hundred million dollars." Research on military projects continues at "relatively high levels," with a recent project being the start of a 430-acre electronics proving ground at Morristown, N. J., for some $3 million.

Experimental work on color television will continue, the board chairman emphasized, noting that one project now was to convert theatre-TV equipment — installed by RCA in 60 film houses throughout the country—to color use.

Questioned about subscription television, Gen. Sarnoff said it is "technically feasible" but, in his personal estimation, years off—not only for technical reasons but because it introduces the idea of broadcasting as a public utility for which charge can be made, thus suggesting government control of rates and a change in the whole American broadcasting picture. He noted that there are, however, a number of interpretations of the idea on paper, including an unannounced one developed by RCA.

RCA Advertising

In answer to another question, Gen. Sarnoff indicated that RCA advertising during 1951 was approximately the same as for the previous year, a little more than $15 million.

RCA business volume has increased nearly four times its $158 million of ten years ago to the present $600 million, Gen. Sarnoff pointed out, explaining that, to secure working capital for continued expansion, the corporation had loans totalling $100 million by the end of last year, a figure that will increase to $150 million by mid-1953, he said.

Last year's 48% increase in NBC sales, which reached a new high of $137 million, were re-iterated by Gen. Sarnoff, who again attributed the rise to television. Video, he added, continues at a "profitable level."

Purpose of the stockholders' meeting was to consider election of four officers, name an independent accountant to certify corporation statements, and consider a cumulative voting resolution for election of board members.

Directors whose terms were to expire this year and who were re-

(Continued on page 103)

RCA AND DOMESTIC SUBSIDIARIES CONSOLIDATED STATEMENT OF INCOME FOR QUARTER ENDED MARCH 31

	1952	1951
Products and Services Sold	$163,871,331	$185,590,755
Cost of Operations	149,029,811	157,847,213
Profit Before Federal Taxes on Income	14,841,520	27,743,542
Federal Taxes on Income	7,765,000	15,842,000
Net Profit for the Quarter	7,076,520	11,901,542
Preferred Dividend	788,239	788,202
Balance for Common Stock	6,288,281	11,113,340
Earnings per share on common (13,881,016 shares)	.45	.80

CBS INC. GROSS

Near $56 Million in First Quarter

GROSS income of $55,965,242 resulting in a net income of $1,522,796 after provision of $2,350,000 for federal income taxes was reported for the first quarter of 1952 by CBS Inc. and its domestic subsidiaries, including the Hytron manufacturing group acquired last June.

The 1952 net shows an increase of $121,742 over that for the comparable 1951 period when a net of $1,401,054 was reported on a gross of $39,323,391 after provision of $2,100,000 for taxes. Gross figures in both instances are those before discounts, commissions and returns were deducted. Most noticeable change in the consolidated statement was an increase in operating expenses and cost of goods sold from $18½ million in 1951 to almost $31 million this year.

Corporation directors, it was noted, declared a cash dividend of 40 cents per share on Class A and B stocks, payable June 6 to stockholders as of May 23. Some 2,337,896 shares of CBS Inc. stock were outstanding as of March 29, according to Samuel R. Dean, treasurer.

Full income statement follows:

	Three Months Ending March 29, 1952 (13 Weeks)		March 31, 1951 (13 Weeks)	
Gross Income		$55,965,242		$39,323,391
Less discounts, commissions and returns		12,977,144		11,557,742
		$42,988,068		$27,765,649
Deduct:				
Operating expenses and cost of goods sold	$30,963,775		$18,535,851	
Selling, general and administrative expenses	7,616,538		5,356,646	
Provision for depreciation and amortization of leasehold improvements	558,658		435,089	
		39,138,971		24,327,586
		$ 3,849,097		$ 3,438,063
Miscellaneous income, less miscellaneous deductions		23,699		62,991
Income before federal taxes on income		$ 3,872,796		$ 3,501,054
Provision for federal taxes on income:				
Income tax	$ 2,330,000		$ 2,080,000	
Excess profits tax	20,000		20,000	
		2,350,000		2,100,000
Net Income for Period		$ 1,522,796		$ 1,401,054
Earnings per Share (Note 3)		$ .65		$ .82

Notes:

1. The 1952 figures include the operations of the Hytron group (Hytron Radio & Electronics Co. and CBS-Columbia Inc.) which was acquired on June 15, 1951.
2. The provision for federal taxes on income for the first quarter of 1951 as originally reported was calculated in accordance with the 1950 Revenue Act which was in effect at that time; this provision has been adjusted in this report to reflect the changes resulting from the subsequent enactment of the 1951 Revenue Act which was applicable to the the full year of 1951.
3. The 1952 earnings are calculated upon the 2,337,896 shares outstanding as of March 29, 1952 and the 1951 earnings upon the 1,717,352 shares outstanding as of March 31, 1951.
4. The 1952 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

FCC REVAMP BILL

House Debate Seen Within Few Weeks

HOUSE leadership has set the McFarland bill (S 658) down for debate this month, placing it in a sudden upswing of pending legislation.

Despite the crowded calendar, including the important foreign aid bill, House leaders hope to get the FCC-remodeling bill through at least by the week of May 26. If possible it may be debated the week of the 19th (next week), it was learned.

Rep. John W. McCormack (D-Mass.) was unable to supply a definate date when questioned on the House floor last Thursday by Rep. Carl Hinshaw (R-Calif.), second ranking member of the House Interstate & Foreign Commerce Committee. Rep. McCormack, House Majority Leader, acknowledge the measure's importance and recognized that the commerce group had put long and strenuous days on the bill. But he said, while attempting to fit the bill into the House program, he could not give an assured date.

It was subsequently learned, however, that the leadership, particularly Rep. McCormack, is pinning hopes on the weeks mentioned above.

The House Rules Committee has okayed the legislation and is permitting three hours of debate. The bill can be amended on the floor.

It was also learned that House Speaker Sam Rayburn (D-Tex.), who has authored revisions in communications law when a member of the commerce group, was looking over comments sent to him on the bill by the FCC [B•T, May 5].

In its memorandum, FCC warned that sections of the House version of the bill, as contained also in the original Senate measure, would "paralyze the Commission's functions at a time when it is imperative that the Commission be able to act efficiently and expeditiously to permit the proposed nationwide expansion of television broadcasting to become a reality, as well as to take care of its heavy workload in other vital areas of the communications field."

Sections which were bitterly criticized by the Commission were those which would bar consultation with members of its staff in any adjudicatory proceedings designated for hearing, and also prohibit staff members from making recommendations. The bill, however, would direct the FCC to establish a "review staff" to aid it in hearing cases but would limit it to summarizing the evidence in hearing cases and exceptions to initial decisions and replies. FCC said:

. . . in all adjudicatory cases coming to the Commission for review of an examiner's initial decision, the Commission itself would apparently be required to consider each exception filed to either a finding of fact or conclusion of law contained in the initial decision, and then instruct the review staff with respect to each such exception.

Because consultation with staff members would be taboo, commissioners also "would be forced to devote a disproportionate amount of time to conferences, at which the seven professional assistants could not be present, held for the purpose of drawing up point by point directions to the review staff on each matter of fact or law raised upon exceptions to initial decisions," FCC stated. Also thus affected would be all interlocutory motions made in hearing cases and in petitions for rehearing of hearing cases, the agency noted.

No one Commissioner can be expected to make satisfactory decisions in these several fields without the assistance and advice which may be gained from free consultation with members of the staff possessing specialized training in each of the fields.

Another part of the McFarland bill undergoing FCC's fire was Sec. 8 which would require a 30-day notification before applications are set for hearing or grants would be issued without a hearing.

This is commonly known as the "party in interest protest" section. This section, FCC said in part, would:

. . . establish an unnecessary and burdensome procedure, entailing needless expense both upon new applicants and the government, whereby before the Commission could designate an application for hearing it would have to process the application twice, first upon consideration of the application as filed, and subsequently, upon consideration of the reply received from the applicant.

On the problem of staff relationship to Commissioners, FCC suggested the following substitute for Sec. 5(c) of the bill:

No person engaged directly or indirectly in any prosecutory or investigatory function in any adjudication proceeding or who is subject to the supervision or direction of any person performing or supervising any such prosecutory or investigatory activity shall advise or consult with the Commission with respect to decisions by it after formal hearing in any adjudication as defined in section 2(d) of the Administrative Procedure Act.

In a separate memorandum to the House committee, FCC also questioned language of a new amendment which would permit discrimination against newspapers, noting it would open the door to a varied construction. The Commission asserted that the provision, as written, might mean that FCC may not consider diversification of control over mass media as a factor in consideration of applications. Additionally, FCC raised the question of whether the amendment might not apply to motion picture firms and radio stations among others because of the laws of construction.

No Mention in Report

Not mentioned in the report was the section on cease-and-desist, suspension and fine levying powers which has been finding strong opposition in broadcast industry circles [B•T, April 14].

FCC Comr. Robert F. Jones was the only FCC member not participating in the writing of the memorandum as he was out-of-town addressing the Ohio Assn. of Radio-TV Broadcasters' management clinic [B•T, May 5].

GATHINGS PLAN

House Consideration Near

THE RESOLUTION aimed at setting up an investigation and study of radio and television programs is tenatively slated to be taken up today (Monday) or tomorrow by the House [B•T, May 5].

This was revealed last Thursday by Rep. John W. McCormack (D-Mass.), the House Majority Leader. The resolution (H Res 278), authored by Rep. E. C. Gathings (D-Ark.), would direct and authorize the House Interstate & Foreign Commerce Committee to conduct the investigation.

Calendar in the House for this week, which is subject to change, schedules the resolution as one of the first pieces of business for the two days. (For earlier story on a Gathings interview, see page 52).

HYDE RENOMINATED

For Another FCC Term

ROSEL HERSCHEL HYDE, vice chairman of the FCC and its "career" Commissioner, appears before the Senate Interstate & Foreign Commerce Committee Wednesday to testify on his re-appointment to the Commission.

President Truman nominated Comr. Hyde to a full, seven-year term last Monday. Comr. Hyde is an Idaho Republican.

In advance of the hearing, it was noted that little, if any, opposition to Comr. Hyde's re-appointment is expected among committee members. There may be some questioning about the North American Regional Broadcast Agreement (NARBA) with which the Commissioner has been very active in recent years.

The NARBA treaty is now before the Senate for ratification, but has been bottlenecked in the Senate Foreign Relations Committee where the U. S. international role has elbowed it aside in favor of action on major foreign policy programs.

Comr. Hyde is a veteran in the FCC, having come up through the ranks. He achieved his commissionership and vice chairmanship through merit. His service on and within the Commission dates from his association with the old Federal Radio Commission in 1928.

He was appointed to the Commission by President Truman in April 1946 to fill the unexpired term of the late Comr. William H. Wills which ran until June 30, 1952.



COMR. HYDE

* * *

Senate confirmation was swift when Comr. Hyde was appointed on the Commission. The Senate committee session then was short.

When named to the Commission, Comr. Hyde was serving as General Counsel, a post he was promoted to in March 1945. He was assistant general counsel from October 1942.

The tall, lean Commissioner is a "young" FCC veteran. He was born in 1900 on a farm near Downey, Ida., attending schools there and was graduated from high school in Salt Lake City. He attended Utah Agricultural College.

In 1924, he was manager of the Downey State Bank, which meant he was a legal, financial and business adviser to farmers and townsmen of the area. That year, he married Mary Henderson, a Downey school teacher.

Comr. Hyde traveled to Washington the following year, entered George Washington Law School in 1925, completing its courses in 1929, and was admitted to the District of Columbia Bar. First job in the capital city was clerk in the Civil Service Commission, later he moved to the Office of Public Buildings and Parks after study in accounting.

He was started in Grade 1 with the Federal Radio Commission, became chief of its docket section and reorganized the system then in use which served as a guide for many years later. He moved into the legal department as an attorney and in 1932 was an examiner. When FCC was formed, he was again named to that post. Subsequently he became senior attorney, working on common carrier as well as broadcasting matters. In 1938, he was put in charge of the

(Continued on page 94)



NBC 1952 Stations Planning & Advisory Committee members are (seated, l to r) Stanley E. Hubbard, KSTP-TV Minneapolis-St. Paul; Ralph Evans, WHO Des Moines and WOC Davenport; Allen M. Woodall, WDAK Columbus, Ga., and Martin Campbell, WFAA-TV Dallas; standing (l to r) are Lee B. Wailes, Storer Broadcasting Co., secretary for TV; Willard C. Worcester, WIRE Indianapolis; E. R. Vandeboncoeur, WSYR-TV Syracuse, vice chairman; Robert B. Hanna Jr., WGY Schenectady; Richard O. Dunning, KHQ Spokane, secretary for radio; B. T. Whitmire, WFBC Greenville, S. C.; P. A. Sugg, WKY Oklahoma City, chairman, and Ed Yocum, KGHL Billings, Mont. NBC held its first 1952 SPAC meeting in New York [B•T, May 5].

RADIO NEEDS

Cited by Fellows at WAB

RADIO will not be able to solve its problems on behalf of the public or the industry itself unless it organizes a strong national trade association and 48 state broadcasting associations backed by almost 100% membership. This was the assertion of NARTB President Harold Fellows as he spoke at the luncheon meeting of the Wisconsin Broadcasters Assn. in Milwaukee Tuesday. More than 50 station men in Wisconsin attended the two-day session, which started Monday with a day-long clinic sponsored by BMI [B•T, April 28].

Discussing the need for close cooperation with legislators, Mr. Fellows pointed out that this need is apparent on state and local as well as federal levels. He reminded broadcasters they "are doing business by the grace of God, technical inventions and a government license," and that the third factor inevitably means the industry "is a shining target for government legislation, and always will be."

Main Element

The main element in "pursuing the business of legislation," Mr. Fellows charged, is for the broadcaster to "organize and conduct himself so that he establishes stature and respect for radio and television."

"We haven't done it," he said, "and we should start immediately." Charging broadcasters with smugness, Mr. Fellows recommended "sale" of both media to public and legislators, "because where we don't find friends it's our own fault."

He discussed briefly, and off the record, specific legislation before Congress and educational TV.

This was discussed also by Prof. Harold B. McCarty, director of WHA Madison, operated by the U. of Wisconsin. He said the state radio council has made no specific plans for use of TV as an educational tool, and is now considering several proposals.

Two proposals involve use of a closed circuit TV laboratory at the university and election of a TV network with one origination site and 11 relay towers. The latter suggestion would require an estimated investment of $3 million, he said, equal to $1 per Wisconsin resident. Under no circumstances, he assured the broadcasters, would the university wish to compete on a commercial or non-profit basis.

WRBC PURCHASE

Lamar Firm Selling WJDX

TO BETTER its Jackson, Miss., coverage, Lamar Life Insurance Co. is buying 100% ownership of WRBC for $250,000, application for transfer approval filed with the FCC last week disclosed. WRBC is on 620 kc with 5 kw day, 1 kw night.

At the same time, Lamar is selling its presently owned WJDX (1300 kc, 5 kw day, 1 kw night) to majority stockholders of the present licensee of WRBC (Rebel Broadcasting Co.). Purchase price is $100,000. Both transfers are contingent on the other.

In addition to acquiring a better facility, Lamar will also acquire the new studios and equipment of WRBC. It is selling to the purchasers of WJDX (a new corporation named Rebel Broadcasting Co. of Mississippi) the transmitter facilities of that station.

Officers and stockholdings of new Rebel Broadcasting Co. of Mississippi are virtually the same as those in the present WRBC licensee: T. E. Wright, president and 32.5% stockholder; W. B. McCarthy Sr., vice president and 21.4%; J. W. Carlier, secretary-treasurer, and 7.5%.

After FCC approval, call letters of stations will be exchanged. This will maintain the WJDX call letter for Lamar Life Insurance Co., but on 620 kc. WRBC will then be owned by Rebel Broadcasting Co., on 1300 kc.

LBS CUTS TIME

Possible Changes Speculated

LIBERTY Broadcasting System, concentrating on small-market and small-station coverage, was understood last week to have cut its daily network hookup from a 16-hour to eight-hour basis.

Efforts to contact Liberty executives in Dallas had proved fruitless, as of Thursday night.

Word that the network was making major changes in its operating procedure spread last week following a closed circuit talk by Gordon McLendon, Liberty president. Several affiliates contacted by BROADCASTING • TELECASTING said they had been asked to keep contents of the talk on a confidential basis.

Liberty is plaintiff in a $12 million suit filed against 13 major league baseball clubs. The suit was filed in U. S. District Court, Chicago, last Feb. 21 [B•T, Feb. 25]. In that suit Liberty claims it suffered business damage through loss of baseball broadcast rights. The network contended the defendant club owners operated a monopoly and named all clubs but the Chicago White Sox, Cincinnati Reds and Brooklyn Dodgers.

Rumors about the network's future were rife last week following Mr. McLendon's closed circuit talk. One report was that Sears, Roebuck & Co. was not renewing its Liberty contract effective May 16. The Sears campaign involved two 15-minute five-weekly series promoting Coldspot freezers.

Earlier in the spring Liberty denied rumors it would not broadcast baseball in 1952, and it has been carrying play-by-play programs since the season opened.

The network has obtained important income by charging affiliates for its program service, tapping local sources of revenue.

A problem facing the network since it filed suit against major league baseball clubs has centered around the hesitation of national sponsors in signing contracts while litigation is pending, according to some affiliates.

Under the new Liberty operating schedule, it is understood, the network will open at 12 noon (EST) and continue to 8 p.m. This was expected to require rescheduling of some programs.

Among current Liberty sponsors are such national advertisers as General Mills, Pequot Mills and Amana refrigerators.

Last March Liberty went through a revamping process by reducing the New York sales organization. At that time Mr. McLendon said the step was designed to bring about economies in view of the amount of business originating in the office.

The LBS key outlet is now KLBS Houston, formerly KLEE [B•T, May 5]. Network headquarters are to be moved from Dallas to Houston.

Topping the Liberty organization are Barton R. McLendon, father of Gordon, and H. R. Cullen, prominent Texan. Program origination points include Dallas, New York and Washington.

SDX AWARDS

Murrow to be Honored

EDWARD R. MURROW of CBS-TV's news show, *See It Now*, on May 19, will add more honors as a Fellow of Sigma Delta Chi to his George Foster Peabody Award [B•T, May 5] at the national professional journalism fraternity's 1952 presentation ceremony and banquet at Chicago's Conrad Hilton hotel.

Among Sigma Delta Chi Distinguished Service Award winners will be Jim Monroe, news director of KCMO Kansas City, and William E. Griffith Jr., radio news writer of KMBC Kansas City, both for coverage of the 1951 flood. A public service award will go to NBC's WMAQ-AM-TV Chicago for its news broadcasts on the narcotics problem, particularly the three-program series, *The Black Mark*, by Len O'Connor [B•T, April 7].

Others were honored as follows:

Elected Fellows of SDX: Irving S. Dilliard, editor of the St. Louis *Post-Dispatch* editorial pages, and Dr. Alberto Gainza Paz, editor and publisher of Buenos Aires' *La Prensa*.

Public service awards: Chicago *Sun-Times*, for its campaign leading to the arrest of a murderer, Policeman Michael Moretti; *McCall's* magazine, for its article, "Who's Trying to Ruin Our Schools?" by Arthur D. Morse.

Individual winners: Editorial cartooning, Herbert Block (Herblock), Washington *Post*, and Bruce Russell, Los Angeles *Times*, both for third time; general reporting, Victor Cohn, Minneapolis *Tribune*; foreign correspondence, Ferdinand Kuhn, Washington *Post*; foreign and domestic affairs, AP Correspondent John Hightower, Washington; editorial writing, Robert M. White, Mexico (Mo.) *Ledger*; news pictures, Edward De Luga, Chicago *Daily News*, and Roger Wrenn, San Diego *California Union*; magazine reporting, Bill Davidson, for his *Collier's* article, "The High Cost of Dying."

Charles Clayton, national SDX president, will preside at and address the ceremonies. Walter G. Curtis, president of the Headline Club, Chicago SDX chapter, will make remarks, and Gideon Seymour, Minneapolis *Star* and *Tribune* executive editor, will keynote the banquet session. Victor E. Bluedorn, SDX national executive director, made the announcements of winners April 3.

Trade Bill to Senate

AS result of House passage last week the Senate now must consider legislation to restore the so-called "fair trade" retail price-fixing laws in 45 states. It would cancel out court decisions last year which thumbed down state trade laws intended to bar price-cutting on name-brand goods. The Supreme Court ruled that laws could not make a price agreement between one manufacturer and one retailer binding on all retailers in the state unless all retailers actually sign the agreement.

YOUR BEST CUSTOMER: THE FARMER

By ROBERT E. DUNVILLE

MEET your best customer, your prosperous, ready-to-buy customer who is growing sounder, establishing higher educational standards, and buying more merchandise because he has more spendable cash. He's the American farmer.

This man—the American farmer—owner of his own property and destiny, is the current American capitalist. Today he lives in a modern home — comfortable and attractive — full of modern conveniences. He has a well-equipped kitchen—and a late model car. Unlike the farmer of old, today he sends his children to good schools and more of them to college.

And this is the most important factor:

The farmer's average net worth today is approximately $25,000. Farming is big business—represents a big capital investment. Many of us are paying for a home or car; not your best customer. He owns his. And even though his credit is good he usually pays cash for his expensive equipment, his tractor, his truck, his corn picker, as well as his day-by-day purchases of consumer items.

In 1940 gross income from farming in the United States was nearly $11 billion. By 1945, this had increased to $22 billion, and in 1950, $32 billion — up 194%. Latest figures show farm income in 1951 was higher than ever—$37.5 billion.

* * *

TODAY farmers are buying more consumer merchandise. Taking 1940 as the base, the index of their general merchandise purchases rose from 100 to 148 in 1945, and in 1950 to 263, two-and-a-half times the merchandise purchased in 1940—up 163%.

The modern farmer is building up his plant. Taking the value of farm construction in 1940 as our index of 100, we find an increase of only 11 points by 1945. In 1950, however, this index rose to 453—up 353%. Total farm assets in 1940 amounted to $54 billion, with 12%, or $6.6 billion mortgaged. In 1951, total farm assets were $153 billion as mortgages dropped to 4% or only $5.8 billion. Farm assets rose $165%, and mortgages dropped 67%.

How many families are saving 50% of their income? Only 4% of total families save this proportion, but 13% of farm families do. How many save 30% of their income? Only 12% of total families do while 31% of farm families make this saving. The farmer's higher percentage of savings is remarkable in the face of his increased spending and debt reduction.

Farmers have more ready cash than ever before. In 1940 the United States farm total was over $4 billion. In 1945 it was up to $14.5 billion, and in 1951 nearly $20 billion, a jump of 400%. That represents spendable cash per farm family amounting to $3,178—many times the liquid assets of the average city dweller.

That's the national picture, and it may be applied with minor variations to most sections of the country.

* * *

RURAL communities are no longer just wide spots in the road. Today with good roads, good cars and a desire for good things, farm families come to town to buy their consumer goods. They buy at the super market and the chain drug store. These purchases in self-service stores represent the volume tonnage of consumer goods sold today.

Joseph B. Hall, president of the Kroger Co., confirms this fact. Mr. Hall says, "Nearly half of our sales are in rural communities. The manufacturer who advertises both to the rural and the urban public has a real advantage." The importance of the rural consumer is further underscored by another authority on marketing — W. P. Napier, executive vice president, A. C. Nielsen Co.—who says: "Clients are shocked by the amount of business in small towns."

Purchases of 24 grocery and drug store items were studied in a recent survey by the WLW Cincinnati research department through the People's Advisory Council. The findings show 70.5% of rural families buy these products, compared to 71% of urban families. Like similar surveys over the past five years it showed the rural customer buys the same consumer goods as do city people.

Our research people looked into another aspect—the intention of the farmer to buy electrical appliances. What we found in the WLW area, we believe may be applied to other areas across the nation.

In 1940 only nine of every 24 farms had electricity. By 1945, this had risen to 13. In 1951, fully 21 of every 24 farms in our area were using electricity. A third of all farms electrified since 1945 means a tremendous electrical appliance market.

This survey of buying intentions

(Continued on page 38)

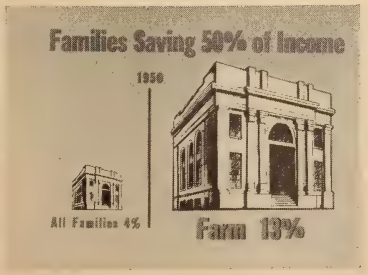
THE AUTHOR, president of Crosley Broadcasting Corp., has reached the top through the sales department. He used government and Crosley research department statistics as sources of this article. Mr. Dunville believes much of the data will prove valuable to others in the broadcasting industry who seek to point up the wealth in the rural market. Crosley stations include WLW, WLWA (FM), WLWT (TV) Cincinnati, WLWB (FM), WLWD (TV) Dayton, WLWF (FM), WLWC (TV) Columbus and WINS New York.



Mr. Dunville

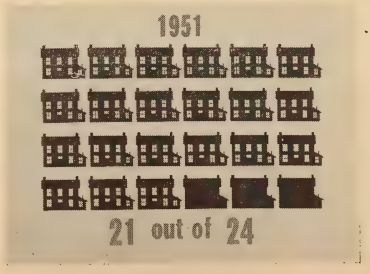
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SAVINGS of 50% of their incomes by U.S. families in 1950 saw 13% of farm families saving that amount, compared to only 4% of total families saving 50%.



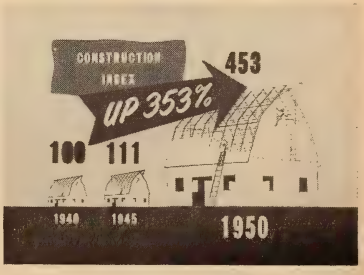
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ELECTRICITY study by WLW Cincinnati of farms in its area showed nine of every 24 farms using electricity in 1940, but 21 of every 24 in 1951, a jump of one-third.



* * *

CONSTRUCTION by U.S. farmers, with values based on 1940 index of 100, rose to a figure of 453 in 1950, a jump of 353% in farm building values.



CBS MERGER

WCCO, WTCN-TV Details

DETAILS of CBS's merger of its WCCO Minneapolis-St. Paul with WTCN-TV interests in the same city were disclosed last week in a transfer application filed with the FCC. The Minnesota merger was on of two which CBS worked out last March in moves to strengthen its position in the TV network sweepstakes [B•T, March 10]. The other was buying a 45% interest in KQV Pittsburgh.

Nub of the Minneapolis-St. Paul merger is the creation of Midwest Radio & Television Inc. to be owned 53% by present WTCN-TV owner Mid Continent Radio - Television Inc. and 47% by CBS. Mid Continent puts up WTCN-TV and $212,000 while CBS does the same with its 50-kw WCCO (on 830 kc) and $188,000.

Mid Continent's WTCN has been sold to former U. S. Ambassador to Cuba and Australia Robert Butler and associates for $325,000 [B•T, April 21]. Station operates on 1280 kc with 5 kw day and 1 kw night. Transfer application has not yet been filed.

Original cost of WCCO was $480,625.49, according to the application. Replacement value was put at $734,750.

Original cost of WTCN-TV, which operates on Channel 4 with power of 17.9 kw, was $506,098.90, according to the application. Replacement value was put at $535,-103.03.

Mid Continent Owners

Mid Continent is half owned by Northwest Publications (Ridder Newspapers) and the Minnesota Tribune Co. (which does not publish a newspaper). It also owns 40% of WEMP-AM-FM Milwaukee.

Ridder newspapers include the *St. Paul Pioneer-Press* and *Dispatch, Duluth News-Tribune* and *Herald, New York Journal of Commerce, New York Staats-Zeitung* and *Herald, Aberdeen* (S. D.) *American* and *News, Grand Forks* (N. D.) *Herald,* and a minority interest in the *Seattle Times*. Ridder interests own WDSM Superior, Wis., control KSDN Aberdeen, S. D., and KILO Grand Forks, N. D.

Total assets of Mid Continent as of Jan. 31 were given as $1,427,-207.36, of which $603,207.53 was in cash.

CBS listed its total current assets as of March 1 at $64,333,186, of which $12,683,076 was in cash. Total current liabilities was given as $31,760,870.

Application stated that the present staff of WCCO, under General Manager Gene Wilkey, will be retained. It also stated that the management of the new Midwest company would be in the hands of the present Mid Continent officials. Chairman of the new company will be William J. McNally, the application stated. President of Midwest will be Robert B. Ridder, it showed.

Approval of the WCCO-WTCN-TV merger will give CBS the following ownership lineup: WCBS-AM-FM-TV New York, KNX-AM-FM and KNXT(TV) Los Angeles, WBBM-AM-FM Chicago, WEEI-AM-FM Boston, KMOX St. Louis, KCBS-AM-FM San Francisco, 45% of WTOP-AM-FM-TV Washington. In addition to the 45% buy into KQV Pittsburgh, CBS will buy WBKB (TV) Chicago for $6 million if and when the FCC approves the merger of ABC with United Paramount Theatres. CBS is a TV applicant for Chicago, Boston and San Francisco.

OPERATOR RULES

NARTB Amends Request

RELAXATION of the FCC's operator rules to permit AM and FM stations using 10 kw power with omnidirectional antennas to be run by remote control, and to give authority to use restricted operators to stand transmitter watches was filed last week by NARTB. Petition was an amendment to the request filed earlier this year to permit same relaxation for stations using up to 5 kw power [B•T, Feb. 18, 11, 4].

NARTB's petition and amendment stressed that the technical calibre of broadcast equipment is now of such high standards that the requirement for a first-class radio-telephone operator to attend each transmitter is obsolete.

Amendment also asked that the authority to dispense with first class operator's presence also apply to such stations using more than 10 kw in power, or a directional antenna part of the operating day. NARTB asked that relaxation be authorized for that part of any station's operation that falls within the meaning of 10 kw omnidirectional radiation.

The amendment called attention to an NARTB board resolution calling for boosting the cutoff power to 10 kw "after concluding that there was no real basis for limiting the benefits of the relief to AM and FM stations operating omnidirectionally with powers of 5 kw or less." It was filed by Bernard Koteen, special counsel to NARTB on this matter.

Opposition to the petition has been voiced by operators in letters to the FCC and to BROADCASTING • TELECASTING [B•T, Feb. 18, 11]. Station owner Homer H. Haines (part-owner of WNAE Warren, Pa.) has also objected to the relaxation of the operators' rules [B•T, Feb. 18].

NBC Oregon Coverage

NBC radio will continue its grass roots coverage of important primary elections with the vote in Oregon Friday, to be broadcast via KGW Portland and KMED Medford. A special network program, *Oregon Primary Preview*, will be broadcast from 10:35-11 p.m. EDT Thursday, with results of the balloting slated for airing from 12:30-12:45 a.m. Friday. News editor of the primary coverage will be Frank Coffin, KGW program manager, with commentators Chuck Foster and Lawson McCall of KGW and Jennings Pierce and Russell Jamison of KMED.

NARTB DUES

Multiple Members to Get Discounts

NARTB plan to give reduced combination dues to members owning more than one licensed station was put in effect Thursday by a special dues committee comprising board members.

The three-man committee implemented the plan at a meeting with NARTB President Harold E. Fellows; Judge Justin Miller, board chairman, and C. E. Arney Jr., secretary-treasurer. Members of the board group are Harold Essex, WSJS Winston-Salem, N. C., chairman; Robert T. Mason, WMRN Marion, Ohio; Clair R. McCollough, WGAL Lancaster, Pa.

Action of the committee is subject to ratification by the board at its June meeting. The proposal was set up by the board in February and follows careful study of the membership situation.

Application forms will be distributed within a few days to companies owning more than one station. It was made clear that an AM-FM unit is considered one station and cannot be separated to take advantage of combination dues.

Since the plan was designed to become effective April 1, the discount schedule will be retroactive to that date for members who had all their stations in membership at that time.

The schedule for discounts follows:

1 unit—basic rate
2 units—10% discount on all
3 units—15% discount on all
4 units—20% discount on all
5 units or more—25% discount on all.

The present policy will be to consider 50% or more ownership of a property as ownership under terms of the discount formula.

Applications for discounts will be subject to approval by the Essex committee after it has a chance to study each case.

Transcription Rules Committee

NARTB headquarters last week announced membership of a new Transcriptions Rules Committee headed by Michael R. Hanna, WHCU Ithaca, N. Y., a Radio Board member [B•T, May 5]. On the committee with him are William Fay, WHAM-AM-TV Rochester, and Walter Compton, WTTG (TV) Washington.

The committee was authorized by the board at its February meeting to ask the FCC to lift its requirement that stations identify recorded and filmed programs as produced by electrical transcription. The requirement would remain for news programs having transcribed segments. The committee will meet May 19 at NARTB Washington headquarters.

President Fellows called a meeting of the AM Committee May 22-23 at the Ambassador Hotel, New York. Members are Glenn Shaw, KLX Oakland, chairman; John Esau, KTUL Tulsa; Simon R. Goldman, WJTN Jamestown, N. Y.; William C. Grove, KFBC Cheyenne, Wyo.; Lee Little, KTUC Tucson, Ariz.; Paul W. Morency, WTIC Hartford; John F. Patt, WGAR Cleveland; G. Richard Shafto, WIS Columbia, S. C.; F. C. Sowell, WLAC Nashville. Alternates are R. Sanford Guyer, WMOA Marietta, Ohio; Harry W. Linder, KWLM Willmar, Minn., and Richard H. Mason, WPTF Raleigh, N. C.

PA. ASSN. MEET

Elect Clipp President

ROGER W. CLIPP, general manager of WFIL-AM-TV Philadelphia, was elected president of the Pennsylvania Assn. of Broadcasters at its May 3-5 meeting, held at Nittany Lion Inn, State College, Pa. He succeeds John S. Booth, WCHA Chambersburg.

Other officers elected were William J. Thomas, WCPA Clearfield, vice president; David J. Bennett, WKBO Harrisburg, secretary (re-elected), and James Murray, KQV Pittsburgh, treasurer.

Eight district directors were elected: Roy E. Morgan, WILK Wilkes-Barre; Charles R. Petrie, WISL Shamokin; Joseph M. Cleary, WESB Bradford; Robert Trace, WMGW Meadville; Thomas B. Price, WBVP Beaver Falls; Jack M. Snyder, WFBG Altoona; A. K. Redmond, WHP Harrisburg; Louis H. Murray, WPAM Pottsville; named directors-at-large were Frank H. Altdoerffer, WLAN Lancaster; Joseph Connolly, WCAU Philadelphia; Robert R. Nelson, WARD Johnstown; George J. Podeyn, WHJB Greensburg.

Penn State Plans

Milton Eisenhower, president of Pennsylvania State College, told the broadcasters he felt the college would not be justified in spending a large sum for a television station, especially in view of its remote location. He suggested the college could perform a public service by developing programs for telecast on commercial stations.

Harold E. Fellows, NARTB president, addressed the Monday luncheon, discussing NARTB legislative activities and other association functions.

Other speakers included Roy Thompson, WRTA Altoona; Paul Good, U. S. Chamber of Commerce; Ben Gimbel, WIP Philadelphia, and Victor J. Diehm, WAZL Hazleton. A series of panel discussions was held, including a forum on television for small market broadcasters and a tape-recorded forum on UHF.

Tom W. Metzger, WMRF Lewistown, was chairman of the convention committee with Mr. Connolly, program chairman.

YOU CAN KNOW *Everything* ABOUT YOUR AUDIENCE IN IOWA!



Probably the first axiom in advertising is that to do an optimum job, you must know exactly to *whom* you are talking, at what *time,* under what *circumstances.*

Many advertisers have told us that the only precise data they have on most newspapers and magazines is "rates and circulation"—and that this doesn't provide the information needed for smart selling. For fourteen years, the annual Iowa Radio Audience Survey has presented a complete, accurate and detailed picture of the radio audience in Iowa. Using these Surveys, you know exactly *who* is listening to the radio at any time of day or night—men, women, children—urban, small town and farm—their economic and educational status—their preferences for various types of program materials—and dozens of other facts to help you plan your strategy.

The 1951 Iowa Radio Audience Survey is now available. It is the result of personal interviews with 9,180 families—all scientifically selected from Iowa cities, towns, villages and farms to present a true picture of the radio audience in Iowa. It is a *must* for anyone who wants to get the ultimate value from his advertising dollars, in Iowa. Write direct for your copy, or ask Free & Peters.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

SELL THE HEART OF INDIANA

OVER **WIBC** INDIANAPOLIS, INDIANA'S FIRST

When all the yardsticks of time buying are applied to WIBC, this station emerges as one of the soundest purchases in all radio. With 50,000 watts on 1070 KC, it has the largest coverage area of any Indianapolis outlet and enjoys complete dominance of the rich Indianapolis market. The selling power of WIBC is felt far into strategic portions of Kentucky and Ohio as well.

As the country's 28th metropolitan market and the key distributing and shopping center for the entire state, Indianapolis is a vital consideration for the advertiser—who can reach out, over WIBC, into an area that covers 1,077,356 radio families.

Blair-represented WIBC has earned its position as one of the territory's outstanding stations through the excellence of its local programming. Virtually every personality featured by WIBC has become a long-time favorite with listeners, which is a tribute not only to their talents but also to this station's splendid music and production facilities.

As exclusive representatives of WIBC, John Blair & Company—along with an impressive list of important advertisers—have factual proof that the size of WIBC's audience is matched by its responsiveness. No matter what you have to sell, you can sell it at low cost over WIBC. Call your John Blair man today!



EASY GWYNN, whose "Easy Does It" and "Easy Listening" disc jockey programs are consistently first in Hooper D. J. surveys. His mail count has averaged 5,000 a month for the past eight years, and has gone as high as 2,500 a day in contests.



"Platter Party", a family type musical request program with **MILT LEWIS,** enjoys the second top local rating in opposition to three networks and TV.



GILBERT I. BERRY
General Sales Manager

THE JOHN BLAIR WAY

AND ONLY 50,000 WATT STATION

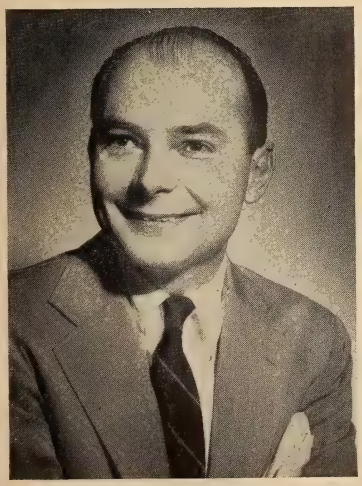


"Harper's Farm Fair" features **DIX HARPER**, who for the fourth time in the last five years was presented the National Safety Council's public interest award for service to farm safety. With a long list of commercial successes to his credit, Dix Harper pulls mail from seventeen states.





JACK MORROW and **COUSIN CHICKIE**, whose "Country Carnival" was so immediately successful it was expanded from thirty minutes to an hour and a half. "Reveille Revelry" is their other hit program, featuring music, time and weather reports, morning news.



RICHARD M. FAIRBANKS
President and General Manager

John Blair & Company specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts...as specialists in selling via spot radio.

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

POLITICAL TIME

Z Bar Net Adopts Policy

NEW policy designed to give candidates for major political office one free period each, with commercial facilities available at regular rates, has been adopted during the primary campaign by the XL stations in the Northwest and Z Bar Net, headed by Ed Craney.

Each candidate for governor, U. S. Senator, Congressman and secretary of state, within the station areas, will be given a 14½-minute time period to be taken from sustaining availabilities and used as a single unit. The time must be used by the candidate personally.

Candidates may use facilities further at regular commercial talk rates. "Any individual, group or organization in support of a legally qualified candidate" is qualified to buy time "provided the candidate provides the originating station of the Z Bar Net with a written statement that such individual, group or organization is authorized to speak on behalf of such candidate on each specific occasion," the Z Bar Net instructions specify. They continue:

"The Z Bar Net authorizes no group or individual to act in its behalf in arranging for broadcasts except the managers of its individual stations, who will clear the time, accept payment in advance for the broadcast, receive the signed letters of authorization to broadcast (in case of other speaking in behalf of a candidate), provide and receive the signed indemnity agreement and deliver the contract to party or organization purchasing such time."

Z Bar will sell time up to the normal closing time of the local station on election eve, with national network political broadcasts having priority over all others for time clearance. State broadcasts are second in priority, county third and city fourth. National network commercial programs will be cancelled when all sustaining time and local commercial time has been exhausted, it is explained. Announcements will be sold only on run-of-schedule basis.

In the instructions sent candidates by KXLY Spokane, Wash., the station insists that all talks by persons other than candidates be submitted 48 hours before broadcast time.

17 OUT OF 18 PREFER WDAY, FARGO!



"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY; 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". *Here WDAY was a 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!*

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. *Get all the facts.* Write us direct, or ask Free & Peters!



WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

NBC SESSIONS

Midwest Affiliates Meet

THIRTY NBC affiliated stations from the Midwest were represented at the second of the network's series of promotion, press and merchandising sessions on radio in Chicago last week. The network and its executives were hosts to more than 40 station men at meetings in the Palmer House Monday and Tuesday.

Harry C. Kopf, NBC vice president and general manager of WMAQ and WNBQ (TV) Chicago, presided at the meetings. On Monday, Fred Shawn, director of radio station relations, introduced Jacob A. Evans, manager of radio advertising and promotion; Gordon Mills, radio network sales manager, Chicago; Jack Ryan, Chicago press manager; William Ray, Chicago news and special events manager; Fred Dodge, director of merchandising; Clyde L. Clem, supervisor of audience promotion, and Hugh Beville Jr., director of plans and research. Luncheon entertainment was provided by Tommy Bartlett, *Welcome Travelers* personality, after which a slide film presentation of "Summer Radio—1952" was shown.

Tuesday discussions included speeches by Ludwig Simmel, manager of the network's co-op sales, and Mr. Clem, as well as general discussion on network and affiliate plans for sales promotion merchandising, publicity, news and research. Alex Drier, Chicago network commenator, spoke at the luncheon.

Those attending included:

Mel Kampe and Ed Maxwell, WMAY Springfield, Ill.; Clem Scerbaek, WTAM Cleveland; Milt Greenebaum, WSAM Saginaw, Mich.; Ray Pederson, WDAY Fargo; John Schweiker, WHO Des Moines; M. Wayland Fullington and Ward Glenn, WIRE Indianapolis; Jack Zinselmeier, Jack Frazier and F. G. Feinthel, WLW Cincinnati; John Alexander, KODY North Platte; N. V. Bakke and Bruce Wallace, WTMJ Milwaukee; Clifton Westin Jr., WOW Omaha; Richard Gourley, WSPD Toledo.

Joe Floyd and Larry Benston, KELO Sioux Falls; W. T. McClorin KVOO Tulsa; Leonard G. Anderson, WKBH La Crosse; David Hayle, WOOD Grand Rapids; J. R. McKinley, WTAC Flint; Ray Scales, WKY Oklahoma City; Carl Wyler, KTSM El Paso; Robert Nelson, WEAU Eau Claire, Wis.; Don Degroot and Edwin K. Wheeler, WWJ Detroit; David Pasternak, KSD St. Louis; Fred Reed, WOC Davenport; Alex Keese, WFAA Dallas.

Charles W. Hill, WAVE Louisville; Joe Cook, KSTP St. Paul; G. David Gentling, KROC Rochester; John Meagher, KYSM Mankato; Ken Gordon and "Red" McAleece, KDTH Dubuque; Joseph D. Mackin, WMAM Marinette, and Jess Hadsell, WOWO Ft. Wayne, Ind.

WHIM Business Up

WHIM Providence has celebrated its fifth birthday anniversary with the biggest cake in its history. General Manager Bob Engles reported that billings for the first quarter are up 30% over the same period last year. As part of the anniversary observance, WHIM sponsored a slogan contest, awarding $100 in cash and other prizes to listeners submitting slogans. The winning slogan: "WHIM — the listening post you tune to most."



in new haven

it's A.M. in the P.M.

Yes, night-time radio in New Haven has received a hefty shot in the arm with the injection of strong NBC shows to brighten up one of New England's old reliable voices.

WNHC-AM delivers as many as 748 families for one dollar evenings thruout the week --

and that's just the beginning . . .

WNHC - AM has been NBC for less than five months. Ratings will grow. Values will increase.

For a complete broadcasting promotion, merchandising SALES campaign *choose*

WNHC AM

The Elm City Broadcasting Corporation

New England's First Complete Broadcasting Service -- AM - FM - TV

Represented by the Katz Agency



WJR

the **GREAT VOICE** *of the* **GREAT LAKES**

Each radio home in WJR's coverage area spends almost 1,000 dollars a year on food!

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Food Sales	$3,266,766,000	9.4

Get *your* share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products . . . by using WJR, the station with the greatest coverage in this area.

For specific success stories in this large food market, write WJR or see your Edward Petry representative today.

Remember . . . millions buy WJR-advertised products!

WJR Detroit
The Goodwill Station

CBS Radio Network

50,000 watts Clear Channel

FREE SPEECH MIKE

Radio—America's Greatest Advertising Medium

Represented nationally by Edward Petry & Company

WJR Eastern Sales Office: 665 Fifth Ave., New York

Network Rate Cuts

(Continued from page 23)

network sources. Meanwhile, NBC officials maintained they were doing their best to protect the rate card.

Like CBS Radio's subscription to the new Standard Audit surveys, NBC has signed for the new A. C. Nielsen Co. Station Audience studies, also now in progress and slated for completion in late summer.

Meanwhile, one radio network and the owner of another figured in a sponsorship proposal which some affiliates estimated would be the equivalent of knocking off up to 45% of stations' card rates. The principals: NBC and General Tire & Rubber Co., controlling stockholder of Mutual.

As reported by Affiliates, NBC asked stations to clear time for General Tire sponsorship of a total of 2¼ hours spread over the days, the Affiliates to be paid on the basis of one hour of Class A time. The programs would consist of coverage of the National Open Golf Tournament on June 12, 13 and 14.

The plan was said to encompass the following time periods (EDT): Thursday, June 12, 8-8:15 p.m.; Friday, June 13, 8:30-8:45 p.m., and Saturday, June 14, 3-3:15, 4-4:15, 5-5:15, 6:30-6:45, and 7:30-8:15 p.m.

May 20-21 Meeting Topic

The overall rate situation is one of several subjects slated for the May 20-21 meeting of the Affiliates Committee to be held at the Ambassador Hotel in New York starting a luncheon May 20.

Chairman Morency said last week his group "views with regret" the "rather spasmodic and opportunistic approach" which it feels has been taken with respect to advertiser pressures for lowered time costs. At the same time, he said, "strong indications" that some or all networks may boost their daytime rates are heartening.

He contended that, even though advertisers want to buy for as reasonable a price as they can, they are even more concerned that their competitors do not get better buys than they. A great deal of pressure, he felt, would disappear if advertisers were assured that all were getting the same deal. Similarly, he thought, one agency would be less apt to try to lure accounts from others on the promise that "I can get it for you cheaper," thus again reducing the rate turmoil.

Representatives of both A. C. Nielsen Co. and Standard Audit are expected to appear—separately — to explain their respective measurement studies to the committee.

Another agenda item is selection of a successor to Leonard Kapner, who has asked to be relieved of committee membership because of the pressures of duties at WCAE Pittsburgh, of which he is president and general manager. Mr. Morency expressed regret at Mr. Kapner's withdrawal.

Mr. Morency himself has served notice of intention to retire as chairman as soon as the permanent committee structure, formally authorized at a meeting of all supporting member-stations during the NARTB convention six weeks ago, is completed. Much of this work may be done at the May 20-21 meeting, but efforts are afoot to continue him in office although he insists that he must be free to spend more time on WTIC managerial duties.

While the rate pot boiled, a spokesman for one advertiser which reportedly had renewed time on CBS Radio at a healthy discount—Campbell's Soups, for *Club 15*, 7:30-45 p.m. EDT Monday-Wednesday-Friday—denied late last week that the renewal had been made or that any cut in rates had been offered, and said that final decision on renewal would be disclosed to the network shortly before the deadline, which is May 21.

KTOK SALE

Would Sell to Tex. Group

CONTRACT for the sale of KTOK Oklahoma City by O. L. (Ted) Taylor to the newly formed Amarillo Broadcasting Co. for $225,000 was in process of preparation last week.

New firm, which recently acquired KFDA Amarillo for $240,000 from the Nunn interests, expects to have application for the transfer before the FCC within ten days. The KFDA transfer now is awaiting FCC approval [B•T, March 3].

Principals of Amarillo Broadcasting Co., which would acquire the stock of KTOK Inc. from Mr. Taylor, are C. C. Woodson, publisher of the *Brownwood* (Tex.) *Bulletin* and of other newspapers, who also holds oil interests; Wendell Mayes, president of KBWD Brownwood and KNOW Austin; Charles B. Jordan, vice president of Texas State Network and assistant general manager of KFJZ Fort Worth, and Gene Cagle, president of TSN.

A recent transaction, whereby KTOK would have been sold to the Kerr-McGee interests in Tulsa for $225,000, in a parlay also involving WEEK Peoria, controlled by Sen. Robert S. Kerr, was cancelled [B•T, April 28]. This paved the way for the disposition to the Texas group, subject to customary FCC approval.

Mr. Taylor, chairman of the O. L. Taylor Co., station representatives, in addition to KTOK, owns KANS Wichita and KRGV Weslaco.



Floating "Voice" to Pierce Iron Curtain

To parry jamming tactics and reach more remote areas, the Voice of America is adopting the novel technique of using a ship as a floating transmitter.

For this purpose a cargo ship has been converted at Bethlehem Steel's Hoboken, N. J., Shipyard into a floating radio station. This vessel, named the *Courier,* which is operated by the United States Coast Guard for the State Department's Voice of America, is equipped with both medium and short-wave transmitters. Its sending power is very great—greater than that of any standard radio station in the United States. Messages broadcast from the United States are picked up and relayed from the ship via a special antenna raised above the ship's deck by a captive barrage balloon.

The conversion work completed, the *Courier* left the Bethlehem Hoboken Yard in the early part of this year, ready and able to go anywhere in the world.

With the aid of this highly mobile, powerful station, broadcasts of the Voice of America are expected to get through to listeners in deep Iron Curtain territory hitherto sealed off from the outside world.

BETHLEHEM STEEL

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

RESULTS!
RESULTS!
RESULTS!

A
USED CAR
DEALER *
USING
ONE 15
MINUTE
PROGRAM
PER WEEK
SOLD
9 USED
CARS
ON HIS
PROGRAM ON
SATURDAY
APRIL 5, 1952

* Name of Advertiser
And other information
furnished on request

5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION
WSAZ

BMI CLINICS CONTINUE

Attendance 3,000

A BUSY last week saw 21 more BMI program clinics completed in the United States and Canada for a total of 38 through Saturday with attendance well above the 3,000 mark [B•T, May 5]. The clinics wind up this week with meetings in Alabama and Maine today (Monday), in St. John, New Brunswick on Wednesday and Toronto on Friday.

Last week's progress was reported as follows.

VANCOUVER, B. C., May 5

The Vancouver BMI clinic drew 156 broadcasters, with William Harold Moon, assistant general manager, BMI Canada Ltd., acting as chairman.

Dave Baylor, general manager, WJMO Cleveland, made the opening talk, with Maurice Finnerty, president, CKOK Penticton, B. C., discussing profits and service in single station communities.

William Holm, general manager, WLPO LaSalle, Ill., emphasized local news, and Harry McTigue, general manager, WINN Louisville, talked on "Music Is Our Business."

President F. H. Elphicke, British Columbia Assn. of Broadcasters, was chairman at the clinic luncheon, which was addressed by Carl Haverlin, BMI president. Other talks were made by Joseph G. Csida, editor-in-chief, *Billboard* magazine, and Mahlon Aldridge, general manager, KFRU Columbia, Mo.

ALEXANDRIA, La., May 5

Louis Read, commercial manager, WDSU-AM-FM-TV New Orleans, speaking of the importance of programs in account servicing, told Louisiana broadcasters: "Radio people everywhere are beginning to realize that in radio they have the nation's No. 1 mass-medium of communication" and "in most instances to do something about making changes wherever changes are indicated. . . . There will always be plenty of listeners available. It's up to us to give them the programs they want to hear. If we do this, and do it well, those all-important sales will follow. . . ."



BATTLE CREEK, Mich., BMI Clinic April 30 saw these three ironing out a clinic problem: Seated, Dan Jayne, general manager, WELL Battle Creek, president of Michigan Assn. of Broadcasters and president of the Committee of State Assns. of Broadcasters; standing, John McLaughlin (l), advertising manager, Kraft Foods Corp., and Sydney Kaye, BMI board vice chairman and general counsel.

* * *

WICHITA, May 5

Gene Trace, vice president and general manager, WBBW Youngstown, Ohio, addressing the Kansas broadcasters, said that what follows after the sale may make sales renewals possible.

"The program director should constantly be striving to build programs that are salable and he should let the commercial department know about it," he said.

"There must be the closest cooperation from every department," he said. "Successful radio stations are not in the habit of carrying deadwood." Mr. Trace also addressed the St. Louis, Des Moines and Chicago clinics during the week.

Al Marlin, BMI field representative, acted as chairman, and Ben Ludy, president, Kansas Assn. of Broadcasters and general manager, WIBW Topeka, presided. Other scheduled speakers included: Arden Booth, manager, KLMN Lawrence; Ed Yocum, general manager, KGHL Billings, Mont.; Bess M. Wyse, general manager, KWBW Hutchinson; Manuel Rosenberg, editor, *The Advertiser;* Bruce Behymer, farm editor, KFH Wichita, and D. Gordon Graham, assistant program director, WCBS New York.

MILWAUKEE, May 5-6

George T. Frechette, general manager, WFHR Wisconsin Rapids and managing director, Wisconsin Network, thought local news was the "key to greater audience and greater sales."

Mr. Frechette, who also spoke Wednesday at the Minneapolis clinic, told Wisconsin Broadcasters Assn. members that interviews with men and women of the Armed Forces "are the kind of programs local sponsors want and will buy." He also described his station's contests and programs, some offering prizes, and of a taped Christmas program recording holiday activities.

Ben Laird, WBA president and general manager, WDUZ Green Bay, presided. Burt Squire, BMI field representative, was chairman. Other speakers were Milt Slater, production manager, WNEW New York; W. Robert Rich, program director, WBEN Buffalo; Emerson Smith, program manager, KDYL Salt Lake City; Gus Haganah, vice president, Standard Radio Inc.; James Hanlon, public service broadcasts director, WGN Chicago, and Harold Safford, program manager, WLS Chicago.

ST. LOUIS, May 6

Joseph Slattery, assistant program director, KWTO Springfield, Mo., told Missouri broadcasters they should make special efforts to reach rural audiences.

He advised "building your shows around a personality and giving him honest products to advertise." He also advised encouraging visitors, personal contacts and service

(Continued on page 103)

upcoming



May 12: BAB Sales Clinic, Omaha.

May 12: BMI Program Clinic, Jefferson Davis Hotel, Montgomery, Ala.

May 12: BMI Program Clinic, Augusta House, Augusta, Me.

May 12-13: NBC radio promotion-press-merchandising workshop, Hollywood, Calif.

May 13: Advertising Club of New York, annual meeting, New York.

May 14: Public hearing on nomination of Rosel H. Hyde for re-appointment as FCC Commissioner; Senate Interstate and Foreign Commerce Committee, Room G-16, U. S. Capitol.

May 14: BAB Sales Clinic, Wichita.

May 14: BMI Program Clinic, Admiral Beatty Hotel, St. John, N. B.

May 15-17: Board of Governors, Canadian Broadcasting Corp., Chateau Frontenac Hotel, Quebec.

May 16: BAB Sales Clinic, Oklahoma City.

May 16: BMI Program Clinic, King Edward Hotel, Toronto.

May 16-17: Fourth Southwestern IRE conference and radio engineering show, Rice Hotel, Houston, Tex.

May 19-20: BMI television clinic, New York.

May 19-22: Electronics Parts Show, Conrad Hilton Hotel, Chicago.

Your Best Customer

(Continued from page 29)

showed the average proportion of rural families who planned to buy is practically the same as city families, 6.1% and 6%, respectively.

Percentage wise, the rural intention to buy was highest on these products:

Product	Rural	Urban
Home freezer	10.2%	4.3%
Refrigerator	8.5%	6.5%
Electric range	5.7%	4.0%

That, broadly, is the farmer, your biggest prospective customer. You've seen how prosperous he is—how high his income is. His purchases are up, his savings are amazingly high, his supply of ready cash is higher than that of any other segment of our population.

It is true the farmer is difficult to reach but the most effective and economical way of reaching him is through radio.


Don Lee's
Radio audiences
are climbing, too
12-month average - 1951 vs. 1949*
Daytime audience 8.9% higher
Evening audience 11.2% higher
...and network rates are currently
LOWER than they were in 1949!
*Pacific Nielsen Ratings, Full network average audience, Monday thru Friday.

DON LEE GIVES THE MOST COMPLETE, CONSISTENT, LOCAL COVERAGE OF THE PACIFIC COAST AT THE LOWEST COST PER SALES IMPRESSION OF ANY SALES MEDIUM

On the Pacific Coast, over 14 million people are distributed throughout 323,866 square miles. It takes a *big* advertising medium to cover it. Only Don Lee is big enough to sell your customer *locally* in 45 important markets from their own *local* network station. Only Don Lee has the flexibility to match *your* distribution. No waste! You buy what you need, where you need it.

That's why Don Lee consistently carries more Pacific Coast regional business (with more regional shows in the top 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium ...Don Lee.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

1313 North Vine Street Hollywood 28, California

Mutual
DON LEE
BROADCASTING SYSTEM



MBS ADDS SIX

Affiliates Number 554

SIGNING of six new affiliates by Mutual, bringing the network total to 554 stations, was announced last week by Earl M. Johnson, vice president of station relations and engineering.

The six were:

WJPG Green Bay, Wis. (1440 kc, 00 w day, 1 kw night), licensed to reen Bay Newspaper Co. and headed y A. B. Turnbull, president.

WDBQ Dubuque, Iowa (1490 kc, 50 w), licensed to Dubuque Broadsting Co., with James D. Carpenter xecutive vice president and general anager.

WYVE Wytheville, Va. (1280 kc, kw, day), licensed to Wythe County roadcasting Co., with Arthur M. ates Jr. as general manager.

KVOZ Laredo, Tex. (1490 kc, 250), licensed to Uvalde Broadcasters, th W. J. Harpole as manager.

WJCM Sebring, Fla. (1340 kc, 250), licensed to Highlands Broadcastg Co., under the presidency of enry L. Jollay.

WPKY Princeton, Ky. (1580 kc, 250 , day), licensed to Princeton Broadsting Co., with Leslie Goodaker as wner and general manager.

ETAIL AD RISE

Seen in NRDGA Survey

RISE in retail advertising udgets was indicated last week in survey by the National Retail ry Goods Assn.

Responding to a survey of "more han 60 outstanding merchants rom 55 different cities and 34 tates," according to NRGDA, 41% aid they planned to increase adertising budgets this year, while 4% reported they would spend he same amount as last year and 0% indicated their appropriations ill be less than in 1951.

The question on advertising plans as one of a large number on which he stores were surveyed by RDGA.

xpensive Haircut

TWENTY years ago, shortly after arriving in Cleveland to start WGAR, John F. Patt, now WGAR president, went into a barbershop for a haircut. The barber, Al Klein, was a Detroit Tigers rooter. Mr. Patt, with his newly-found civic pride, bet Mr. Klein that the Cleveland Indians would finish ahead of the Tigers in the American League pennant race. If Mr. Patt won, he would receive a haircut, shave, shoeshine and manicure, all personally administered by Mr. Klein. If, however, Mr. Klein won, he was to be given 15 minutes of WGAR time to predict baseball happenings. Every Cleveland opening day since, Mr. Patt has relinquished the 9:30-9:45 a.m. segment to the barbershop prognosticator, Mr. Klein.

A REPORT ON RFE . . .

Europeans Learning the Truth—Withycomb

RADIO Free Europe's operation in Munich is a perfect example of international cooperation, Donald Withycomb told BROADCASTING • TELECASTING last week on his return to New York after a year's service as studio manager of the RFE Munich plant.

Studio and transmitter personnel are almost entirely German, Mr. Withycomb said. The top supervisory and departmental heads are Americans. Producers, writers, announcers and other program staff are mostly refugees from the Iron Curtain countries. "At times the atmosphere resembles the Tower of Babel," he said, "but still the show goes on—from 5 a.m. to 1:15 a.m. daily."

Commenting on the RFE operation, Mr. Withycomb said that he felt privileged to have had a year's participation in "a unique type of anti-communist radio program service directed to the Iron Curtain countries. Through the use of high power medium wave, short wave and relay transmitters beamed toward the east from locations in Germany and Portugal, those who have receiving sets in Hungary, Poland, Czechoslovakia, Roumania and other countries can learn the truth not only about what is actually happening in their own localities which have been trampled under foot by the communists and their native quislings, but through the careful production of hundreds of hours each week of programs transmitted in their native tongues, these people are told what the Western World is doing to help their cause."

Asked about the balloonscasting which was inaugurated last summer, Mr. Withycomb expressed the opinion that this method of reaching a very wide group of people in the eastern countries is about as effective a counter propaganda weapon as can be devised at this time.

"I hope that this endeavor will be reactivated on a considerably larger scale," he said. "It is one type of operation the communists cannot jam."

Mr. Withycomb is planning to reenter the TV consulting field, in which he was active as consultant to Meredith Publishing Co., owner of WHEN (TV) Syracuse, before joining RFE. He is establishing headquarters at 150 East 39th St., New York.

FCC DISPROVES RUMOR

Spread by Newspapers

ALARMING implications publicized by San Francisco newspapers when an FCC radio engineer quit two weeks ago leaving "all of Northern California and Nevada uncovered" were largely disproved by the FCC last week.

Resignation of Frank T. Roach as a radio engineer in the San Francisco field office inspired a front page news story that was headlined: "Lone FCC Man Gives Up—Dangers of Illegal Radio Interference Here Told." The story quoted Roach as saying he was unable to do his work properly because of the lack of funds.

Although Mr. Roach was mainly responsible for investigating complaints—interference as well as illegal transmissions — the FCC pointed out that he was not the only engineer engaged in that work. Nor was he the only one in the San Francisco field office, it was emphasized.

Mr. Roach was reported in newspaper stories to have said that he received 60 to 80 complaints a month from airlines, military, TV set owners, etc., and that he had more than 200 unanswered complaints on his desk when he quit.

BUY MYSTERY SHOWS

Michelson Announces Sales

CHARLES MICHELSON Inc., New York, producers of radio and television transcriptions, announced last week the signing of five more stations for across-the-board mystery programming: WSYR Syracuse, WTOP Washington, WCMB Lemoyne, Pa., WHB Kansas City, Kan. and KLKC Parsons, Kan.

Michelson, which started sales of half-hour transcribed mysteries in blocks about eight months ago, reported its packages now cover 83 markets and summer sales total an all-time high for the company, $105,000.

Morehouse Apppointed

P. B. MOREHOUSE, chief of Trade Practice Conferences Division, Federal Trade Commission, has been appointed assistant general counsel in charge of compliance for the commission, succeeding Joseph S. Wright, who resigned. Trade practice division, which promulgates rules for various industries (including radio-TV), will be headed by Allen C. Phelps, FTC Chairman James M. Mead announced Monday. Mr. Phelps was moved from the Export Trade Division of which he was chief.

TENTATIVELY titled *Ask Dr. Gallup*, a transcribed pre-election program featuring the pollster with political news, trends and analyses, has been signed as a six-time weekly 7:05-7:10 a.m. feature on WCBS New York. The 26-week series, produced by George F. Foley who handled Dr. Gallup's '48 election programs on TV, is scheduled to start today (Monday). The daily 5-minute transcription has also been purchased for 26 by WTOP Washington and WCAU Philadelphia.

First or Second in

38

Quarter Hours

Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.



THE People's Choice* IN PORTLAND OREGON

SELLWOOD-MORELAND

A small portion of the Sellwood-Moreland shopping area serving a retail trade area of more than 50,000 persons.

Nearly 100 per cent of western homes have radios and in the area serviced by KGW that means an impressive audience for your product advertising. The Great Northwest where radio is king and the king of western radio is KGW! With more than 30 years of leadership and community service KGW's listener loyalty and appeal pays off for you. You are keyed to the Great West with product advertising on KGW. Act now to reap the reward of the best procurable radio advertising available in the Northwest!

CIVIC LEADER

Bob Shaw, Sellwood Furniture dealer, acclaims, "KGW is the leader in this area. Local programming and public service you cannot duplicate."



Celebrating our 31st Year of Leadership and Community Service

KGW

NBC AFFILIATE

PORTLAND, OREGON

CAREER WOMAN

Em Reifschneider of Emily May's junior department store, reports, "Where women shop you hear about KGW because it gives the clear concise type of news features, entertainment, shopping news that's so important to today's shoppers."

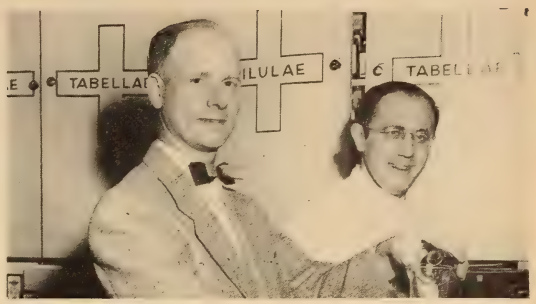


REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

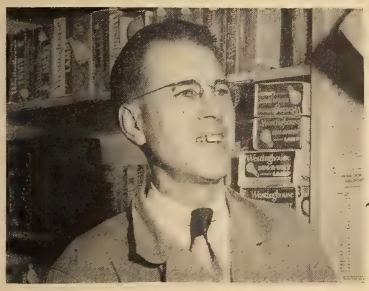
THE PEOPLE'S VOICE TELLS THE CHOICE: KGW!



HOUSEWIFE Steffie Steffens relates, "Listener loyalty you can't buy comes with the pioneer prestige that spells out KGW, truly the choice in Portland."



DRUGGIST Al Smith, shown with Pharmacist Bernard Klonoff, states, "The right prescription for any ailment is tuning to six-two-oh, the 'People's Voice' in Portland, KGW!"



HARDWARE STORE
Partner Bob Wall reports, . . ."When you say radio in the Northwest you immediately think of KGW, the west's best."

Sellwood-Moreland
One of Portland's oldest and best loved districts, where KGW is in tune with the people.



GROCER Don Rife says, "Sales increase more than 20% when national brand products are advertised on KGW. *THE* radio station of our area is KGW."





DOCTOR Gordon Pefley, well-known community leader, says, "I've known KGW for the past 30 years and it 'knows' the people. That's why it's truly the 'People's Choice.' "

CKLW



ALL OTHER DETROIT STATIONS IN

"Mystery Melody" Contest!

- Proof positive of the powerful impact and listening popularity of this 50,000 watt station. This one month CKLW came near to outpulling four other stations *combined* with this unique sales gimmick, identical on all stations, at a "lead" cost of approximately one third the next ranking station. Proof again that in the Detroit Area you can't miss when you schedule CKLW. Plan your schedule now! Put this 50,000 watt power to work for you at less cost . . . for greater response!

HERE ARE THE FACTS

	Leads	Expenditure	Cost Per Lead
CKLW	10,448	$4057.00	38.8 cents
Station B	3,943	3800.00	93.8 cents
Station C	2,609	3800.00	$1.46
Station D	992	1300.00	$1.31
Station E	3,863	3600.00	93.2 cents

In The Detroit Area It's

CKLW MUTUAL

Adam J. Young, Inc. National Rep.

Guardian Bldg. Detroit 28, Mich.

J. E. Campeau President

IBA-UI CLINIC

Free Radio News Urged

BREAKDOWN of barriers against access to government news was urged by Fred Siebert, director of the U. of Illinois School of Journalism, at a clinic attended by 50 Illinois radio news directors May 1-2 at Urbana.

Mr. Siebert, addressing the clinic sponsored by the journalism school and the Illinois Broadcasters Assn., said radio newsmen should work with groups such as the American Society of Newspaper Editors in focusing attention on public officials.

Bill Ray, manager and news director of NBC's WMAQ Chicago, outlined work of the National Assn. of Radio News Directors nationally and NBC in Chicago in opening the doors to government news, and Glen Farrington, news director of WTAX Springfield, described his campaign for more news from the Illinois legislature.

Mr. Siebert suggested setting up a weekly radio-press conference with the governor and individual legislators, which he said could lead to an official tape recording of all legislative proceedings to be made available to newsmen.

Other participants in problems at the clinic included: Ray Livesay, past president of IBA and manager of WLBH Mattoon; Robert Eickmeyer, news director, WTAD Quincy; Bert DeBarr, program and news director, WVLN Olney; Wick Evans, news director, WDZ Decatur; Don Brown, assistant U. of Illinois professor of journalism; Fred Hinshaw, news director, WLBC Muncie, Ind.; Laverne Waltman, news director, WLPO LaSalle; Glen Broughman, WQUA Moline; Jack Shelley, news director, WHO Des Moines, Iowa; Brooks Watson, news director, WMBD Peoria; Prof. Quincy Howe, formerly with CBS and now news analyst for WILL Urbana, U. of Illinois station, and Herschel Schooley, representative of the Office of Public Information, Dept. of Defense, Washington.

Small Newsroom Operations

Speaking on profitable practices for small newsrooms, Mr. Hinshaw stressed working with station time salesmen and sponsors and competent coverage of local news; Mr. Waltman suggested use of correspondents similar to those of a newspaper in getting news from outside a city; Mr. Broughman said the "beep" recorder should be used for maximum interest.

Prof. Brown pointed out the value of news written in readable style and with "flow," yet having individuality. Mr. Shelley said newsmen were not exploiting weather news, which he said means dollars and cents both to the station and the listener.

Prof. Howe spoke on current issues and best political coverage of news. Mr. Watson described WMBD's election results coverage.

NBC Chime-Play

IT RINGS the bell. That's the idea of NBC radio in using special theme, composed by Meredith Willson and based on the network's chimes, to symbolize broadcasts by name dance bands. Ringing in of the chime theme, to be used for opening of every NBC radio remote dance-program, was slated for the network at 12:05 a.m. EDT Saturday with broadcast of Woody Herman's orchestra from New York's Statler Hotel.

HOLLENDER NAMED

To 'Ike' Radio-TV Post

ALFRED L. HOLLENDER, executive vice president and partner of Louis G. Cowan Inc., New York producers of radio-TV packages, has been named director of radio and television activities by Citizens for Eisenhower, S.S. Larmon of Young & Rubicam, vice chairman of the national group's public relations committee, announced last week.



Mr. Hollender

Mr. Hollender's position will require his supervision of radio-TV coverage of the Abilene, Kans., speech to be made by the general June 4, production of future network shows for the candidate, preliminary planning for summertime convention coverage, and preparation of special material for use in various states, it was pointed out.

Formerly associated with WIND and WJJD Chicago, Mr. Hollender, during the war, was chief of the OWI Radio Outpost Division and, overseas, a member of Gen. Eisenhower's Supreme Headquarters staff with the Psychological Warfare Division. He later was chief of radio and communications for the American zone of Germany.

Thomson Elected

ROY H. THOMSON, owner of CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay, all Ont., as well as a string of 14 Canadian and one United States dailies, was elected president of Canadian Press at Toronto April 30. Victor Sifton, *Winnipeg Free Press* (CKRC Winnipeg), was elected honorary president. New directors of Canadian Press, whose newspapers have radio station affiliates include D. B. Rogers, Regina *Leader-Post* (CKCK Regina); Arthur R. Ford, London *Free Press* (CFPL London); Arthur L. Davies, Kingston *Whig-Standard* (CKWS Kingston); Herve Major, Montreal *La Presse* (CJAC Montreal), and T. F. Drummie, St. John *Telegraph-Journal* (CHSJ St. John).

Symbol of experience



WPJB FM TV Broadcasting Station, Providence, R.I., using a Truscon Self-Supporting Radio Tower 431 feet high, to support an RCA TV Double Antenna 2-Section Pylon 14.7 feet high.

Years of research and development are represented in this Truscon Self-Supporting Radio Tower, designed and erected by Truscon for WPJB-FM-TV Broadcasting Station, Providence, Rhode Island.

In every corner of America, and in many foreign countries, there are outstanding examples of Truscon Tower design for AM, FM, TV and Microwave broadcasting. Truscon has the designers, engineers, and fabricators with an unexcelled fund of practical knowledge to meet every tower requirement.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY
Subsidiary of Republic Steel Corporation
1074 Albert Street, YOUNGSTOWN 1, OHIO

TRUSCON ... a name you can build on

there's

conflict

in the conference room when a list is being checked!

The media buyers are on the spot. They've made up their list. They've dug up information, talked to space and time representatives, boned up on all the facts . . .

Now they've got to SELL their selections to the toughest buyers of them all—the account executives and top men in the agency. . .



That's why they take Standard Rate and CONSUMER MARKETS right into the conference room!

The questions come thick and fast—

"Are you sure this paper leads in grocery linage?"

"What proportion of this TV audience is *young marrieds?*"

"Which dealer paper has run the most articles on clerk training?"

"Are per-capita drug sales higher in Boston than in Baltimore?"

"Don't *all* farm papers have Women's Sections?"

No time now to dig for that market analysis; to study voluminous material. The facts that count now are those the media men can *remember*, *for sure*, and those they can lay their hands on, *fast*.

There they have at hand quick sources of reliable information . . . facts assembled and organized by the experienced staffs of Standard Rate & Data and CONSUMER MARKETS.

The Los Angeles trading area? Industrial wages in Illinois? A map of Denver? Drug sales in Baltimore? They flip the pages of CONSUMER MARKETS; come up with accurate answers.

Circulation? Rates? Occupational breakdowns of business publications? They turn to the monthly SRDS books; scan the *standard listings.*

But some questions cannot be answered by *standard listings!*

"Which newspaper has the better out-of-city circulation?"

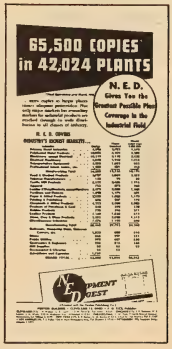
"How does this station promote its programs?"

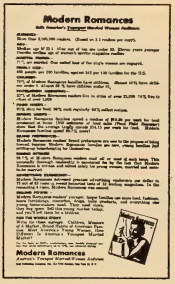
"What business paper leads in the top 25,000 plants?"

"What is the trend in magazines for men?"

These are not standard questions. They demand not just facts, but analyses of facts. And this is where Service-Ads in Standard Rate and in CONSUMER MARKETS come to the rescue. For this is the kind of information that approximately 1,050 publishers and station managers put into the space they took next to their SRDS listings last year; next to their market data in CONSUMER MARKETS.











Service-Ads not only help busy media buyers BUY . . . they help them SELL!

s r d s

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function



Walter E. Botthof, Publisher

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A. B. C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

KGW SALES PLAN
Brings Results in Portland

LOCAL merchandising plan by KGW Portland, Ore., featuring 13 city communities in a 26-week promotion campaign, has increased its national and local advertising despite the advent of television, the station reports.

The NBC affiliate's plan, which spotlights KGW-advertised national brand products with local grocers and has been used already in five communities, has resulted in additional support from business firms and listeners, with the station receiving requests for participation from grocers not included in the program to date, according to KGW officials.

Spot announcements tell of the various shopping centers featuring KGW-advertised brands, integrated with a KGW "banner store" idea, with much of the distribution of banners and store material by community booster organizations of businessmen. Competing grocers in the same area band together on "KGW Days" to promote the overall "banner" theme, the station reports, and new friends among listeners and in business circles have been added.

Kellert Plans Agency

RESIGNATION as sales manager of WOKO Albany, N. Y., after 15 years has been announced by Al Kellert, who will open an advertising agency to handle radio, television and newspaper advertising, merchandising, promotion and sales. Other posts held by Mr. Kellert during 25 years in the advertising field were as sales manager of WABY Albany and as display advertising staff member of *Knickerbocker News* and *Times-Union*, both Albany newspapers.

ABS BUSINESS
Six Sign Contracts

ALASKA RADIO SALES, New York, representing the six-station Alaska Broadcasting System, has reported expanding network business activity for 1952. Increased schedules, renewals, and new business for ABS were broken down as follows:

Anheuser-Busch Inc., through D'Arcy Adv., both St. Louis, has increased its spot schedule.

Hills Bros. Coffee Inc. through N. W. Ayer & Son, N. Y., Brewing Corp. of America through Benton & Bowles, N. Y., and Avoset Co. through Harrington-Richards div., Los Angeles, have all renewed spot radio schedules with ABS.

New contracts have been signed by Blatz Brewing Co., Milwaukee, through Kastor, Farrell, Chesley & Clifford, N. Y. and Philip Morris & Co., through Biow Co., N. Y., has signed for live weekend baseball games. J. A. Folger & Co. (Folger's coffee), through Raymond R. Morgan Co., both San Francisco, has placed a spot schedule with ABS. Latter was obtained by Duncan A. Scott & Co., West Coast representatives of network.

Radio Still Dominates
THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short*. Wrap it up with WSBT radio.

30 Years on the Air
WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

NBC COURSES
Set by Barnard College

BARNARD College, New York, will offer four professional courses as part of its six-week Summer Institute of Radio and Television, with classes to be taught in NBC studios by NBC staff members, it was announced last week.

To start June 30, the classes are intended for educators who want to incorporate radio-TV techniques in their own classes as well as for graduates preparing to enter the broadcasting field. Tuition fee for the Institute, which started last year, is $140.

Network instructors and their subjects are: Mrs. Doris Corwith, supervisor of public affairs, NBC Radio, who will teach an introductory course, surveying the entire industry and its operation; Patrick J. Kelly, supervisor of announcers, who will teach speech and microphone techniques, with NBC announcers conducting discussion periods; William Hodapp, producer of the NBC-TV series, *American Inventory*, who will direct production and programming classes, and Ross Donaldson, NBC supervisor of literary rights, who will instruct a writing workshop course.

LAB ELECTS
Wilson of KPLC Named V. P.

DAVID A. WILSON, general manager of KPLC Lake Charles, La., has been elected vice president of the Louisiana Assn. of Broadcasters, succeeding J. C. Liner, KMLB Monroe, who died two months ago [B•T, March 17].

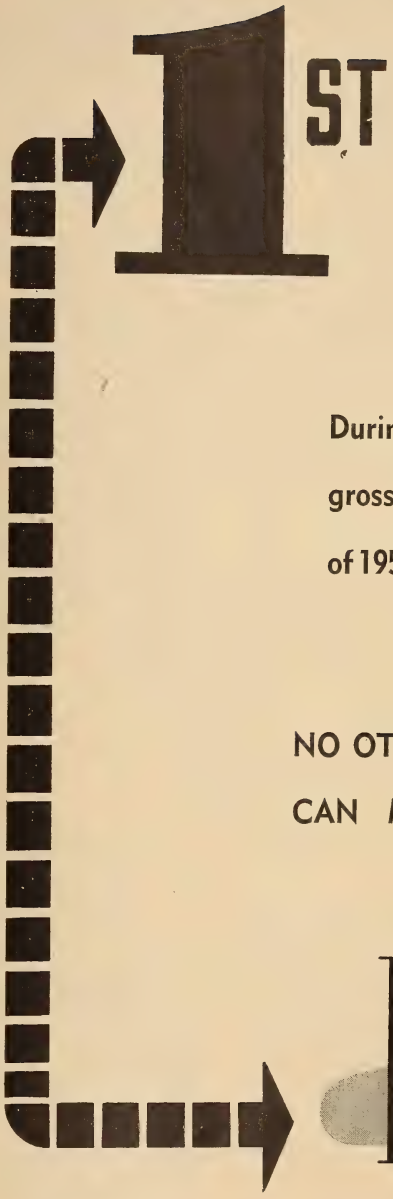
Mr. Wilson was named to fill his unexpired term at a dinner meeting of the association in Alexandria's Bentley Hotel May 4. A BMI clinic followed the meeting on Monday, according to B. Hillman Bailey Jr., LAB secretary-treasurer.

Arkansas Broadcasters

ARKANSAS Broadcasters Assn. will hold its regular late-summer meeting Aug. 25 in Little Rock. In conjunction, the ABA will hold its second annual sales clinic Aug. 24.

Tannen Fame

ERNIE TANNEN, program director, WGAY Silver Spring, Md., personifies "opportunity" to one English journalist, whose impressions of the U. S. are currently running in the *Manchester Guardian*. John Aldrich, whose series "American Journey", is currently appearing, tells of Mr. Tannen's discharge from the army in 1948 and his ambition to own part of WGAY or another similar station in the U. S. before he is 40.



in growth

During the 1st quarter of 1952 KMAC grossed 96% more than the 1st quarter of 1951 (1951 was KMAC's biggest year)

NO OTHER SAN ANTONIO STATION CAN MAKE THIS STATEMENT

KMAC

25 YEARS OF SERVICE

MUTUAL ON 630

SAN ANTONIO

★ HOWARD W. DAVIS, Owner

★ REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY Co.



and enjoy the spring weather, WGST will handle your sales chores in the Atlanta market. We've been successfully selling and promoting products in this steadily growing area for 28 years. We feature the best in ABC programs, top local shows and an alert merchandising plan. To get the full story on Atlanta and WGST contact us or our national reps.



RADIO CIGARETTE ADS

Certain Legislators Question Claims

SOME Congressmen have turned raised eyebrows toward cigarette advertising on the radio and have asked the Federal Trade Commission what it is doing to curb certain claims.

This was pointed up in testimony before a House Appropriations subcommittee studying FTC's 1953 budget. The commission has requested $1,042,025 to staff its Bureau of Antideceptive Practices, to which false and misleading radio, TV and other media advertising are referred.

Subcommittee Chairman Albert Thomas (D-Tex.) put it this way to FTC Comr. Stephen J. Spingarn:

"I listened to the radio last night for awhile, and every time I turned it on there were the cigarette advertising people, and of all the wild advertising that was ever on radio, theirs is the worst. Just what does the commission do about that?"

Comr. Spingarn said FTC has issued orders in cigarette ad cases against a number of firms.

Richard P. Whiteley, director of FTC Bureau of Antideceptive Practices, estimated that the four major cigarette firms had cost the agency $10,000 or $20,000 each to process their cases.

Of the companies mentioned, P. Lorillard came in for a verbal bouquet from Comr. Spingarn: ". . . Take Old Gold. We have an order against them. (Their advertising) is pretty clean. They say, 'We are tobacco men, not medicine men; smoke Old Gold for a treat instead of a treatment.' . . . They rib this medical advertising of their competitors, which I think is rather clever." Chairman Thomas readily agreed.

Explaining that FTC has limited power to stop objectionable claims, the commissioner felt that it has "stopped them from making a good many false representations. . . . We have accomplished a great deal in cleaning up much of that advertising."

FAB SPEAKERS

Announced by S. O. Ward

SPEAKERS for the Florida Assn. of Broadcasters meeting scheduled for May 22-23 at the Royal York Hotel, Miami Beach [B•T, April 7] were announced last week by President S. O. Ward, WLAK Lakeland.

Maurice B. Mitchell, president of Associated Program Service, will address the group at an afternoon session May 22. On May 23, Gov. Fuller Warren will speak at the morning meeting. F. S. Holiday, FCC engineer, will outline Conelrad Thursday afternoon. Friday morning, Bill Stubblefield, NARTB, will speak on "Proposed Legislation Affecting Broadcasters."

Program chairman for the meeting, when new officers and two new directors will be elected, is George Thorpe, WVCG Coral Gables.

AAW AWARDS

Scheduled in June

FIFTH annual Advertising Assn. of the West competition for best radio commercial programs and spot announcements produced in the 11 Western states and Western Canada is now open with final judging set for early June. Distribution of awards will be made at 49th annual AAW convention in Seattle June 22-26.

Southern California Broadcasters Assn. is handling coordination of the contest in cooperation with AAW. Competition is open to all radio stations, advertising agencies, advertisers and individuals in the western area.

Four certificates will be given for top programs and announcements. Best of four will receive a perpetual trophy awarded by Vancouver Advertising and Sales Bureau. Chairman of judging committee is C. Burt Oliver, vice president of Foote, Cone & Belding, Hollywood.

Entry blanks and rules are available from Western advertising clubs, AAW or Norman Nelson, managing director, SCBA, Hollywood.

WICC, WTIC FORM

Two-Station Conn. Network

FORMATION of a new two-station radio network in Connecticut has been announced by Philip Merryman, president and general manager of WICC Bridgeport, owned and operated by Bridgeport Broadcasting Co. To be known as Connecticut Quality Network Group, the network will comprise WICC and WTIC Hartford.

Mr. Merryman said services will be sold in combination to offer statewide coverage of the national political campaign, and that additional stations may be added to the network upon request.

West German Show

GERMAN Radio and Television Exhibition will be held Aug. 22-31 in Duesseldorf after a pause of two years, with all West Germany and West Berlin manufacturers showing new designs in wireless and TV sets, radiogram attachments, phonograph records and accessories and spare parts, according to the German-American Trade Promotion Office, New York.



KEX

50,000 WATTS COVERS THE BIG PORTLAND MARKET

	PORTLAND Metropolitan Area	KEX 43-County Effective Listening Area
Population	729,400	1,793,600
Number of Families	243,400	574,300
Total Net Sales	$885,636,000	$2,069,799,000
Effective Buying Income Per Family	$6,221 (Portland)	$4,785



When you pay for Portland, get your money's worth. Get the *Plus* coverage in Portland's 500 mile trading area.

PORTLAND POINTERS

★ PORTLAND'S wholesale trading area is among the largest geographic trading areas in the nation…covering all of Oregon, much of Washington, and parts of California.

★ PORTLAND'S 1951 wholesale sales of $1,425,289,000 are almost double the city retail sales.

★ …yet Portland has the highest total retail sales per capita of any city on the Pacific Coast.

★ PORTLAND is a city of wide diversification in industry. Only 68 firms employ more than 500 people. 16,000 firms employ less than 500.

★ Home ownership in PORTLAND is the HIGHEST IN THE NATION! (64% of all householders own their own homes.) (U. S. Census)

★ OREGON employment is diversified and stable. Of non-agricultural employees Oregon claims 454,400 workers: (Manufacturing and lumbering 145,000; Trade 105,000; Government 66,000; Transportation and Public Utilities 48,000; Service business 47,000; Construction 26,000; Finance 15,000; others 2,000.)

★ PORTLAND City Government rates the lowest per capita tax levy for operation of any large city in the nation. Portland $29.30.

★ OREGON leads the nation in average weekly earnings of production workers. (Examples — Oregon $76.10; Washington $72.52; California $72.84; Pennsylvania $64.64.)

★ With but slight increase in rate OREGON State Income Tax collections have more than doubled in the past 5 years: $25 million 1946—$59 million 1951.

★ Per capita state debt in OREGON is among the lowest in the nation—$5.85.

★ Farm income is higher on the Pacific Coast than any other area in the nation. $9,483 average for 1950—or $3,644 MORE than the national average of $5,839. Farm land values have increased 13.2% in the year 1950-51.

★ Over 750,000 people visit the Vacation Lands of Oregon every summer…spending over $115,000,000. (Oregon's 3rd largest industry.)

Contact KEX Sales or Free & Peters for complete details.

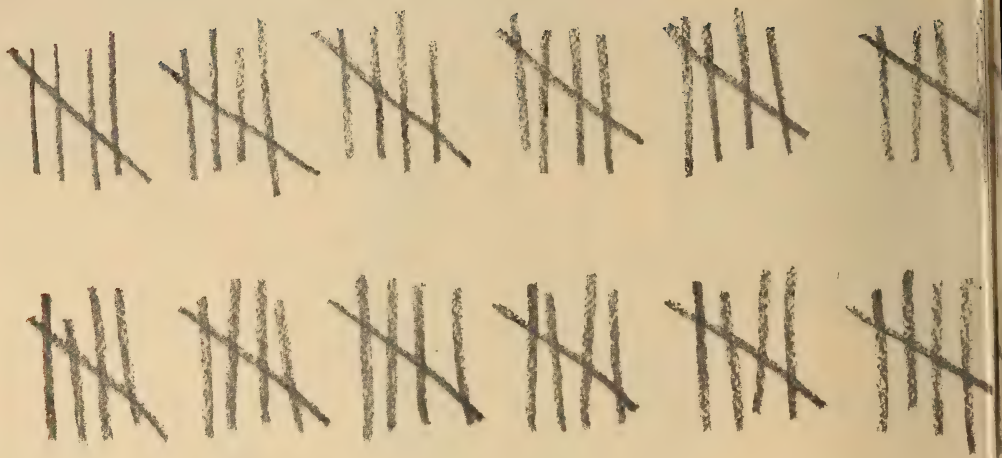
ABC AFFILIATE IN PORTLAND

KEX Oregon's *Only* 50,000 Watt Station

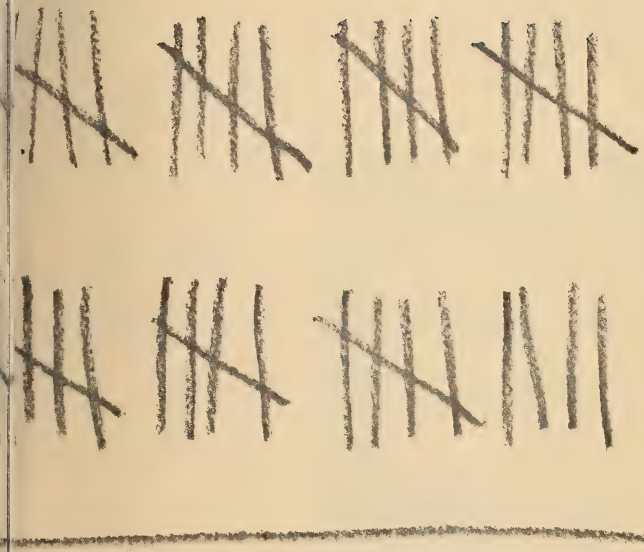
WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



In Los Angeles, Radio reaches just 1%



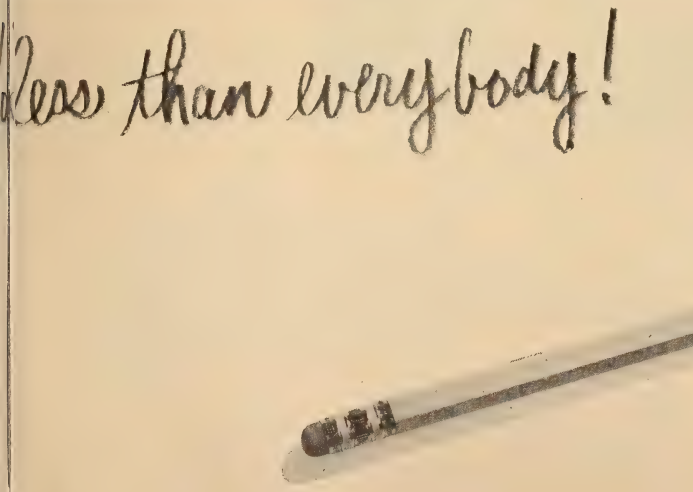
Official tally: 99% of all homes in metropolitan Los Angeles are radio homes. Only *radio* can give you saturation coverage of all the multiple suburbs of this far-flung metropolis.

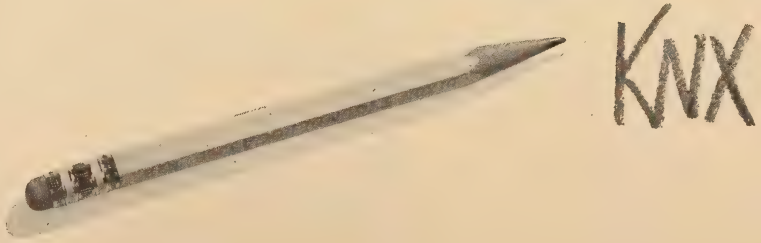
Los Angeles is spread-out, decentralized, composed more and more of suburbs and other incorporated cities. And it keeps growing fast (population increase past 10 years: 49%). So fast that it's now the *largest* city in the country in land area and the nation's *third-largest* market in population and retail sales.

Of all media, only *radio* has kept pace with the growth of Los Angeles. And of all stations, KNX is by far the most listened-to in Los Angeles, winning virtually twice as many quarter-hour firsts as all other Los Angeles stations combined. (Just as impressive: KNX reaches more than twice as many families as the top Los Angeles newspaper!)*

You can count on big sales in big Los Angeles when you use 50,000 watt KNX. Just check with KNX or CBS Radio Spot Sales.

Sources: World Almanac, 1949
Sales Management, May, 1952
Standard Rate and Data Service, November, 1951
Pulse of Los Angeles, Jan.-Feb., 1952
BMB 1949
*Based on BMB 50-100% area





GATHINGS' VIEWS

Given in Radio Interview

WHAT are Rep. E. C. Gathings' (D-Ark.) views on his proposed investigation and study of radio and television programs?

A documented answer is supplied by the radio script of a program on which Rep. Gathings appeared as guest. The program, *Crusade Against Crime*, uses a news format. It is a 30-minute show with half the time devoted to an interview. Julius N. Cahn, who also is executive secretary to Sen. Alexander Wiley (R-Wis.), is commentator. The show, produced on tape in Washington, is a sustainer on about a dozen stations which pay a nominal cost for production.

Stations which carry *Crusade* are WOOK and WFAN (FM) Washington; WINX Rockville, Md.; WSID Baltimore; WARK Hagerstown, Md.; WANT Richmond, Va.; WISC Madison; WEAW Eau Claire; WJMC Rice Lake, Wis.; WEBC Duluth; WMFG Hibbing, Minn., and WCAR Pontiac, Mich.

Mr. Cahn's interview of Rep. Gathings was conducted prior to House Rules Committee approval of his resolution (HR 278) to direct and authorize the House Interstate & Foreign Commerce Committee to study and investigate radio and television programs [B•T, May 5].

It is expected that the resolution will soon pass the House and the committee will map its line of action.

In order to give a cohesive presentation of the Gathings opinion, BROADCASTING • TELECASTING herewith prints under arbitrary headings, Mr. Gathings quotes taken from transcript:

[*Children and TV Shows*]

". . . When you get an objectionable program on television it is very difficult to get the child to leave the TV set, and it is very difficult to turn over to another channel. You meet with objections immediately . . . we should be awfully careful of the type programs put on the air between the hours of five in the afternoon and eight or nine at night, especially. So many of these programs during those hours ought not to be aired. That is the time the children do watch the television sets."

[*The Advertiser*]

". . . That's what they are trying to do. [In answer to query: "How would you answer the industry when it says 'we only give the people what they themselves want?' "] And that's what these programs intended. So many of these advertisers are using these programs because they do get more listening audience."

[*NARTB Radio & TV Codes*]

"Well, it is working in a way. But it is not going far enough. It's voluntary in nature, and many of these broadcasters are complying with the provisions of this particular code. While I feel that quite a lot has been accomplished, more is needed to be accomplished. This code was adopted and put into effect I believe originally back in the middle of 1948 [sic], and it has had a very fine effect on the programs I have noticed since that time. But at the same time, there are many objectionable programs . . ."

[*On Federal Censorship*]

Mr. Cahn asked: "You don't have in mind that there would be a system of federal censorship, for example, of programs?"

(Mr. Gathings) "No, it is not my idea that we should set up a separate department in the federal government. I believe that quite a lot can be accomplished by uncovering the different types of programs that are objectionable, and which should be corrected."

[*On Surveys of Program Types*]

". . . This one was taken in New York City of various television channels. It shows that 3% of all the time which was allotted was informational in nature. Of the total time over television, 3% was for information, 10% went for crime, 6% for westerns, fine arts nothing, education nothing—no percent. Here are 14% variety, 10% sports, 10% home-making, children's programs 12%. But the '10% crime program' was what I was referring to. And only 3% is for actual information and educational purposes."

[*On Congressional Investigations*]

"Well investigating is a good sign. For my money, I say that the people in America are aroused—they want something really accomplished and these investigations have meant an awful lot. The various types . . . that Congress has put on have been effective and have done a great work. . . ."

[*Steps Hearing Should Take*]

". . . it would be up to the Interstate & Foreign Commerce Committee . . . I feel that all phases of the problem should be looked into . . . the industry should come in and tell just what has been done . . . they should also give us a log of the various types of programs from the time they go on the air right on throughout the day.

"I think that groups which are interested—various types of groups—religious groups, parent-teacher groups—should be heard, and the various surveys that have been made should be put into the record.

[*On the Committee's Report*]

". . . it is expected that a recess of both houses of Congress will be taken during the early part of July. So, if this resolution is passed by the House soon after the Easter recess—next week or the week after next—there will be enough time for 60 days of hearings. We would have to make a report, however, before the conclusion of the present 82d Congress.



New Buying Cycle in Kansas

Wheat isn't the only cash crop of Kansas farmers. Waiting for sale on their farms are cattle valued at $742,311,000.00.* Along with oil, poultry, hogs, eggs, and dairy products, beef is just one of many sources of diversified, year-round income that WIBW listeners consider "spendable."

The surest, fastest way for you to get an above-average share of this steady flow of dollars is to use WIBW. Because we're THE FARM Station for Kansas and adjoining states, we have the full confidence of farm families . . . a confidence that's proved by RESULTS FOR WIBW ADVERTISERS.

** USDA-Jan., 1952*

WIBW
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
CBS RADIO
TOPEKA, KANSAS

Rep. Capper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—



BUT . . .

YOU NEED THE FETZER STATIONS TO BAG WESTERN MICHIGAN!

WKZO-WJEF in radio, WKZO-TV in television—that's the record-breaking Fetzer line-up for Western Michigan advertising. Here's why:

WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, give closest "home-town" coverage of urban and rural Western Michigan. Each is consistently the *listenership leader* in its home city—and the 1949 BMB Report credits WKZO-WJEF with a 46.7% increase over 1946 in their unduplicated daytime rural audience—a 52.9% nighttime increase. *Yet WKZO-WJEF cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!*

WKZO-TV

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel-3 picture also provides intensive primary service to Battle Creek and dozens of smaller towns—effectively serves a 28-county market with a Net Effective Buying Income of more than 2 billion dollars. *An April, 1952 Videodex Diary Study by Jay & Graham Research Corporation proves that WKZO-TV delivers 91.9% more television homes than Western Michigan's other TV station!*

What other facts would you like? Your Avery-Knodel man has them.

** J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.*

WJEF *top* IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV *top* IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO *top* IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

The n

THE FORT INDU

has been

t

STORER BROADC

effective in



STORER BRO

WSPD, Toledo, O. • **WWVA,** Wheelin
WGBS, Miami, Fla. • W
WSPD-TV, Toledo, O. • **WJBK-TV,** Det
NA
488 Madison Ave., New York 22, ELdora

me of

STRY COMPANY

changed

STING COMPANY

mediately

DCASTING COMPANY

W. Va. • **WMMN,** Fairmont, W. Va. • **WAGA,** Atlanta, Ga.
K, Detroit, Mich. • **WSAI,** Cincinnati, O.
Mich. • **WAGA-TV,** Atlanta, Ga. • **KEYL-TV,** San Antonio, Tex.
NAL SALES HEADQUARTERS:
5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

editorial

Cops and Robbers Congress

SOME DAY (and it can't come too soon) some aroused member of Congress is going to offer a resolution to investigate the Congressional investigators.

Congress, evidently bent upon outdoing the "whodunits", is playing cops and robbers. Legislators are not content to have standing committees undertake inquiries; they want "select" committees, with special appropriations, subpoena power, television pickups and all. Inner councils call this the "Kefauver Influence."

The function of Congress is to legislate. Congress wasn't conceived as a super detective agency. The ever-increasing trend toward "special" inquisitions is making a mockery of the legislative processes. Clear-headed legislators recognize this. Standing committees are relegated to secondary, routine stature. Regular work is impeded as the "select" committeemen hunt the limelight and the headlines.

There isn't a shred of evidence that these "select" committee inquisitions, with every chairman a Sherlock Holmes, needled by a dozen Watsons (on the public payroll), contribute an iota toward the legislative process.

Within the last fortnight, three cloak and dagger inquiries have been authorized in the House. There's the Gathings Resolution (H Res 278) to investigate radio and television programs, originally headed for a "select" committee. Happily it was diverted to the standing Interstate & Foreign Commerce Committee. The other half of this resolution—covering immoral books—goes to a "select" committee. Then there's the Cox Resolution (H Res 561) for a "select" committee to study tax exempt foundations and organizations.

What warranty has Congress to establish empirical standards for radio and television programming? Or for books, or movies or newspapers or individual citizens?

The First Amendment precludes censorship. The Bill of Rights guarantees freedom of speech, of religion, of press, of assembly. Our forefathers revolted against the British Crown in 1776 because of restrictions on freedom.

Congress cannot write a law defining good or bad programming. The responsibility for regulation of radio was delegated to an expert agency, with an express prohibition against censorship. The FCC can (and all too often does) look at programming in appraising license renewals.

Rep. Eugene E. Cox (D-Ga.), arch-foe of the FCC, won his fight to have a select committee investigate tax-free foundations. It may be appropriate to determine whether foundations are resorting to devious and clever ways of avoiding taxes, but does a "select" committee have to do it? What about the standing committees dealing with revenue? Cannot the FBI determine whether there's Communistic infiltration of these foundations?

Once a "select" committee starts, there's no stopping it. The Cox Committee, in its investigation of "foundations" would soon find reason to dip into other "non-profit" organizations. In this category are labor unions (the biggest business in America today), trade associations, political organizations and educational institutions.

It is hard to fathom what motivates our legislators in their zeal to curb the freedoms they are sworn to keep inviolate. The movies were the first on the freedom firing line. Two cases now in the Supreme Court might well prove the bellwethers in the inevitable crusade to clarify and restore the guarantees of the Bill of Rights. Radio, as a "licensed" medium, has navigated in hot water almost from the day it became an influence in moulding public opinion. Now television, with its king-making power (witness Kefauver) accentuates the Congressional drive to get into the act.

The newspapers stand aloof, refusing to recognize other media as kith and kin in the freedom fight. But once pinched, ever so lightly as in the case of President Truman's recent "se'zure" slip, their editorial pages become electrified, with nary a mention of the threat to radio or motion pictures.

The freedom fight is eternal. Associate Justice Black, in a recent dissent in a "group libel" case, sagely commented that state laws making opinions punishable as crimes, are at war with the "kind of free government envisioned by those who forced adoption of our Bill of Rights." History, he said, "indicates that urges to do good have led to the burning of books and even to the burning of witches."

Our zealous legislators seem to forget that Hitler and Mussolini burned books. They sequestered radio stations and newspapers. "Free speech" was punishable by death. In the Soviet orbit, there's no radio other than Stalin's, no books or movies or music other than those anointed by the Kremlin. Newspapers are edited and kept by the Foreign Office.

Without realizing it, some of our legislators are travelling the road toward totalitarianism. What else can it be when the move is inexorably toward suppression of thought, and control of the minds of men?

SEN. William Benton has twice suffered attacks of a disorder to which we had thought him immune. He has become a victim of mike fright. Last week, on advice of counsel, he refused to testify at a pre-trial hearing of the $2 million libel - slander - conspiracy suit brought against him by Sen. Joseph H. McCarthy. He objected to use of a recording machine. Earlier he had refused to let the pre-trial hearings be broadcast or telecast. The silent Benton is an entirely new character on the national scene and, we must say, an infinitely more satisfactory one than the old, or noisy, Benton. Next time he pops up on the Senate floor to push one of his favorite "remedies" for broadcasting, we hope someone slips a microphone in front of him. It's the only instrument we know that has ever stunned him.

On Merit Alone

PRESIDENT TRUMAN did what came naturally when he nominated Rosel H. Hyde last week for a new seven-year term as a member of the FCC. Mr. Hyde has served with distinction since 1946, when he was first appointed by Mr. Truman to fill one of two then existing vacancies. His knowledge of administrative law and of the broadcast and communications fields and his rare judicial temperament qualify him admirably for the Commission. He has grown with the job.

Mr. Hyde came up through the ranks. He began with the old Radio Commission in 1928 in an apprentice legal capacity. He was successively attorney, examiner, assistant general counsel, general counsel and Commissioner. Every promotion was based upon merit. He is a Republican. But politics in no way entered the picture. He is one of the few men in public life who have made public service a career. We wish him well in those seven years ahead.

our respects to:



CARROLL CARROLL

THE MORNING of April 11, 1902, uneventful for the average man that fateful day, brought forth the following wire to Lucius Carroll, a New York attorney specializing in mail order matters in Washington, D. C., on business:

"Never mind the second class mail matter. Eight pound bundle of first class male matter arrived this morning."

This was the first official pronouncement of the arrival in the Bronx of Carroll Carroll.

The eight pound bundle has since developed into a 150 pound, 5 foot, 5 inch bundle of energy, good humor and wit who currently holds sway in Hollywood as vice president in charge of West Coast operations for Ward Wheelock Co. He also is one of the top radio writers in the business.

To reach this stage in life, approximately 28 of the intervening years were spent in advertising, the majority of them in radio. During this time Mr. Carroll wrote for most of the top radio performers, including Bing Crosby, George and Gracie Allen, Eddie Cantor, the late Al Jolson and Fannie Brice.

In his present capacity, Mr. Carroll handles all radio activity of the multi-million dollar Campbell Soup Co. account. He also works on TV commercials filmed in Hollywood for Campbell Soup, Adam Scheidt Brewing Co. and Whitman's Chocolates.

Campbell's current radio includes the thrice weekly Bob Crosby's *Club 15* on CBS Radio which Mr. Carroll writes and helps produce, and the daily NBC's *Double or Nothing* with Walter O'Keefe as m.c.

First official act of the new-born male matter was to defy his parents who had been looking forward to a "Caroline." After crashing their tender hope, he continued this defiance in his attitude toward formal schooling.

Far from the conventional example of "how to become a success," the young Carroll spent a total of approximately seven years at being "formally" educated. Until he entered at age of 10 years, the fifth grade of Frances E. Willard Public School in Chicago, to which city his mother and he moved following the death of his father, Carroll Carroll had a record of "resigning" from one private school after another.

He completed his grammar school education at Willard, discovering too late that there was no resigning from public school. In addition he managed 3½ years at Hyde Park High School. Then he decided that was enough

(Continued on page 66)

For Distinguished Service
in the field of
Public Service in Radio Journalism



A group of broadcasts attacking the Chicago narcotics problem following investigations by WMAQ newsman Len O'Connor resulted in the latest in a series of many national honors for Station WMAQ and its quality news reporting.

Winning of the 1951 Sigma Delta Chi Award for Public Service in Radio Journalism again points up the recognized position of Station WMAQ as THE news station of Chicago.

Day after day, WMAQ newsmen—gathering, analyzing and accurately reporting the news—are constantly achieving good journalism and good radio.

Celebrating 30 Years of Service

NBC RADIO IN CHICAGO

Represented by NBC Spot Sales

WMAQ
CHICAGO



EVERYONE AGREES
WXLW is THE
selling station
of Indianapolis
USING ONLY WXLW
* Stuart Studebaker
was host to over
15,000 potential
customers at the
unveiling of the
latest models.

Further Proof that
WXLW's *Sales Impact*
can sell for
You Too!

Contact Your Nearest
John E. Pearson Office

New York, Chicago
Dallas, Minneapolis
Los Angeles
San Francisco



INSTITUTIONAL ADS

Revenue Bureau Gives Stand

THE INTERNAL Revenue Bureau intends to stick to a well-defined line of action in considering whether expenditures made for institutional advertising are deductible for federal income tax purposes.

Sen. Hubert H. Humphrey (D-Minn.), who is studying means of cracking down on so-called "political" institutional advertising as an income tax deductible expense, is aiming his criticism against newspaper use, not radio.

These were two developments last week in the Senator's efforts to determine his line of action [CLOSED CIRCUIT, May 5, B•T, April 14, 7].

In a statement to BROADCASTING • TELECASTING, the Senator pointed out that his illustrations made on the Senate floor of "political" institutional advertising were confined to the printing medium. "I was referring to newspapers, not to radio advertising," the Senator said. He said he was not aware of any large-scale use of such ads on radio.

In answer to Sen. Humphrey's query, Comr. John B. Dunlap, of the Internal Revenue Bureau, explained the sections of the code dealing with deductibility.

Forbidden, he said, are sums of money "expended for lobbying purposes, the promotion or defeat of legislation, the exploitation of propaganda, including advertising other than trade advertising, and contributions for campaign expenses."

The bureau's policy, Comr. Dunlap said, is to "allow as deductions to a taxpayer reasonable costs for advertising, including advertising of an institutional character."

Definition of institutional advertising, according to the bureau's terminology, means "advertising which does not present to the public the particular products or services of the advertiser but which does put the name of the advertiser before the public; i.e., advertising directed to the promotion of good will rather than any specific product or service."

Comr. Dunlap said the bureau has not attempted to define the type or form of advertising which a business must employ.

"For example," he said, "a taxpayer may select as his advertising medium, a radio program consisting for the most part of entertainment or music; or a taxpayer may purchase space in a newspaper in which nothing appears but the name and address of the taxpayer."

In general, Comr. Dunlap said, the taxpayer is "free to choose the advertising which best serves his purpose and which meets the tests set out in the Internal Revenue Code and the Regulations."

What will determine the bureau's consideration in the future is whether the advertising is employed to the purpose of defeating legislation "in issue" or in an area of "political controversy," it was said.

Sen. Humphrey had attacked two full-page advertisements appearing in a Washington paper, one by McGraw-Hill Publishing Co. on wages and prices, and another by Safeway Stores Inc. of Oakland, Calif., national food chain, on the price stabilization program.

The bureau indicated it could not comment on these specific cases since it is not permitted to do so except upon request from the parties involved. However, it noted, the bureau has a legal policy to follow.

Technician's Glossary

WILLIAM H. OFFENHAUSER Jr., consultant engineer to Telenews Productions, New York, has been requested by the Society of Motion Picture and Television Engineers to supervise compiling and publishing a directory of technical terms currently used in both industries. Need for the glossary was pointed out by Mr. Offenhauser in a paper delivered at the society's semi-annual meeting in Chicago April 21 [B•T, April 28]. The paper, urging that vagueries be clarified and that jargon be replaced with exact terms for technical use, will be recorded by SMPTE for presentation at its sectional meetings.

STUDENTS SELL SPOTS

Operate KXEO for Day

FIFTY high school students who took over the entire announcing, sales and programming of KXEO Mexico, Mo., for one day, sold 117 spot announcements above the station's normal billings, according to Monty Moncrieff, program director of the 250 w station.

The students, all members of the diversified occupations class of Mexico high school, set the record during their special "D-O Radio Day," abbreviated letters for "diversified occupations."

Mr. Moncrieff and Earl Dougherty, general manager, met with the class several weeks in advance to instruct the students in selling. The station furnished the students a list of potential advertisers.

Regular staffers were able to see "our own mistakes after hearing the students' day-long broadcast," Mr. Moncrieff said. He added that the two-year-old station gained much community prestige from the operation.

Both station and students profited from D-O Day. The class earned money it needed to finance visits to industrial and other plants. KXEO's Margaret Patton, news director, prepared listeners for the day by running a series of spot announcements and a progressive story of the event from the KXEO news desk.



How earnings work to produce more oil

IMPORTANT FACTS FROM THE 1951 ANNUAL REPORT OF STANDARD OIL COMPANY (NEW JERSEY)

IN THE FREE WORLD, people use tremendous amounts of oil. Meeting their needs, rising year after year, has been one of the notable industrial accomplishments of our time.

For example, the peak war effort in 1945 pushed use of oil 23% higher than in 1940. This looked like a mark that would not be topped for years.

But vigorous post-war reconstruction, and expansion of industry, transportation and agriculture, made oil use in 1946 greater even than in 1945. And in 1951 it was 58% higher than in 1946.

To supply this oil has called for great expansion by the petroleum industry. It has meant new wells, pipe lines, storage tanks, refineries, tankships . . . in times of high costs.

The job has required a vast outlay of money, *which has been provided largely by the industry's own earnings.*

How this works out is shown in the case of Standard Oil Company (New Jersey), an American corporation having investments in companies carrying on the varied functions of the oil business in the United States and abroad.

Consolidated net income of Jersey and affiliates for 1951 was $528,461,000. Of this, $278,862,000, or 53%, was used to help provide new equipment.

In the six years since 1945, Jersey and affiliates have spent $2,350,000,000 for replacement and expansion of facilities. Depreciation and depletion reserves provided only 44% of that amount. The largest share of the expenditure was met by the reinvestment of earnings.

During 1951 alone, to do their part in supplying more oil for the free world, companies in which Standard Oil Company (New Jersey) has investments:

Discovered Oil

In the United States, made new oil discoveries in the Williston basin, the Uinta basin, and Texas . . .

In Latin America, extended known fields in Venezuela, and opened up a new area in Colombia . . .

In the Middle East, Arabian American Oil Company made two important discoveries, one in the offshore waters of the Persian Gulf . . .

Developed Production

In the United States, drilled more wells than in any year since 1937, and greatly expanded secondary recovery operations to get more oil from existing fields . . .

In Venezuela, completed 190 producing wells . . .

In Canada, increased total producing wells from 844 to 1,140 . . .

In the Middle East, Arabian American Oil Company and Iraq Petroleum Company increased production 57% . . .

Expanded Refining Capacity

At Baton Rouge, La., and Everett, Mass., enlarged refineries . . .

At Winnipeg, in Canada, opened a new refinery and, at Edmonton, Sarnia, and Vancouver added facilities . . .



At Fawley, England, put the largest refinery in the United Kingdom on stream . . .

At Antwerp, Belgium, proceeded with field work on a large refinery . . .

At Durban, South Africa, started work on a refinery, and at Bombay, India, completed arrangements to build a new one . . .

Expanded Transportation

In the United States, boosted pipe line capacity substantially, particularly in the South . . .

Ordered twelve new ocean-going tankships, bringing the post-war total of those purchased or contracted for to 72 . . .

Began to bring Western Canadian oil to consumers in the Eastern provinces by means of two large, new Great Lakes tankers, with a third going in service this spring . . .

In Iraq, Iraq Petroleum Company brought near completion a new 556-mile pipe line from the oil fields to the Mediterranean. It will permit oil production in Iraq to be more than doubled in 1952 . . .

Advanced Research

Put into the search for new and improved processes and products a total of $23,100,000, one of the largest expenditures for such a purpose by any company . . .

Continued Good Employee Relations

The interest of the company and its employees in maintaining good mutual relationships resulted in another year without strikes or work stoppages in the domestic affiliates. This was an important factor in meeting the increased demand for oil . . .

AS THE FREE WORLD GROWS IN STRENGTH, it calls for more and more oil. So, not just to the 254,000 shareholders who own Jersey, but to people on freedom's side all through the world, the two outstanding facts about our Annual Report for 1951 are: (1) Jersey affiliates again did their part in meeting the growing needs for oil; and (2) the competitive business system that did this job produced the earnings to help meet even greater needs in the future.

FINANCIAL SUMMARY

Standard Oil Company (New Jersey) and Consolidated Affiliates

Total income from sales, services, dividends and interest . . . $3,863,317,000	Taxes charged to income $400,700,000
Net income . . . $528,461,000 or $8.72 per share	Other taxes, collected for governments $329,900,000
Dividends . . . . $249,599,000 or $4.12½ per share	Spent for new plants and facilities $381,824,000
Wages and other employment costs . . $600,500,000	Number of shareholder-owners 254,000
	No. of employees . . 120,000

We will gladly send a copy of the full report if you wish one. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY)

AND AFFILIATED COMPANIES

front office

NORMAN FURMAN, president of Furman, Feiner & Co., N. Y., elected vice president-general manager of WHEE Boston. Main duty will be to convert station's programming toward specialization in broadcast for Irish, Italian, Jewish and Polish listeners. He replaces LAMBERT B. BEEUWKES who has resigned [AGENCY BEAT page 10].

WILLIAM O. PAINE, national advertising manager, KGU Honolulu, named station manager succeeding MARION A. MULRONY who retires after 30 years as manager of station.



Mr. Paine

JAMES E. WEMPLE, account executive, KWKW Pasadena, Calif., to KNBH (TV) Hollywood, in similar capacity. JAY SEIBEL, account executive, KGFJ Hollywood, succeeds him at KWKW.



Mr. Mulrony

RAY BARNETT, sales manager, KEAR San Mateo, Calif., appointed acting station manager succeeding HOWARD SMILEY.

J. R. KENNEDY, supervisor of operations in engineering division of CBC Toronto, named commercial manager for CBC television stations at Toronto and Montreal.

JOE SEIDEMAN, radio-TV director, The Caples Co., L. A., to KBIG Avalon, Calif., as account executive.

GERTRUDE SALNY, formerly with E. A. Lundy Co., to sales staff, WOV New York.

CHARLES G. BASKERVILLE, former general manager, WFLA Tampa, to KRIC Beaumont, Tex., as general manager.

JAMES C. FLETCHER, in addition to duties as eastern sales manager of Midnight Sun Broadcasting Co., named national sales manager for Manila Broadcasting Co., which includes DZRH, DZPI and DZMP Manila, and DYBC and DYBU Cebu.

STANLEY SCHLOEDER, manager of spot radio-TV time buying, Ruthrauff & Ryan, N. Y., and ALFRED I. MIRANDA, advertising sales staff, *Vogue* magazine, to The Katz Agency, N. Y., station representative firm, on TV sales staff.

PAUL SCHEINER, account executive, KGO San Francisco, becomes sales manager replacing ALAN JOHNSTONE who will resign May 15.

E. FREDERICA MILLET, radio department, National Foundation for Infantile Paralysis, joins political sales group at NBC, headed by WALTER E. MYERS, to act as sales contact, selling both radio and television time.

JOSEPH K. FLETCHER, sales staff, WFLN-FM Philadelphia, to WCAU-TV that city, in same capacity.

DONALD J. TRAGESER, sales staff, KQV Pittsburgh, to KDKA that city, in same capacity.

L. L. ZIMMERMAN, account executive, WQAM Miami, elected governor of fourth district, Adv. Federation of America, covering entire state of Florida.

R. HILL CARRUTH, West Coast TV representative, Alexander Film Co., Colorado Springs, to KTTV (TV) Hollywood, as account executive.



Mr. Zimmerman

GEORGE P. HOLLINGBERY, N. Y., appointed national representative by WJPS Evansville, Ind.

GEORGE W. CLARK Inc., Chicago, appointed national representative by WFOX Milwaukee.

STANLEY B. WOOD, formerly with Ruthrauff & Ryan and Cecil & Presbrey, both N. Y., to WOR that city, as account executive in recording studios.

NATIONAL BROADCAST SALES, Montreal, has moved to 1396 St. Catherine St. W. Telephone is University 6-1538.



WBNS RADIO DOMINATES CENTRAL OHIO

We'll be a monkey's uncle if WBNS Radio still isn't the biggest entertainment factor in Central Ohio . . . and the cheapest! It's a fact . . . more people have radios than ever before. Listeners stay tuned to WBNS. There's no monkeying with dials because WBNS offers the 20 top-rated shows with strong CBS programming and locally-loved personalities. Sponsors have a billion-dollar listening and *spending* audience through WBNS.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

Personals . . .

HULBERT TAFT, editor-publisher, *Times-Star*, Cincinnati, named in May issue of *Fortune*, "scion of Cincinnati's most distinguished family." Paper owns WKRC-AM-FM-TV Cincinnati. . . . HARRY S. ACKERMAN, vice president in charge of network programs, CBS-TV Hollywood, and his wife, former MARY SHEPP, radio-TV actress, plan month's trip through Europe, leaving May 24.

ED NEIBLING, account executive-newscaster, KTUL Tulsa, elected president of city's Junior Chamber of Commerce. . . .

BENEDICT GIMBEL Jr., president-general manager of WIP Philadelphia, presented citation by Boys' Clubs of America for 15 years' service as member of board of Crime Prevention Assn. . . . VICTOR C. DIEHM, president-general manager of WAZI Hazleton, Pa., vice president, WHOL Allentown, Pa., and management consultant at WHLM Bloomsburg, named chairman of radio-TV committee for 1952 Pennsylvania Week scheduled for Oct. 13. . . .LEON FORSYTH, merchandising manager, CBS Radio Pacific Network, father of boy, Randall Scott, April 30.

L. A.'s RTRA ELECTION

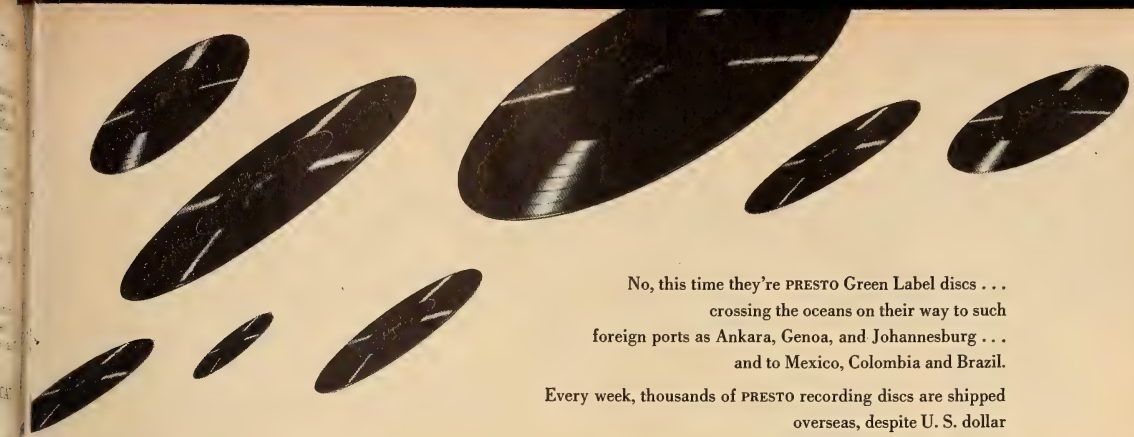
Reynolds Named President

ROBERT O. REYNOLDS, vice president and general manager, KMPC Hollywood, has been elected president of Radio-Television-Recording-Advertising Charities Inc., that city. He succeeds Sidney N. Strotz, TV consultant and formerly NBC Western Div. vice president, who headed the charities organization since its founding three years ago.

Hildred Sanders, vice president in charge of radio-TV, Dan B. Miner Co., and True Boardman, writer-producer, John Sutherland Productions, were named RTRA first and second vice presidents respectively.

Donn B. Tatum, ABC-TV western manager, was elected secretary, with Thomas C. McCray, NBC Western Div. director of radio operations named treasurer, and Harold R. Maag, RCA-Victor vice-president, assistant treasurer.

Continuing to service with new officers on board-of-directors are Larry Shea, general manager, Bing Crosby Enterprises; Wayne Tiss, BBDO vice-president; Bob Shugart, public relations director, Musicians Mutual Protective Assn., Local 47, AFM; Richard Moore, general manager KTTV (TV) Los Angeles and Mr. Strotz.

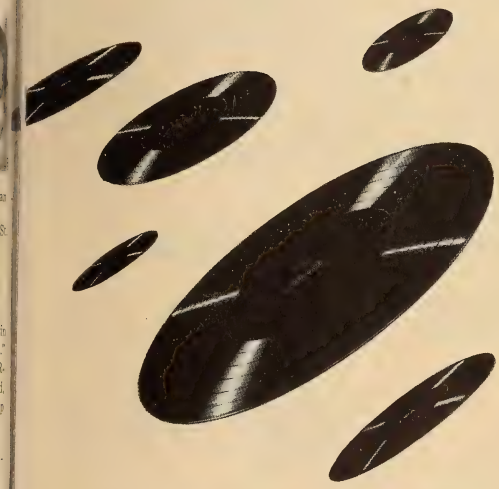


No, this time they're PRESTO Green Label discs . . . crossing the oceans on their way to such foreign ports as Ankara, Genoa, and Johannesburg . . . and to Mexico, Colombia and Brazil.

flying saucers again?

Every week, thousands of PRESTO recording discs are shipped overseas, despite U. S. dollar shortages, import license controls and other obstacles in the path of foreign trade. In one week, the week of February 28th, M. Simons & Son Company (Presto's foreign representative) shipped nearly 23,000 discs to these points around the world.

There must be a reason for this proven preference for PRESTO discs, particularly in the face of increased demands for magnetic tape. The reason is plain to us . . . and will be to you when you use PRESTO on your next job. PRESTO is the preferred disc because it is manufactured by the highest standards in the industry . . . made in the world's most modern disc plant . . . and tested for maximum performance.



PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS



THE ARKTEX STATIONS

KWFC HOT SPRINGS Ark.

A RICH Growing MARKET

KCMC (AM-FM) KAMD CAMDEN, Ark.

TEXARKANA Ark., Tex.

Blanket a GOLDEN TRIANGLE in the Great Southwest

KCMC (AM-FM) TEXARKANA

Major distribution point for a four-state area. Oil, livestock, agriculture, manufacturing, Army ordnance and *growing*.

KWFC HOT SPRINGS

World-famous resort with high local spending power and a bonus of over a half million visitors annually from all over the nation. Developing industrially.

KAMD CAMDEN

Balanced agricultural, industrial economy. Paper mills, lumber, furniture, one of the largest Navy ordnance installations. A *money* market.

571,000 PEOPLE
160,200 Radio Homes
$420,267,000 Effective Buying Power, $367,535,000 Retail Sales
(From Sales Management)

ONE ORDER
ONE CLEARANCE
ONE BILLING
(Sold Singly or in Groups)

For details write to:

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark. Tex.

air-casters



RICHARD SASSENBERG, WOR New York, appointed traffic supervisor.

JAMES ALLEN, city editor, *Cincinnati Post*, to WLWT (TV) Cincinnati, as promotion manager replacing **FREDERIC GREGG,** now head of clients' service department.

LINDSEY NELSON, senior sports announcer and director of football, Liberty Broadcasting System, Dallas, resigns effective May 14. Future plans are unannounced.



Mr. Nelson

GERALD S. COHEN, director of merchandising, promotion and publicity, WDGY Minneapolis, resigns effective May 15. Future plans have not been announced.

CARLTON FREDERICKS, WMGM New York nutrition commentator, will teach course in nutrition at Brooklyn College under auspices of Adult Education division, beginning next fall.

JEAN HARVEY, KCRC Enid, Okla., to WTMA Charleston, S. C., as women's editor.

CLARE CASSIDY joins special features staff, WTAG Worcester, Mass.

JACK JACKSON, KCMO Kansas City agriculture director, awarded Honorary Degree of State Farmers at Convention of Future Farmers of America, April 25 in Columbia, Mo.

ROBERT BRECKNER, director of production, KTTV (TV) Hollywood, promoted to executive producer succeeding **DUDE MARTIN** who will devote all his time to station's *Dude Martin Show* and enlarged merchandising campaign for Sears, Roebuck & Co., program sponsor.

VIRGIL A. BRINNON, director of continuity, WJW Cleveland, promoted to director of sales promotion.



Mr. Brinnon

DICK DRURY, WSRS Cleveland, to announcing staff, WEOL Elyria, Ohio.

RUDY RUDERMAN, news and continuity director, WGNR New Rochelle, N. Y., to WFBM-AM-TV Indianapolis, as writer.

FIN ANTHONY, announcer of CKNW New Westminster, awarded Benwell Trophy in salesmanship sponsored by Advertising and Sales Bureau, Vancouver Board of Trade.

DON O'BRIEN, sports director, WDGY Minneapolis-St. Paul, appointed program director replacing **JOHN LESLIE** who resigned to assume similar duties at WMBD Peoria, Ill.

LILLIAN RANDOLPH, star of CBS Radio *Beulah*, received "Angel" award for achievement in radio-TV from Cabelleros, Negro business men's group.

JACK THAYER, WLOL Minneapolis-St. Paul, selected by *See* magazine as one of nation's top disc jockeys.

AL MORGAN, staff writer, WCBS New York, to CBS Radio's public affairs staff, assigned to pre-convention political series, *Candidates and Issues*, as producer.

JOHN J. HYLAND named publicity director at WFIL Philadelphia succeeding **JOSEPH E. DOOLEY** who resigns to enter advertising field. **EDWARD J. UHLER** promoted to director of merchandising replacing **WILLIAM E. BENNETT** who leaves station to study in Europe.

BRYCE R. HOWARD, KRPL Moscow, Ida., to KSVP Artesia, N. M. **CARL FINCH,** announcer-operator, KRPL, joins KWAL Wallace, Ida., in same capacity.

WILLIAM HINDMAN, special events staff, WCOL Columbus, Ohio, to WLWC (TV) there, as announcer.

G. B. WORK to WKAN Kankakee, Ill., as announcer.

DICK RICHMOND, announcer-disc jockey, KGBS Harlingen, Tex., on three week leave of absence to return to active duty as Air Force public information officer.

JIM CURTIS, announcing staff, WHAY New Britain, Conn., to WSBA York, Pa., in same capacity.

TED RICH, assistant designer, NBC-TV *Colgate Comedy Hour*, named manager, production facilities department, KNBH (TV) Hollywood.

BILL BOHACK, chief announcer, WPAT Paterson, N. J., and Phyllis Cunningham were married May 11.

JIM THOMAS, WCKY Cincinnati father of boy.

JIM WATSON, announcer, WTAG Worcester, Mass., father of boy.

ANN CARLYLE, office manager, KFI Los Angeles, and **ENRIQUE RUIZ,** South American tenor and Columbia recording artist, were married in Madrid last month.

BOB VESEL, program director, WMTR Morristown, N. J., father of girl, Donna, April 28.

News • • •

GEORGE NATANSON appointed to foreign correspondent staff, NBC, to represent network in Buenos Aires. **MARK SEEDON** assumes similar duties in Cairo and **JAMES CHRISTIE** in Rio de Janeiro.

CHARLES SHAW appointed news director at WCAU Philadelphia.



Mr. Shaw

VICK AVERS, newscaster, WFMT (FM) Chicago, to WJEH Gallipolis, Ohio, as news editor.

GEOFFREY A. GASS, KRPL Moscow, Ida., joins news staff of KSRV Ontario, Ore.

ERWIN D. CANHAM, ABC news analyst and editor of *Christian Science Monitor*, appointed commander in Order of Orange-Nassau by Queen Juliana of the Netherlands for "wonderful work the *Christian Science Monitor* has done through the past years with the problem of covering the Netherlands and Indonesia."

WSYR's Local Radio Sales
UP 46%
Compared with same period in 1951
National Spot Advertisers
TAKE NOTE!
Write, Phone or Ask Headley-Reed
WSYR SYRACUSE
570 KC
WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York
NBC Affiliate • Headley-Reed, National Representatives



Do you want to pay for

A Government Honeymoon at Niagara Falls?

You may be taxed for the cost of the most expensive honeymoon Niagara Falls has ever seen. The federal government's wooing of America's electric light and power threatens to reach a climax at the famous Falls.

Here's how. . . . A giant new hydroelectric power plant is going to be built on the Niagara River. And a critical point in the drive toward a government power monopoly is being argued over who will build it — the federal government or a group of 5 electric companies. (There is also a proposal to have the State of New York build the plant and sell the power.)

These electric light and power companies are ready with the plans and the money — and the lines to take the power where it will be needed — under normal public regulation.

But the job is held up — for there are people who want the federal government to take over electricity — as well as medicine and other businesses and services. They say the federal government should build the plant — even if it takes more time, and costs the U. S. public many millions in unnecessary taxes. Here's how the choice shapes up . . .

"MEET CORLISS ARCHER"—ABC—Sundays, 9:15 P.M., Eastern Time.

If electric companies build the plant

- **The companies and their investors will pay for it.**
- **Power produced will be shared by all, with rates regulated by state utility commissions.**
- **The Niagara project will pay about $23 million a year in local, state and federal taxes.**
- **Defense plants and others will begin to get the power in about 3 years.**

If the federal government builds the plant

- ***You* will pay for it in taxes — over $350,000,000.**
- **Specially favored groups will have first call on all power. Rates *won't* be regulated.**
- **Little, if any, taxes will be paid to local, state or federal governments from the sale of power.**
- **Government estimators say it will take them at least 5 years.**

NOTE: In no case would the scenic beauty of the Falls be affected.
Nor has this project any connection with the controversial St. Lawrence Seaway.

Who do you think should build this new plant? Talk it over with your friends and neighbors. The decision ought to be made by the American people. . . . The government plan is a long step toward socialized electricity — because only power production is involved — with no other purposes, such as flood control, to complicate the issue. That's why these facts are brought to you by America's *business*-managed, tax-paying Electric Light and Power Companies.*

*Names on request from this magazine

On All Accounts

(Continued from page 10)

nauseate people," he added laughingly.

But doesn't that antagonize listeners in regard to the product? he was asked. "My results show that it doesn't," he stated.

Radio, he believes, was helped by video. He pointed out the money spent on radio to advertise TV sets.

Mr. Charles said that he chooses radio because he thinks that TV is overpriced. "For example, for the same price that I can buy one 20-second TV announcement, I can buy around 65 minute spots on radio. And one spot, even on television, is not enough to sell a big item. Dollar-for-dollar, radio today is a better buy than television," he emphasized.

Although a transplanted New Yorker, Mr. Charles thinks that Washington is the "hottest" advertising city in the country. "Where else," he asks, are you going to find appliance dealers spending $5,000 a week?"

In his native New York City, Alexander Lloyd Charles attended James Monroe High School where, incidentally, he was quite an athlete. He then studied engineering at New York's Cooper Union College.

After he left college, he was a salesman for a chemical company but successful friends in radio sales influenced him to try his hand at that medium.

He was in the sales departments of WINS New York City, WARM Scranton, WHYN Holyoke, WKIP Poughkeepsie and WINX Washington. He left WINX to join Kal, Ehrlich & Merrick in 1942.

Advertising's Pace

"I like advertising because, to use the old cliche, it keeps you young." This is substantiated by Mr. Charles who, although born March 8, 1912, looks considerably less than 40.

He is married to the former Gertrude Silber, of Poughkeepsie. They have two sons, Peter, 8, and Eric, 6. When he can, Mr. Charles likes to play golf and he shoots in the 80s. However, he seldom has time for golf.

"I need about three more hours in the day. Even then I couldn't play golf. I need that time to do my work the way I want to do it."

Mr. Charles believes that it's important for the advertising man to keep the upper hand with clients insofar as advertising is concerned. This he does, by producing results and injecting good humor into the relationship.

"I invented a gag," he said, a little proudly. "I call up a client and say, 'Good morning, this is the second-best advertising man in the world.' When he asks me who is the best, I reply, 'I am, but I'm modest.' "



there isn't time to read them all

Let's not kid ourselves. No advertiser, account man or agency time buyer has the hours or physical stamina to read all the trade press.

In radio-TV they concentrate on one — BROADCASTING-TELECASTING. (We've a hat-full of statistics to prove it.) It doesn't take five, three or even two publications to woo the attention of the people who really count. One does it — BROADCASTING.

They may not read the others (and paid circulation figures show they don't).

but they always read

BROADCASTING TELECASTING

42 OUTLETS SIGN

With World in April

WORLD Broadcasting System, producers of sales and program services, signed 42 new subscriber stations during April to set a company record for one month's sales, Robert W. Friedheim, general manager, announced last week.

Mr. Friedheim said sales materials and audition discs on World's new *County Fair*, featuring Judy Canova, have been sent to more than 900 subscribers. *The People Choose*, election-year series of 13 half-hour shows, has been sold to 173 stations, with many advertisers sponsoring it as a public service, he said.

Another World series, the weekly quarter-hour *Get a Hit* baseball show, is being carried on 365 stations, Mr. Friedheim said.

HARPER TO TALK

At Library Group Meet

MARION HARPER Jr., president of McCann-Erickson, will discuss "Tomorrow's Advertising" as one of the principal speakers at the opening luncheon of the Special Libraries Assn.'s 43d annual convention, May 26-29, at the Hotel Statler in New York.

Other highlights of the convention will include a May 28 session on "Evaluation of Services Used in Advertising," with speakers including Hans Zeisel, research director of the Tea Bureau, "Evaluation of Radio and TV Services"; Frank McCord, research director of Cecil & Presbrey, "Evaluation of Market Research Services"; Gladys Hinners, manager of copy research for McCann-Erickson, "Evaluation of Copy Research Services," and Evelyn Becker, librarian of Needham, Louis & Brorby, on "Evaluation of Library Services."

Turkish Program

FIRST Turkish-language radio program to be broadcast in New York metropolitan area has begun on WHOM-FM New York 7-8 p.m. EST. Program is conducted by R. Oguz Turkkan, Columbia U. lecturer on Turkish history and New York correspondent for Turkish newspaper *Cumhuriyet*, and features music of that country and the Orient as well as news and special features in Turkish language.

'MICHAELS' LIST

ARTAS Awards Made

WINNERS of the third annual "Michael" awards in radio and TV, sponsored by the Academy of Radio and Television Arts and Sciences, were announced last week.

NBC's *Big Show* was adjudged the radio program of the year, Red Skelton was named best TV comedian, and special citations were issued to Gian-Carlo Menotti's opera, *Amahl and the Night Visitors*, and to Theodore Granik's forum, *Youth Wants to Know*, both on NBC-TV.

List of winners follows:

RADIO CATEGORY

Program of the year, *The Big Show* (NBC); Musical, *Telephone Hour* (NBC); Drama, *Theatre Guild on the Air* (NBC); News program, Edward R. Murrow (CBS Radio); Public interest, *Metropolitan Opera* (ABC); Classical music, *NBC Symphony* (NBC); Mystery, *Dragnet* (NBC); Children's, *Greatest Story Ever Told* (ABC).

TELEVISION CATEGORY

Comedian, *Red Skelton* (NBC-TV); Variety, *Your Show of Shows* (NBC-TV); Situation comedy, *I Love Lucy* (CBS-TV); Drama, *Philco-Goodyear Playhouse* (NBC-TV); Mystery, *Dragnet* (NBC-TV); Panel Quiz, *What's My Line?* (CBS-TV); Discussion-Interviews, *Meet the Press* (NBC-TV); Forum, *American Forum of the Air* (NBC-TV); Musical Variety, Fred Waring (CBS-TV); Daytime, *Garry Moore Show* (CBS-TV); News Program, *See It Now* (CBS-TV); Commercial Presentation, Schlitz Beer (CBS-TV); Innovation, Biography Shows on *Toast of the Town* (CBS-TV); Children's, *Zoo Parade* (NBC-TV); Announcer, Betty Furness.

RADIO & TELEVISION CATEGORY

Sportscaster, Mel Allen; Female Vocalist, Dinah Shore; Male Vocalist, Perry Como; Popular Song, Too Young. Citations: Gian Carlo Menotti's Opera *Amahl and the Night Visitors* and Theodore Granik's *Youth Wants to Know*.

U.S. WEATHER NEWS

Morning Program Emphasized

U. S. Weather Bureau has discontinued its evening radio program, *National Weather Summary*, and has shifted its emphasis to morning programming.

This was announced by James C. Fidler, chief of the Weather Bureau's radio-TV division, who explained that lack of manpower forced the shift. *National Weather Summary* was carried up to April 18 by four Continental FM Network stations.

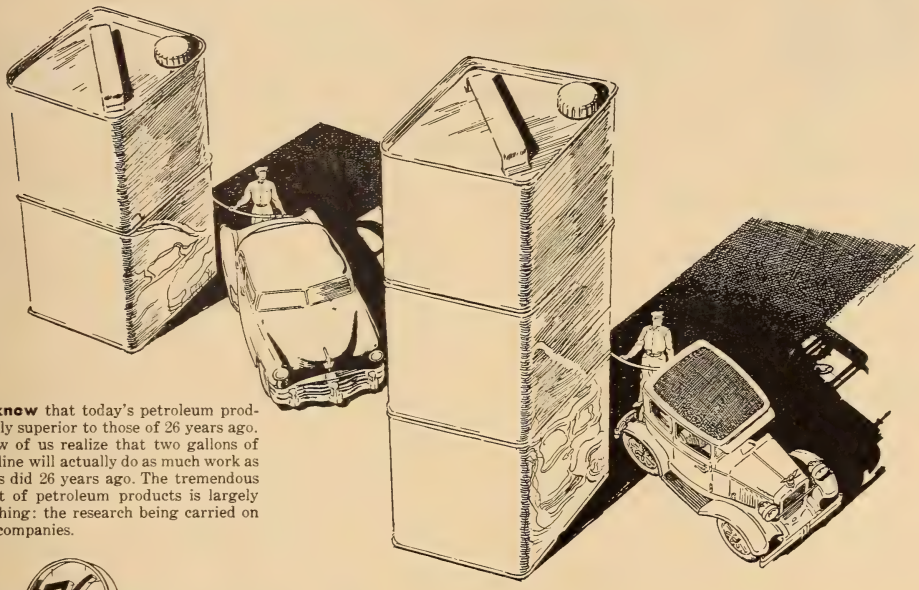
"However," Mr. Fidler added, "we would be receptive to any network interested in a weather summary program between 7 a.m. and noon."

Mr. Fidler makes three announcements per day on Dave Garroway's NBC-TV program, *Today*, Monday through Friday. He is heard in a weather summary over CBS on Friday.

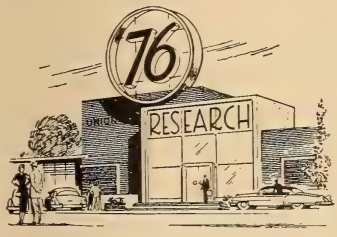
Miss Nora B. Hall

MISS NORA B. HALL, 63, treasurer and a director of the Coshocton Broadcasting Co., licensee of WTNS Coshocton, Ohio, and president of the Coshocton Tribune Co., died at a hospital there May 5 of a heart ailment.

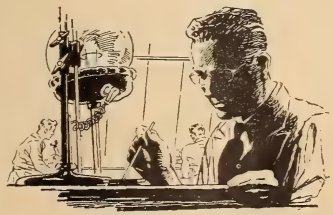
Why 2 gallons of the gasoline you buy today equal 3 gallons you bought in 1926



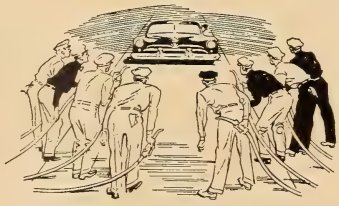
1. We all know that today's petroleum products are vastly superior to those of 26 years ago. But very few of us realize that two gallons of today's gasoline will actually do as much work as three gallons did 26 years ago. The tremendous improvement of petroleum products is largely due to one thing: the research being carried on by U. S. oil companies.



2. In February Union Oil opened the doors of its new $8 million Research Center near Los Angeles. Here a staff of 300 will work on product improvement as well as petrochemical research—the development of the base chemicals for such products as synthetic rubber, detergents and plastics.



3. Over the last 61 years the money we have spent per year on research has risen steadily from $3 thousand to over $3 million. Why? Not because we like to spend money or because someone told us we must. But *to keep ahead of our competitors*—all of whom are working on new and improved products too.



4. These 30,000 U. S. oil companies—big and little—are all competing with each other. Consequently, the *incentive* to develop new and improved products or techniques is constantly with all of us. This incentive is the driving force behind our whole free, competitive American system.



5. For it encourages the introduction of new and better products to a greater degree than could ever exist under a governmental monopoly.* As a result, the American people have the highest standard of living the human race has ever known.

**As long, that is, as the government doesn't tax industry to the point where there's no incentive left for research and development.*

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

"Put your ideas...



on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-50, NEW YORK 20
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-50, CHICAGO 11
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-50, HOLLYWOOD 38
HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Our Respects to

(Continued from page 56)

higher education and left in 1919 with "enough credits to graduate with, but in all the wrong subjects."

When it came to choosing a career, Mr. Carroll had no doubt as to what he wanted to do. Even as a child he had gravitated toward advertising. As a pastime, he had diligently clipped and pasted up for future reference little verses in the Campbell Soup magazine ads.

Thus, on leaving high school, when 17 years old, he got his first job with Sigmund Kahn Agency, a small New York advertising firm, now defunct. He was office boy with a salary of $10 per week. The next three years, he went progressively from that agency to three others, ending up in 1926 as copy chief for Irwin Jordan Rose Corp.

To relieve the grind of commercial writing, he wrote humorous copy and verse, plus film reviews for *Judge*, whose staff young Carroll eventually joined.

He also did free lance copy for the old *Life*. These "outside" assignments brought him so much enjoyment both spiritually and materially that in 1926 he temporarily left advertising to devote fulltime to freelance writing.

Wide Writing Activities

For the next six years in addition to writing for *Judge* and *Life*, Mr. Carroll wrote for the *New Yorker, College Humor, Saturday Evening Post;* did a New York column for *Canada Goblin;* for two years did a radio column plus features for *New York Sunday World* until its demise in 1930; wrote vaudeville skits for "Garrick Gaities" and for about six months handled publicity for Tobus Klagfilm Syndikat, A.G., German film distributor.

In "spare time" during this period, he managed to collaborate with Harry Wagstaff Gribble on a musical review, "Cherry Pie," which ran for three weeks in Greenwich Village.

"The play got good reviews," explains Mr. Carroll, "but no one showed up."

Ending his vacation from advertising in February 1932, he joined the New York radio department of J. Walter Thompson Co. During the next 14 years he worked on network shows produced by that agency, such as *Burns and Allen—Guy Lombardo; Rudy Vallee Show; Shell Chateau; Chase & Sanborn Hour,* and *Paul Whiteman and Al Jolson,* which he started. Latter program later became known as *Kraft Music Hall.* In addition, the busy young man wrote interviews and the framework for CBS' *Lux Radio Theatre.*

At one period his schedule included writing for 2½ hours of Thursday shows *(Kraft Music Hall, Rudy Vallee Show, George Olsen* and *Frank Fay* programs); the hour *Al Jolson Shell Chateau* on Saturday; *Chase & Sanborn Hour* and *Joe Penner Show* half-hour programs on Sunday.

In Sept. 1946 Mr. Carroll left that agency to join Ward Wheelock Co., in Hollywood as agency executive on *Jack Carson Show.*

Before he left JWT, Mr. Carroll took along a permanent momento of his association there. Her name was Norma Tobias, a secretary on the agency staff. Robert T. Colwell, then his boss, and now the third man of the Sullivan, Stauffer, Colwell & Bayles lineup, was matchmaker. She became Mrs. Carroll on Sept. 19, 1934. The Carroll family, which now includes Lida, 16; Bruce, 12 and Adam, 8, make their home today in Beverly Hills.

Six months after joining Ward Wheelock Co., Mr. Carroll helped start the *Club 15* musical on a five weekly basis and *Double or Nothing,* daily audience participation show, both on CBS Radio. *Club 15* has since gone to thrice weekly on CBS Radio, with *Double or Nothing* shifted to NBC radio on its same daily schedule.

It was in the summer of 1950 that Mr. Carroll was named vice-president in charge of Ward Wheelock Co.'s West Coast operations.

A hard worker when a job has to be done, and a neat one too, agency co-workers concur, Mr. Carroll works best on a deadline. He likes to get things done "so tha I can rest."

This probably accounts for hi usual calm and relaxed manne which, added to his warm sense o humor and natural ease in getting along with people, makes them enjoy working with and for him.

He takes a serious outlook on the radio vs. TV debate. Mr. Carroll believes television is now in the same growing stages that radio was in its beginning. However, television will not "kill" radio, only change it, he believes.

Mr. Carroll still freelances magazine writing. He also has written several popular songs. Most recent are "Christmas Is For Children" and "You Say the Nicest Things." Other songs include "Baby Me" and "Why Won't You?"

Other writings including collaboration with Bob Hope on the very successful "I Never Left Home," which sold more than 1½ million copies, and "So This Is Peace." In the words of Mr. Carroll, the latter was a "huge failure," selling a mere quarter million copies.

In spite of his loyalty to radio, it is TV which has given him his opportunity to become a star in his own right. For the past four years, Mr. Carroll has been a permanent panel member of the Sunday night show, *Movietown RSVP,* seen locally on KTLA (TV) Hollywood.

Not a joiner, his sole organization affiliation is the Hollywood Executives Club.

ARE YOU A STICKLER FOR COVERAGE?

Smart local advertisers know that WINS, with tremendous power day and night, reaches *lots* of listeners. They know it offers lowest cost per thousand listeners most every period of the day.*

"Spots," shows on WINS have a reputation for *selling*—extra pulling power. Ask any of our local advertisers—among them:

- The Bank for Savings
- Barney's
- Ben Tucker Furs
- Crawford Clothes
- Friendly Frost Stores
- La Basso Bakery
- Loew's Theatres
- National Shoes
- New York Telephone Co.
- Pioneer Food Stores
- Sterling Tobacco
- Torino Foods

You can sell *more* for *less* money in the Metropolitan New York market if you'll buy...1010 WINS...it *sells!*

1010 WINS 50,000 watts Day and Night . . . New York

*Pulse (February, 1952)

CROSLEY BROADCASTING CORPORATION

MBS CO-OP SHOWS
Reach New High

SPONSORS of Mutual network cooperative programs have reached an all-time high to total 4,485 local and regional advertisers, Bert Hauser, director of co-op programs, announced Tuesday.

Noting that a total of 25 network programs were available for local sponsorship as of May 1, Mr. Hauser pointed out that *Game of the Day* leads the list, having been sold to 1,879 advertisers on 245 network stations. Only half the daily innings of these broadcasts are available to local backers, he explained, since the Falstaff Brewing Corp., St. Louis, sponsors the remaining play on a national basis.

An additional 625 sponsors have been attracted since Jan. 1 to the five Metro-Goldwyn-Mayer shows available for local sponsorship: *Crime Does Not Pay, Story of Dr. Kildare, Hardy Family, MGM Theatre of the Air,* and *Gracie Fields Show.*

The two leading MBS newscasters—Fulton Lewis jr., sold on 368 stations to 708 advertisers, and Cedric Foster, backed by 320 sponsors on 158 affiliates—together represent more local business sponsors than the combined contracts of all co-ops on other networks, Mr. Hauser said.

Other leading MBS co-ops include Cecil Brown, sponsored on 86 stations; *Mutual Newsreel* on 81, and commentator Bill Cunningham, 79.

Newest program added to the cooperative plan is Bert Bacharach's broadcast version of his syndicated column on men's dress and interests, *Men's Corner*, which is broadcast from 7:15-7:30 p.m. EDT, Wednesdays.

WCAO BIRTHDAY
30 Years Marked

MARYLAND'S oldest radio station, WCAO-AM-FM Baltimore, celebrated its 30th anniversary last Thursday and this year observes its 25th year with CBS. Station became one of the 16 basic affiliates of the network in 1927.

The 5 kw on 610 kc AM outlet and the 20 kw FM station today have four 300-ft. towers and transmitter equipment on a 31-acre tract, but began in 1922 as a 50 w AM station licensed to Sanders & Stayman Piano Co.

President and general manager today is L. Waters Milbourne, son of Sen. Lewis M. Milbourne who headed a group which bought WCAO in 1931. In August 1947, the station moved to its present location at 1102 N. Charles St.

According to officials, WCAO has been credited with creation of the original *Morning Musical Clock*, a favorite 6-9 a.m. program today. Nine WCAO employes have more than 20 years service and two announcers are veterans of 15 years or more.

KPRC-AM-TV WINS
Get-Out-Vote Campaign

VOTING at the precinct conventions in the KPRC-AM-TV Houston area May 3 was 50 times as great as in 1948 and was the biggest turnout in history after a concentrated get-out-the-vote campaign by the station, in close cooperation with its parent newspaper, the *Houston Post*, according to Marsh Callaway, KPRC promotion manager.

For the first time in the memory of any Texan, Republican voting at precinct level was greater than Democratic voting, he said.

On May 1, KPRC-TV presented *The Voice of The People*, a story of democracy in action. The same night, KPRC presented a radio version of the same theme. Both programs were introduced by Texas Gov. Allen Shivers. Jim Alderman, KPRC-TV, and Pat Flaherty, KPRC, served as moderators.

Heavy spot schedules ran from April 13 through May 3 on both stations, urging voters to participate in their precinct conventions, and publicizing a "Political Primer" newspaper insert. Jack Harris, KPRC-AM-TV general manager, made a personal appeal to managers of all Texas radio stations to encourage precinct convention participation.

HADACOL BACK
With New Radio Campaign

"NEW and intensive radio advertising campaign" for Hadacol will be conducted in eight southern states, according to Frank E. Heaston, director of advertising for LeBlanc Corp., Lafayette, La. The campaign may be extended into more states.

Campaign includes three to five one-minute spot announcements per day, six days a week, placed directly by LeBlanc Corp. from its headquarters. Spots were produced and transcribed by Erwin, Wasey & Co., New York. States covered include Alabama, Arkansas, Georgia, Oklahoma, Louisiana, Tennessee, Texas, Mississippi and cities of Cincinnati and Asheville, N. C. The proprietary product was promoted to nationwide fame and wide distribution by its former president, Dudley J. LeBlanc, Louisiana political figure, mainly by use of extensive radio advertising. Later the company went through bankruptcy and reorganization proceedings.

Columbus Poll Melee

CRUSADING News Editor Phil Kriegler of WGBA Columbus, Ga., was one of three newsmen allegedly attacked last Tuesday by a group of men as the three were taking pictures at a polling place in Phenix City, Ala., a city where gambling is the object of a clean-up drive. Other newsmen were Ray Jenkins and Tom Sellers of the Columbus *Ledger and Inquirer*, of which the station is an affiliate.

Advertisement



From where I sit *by* Joe Marsh

As a Matter of Fact...

Out of all the newspaper and magazine columns that I read, the ones I enjoy most are those that pack in a whole lot of facts—unrelated facts, maybe, but each one an interesting bit of information in itself.

These columns go something like this: "Did you know that humpback whales are addicted to snoring? That bees have been bred with red, brown, blue and buff-color eyes?

"Did you know that lead can be converted to gold—at a cost of only $1,000,000 an ounce? That a 555-pound fat girl went on a diet and lost 401 pounds in 12 months? That a chrysanthemum has been developed that smells like a violet?"

From where I sit, maybe I'm a kind of "Johnny-one-note." My own columns always seem to revolve around one *idea—a plea for us to make sure we respect the other fellow's rights—like the right to vote for your own choice or the right to enjoy a glass of beer now and then. I may not be in style, but I believe my one fact is* worth repeating—*and remembering!*

Joe Marsh

Copyright, 1952, United States Brewers Foundation

MBS GAINS

Sales, Audience Increase, GT&R Reports

MBS is the only radio network with increased sales and audience from a year ago in the face of TV's progress, according to the annual report of General Tire & Rubber Co., which controls MBS and owns Yankee and Don Lee networks as well as seven radio and three TV stations.

The company substantially expanded its radio-TV interests with acquisition of WOR-AM-TV New York and KHJ-TV Los Angeles last Jan. 25, the report explains.

Total income of General Tire & Rubber Co. in the year ending Nov. 30, 1951, was $180,521,180, a new high. Net after taxes was $7,790,467 including net income of $773,827 from TV and broadcasting activities. Discussing the merger of Yankee and WOR with Thomas S. Lee Enterprises Inc., the report points out that the firm now has a major stock interest in MBS.

"Your company's 1951 investment in this subsidiary was exceeded by earnings for the year," it was stated.

In a section titled, "New Programs Command Attention of Radio and Television Listeners," the report comments on acquisition of WOR-AM-TV and KHJ-TV Los Angeles this way:

These new acquisitions along with the Yankee Network in New England and the Don Lee Network in the west comprise our subsidiary (90% owned —10% stockholder, R. H. Macy & Co.), known as the Thomas S. Lee Enterprises Inc., which controls 58% of the Mutual Broadcasting System's stock.

Both Yankee's 29 stations and Don Lee's 45 stations covering the 13 western states are key Mutual units. This subsidiary owns outright seven radio stations and three television stations. The other stations are affiliates.

In Mutual the other stockholders are the Chicago Tribune, the Cleveland Plain Dealer, Gimbel's, and Sedgewick-Rogers of Windsor, Ontario, and currently this 545-station Mutual system is the only network boasting increased billing and listening audience over last year despite television's inroads. Our sales and income have been excellent.

With its Metro-Goldwyn-Mayer deal, Mutual "scooped" the industry. Now it has regular week-day features starring such movie greats as Bette Davis, Errol Flynn, Mickey Rooney, Orson Welles, Lionel Barrymore, Lew Ayres, Marlene Dietrich, Ann Sothern, and many other stars.

Our three television markets of New York, Boston and Los Angeles service an area constituting about 30% of all the television homes in the country. The increase in television advertising in the last two years has far surpassed the performance of any media in the history of the world.

In a series of notes detailing general functions, the radio-TV expansion was discussed as follows:

Thomas S. Lee Enterprises Inc. and The Yankee Network Inc. reported a net income of $773,827 for the period ended Nov. 30, 1951. This included the net income of The Yankee Network, Incorporated to May 6, 1951, date of merger with Thomas S. Lee Enterprises Inc. and the net income of the latter company from Dec. 31, 1950, date of acquisition.

As of Jan. 25, 1952 General Teleradio Inc. was merged into Thomas S. Lee Enterprises Inc. for which Thomas S. Lee Enterprises paid $1,683,622 in cash and issued 732 shares of its capital stock (aggregate stated value $87,840); this changed The General Tire & Rubber Co.'s ownership of Thomas S. Lee Enterprises Inc. to a 90% interest. Coincident with this merger Thomas S. Lee Enterprises Inc. purchased certain assets from WOR Program Service Inc. for $1,236,000 in cash.

In connection with the above transactions The General Tire & Rubber Co., subsequent to Nov. 30, 1951, advanced $3,000,000 to Thomas S. Lee Enterprises Inc., which was made subordinate to a five year $2,500,000 bank loan of Thomas S. Lee Enterprises Inc. Under the terms of that bank loan Thomas S. Lee Enterprises Inc. has agreed that it will not pay any dividends (except stock dividends) so long as the aggregate principal amount of the loan exceeds $1,500,000 and thereafter only to the extent that tangible assets exceed total liabilities by at least $2,500,000.

Thomas S. Lee Enterprises Inc. has made certain long term leases (one of which was entered into in January, 1952), the performance of which The General Tire & Rubber Co. has guaranteed for various periods to the extent of $663,500 annually.

INCREASE in revenue each month in 1951 over the same month for the previous year has been announced by WITH Baltimore. Station also reported sales in 1950 have topped those of 1949. All station time between 6 and 11 p.m. is now completely sold, it was said.

Radio and TV push broadens Italian-American market

Progresso food products don't believe big advertising budgets will crowd little fellows from shelves

On page 46 of Printers' Ink's April 25th issue, is a success story that tops them all. Consumers were asked to send to the advertiser, Uddo & Taormina, packers of Progresso Italian-American foods, labels and coupons representing $10.00 worth of Progresso merchandise.

Those who do this have their names and the names of relatives in Italy forwarded to a Rome correspondent of station WOV, New York. He then visits the relatives in Italy and records interviews with them. These interviews are sent back to the United States, and then comes a day when the American relatives hear the voices of their friends and loved ones still in Italy.

In addition to this sensational program, Progresso uses WPIX-TV, New York. The show, Opera Cameos, has "opened the door of dozens of super-markets and the pocketbooks of thousands of New Yorkers of non Italian origin."

The last paragraph of this exciting story says, "the aim of Uddo & Taormina Co. today is to spread throughout the country from coast to coast, everywhere, every place." Progresso started with WOV in New York; they then added WPIX-TV. Now they are planning to move across the country. Starting as a local advertiser, they will soon be regional advertisers, and eventually national advertisers.

If you missed this story drop me a line and I will send you the issue of Printers' Ink in which it appeared.

This radio and TV success story is typical of the constant research and reporting done by Printers' Ink every week, to make it easier for you to interest and SELL our 23,309 subscribers—more than two-thirds of them are buyers of advertising, men at the top management level, and their agencies, who place their business—the importance of using YOUR station to sell more of their foods, clothing, cosmetics, refrigerators, cars, rugs, carpets, furniture, plants, fertilizers, ice cream or what have you.



Bob Kenyon

Week after week, year after year, Printers' Ink is on the prowl, unearthing better ways to advertise new and old products. And in addition to all of the "How to do it" articles, most of them exclusive with Printers' Ink (such as the Progresso story) our subscribers have in the most convenient format, the news of the sales and advertising world, the names of the great and the near great *and what they are doing.*

We welcome the opportunity to tell you how a modest appropriation for say 1/6 of a page a week, or a full page, can be used by your station to win new customers, and cement more closely the accounts you now have.

When shall we have our first talk?

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y. Chicago • Pasadena • Atlanta • Boston • London

GE CEREMONY

Aided By WSAI Remotes

WSAI Cincinnati played a prominent part in a two-day ceremony of General Electric Co.'s "Fastest Ten Years in History" celebration which commemorated the running of the first jet engine in America and dedication of the Lockland, Ohio, GE plant.

Preceding the 10th anniversary dinner at the Netherlands Plaza Hotel, GE's own program, *Sports Time,* with Dick Baker, WSAI sports director, was originated from the hotel. Other special programs followed.

The next day, WSAI originated programs from the Lockland plant. That night, taped recordings of afternoon discussions during the two-day celebration were aired. Special programs were under supervision of J. Robert Kerns, WSAI managing director.

PUBLIC SERVICE

Ads Cited by S. C. Gale

VALUE of public service advertising in building good will was stressed by Samuel C. Gale, General Mills vice president in charge of advertising and past chairman of the Advertising Council, in a speech before the Public Utilities Adv. Assn. Friday at Minneapolis.

Outlining the Council's work in public service advertising during its 10 years, he told the group: "I think it has now been demonstrated that public service advertising is a surer, better, and sounder way of building good will than the older forms of institutional advertising."

Public utilities are "more dependent than most upon public good will," Mr. Gale said, recommending that every public utilities advertising man "give serious thought to earmarking a portion of his budget for public service advertising. . . .

"There must be some reason why public service advertising is the fastest-growing classification of advertising, and there is: It is good citizenship and at the same time it is good business."

Additionally, he said, "advertising people. . . . have rediscovered themselves as the responsible trustees of the world's greatest instrument for mass persuasion. They have awakened to the fact that they are protecting the bases of democracy. . . ."

DISC—m.c., Stu Wilson, will be featured on *Are Ya Listinin'* on KBIG Avalon, Calif., when station begins operations. Show will occupy 9-12 noon slot, Mon. through Fri.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

MAY 12, 1952

TELECASTING

IN THIS ISSUE:

The TV Windfall For Talent Agents
Page 72

New Applications For Television
Page 73

Latest Set Count By Markets
Page 76

Blanket Tall Tower Rule Defects Seen
Page 78

in our 7th year

THE VALUE GOES UP THE DAY YOU BUY IT

How many advertising media increase in value the day you buy into them? And the next day? And the next? To real snowball proportions?

Spot Television does.

Even as you sign the contract—more sets are being sold, the number of TV families is growing, the cost per thousand is going down.

Invest in Spot TV today.
It's the fastest rising stock in the advertising market.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

1,050,216

COOKBOOKS SOLD BY WBAP-TV IN FORT WORTH AND DALLAS

(An Industry Record)



Yes, over a million cookbooks were sold by WBAP-TV during a 26-week period! The cookbooks were available in leading grocery stores in Fort Worth and Dallas. The promotion for the books was done over WBAP-TV, Channel 5.

Yes, WBAP-TV follows through to the point of purchase!

The bulk of the promotion for these WBAP-TV cookbooks was done on Home Economist Margret McDonald's "What's Cooking?" program seen between 1:00 and 2:00 p. m. each weekday. On Mondays, Wednesdays and Fridays vivacious Margret would prepare a recipe from the current volume being promoted. On the other two days she would talk about the books and show them.

Margret's popularity in the Fort Worth-Dallas area has been phenomenal. In the past year she has received more than ten thousand pieces of mail from housewives in this area requesting food recipes, asking for advice on interior decorating, floor-cleaning, flower arrangements, furniture and a dozen-and-one other home management topics.

WBAP AM-FM-TV 570 - 820 Channel 5

WBAP THE STAR-TELEGRAM STATION SINCE 1922

- *CLEAREST PICTURE*
- *STRONGEST SIGNAL*
- *HIGHEST HOOPERS*
- *BEST PROGRAMS*

STAR-TELEGRAM STATION • AFFILIATED with ABC • NBC • FORT WORTH, TEXAS

FREE & PETERS INC. *Exclusive National Representatives*

AMON CARTER, *Chairman* HAROLD HOUGH, *Director*
AMON CARTER JR., *President* GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Manager*

TELECASTING

MAY 12, 1952

NPA COLOR BAN

May Be Relaxed For Limited Manufacture

POSSIBILITY of a compromise regulation that would relax the ban on manufacture of colorcasting equipment in certain instances was held out by the government last week.

Despite published reports that a new order (M 90) would thaw the production freeze, it was understood that the prohibition would be retained on manufacture of color TV equipment which would preclude mass production in the industry.

The question was posed at a Thursday news conference held by Henry H. Fowler, National Production Authority administrator, and Manly Fleischmann, Defense Production Administrator. Mr. Fowler said an amended order would be issued in perhaps a week.

It was understood that the compromise goes farther than NPA's avowed intention to maintain the ban but permit manufacture of equipment for certain color TV theatre and department store uses. It would leave the door open for manufacturers to apply for authority to turn out equipment if it could be shown that there would be no conflict with defense contracts, no drain on engineers and if they used their current black-and-white TV materials allocations.

"Any relief would be much more apparent than real, however," an NPA official told BROADCASTING • TELECASTING. "It would not open the door to authorization but merely tell the manufacturer the combination to the safe. He would still have to hold the lucky number."

The "lucky number" appeared to be the three above-mentioned criteria, according to the NPA official.

If the order is approved by Mr. Fowler and screened by NPA's Clearance Committee for adoption, it could mean in effect that DPA-NPA is steering a course away from actual banning of the end product. In any event, it was emphasized, there will be no greater allocations of materials, with the result that the ban would, in effect, be retained indirectly.

The NPA official also noted that, without actual color TV broadcasting, mass production of colorcasting receivers and related equipment (adapters, converters, etc.) and scarcity of materials, "the relief would be academic."

Mr. Fowler, in response to a newsman's query, said the order is bound to "give some relief." Mr. Fleischmann added that there would be relief "with the passing of time if nothing else." Mr. Fowler indicated that he has not reached a decision whether to press the order into effect.

"We are trying to determine how we can relax the ban without endangering the military electronics program," Mr. Fowler told newsmen, referring to a desire to avert a situation where engineers would be pulled off military contracts.

NPA has been mulling the color TV issue the past three months since the second government-industry conference called by NPA to clarify the intent of M 90 [B•T, Feb. 11, et seq.]. It has been frankly acknowledged that NPA had studied the possibility of exempting color TV theatre applications at the insistence of the Theatre Owners of America, the Motion Picture Assn. of America and National Exhibitors Theatre Television Committee.

The issue is of paramount interest to 20th-Century Fox Film Corp. which, deferring to MPAA and TOA on the legal front, proposes to press its Eidophor projection theatre TV system into action.

Exemption for manufacture of closed circuit equipment used by department stores on an experimental basis also has been under study.

Mr. Fowler has indicated in the past that, whatever action the government takes, no additional materials will be made available to manufacturers for color production, and that the technical shortage remains acute.

Another question that has been raised by industry—particularly by Paramount Pictures Corp. on behalf of Chromatic Television Labs., which proposes to make the Lawrence tri-color TV tube—is whether materials may be used to produce a receiver capable of receiving both color and monochrome TV. NPA promised to clarify that, too.

In the cases of both Eidophor and Lawrence, officials have pointed out that no great quantities of materials would be needed to launch production of necessary equipment. It is this factor which touches intimately on charges that the government has, in effect, banned the end product rather than permitting manufacturers to use available allocations as they choose. The materials picture isn't likely to change substantially during 1952.

Unrest on the labor-management front has virtually dissipated any hope of the government decontrolling vital materials by year's end. These problems apparently will complicate Mr. Fowler's task as he takes over the reins of DPA June 1—subject to Senate approval.

Mr. Fowler was nominated by President Truman last Wednesday to head up DPA and will retain his post as National Production Authority administrator. He succeeds Mr. Fleischmann, who resigns to return to private law practice in Buffalo, and will report to acting Defense Chief John Steelman.

This action highlighted a week of government developments on

(Continued on page 81)

KOTV(TV) SALE

Wrather Buying 85%

CONTROLLING interest in KOTV (TV) Tulsa has been sold by George E. Cameron Jr. and John B. Hill to Texas oilman J. D. Wrather Jr. Sum for the 85% interest owned by Messrs. Cameron and Hill was announced as in excess of $2 million. Helen Alvarez, general manager of the station, retains her 15% interest in the licensee corporation and is expected to continue in her present position.

Sale of KOTV brings to two the number of TV stations purchased in the month since the April 14 FCC Sixth Order and Report ending the TV freeze. A fortnight ago, announcement was made of the sale of KPHO-AM-TV Phoenix to Meredith Publishing Co. for $1.5 million [B•T, May 5].

Although in preparation before the freeze-lifting, application for FCC approval of the transfer of KOB-AM-TV Albuquerque to Time Inc. and former FCC Chairman Wayne Coy for $600,000 [B•T, April 28] was filed after the Sixth Report and Order was issued.

All three sales were of TV outlets in one-station markets and all are in the Southwest.

Although Mr. Wrather makes his business headquarters in Dallas, he makes his home in West Los Angeles, Calif. In his late thirties, he is married to movie actress Bonita Granville. He has produced some independent motion pictures.

Associated with Mr. Wrather in the purchase of KOTV is his mother, Mrs. Mazie Wrather. It is believed that Mr. Wrather has his eye on TV in other cities, either through purchase or grant.

Application for FCC approval is expected to be filed in the next week or two.

Separate TV Company

It is understood that the interests of Mr. Wrather and his mother will be incorporated in a separate television company which will be the parent company of the licensee of KOTV, Cameron Television Inc.

KOTV began operation Nov. 30, 1949. It operates on Channel 6, with 16.6 kw visual power, from a 450-ft. antenna atop the National Bank of Tulsa Bldg. Antenna is 490 ft. above average terrain. It is affiliated with ABC, CBS and NBC on a non-interconnected basis. Tulsa is due to be interconnected July 1 when the AT&T throws a microwave relay link into the city from Oklahoma City. Station charges $500 for one-time Class A hour period.

Cost of constructing the Tulsa TV station was $265,988.34, according to the figures submitted in its license application. Major portion of this cost was for studio equipment, $102,958.85, with the transmitter costing $89,506.72 and the antenna system, $29,802.77. As of June 30, 1951, KOTV was reported to have a net worth of $463,368.12. Its net profit at that date for the fiscal year was reported as $82,-604.35.

Mr. Cameron, also an oilman, is 70% stockholder of KOTV and is president of the licensee. Mr. Hill owns 15% of the station and is secretary-treasurer as well as commercial manager.

THERE'S NO BUSINESS LIKE TV TALENT BUSINESS

By DAVE GLICKMAN

THERE'S no business like TV business as far as talent agencies are concerned. It's big business with them today.

Television requirements, both for live and film productions, have created the greatest demand for a constant supply of talent that the entertainment business has ever known.

Demand is for almost any kind of talent that will hold viewers' attention. All concerned feel this demand is hardly in its infant stage of growth. With the FCC freeze lifted and more stations eventually to be on the air, needs will multiply. As a result, talent agencies are scouting the countryside, looking for new personalities that can be developed in stature and thus be available for TV.

Many talent agencies in Hollywood and New York are doing more business with video today than with motion picture studios.

Although top salaries and story prices in television aren't to be compared with those offered by the movie industry, demand for artists of various kinds and material frequently gives an agent greater profit for a week's activity than he gets from motion picture placement. The recall of artists is more frequent too.

Off-setting present comparatively low salaries for the general run of "name" talent are residual rights agencies are creating for clients and themselves through ownership of filmed packages which may have substantial re-release value for many years.

Most of the TV deals with residual rights are along the same pattern, with motion picture stars asking $2,500 and up for making a half hour film, plus 15% to 25% of net on re-sale, over a ten year period or more. Some are asking a 50% interest in the package.

A cost factor partially overlooked in the TV boom is directing and production talent now also seeking residual rights. Musicians also come under the residual rights clause through demanded AFM 5% royalty formula on TV filmed shows.

Besides spotting "name" and lesser known artists and acts on local and network video shows as guests, several agencies package weekly live programs for advertisers or for sponsor consideration. Through talent on their rosters, some of these agencies also own a healthy percentage share in other packages.

TELEVISION's insatiable thirst for material and new faces has the talent scouts probing into every nook and cranny for both tried and neophyte performers. And in TV's post-freeze era that demand will reach even more fantastic proportions. Herewith BROADCASTING • TELECASTING gives a rundown of the current situation in leading TV talent centers.

Shows Seeking Talent

Devouring talent are such network TV programs as NBC-TV *Milton Berle Show, Philco TV Playhouse, Comedy Hour, Robert Montgomery Presents, All-Star Revue, Ford Festival, Kate Smith Hour* and *Armstrong Circle Theatre;* ABC-TV *Celanese Theatre, Personal Appearance Theatre,* and *Pulitzer Prize Playhouse;* CBS-TV *Studio One, Ken Murray Show* and *Toast of the Town,* and DuMont-TV *Calvacade of Stars.*

Not to be forgotten are numerous detective-mystery programs both live and filmed, that need new faces and voices to support starring characters.

Leading the agencies most active in TV are William Morris Agency, Music Corp. of America, Famous Artists Corp. and General Artists Corp. Others are the James L. Saphier Agency, Nat C. Goldstone, Don Sharpe, Sam Jaffe, George Rosenberg, Frank Cooper, Wynn Rocamora, Mel Shauer, Paul Small and many of similar stature on Hollywood's talent row who are busy in the new medium.

* * *



ETHEL BARRYMORE and G. Ralph Branton (l), president Interstate Television Corporation, sign long-term contract under which the stage and screen star will appear as actress and commentator and serve as an advisor on *The Ethel Barrymore Theatre,* series of half-hour filmed TV shows now in production. Lee Savin (center), former New York TV producer now associated with ITC, handles productions of the series.

William Morris Agency, for example, represents Eddie Cantor, Jimmy Durante, Danny Thomas, Ed Wynn, June and Stu Erwin and Groucho Marx, to name but a few in TV.

Mickey Rooney's signing with NBC-TV to star in a comedy situation series was handled through William Morris Agency. The deal is similar to that recently closed with Joan Davis, comedienne.

Peter Coe, featured in Commander Films' *Hellgate,* to be released through Lippert Pictures, turns writer-director for *Port of Embarkation,* TV film series being packaged by William Morris Agency.

Ross Western Series

The 39 half-hour TV-filmed *Tom Keene,* western series to be made by Sidney R. Ross Productions, is another William Morris package. Tom Keene starred in early western movies.

Agency also is handling *The Ruggles,* packaged by Bob and June Raisback. In addition it represents Hal Roach Jr. in Showcase Productions sale of TV filmed *Racket Squad* series sponsored by Philip Morris on CBS-TV.

As agent for June and Stu Erwin, William Morris Agency also is involved in ABC-TV *Trouble With Father,* sponsored by General Mills, which Roland Reed Productions is filming.

Wally Jordan and George Gruskin are in charge of New York radio-television activities of William Morris Agency. Frank Samuels, formerly ABC Western divi-

(Continued on page 87)

AIR HAZARD BILL

Johnson Bill Could Curb Tall Towers

IT APPEARED last week that Congress was suddenly being injected into the radio-aviation deliberation of the possible threat of tall TV towers to air navigation [B•T, April 28].

The new development cropped up last Wednesday with introduction by Senate Interstate and Foreign Commerce Committee Chairman Ed C. Johnson (D-Col.) of a bill (S 3129) that is entitled:

"To authorize the Secretary of Commerce to remove obstructions or hazards to air navigation, to prevent future obstructions or hazards to air navigation, and for other purposes."

The bill's debut in the Senate came as the broadcasting-aviation working committee last week labored over the problem of tower hazards to air navigation.

The bill is as wide and deep in its scope as TV towers are high. It encompasses "any object constructed or installed, including, but not limited to, buildings, towers, smokestacks, and overhead transmission lines."

Object of the legislation is aircraft safety. Air crashes of the past month at locations near airports apparently have brought need for legislation to correct hazards to a head, it was pointed out.

But it also would empower the Commerce Secretary to set up standards for any structure (including radio and TV towers) more than 500 ft. above ground.

As the bill states:

All federal agencies constructing or altering, or authorizing the construction or alteration of, any structure, or furnishing financial assistance in connection therewith, shall adhere to the standards established and regulations issued by the Secretary, or require adherence thereto.

Legal observers were asking whether this legislation if made law would make FCC a subsidiary under the Dept. of Commerce in its authorization of tower heights and sites.

Pertinent Parts Listed

Sen. Johnson's measure would add a new title XIII to the Civil Aeronautics Act of 1938.

Pertinent parts of the bill, follow:

. . . all . . . airspace which is 500 ft. or more above the surface of the subjacent land and which is unoccupied on the effective date of this title or which hereafter becomes unoccupied and remains unoccupied for a period of seven years, is declared to be an easement for the purpose of aerial navigation and its occupancy shall be subject to regulation and control for the furtherance of that purpose.

. . . the Secretary [of Commerce] shall promulgate regulations limiting the height, type of construction, and nature of occupancy to which future structures or objects of natural growth may be extended or built into the airspace.

The measure would permit a "request for relief" to be filed with the Secretary by any person holding that a regulation interferes with property right (must be presented within one year after date of publication of regulation). After the Secretary determines whether any taking has occurred, after notice and opportunity for hearing, he may do one of two things: "(1) fix the amount found due as compensation for such taking, or (2) grant such relief by exception to the regulations, or otherwise, as he may deem necessary."

The Secretary would be empowered to issue permits after application by "any person who desires to construct or alter any structure or to allow any object of natural growth to grow into airspace above 500 ft., contrary to any rule, regulation, or order issued. . . ."

If a structure (including towers) is determined to be an obstruction or hazard to air navigation, the Secretary may "remove, relocate or alter" this structure. In addition, he could prevent its "construction, alteration or growth" or "permit the identification by appropriate means of existing structures. . . ."

Full authority for removal or alteration "of any structure or object of natural growth extending into the airspace . . . above 500 ft. without permit therefor duly issued by the Secretary" would be permitted him.

The new standards would apply to those areas which "(1) underlie the paths of flight through the navigable airspace where substantial air traffic exists or is reasonably anticipated, or (2) are in the vicinity of (a) landing areas owned, leased, or substantially used by the Federal Government, (b) landing areas used or authorized for use by air carriers, or (c) landing areas which in the opinion of the Secretary are essential for use by aircraft engaged in air commerce."

The Secretary would exercise his powers "after consultation with the Secretary of Defense and the Civil Aeronautics Board."

It was understood that the aviation industry has tried sponsorship of similar bills over a number of years but heretofore has been unsuccessful in its attempts.

The bill was referred to Sen. Johnson's Committee on Interstate and Foreign Commerce.

A previous attempt by the Air Transport Assn. for legislation to specify that FCC have the power to deny applications which propose to construct TV towers believed to be hazards to air traffic did not succeed in the House Interstate and Foreign Commerce Committee. The committee then was engaged in consideration of the McFarland bill. ATA recommended its amendment be included in that bill [B•T, April 7].

Meanwhile, radio-TV representatives at the broadcasting-aviation committee meeting last week in Washington hinted that they might prefer not to have any specific national criteria for the use of airspace subcommittees. Meeting was the first of the "ad hoc" group, appointed after the general meeting last month. Another meeting was scheduled for May 16.

National Rules Opposed

Reasons for opposing the establishment of national rules were said to be two: (1) Cooperation between aviation interests and broadcasters has been effective in resolving hundreds of cases, although in some instances there have been failures.

(2) Each situation is unique, and national instructions would be unfair to individual cases—an application for Dubuque should not be considered in the same way as one for Chicago.

There was also the feeling that agreement on criteria might give the airspace subcommittee's recommendations a legal status before the FCC. This would be contrary to the Communications Act, some feel.

On the other hand, if no nationwide standards are established, some fear that there might be several, perhaps conflicting, tests—by CAA, Air Force, Navy and each of the 48 states.

Last week's meeting discussed the alleged problem and ended with the decision to postpone any action until radio-TV and aviation representatives could circularize their respective membership and get their views on the suggested criteria [B•T, May 5].

In the course of the meeting, the Air Line Pilots Assn. representatives disowned the press release put out two weeks ago in Chicago

(Continued on page 78)

television applications

Digest of Those Filed With the FCC May 2 through May 8

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total
Applications filed since April 14	13	9	23

* One applicant did not specify channel number.

Listed by States

SAN BERNARDINO, Calif. — KITO Inc., UHF Ch. 18 (494-500 mc), ERP 81 kw visual; antenna height above average terrain 3,688 ft., above ground 110 ft. Estimated construction cost $179,821, first year operating cost $180,000, revenue $200,000. Studio location 569—4th St., San Bernardino. Transmitter location in San Bernardino Mountain Range, 34° 14′ 10″ N. Lat., and 117° 14′ 42″ W. Long. Studio equipment DuMont, transmitter DuMont, antenna GE. Legal counsel H. G. Wall. Consulting engineer Owen J. Ford. Applicant is licensee of KITO San Bernardino. Principals include: President **J. J. Flanigan** (49%), general manager of KITO; Vice President and Treasurer **H. G. Wall** (23%), now retired, but officer and 38% stockholder from 1942 to 1948 in WDSU New Orleans, La., and officer and 75% stockholder from 1938 to 1944 in WIBC Indianapolis, Ind., and Secretary **Margaret B. Wall** (28%).

† YOUNGSTOWN, OHIO — WKBN Bcstg. Corp., UHF Ch. 27 (548-554 mc), ERP 203 kw visual; antenna height above average terrain 509 ft., above ground 491 ft. Estimated construction cost $353,000, first year operating cost $250,000, revenue $225,000. Transmitter location (coordinates) 41° 03′ 30″ N. Lat., 90° 38′ 42″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of WKBN Youngstown. President is **Warren P. Williamson Jr.**, general manager of WKBN.

KERRVILLE, Tex.—Kerrville Bcstg. Co. Frequency, ERP, site, etc., to be determined. Application filed by **William R. Meredith.**

Existing Station

Change in Channel

WXEL (TV) PARMA (Cleveland), Ohio—Empire Coil Co., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 1,000 ft., above ground 775 ft. Estimated construction cost $237,000. Main studio location to be moved from Parma, Ohio, to 1630 Euclid Ave., Cleveland. Transmitter location remains 4501 Pleasant Valley Road, Parma, 41° 21′ 47″ N. Lat., 81° 43′ 03″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Morton A. Wilner, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President **Herbert Mayer** and Vice President and General Manager **Franklin Snyder.**

Applications Returned

MONROE, La. — James A. Noe (KNOE).

DULUTH, Minn.—Red River Bcstg. Co. (KDAL).

ALBUQUERQUE, N. M.—Greer & Greer.

SANTA FE, N. M.—Greer & Greer.

FREMONT, Ohio — Wolfe Bcstg. Corp. (WFRO).

WILKES-BARRE, Pa. — Wyoming Valley Bcstg. Co. (WILK).

KERRVILLE, Tex.—Kerrville Bcstg. Co. (KEVT).

SAN JUAN, P. R.—Jose Ramon Quinones (WAPA).

GRID TELECASTS

Continue 'Harmful Effect' on Gate, NCAA Told

THOUGH colleges whose football games last year had no football TV competition fared worse in attendance than those which did have TV competition, telecasting football games "continues to exercise a harmful effect on college football attendance."

These seemingly contradictory findings are among highlights of the National Opinion Research Center's third report on "The Effects of Television on College Football Attendance," prepared for the National Collegiate Athletic Assn. and released by NCAA Friday.

"Colleges with TV in 1951 reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition," the report asserts. It uses graphs to show, however, that the "TV differential"—defined as "the difference between the relative attendance trends of colleges exposed to television competition and those not exposed"—was "significantly" less last year than in 1950, when football TV was unrestricted. This narrowing of the "TV differential" it ascribes to the effects of NCAA's controlled-TV plan.

Slowing of Decline

"While television continues to affect football attendance unfavorably," the study asserts, "the NCAA's 1951 experimental program of limited TV did succeed in slowing the rate of decline among those colleges faced with TV competition."

In large measure the report takes the long-haul look in its comparisons, stacking 1951 figures against those for pre-television 1947-48.

The report concludes that "It is obviously too early to expect basic attendance behavior to have fully adjusted to television competition" and that "The situation is still a fluid one, and any 'final' determination of TV effects must await further years of experience and research." NCAA meanwhile planned to announce its controlled TV plan for 1952 in a few weeks.

Other highlights of the 30-page report, covering results of surveys and studies which were made before, during and after the 1951 season:

● Overall attendance in 1951 was down 6% from 1950 ("due largely to such factors as the pinch of inflation and the decline in student enrollment").

● Compared to 1947-48, "large, medium, and small colleges all reported very much lower attendance figures when they were exposed to television competition than when TV was absent. The 'TV differential' was similarly found both for attractive games, between traditional rivals or involving teams of high performance, and for less attractive games, when the teams were colorless or ill-matched."

● The high school football gate has reflected a TV effect similar to that among colleges, except that NCAA's controlled TV plan did not appear to help the high schools.

● "The personal characteristics of television owners closely resemble those of football fans . . . and TV ownership and interest in football are themselves highly correlated. Football fans are much more likely to own a TV set than are people who lack an interest in the game."

● TV "exerted its greatest depressing effect among those fans with only a small or moderate interest" in football, according to analyses of special Boston and Pittsburgh studies.

● Studies of the effect of length of TV ownership upon attendance behavior showed no differences consistent or large enough to have "statistical significance."

● College football fans "are almost always interested in other sports as well," and watching or attending other sports can "fairly easily" be substituted when no college football is on TV on a particular Saturday.

● "The overwhelming majority of fans concentrate their attendance on the games of only one college. Thus, if the favorite team has a poor season, television rather than actual attendance at another stadium becomes an easy substitute; while if a blackout is unexpectedly encountered, the fan is more likely to substitute some other activity than to patronize the disappointing team of his choice or to visit an unfamiliar stadium."

● Two-thirds of the football fans in TV areas were "completely unaware" of NCAA's Limited-TV plan last fall, "despite the adverse newspaper publicity in a few areas," and "even among the one-third who expressed some familiarity with the plan, the majority lacked accurate information."

● In TV areas small college football attendance was "markedly higher" when no games were available on TV, but such differences did not generally occur among larger colleges (attributed to difficulty in achieving 100% blackouts, since many fans could still tune in games from adjacent cities, and to general awareness of blackouts until too late to attend games personally).

Summary of TV Impact

The report summarized the history of television's impact on college football attendance as going from "imperceptible" in 1948, when there were less than a million TV sets, to "perceptible but small" in 1949; "substantial" in TV areas in 1950 despite attendance gains elsewhere to "falling attendance everywhere" in 1951, but with a "a relatively smaller loss in TV areas with the end of unrestricted telecasting of college games."

The study showed that "colleges competing with televised football in 1951 reported a loss of 1.5 million ticket sales compared to their 'expected' attendance based on the pre-television levels of 1947-48," while "colleges with no TV competition boosted 1951 paid attendance by 318,000 over their 'expected' 1947-48 average." Putting the 15% loss in TV areas with the 6% gain in non-TV areas, compared to 1947-48, the report found a "TV differential" of 21%.

Overall paid admissions to college football games totaled 13,930,000, it was reported, for a decline of about 6% from the previous year's figure.

The following table was presented to show that "in heavily saturated television areas, attendance trends are markedly lower":

Per Cent of Expected Attendance*	Large Colleges	Medium Colleges
Areas where fewer than 40% of families own TV	113.7%	132.2%
Areas where 40% or more of families own TV	85.0%	75.5%

* "Expected" attendance is actual average paid attendance reported by each college for the two pre-television years 1947-48.

Regarding findings that small colleges suffered less from television in 1951 than large ones did, the report cited "the greater importance of student ticket sales among the small colleges" and suggested: "One would expect that the small college game attracts fewer 'marginal attenders' who are likely to succumb to TV competition than the larger schools do."

As between TV owners and non-

(Continued on page 80)

THAW TO BE THWARTED?

Law Suit Looms

APPEAL to broadcasters and the public not to be disappointed if the FCC's freeze-end order is held up by court actions was made last week by Washington radio attorney Arthur Scharfeld, president of the Federal Communications Bar Assn., in a speech before the Georgia Radio Institute at Athens, Ga. (see Institute story, page 24).

After reciting some of the possible actions that might be taken against the Sixth Report and Order [B•T, April 14], Mr. Scharfeld warned that the effective date might be suspended.

"If this should happen, I hope that the broadcasters and the country as a whole will realize that the entire future of television in our country is being shaped in these proceedings and they will not feel that further delay—in aid of effort to effect the best possible television system—is unwarranted," he said.

"After all, it has taken the Commission approximately four years to find what it considers to be the best solution to the television problem. If another few months should prove to be necessary to improve the future of television, we should be neglecting our duty to the country and to posterity to strive for immediate advantage at the expense of achieving the finest possible use of this new and great medium of communication," he concluded.

Generally following the lines of the attack on the Commission's report laid down by FCC Comr. Robert F. Jones in his dissent and speech two weeks ago before the Ohio Assn. of Broadcasters in Columbus [B•T, May 5], Mr. Scharfeld cited the following "weaknesses" in the Commission's action:

(1) Only through rule-making may anyone get a channel into a community not now assigned that channel. This means that a prospective TV applicant may expend money, time and energy in convincing the Commission that a certain channel should be reassigned, but there is no certainty that the applicant who got the channel reassigned will be the one who gets the grant.

(2) Technical standards were not established before the assignments were made. Thus, "participants . . . were not informed of the rules of the game until after the game was over." Unfairness of this was illustrated in the case of one prospective telecaster who had a VHF assigned to his community in the proposed 1951 Third Report which nobody opposed, awoke April 14 to find it gone. Because the Commission decided that co-channel separations in his area must be 220 miles, rather than the 180 miles it had proposed, the FCC found it necessary to assign his city's channel to a nearby community which had had its two VHF channels deleted because of the wider separations. Other "rules of the game" changed without notice were maximum powers and antenna heights.

(3) Competitive advantage for VHF stations over UHF illustrates the unfairness of the Report. VHF channels are permitted extra-wide coverage, while UHF channels by their nature are constricted in service areas. Intermixture of VHF and UHF is another "unfair" decision. Cities having VHF service are in most cases close to set ownership saturation, and thus makes it doubly difficult for a UHF station to start as a competitive equal with the existing station or stations.

"There appears to be a basic flaw in the Commission's standards permitting the use of maximum power

(Continued on page 86)

ANOTHER

Merchandising LOS ANGELES TV HEADLINER!



"Foods for Thought"

with BETTY HOYT and guests

AN OUTSTANDING FOOD MERCHANDISING PROGRAM FOR SELLING THE BILLION-DOLLAR SOUTHERN CALIFORNIA FOOD MARKET

Here's the kind of TV show food advertisers dream about — and the wise ones take advantage of! Results prove it's the kind of show Southern California homemakers like, too. Betty Hoyt gives up-to-the-minute market news... the best buys of the day... menu ideas, etc. Each day the "best buys" come from a different grocery company. A rotating plan gives all markets a chance: supers, small chains, independents. What's more, Betty Hoyt and her staff work right with these stores... arrange for shelf and stack displays and get other point-of-sale merchandising aids. Tie-in grocers' ads feature TV specials. Spots are available on "Foods for Thought" *at the moment!* Time: 3:00 to 3:30, Monday thru Friday. For full details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

TO SELL THE BUYING MILLIONS IN

AMERICA'S *2ND LARGEST TV MARKET*

NBC HOLLYWOOD

KNBH channel 4

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

232,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6



"First in Indiana"

telestatus



'I Love Lucy' Tops In Two Nielsen Polls

(Report 215)

NATIONAL ratings for top ten television programs for a two week period ending April 12 have been released by A. C. Nielsen Co. as follows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	11,055
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	8,354
3	Arthur Godfrey & Friends (CBS) (Pillsbury Mills Inc.)	8,138
4	Red Skelton (NBC)	7,956
5	Texaco Star Theatre (NBC)	7,440
6	Your Show of Shows (R. J. Reynolds) (NBC)	7,136
7	You Bet Your Life (NBC)	7,083
8	Your Show of Shows (Participating) (NBC)	6,915
9	Colgate Comedy Hour (NBC)	6,870
10	Fireside Theatre (NBC)	6,578

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS*

Rank	Program	Homes %
1	I Love Lucy (CBS)	68.2
2	Arthur Godfrey's Scouts (CBS)	60.0
3	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	56.2
4	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.0
5	Red Skelton (NBC)	49.9
6	Texaco Star Theatre (NBC)	46.1
7	Your Show of Shows (Participating) (NBC)	45.7
8	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	45.4
9	You Bet Your Life (NBC)	44.1
10	Colgate Comedy Hour (NBC)	43.2

*The Nielsen "per cent of homes reached" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.

Copyright 1952 by A. C. Nielsen Co.

All Night TV Pays Off For WDTV

ALL-NIGHT television, according to Harold C. Lund, general manager of DuMont's WDTV (TV) Pittsburgh, can be a profitable operation. And he has the profitable operation to prove it.

WDTV, currently the only television station operating around the clock, found swing-shift programming a paying proposition from the start, eight weeks ago. Right now, advertisers are waiting to get on.

Mr. Lund conceived of all-night programming in response to letters from swing-shift workers in Pittsburgh's industries who complained that they reached home in time to see only a little TV each night—or maybe none at all. A check of steel mills and other plants indicated there would be a potential audience of about 200,000 swing-shift employes.

So advertisers were lined up and WDTV, which had signed off at 1 a.m. on the average, started programming on through the night, Monday through Friday.

The first feature is sponsored on a rotating basis. After that, the advertising consists of spot announcements. Rates are "a little lower" than the station's class C charges, Mr. Lund reports. WDTV relies on film for its swing-shift programming, and employs about 10 persons through the night. Frequently, films which have been shown previously on the station during the daytime are repeated in the early morning hours. But, Mr. Lund points out, this is an entirely different audience anyway. A serial is carried regularly at 3:30 a.m. and has won a considerable following.

A short time ago, Guidepost Research, Pittsburgh, took some ratings on the post-midnight showings. At midnight, Mr. Lund said, the rating was 29.4. From there it graduated down to about 5 at 3 a.m. From 4 to about 6 o'clock it hovered around 2. Then it started to pick up, and jumped substantially with the advent of "morning" and the start of NBC-TV's two-hour *Today* program at 7 a.m.

Hoffman Sees Annual Set Replacement at 8 Million

SIZE of the TV receiver replacement market was put at a potential of 8 million sets a year when 86% saturation of all the families in the U. S. occurs, according to Hoffman Radio Corp. President, H. L. Hoffman last week at the San Francisco convention of the National Federation of Financial Analysts Societies.

Mr. Hoffman said the 86% mark

(Continued on page 79)

Weekly Television Summary—May 12, 1952—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	90,456
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	380,263
Binghamton	WNBF-TV	62,400
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	142,000
Boston	WBZ-TV, WNAC-TV	886,349
Buffalo	WBEN-TV	264,618
Charlotte	WBTV	146,213
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,133,992
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	605,329
Columbus	WBNS-TV, WLWC, WTVN	227,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
Davenport	WOC-TV	98,445
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	113,034
Houston	KPRC-TV	132,500
Huntington-Charleston	WSAZ-TV	84,750
Indianapolis	WFBM-TV	232,000
Jacksonville	WMBR-TV	56,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	201,846
Lancaster	WGAL-TV	146,631
Lansing	WJIM-TV	90,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	20,300
Memphis	WMCT	130,255
Miami	WTVJ	116,000
Milwaukee	WTMJ-TV	328,084
Minn.-St. Paul	KSTP-TV, WTCN-TV	321,400
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	262,000
New Orleans	WDSU-TV	89,108
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	115,100
Oklahoma City	WKY-TV	127,041
Omaha	KMTV, WOW-TV	127,913
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,031,966
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	393,000
Providence	WJAR-TV	212,000
Richmond	WTVR	124,342
Rochester	WHAM-TV	144,000
Rock Island	WHBF-TV	98,445
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	75,900
San Antonio	KEYL, WOAI-TV	75,531
San Diego	KFMB-TV	130,000
San Francisco	KGO-TV, KPIX, KRON-TV	361,000
Schenectady-Albany-Troy	WRGB	206,600
Seattle	KING-TV	139,800
St. Louis	KSD-TV	390,500
Syracuse	WHEN, WSYR-TV	174,718
Toledo	WSPD-TV	158,000
Tulsa	KOTV	111,970
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	354,129
Wilmington	WDEL-TV	101,754

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,967,590

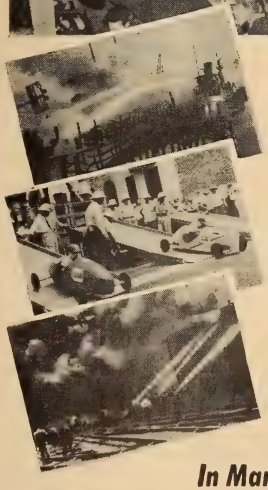
* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

WE'RE THERE *when it happens!*







The essence of top news reporting is being in the right place at the right time. And by being ever on-the-spot, the Sunpapers Television News is there for every big local news story.

FROM OUR NEWSREEL:

ABOVE . . . The collapse of the 5th Regiment Armory stands at the recent Sonia Henie Ice Show disaster.

TOP LEFT . . . Firemen battle the tremendous Hawkins Point fire in January, 1951.

CENTER LEFT . . . It's away and rolling at the annual Sunpapers Soap Box Derby.

BOTTOM LEFT . . . The Washington Lumber Yard burns furiously in April of this year.

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego's
Remarkable
Advance In
POPULATION
Has Continued
Almost
Uninterruptedly
During The
Past 50 Years!

Wise Buyers
BUY-
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For
More
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Channel-8
KFMB-AM
550-K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

Air Hazard Bill

(Continued from page 73)

[AT DEADLINE, May 5]. They admitted that it was ill-advised and done without coordination with the Washington office. The press release by ALPA President Clarence N. Sayen "viewed with alarm the increasing number of TV towers being erected and concurs with recent restrictions on TV tower heights recommended by the aviation industry."

Mr. Sayen also said that "obviously it would be much more to the public's benefit to regulate the erection of such towers now than to have them moved or razed after it is proven through air crashes that they are unsafe."

The ALPA, at a meeting of the Chicago Airspace Subcommittee last March, submitted recommendations to restrict heights and sites of TV antennas [B•T, April 7].

Under present FCC procedures, all antennas more than 500 ft. above ground must be submitted to regional Airspace Subcommittees for "aeronautical study." It is the function of the subcommittees, composed of representatives of the CAA, civil airlines, military services, etc., to determine whether a proposed antenna would be a hazard to air navigation.

The present study was begun after aviation organizations became alarmed at reported 1,000, 2,000 and 3,000-ft. TV antennas. Some have talked of going to Congress for legislation to restrict TV antenna heights, while others have suggested single antenna locations, radio warning devices on towers, a system of short towers and high powers, among others. This limited height idea was specifically frowned on by FCC Comr. Edward M. Webster presiding at the first meeting. He said tall towers were fundamental in the FCC plan.

MONTCLAIR TEST

Educators Hail Results

AN experiment in education by television—an entire day of school programs for classroom use, characterized as "a history-making experiment"—was conducted by the Montclair (N. J.) State Teachers College in conjunction with the Allen B. DuMont Labs. last Wednesday. It was pronounced a significant success.

The college produced live shows on such subjects as Spanish language, music appreciation, map making, etc., which were transmitted by DuMont's UHF experimental station in New York and received on sets installed in a dozen Montclair and Bloomfield, N. J., schools. Eight programs were presented, designed for different grades.

TV work, such as production, direction, writing, camera work, etc., was handled by members of the college's TV workshop, which is assisted by a grant from the Allen B. DuMont Foundation. The pickups were relayed by microwave to the DuMont UHF transmitter in New York for broadcast.

Educational leaders were enthusiastic with the results which they felt were indicative of far-reaching future application of TV to teaching.

New Tenn. Co-axial

AT&T has commenced installing a new coaxial cable between Chattanooga and Knoxville to supplement present wire lines. Cable, scheduled to be ready for service late this year, will contain eight coaxial tubes, four to be equipped for telephone service initially. Others can be also used for phone service or can be equipped for TV program transmission if ordered for that use.

SKIATRON

Second Phase in Sept.

SECOND phase of the Skiatron plan for SubscriberVision is tentatively planned to begin in New York sometime in September, it was indicated last week, with the start of controlled tests similar to those conducted by Zenith in Chicago a year ago. WOR-TV New York is cooperating with Skiatron in the development of the system.

First phase of the pay-as-you-see television is virtually complete with development of the system on paper and on the air, so far by closed circuit, officials reported. Unlike Zenith's Phonevision, which involved the calling of telephone operators for unscrambled sight and sound, the Skiatron plan calls for insertion of a notched key-card which can be purchased for the program well in advance of actual transmission.

The New York organization, headed by Arthur Levey as president, is now working on test programming, time clearance on commercial outlets, selection of test broadcast periods in audience terms, and other related problems, all of which will be completed, spokesmen said, before test permission is requested from the FCC. September is the test goal, but not necessarily the deadline, it was pointed out.

It is assumed that permission will be granted to operate SubscriberVision with several hundred sets—installed in consumer homes—and that tests will run for several months.

POPPELE ELECTED

To Skiatron Board

ELECTION of Jack Poppele, vice president of WOR-AM-FM-TV New York, to the Skiatron Electronics & Television Corp. board of directors was announced by Arthur Levey, Skiatron president.



Mr. Poppele

Mr. Levey pointed out that the addition of Mr. Poppele to the board has important long term significance in view of Skiatron's system of pay-as-you-see TV. He disclosed that WOR-TV has been broadcasting Skiatron's system, known as Subscriber-Vision on an experimental basis for more than a year. Mr. Poppele is a past president of the Television Broadcasting Assn.

POLITICOS TO GET TUTORING

CBS-TV Plans School on TV Technique

PLANS for a television school for political hopefuls were announced last week by CBS-TV, which said all Presidential aspirants and senatorial candidates of the major parties have been invited to enroll and that it was hoped, later, to expand the school to include all members of Congress.

Both group and private instruction sessions are planned, to teach "students" such fundamentals as how to walk, sit, stand, talk and read a script. Films and TV recordings of the candidates will be reviewed and analyzed. Live cameras will be used for classroom practice, and monitoring devices will enable each candidate to study his own performance.

First private sessions, CBS-TV said, will be for Sens. William Benton (D-Conn.) and Irving M. Ives (R-N. Y.). Presidential aspirants who have been invited include Sens. Robert Taft (R-Ohio), Estes Kefauver (D-Tenn.), Robert Kerr (D-Okla.), Richard Russell (D-Ga.) and Brien McMahon (D-Conn.); Gen. Eisenhower, Harold E. Stassen, California Gov. Earl Warren and W. Averell Harriman.

"Faculty" for the school, to be conducted at WTOP-TV Washington studios, will include Bill Wood, Washington director of TV news and public affairs for CBS-TV; Producer Charles von Fremd, and Associate Producer Alma Walker.

"There is no doubt that television will play an important part in the choice of a President in 1952," Mr. Wood said. "How a candidate handles himself in front of the cameras can be decisive to his chances. Anyone with a background of public life can learn the talent requirements of the television medium with a minimum of instruction, and greatly increase his appeal to the average viewer, who represents a lot of votes."

AWARD for modesty in television apparel has been given to Rosemary Olberding, WLWT (TV) Cincinnati, by a Catholic church in Covington, Ky. Miss Olberding is scheduled to appear on new show, *Captain Glenn's Play Club*, beginning May 10.

TV BIDS

Two More File at FCC

(Also see digest, page 73)

TOTAL of two new television applications was filed at the FCC last week, but one of them was immediately returned. Also returned last week were applications from KNOE Monroe, La.; KDAL Duluth, Minn.; WAPA San Juan, P. R.; WILK Wilkes-Barre, Pa.; WFRO Fremont, Ohio, and bids for Albuquerque and Santa Fe by Greer & Greer.

The accepted application was from KITO San Bernardino, the first station to apply for TV outlet in that city. It seeks UHF Channel 18 with an ERP of 81 kw visual. Its antenna would be 3,688 feet above average terrain, located in the San Bernardino Mountain Range north of the city; it would be 110 feet above ground. Construction cost was estimated at $179,821.

The returned application was from KEVT Kerrville, Tex. Besides being filed on the old forms, it gave its frequency, ERP and transmitter location on a "to be determined" basis, not allowable under the Rules as set forth in the FCC's Sixth Report and Order [B•T, April 14].

Meanwhile, five prospective applicants announced their intentions of filing for TV stations.

Ted R. Gamble, director of the nation's war bond program during the war, is president of Northwest Television and Broadcasting Corp., a new Portland, Ore., corporation. He and Mrs. Gamble have 21% interest in KLZ Denver, and he has 4% of WFRS Grand Rapids, Mich., and 49% of KCMJ Palm Springs, Calif.

Other officers are John D. Keating, associated with KPOA Honolulu, KILA Hilo and KYA San Francisco, vice president; Elroy McCaw, Centralia, Wash., treasurer, and Gale Livingston, Portland, secretary. Mr. McCaw has 50% interest in KELA Centralia, Wash., 21% of KLZ, 50% of KPOA, KILA and KYA, and 33% of KYAK Yakima, Wash., and KALE Richmond, Wash.

WTRF-AM-FM Wheeling, W. Va., announced last Tuesday that it planned to file for Channel 7 with an ERP of 316 kw. Cost of the station was estimated at $700,000.

WSTV Steubenville, Ohio, reported that it will amend its pending application and ask for Channel 9 with an ERP of 200 kw. Construction cost was estimated at $400,000, with first year operating cost about $250,000.

In West Palm Beach, Fla., Palm Beach Television Inc. has been formed to apply for Channel 5. President of the firm is William H. Cook, Palm Beach attorney. Vice president and general manager is J. Robert Meachem, owner of WEAT Lake Worth, Fla., and former owner of WEIM Elmira, N. Y. List of 19 stockholders includes Theodore Granik of *American Forum of the Air* fame, and local businessmen.

WJJL Niagara Falls, N. Y., is preparing to file for a TV outlet, the station announced last week. WJJL did not reveal the channel it planned to apply for.

Telestatus

(Continued from page 76)

is the present saturation figure for refrigerators. That would mean a total of 36 million TV sets in use, he said.

With the present 17 million TV receivers in use, the replacement market is estimated at 4 to 5 million, he said. Mr. Hoffman predicted that 5½ million TV sets would be sold in 1952, 6½ million in 1953 and 8 million in 1954.

Glen McDaniel, president of the Radio - Television Manufacturers Assn., earlier this year had quoted industry leaders whose estimates ranged from a high of 5.4 million to a low 4.5 million.

EDUCATORS URGED

Act on TV Channels--Hennock

CALL for action to secure educational TV stations was sounded by FCC Comr. Frieda B. Hennock fortnight ago at the convention of the National Jewish Welfare Board in Detroit.

"Action in the form of applications for TV licenses is needed and needed now, if we are to insure against the loss of this opportunity by default," Miss Hennock said. She added: "See to it that all your community's educators, schools, libraries and museums, civic organizations and public welfare groups of all denominations, join in a combined effort to get this station on the air."

Miss Hennock referred to estimates of 50 million TV sets in the near future, continuing: "Truly, 50 million TV sets could become 50 million of our best equipped classrooms."

WABD(TV) SALES

Separated From Network

SEPARATION of local sales staff from the network sales group was effected in New York last week by Chris J. Witting, director and general manager of the DuMont Television Network, as the first step toward establishing WABD (TV) as an autonomous operation.

Local salesmen will be directed by Richard E. Jones, newly-appointed manager of DuMont's O&O stations, who is assembling WABD's administrative, sales and programming staff at 515 Madison Ave., New York.

Network salesmen will continue under the supervision of Ted Bergmann, DuMont's sales head.

George Monaghan, formerly of the sales staff of WOR New York, was added to WABD's local retail sales. Other WABD sales members are Ralph Baruch, William Vernon, Robert Adams, Richard Hamburger and L. Wynn.

MORNING TELEVISION

Gets Results!

WGN-TV's *"Chicago Cooks with Kay Middleton"* program, now seen at 9:00 - 10:00 a. m., Monday through Friday, came up with an increase in mail the first week at this new time.

Letters came from 58 Illinois cities in addition to Chicago... 13 cities in Indiana... 4 cities in Wisconsin ... 2 cities in Michigan — TOPS in television coverage.

"Chicago Cooks" is a great buy in Chicago, delivering a large, loyal audience, and top results for your advertising dollar. Check your WGN-TV representative for available participations.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

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NAME

COMPANY

STREET

CITY ZONE STATE

Grid Telecasts 'Harmful', NCAA Told

(Continued from page 74)

owners, the study found that in television areas "the overwhelming majority even of non-owners report watching TV programs at least occasionally."

In special studies in Boston and Pittsburgh it was found that "the average 1951 attendance of our past attenders. . . . was less than one game per fan, and even in pre-television years in such cities which had strong teams the average fan would attend no more than two or three games a season."

Thus it was held that "if non-owners can partially satisfy their football interest by watching a few games on television during the season, even a reduction of one game in their annual attendance on this account would make it extremely difficult, from a survey point of view, to establish any significant differences from the behavior of TV owners."

In Boston it was found that TV owners queried had attended an average of .80 games in 1951, compared to .82 for non-owners. Those who had had TV sets less than two years attended an average of .76; those with sets for two years or longer, .84. In Pittsburgh, on the other hand, those with sets less than two years attended slightly more games than those who had had sets longer than two years.

Sampling Not Conclusive

Nationally, it was reported, "during the nine-week football season from Sept. 29 to Nov. 24, 1951, in areas where there was no television competition, an average of 5.3% of all fans attended a game in any given week. In television areas, by contrast, only 3.3% of the fans attended in the average week.

"On blackout days in the television areas, 5.5% of the fans attended a game, but when a game was available on TV, only 2.5% appeared at the stadium. Had our national sample been larger, such differences could have been accepted with complete confidence, but as it is, they must be viewed as suggestive rather than conclusive."

It was pointed out that "the great majority of fans neither attend nor watch a college game on TV on the average Saturday." In Pittsburgh, however, it was found that half the fans either watched a game on TV (30%) or listened to one on radio (20%), while in Boston 17% listened on radio while 16% watched on TV. Nationally, however, there were no figures on radio listenership—a lack which the report termed "unfortunate."

NORC also reported that "when asked how they first became interested in college football, only one attender in 100 mentioned television viewing as the reason."

Among Pittsburgh and Boston fans who said they did not plan to attend a game during the 1951 season, 10% mentioned TV as one reason.

The NORC survey, a $50,000 project, involved two national surveys conducted on a personal interview basis; pre-season questionnaires to college athletic directors; week-by-week game reports from each NCAA college playing football; personal interviews in Boston and Pittsburgh, with telephone callbacks, plus telephone surveys in six other cities; questionnaires distributed at 37 games of 16 colleges; mail questionnaire surveys of a cross-section of alumni of four universities; and collection of game-by-game attendance data for the past five seasons from a cross-section of high schools throughout the nation.

The NCAA TV committee for 1951 was headed by Ralph Furey of Columbia U. and Thomas J. Hamilton of the U. of Pittsburgh, while Edwin S. Reynolds was NCAA television program director for that season. The current TV committee, working up next fall's program, is headed by Robert A. Hall of Yale, with Asa Bushnell, Commissioner of the Eastern Collegiate Athletic Conference, as TV director.

ABC-TV SUSTAINERS

May Cutback in South

ABC-TV last week was pondering a cutback in the amount of sustaining programming it would deliver during this summer to affiliates on a southern leg of the network to Atlanta and Birmingham.

The question, spokesmen said, is being considered in negotiations with WLTV (TV) Atlanta. They conceded the negotiations may lead to an adjustment for the station in its affiliation contract, but insisted the discussions were entirely "amicable."

In response to reports that ABC-TV sustaining service in the South was being substantially curtailed, they said any cutbacks would be for the summer months and that the extent of reduction had not been decided.

They said two affiliates would be affected: WLTV and WAFM-TV Birmingham.

MICHIGAN TV TAX

Levied on Boxing Proceeds

TAXING television proceeds at boxing matches became legal in Michigan when Gov. G. Mennen Williams signed a bill recently enacted by the state legislature.

Without specifically mentioning TV, the measure provides that the present 5% and 10% tax shall be levied on all sources of revenue at boxing matches, excepting food, refreshments and programs. The 5% tax applies to championship matches and the 10% tax to other sports events.



COOPERATIVE grocery advertising as shown here, is used on WTTV (TV) Bloomington, Ind., with 55 members of Independent Grocers Alliance of Central and Southern Indiana and their distributor, John Figg of Bloomington, pointing up featured items during NBC-TV's *Dangerous Assignment* presented on the station, 8 p.m. Wednesday. It is the group's only advertising. Station reports success by noting an example where weekly sales jumped from 20 to 1,000 cases of a private brand of canned fruit as a result of the live commercials, delivered by George Langwell, a participating grocer. Six stores are mentioned on each program.

SPORTS AIDS

RTMA Group Offers Plan

ALL SEGMENTS of the radio-television industry were urged last week by J. B. Elliott, RCA Victor Division and chairman of the Radio-Television Mfrs. Assn. Sports Committee, to join in RTMA's new year-round campaign to promote attendance at sports events [B•T, April 21].

Pointing out that RTMA already has made considerable progress in improving goodwill between radio-television and sports industries through cooperation of set makers, distributors and dealers, Mr. Elliott said his committee has submitted detailed suggestions on steps to be taken by industry segments.

Promotion of televised sports and frequent suggestion to "see the game or event in person" will be contained in consumer advertising.

Manufacturers were advised to ask distributors to aid local Distributor Television Sports Committees, organized in cooperation with RTMA, to build goodwill among local sports officials. The report suggested that cooperation of RTMA members along with plans for the World Series should increase attendance at baseball games as well as increase receiver sales. "The problem of a drop of 20% in attendance in the minor leagues in 1951 is still cause for concern in relation to future telecasts," the report said.

In further recommendations the committee urged RTMA members "to cooperate with the home club, team or arena in purchasing seats or a season box in radio-television row at the ball park; urge employes to attend events and to consider sponsorship of sports events.

Color Ban

(Continued from page 71)

materials which will bear on the ourse of the civilian economy dur- ng the remainder of the year. A ymposium on component parts lso commanded the attention of lectronic industry members (see tory this page).

While NPA is still pursuing its olicy of easing allotments to adio-TV manufacturers and broad- asters, both Messrs. Fleischmann nd Fowler urged Congress last eek to extend controls on ma- erials beyond June 30 when the)efense Production Act expires.)efense needs will not be met be- ore next spring, they testified be- ore the House Banking & Cur- ency Committee.

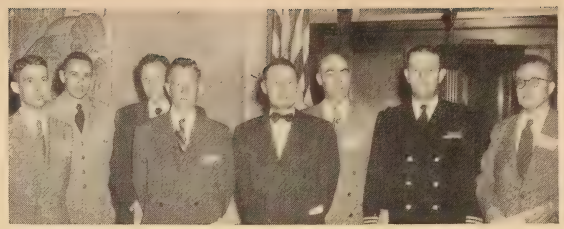
The prospect for a "free market" n materials has been dampened by trikes and labor unrest, with the esult that steel, copper and alum- num supplies could suffer appreci- ably in coming months. Earlier talk of decontrol has evaporated and, while manufacturers and broad- casters currently are receiving allo- ations for appliance and construc- ion needs, notice has been served, n effect, that the picture could hange even short of all-out war.

Intensified labor strife could affect supply of these three mate- rials for receivers, tower struc- ures, transmitters, antennas, building alterations and various component parts.

Capsule Summation

This is a capsule summation of the status and prospect for each key metal:

- Steel—Threat of a prolonged strike still hangs over industry despite lifting of the freeze on shipments by the government. Over 2 million tons already lost to industry. Could have major long-range effect on new TV station equipment or radio-TV construction projects on which freeze was partly lifted.
- Aluminum—The government is thinking in terms of "possible" decontrol by mid-'53—or perhaps during the second quarter—but not before, it was learned authoritatively last week. Possibility of wildcat strikes among aluminum workers was held out.
- Copper—As with other materials, allocations are slightly higher for May than April but the lowest for refined copper, copper alloy and scrap since controls began. Copper wire is short for loudspeakers. Again, however, threat of strike in the Chilean mines imperils imports of this scarcest metal.
- Nickel and cobalt—Still in relatively tight supply. Industry has used conservation and substitution techniques to meet demands for loudspeakers and other parts using these allows. Both under complete allocation.
- Selenium—There has been a temporary improvement in supply but the outlook is still gloomy for manufacturers of rectifiers, though they may apply for foreign imports.
- Mica—Substitutes are being developed for this material used in insulating electronic items.



LEADERS IN ELECTRONIC components field at the three-day Washington symposium (l to r): J. G. Reid Jr., symposium chairman, National Bureau of Standards; Lt. Col. C. B. Lindstrand, USAF, Electronics Production Resources Agency; A. V. Astin, acting director, NBS; J. A. Milling, Electronics Production Board; Glen McDaniel, president, Radio-Television Mfrs. Assn.; Edwin A. Speakman, Research & Development Board, Dept. of Defense; Capt. Rawson Bennett, USN; G. W. A. Dummer, Telecommunications Research Estab., England.

* * *

D. C. SYMPOSIUM

RTMA and AIEE Sponsor Meet

RADIO and television set manufacturers are operating without the handicap of material shortages and have not curtailed production in 1952 or 1951 because of shortages, J. A. Milling, director of the Electronics Division, National Production Authority, told the Electronic Components Symposium last week. ★

Three-day meeting held May 5-7 in Washington was attended by more than a thousand representatives of industry, engineering and government. Sponsoring the symposium were Radio-Television Mfrs. Assn., Institute of Radio Engineers and American Institute of Electrical Engineers.

Mr. Milling addressed the opening session, along with Glen McDaniel, RTMA president, Capt. Rawson Bennett, USN, and others. In analyzing electronic production problems from the defense standpoint, Mr. Milling said "consumer demand has been the determining factor of most production schedules."

A high spot of the three-day meeting was a Tuesday evening session on transistors. J. A. Morton, Bell Telephone Labs., was chairman of this discussion. Other speakers included W. R. Sittner and P. S. Darnell, both of Bell; R. F. Shea, General Electric Co., and Lt. Col. W. F. Starr, Electronics Production Resources Agency, Dept. of Defense.

Mr. Shea demonstrated a "transistorized" megaphone using only tiny batteries and two transistors about the size of a pea. No external connections were needed.

Potentialities of the transistor were discussed, with speakers commenting on its limitations. These include power and ability to operate only at relatively low frequencies. Advantages include reliability, indefinite life and improved design as a result of saving in space and new circuitry.

A radio set using nine transistors was demonstrated. It was able to pick up seven stations on the sidewalk outside the Interior Dept. auditorium. A power supply weighing only a few ounces is used.

Mr. Shea predicted transistors will be used in TV sets, though probably not in the front end.

Col. Starr said transistors are now available from a number of companies, listing them individually by type and monthly production capacity. He explained that deliveries can be made at this time in small quantities.

Capt. Bennett said the upcoming television boom "is the last of such opportunities," recalling that the electronics industry "in terms of mass production has always been geared to the exploitation of new entertainment media, first radio broadcasting and now television." He added that "within a matter of years no wishful thinking will be able to hide the fact that entertainment equipment markets will be replacement markets."

He was concerned over realiability of equipment, asking manufacturers if they can "any longer afford to allow equipment unreliability with an eye to tube sales."

"People are asking each other, what kind of TV does not require frequent service calls," Capt. Bennett said. "If customer dissatisfaction is bad at present, what will it be when the more ticklish UHF equipment hits the market? Who will service it, if it breaks down too much?"

RTMA President McDaniel cited a remark by Gen. Carl Spaatz that superior electronics will be decisive in the next war. He spoke critically of the lack of project responsibility in military procurement. Efforts of manufacturers to spread work through subcontracting are handicapped by reduction of contractor's profit in such cases and a proposed requirement that prime contractors be responsible for compliance by their subcontractors.

Importance of a free flow of information between tube manufacturers and circuit engineers was stressed by Robert L. Kelly, manager, application engineering field group, RCA Tube Dept.

PEABODY AWARD 1951
originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM
TELEVISION
CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

PARAMOUNT

Scophony Relationship Studied

FOR the second consecutive week, FCC counsel explored the relationship of Paramount Pictures and Scophony Corp. of America as hearings continued on the so-called Paramount case. Basic in the case is whether the Commission will approve the merger of ABC and United Paramount Theatres Inc.

Questions directed by FCC counsel to Arthur Levey, president of SCA (now Skiatron Corp.) implied that at best the dealings between Scophony management and Television Productions Inc. and General Precision Equipment Corp. tended to be in restraint of trade and at worst attempts to suppress the development of TV.

Hearing, adjourned last Thursday, resumes today (Monday) with A. H. Blank, a UPT director, on the stand for cross-examination by FCC counsel on Des Moines theatre acquisitions and booking practices.

Following Mr. Blank's testimony, Mr. Levey will return to the stand on Wednesday. Then Dr. A. H. Rosenthal will testify. Dr. Rosenthal, a physicist and electronic engineer, was connected with Scophony Ltd. of England, the parent company to SCA, for several years before joining the American firm in 1943. While in England, Dr. Rosenthal contributed to some of the more important Scophony developments including the dark trace Skiatron TV tube.

Later, six theatre operators will testify. They are: Mrs. J. M. Anderson, Boone, Iowa; Carl Knudson, Seward, Neb.; Fred F. Curdts, Greenville, S. C.; Charles Waeder, Miami, Fla.; Sam J. Myers, Chicago (a brother-in-law of Barney Balaban, Paramount Pictures president), and Arthur F. Saas, also of Chicago.

After the theatre operators, Dr. Allen B. DuMont will return, and then Barney Balaban is due to come back.

Mr. Levey was questioned about letters he had written to Earle C. Hines, president of GPE, copies of which were sent to Paul Raibourn, a Paramount Pictures executive then. Mr. Raibourn is a Paramount Pictures vice president now and is also president of Paramount Television Productions Inc., licensee of KTLA (TV) Los Angeles.

Letters Exchanged

In some of his letters to Messrs. Hines and Raibourn, Mr. Levey sought aid from GPE and TPI, which he indicated had been promised by the two firms but which was not forthcoming.

When Dr. Rosenthal was hired by SCA, it was apparently with the understanding that a laboratory would be built for him so that he could continue his work. However, GPE and TPI did not furnish the funds for the laboratory as quickly as Mr. Levey had hoped.

In one letter to Mr. Hines, Mr. Levey asserted:

. . . I believe it was generally understood that the engagement of Dr. Rosenthal as Director of Research and Development for SCA and the establishment of an electronic laboratory are indivisible.

In May, 1943, Mr. Levey claimed that the Class "A" stockholders (Scophony Ltd. of England, Mr. Levey and three others) had provided more than their share of work and effort, and asserted that GPE and TPI, as the Class "B" stockholders were acting as "squatters," doing little to aid SCA.

Mr. Levey wrote to Mr. Hines, sending a copy to Mr. Raibourn:

. . . The "A" stockholders of this company are entitled to participate fully in the rewards due pioneering enterprise. They have labored over fourteen years and spent more than $1,600,000 to create and develop the present unique Scophony system of 'supersonic' television projectors, and, *in addition*, have proved by a demonstrable model the advanced *'Skiatron'* method of television which *combines* the best features of *both 'electronic'* and *'supersonic'* methods into a *completely new and novel system of television protected by basic patents* and including (a) *Transmission* . . . (b) *Reception* . . . and (c) *Colour Transmission*, can be reduced from theory to practice. . . .

Experts recently consulted by GPE have stated "The Skiatron inventions enable the achievement of colour television just as monochrome. The inventor—Rosenthal—had a stroke of genius whether by thought or accident."

Similarly the report of the expert engaged by TPI [Paramount] to advise on the Skiatron potentialities is also completely favorable and of such a convincing and compelling nature as to warrant immediate energetic action.

I cannot acquiesce in permitting our licensees (GPE and TPI) to remain simply as 'squatters' *holding very valuable franchises* and doing practically nothing to consolidate and improve our unique patent position, while our competitors energetically proceed to develop 'alternate' methods.

. . . It is therefore for the "B" shareholders now in the fortunate position of benefitting largely by the preliminary work and expenditure of the "A" shareholders, to recognize and energetically support these truly great Scophony inventions which can contribute much in postwar television and *in the public interest*, assist in the nation's recovery program when the present emergency is over.

I do not actually anticipate difficulty (all things considered) in securing approval of GPE and TPI to a sound program of research and engineering development consistent with wartime conditions, as I cannot imagine these companies would wish to be guilty of such business indiscretion.

There were 1,000 shares of both "A" and "B" stock. The "A" stock was distributed to the following:

Scophony Ltd. (of England), 625 shares; Mr. Levey, 125 shares, and one block of 250 shares held b Hans Krafft of London, Englan Otto Augstein of Montreal, Canad and John Augstein of New Yor City.

The "B' stock was owned by GP and TPI, each with 50%.

The English company was puttin in its equipment, transferring it equipment and also its patent ap plications to the American com pany, and in return was gettin stock and having its debts paid of (English funds were "frozen" dur ing World War II).

The Class "A" stockholder elected 3/5 of the board of direc tors, the president and certain other officials. The Class "B" stock holders were entitled to elect 2/5 of the board of directors and cer tain remaining officers.

SCA could not borrow money from any source unless stock holders of each class had been afforded the opportunity to lend the company the same amount of money.

The Class "A" stockholders could not sell their holdings unless they first offered the rights to the Class "B" stockholders. However, the Class "B" stockholders were under no similar compulsion to offer their stock to the Class "A" group and could dispose of it whenever and to whomever they wanted.

The quorum for a board of direc-

ANTI-TRUST SUIT

Includes Eight Producers

ANTI-TRUST suit against National Screen Service Corp. was filed fortnight ago in New York federal court. It also includes the following eight major motion picture producers: Paramount Pictures, Warner Bros., 20th Century-Fox, RKO, United Artists, Columbia and Universal.

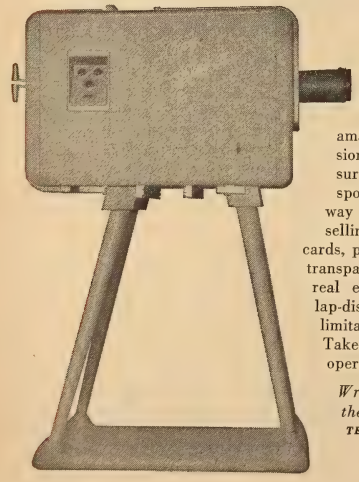
Paramount Pictures is the licensee of KTLA (TV) Los Angeles. It is one of the parties to the so-called Paramount hearing now going on which has as it major consideration the merger of ABC with United Paramount Theatres Inc. License renewal of KTLA is also one of the points at issue in that hearing.

All of the producers (United Artists is a distributing organization) are parties to the movie industry's request to the FCC for exclusive theatre-TV frequencies. That hearing was postponed for the third time several weeks ago [AT DEADLINE, April 14] but is expected to be rescheduled in the near future.

The civil complaint by the Justice Department charges violation of the Sherman Anti-Trust Act in that National Screen Service Corp. has a monopoly in the manufacture and distribution of movie trailers and accessories (posters, signs, still pictures and other advertising matter).

The charges link the eight producers with National Screen by claiming that they conspired to assist in the monopoly by giving National Screen sole rights in that field.

PRODUCE PROFESSIONAL COMMERCIALS
AT LOW COST with the New Gray TELOP II



● Now, with the new, versatile Gray TELOP II you can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELOP II presents their selling message with opaque cards, photographs, art work and transparencies. *And* you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination. Takes up very little space. One operator does it all!

Write for full information on the new and exciting Gray TELOP II.

GRAY RESEARCH and Development Co., Inc., 598 Hilliard St., Manchester, Conn.
Arthur E. Gilmore, President
Division of The Gray Manufacturing Company—Originators of the Gray Telephone Pay Station and the Gray Audograph

tors meeting was three, but there had to be one representative from each of the Class "A" and "B" stockholders groups present.

Cartel implications are involved in an agreement made in August, 1942, when SCA and Scophony Ltd. agreed to divide the world into two mutually-exclusive non-competing trade areas.

Much of Mr. Levey's testimony revolved around entries he had made in a personal diary which he has kept since 1919. Because he said that the entries were made on the day of the events referred to, or the next day, that part of his testimony—after extended discussions between the counsel for Paramount, former FCC Chairman Paul A. Porter and FCC Counsel Max Paglin—was accepted as part of the record.

Donald A. Stewart, DuMont film manager, preceded Mr. Levey last Monday.

He said that UPT, as a $30,000,000 buyer of film, would put the other three networks to great disadvantage when buying film. Mr. Stewart said that the total buying power of the ABC-UPT would influence the producer to deal with ABC, since purchase of films for TV is not made by competitive bidding.

DuMONT STRIKE

Union Issues Ultimatum

STRIKE was threatened last week by Television Broadcasting Studio Employes Union against DuMont Television Stations WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, unless the terms of a new agreement could be reached before this Wednesday.

Local 794 New York, representing about 150 engineers and technicians, voted unanimously Tuesday to call a strike and were assured that the comparable International Alliance of Theatrical Stage Employes locals in Washington and Pittsburgh, representing another 50 workers, would follow suit.

Negotiations for all network-owned stations have been in progress for more than a month. DuMont, through its attorney, Harry Friedman, offered on May 2 to grant a 4% cost-of-living increase, rejected by the union through General Counsel Harold Spivak as being "entirely unsatisfactory and out of line with the prevailing increases given in the industry to employes performing comparable jobs."

DuMont spokesmen said late last week that after their initial offer had been refused, negotiations were to be reopened.

JA Names Brott

LOU BROTT, for past five years head of Washington public relations firm bearing his name, has been appointed sales representative for United Artists Television in that city. Mr. Brott formerly was MBS news editor and public relations director in Washington.

CORONATION COVERAGE

Proposed for Trans-Atlantic Television

COVERAGE of the coronation of Queen Elizabeth II in June 1953, was proposed as first trans-Atlantic telecast last week by J. R. Poppele, vice president of WOR-AM-FM-TV New York, who urged that the Radio and Television Manufacturers Assn. "adopt a spirit of aggressive cooperation by sponsoring the televising of this international event."

Mr. Poppele, who engineered the first trans-Atlantic broadcast when the late Sir Thomas Lipton made a special radio address to the British people over WOR on Oct. 6, 1922, proposed that television could span the Atlantic by one of two methods: A series of ships at fixed locations at sea could be interconnected by microwave relay; or, relays could be installed in airplanes flying circular patterns eight miles above sea level.

"Obviously, the latter suggestion is more practicable since the margin of error will be much less," Mr. Poppele said in his letter to Glen McDaniel, RTMA president. Use of ships would require 100 vessels stationed 30 miles apart, with more than $2 million of TV equipment manned by 200 technicians. The aircraft relay could be established with six planes flying in a circular pattern at altitudes from 30-40,000 feet at 500-mile intervals. In that case, 12 technicians and $500,000 of TV equipment would be required.

Noting the production cost would be "slight" compared to the overall value to the advancement of the industry, Mr. Poppele said, "the industry regularly televises events of national importance, and while it is not necessary that television continue to prove itself, I believe that this event of universal significance can be brought to the American people."

The WOR-TV vice president estimated that by coronation time there will be another four or five million TV receivers in the U. S. to bring audience potential to 100 million persons.

UTP SHOW GUIDE

To Stress Film Use

A BASIC programming guide which emphasizes the use of film shows will be available to TV station management upon request within the next 60 days, Milton Blink, executive vice president of United Television Programs, New York, said last week in announcing his company's plans for the brochure.

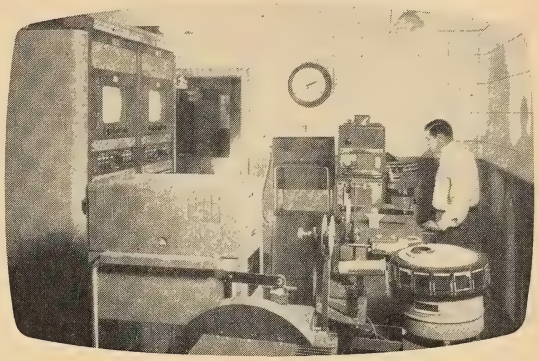
The new service, still in the planning stage, will consider such questions as: why films are used, how a station can merchandise a film, how much sponsors should be charged, and advantages of film over network programming. The brochure also will offer general programming suggestions, Mr. Blink pointed out, and will not be devoted exclusively to film matters.

"Many prospective TV stations are seeking advice from every quarter," the UTP executive said. "We're not going to try to sell them on the idea that film is the answer to all their problems. There are, however, many recognized advantages to film shows, especially for a new station which will be troubled providing suitable programming at the outset.

"UTP is not setting itself up as an oracle in the business," he emphasized, "but lately we have had many requests for advice and suggestions—particularly on the use of films—from station applicants."

DuMont Busy

TWICE an many cathode-ray instruments were shipped by Allen B. DuMont Labs. during the first four fiscal periods of 1952, ending April 21, as for the comparable period last year, Rudolf Feldt, Instrument Div. manager, announced May 2.



you can see the difference on WBNS-TV

WBNS-TV Projection Room . . . two complete film camera chains with four 16mm film projectors and duplicate slide projectors. Pre-check visual and audio facilities and special audio equalizers provide the best possible sound quality. Superior equipment, carefully installed, rigidly maintained and efficiently operated is but another reason why you can SEE the difference on WBNS-TV.



WBNS-TV film department equipped with full facilities for making slides from original art work or photographs Another commercial service offered to sponsors on WBNS-TV.



Armchair Theatre—11:10—Featuring first run TV films on a top-rated program where commercial messages are successfully carried through the use of slides.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV



IN REVIEW . .

Program: Hats in the Ring, May 4, 43 NBC-TV stations, 2-2:30 p.m.; NBC radio, 2:30-3 p.m.
Film: "The Case for a Republican Congress."
Film Producer: Kirby Hawkes; Byron Studios, Washington.
Cast: Professional actors — Maurice Franklin, Wilfred Lytell, Henry Hamilton. Witnesses—Two Senate, five House members.
Production: Republican Congressional Committee.
Network Producer: Ad Schneider.
Director: Ted Ayres.

THE CASE for a Republican 83d Congress was placed before the American viewing and listening people in what may well be the first political presentation of its kind on television or radio this election year.

As a political venture, the GOP Congressional Committee kicked off NBC's ambitious new radio-TV series, *Hats in the Ring*, with a wind unlikely to sway low political convictions one way or another.

But as broadcast fare, the network has come up with a stimulating series likely to command a faithful share of the radio and television audience before the national conventions in July. This opinion is buttressed by the fact that NBC has come up with both flexible format and key political participants.

Obviously wanting no part of the melange that characterizes the philosophical conflicts of the Taft and Eisenhower forces, the GOP Congressional Committee wisely confined itself to a film on "The Case for a Republican Congress." The format it used was that of trial-by-jury.

The Republicans threw together three professional actors (a judge, and a prosecuting and defense attorneys) and seven GOP Senate-House members to justify the 80th Congress and indict the Democratic administration on foreign and domestic issues.

It will come as no surprise that, while the jury must yet render its "verdict" next November, the court was so packed as to invite recollections of the Roosevelt Supreme Court plan over 15 years ago. The "stopper": the judge constantly overruling objections of the defense attorney, who gave the appearance of being a possible candidate for Alcoholics Anonymous.

"Testifying" were such GOP stalwarts as Sens. Styles Bridges (N.H.) and Karl Mundt (S.D.); House Minority Leader Joseph Martin (Mass.); and Reps. Clarence Brown (Ohio), Charles A. Halleck (Ind.), Daniel A. Reed (N.Y.) and Walter H. Judd (Minn.). One by one, they diagnosed the country's ills, ranging from high taxes to the Korean war, and lauded the achievements of the 80th Congress.

This initial effort was filmed by Bryon Studios, Washington, and written, directed and produced by the congressional committee with the cooperation of the Republican National and Senatorial Committees. In an unusual move, NBC-TV aired the film 2-2:30 p.m. and the tape on radio 2:30-3 p.m.

Aside from the 43-plus TV stations which carried it live, Rep. Leonard Hall (R-N.Y.), Congressional Committee chairman, explained that 16 copies of the film were made for TV showing throughout the country.

The Democrats were to present their case for an administration Congress yesterday (Sunday) after which all Presidential aspirants will have an opportunity to state their qualifications—each to his own format.

Major problem bothering NBC network officials last week: How to cram in every candidate before the conventions with everybody throwing their hats in the ring.

Program: Kentucky Derby, at Churchhill Downs, Louisville. CBS Television, May 3, 5-5:45 p.m. Fed by WHAS-TV Louisville. (Also covered by CBS Radio)
Cast: Bryan Field, Bill Corum, Sammy Renick, Pete French.
Producer: Judson Bailey (CBS); associate producer, Sandy Sanders (WHAS-TV).

EVERYONE and everything clicked to give the nation a good show as the Kentucky Derby was telecast live for the first time in its 78-year history. Racing fans and those attracted by the glamor of the historical event were given 45 fascinating minutes of viewing, climaxed by the two-minute race.

The Gillette-sponsored half-hour segment, starting at 5:15 p.m. EDT, opened with a view of the grandstand from an infield camera, panning the crowd of 110,000. Sammy Renick, ex-jockey, handled early commentary, followed by a Bill Corum commercial.

Pre-race programming was excellent as horses paraded from the paddock and moved toward the starting gate. WHAS-TV Louisville, handling the pickup for CBS Television, had two cameras on the grandstand roof, one on the infield judges' stand and one that looked down into the clubhouse garden and paddock.

Mr. Renick, who tended to overdramatize, had difficulty pacing his description of the individual horses with the camera closeups. In contrast were the calmer narrations of Pete French, WHAS-TV special events announcer, handling color, and Bryan Field, who called the race.

Gillette appropriately used a horsey commercial shortly before the race started and then kept off the screen for 10 minutes. Mr. Field made it easy for viewers once the horses left the gate. Camera work was excellent though the horses almost disappeared from view a few seconds, just before coming into the stretch, because of shadows, obstructions and background. Going down to the wire, Mr. Field went out on a limb by predicting that Sub Fleet, coming up fast on Hill Gail, would never make it. His judgment was authenticated as Hill Gail won by two lengths.

Post-race ceremonies were interrupted by a network bulletin announcing the Supreme Court's ruling in the steel case.

The race was piped to New York and the network by a reversed spare circuit between Louisville and Dayton, possibly losing some quality en route. Betting and crowd both set records, which may be of interest to those who claim TV spoils sports attendance.

Fast time was made by wedging a kinescope of the race into the Ken Murray show on CBS Television the same evening (8-9 p.m. EDT).

Program: White House Tour, May 3, NBC-TV, CBS-TV, ABC-TV; 4-4:48 p.m., EDT Live.
Cast: President Harry Truman, Walter Cronkite, Bryson Rash, Frank Bourgholtzer.
Directors: For CBS, Charles Von Fremd; for NBC, Heyward Siddons.
Coordinating Producer: Ralph Burgin.
Technical Coordinator: Charles H. College.

THAT substantial portion of the public within view of 17 million TV sets has had a chance to know its President intimately in both official and informal capacities. A weekend ago, many millions of U. S. citizens enjoyed a cozy visit in the reconstructed White House, with President Truman as their television host.

Relatively few persons have had a chance to walk from room to room as a President explained the layout, but the May 3 three-network audience heard their Chief Executive spin poignant yarns about famous paintings and historical furnishings as he strolled around. The program involved months of planning.

Three White House radio-TV newsmen—Walter Cronkite (CBS-TV), Bryson Rash (ABC-TV) and Frank Bourgholtzer (NBC-TV)—fed questions to the President as they held microphones under his nose, apparently an unavoidable technical nuisance since experiments with "beer mug" and other miniature transmitting facilities had been futile. All handled themselves well in the difficult role but their task was simplified by the relaxed manner of the President, who seemed to enjoy the whole proceeding.

Lighting difficulties were myriad. Viewers were subjected to brief blackouts as cameras panned into unshaded windows. Three times, furtive figures in the background ducked in obvious and disconcerting confusion as they came within camera range instead of moving along unobtrusively.

Wide public interest in the re-



INTERESTING moment in President Truman's historic tour of White House for TV audience was brief performance at piano. Holding mike is Frank Bourgholtzer, NBC White House newsman.

All Clear

"IS THAT piece cleared?" Bryson Rash, ABC commentator, asked Eugene Juster, WNBW (TV) Washington, as President Truman started playing the Mozart Ninth Sonata during his May 3 TV tour of the White House. "Don't worry," said Margaret Truman, standing with the radio men in the East Room. "It's in the public domain."

furbished White House might have been more completely satiated had cameras provided more panoramic shots instead of concentrating on a microphone and two speakers. Thoughts of color TV must have been stirred among viewers as the President went through the Green, Red and Blue rooms.

The Chief Executive showed professional attainments as a TV commentator in contrast to his piano rendition of a bit of the Mozart Ninth Sonata after a gentle hint by Mr. Bourgholtzer. The President holds a union card presented a few years ago by AFM President James C. Petrillo.

In any case, the program was a notable contribution to American culture and history. If Mr. Truman is wondering about a job next January, he might look into the video field—especially if he will talk instead of read or memorize his lines.

NBC SIGNS BOYD

New 'Hopalong' Series Set

WILLIAM BOYD, known as "Hopalong Cassidy" to youthful television fans, has signed a 10-year contract with NBC, Edward D. Madden, NBC-TV vice president in charge of sales and operations, announced last week.

During the next two years, Mr. Boyd will make new series of 52 half-hour films, all of which will be syndicated by NBC-TV to national video markets, Mr. Madden said. Work on new series—to start on the air in October—is already underway. Negotiations for NBC were made by Mr. Madden and John B. Cron, NBC-TV manager of film syndication.

'TODAY' SEGMENTS

Two Sponsors Added

TWO Chicago firms, Bauer & Black and Armour & Co., last week signed for portions of NBC-TV's *Today* with Dave Garroway.

Bauer & Black, division of The Kendall Co., through Leo Burnett agency, Chicago, bought five-minute segments, one each on Tuesday and Thursday for 16 and eight weeks, respectively, starting June 17.

Armour will sponsor the daily weather reports, aired four times during the two-hour show, starting June 2 for 52 weeks. Agency is Foote, Cone & Belding, Chicago.

Kefauver TV Aid

SEN. Estes Kefauver's (D-Tenn.) primary victories in Broward and Dad Counties "were substantially aided" by his appearances on WTVJ (TV) Miami, according to Judge W. Raleigh Petteway, Sen. Kefauver's Florida campaign manager. Sen. Richard Russell (D-Ga.) and Sen. Kefauver, competing for the Democratic Presidential nomination, parried issues over WTVJ from 9-10:15 p.m. May 5.

WNHC-TV Scores

WNHC-TV New Haven, Conn., took pride last week in a May 2 news beat over two local newspapers whose management's competitive attitude toward radio stations, it was claimed, once extended to the point of refusing to sell them advertising space. A tragic 11 a.m. fire which cost the lives of four women in a convalescent home 20 miles from the WNHC-TV studios was covered by the station with still and motion pictures. Stills were telecast at 2:30 p.m., while the simultaneous afternoon paper had no pictures of the fire; the movies were telecast at 6:30 p.m., while the final edition of the paper, on the streets late in the afternoon, carried a single shot of the fire scene—after the blaze had been put out, according to WNHC-TV spokesmen.

AFM TRUST FUND

Brings Musicians' Protest

LOS ANGELES musicians, protesting through signed petitions that AFM 5% trust fund format deprives them from getting work in TV films [B•T, April 21], have prompted union national headquarters to consider a survey of the situation.

Musicians claim the trust fund, set up as it now stands and to which TV film producers must contribute, discourages filming of video shows with live music. Their contention is backed up by officers of Los Angeles Musicians Mutual Protective Assn., Local 47, who discussed problem with James C. Petrillo, AFM president, in Chicago a few weeks ago.

Mr. Petrillo reportedly agreed to take the protest under advisement and to consult with the AFM executive board. Meanwhile, however, as a result of the Chicago conference, it is understood he may send Clair Meeder, his TV assistant, to Los Angeles within the next ten days to investigate and confer with TV film producers as well as local union officials.

White House Repeat

TELECAST tour of the White House, broadcast live May 3, was to have been repeated over CBS Television yesterday (Sunday), 1-2 p.m. EDT. During filmed repeat telecast, Sig Mickelson, CBS-TV director of news and public affairs, last Friday presented the original television recording to Dr. Luther Evans, director of the Library of Congress, for placement in the Library's archives. Additionally, U. S. Dept. of Education has requested six copies of the White House kinescope for distribution to schools.

KEFAUVER SPOT

Refused After TV Tour

ON-AGAIN, off-again developments marked effort of the Kefauver National Campaign Committee to place spot announcements immediately following President Truman's TV tour of the White House last Saturday, 4-4:48 p.m. on NBC, CBS and ABC television networks [B•T, May 5].

Robert J. Enders Adv., Washington, notified publications and wire services May 2 that announcements would be carried by WTOP-TV Washington and WBNS-TV Columbus.

John S. Hayes, president of WTOP-TV, informed BROADCASTING • TELECASTING May 5 the station had not carried the spot.

Mr. Enders in turn claimed WTOP-TV had accepted the spot through its sales department and had mailed a station contract for the time. "At 6:15 p.m. (May 2), long after the business office of WTOP-TV was closed, the program manager of the station's TV operation advised us that the spot would be carried," according to Mr. Enders. "Then shortly after 7 p.m. we were advised that, on orders of John Hayes, station manager of WTOP and WTOP-TV, the station was cancelling the spot. Mr. Hayes, incidentally, was out of town. The cancellation was made over our most strenuous protests." He added "The WTOP-TV contract covering the Kefauver spot is now in our files."

Mr. Hayes told BROADCASTING • TELECASTING May 7, "WTOP-TV did not broadcast an announcement Saturday following the telecast by President Truman. An attempt was made by the Enders agency to purchase a spot announcement. The station did not broadcast the spot, considering it in bad taste for a Presidential candidate to follow immediately a broadcast by the incumbent President."

Ohio Primaries

PRIMARY ELECTION returns in Ohio May 6 were telecast directly from the secretary of state's office in Columbus for the first time by WLW Television to its three video outlets, WLWC (TV) Columbus, WLWT (TV) Cincinnati, WLWD (TV) Dayton, and the Crosley station fed reports to a regional network emanating in Toledo and to NBC.

S-C UHF Converter

UHF converters for Stromberg-Carlson's earlier TV sets are going to distributors and dealers, C. J. Hunt, radio-TV division general manager, said last week. In production several months, the converters retail in the East for $49.50.

NO "BUNK" ABOUT IT!

WHEN TELEVISION

offers you "paydirt" in

BOB EHLE'S BUNK HOUSE



"Pied Piper" of TV to Central N. Y. youngsters, Bob is a singing story teller who keeps young eyes and ears glued to WHEN from 5 to 6 every weekday afternoon. Oldsters, too, enjoy the combination of Bob's singing and filmed adventures of the Old West. It's a mighty pretty spot for your product story, and Bob can *sell* it effectively on this area's most looked at television station.

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

Thaw To Be Thwarted?

(Continued from page 74)

anywhere in the country regardless of the area in and around the community which should be served in the public interest," the Washington attorney declared. That is, he said, because the Commission established standards of power, antenna heights and separations on the basis of the needs of a few large cities "rather than on the basis of the needs of the particular area or community to be served."

This makes for administrative convenience, he stated, but leaves a legal doubt whether the Commission has not abdicated its responsibility to act in the public interest, convenience and necessity.

Mr. Scharfeld stated his belief that a court test based on the inequalities of VHF and UHF channels would be decided against the FCC, on the grounds that the Communications Act's provision for a "fair and equitable distribution of facilities among the states," was not carried out.

Another ground for appeal to the courts, Mr. Scharfeld pointed out, was the fact that none of the existing VHF stations on the air had to change to UHF. Thus, he said, New York's seven VHF assignments prevents any similar assignments to the whole state of New Jersey.

Meanwhile, a major clarification question was being studied by the FCC following the raising of the question in two communications last week. The question: Do separations and antenna heights depend on the zone in which the city is located or the zone in which the antenna is located?

In a question raised by the radio law firm of Fly, Shuebruk & Blume, this point was made: A boundary between Zones I and II cuts through a city. It is proposed to erect a transmitter in Zone II, thus utilizing the 2,000-ft. maximum height permitted. The law firm takes the position that this meets the Commission's intent, rather than the 1,000-ft. limitation in Zone I.

In the exact opposite position, WAVE-TV Louisville notified the Commission that it plans to move its transmitter from downtown Louisville to a site across the Ohio River in Indiana, which would put the antenna in Zone I. However, since its channel is assigned to Louisville, in Zone II, it stated that it was assuming that it could utilize the 2,000-ft. maximum tower height permitted by Commission's rules.

Other such "border" cases are expected to be called to the FCC's attention.

Stinging opposition to the request of WMCT (TV) Memphis to amend the Commission's order [B•T, May 5] was filed last week by WREC of the same city.

WMCT, now operating on Channel 4, asked the Commission to switch the channel to which it must move from Channel 5 to Channel 3. Among the reasons for this request, WMCT declared, was that the separation between Channel 5 in Memphis and same frequency in Nashville was less than the 190-mile minimum established in the new rules.

Request Termed 'Selfish'

The WREC petition called WMCT request "selfish," due to "fear" that another TV station in Memphis will have equal or better coverage than WMCT.

WREC argued that the WMCT petition should be denied or dismissed because: (1) WREC fought to have Channel 3 assigned to Memphis, has applied for that frequency, while WMCT did not participate to have Channel 3 assigned to Memphis. (2) WMCT agreed to change from Channel 4 to Channel 5, and anyway the separation between Memphis and Nashville Channel 5's is still greater than the proposed 170-mile transmitter-to-transmitter or 180-mile city-by-city minimums proposed by the Commission last year. (3) WMCT cannot increase its antenna height to the 2,000 ft. maximum permitted under the new rules because its antenna is on top of one of the towers in the AM station WMC's directional array and would impair the efficiency of the WMC signal.

Reaction was immediate. Motion to strike the opposition was filed Friday by WMCT, calling it "replete with name calling" and "vituperative." In addition, the WMCT motion claimed that WREC's conclusions are erroneous and unsupported by engineering data, and are "self-serving." The WMCT request was based solely, the Memphis station asserted in its motion, on the fact that if it is required to change to Channel 5 that wavelength will have to be deleted.

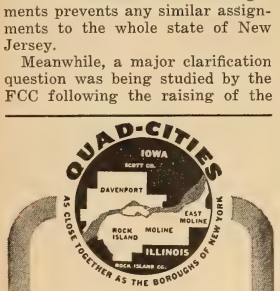
WKDA Nashville Friday filed a motion in favor of the WMCT Channel 3 request.

Only other petitions concerning the Commission's final TV order were filed last week by a group of Milwaukee radio stations. They asked that the effective date of the order deleting them from hearing status [B•T, April 14] be changed from immediately to the same date on which the final report becomes effective.

The stations, WFOX, WISN and WEMP, actually had gone through most of their hearing when caught by the TV freeze in 1948. They gave no reason for their request, but it is believed they want more time to study the possibility of court tests.

Official effective date of the FCC's Sixth Report and Order is June 2. The final TV report appeared in the May 2 issue of the *Federal Register*, and according to law becomes effective 30 days thereafter. Since June 1 is a Sunday, the effective date becomes June 2.

Appeals to the FCC for rehearings must be filed within 20 days after the effective date of the order, according to regulations. Petitions to Federal courts may be filed up to 60 days after June 2.



91,563 TV SETS
IN THE QUAD-CITY AREA

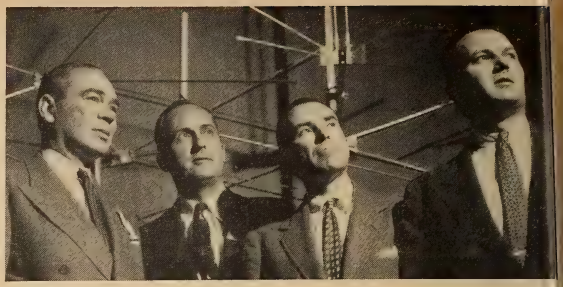
EACH month this TV set total is ascertained by Quad-City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably*.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF CBS TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.



CBS-TV officials at third CBS-TV Clinic on station operations May 1-2 in New York [B•T, May 5], pose against an antenna stage-setting. They are (l to r) J. L. Van Volkenburg, president; Sig Mickelson, news and public affairs director; Hubbell Robinson Jr., vice president in charge of network programs, and Fred M. Thrower, vice president in charge of network sales.

DuMONT HONORED

In Industrial Exhibit

AN EDISON Institute exhibit showing American industrial progress over the past century includes a range of DuMont television equipment and a tribute to Dr. Allen B. DuMont as an outstanding contributor to the field of home entertainment.

Called "Industrial Progress, U.S.A.," the show was displayed from Sunday through Thursday at the Henry Ford Museum, Dearborn, Mich., and was scheduled to begin a national tour.

PROBE OF MFRS.

Slated to Start Today

FEDERAL investigation of the radio-television manufacturing industry for possible violations of anti-trust laws was scheduled to begin today (Monday), date for which company records, correspondence and other documents were subpenaed last February for presentation to the grand jury [B•T, March 3].

Today's deadline was postponed for some, but not all manufacturers, it was learned last week, when spokesmen for the anti-trust division indicated that the precedent was to grant time extensions when requested. The number and compass of documents asked for was, as in many anti-trust studies, extremely comprehensive, with some information dating back as far as Jan. 1, 1934, and it was understood that major organizations needed extra time to compile the data.

RCA, singled out in the subpena text as a corporation of particular interest, was the only manufacturer among virtually all the nation's major producers of AM, FM and TV transmitting equipment who were served, who took legal steps against the court order, petitioning for withdrawal or change of the action which, RCA charged, was "too broad, unreasonable, and oppressive" [B•T, April 14]. Records of RCA will not have to be delivered until this side action is settled, presumably some time after the next hearing, June 12.

Records only were to be delivered today by the subpenaed corporations to the U. S. Court for the Southern District of New York, with individual witnesses due to be called later after investigators have studied the documentary evidence. Legal authorities emphasized that the closed-door action so far is only exploratory—to determine whether an indictment of any sort appears justified.

Besides RCA, companies known to have been subpenaed include General Electric, Westinghouse, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith, CBS, and DuMont.

There's No Business Like TV Talent

(Continued from page 72)

sion vice president, heads West Coast radio-TV department.

Famous Artists' radio and television department, under Joe Donohue, has set many of its clients on various live video shows in guest spots. Besides James and Pamela Mason and Ann Sothern, they include Corinne Calvet, Virginia Field, Lizabeth Scott, Dana Andrews and Kirk Douglas.

The firm also is in TV film packaging business through President Charles L. Feldman's 50% interest in Jack Chertok Productions, headquartered at General Service Studios. Mr. Chertok, in addition, heads Apex Film Corp.

When Messrs. Feldman and Chertok announced formation of their TV film production company, Famous Artists said many of its own name clients as well as "outside" talent would be utilized in tailored-to-order video shows.

On the planning board for early production are *Harbor Patrol*, a half-hour weekly detective-Coast Guard series, starring Bruce Bennett; *Bush Pilot*, in which Sterling Hayden would star, and a *Private Secretary* series starring Ann Sothern.

Jack Chertok Productions is currently shooting the 26 half-hour TV film *Sky King* series sponsored by Derby Foods Inc. (Peter Pan Peanut Butter) on NBC-TV stations. It stars Kirby Grant, with Gloria Winters and Ron Haggerty. On the shooting schedule is a new series of 52 half-hour *Lone Ranger* TV films for General Mills Inc., starting in May.

Series to Star Irene Dunne

Irene Dunne, one of the top Hollywood motion picture stars, at an over-all salary of $84,500, was set by Famous Artists to introduce, and m.c. as well as act in the *Irene Dunne Television Theatre*, series of 26 half-hour programs being filmed by Edward Lewis Productions. Thirteen in the series have been completed, with the balance yet to be filmed. Joan Bennett was to have had the assignment in the Lewis produced series through deal worked out by MCA, but arrangements were later cancelled. The Irene Dunne film series will be sponsored by Schlitz Brewing Co. starting May 30 on CBS-TV *Playhouse of Stars*. Lennen & Mitchell, new agency servicing account, set deal with budget per film reported as $17,500.

Choice of Irene Dunne series was made by Nicholas E. Keesely, agency's vice president in charge of radio and television, who spent several weeks in Hollywood inspecting many film shows.

George Raft, a Famous Artists client, is starred in *I'm the Law*, TV film series being made by Cosman Productions at Hal Roach Studios. Seven 30-minute programs have been shot, with six to be produced in July.

MCA also is deep in TV activity. Besides placing talent from its extensive roster of names on various live radio and television shows, MCA has its own TV film packaging and production subsidiary, Revue Productions, headquartered at Eagle-Lion Studios in Hollywood.

Besides filming the half-hour packaged dramatic *Gruen Guild Theatre*, (Gruen Watch) and *Chevron Theatre* (Standard Oil Co. of Calif.), Revue Productions has completed the *Kit Carson* 30-minute Western adventure series with Bill Williams and Don Diamond in the leads.

Alan Miller, MCA motion picture vice president and George Stern, of radio-television division, recently were shifted to Revue Productions to turn out jointly the two filmed *Gruen Guild Theatre* and *Chevron Theatre*. They succeed Barney Sarecky who had been handling production.

On Revue's planning board are three additional TV film packages, *Famous Playhouse*, *Regal Theatre* and *From Hollywood*.

Gertz Clients Enter TV

More than a score of Mitchell Gertz Agency clients are also working in TV production at networks and independent production companies. This agency more or less specializes in writers, directors, producers, musical directors, name cameramen and other production personnel.

In addition to controlling TV and film rights to more than 1,000 published stories, Mitchell Gertz Agency also has packaged two video shows. They are *Prestige Theatre* and *Nothing New Under the Sun*. Of the latter, 13 half-hour films are completed and were directed by Bill Heath, with Art Pierce coordinating production. Ed Kelso and Leslie Swabacher wrote the scripts. Others in the series are still to be filmed.

Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea, Robert Cummings and Douglas Fairbanks Jr. are also joining the fast growing list of motion picture stars going into television.

In a deal worked out through their radio-television representative, Don Sharpe Agency, with Official Films, New York production-distribution company, they will be rotated in the weekly 30-minute *Four Star Theatre*. Series will be produced by Don Sharpe Enterprises, a division of the talent agency. George Jenkins directed pilot film.

Don Sharpe Enterprises also will produce *My Hero*, comedy accentuated mystery TV film series starring Robert Cummings, with Julie Bishop in the feminine lead. Official Films is to distribute. It also will handle distribution of *Impulse*, psychological suspense series written by Larry Marcus which Don Sharpe Enterprises is to produce. Alfred E. Green who directed *The Jolson Story* for Columbia Pictures, has been set in similar capacity on *Impulse*. Cast comprises King Donovan, Paul McVey, Christine Larson and Tol Avery, with filming done at Sam Goldwyn Studios in Hollywood.

Blue-printed for future production are two other packages Don Sharpe is handling. Based on NBC radio series which stars Joel McCrea, the *Texas Ranger* TV film show will be open-end with Craig Stevens in the lead. Mercedes McCambridge, who does *Defense Attorney* on radio, is slated to do a TV film version too.

Comics Provide Material

Another series to be handled by Official Films is *Terry and the Pirates*, produced by Dougfair Corp. Richard Irving will direct, with scripts by John and Gwen Bagni. Cast includes John Baer, Mari Blanchard, Gloria Saunders, William Tracy and Jack Kruschen. Series is based on the comic strip of same title.

Alliance between television and movies continues to grow stronger every day despite refusal of some film leaders to look ahead to the time when their studios will be shooting for video.

Even now, according to Basil Grillo, vice president in charge of production for Bing Crosby Enterprises, more hours of film are being shot in Hollywood for television than for movie consumption.

He predicts the day is not too far off when 75% to 80% of time on all TV channels will be occupied by film programs. Concurring are such industry leaders as Jerry Fairbanks, head of Jerry Fairbanks Productions; Louis D. Snader, president, Snader Telescriptions Corp.; Frank Wisbar, producer of *Fireside Theatre* series (Procter & Gamble Co.), and William F. Broidy, president, William F. Broidy Productions.

Sam Goldwyn, always an independent thinker and worker, in a recent interview predicted a "wedding between TV and motion pictures" within the next two or three years.

Others of the top names being offered for TV by their respective agents include Bette Davis, Loretta Young, Joan Crawford, Barbara Stanwyck and Ginger Rogers, but at figures and on conditions that networks or independents cannot meet at this time.

Most of the top comics already

(Continued on page 89)

Washington Watches News



11 p.m. News with RAY MICHAEL

Now Available Monday and Wednesday

Nightly except Saturday, Ray Michael airs a concise five-minute news summary. With an average daily rating of 5.3 (ARB, April, 1952), the 11 o'clock news offers good programming in a choice time spot.

Watch Washington

Add to the District of Columbia nine Virginia counties, six in Maryland, one in West Virginia . . . and you have the WNBW coverage area, with a population of 1,717,200, an effective buying income of two and a half billion dollars, and TV set ownershop of 354,129 . . . an area that bears watching.

wnbw Channel 4

NBC Television in Washington

Represented by NBC Spot Sales



film report

Production . . .

Newly incorporated, **Wrather Television Productions Inc.**, Hollywood, is starting 13 half-hour sophisticated comedy TV film series, *Boss Lady*. **Lynn Bari**, film star, enacting leading role of feminine head of building contracting firm, is co-featured with film actors **Glen Langdon**, **Nicholas Joy**, **Richard Gaines**, **Lee Patrick** and **Charlie Smith**. Firm president **Jack Wrather** is co-producing with **Bob Mann**, writer of scripts, and **Bill Russell** director.

* * *

Howard Welsch, executive producer with Fidelity Pictures, plans to enter the TV field and independently produce a half-hour film series, *The Lady From Lloyd's*, built around a feminine investigator from Lloyd's of London. Negotiations are being concluded with **Constance Bennett**, film actress, to portray "The Lady." **Norman Foster**, feature film director, has been signed to direct the series. Shooting will start June 1 at the Motion Picture Center. Each film, budgeted at $20,000, will contain a new cast apart from central figure of the title.

* * *

After converting the recently-leased Marcal Theatre in Hollywood to television, Filmcraft Productions plans production this month of *The Bickersons*, a half-hour TV film series based on former NBC Radio program of same name, which will be filmed before live audience from theatre stage.

William Rapp, owner-writer-director of the radio package, will serve in the same capacity, with **Isidore Lindenbaum**, firm president, as executive producer, and **Ferenz Fodor** as production supervisor.

New automatic camera control system, used by the company in filming John Guedel Productions' *Groucho Marx Show* for NBC-TV, will be utilized in this series.

* * *

Availabilities . . .

Olio Video TV Productions Inc., New York, has added seven films—three British and four American—to its feature list, now totaling 36 titles available for TV. Titles include: "Great Guy," "Man Who Lost Himself," "White Legion," "Wallaby Jim of the Islands," "The Man From Yesterday," "The Silver Darlings" and "You Can't Fool an Irishman." The entire group of 36 is available in full-length and specially-edited 26-minute versions.

* * *

Sales . . .

Durkee Famous Foods Div., Cleveland (condiments), has started *Dangerous Assignment*, a half-hour TV film series produced by **Donlevy Development Corp.**, Hollywood, on KNBH (TV) Hollywood, May 1. Series on KRON-TV San Francisco for firm since first of year. Agency is **Leo Burnett Co. Inc.**, Hollywood.

* * *

NBC's WNBT (TV) New York has acquired exclusive New York area rights to *TV Disc Jockey Toons* from **Screen Gems Inc.**, New York. The series includes production numbers, animated cartoons, pantomimes and marionette routines, providing visual elements for use with latest popular record releases.

* * *

Film People . . .

Douglas Fairbanks Jr. will portray his late father, the silent film star, in a new half-hour TV film series, *Tales of a Wayward Inn*, based on **Frank Case's** book dealing with theatrical and literary personnages who frequented Algonquin Hotel, New York. Co-producers are **Hal Roach Jr.** and **Carroll Case.**

* * *

Jane Wyatt and **John Shelton**, film stars, have been signed for *Love Without Wings*, half-hour TV film in *Fireside Theatre* series for **Procter & Gamble.** This carries through plan of **Frank Wisbar**, producer, to include motion picture names in upcoming films.

* * *

Andy and **Della Russell**, night club-recording stars, have been signed by **Arena Stars Inc.**, Hollywood, for half-hour TV film series with husband-and-wife format. The series will be filmed at **Churubusco Studios**, Mexico City, and financed by **Don Frankel**, oil and racetrack industrialist.

* * *

Andy Clyde, motion picture character-actor, has been signed by **Interstate Television Corp.**, Hollywood subsidiary of Monogram, to a long-term TV contract. The first major assignment will be *Buffalo Bill*, half-hour TV films starring **Jimmy Ellison** in title role. Production started last week with **Lewis Collins** directing from a script by **Joseph Poland. Vincent M. Fennelly** is the producer.

* * *

John Archer, film actor, has been signed by **Jerry Fairbanks Productions**, Hollywood, for starring role in *America For Me*, half-hour film for the **Greyhound Corp.**, Chicago (transcontinental busses). Locale will encompass 16 states and film will be photographed in black and white for TV release.

* * *

Harry Zimmerman, musical director, KHJ Hollywood, is to provide musical background from his original score for *The Greatest Mother*, special Mother's Day half-hour TV program being filmed by **Jerry Fairbanks Productions**, Hollywood, for *Family Theatre* presentation. **Edward Paul**, the firm's musical director, will supervise a 32-voice choir.

* * *

Ralph Winters, casting director with RKO Radio Pictures, to **Ziv TV Programs Inc.**, Hollywood, in a similar capacity for all Ziv's TV film series.

* * *

William Tinsman, casting director, Warner Bros., to **Roland Reed Productions**, Culver City, in similar capacity.

* * *

Elmo Billings, feature film editor signed by **Semaphore Film Corp.**, Hollywood, in a similar capacity on half-hour TV film series, *Hot Rails*, scheduled to go into production June 1.

* * *

Sol Lesser, who recently acquired travelogue library of **Burton Holmes** for TV and theatrical release, has been named president of newly-incorporated **Burton Holmes World Productions.** Serving as directors are **Julian Lesser** and Mr. Holmes.

* * *

Mrs. Dorothy Clune Murray has been elected chairman of the board of directors for **Werner Janssen Productions Inc.**, Hollywood.

NEW UTP SALES

Shows Go to 8 Markets

EIGHT recent sales in as many markets were reported last week for United Television Programs by Aaron Beckwith, sales director, who said that the husband-wife program, *Double Play With Durocher and Day*, leads the list with purchase in two markets and debut in a third.

WJBK-TV Detroit, through W. B. Doner agency, bought the sports-discussion series for the Michigan Wine Co., and KMTV (TV) Omaha purchased it for Storz Beer. The program started May 1 on WFBM-TV Indianapolis for the Fehr Brewing Co. with a special press party, at which plans for extensive merchandising—including autographed baseballs, sales displays, and a concerted radio-newspaper campaign—were announced.

Big Town, program developed by Lever Bros. but offered to other advertisers in other markets through UTP, was purchased for WFMY-TV Greensboro, N. C., and WSAZ-TV Huntington, W. Va., by Streitman Biscuit Co. The 26-week package will be distributed nationally on film in early October, Mr. Beckwith said, pointing out that it is currently available only to 29 non-Lever markets.

Other sales were for *Royal Playhouse*, a re-run of the *Fireside Theatre* series, to WDSU-TV New Orleans and KFMB-TV San Diego. WENR-TV Chicago purchased *Hollywood Off-Beat*, a half-hour private detective series starring Melvyn Douglas, and *Movie Quick Quiz* was signed for Dixie Cup sponsorship on WJZ-TV New York.

ONE CH. CITIES

Monopoly Inference Answered

MONOPOLY situations in TV—where a total of 902 communities each have but one TV channel allocated in the table of assignments accompanying the FCC's Sixth Report and Order [B•T, April 14]—are no better or worse than similar situations existing in AM, according to FCC sources. Anyway, they say, it is a matter of the "nature of the beast"—radio waves propagation.

FCC comments were solicited after some observers had pointed to the 902 single TV station cities under the allocation plan as instances of monopoly. Commission reaction was along the following lines:

● Of the 902 single-station markets, 26 channels are reserved for non-commercial, educational stations in "primarily educational centers."

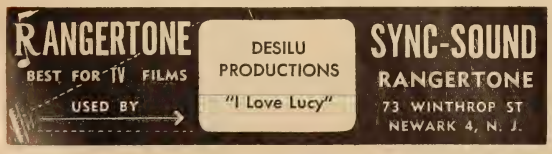
● There are 970 cities which have a single AM station in operation today.

● Of the 1,360 radio communities in the U. S. (i.e. having one or more AM stations), about 250 have only 250 w daytime or part-time stations.

Other points made by FCC officials, in countering monopoly inferences, are: (1) All TV channels have not been assigned; it is possible to squeeze in more channels, particularly UHF frequencies; (2) there is a question whether the communities with only one TV channel available are going to be able to support a TV station anyway—the average population size of the 902 single-station TV communities is 9,300.

WTVN (TV) Center

WTVN (TV) Columbus' ultra-modern Television Center will be ready for occupancy shortly after May 15, Edward Lamb, station owner, announced last week. Russell Mock, WTVN promotion director, is arranging formal opening details.



There's No Business Like TV Talent

(Continued from page 87)

are committed. They include Red Skelton, Eddie Cantor, Bob Hope, Danny Thomas, Jimmy Durante, Jack Benny, Donald O'Connor, Alan Young, Martin & Lewis and Abbott & Costello.

In line with the pattern now evolving, Ethel Barrymore was recently signed for a substantial salary, plus residual rights in a contract with Interstate Television Corp., subsidiary of Monogram Pictures, for a series of 26 half-hour TV films tentatively titled *The Ethel Barrymore Theatre.*

Deal was handled by William Morris Agency, which also will supply Interstate with a good portion of the package, including writers, directors and other talent for the series.

Miss Barrymore, actress and narrator on the series, also will act as consultant to producer Lee Savin.

Loretta Young reportedly wanted $100,000 and 50% rights in a proposed TV film series in which she was to star, so the advertiser dropped negotiations. CBS, however, is said to have worked out an agreement with her through William Morris Agency for a planned TV series starting in the fall. Details haven't been revealed, but it is understood the money involved is a flat fee for 26 half-hour filmed programs, plus residual rights.

Despite statements to the contrary, talks between network executives and her agent Paul Small, are still under way for Ginger Rogers to do a weekly CBS-TV show. If it materializes, series will be filmed so she can continue motion picture commitments. Paul Small Agency, incidentally, also set David Rose as musical director on NBC-TV Ezio Pinza program for the five weeks it originates from Hollywood.

Adventure Films

A TV film version is to be made of the new adventure series, *The Chase*, packaged by Frank Cooper Agency for origination from New York on NBC radio. Show was created by Lawrence Klee who writes CBS-TV *Man Against Crime* starring Ralph Bellamy with Camel cigarettes as sponsor.

General Artists Corp., with probably the largest number of recording stars in the popular category of any of the major talent agencies, is active in live TV packaging and artist placement. It also has blueprinted plans to set up a TV film division utilizing much of that talent.

CBS-TV *Perry Como Show*, sponsored thrice weekly by Chesterfield, is a GAC live package. Patti Page, incidentally, is being offered as summer replacement for the *Perry Como Show* with GAC, her agent, discussing the deal with CBS-TV New York executives.

Mel Torme, singer, with a CBS-TV show of his own, is a GAC client. Frank Fontaine, comic, Mindy Carson and Frankie Laine are others on GAC list who have been working in live TV on a rather frequent basis. Mr. Fontaine is to have his own CBS Radio show starting shortly. GAC also will star Mr. Laine in a TV film series starting in the fall.

With Louis Bromfield, author, as narrator-host, deal was recently concluded whereby Bing Crosby Enterprises will film a 30-minute TV dramatic series which GAC, in cooperation with Mr. Bromfield's agent, Stanley Bergerman, has packaged under title of *Crisis.*

Agreement was worked out by Basil Grillo, vice president in charge of production for BCE and Milton Krasny, vice president of GAC. It calls for the latter to handle national sales. BCE will produce and film the series.

Besides handling Bob Hope and Herbert Marshall for radio and television, James L. Saphier Agency, among others, handles placement of Eileen Wilson, singer on NBC-TV *Hit Parade*, and Steve Allen, comedian and m.c. on CBS-TV *Songs for Sale.* Agency is also packager of CBS-TV *Al Pearce Show* and CBS-TV *Meet Corliss Archer.*

Conte, Kennedy Co-produce

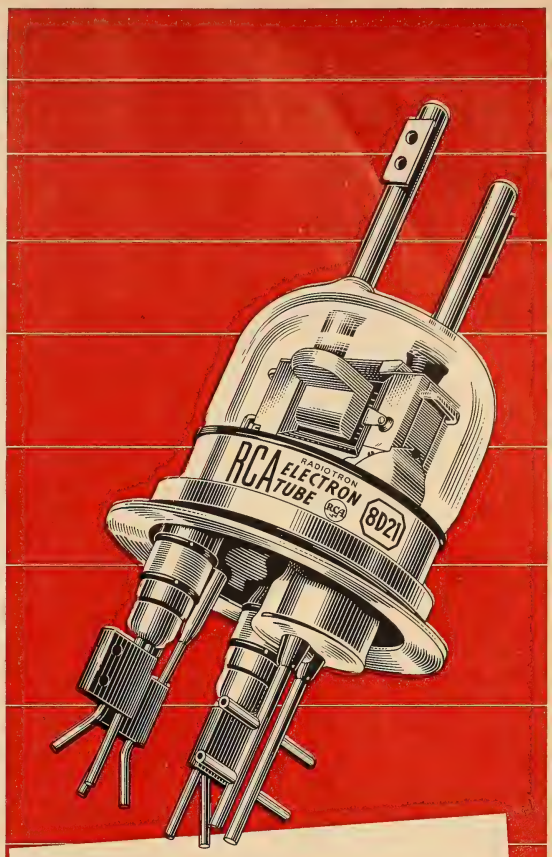
Richard Conte, stage and film actor, in early April finalized a deal with Jimmy Saphier and Jay Kennedy for half interest in TV rights to their radio package *The Man Called X*, which stars Herbert Marshall. He will co-produce with Mr. Kennedy and also star himself with his wife, Ruth. Mr. Marshall also is narrator of the Ziv TV film series *The Unexpected*, sponsored by Rheingold beer on Eastern stations.

Wynn Rocamora has blue-printed a proposed TV film series based on the life of Chaminade, French composer, with Diana Lynn, film star and pianist, in title role. He also plans a TV film series starring Dorothy Kirsten, Metropolitan opera star, plus situation comedy package starring Florence Bates and Ellen Corby, stage and film actresses.

Sam Jaffe Agency, in addition to Donald O'Connor, has other star names on its list who guest on radio and television shows. Agency also is negotiating with NBC-TV in the Alexander Korda deal, whereby network would aid in financing of 26 feature films by putting up $100,000 on each. In return, NBC-TV would have exclusive television rights. Agency represents the British film producer in the negotiations. TV film packages handled by Jaffe Agency include *Byline, Washington Lady, Purple Playhouse, Brass McGannon* and *Alarms in the Night.*

George Brent has formed his own company to produce films for video

(Continued on page 90)



The tube that "wears spectacles"



Electronic spectacles, so to speak—built right into the tube itself!

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FINAL TELEVISION ALLOCATIONS REPORT

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This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

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COMPANY

STREET

CITY ZONE STATE

There's No Business Like TV Talent

(Continued from page 89)

as well as theatrical release. First TV series scheduled is *Address—Tangiers.* Mr. Brent is 50% stockholder in the company with William B. White, his agent, as partner. Firm is listed as George Brent Productions Inc.

Mr. White also is packaging a TV film series, *Her Honor the Mayor* which will star Bette Davis if a deal agreeable to both can be worked out. She made her TV debut with Jimmy Durante on NBC-TV *All Star Revue* on April 19. Eve Arden, starring in CBS Radio *Our Miss Brooks,* will do likewise in the CBS-TV version starting in the fall, in a deal worked out by Mr. White's agency.

Gloria Swanson will be starred in a half-hour TV film series to be made by Tele-Voz Co., Mexico City. Deal calls for salary, plus residual rights. She is under contract to Simmel-Meservey TV Productions, Beverly Hills, subsidiary of Simmel-Meservey Co., which will handle distribution of the series, titled *Gloria Swanson Show.*

Joan Crawford's offer to major networks, through her agent Music Corp. of America is said to be for a five-year TV deal, in which she would get $200,000 per year to star in 26 half-hour films, plus 50% ownership of the properties.

Established names will be used in some of the upcoming filmed *Fireside Theatre,* sponsored by Procter & Gamble Co., in a new policy announced by Frank Wisbar, producer.

Stars Being Sought

Among those he is or will be negotiating for on the new 40 films currently being shot are Andrea King, Geraldine Brooks, Mary Sinclair, Frances Dee, Virginia Grey, Vanessa Brown, Sarah Churchill, Barbara Britton, Mari Aldon and Ruth Warrick. Shooting of the new group of half-hour TV films which started April 14, continues through September 28.

Dan Duryea, available to radio and television through MCA, will be starred in 52 half-hour TV films, *The Affairs of China Smith,* packaged by Tableau Television Ltd., which Edward Lewis Productions is shooting. Proktor Syndication International will handle distribution. Robert C. Dennis has writing assignment for series which is being financed by Messrs. Lewis and Duryea, and Bernie Tabakin, who will produce and direct.

With Arthur Kennedy, Edward Arnold, Diana Lynn and Akim Tamiroff among stars, National Repertory Theatre Inc., newly organized to produce films for TV, has set itself up at Motion Picture Center.

With it will be identified such directors as King Vidor, David Miller, Tay Garnett, Robert Florey, Christian Nyby and Ray Enright.

Tony Owen is president with Donald Hyde, Jay Hyde and Arthur Kennedy, vice-presidents. William Kozlenko is secretary-treasurer.

One of the most ambitious ventures in making TV films, this group will function like a stock company with players alternating as stars and support, it was said. Group will share profits on participation, with Interstate Television, subsidiary of Monogram Pictures Corp. financing and handling distribution.

Completed are two half-hour films, *The Victim,* co-starring Messrs. Arnold and Kennedy, with Mr. Kozlenko, writer, and Fobert Florey, director, and *This Is Villa,* with Messrs. Tamiroff and Kennedy co-starred, and Josephine Niggli, writer, and Ray Enright, director. Lee Savin is supervising production for Interstate.

Virtually every big name in Hollywood, especially those not under exclusive movie studio contract, has an eye on television. Some are talking deals direct with TV film producers or packagers, while others are working it through their respective agents. These include stars and lesser name talent, producers, directors and writers too. Many who appear to shun the new media only await an opportunity to enter the field.

Strictly Business

(Continued from page 16)

the same territory, watching business in Minneapolis, Milwaukee, Cleveland, Detroit and Indianapolis.

A specialist in Canadian stations, Mr. Reilly has worked with outlets there on both jobs. The Adam Young Co., represents 23 Canadian and 20 U. S. stations. While attending the annual broadcasters' convention in Canada this spring for the first time in several years, Mr. Reilly recommended that managers increase their radio rates before television installations are put into operation, presumably this fall.

Spot business, in which he has seen no rate cuts of any kind, is up everywhere, Mr. Reilly says, and will continue to climb as station managers cooperate in local promotion and merchandising for the client.

His stations, in general, report a heavy demand for early morning and daytime spots. CKLW Windsor, which hit its sales peak in October 1950, last year recorded an increase in sales of 104%—with new accounts still coming in.

Mr. Reilly, a native New Yorker, attended Fordham U., for a liberal arts course, later studying law in night school for two years. He acquired financial experience in a bank and a Wall St. brokerage house before the depression, at which time he went to work for the City of New York as a welfare investigator, prosecuting relief frauds. His checking resulted in the first conviction of such a violator.

Bill Reilly lives in suburban Park Ridge and is a member of the Chicago Radio Management Club. He spent a lesiurely vacation in Florida this spring teaching his daughters, Rita, 14, and Adelaide, 11, how to fish in the Gulf waters. Although he knew more than they about the theory, the girls showed him that practice in this case was more successful.



ATTESTING to successful results for its Red Band Flour, General Mills presented pouch of 90 silver dollars to WIRC Hickory, N. C., winner of GM first prize. WIRC competed with 27 other outlets in five southeastern states with listener contest based on theme, "Win Your Weight in Silver Dollars." (Above) Mrs. Mattie Padgett, WIRC program director, receives five pounds of silver dollars from J. C. Lawton of Charlotte, GM district sales manager. Knox Reeves Adv., Minneapolis, GM agency, also congratulated WIRC General Manager Edmond H. Smith Jr. for "splendid job" by station in getting results.

SLOAN AWARDS

To Be Announced May 20

FOURTH annual Alfred P. Sloan radio and television awards for highway safety will be presented at a dinner at the Waldorf-Astoria in New York on May 20. Winners will not be announced until that time.

The awards, administered by the National Safety Council in conjunction with its public interest awards, are "designed to recognize outstanding public service in traffic accident prevention by radio and television stations, networks, and advertisers."

Dramatized themes of this year's award-winning programs will be presented on NBC-TV's *American Inventory* program, which will be telecast at the dinner.

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Vandalism Fight

DRAMATIC documentary on window-breaking by young vandals was broadcast Thursday as a one-time production, by WOL Washington, repeated Sunday, and will be repeated at the city's schools in an effort to curb this costly damage. District of Columbia school, church, civic and business leaders took part in the broadcast along with children at a school playground where an organized effort is under way to control breakage. The WOL news staff prepared the program after weeks of recording and editing under direction of George W. Campbell, program manager, and Gene Berger, newsman.

BROADCAST BAN

Moody Terms It 'Mistake'

HOUSE ban on radio and television at committee hearings is a "mistake," Sen. Blair Moody (D-Mich.), former newsman and commentator, said last week in a transcribed radio show, *Meet Your Congress*, which he moderated before he was appointed to the Senate.

Two other former newsmen turned politicians, Sens. A. S. Mike Monroney (D-Okla.) and Fred A. Seaton (R-Neb.), appeared on the program. Sen. Seaton is president of KHAS Hastings, Neb., of KMAN Manhattan, Neb., and vice president of KGGF Coffeyville, Kans.

Program discussed freedom of access of information in government. All three criticized the Presidential order which cloaks some government news with secrecy. The information classification order as a security measure issued by President Truman last September also was "a mistake," Sen Moody said. Sen. Monroney, former *Oklahoma City News* editorial writer, said it was "obnoxious, destructive" while Sen. Seaton described it as "worse than the disease it tried to cure."

On broadcasts of Congressional committees, Sen. Moody said Congress "ought to have better rules covering the conduct of hearings and the protection of witnesses. But the public should be admitted." Sen. Seaton, seeing most meetings open to the public, added, "we shouldn't turn them into a hippodrome, into a circus." Lights needed by newsreel photographers, flashbulbs of still cameramen and the presence of TV equipment, he said, are "not conducive to the peace of mind." Sen. Monroney suggested the telecasting of "educational" hearings but not those in which a witness' reputation may be smirched.

ABC Radio Hollywood Workshop won Net-Workshop Award for "best production of month" with presentation of *The Word*, written by Arch Oboler, produced by Steve Markham and John Eppolito.

NJBA HITS CURBS

Committee To Seek Coverage Rights

APPOINTMENT of a committee to confer with state officials in an effort to clear the way for radio coverage of public hearings conducted by legislative committees was authorized in a resolution adopted by the New Jersey Broadcasters Assn. at its spring meeting last Monday in Atlantic City [B•T, May 5].

Representing the state's 20 radio and TV stations, and acting after WJLK Asbury Park and WTTM Trenton were denied permission to broadcast hearings on a bill concerning bingo, the NJBA adopted a resolution which said, in part: "Any effort on the part of elected officials to deprive the public of immediate access to public proceedings through the medium of radio is an infringement on the right of the electorate to full and immediate information, and an indication of the growing trend to censor and stifle a free press and a free radio."

Meanwhile, NJBA members were told in a speech by FCC Comr. Rosel H. Hyde that the Commission's procedures in handling the new TV allocations are designed to bring television to the largest number of persons as soon as possible. Denver is the largest city without television service and tops the list, he said, explaining that a city 40 miles distant from a TV station is considered a city without TV service.

Comr. Hyde cautioned the broadcasters that with only seven hearing officers and multiple applications for each channel in the major cities, early action cannot be expected.

No Handouts By FCC

With respect to the educational reservations, Comr. Hyde pointed out that FCC cannot hand out endowments or what amounts to land grants in the way of channels for educational institutions. It has earmarked channels for noncommercial educational stations in the public interest. But the policy of the FCC, Comr. Hyde said, is to make changes as changes are required, and any change in the educational reservations will depend upon an examination of the facts. If the present allocations should prove unrealistic and the public interest would be served by some other use, the FCC will examine these reservations on the basis of new evidence, he stated.

At an afternoon session, Walter Erickson, radio director of Gray & Rogers Agency, Philadelphia, gave the broadcasters an insight into the problems that an agency faces in recommending radio and television to its clients.

"On the surface," he said, "it would seem that both radio and television should be used. Unfortunately, in a good many cases that is impossible. . . .

"It's surprising the number of advertisers whose total budget is $50,000 a year or less. When you deduct from that sum allowance for direct mail, point of sale material, the amount left for radio, newspapers and television is considerably less than $50,000.

"In Philadelphia," he continued, "three 20 second spots a week cost approximately $45,000 per year. Granted that television has high visual impact, high ratings and low cost per thousand, are three spots a week sufficient if that is to be the only advertising effort?

"I am not trying to imply," he went on, "that television can't do a job. It can and it's working for advertisers every day. I am just saying that television on a limited budget creates a problem which is not always easily resolved."

Daytime Radio Selling

Daytime radio isn't hard to sell, he pointed out, because survey figures show that listening is at about the same level as it was before TV. Too, some advertisers feel that housewives are too busy during the day to spend an appreciable amount of time watching television, Mr. Erickson added.

Television sets-in-use figures, he said, have often been misinterpreted. Since viewing is high, it is sometimes taken for granted that the bulk of viewers are former radio listeners. But, he continued, television has attracted a good percentage of persons who were not regular listeners. To substantiate this point, Mr. Erickson referred to the Philadelphia Radio Pulse for January-February 1946, which showed 28.8% sets in use between 6 and 12 p.m. Six years later, 1952, the same period showed 58.5% television and radio sets in use.

This, he said, means that there is almost twice the listening and viewing audience between 6 and 12 p.m. as there was listening to radio in 1946. He saw it as proof that the public, given something it wants, will be receptive and, he admonished, it is up to radio to give them what they want.

WVOK WINS SUIT

For Book Ad Debt

JUDGMENT in favor of WVOK Birmingham, Ala., was reported by the station in its suit May 1 for collection of a debt due WVOK for advertising a book for Simon & Schuster, New York publishing firm.

The suit, which WVOK termed as unprecedented in radio annals, was brought directly against Simon & Schuster by Howard B. Cohen, Birmingham attorney, after unsuccessful attempts to collect from National Radio Adv., which placed the ad "a mail order deal," for the book, *1951 Tax Instruction Book*, the station reported.



TRADE RULES

FTC-Industry Conference Slated June 18

SUGGESTED trade practice rules for radio-TV set-makers, based on recommendations drawn up by a special All-Industry Committee, were released by the Federal Trade Commission last Wednesday and tentatively set for discussion at a third government-industry conference June 18.

★

Rules were drafted by the industry group under leadership of Radio-Television Mfrs. Assn. and at the request of FTC's Trade Practices Conference Bureau. They will be circulated to industry members prior to the third and probably final conference before they are adopted.

Standards will guide manufacturers, dealers, distributors and other groups operating in interstate commerce under FTC's jurisdiction. When finally adopted, they will extend radio trade practices on the books since 1939 to cover television.

The industry draft once again poses the colorcasting issue, though this is rendered academic by virtue of the government's ban on mass production of color TV equipment.

Industry committee backed up FTC's suggested provision (last year) touching on certain phases of adaptability and convertibility of video receivers by recommending addition of Section II under Rule 9:

Under this rule and with respect to devices or accessories to convert an existing black and white television receiver to receive a color signal, it is an unfair trade practice to fail to disclose that the result of the installation of such devices or accessories, will be a smaller picture than the original black and white picture of the set if such be the fact.

A related point cropped up during two previous industry conferences held by the commission last June and September, with CBS Inc. arrayed against certain industry segments over the question of picture "degradation". inherent in conversion of monochrome sets under the CBS color system. Advertisements of color converters claiming they will attain actual viewable area commensurate with tube size also were discussed.

Following the second of the two conferences, FTC asked the industry to name a special committee to solicit industry views and work out a draft. The commission's own proposed draft served as the basis for the second session.

The rules touch on misbranding and deceptive selling methods; a set of standard definitions; advertisements to be prohibited; sponsorship; alteration of brand names; deceptive use or change of cabinets; alteration or removal of serial numbers; deception as to size of actual picture, price, discontinued models, identity of manufacturer; misuse of term "factory rebuilt"; misrepresentation as to effectiveness of TV antennas; guarantees and warranties; misuse of the word "free"; false invoicing; imitation of trade marks, names; "spiffs" and "push money"; tie-in sales; threats of infringement suits; use of lottery; coercion to fix prices; defamation of competitors; commercial bribery.

One significant new proposal is that involving deception as to picture actually shown on any TV set, which prompted considerable discussion last year. It would be unfair practice to deceive prospective purchasers as to actual viewable tube, with or without added devices. "It shall not be deemed deceptive to use the size which has become standard and accepted in the industry . . . provided there be a conspicuous and non-deceptive disclosure of the size of the actual viewable picture if it be smaller."

"Standard measurement" was described as that "in inches, to the nearest inch, of the largest bulb diameter or diagonal of the tube," with any tube on a one-half inch dimension being assigned the smaller inch measurement.

The industry recommendations were drawn up by a committee under chairmanship of Louis B. Calamaras, executive vice president, National Electronics Distributors Assn. Other committee members: Glen McDaniel, RTMA president; Edwin A. Dempsey, National Television Dealers Assn.; John Martindale, National Assn. of Cathode Ray Tube Mfrs.; Ross D. Siragusa, Admiral Corp.; Morton Farr, National Appliance & Radio Dealers Assn., and Fred Walker, Arlington, Va., radio-TV dealer.

Omitted from the industry draft was an RTMA proposal, offered in June 1951, that "advertisements . . . stating, purporting or implying that any television receiving set can be adapted to receive color broadcasts in black and white which do not also state that the resulting black and white picture gives materially less picture detail than a standard black and white broadcast picture, if such be the fact," be considered an unfair trade practice.

CBS Inc. let it be known at the first conference, through an attorney, that it felt such a proposal to be discriminatory and traced testimony which eventually culminated in FCC's approval of the CBS color system. National Production Authority, acting for the Office of Defense Mobiliation and in apparent agreement with industry members, than levied its equipment ban.

In recent months, however, there reportedly has been general agreement that the rules as now drafted would not prove objectionable. All segments of the manufacturing industry were consulted before the industry draft was submitted to FTC.



milestones . . .

► FIFTEEN years of broadcasting have been completed by WFTC Kinston, N. C. Celebration was marked by anniversary broadcast featuring greetings from Ernest Lee Jahncke, ABC radio network vice president, as well as from ABC stars. FCC's birthday present to station was announcement of an initial decision to grant change in facilities from 250 w on 1230 kc to 5 kw day, 1 kw night directional on 960 kc [B•T, March 3].

►WLW Cincinnati's farm program, *Everybody's Farm*, has been aired for the 4,000th time. In tribute, Roy Battles, WLW farm program director, presented an account of the history of the program and the 137-acre farm itself, reportedly one of only two farms in the U. S. owned and operated by a radio station. Program is broadcast directly from the fields and farm house.



Mr. Battles

► Jean Hersholt's 15th anniversary as star of the *Dr. Christian* CBS Radio show will be celebrated May 21 by theatrical luminaries at New York's 21 Club, before Mr. Hersholt leaves on a European business tour. The show will continue through the summer on tape. Chesebrough Mfg. Co. (Vaseline brand products) is sponsor.

► HARVEY OLSON, program manager, WDRC Hartford, Conn., observed his 17th anniversary with the station during April.

►WTTM Trenton, N. J., early last month celebrated its 10th anniversary, marking occasion with open house and several "birthday" parties. The station received special commendation from Mayor D. J. Connolly of Trenton.

► HELOISE PARKER BROEG, "Mother Parker" of *Food Fair*, aired daily on WEEI Boston, has marked her 12th anniversary with the station.

► TELENEWS Productions Inc., New York, subsidiary of INS, in April marked beginning of its fifth year of *Telenews Daily*, television newsreel service. Herbert Scheftel, Telenews president, said firm is only independent newsreel producer "that has been supplying television stations with daily newsreel footage for so long a time."

► NATIONAL Assn. of Home Builders noted the first birthday of its national radio program, *Housing Headlines*, May 1. Show has been recognized by builders all over the country as a powerful selling aid and a public relations medium and is now heard in 43 cities.

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LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

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Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

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Insurance Exchange Bldg. — Kansas City, Mo.

NSRB CHAIRMAN
Urges Plant Dispersion

DISPERSION of top industries is a key factor in deterring any enemy attack on the U. S., Jack Gorrie, chairman of the National Security Resources Board, declared last Tuesday.

Addressing the annual Armed Forces and Veterans meeting of Brotherhood Temple Ohabei Shalom in Boston, Mr. Gorrie noted that America is "developing programs for the protection of defense-supporting industries" by dispersion of new manufacturing plants and other security measures. About two-thirds of major production centers have organized committees to pursue this program, he added.

CBC Clergy Clinics

SPECIAL CLINICS for Canadian clergy using radio are being held in various parts of Canada by the Canadian Broadcasting Corp. These clinics are conducted to acquaint clergymen with the use of the microphone, radio writing and speaking, religious series on CBC networks and stations, and other broadcast topics intended to familiarize them with the special requirements of the radio audience. About 20 clinics have been held to date and a number are scheduled in various parts of Canada for the early summer months.

Hersholt Contributes

AS a "link in the chain of Danish-American friendship," Jean Hersholt, CBS Radio's *Dr. Christian* for the past 15 years, last week presented his collection of Hans Christian Andersen manuscripts, letters and first editions to the U. S. Library of Congress. Presentation was made to Library Director Luther Evans, and backed by "enthusiastic" approval of the government of Mr. Hersholt's native Denmark. Collection, reportedly valued at $75,000, is in addition to Mr. Hersholt's previous donation of 120 Andersen items.

allied arts



NICK ARCHER, Paramount News, **JOHN PEPPER**, feature writer formerly with *Life, Fortune* and *Argosy* and **ERFORD BEDIENT**, *Courier-Express*, Buffalo, to news staff, Telenews Productions, N. Y.

KENNETH C. MEINKEN Jr., midwestern sales manager, National Union Radio Corp., Orange, N. J., appointed vice president in charge of equipment sales of cathode ray tubes, receiving tubes and government business. **F. W. TIMMONS**, regional sales manager, Allen B. DuMont Labs, joins National as eastern sales manager.

ALLEN B. DuMONT Labs, Clifton, N. J., has released brochure on meaning of UHF. New development in TV is explained in non-technical terms aimed at clarifying problems which UHF presents for perspective station owner. Booklet deals with difference between UHF and VHF, and cost and installation of the former.

WALTER P. CHRYSLER Jr. and **LEONARD SILLMAN** announce formation of Entertainment Management Corp., 33 West 42nd St., N. Y. Firm will manage and represent artists in all entertainment fields.

J. T. McALLISTER, manager of factory service, RCA Hollywood, to Hoffman Radio Corp., L. A., in similar capacity.



Mr. McAllister

VINCENT COLBERT, Western Litho Co., S. F., appointed sales promotion manager for radio, television and traffic appliances, General Electric Supply Corp., S. F.

DR. WINSTON E. KOCK, head of acoustics division, Bell Telephone Labs, Murray Hill, N. J., to receive honorary degree of Doctor of Science from U. of Cincinnati at June 6 commencement.

W. S. HARTFORD, vice president in charge of sales, Webster-Chicago Corp., Chicago, retires May 15 after 25 years in electronics field.

LEE ORGEL, former manager of radio-TV department, Nardella, Collins & Co., N. Y., named head of new West Coast office of Sterling Television Co., producers and distributors. Headquarters are located in Hollywood.

ADELE HAGER, WHVR Ann Arbor, Mich., to Broadcast Productions Inc., Detroit, as account executive.



Miss Hager

RICHARD ROBBINS, Television Film Productions, Columbus, appointed film correspondent for state of Ohio by Associated Press serving Spot News Productions.

FRANK J. DIELI, chief engineer of Garod Radio Corp., N. Y., named vice president and chief engineer of Majestic Radio & Television, division of Wilcox-Gay Corp., Brooklyn.

Equipment . . .

RCA, Camden, N. J., announces production of new portable radio, Model 2B400, designed to use newly developed RCA long-life batteries providing power for 10 times more playing time than present batteries. Unit also features automatic volume control to eliminate alternate fading and blasting. Radio plays instantly with no warm up necessary.

SIMPSON ELECTRIC Co., Chicago, announces engineering changes in Model 381 Capacity Bridge making unit more compact and useable. Push button arrangement has been perfected to obtain desired range. Bridge arm must be adjusted for maximum meter deflection. Capacity can then be read on the scale.

Technical . . .

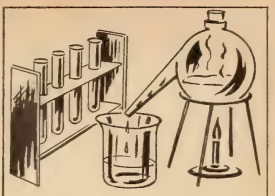
JOHN ROGERS, engineering staff, WNBW (TV) Washington, appointed chief engineer at that station and WRC-AM-FM Washington.

JAMES L. PRESTON, chief engineer, KCHI Chillicothe, Mo., to engineering staff, KRVN Lexington, Ky.

JOHN McLEOD, engineer, KFI Los Angeles, recuperating from appendectomy.

AP Radio Style

ASSOCIATED PRESS last week issued a 25-page booklet entitled, "AP Radio News Style Book." The booklet was written by Andrew C. Lang, day supervisor, AP Radio News Report. In a brief foreword, John A. Aspinwall, AP radio news editor, comments that the book "is designed primarily as a guide to the special requirements of processing copy for the AP radio news wire." The booklet was distributed to 100 domestic AP bureaus and to the 1,175 member AP radio and television stations.



And the final test is cost per 1000! You'll find KWK's LOW—low cost per thousand radio homes delivered makes . . .

KWK the radio buy in St. Louis!

Your Katz man has the facts based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

What a Buy!

NBC

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's 34th Market

WFMJ

REPRESENTATIVES
Headley-Reed Co.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Hyde Renominated

(Continued from page 27)

section handling applications for new facilities and assisted in a probe of network broadcasting.

Beginning his international broadcast activity, which later was to place him in a position as top expert at FCC, Comr. Hyde was a member of the U. S. delegation to the Third Inter-American Tele-Communications Conference in Rio de Janeiro in 1945 when he was still General Counsel.

In 1947, he made a flying trip to Havana and Mexico City on NARBA, attempting to work out new uniform standards of potential interference for standard broadcast stations. He was active in the same year during argument before FCC on the clear channel question.

Two years later, Comr. Hyde was chief of the U. S. delegation at the Third NARBA conference in Montreal and again at a similar conference in 1950 in Washington.

Lineup of FCC members is three Democrats, three Republicans and one Independent. Other Republicans, aside from Vice Chairman Hyde, are Comrs. Robert F. Jones and George E. Sterling. Democrats are Chairman Paul A. Walker, Comrs. Frieda B. Hennock and Robert T. Bartley (appointed this year to vacancy caused by resignation of ex-Chairman Wayne Coy). Comr. Edward M. Webster is the Independent.

Mr. Dick Grahl
Wm. Esty & Co.
New York City

Dere Dick:

Th' largust Chevrolay deeler in th' state jist up an' bot hisself ads in two Sunday papers to tell peeple to lissen to his spot announcements on WCHS with 5000 at 580. He sez he haz th' Chevvy, th' biggest sellin' car in America, and thet WCHS haz more listeners in th' state than any other stashun. Since he haz bin in bizness more than 30 yrs, th' peeple must hev given him th' 30-yr. test jist like you tell them to give Camels th' 30-day test with yore spots on WCHS and yore Bob Hawk show which we hev.

Yrs.
Algy



WCHS
Charleston, W. Va.



EXPANSION plans for Edward Lamb Enterprises Inc. were discussed in connection with opening of Mr. Lamb's New York headquarters at the Hotel Barclay. Conferring on advertising budget and other facets of his radio-TV-newspaper properties are (l to r): Bernard H. Pelzer Jr., manager of New York office and national sales manager of Lamb Enterprises; Edward Lamb, radio-TV station owner and newspaper publisher, and Carl F. Hallberg, general manager of WHOO-AM-FM Orlando, Fla. Station managers and newspaper executives convened in Erie, Pa., and accompanied Mr. Lamb to New York for opening of new offices (Suite 250-251) at 111 E. 48th St. Lamb properties include WICU (TV) Erie and the *Erie Dispatch*; WTVN (TV) Columbus, Ohio; WTOD WTRT (FM) Toledo, and WHOO-AM-FM. Office opened late last month.

BALANCED FARMING DAY

WIBW-Instigated Project Gathers Momentum

INTEREST is mounting throughout Kansas in a Smith County farm project instigated by WIBW Topeka, Kan.

The project, entitled Balanced Farming Day, is designed to illustrate improvements which would mean better living for farmers. Activities of Balanced Farming Day will center on a farm near Lebanon, Kan., Aug. 7.

WIBW says that the project will fill "a dire need for dramatization of balanced farming and family living in North Central Kansas."

Alan Young, WIBW promotion manager, announced that the station has scheduled a concentrated build-up campaign. WIBW will air remotes from the project site on Balanced Farming Day.

Cooperating in the project are county, district, state, regional and national soil conservation officials. Kansas State College is helping. And, of course, so is the WIBW farm department.

How will Balanced Farming Day be financed? WIBW emphasized that no cash donations will be solicited. Each agency, organization and business association will contribute time, energy, equipment and facilities, the station added. Several organizations have volunteered to assist with the feeding of workers.

In turn, each business firm and agency will be provided with adequate opportunity to exhibit and demonstrate whatever it uses on Balanced Farming Day.

One project official explained, "We propose to install a complete soil conservation program on the farm in one day. We propose to start a soil building program on the farm which should, if continued, return the farm to its former position of providing a comfortable living for one family.

"We propose to relocate, construct, repair, modernize and paint several of the farmstead buildings," the official added. "We propose also to mend fences and corrals, landscape the property and to modernize the house."

N.Y. AD WOMEN

Miller Named President

NEW OFFICERS of the Advertising Women of New York will be formally installed during the club's 40th anniversary dinner tomorrow (Tuesday) at New York's Hotel Martinique.

Nadine Miller, director of press and public relations for C. E. Hooper Inc., succeeds Helen Berg, vice president and director of her Majesty Underwear Co., as organization president, with Miss Berg continuing to serve as ex-officio board member.

Other officers elected for the new term include:

Ruth M. Volckmann, New York manager of Sawyer-Ferguson-Walker Co., newspaper representatives, first vice president; Harriet Raymond, Plastic advertising manager, Celanese Corp. of America, second vice president; Mary Heeren, assistant to president of Douglas Leigh Inc., treasurer; Hortense Fillion, public relations consultant, assistant treasurer; Hulda Kloenne, director of education, Paper Cup & Container Institute, corresponding secretary, and Marjorie Reiners, *Printers' Ink*, recording secretary.

Newly elected members of board of directors are Beverly Brice, promotion assistant, *Life* magazine; Antoinette M. Casey, assistant director of advertising and sales promotion, Frankfort Distillers Corp.; Rita Otway, executive secretary of Publicity Club of New York, and Virginia G. Smith of the importing firm bearing her name. Continuing as board members are Catherine Owens, Hearst advertising service; Emma Weinstein, associate advertising manager of *Forbes* magazine, and Barbara Wells, WOR-AM-TV New York commentator.

FM'S PULL

Zenith Tests Reported

FM ADVERTISING by Zenith Radio Corp. produced inquiries having an overall cost 55% below AM radio in a recent nationwide spot announcement campaign for hearing aids, according to Ted Leitzell, Zenith public relations director.

Speaking last Tuesday in Birmingham, Ala., Mr. Leitzell said in some areas FM outpulled AM by a substantial margin, with AM leading in others, but the cost per inquiry was lower for FM. There were other areas where AM outpulled FM and had a lower cost.

Duplicate transcriptions were prepared for the AM and FM announcements, identical except for post office box numbers. Some FM-only stations were used and stations normally duplicating their AM and FM were asked to separate their facilities and run individual keyed announcements for each medium.

Since this separation could not be obtained in some cases, Zenith was able to make valid comparisons in limited areas, Mr. Leitzell said. "Full theoretical coverage was secured on both FM and AM separately in only one state, North Carolina," he explained. "Here FM pulled five times the number of inquiries obtained from AM, and cost per inquiry of FM was only one-seventeenth of the AM cost.

"In the state of Michigan, full coverage of AM was obtained while FM coverage included just the areas of Grand Rapids and Detroit. In spite of this, FM outpulled AM two to one, while AM's cost per inquiry ran eight times greater than FM's. In West Virginia only partial coverage on FM was secured. Returns from this state were almost identical for FM and AM, but the inquiry cost for AM was almost twice that for FM."

FM cost was lower in Wisconsin, Alabama and Ohio FM equalled or bettered AM's cost per inquiry, Mr. Leitzell said. In Washington, D. C., FM and AM announcements were separated, numerical returns being almost identical but FM's cost per inquiry was only half that of AM.

TALL TALE...

Lubbock ranks second in FURNITURE & HOUSEHOLD SALES (% of gain, 604)* 1939-49. Top 20 metropolitan county areas.

*U. S. Dept. of Commerce

Covers wholesale and retail trade territory.

KSEL
LUBBOCK

National Representative: Wm. G. Rambeau Co.
Southwest Representative:
Clyde Melville Co., Dallas, Texas

CBS-IBEW AGREE

Contract from May 1

AGREEMENT was reached last week between CBS and International Brotherhood of Electrical Workers (AFL) for renegotiation of contract covering all AM-TV technical workers in network-owned stations.

Previous contract had expired May 28, 1951, but renegotiation was halted until IBEW's status as bargaining agent—challenged by National Assn. of Broadcast Engineers & Technicians (CIO)—was certified by workers' vote held a few weeks ago.

Agreement raises salaries from $135 in major centers and $130 in minor centers to $147.50 in all centers, as top in four-year escalator clause, which previously had been for five years. A 10% salary differential was granted midnight-to-7 a.m. workers, extra vacation allowances were given, and other general improvements in working conditions were agreed upon. Contract, still to be signed, is to be effective for two years from date of signing, which will probably be established as of May 1. Subject to Wage Stabilization Board approval, increases will probably be 50% retroactive.

DR. SUITS NAMED

Joins Electronics Panel

DR. C. GUY SUITS, vice president and research director of General Electric Co., Schenectady, N. Y., has been named to the Electronics Committee of the Defense Dept's Research and Development Board.

Dr. Suits will serve as a civilian member of the committee that already includes D. A. Quarles, Western Electric Co. and Sandia Corp., who is chairman; Dr. E. W. Engstrom, research director, RCA Labs., and Dr. William L. Everitt, dean of engineering, U. of Illinois.

Three representatives from each of the military services round out membership of the group, which was set up to conduct research on military applications of electronics. Dr. Suits also is a member of the board's Special Technical Advisory group and Joint Chiefs of Staff.

O'Hara Bill Would Offer Libel Guard

(Continued from page 25)

the Communications Act—Sec. 315.

Because of the relation, it is entirely in legislative setting for an amendment to be proposed to the McFarland bill when it comes up on the floor soon.

This would bypass an important glut in the legislative mill—committee hearings in both House and Senate, committee reports, and passage by both houses.

Thus, in one broad sweep the political broadcast question could ride through both houses on the coat tails of the McFarland bill which in all likelihood is headed for joint Senate-House conference.

It is acknowledged that at least two House members see the solution in this direction and reportedly are ready to introduce the Horan bill as an amendment.

Alternative to this broad plan is to take the slower, albeit more thorough, method of committee hearings and eventual passage.

Since the McFarland bill's fate in the House is the key to the progress made, backers of the Horan measure will wait to see what happens. If no amendment is forthcoming, they will turn their fire on Chairman Crosser, who already has indicated he recognizes the broadcaster's problem of political liability.

Other Committee Studying

Another committee in recent weeks has recognized the problem. This is the Senate Committee on Government Operations, a subcommittee of which has heard testimony on not only the broadcaster's dilemma on libel but also the entire picture of campaign expenditures [B•T, April 28].

Should the House clear the Horan bill as an entity separate from the McFarland bill, the Senate Interstate & Foreign Commerce Committee probably would hold hearings. However, the understanding in the upper chamber is that the bill would have little trouble getting out of Senate committee.

This also brightens the picture should the Horan bill be combined with the multi-faceted McFarland legislation. Either Sens. Ernest W. McFarland (D-Ariz.) or Ed C. Johnson (D-Col.), of the Senate Commerce Committee, and perhaps both, are destined to be conferees on the McFarland bill.

Consensus is they would be inclined favorably toward the bill, which is designed to clarify the political broadcast section.

While the O'Hara bill looked promising as a starter in broadcast circles, certain Capitol Hill authorities privately expressed doubt late Thursday as to the reception it will get from legislators themselves.

As one spokesman expressed it: Will the Congress go along with the apparent theory in the bill that the broadcaster should have the authority over political broadcasts that he enjoys over other types of programming?

In the now famous *Felix v. Westinghouse* case in 1949, the U. S. Court of Appeals ruled in effect that broadcasters can censor spokesmen who speak in behalf of a candidate [B•T, March 20, 1950].

As it appears to those who have given the O'Hara bill a first study, the legislation, if enacted, would extend this to candidates, themselves.

DEFENSE ADVISORY GROUP

Suggestions Being Adopted

RECOMMENDATIONS of a special committee, designed to spread electronics defense orders around small plants, are being adopted by the Air Force and Small Defense Plants Adm., Glen McDaniel, president of Radio-Television Mfrs. Assn., told a Senate subcommittee Thursday.

Mr. McDaniel testified at a hearing before the Senate Small Business Subcommittee on Mobilization and Procurement, headed by Sen. Blair Moody (D-Mich.). Last year Mr. McDaniel was secretary of a special committee that conducted a small business survey for the Air Force.

Half of the 34 recommendations in the special committee's report have already been put into effect by the Air Force, Mr. McDaniel testified. The others have been passed on to Small Defense Plants Adm.

WIP Music Awards

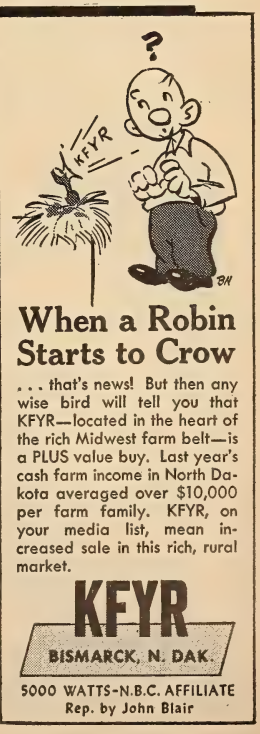
WIP Philadelphia announced winners in its first annual Showmanship Awards contest last week. Listeners voted for favorites in three categories: band leader, male vocalist and female vocalist. Stan Kenton won the band leader poll, with Billy May and Les Brown runners-up. Buddy Greco led the male vocalists, beating out Eddie Fisher and Johnny Ray, and top spot among the girl singers went to Patti Page, followed by June Christy and Doris Day.

Everywhere You Go . . .

RADIO AMATEUR show by inmates of the big Prince Albert Provincial Penitentiary at Prince Albert, Sask., was held under auspices of 40 members of the local branch of the Associated Canadian Travelers and four members of CKBI there. It is believed to be the first such entertainment program to be broadcast publicly from any Canadian penal institution. Some 27 prisoners took part with listeners' contributions aiding the campaign against tuberculosis. Typical introduction: "Here's Nitro Jake to sing you a song of the West." Prisoners not taking part heard the program on the public address system.

WCCM Moves

WCCM Lawrence, Mass., has moved to new headquarters at 278 Essex St., Lawrence, where the station occupies space including a large auditorium for audience participation programs, two smaller studios, a music library and general sales and executive offices. George H. Jaspert, WCCM president, said the transfer to larger quarters "manifests tangible faith in the future of Greater Lawrence and the Merrimack Valley community."





programs promotion premiums



TWENTY-EIGHT year calendar is being mailed to agencies, clients and the trade by WMAQ Chicago, NBC's m & o outlet which is marking its 30th anniversary celebration. The plastic calendar is printed on a wallet-size card with a revolving wheel. An accompanying memo from Harry C. Kopf, vice president and manager of WMAQ and WNBQ (TV), reminded recipients of the station's anniversary and that the calendar was "guaranteed to keep you up-to-date for at least the next quarter-century."

ON ITS OWN HOOK

REMOTE eyewitness account of the atomic explosion at Yucca Flat, Nev., was broadcast by KSUB Cedar City, Utah, from a plane at 10,000 feet by Art Higbee, manager, and Frank Barreca, news editor, who were being piloted by Royce Knight, local airport manager, toward the scene of the tests when the blast took place. The 1 kw Cedar City CBS affiliate, 140 miles from Yucca Flat, believes it "scooped" all radio stations.

KTUL AIRS COMPLAINTS

NEW show on KTUL Tulsa, *Speak Up Tulsa*, invites listeners to phone in pet peeves for broadcast on the program. Broadcast's success prompted station to allot one hour for its presentation rather than the half hour originally used. Guests appear on the program and attempt to answer questions asked by callers.

STUDENTS TAKE OVER

STUDENTS from Rutgers U. and WRSU, the campus station, New Brunswick, N. J., took over operation of WCTC there last Wednesday. This is the second year the commercial outlet has observed WRSU day. So successful was the initial operation last year that WCTC hired three students as regular staff announcers and a fourth as a remote engineer.

CONSERVATION WEEK

PROGRAM marking WCCO Minneapolis-St. Paul's annual contribution to "Conservation Week" was broadcast last week by Larry Haeg, station farm service director. Seven of the state's top conservationists were his guests on the program. Discussion centered around goods and services provided by the forest products industry "and as a result of keeping Minnesota green, the tourist trade brings in another $200 million" for the state yearly.

TWO YEAR CALENDAR

SIMPLIFIED slide calendar for computing final broadcast dates or talent contract is now being distributed by S. W. Caldwell Ltd., Toronto, transcription distributor. The calendar is calculated on a two year basis from June 1951 to June 1953, and has a pull tab for reckoning 13 week intervals.

RELIGIOUS PROGRAMMING

NEW approach to religious programming has been inaugurated at WHIM Providence. Daily series of 5 minute programs, *What My Religion Means to Me*, features statements from lay people in the community. Listeners of all faiths have been contacted and have recorded their religious philosophies for broadcast on WHIM.

COMBAT TV SHOW

CURRENT WTOP-TV Washington thriller is *The Blue Badge*, Army-produced documentary program showing combat divisions in action during World War II, from 1-1:30 p.m. Sundays in a 13-week series. Lt. Carl Bruton, radio-TV officer for the Military District of Washington, is writer-producer and Col. William Quinn, infantry expert, follows up with comments and demonstrations.

WMAL GUESSING SHOW

GUESSING game show, *You're Hearing Things*, conducted by Bill Malone and Joe Campbell, will be heard from 11:15-30 a.m. Monday through Friday over WMAL-AM-FM Washington, with prizes to be awarded listeners who identify the sounds they hear on the air. Show begun May 5.

LOCATION PLUGS

MOVE to fix WABD (TV) New York's location firmly in the minds of its viewers was begun fortnight ago with a new policy of musical station breaks. Few bars from one of three tunes, "In Old New York," "East Side, West Side," or "Manhattan," are played as background for announcement concerning station's location.

TV HOME DECORATION

DEMONSTRATIONS of new fashions and ideas in home decorating comprise format of new show, *Decorators' Workshop*, telecast daily on WPIX (TV) New York. Grace King, decorator and consultant, will conduct the program which is being sponsored by Sealy Mattress Co. Guest appearances will be made by leading home decorators.

AD STRESSES COVERAGE

SIZABLE ad appeared in Moline, Ill. *Daily Dispatch* giving a resume of flood coverage provided by WHBF Rock Island for its listeners. Pictures of staffers at work during the recent tragedy and accompanying captions were featured in the ad which concluded "all this is how and why WHBF brings you complete, accurate, up-to-the-minute, on-the-scene flood coverage."

PHILADELPHIA STORY

WIP Philadelphia found a silver lining in clouds which hung over the Eastern seaboard in the last days of April. Advertising in daily newspapers, WIP told readers that they could "hear the first news of the sun's arrival by listening to WIP." When the sun finally shone, the station told listeners: "We interrupt this program to bring you a special news bulletin from the WIP news room. The sun has just been seen in Philadelphia; proof that Old Sol is still in the sky. . . ."

TV REQUESTS GRANTED

PROGRAM series, *Request-a-Tune* sponsored by Norman Mitchell, appliance dealer, and Hotpoint, has begun at WAAM (TV) Baltimore. Show enables viewers to write in requests, five of which will be performed by participants on the weekly show. Persons who make the selections will appear on the show to explain their choice.

WWRL MARATHON

SIXTEEN hour marathon was held last week by WWRL Woodside, N. Y., on behalf of a city-wide appeal for the St. Charles School and Community Center Fund, project for the children of Harlem. Show, supervised by Fred Barr, ran from 9 a.m. Tuesday to 1 a.m. Wednesday.

BRITAIN SCIENCE

THE *Johns Hopkins Science Review*, presented over the DuMont Television Network Mondays at 8:30 p.m. for three successive weeks beginning May 12 will show kinescopes of scientific advances in Great Britain. Program claims to be the first to be invited to produce a TV show in a foreign country.

WNAX SCHOLARSHIPS

FOURTEEN students from seven colleges in the Midwest who have successfully completed freshman year requirements and who indicated an interest in majoring in agriculture and related fields or home economics have been granted scholarships by WNAX Yankton-Sioux City, S. D. Each grant is for $300. This is the tenth year the station has made such a presentation.

MOTHER'S DAY CONTEST

MOTHER of the largest family in Angelina County was scheduled to be presented with prizes from KTRE Lufkin, Tex., and several of the city's business firms. Contest to determine the biggest family was conducted on *Q. P. Coffee Club*, daily show on KTRE. Special program honoring the winner was planned for last Saturday.

RECIPE OFFER RESULTS

MAIL map is being distributed to the trade by KSL Salt Lake City showing the station received mail response from 138 counties in eleven Western states, from eleven other states and Canada on its recent Brigham Young U. basketball series sponsored by Utah-Idaho Sugar Co. Offer on the series was for cookie and candy recipe booklet.

STAY-AT-HOME VACATION

DAILY program outlining "package" vacations in New England for its listeners, has been launched at WORC Worcester, Mass. Shows promote a spend-your-vacation-at-home theme. Information on recreation spots in the six New England states was secured from tourist boards for broadcast on WORC.

Why not?
LET LOIS DO IT



Yes, "sales appeal" describes the impact of Lois Kibbe's "Woman's Club of the Air" (3 p.m., Mon.-Fri.) on her wide audience of women. Her comments range from home furnishings to the latest movie. Be among the alert advertisers who let Lois Kibbe sell their products in the southwest.

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS
RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
Chairman of the Board
VAL LAWRENCE
President and Gen. Mgr.
REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

WDUZ
ABC NETWORK
in GREEN BAY, WIS.



BLATZ AND SCHLITZ MAY COMPETE, BUT THEY BOTH INSIST ON WDUZ COVERAGE IN GREEN BAY.

BEN A. LAIRD, PRES.
CALL JOHN E. PEARSON CO.

FTC APPEAL

Philip Morris Hearing Set

APPEAL by Philip Morris & Co., New York (cigarettes), from preliminary findings of a trial examiner was set last week by the Federal Trade Commission for hearing in Washington, D. C., June 3.

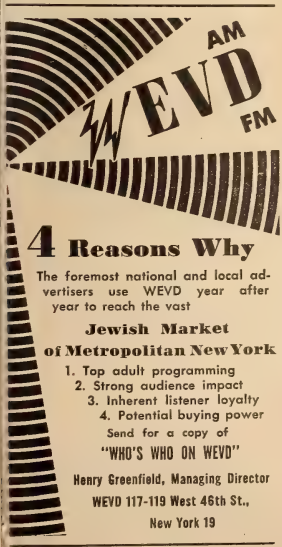
The initial decision, earlier this year by Examiner Earl J. Kolb, challenged nine advertising claims as "false and deceptive." The firm promptly announced that it would appeal [B•T, Feb. 11].

The tobacco company held in its rebuttal that the decision was not substantiated by evidence and that adverse testimony was subsidized by competing tobacco firms. The trial examiner directed Philip Morris to cease and desist from advertising "certain scientific statements" in broadcast and published continuities.

The complaint had cited a claim that Philip Morris cigarettes are "non-irritating or less irritating than other brands." Company noted that it had offered results of thousands of experiments conducted by noted scientists.

CBS Hollywood Wages

FURTHER wage increase demands by CBS Hollywood and Office Employes International Union (AFL) will be arbitrated shortly by a board composed of Tony O'Rourke, former head of Society of Independent Motion Picture Producers Assn.; Deane Johnson of O'Melveny & Myers, Los Angeles legal firm, and Max Krug, OEIU business representative. On March 24, OEIU accepted a CBS offer of 15% weekly wage increase for 175 office workers in 21 classifications, retaining right to arbitrate further.



New Business

(Continued from page 18)

Co., Valhalla Memorial Park), reappoints Philip J. Meany Co., that city.

U. S. BREWING Co., Chicago, names Abbott Kimball Co., same city. **GEORGE ENZINGER** is account executive.

ST. LOUIS FEDERAL SAVINGS & LOAN Assn., St. Louis, appoints Olian Adv., that city. Radio and TV will be used.

WARREN FOR PRESIDENT COMMITTEE appoints Yambert-Prochnow Inc., Beverly Hills, to handle primary election campaign. TV being used includes two quarter-hours, May 26 and May 29, on KECA-TV Hollywood and KGO-TV San Francisco.

Adpeople • • •

JOHN M. ROYAL, formerly with Don Chemical Co.'s advertising staff, and **JOHN K. LEE**, former Gates Rubber Co. advertising production manager, to Assn. of National Advertisers as secretary to industrial advertising and films steering committees and secretary of radio-TV and display steering committees respectively.

IRVIN W. HOFF, assistant advertising manager, Colgate-Palmolive-Peet Co., appointed advertising manager, effective immediately.

1900 George W. Johnson 1952

GEORGE W. JOHNSON, who was manager of KTSA-AM-FM San Antonio, Tex., from 1937 until 1949, died April 25. He was 52.



Mr. Johnson had retired from radio to his ranch property near San Antonio. He died at his home on Route 8, on the outskirts of the city. Funeral and burial services were held in the Presbyterian Church in the nearby town of Giddings, his birthplace.

He is survived by his mother, Mrs. Laura Johnson, of Cameron, Tex., and by four sisters. Mr. Johnson's sisters were listed as Mrs. W. Bowers Jr. of Beaumont; Mrs. T. L. Denson of Cameron; Mrs. W. S. Brown of Cleburne, Tex., and Mrs. Dorothy Muckleroy of San Antonio.

RADIO FACT BOOKLET

Survey Prepared by ARB

SIGNIFICANT facts about radio listening are presented in a 12-page booklet of that title published by NBC covering the highlights of a survey by American Research Bureau and jointly sponsored by the CBS and NBC radio networks on the distribution and use of radio receivers.

Facts such as the one that TV homes have more radios in working order than "radio only" homes, that over half of all radio listening is done outside the living room and that people spend more time with radio than with television, newspapers and magazines combined, are presented. Survey results were reported in detail earlier [B•T, Dec. 3, 1951].

ARMED Forces Radio Service, Hollywood, has started new radio program, *Jubilee*, musical variety show featuring recording artists requested by members of Armed Forces. It is broadcast live from Hollywood with Will Scott producing from scripts by Peter Brooke.

SETS TO VIETNAM

Aid MSA Anti-Red Drive

RADIO will be heard for the first time by 200,000 persons in the Indo-Chinese state of Vietnam with the current distribution of 400 community listening sets by Mutual Security Agency's Special Technical and Economic Mission (STEM).

Dr. Clarence R. Decker, assistant MSA director for the Far East, said the gasoline generator-powered sets plus a MSA $75,000 improvement program for Vietnamese broadcasting facilities, would renovate the state's broadcasting system for MSA programs featuring American aid and would help programming technique in the state's anti-Communist campaign.

AFRS Training

ALL phases of radio and TV are offered men 18 to 34 by Army Reserve Unit, Armed Forces Radio Service, in an enlistment campaign now under way. On-the-job training in writing, directing, announcing, newscasting and radio engineering will be given, according to Maj. David Bramson, commanding officer. AFRS headquarters are at 7201 Santa Monica Blvd., Los Angeles.

BUILDING FUND

WTHI Puts Drive Over Top

WTHI Terre Haute, Ind., helped teach members of its community a "lesson in brotherhood" by carrying to success a building-fund drive for two hospitals serving all faiths.

Local residents, to increase the number of beds in St. Anthony and Union Hospitals, needed community funds to match those supplied by the federal government. Shy of the goal fixed for contributions some six weeks before the deadline, the group was "bailed out" by WTHI, which donated two five-minute shows daily. The series featured local residents, civic and business officials outlining the need for more hospital space.

Listeners sent up to $500, passing the needed sum and enabling ground to be broken. For the luncheon ceremonies preceding the joint ground-breaking, WTHI personnel broadcast speeches of the governor, a congresswoman and representatives of various medical associations. That evening, staffers joined with those at WTTV (TV) Bloomington for a telecast. The United Hospital Campaign story was picked up by *News of America* on CBS, with Bob Kimbro of WTHI feeding the story to the network.

PROPERTIES OF Crown Corporations, including Canadian Broadcasting Corp., are now subject to municipal taxes on property occupied and owned by the corporations. A ruling to this effect has been obainde by Toronto's Mayor Allan A. Lamport from Canadian Finance Minister Douglas Abbott. CBS property at Toronto will bring about $15,000 in city taxes.



May 2 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

WCUE Akron, Ohio—Requests CP to change hours of operation from D to unl. with 1 kw D, 500 w N, DA-DN.

License for CP

WTJH East Point, Ga.—Requests license for CP, as mod., which authorized power increase, change studio location, etc.

CP for CP

KSCY Searcy, Ark.—Requests CP to replace expired CP, which authorized new AM station on 1450 kc with 250 w, unl., contingent on KXIR changing facilities.

Extend Completion Date

WRSW Warsaw, Ind.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

KLOK San Jose, Calif.—Requests mod. CP, which authorized change in operating hours, new DA-N and trans. location, for extension of completion date.

WKBZ Muskegon, Mich.—Requests mod. CP, as mod., which authorized power increase, etc., for extension of completion date.

WORZ-FM Orlando, Fla.—Requests mod. CP which reinstated expired CP, authorizing new FM station, for extension of completion date from April 30 to June 30.

License Renewal

WCMA Corinth, Miss.—Requests renewal of license.

TENDERED FOR FILING

AM—1330 kc

KWPM West Plains, Mo.—Requests CP to change frequency from 1450 kc to 1330 kc, increase power from 250 w unl. to 1 kw D, 500 w N and install new DA-N.

AM—920 kc

KFNF Shenandoah, Iowa—Requests mod. CP to change operating hours from share time with KUSD to unl.

APPLICATIONS RETURNED

Note: For list of TV applications returned, see page 73.

WMOU Berlin, N. H.—RETURNED request for CP to change trans. location, etc.

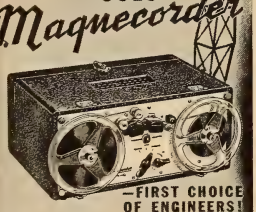
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FCC actions



MAY 2 THROUGH MAY 8

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 103.

WBIB New Haven, Conn.—RETURNED request for voluntary relinquishment of control from The Church Court Co. to Samuel Botwinik, Louis Botwinik, Meyer J. Botwinik, Norman I. Botwinik and William Horowitz.

May 5 Decisions . . .

ACTIONS ON MOTIONS

By Chmn. Paul A. Walker

Chief, FCC Broadcast Bureau—Granted petition to correct transcript of oral argument in proceeding re applications of Tribune Publishing Company, Tacoma, Wash., and KBRO Bremerton, Wash., to indicate that KTNT Tacoma, Wash., is still engaged in transit radio.

By Comr. Edward M. Webster

KTBS Shreveport, La.—Granted petition for dismissal without prejudice of its application for mod. CP.

WIVY Jacksonville, Fla.—Granted petition for dismissal without prejudice of its application.

WEDR Fairfield, Ala.—Granted petition for dismissal without prejudice of its application.

Charles D. McNamee and Frances Frierson McNamee, New Orleans, La.—Granted request for dismissal of their application for CP for new AM station.

WVOW Logan, W. Va.—Granted petition of WVOW for dismissal without prejudice of its application.

KJEF Jennings, La.—On Commission's own motion, application of Jennings Broadcasting Co. removed from hearing docket. Dismissed as moot petition and amended petition of KJEF for severance.

May 6 Decisions . . .

By FCC BROADCAST BUREAU

Granted License

KCLV Clovis, N. Mex.—Granted license for new AM station: 1240 kc, 250 w, unl.

WKRG Mobile, Ala.—Granted license covering increase in nighttime power; 710 kc, 1 kw-LS, 500 w-N, DA-N, unl.; cond.

Extend Completion Date

WHBS Huntsville, Ala.—Granted mod. of CP for extension of commencement and completion dates to 2 months and 6 months, respectively; cond.

KFYO Lubbock, Texas—Granted mod. CP to extend commencement and completion dates 2 and 6 months respectively; cond.

WJJL Niagara Falls, N. Y.—Granted mod. CP for extension of completion date to 10-30-52.

WINZ Hollywood - Miami, Fla.—Granted mod. CP for extension of completion date to 8-1-52; cond.

KJNO Juneau, Alaska—Granted mod. CP for extension of completion date to 7-15-52.

KLOK San Jose, Calif.—Granted mod. CP for extension of completion date to 7-31-52; cond.

KISS San Antonio, Tex.—Granted extension of completion date to 7-1-52.

WRBI Blue Island, Ill.—Granted extension of completion date to 7-25-52.

WORZ-FM Orlando, Fla.—Granted extension of completion date to 6-30-62.

May 6 Applications . . .

ACCEPTED FOR FILING

To Change Location

WSID Essex, Md.—Requests mod. license to change station location from Essex, Md., and maintain additional main studio at 109 W. Baltimore St., Baltimore, Md.

Site Approval

KBRZ Freeport, Tex.—Requests mod. CP, which authorized new AM station, for approval of trans. location on State Route No. 523, two miles north of Freeport, Tex.

Extend Completion Date

WDMJ Marquette, Mich.—Requests mod. CP, as mod., which authorized frequency change, power increase and change trans. location, for extension of completion date.

License Renewal

Following stations request renewal of license:

KALB Alexandria, La.; KSMU-FM Dallas, Tex.; WNBF-TV Binghamton, N. Y.; WOR-TV New York, and WBEN-TV Buffalo, N. Y.

MIKE REPAIRS
Offered by Texas Firm

NEW SERVICE, devoted to microphone design and repair, has been announced by the Audio Acoustic Equipment Co., Arlington, Tex. Walter F. Turner, owner, said his firm hopes soon to expand to nation-wide service.

Mr. Turner, whose experience includes ten years with the Texas State Network and KRLD Dallas and three years as Graybar-Western Electric broadcast representative for Texas, said his firm's laboratory instruments include the Western Electric-Bell Telephone Laboratories 640AA condenser microphone and test equipment by RCA.

DIVIDEND of 10¢ per share has been voted by the directors of WJR Detroit to be paid June 4 to share holders of record at the close of business May 15. Announcement was made by John F. Patt, president.

May 7 Decisions . . .

By COMMISSION EN BANC

Granted Frequency Change

WKVM San Juan, P. R., and WGY Schenectady, N. Y.—By memorandum opinion and order, denied motion of WGY requesting that WKVM's application to change frequency from 1070 to 810 kc be denied; further ordered that application of WKVM for change of frequency to 810 kc with 25 kw, DA-1, be granted; engineering conditions, including acceptance by WKVM of interference which would result from operation of WDAE Tampa, Fla., as presently proposed in its application and modification of operation of WGY presently proposed.

To Remain Silent

WWXL Peoria, Ill.—Granted authority to remain silent additional 60 days from April 15, 1952.

To Increase MEOV

WHIO Dayton, Ohio, and WVOW Logan, W. Va.—By memorandum opinion and order, denied petition of WHIO to have application of WVOW designated for hearing; and said application of WVOW for mod. CP to increase max. expected operating value of radiation granted; cond. (WVOW was granted CP for new AM station on 1290 kc, 5 kw-LS, 1 kw, DA-2, unl. on Sept. 15, 1949.)

Granted Application

WEVA-FM Emporia, Va.—Granted application for reinstatement of expired CP for FM station.

May 7 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

KFNF Shenandoah, Iowa—Requests mod. license to change operating hours from share time KUSD to unl.

AM—1600

WJEL Springfield, Ohio—Filed petition to reinstate application which requests CP to increase power from 500 w to 1 kw LS, 500 w N, DA-DN, change operating hours from daytime to unl. and change main trans. and studio locations.

To Decrease ERP

KSD-TV St. Louis, Mo.—Requests CP to decrease CP from 16 kw vis. to 15 kw vis., changing ant. height above average terrain to 552 ft.

License for CP

KG2XDU Emporium, Pa.—Requests license for CP which authorized new experimental TV station.

WARL Arlington, Va.—Requests license for CP, which authorized changes in trans. and studio locations.

Modification of CP

WFSI Lakeland, Fla.—Requests mod. CP, as reinstated, which authorized new non-commercial educational FM station, to change trans. and ant.

Extend Completion Date

KPPO Pasadena, Calif.—Requests mod. CP, as mod., for extension of completion date.

WCAR-AM-FM Pontiac, Mich.—Requests mod. CP, as mod., for FM station, which authorized new FM station, for extension of completion date; requests mod. CP, for AM station, which authorized installation of new ant. and

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to mount FM ant. on top of AM tower, for extension of completion date.

KRON-FM San Francisco—Requests mod. CP, as mod., which authorized new FM station, for extension of completion date.

KWPC-FM Muscatine, Iowa—Requests mod. CP, as mod., which authorized new FM station for extension of completion date.

WVOW-FM Logan, W. Va.—Requests mod. CP, which authorized new FM station, for extension of completion date.

License Renewal

Following stations request renewal of license:

KRNO San Bernardino, Calif.; WEDC Chicago; WWCA Gary, Ind.; KSLO Opelousas, La.; KRUS Ruston, La.; KTBS Shreveport, La.; WHSY Hattiesburg, Miss.; WSSO Starkville, Miss.; WAZF Yazoo City, Miss.; KODY North Platte, Neb., WPNF Brevard, N. C.; WLOK Lima, Ohio; WENK Union City, Tenn.; WKLV Blackston, Va.; WKJG-FM Fort Wayne, Ind.; WTJS-FM Jackson, Tenn.; WFUV (FM) New York, and WCBS-TV New York.

TENDERED FOR FILING
AM—1230 kc

WSOO Sault Ste. Marie, Mich.—Requests mod. license to increase nighttime power from 100 w to 250 w.

APPLICATIONS RETURNED

WCNH Quincy, Fla.—RETURNED application for acquisition of control by Andrew B. Letson.

Interstate Bestg. Co., Greensboro, N. C.—RETURNED application for new AM station on 920 kc with 1 kw D, contingent on grant of WBBB.

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager for exceptionally strong, small-market station, south central, who is not afraid of work. Must have had actual managerial experience and a good sales record. Must have ability to mix well in luncheon clubs and other important contacts. Salary and profit-sharing. Opportunity to buy small interest after trial period and also to join owners in other businesses. Tell us all about yourself in first letter and include small photo. All replies in confidence. Box 128P, BROADCASTING • TELECASTING.

Salesmen

Salesman. Good opportunity in Illinois for hard-hitting salesman. Liberal drawing against commissions. Send details to Box 924M, BROADCASTING • TELECASTING.

Wanted immediately. Engineer for sales in broadcasting field. Must be under 30 and possess sales ability. Some travel—Chicago and vicinity. Excellent opportunity with well established company. Box 40P, BROADCASTING • TELECASTING.

Salesman: Real opportunity for industrious time salesman. Liberal draw against commissions. 1 kw with market over 300,000 population in North Carolina. If you can sell, you can earn $6000.00 and more per year. Full information first letter with recent photo. No hot shots please. All replies confidential. Box 44P BROADCASTING • TELECASTING.

Wanted. Experienced radio time salesman. Small market, deep south, guaranteed minimum salary on commission basis. State full particulars in first letter. Box 97P, BROADCASTING • TELECASTING.

Excellent opportunity for experienced salesman in small one station market in southwest. Will pay liberal salary plus good commission. Even better opportunity if man can do some announcing, no shift. Also opening for combination first class announcer, good pay, forty hours. Only experienced reliable men need apply. Give references, complete background, and picture first letter. Box 125P, BROADCASTING • TELECASTING.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Wanta go west? KMON, 5000 watt ABC-MBS, Great Falls, Montana, has immediate opening for experienced advertising salesman. Commission-draw. Write full details first letter and photo attention Salesmanager.

Wanted: Young man to break into radio sales. Remarkable opportunity for advancement if you have a radio background. Must be capable of selling new accounts and keeping old ones. Salary, commission and car allowance. WCOJ, Coatesville, Penna.

Announcers

Experienced announcer for 25,000 watt Nebraska station. Send full particulars, audition record, board experience and salary requirement, first letter. Box 926M, BROADCASTING • TELECASTING.

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Wanted, announcer from Texas or southwest by Texas station. Prefer deep voice, news specialist. Send discs, all details first letter. College radio graduates will be accepted. Applications without discs not accepted. Box 45P, BROADCASTING • TELECASTING.

Announcer-engineer with first class ticket. Starting pay $75 for experienced man. Pennsylvania independent. Box 66P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Experienced, topnotch sportscaster for progressive midwest station. Send audition, picture, salary requirements first letter. Box 92P, BROADCASTING • TELECASTING.

Progressive 250 watt Pennsylvania Mutual affiliate with TV application needs versatile staff announcer. Experience preferred but not essential if announcing quality is high. Send disc or tape, photo, qualifications. State salary requirements. Box 96P, BROADCASTING • TELECASTING.

Combination man with first class license for central Michigan station. Box 104P, BROADCASTING • TELECASTING.

Wanted: Announcer sales-service man. Good opportunity for right man. $200 month start. Carolina. Write Box 114P, BROADCASTING • TELECASTING.

Immediately—Combination first ticket, good voice. $285 per month start, extras, progressive station. Heart of trout fishing and elk hunting wonderland. Air mail disc, photo. KPRK, Livingston, Montana.

Combo man for 250 watt station, good voice. Chances to learn unlimited. Send qualifications, history, audition to KSYC, Yreka, California.

Adding combination man to staff. Announcing abilities and permanency most important. Send audition and details WBUT, Butler, Penna.

Washington D. C. area independent has immediate opening for intelligent announcer. Want friendly, mature voice . . . man who has had experience in small market who wishes to move up. State age, experience, references, salary desired. Send tape or disc WGAY, Silver Spring, Maryland.

WGCM, Gulfport, Mississippi, has opening for experienced announcer who can also do sports.

Wanted, experienced combination man first phone. WHBS, Huntsville, Alabama.

Experienced announcer, WICY, Malone, N. Y.

Combination announcer-engineer for network station in pleasant central Kentucky city. Must have top quality voice and hold 1st class license. Better than average salary for thoroughly experienced, energetic man. Immediate opening. Send complete information and tape or disc if possible. Manager, WLEX, Lexington, Kentucky.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. WPIC, Sharon, Pa.

Wanted: One announcer with or without experience for summer replacement. June 1st, to September 1st. WRCS, Ahoskie, N. C.

New **MBS** affiliate in Little Falls, N. Y. starting June has opening for combo men, announcers, engineers. Send full particulars and salary requirements first letter to Robert Earle, Box 455, R. D. 1, Utica, N. Y.

Technical

First class engineer, no announcing, state minimum salary. Box 52P, BROADCASTING • TELECASTING.

Wanted—Chief engineer for 5 kw AM station in large metropolitan eastern seaboard area. State background, qualifications and references. If now employed, state reason for making change. Top salary to right man. Box 89P, BROADCASTING • TELECASTING.

Immediate opening for first class engineer, must have car. Box 103P, BROADCASTING • TELECASTING.

First class ticket holder. Will accept beginner, but can pay combo man more in this expanding small market midwest independent, newspaper-owned. Box 109P, BROADCASTING • TELECASTING.

Opening transmitter operator with first class license. No announcing. Permanent. Texas. Box 111P, BROADCASTING • TELECASTING.

Wanted, a combination engineer-announcer for a 250 watt southern station. Starting salary 70 dollars per week. Write Box 131P, BROADCASTING • TELECASTING.

First class engineer. Experience not necessary. Network station. Box 139P, BROADCASTING • TELECASTING.

Engineer needed immediately, $1.25 per hour, 40 hour, guarantee time and half for overtime. Remotes. Box 143P, BROADCASTING • TELECASTING.

Chief engineer. Pittsburgh area. Permanent. Excellent opportunity. Complete W. E. installation. 506-B-2 10-kw FM transmitter. 25-in console. All monitoring equipment. Also model 708 REL receivers. Box 146P, BROADCASTING • TELECASTING.

Immediate opening for 1st phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Wanted: An engineer at kw daytimer. Bud Crawford, KCNI, Broken Bow, Nebr.

Operator, first class license, bachelor apartment free. Station is TV applicant. KCOM, Sioux City, Iowa.

Engineer with first phone license. Willing to learn announcing. No experience necessary, KENA, Mena, Arkansas.

Engineer. Excellent working conditions in a university city. If desired, work schedule arranged to attend university. KNOX, Grand Forks, North Dakota.

Immediate opening for good chief engineer who is ready for permanent employment and excellent working conditions. All correspondence confidential. Contact General Manager, KSLO, Opelousas, Louisiana.

Wanted—Engineer, first phone, sober, dependable. Opportunity good and position permanent. KSTV, Stephenville, Texas.

Wanted, ambitious engineer experienced construction and maintenance willing to take responsibility. Transportation furnished from west coast. Air mail details KULA, Honolulu, T. H.

Good experienced announcer with first class ticket. Send audition tape, record of experience, business and character references to KWFC, Hot Springs, National Park, Arkansas.

Combination engineer-announcer. Salary commensurate with ability. WBHF, Cartersville, Georgia.

Engineer, first phone, experience unnecessary, transmitter at studio, WCED, DuBois, Pennsylvania.

Studio transmitter engineer, experience unnecessary, network affiliate. Phone WCEM, Cambridge, Maryland, Cambridge 1580.

Help Wanted (Cont'd)

First phone. No announcing. Start $250.00 per month plus overtime. WCMY, Ottawa, Illinois.

Wanted: Transmitter operator. $65.00 for 40 hour week. Send qualifications and references to Paul Kelley, WCSI, Columbus, Indiana.

Immediate opening for first class operator, WEAV, Plattsburg, N. Y.

Engineer—Chicago area. No experience necessary, fulltime, days, immediate opening. WEAW, Evanston, Illinois.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

Operator, first phone. No experience. Light duties. 6 days, 44 hours. Start $217. WFMW, Madisonville, Ky., PH. 1885.

Wanted—First class engineer, $200 month. Contact Chief Engineer, WHAL, Shelbyville, Tenn.

Position for engineer open at WHDL-FM. 1st class license needed. No experience necessary. Starting wage $50 for 40 hours. Must have car. Olean, New York.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Production-Programming, Others

Desire male copywriter with ideas. Some announcing. Submit samples. Texas. Box 23P, BROADCASTING • TELECASTING.

Immediate opening for continuity director, full charge of department. Must be top administrator as well as top writer, to qualify as department head in this hard hitting midwest 5 kw operation. Send complete info to Box 50P, BROADCASTING • TELECASTING.

Wanted—Illinois network station desires copywriter with ideas, male or female. Box 133P, BROADCASTING • TELECASTING.

Wanted—Continuity chief. Experienced writing for all types of clients. Send letter with full details, copy samples, salary requirements. Moderate, healthful climate. Program Director, KCSJ, Pueblo, Colorado.

Immediate opening for male or female copywriter, some experience. Air mail complete data to WHIT, New Bern, N. C.

Wanted: Experienced girl copywriter for continuity and promotion department of 50, kw eastern station. Opportunity for advancement. Send full details of experience and photo to WWVA, Wheeling, West Virginia.

Television

Announcers

Announcer-MC for nation's first 50,000 watt TV station. Detailed experience and photo first letter. Prefer age bracket 28-35. Station located midwest. Box 142P, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General or commercial manager. Experienced. Capable. West or southwest. Box 43P, BROADCASTING • TELECASTING.

General manager: 16 years experience all phases. Exceptionally strong in sales and administration. Experience in multiple station market. Superior news and air personality, creative program and promotional record. Excellent civic affairs record. Top references. Would consider working interest or chance to buy in. Prefer southwest. Box 91P, BROADCASTING • TELECASTING.

Successful, local sales minded manager desires change to bigger market or kilowatt daytime station. If you are losing or breaking even, contact this 32 year old experienced local station manager and start making money. Reply Box 99P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Present Manager desires change. BA Degree in Radio. Four years experience. Excellent references. Prefer AM-TV operations. Box 100P, BROADCASTING • TELECASTING.

Seventeen years successful radio station management experience. Excellent record in sales and thoroughly versed in all phases of AM radio. Would like to become affiliated with an aggressive radio station of any size. In addition to management experience, have created many sales-producing features. References if required. Box 127P, BROADCASTING • TELECASTING.

Manager same station 12 years, desires change for better opportunity. Box 130P, BROADCASTING • TELECASTING.

Assistant station manager—experienced many phases station operations, particularly engineering. Interested solid organization with future. Currently employed northeast. Box 134P, BROADCASTING • TELECASTING.

Commercial or general manager available. 10 years experience radio as salesman, commercial manager and general manager in independent and network operations. Extra strong on sales and profits. Best references. Guarantee results. Family, sober. Personal interview. O. R. "Jim" Bellamy, R. 1, Bloomville, Ohio, Phone 116F14.

CP holders! Station owners! Don't lose your license. Employ a manager with proven executive and technical ability to organize, build and operate your station. 25 years broadcast experience. Reasonable salary. Personal interview. T. L. Kidd, 440 Indiana, Wichita, Kansas.

Salesmen

Salesman-announcer. Details by return mail with audition. Box 82P, BROADCASTING • TELECASTING.

Experienced salesman-announcer. Good sales record. Hold first phone license. Box 88P, BROADCASTING • TELECASTING.

Attention station managers and owners: Salesman, six years experience, plenty ideas for good accounts, also 3 years under first class radio telephone ticket. Relief announcing, all types. Desire southern market. Prefer Mississippi, Alabama or Texas. Anything over 25,000 population. All inquiries promptly acknowledged. Box 98P, BROADCASTING • TELECASTING.

Announcers

Announcer-actor, trained all phases of radio. Will travel. Tape, picture upon request. Box 86P, BROADCASTING • TELECASTING.

Experienced announcer top newscaster, disc jockey, all sports play-by-play. Started staff, now program sports director. References speak for themselves. Tape, details upon request. Married. Box 101P, BROADCASTING • TELECASTING.

Newscaster-announcer, deep voice, college background, three years in radio all phases. Box 106P, BROADCASTING • TELECASTING.

Announcer, four years experience staff, sports, special events. College education, vet, would like TV or AM with television possibilities. Prefer SW or west coast. Box 107P, BROADCASTING • TELECASTING.

Well known metropolitan disc jockey with proven Hooper, style and personality. Write for brochure, include salary top. Box 108P, BROADCASTING • TELECASTING.

Disc-jock, announcer with first phone, experienced, ex-serviceman. No draft worries. Available immediately. Box 116P, BROADCASTING • TELECASTING.

Announcer, news and semi-classics. Married. Operate board. Tape available. Box 119P, BROADCASTING • TELECASTING.

Staff announcer—two years experience, news DJ, remotes, sales, board operation. Employed. Prefers upper midwest. College and radio school. Disc available. Box 122P, BROADCASTING • TELECASTING.

Experienced, result-getting announcer with deep, mature voice. College grad, married, veteran, 31. Box 126P, BROADCASTING • TELECASTING.

Announcer—Five years experience all phases including baseball. Deep voice. Phone Washington, D. C. Atlantic 4062. Bill Travis, 411 B St., N. E.

Staff. Available summer months. Capable. Experienced. College. Radio major. Board. Box 141P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Idea girl can please your accounts. Air work and selling. Create shows and promotions. Interested after-hours disc show. Thoroughly experienced all phases. Box 140P, BROADCASTING • TELECASTING.

Woman wants "before mike" position. Half-hour weekly sponsored jockey show one year. Modulated, relaxing voice. Wrote commercials five months. Refined, versatile, degree, 31, single, conscientious. Uninterested high pressure tactics or hungry characters. Terrific potential! Box 147 P, BROADCASTING • TELECASTING.

Announcer-engineer, married, draft exempt. Experienced, able to assume responsibilities. Available immediately. Audition disc available. Michael Benson, 1230 Hancock, Brooklyn, New York.

Announcer-engineer, 5 years. Married, vet, 23. $80. Joe Nearns, KDRS, Paragould, Ark.

1st class announcer with 1st class license. Now making $80 weekly, large southeastern city. Want job in southwest US. Make me an offer. Reply Box 138P, BROADCASTING • TELECASTING.

Technical

I have a second phone and also a class (A) Ham license. Will work in broadcast station for second class wages while obtaining first phone. Preferably Mo. or Ark. Will consider anywhere. Have had radio college and correspondence courses, lots amateur experience. Reasonable wages while learning. Box 30P, BROADCASTING • TELECASTING.

Engineer/chief engineer, 16 years broadcasting experience (installation, directional arrays, television) desires responsible position with progressive station. Box 78P, BROADCASTING • TELECASTING.

Chief engineer, 12 years radio field. Available immediately. Box 80P, BROADCASTING • TELECASTING.

Chief engineer now employed chief 5 kw DA station desires change. Training and experience (25 years) give efficient skillful technical operation or new construction. Initiative, dependability take full responsibility engineering department progressive TV minded station, write Box 81P, BROADCASTING • TELECASTING.

Chief engineer, experienced construction, UHF, AM, FM. All phases broadcasting. Permanent position. Travel Phila., Chicago, June. Immediate trip if necessary. Box 94P, BROADCASTING • TELECASTING.

1st class phone license. 2½ years experience. Vet. State salary. Box 129P, BROADCASTING • TELECASTING.

Engineer—formerly chief, technical director, assistant station manager, interested returning to engineering, chief or right good organization. Five years medium power directional antenna. Box 135P, BROADCASTING • TELECASTING.

Engineer, 2½ years experience. Some TV. No announcing. South preferred. Permanent. Box 137P, BROADCASTING • TELECASTING.

Production-Programming, others

Copywriter, experienced, single, draft exempt. Looking for progressive station in northeast. No announcing. Box 46P, BROADCASTING • TELECASTING.

Farm service director, also staff announcing. Draft exempt, excellent references, Box 84P, BROADCASTING • TELECASTING.

Creative programming, radio or TV. Extensive background. Outstanding reputation. Major affiliations. 33, married, youngster. Interested program director, development, production executive. Box 87P, BROADCASTING • TELECASTING.

Experienced TV director, producer, writer, AM experience. Married. References. State salary first letter. Box 90P, BROADCASTING • TELECASTING.

News editor, presently employed. Developing, writing program ideas a specialty. Commentaries, local news stories, features, documentaries. Good voice. Top references. Box 95P, BROADCASTING • TELECASTING.

Newsman, thoroughly experienced local coverage, wants employment with station in far west. Young, married, veteran. Top references from present employer, wire service and others. Box 102P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Team—Husband DJ or staffman, thoroughly experienced all phases. Wife—Girl Friday, continuity. Box 123P, BROADCASTING • TELECASTING.

Program director, DJ, talents adaptable TV. Versatile. 19 years experience. Now employed. Prefer midwest or west. Excellent references. Wife also available freelance writing and air work. Box 124P, BROADCASTING • TELECASTING.

Give your programming the woman's touch. Desire position as woman's director or job with future. Experienced. Prefer midwest. Box 136P, BROADCASTING • TELECASTING.

Program-sports director. Six years all phases. Excellent voice. Security-permanency required. College graduate. Family. Midwest. Box 145P, BROADCASTING • TELECASTING.

Television

Announcers

SRT graduate seeking position in small TV station. Knowledge TV service, some film. Photo on request. Box 132P, BROADCASTING • TELECASTING.

Technical

TV maintenance. 4 years maintenance experience transmitter and studio. Desire eastern location potential UHF or established VHF. Reliable, responsible. Good engineering background. 1st class license. Box 144P, BROADCASTING • TELECASTING.

New York license movie picture operator desires job television studio. Experience 16-35 m.m. Box 148P, BROADCASTING • TELECASTING.

Production-Programming, others

TV weatherman—topnotch television weatherman, available one-month notice. Good salesman. Best offer considered anywhere. Box 983M, BROADCASTING • TELECASTING.

Film editor with TV production-agency experience wants position with TV station, film studio or agency that needs man with this background. Box 121P, BROADCASTING • TELECASTING.

For Sale

The best in complete tower sales and service by the south's largest tower erection company. Will sell or buy your used towers, erect or service your towers. A.A.A. Tower Company, Inc., Box 898, Greenville, N. C.

Stations

250 watt fulltime station in Pacific northwest. Only station in isolated market. Operated profitably for two years. Owner wants to return to the east. $25,000 cash. Box 62P, BROADCASTING • TELECASTING.

Western station. Independent. 250 W. Well accepted. Asking $40,000. Box 85P, BROADCASTING • TELECASTING.

For sale: Money making 250 Mutual affiliate in southeast. $35,000 cash. Write Box 115P, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. Priced from $15,000 to $750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Complete 1 kw Collins package. Brand new 20V1 transmitter and all associated gear including two turntables with console. Two-200 foot towers. All equipment still in original carton purchased during the past ten months. Write for listing. Available immediately. Box 83P, BROADCASTING • TELECASTING.

Primary frequency standard complete with scope and train of multivibrators from 100kc to 60 cycles in rack cabinet. Box 112P, BROADCASTING • TELECASTING.

Radio Station KCOH in Houston, Texas, announces the sale of a Presto model Y . . . disc recorder . . . with a 1C cutting head, combined with turntable, in waist high cabinet. Priced at $512.00 when new. For sale at $320.00. For information address correspondence to Chief Engineer, Station KCOH, M. & M. Building, Houston, Texas.

Gates 1-Mo-2830 model BF-250-A FM transmitter, HP monitor and antenna complete. Excellent operating condition. Best offer accepted. Contact Albert A. DeFilippo, c/o WAVZ, New Haven 10, Conn.

For Sale (Cont'd)

Slightly used but in good condition, three RCA TA5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

1-300' heavy duty, 1-300' extra heavy duty, 1-600' heavy duty tubular steel, guyed TV. Phillips towers, new, of course, immediate delivery, special prices. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

For sale: Hammond Novachord crated for shipping. Good condition, reasonable. Write Yellowstone Park Company, Yellowstone Park, Wyoming.

Wanted to Buy

Stations

Interested in buying bankrupt, run down, or sick radio station. All letters considered, confidential, no broker. Box 39P, BROADCASTING • TELECASTING.

Wanted to buy: Interest in small southeastern station. Write Box 113P, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Transmission line, 1⅝ inch. Advise quantity and price wanted. WTND, Orangeburg, S. C.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Managerial

Commercial Manager Wanted!

One of radio's most successful regional net stations (with TV application Pending) offers a once-in-a-lifetime opportunity to the right man. A substantial salary and profit-sharing await a man familiar with all phases of commercial radio selling. Should have an outstanding record as a salesman, both local and national, the ability to handle others, highest character references, the desire for permanency and a willingness to work. He must have had five or more years' experience as Commercial Manager or Assistant CM in a competitive metropolitan market, with annual earnings of $10,000 or more per year, and be capable of earning much more. Our billings are, and have been, the highest in this multiple station midwestern market. To be considered for a personal interview, please reply in confidence, giving full and complete information about your previous experience, salaries earned and other pertinent information. Attach snapshot. Box 120P, BROADCASTING • TELECASTING.

Announcers

★ **TOPFLIGHT NEWSCASTER**

wanted by 50,000 watt network affiliate in Midwestern market. This is an excellent opportunity and the salary is right for the right man. The right man in this case will have years of experience behind him. He will not necessarily have a beautiful voice, but it will be authoritative. He will be mature and make a good appearance. If you think you fit this description, send disc, photo and full information. BOX 10P, BROADCASTING • TELECASTING.

(Continued on next page)

Help Wanted (Cont'd)

STRONG STAFF ANNOUNCER WHO KNOWS MUSIC AND LOOKING FOR A FUTURE.

We are top music station in metropolitan market, programming heavy music-sports-news along with network schedule. Starting salary—$65 for 40 hours with extra for talent and overtime. Large corporation with TV application. Send disc or tape with details to Program Director.

BOX 110P. BROADCASTING • TELECASTING

Television

Technical

WANTED

TV ENGINEER

Capable of taking equipment "out of the box" and putting a picture on the air. Will give long contract, opportunity for purchase of stock and will make him an Officer and Director in Corporation.

PROGRAM DIRECTOR

Topnotch man with successful TV background. Will give same opportunities as stated above to the Engineer.

This is a first rate Midwest Market —No TV here now. Address replies to Box 117P BROADCASTING • TELECASTING. All replies will be answered.

Situations Wanted

Managerial

COMMERICAL MANAGER

Aggressive, shirt-sleeve CM who believes in hard work and making calls. Successful record as radio-TV sales manager leading metropolitan market past three years. Sound experience. Proven record. Present salary $11,000. Age 33. Seeks permanent position with metropolitan radio and/or TV station. Box 105P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

in public service . . .

TOTAL of $20,800 has been donated to the American Red Cross Flood Relief by NBC network listeners of the *Ruth Lyons' 50 Club*, which originates at WLWT (TV) Cincinnati five days weekly. In return for $1 donation, Miss Lyons sent 8x10 photograph. An estimated 15,000 prints are to be mailed to every state and to Canada.

* * *

Emergency Appeal

WHEN American Red Cross appealed for emergency quota to aid rehabilitation of families along Montana's flooded Milk and Missouri Rivers, KMON Great Falls volunteered to raise the money. Hurried consultations with program and announcer staffs paved the way. Within 24 hours, KMON was on the air with a variety Red Cross Jamboree which lasted until midnight Saturday and was resumed intermittently Sunday with the result that the emergency quota was oversubscribed. In all, 18 hours of programming was consumed.

* * *

Donates Transmitters

WWVA Wheeling, W. Va., turned over its former mobile unit—a 100 w transmitter and one of 50 w—to the American Red Cross Disaster Committee and the Ohio County Civil Defense Organization. William E. Rine, managing director of the station, presented them to officials of the Wheeling-Ohio County Chapter of Red Cross. One unit was installed in Wheeling's Red Cross headquarters while the other was used as a stand-by.

* * *

Blood Type Obtained

LARRY HOMER, announcer for WEEI Boston, aired a request one day at 8 p.m. from the Union Hospital in nearby Lynn, Mass., for a special type of blood. At 11 p.m., the hospital phoned to say that it had received 150 offers from WEEI listeners willing to donate the needed type of blood. Some of the calls had come from as far away as Bangor, Me.

* * *

Basketball Tapes

WDAN Danville, Ill., has added another item to its growing list of public service features. The station shipped tape recordings of state championship high school basketball games to the 130th Infantry Regiment, Danville segment of the 44th Infantry Div., stationed at Camp Cooke, Calif.

* * *

KFBI Aids Youth

KFBI Wichita, Kan., showed radio works where other media fail recently when broadcast appeals brought $800 donations to pay costs of special treatments for Jimmy Essex, 18-year-old paralyzed youth, after a newspaper story with picture brought only $100, according to George E. Wells, KFBI program director.

* * *

All-Night Telethon

TELETHON on WDSU-TV New Orleans featuring staffers of both the television outlet and its sister AM station, WDSU, continued 13½ hours, starting at 11 p.m. one Saturday and concluding 12:30 p.m. Sunday. The drive was for the benefit of United Cerebral Palsy Assn. of Greater New Orleans and netted $80,000 for the charity. All-night telethon starred Dorothy Lamour, Chico Marx, Rosemary Clooney and Sunny Skylar in addition to WDSU personalities and several disc jockeys from other local stations.

* * *

Pilot Dog Fund

PILOT DOG Inc., Columbus, Ohio, has announced that the first fund-raising campaign of that organization which was conducted in central Ohio through WBNS-TV Columbus exceeded its goal of $6,000 by netting $6,527.44. More than 2,550 individual contributions were received during the week-long drive. Need for contributions was driven home over 17 locally-produced programs. Viewers were asked to send their donations to their favorite WBNS-TV personality. Seven of the shows oversubscribed their particular quotas. Non-profit group provides seeing-eye dogs to the needy blind at no cost.

* * *

WSIX Aids Foundation

WSIX Nashville and the ABC show, Ted Mack's *Original Amateur Hour*, raised more than $2,000 for the Cordell Hull Foundation for international education when 12 amateur acts selected from 500 auditioned by WSIX put on a 45-minute show in Nashville which went over ABC. The foundation furthers Latin American student exchange with Nashville's Vanderbilt U., Scarritt College and Peabody College for Teachers.

* * *

Guide Dog Fund

KING Seattle, through spot announcements, appealed for contributions to obtain another guide dog for a blind woman whose first canine companion was killed in an automobile accident April 9. A goal of $2,000 was set by Harry Jordan, KING news director, and Hal Davis, program director. Within a few days KING had raised more than $4,000. Incidentally, the blind woman's name is Mrs. Melba King, who said she now refers to herself as Mrs. K-I-N-G.

For Sale

Equipment, etc.

NEW GATES EQUIPMENT

1—Model GR-91 mixer assembly only
1—Model 28CO limited amplifier
2—Model GR-90 carrying cases only
1—Model GR-90-91 remote
2—Model MO-2694 program amplifier
3—Model SA-22 cueing amplifier
1—Model SA-20 program amplifier (Same as MO-2694)
2—Model AM2 "Studio B" light fixture
1—Filter selector
1—Austin transformer
2—Model CB-10 console transcription turntable with RMC type ULID head
1—Model SA-66 general purpose amplifier
2—# AM3 "control room" light fixture
1—# AM1 "Studio A" light fixture
1—# AM2 "Studio B" light fixture
2—#RA-10 recording amplifier
1—#GE-KH phono motor
1—#B4-140 patch panel
2—Overhead feed screw assembly (0-1) 112 lines per inch
1—#SA-800 panel box with cover
1—#SA-77 power supply
2—Qts. Gates grey paint
4—Pts. Gates grey paint
1—#A1979-101 power supply
2—#SA-70 preamplifier
1—#M-101 meter panel
1—#SA-8 V-U panel
1—Gates playback arm
4—#MO-2964 Gates arm
1—#MO 3098 end seal
2—#MO-3096 end seal
3—#MO-3071 junction box
4—#MO-3097 end seal
1—Feed screw only (0-1) 256 lines per inch
1—Gates meter shorting switch

ALL THE ABOVE LISTED MATERIAL IS NEW, NEVER USED EQUIPMENT ALTHOUGH HAS BEEN ON DISPLAY ON SALESROOM FLOOR. FOR ADDITIONAL INFORMATION PHONE, WIRE OR WRITE HOUSTON RADIO SUPPLY CO., 1501 CLAY ST., HOUSTON, TEXAS.

Minnesota Network
Money Maker
$100,000.00

Located in an area where TV will have little immediate effect, but with good allocations for TV development already assigned should buyer wish to enlarge facilities. Based on this investment and last year's profit, buyer should expect about 30% on his investment. Studio and transmitter combined, giving low cost operation. This property is priced right and will not be available long. Price $100,000.00 with terms.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

Feature of Week

(Continued from page 16)

and take-off were George Seyffertitz, Austrian vice consul in New York, and his wife.

Next morning, the chicks arrived in Austria and were transferred by truck to Vienna.

Second of three flights to complete the order placed by the Austrian government left May 5. The third flight is scheduled for May 13. In addition, 7,000 chicks are being sent as a gift with the aid of the Connecticut Poultry Assn., 4-H Clubs and WTIC.

FCC roundup



New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MAY 8

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,340	2,328	87	327	221
FM Stations	638	581	69	13	9
TV Stations	108	97	11	539	2

(Also see Actions of the FCC, page 98.)

Docket Actions . . .

FINAL DECISIONS

AM—1460 kc

WBET Brockton, Mass.—FCC granted application of Enterprise Publishing Co. for CP to change from 990 kc, 1 kw-D, to 1460 kc, 1 kw unl., DA-N; cond. Decision May 6.

AM—960 kc

WFTC Kinston, N. C.—FCC granted application of Kinston Bcstg. Co. for CP to change from 1230 kc, 250 w unl., to 960 kc, 5 kw-LS, 1 kw-N, DA-N; cond. Decision May 6.

AM—1400 kc

Tacoma, Wash.—FCC granted application of Tribune Publishing Co. for new AM station: 1400 kc, 250 w unl.; cond. Estimated construction cost $24,900, first year operating cost (combined existing FM operating cost and expected AM cost) $138,692, first year revenue (combined existing FM revenue and expected AM revenue) $180,000. Applicant is licensee of KTNT (FM) Tacoma and is publisher of *Tacoma News-Tribune* (evening and Sunday). Simultaneously, FCC denied application of KBRO Bremerton, Wash., for CP to change from 1490 kc to 1400 kc with 250 w unl., and FCC denied petitions of KBRO seeking to reopen record in this proceeding. (Comr. Hyde favored grant of KBRO application.) Decision May 5.

INITIAL DECISIONS

AM—1230 kc

Sparta, Ill.—FCC Hearing Examiner Leo Resnick issued initial decision looking towards grant of application of Hirsch Communication Engineering Corp. for new AM station: 1230 kc, 250 w unl.; cond. Estimated construction cost $13,542.96, first year operating cost between $30,000 and $35,000, revenue between $40,000 and $50,000. Principals in applicant include President Robert O. Hirsch (26.6%), recent graduate of M.I.T. and stockholder in KFMO Flat River, Mo.; Vice President Geraldine F. Hirsch (6.6%), stockholder in KFMO and KFVS Cape Girardeau, Mo.; Secretary-Treasurer Oscar C. Hirsch (40%), president and principal stockholder in KFMO and KFVS, licensee of WKRO Cairo, Ill., and director and minority stockholder of KSIM Sikeston, Mo., and James F. Hirsch (26.6%), student at Washington U., St. Louis, Mo., and stockholder in KFMO. Simultaneously, Hearing Examiner Resnick denied application of Hawthorn Bcstg. Co. for new AM station on 1230 kc with 250 w unl. Initial decision May 5.

AM—920 kc

KGAR Garden City, Kan.—FCC Hearing Examiner Hugh B. Hutchison issued initial decision looking towards grant of application of Ark-Valley Bcstg. Co. to change from 1050 kc, 1 kw D, to 920 kc, 1 kw D, 500 w N, DA-N; cond. Estimated construction cost $14,718.90, first year operating cost $76,418.40, revenue $119,344.52. Vice president and general manager of KGAR is Dale E. Kern. Simultaneously, Hearing Examiner Hutchison denied applications of (1) KLMR Lamar, Col., for CP to change from 1340 kc, 250 w unl., to 920 kc, 1 kw D, 500 w N, DA-N, and (2) KFNF Shenandoah, Iowa (now operating non-DA on share-time basis with KUSD Vermillion, S. D., on 920 kc, 1 kw D, 500 w N), seeking permission to move from Shenandoah to Lincoln, Neb. Decision May 7.

FCC Actions

(Continued from page 98)

License Renewal

WMCA New York—Granted renewal of license for regular period (FCC addenda to April 30 decisions, B•T, May 5).

WLAC PURCHASE

Application Filed

IN ADDITION to a purchase price of $1,250,000 for 50 kw WLAC Nashville, Life & Casualty Insurance Co. of Tennessee will pay 10% of the net profits after taxes over $200,000 for 5 years to present owner, J. Truman Ward. Details were revealed in an application for FCC approval filed last week.

Insurance company is repurchasing the Nashville station (on 1510 kc) after 17 years from the man who bought it for $75,000 when it was a 5 kw station on 1490 kc [B•T, April 21]. WLAC replacement value was estimated at $370,685.

Terms of the sale also include a life-time management contract for Mr. Ward at $30,000 per year. Provision is made that if Mr. Ward dies before the seventeenth year of his contract, the insurance company will continue its payments to his heirs until the seventeenth year.

Total current assets of WLAC were listed at $103,816.68, with cash assets of $38,041.36. Total current liabilities were shown as $15,253.03. Total assets of the insurance company was indicated as $137,013,424.53.

WLAC is a CBS affiliate, was established in 1925.

Change of ownership will not affect personnel, it was said. F. C. Sowell is general manager of the station.

RCA Report

(Continued from page 26)

elected at the meeting—the largest RCA session ever, with almost 81% of the vote represented in person or by proxy—were: Walter A. Buck, John T. Cahill, Gano Dunn and Edward F. McGrady. Arthur Young & Co., New York, was again appointed to serve as RCA's accounting firm, and the resolution, which would allow stockholders to cast their total votes—based on shares held, multiplied by number of directors to be elected—for a single candidate, was thoroughly defeated.

Retirement of Lewis MacConnach, RCA secretary, after 37 years' service was announced by Gen. Sarnoff, who also commended the officer for never having missed a directors' or stockholders' meeting.

BMI Clinics Continue

(Continued from page 38)

to farmers.

"Farmers feel a close tie with the station who keeps him abreast with the rest of the world. . . . Don't talk down to your rural audience. If you do, you won't have one."

Glenn Griswold, MAB president, presided. Schedule included a joint talk by Harry K. Renfro and Foster Brown, assistant manager and promotion director respectively, KXOX St. Louis, on promotion and public relations.

COLUMBIA, S. C., May 6

John M. Rivers, SCBA president and general manager, WCSC Charleston, said radio today is "the cheapest mass medium of communication. . . . Let's keep our messages believable, forceful and truthful."

Joe Kirby, general manager, WKRS-AM-FM Waukegan, Ill., talked on the value of local news, saying his station gave local stories first importance. He said:

"The people in our area with all the metropolitan papers and network radio stations to listen to, would just as soon hear about things in this state that aren't particularly earth-shaking as to be told three or four hundred times that the peace negotiators in Korea are still arguing with the Russians."

Dorsey Owings, BMI field representative, acted as chairman. Other talks were made by Robert R. Tincher, vice president and general manager, WNAX Yankton, S. D.; Frank McIntyre, production manager, KLIX Twin Falls, Idaho; Mackie Quave, chief announcer and production director, WIS Columbia, and Hale Bondurant, general manager, KFBI Wichita, Kan.

ATLANTIC CITY, MAY 6

"Light classics, pop concert selections, great vocal arrangements and the best of instrumental soloists" were suggested to New Jersey broadcasters by Charles F. Payne, commercial manager, KIXL Dallas. "We never compromise on quality . . . it must be the best," he said, adding that KIXL music "is screened and auditioned carefully to throw out even the great classics which are short on melody and long on 'finger exercise.'

"Music . . . and more good music is radio's only salvation," he said.

About 50 attended the sessions, with Paul Alger, NJBA president and vice president and general manager, WSNJ Bridgeton, presiding.

SEATTLE, May 6

"Promotions can be profitable for radio stations—even in a small station market—if they are planned with a purpose in mind," Pat O'Halloran, commercial and promotion manager, KPQ Wenatchee, Wash., told Washington broadcasters.

"Many promotions don't give immediate dividends but really pay off in good will and increasing your audience—in turn they will indirectly pay off in dollars and cents valuation," he said.

MINNEAPOLIS, May 7

Four-point results come from public service programming, according to C. D. Miller, director of staff operations, WTCN Minneapolis, who addressed Minnesota broadcasters. They are: "(1) establishes the station as an integral part of community life; (2) sells service for the common good of the community; (3) exposes station personnel to contact with key business men and potential listeners; and (4) establishes the fact of station leadership in the community."

John Meagher, MBA president and general manager, KYSM Mankato, presided at the meeting, with speakers including most of the Milwaukee slate, Messrs. Squire, Slater, Rich, Smith, Haganah and Safford.

OKLAHOMA CITY, May 7

Sam Schneider, farm editor, KVOO Tulsa, speaking on "The Farm Audience," said today's farmer is the "greatest market for the goods of industry."

He told Oklahoma broadcasters

(Continued on page 104)

Employment Agency — Employment Agency

ENGINEERS — *First - Second Phone*

YOUR APPLICATION CAN BE PROCESSED FOR *IMMEDIATE* OPENINGS IN FORTY-TWO STATES.

ONE WEEK'S SALARY WHEN PLACED, THE ONLY FEE.

WRITE:

Broadcast Management Services Co.

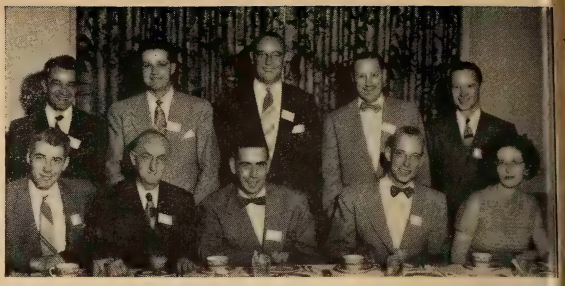
(Agency)

17 East 48th Street, New York 17, New York

PL 5-1127



OHIO Assn. of Radio and Television Broadcasters sessions and BMI Clinic May 2 at Columbus included these speakers and guests (l to r): Seated—Carl E. George, general manager, WGAR Cleveland; Ed James, senior editor, BROADCASTING • TELECASTING; Harold Fellows, president, NARTB; Sydney Kaye, vice chairman of board and general counsel, BMI; Louis Oswald, promotion director, WHK Cleveland; William Stubblefield, station relations director, NARTB; standing—Walberg Brown, vice president and general manager, WDOK Cleveland; Robert Tinchner, general manager, WNAX Yankton, S. D.; Hal Bumpus, news and sports director, KVOR Colorado Springs, Col.; Robert Fehlman, president, OARTB, and manager, WHBC Canton, Ohio; Gen. Carlton Dargush, counsel, OARTB; Lin Pattee, field representative, BMI; Robert Ferguson, vice president, OARTB, and executive vice president and general manager, WTRF Bellaire, Ohio.



CHARLESTON, W. Va. BMI Clinic April 29 included at speakers table (l to r): Seated—E. Finlay MacDonald, manager, CJCH Halifax, Nova Scotia; Jack Knabb, president, Jack Knabb Adv., Rochester, N. Y.; Eric Lund, farm director, WLVA Lynchburg, Va.; Lin Pattee, field representative, BMI; Mrs. Mary Chilton Chapman, *Charleston Gazette;* standing—Michael R. Hanna, general manager, WHCU Ithaca, N. Y.; Gordon Capps, vice president and general manager, KSRV Ontario, Ore.; John Gelder, president, West Virginia Assn. of Broadcasters, and general manager, WCHS Charleston; Charles A. Wall, vice president, BMI, and Joe L. Smith Jr., general manager, WJLS Beckley, W. Va.

BMI Clinics Continue

(Continued from page 103)

that "service is the basic way of reaching this farmer because a service broadcast hits him right in the pocket book and helps him to make a living."

Allan Page, OBA president and general manager, KSWO Lawton, presided. Ralph Wentworth, BMI field representative, was chairman. Other talks were made by Karl Jensen, program manager, KTUL Tulsa; C. O. Langlois, president, Langworth Feature Programs Inc.; Carl Vandagrift, program director, WOWO Fort Wayne, Ind.; Robert J. Burton, vice president, BMI, and in charge of publisher relations; Norman Glenn, president, *Sponsor* magazine; Bob Watson, program director, KGNC Amarillo, Tex.; and Ted Cott, vice president, NBC.

PORTLAND, ORE., May 7

Frank H. Loggan, president and general manager, KBND Bend, Ore., advocated promotion of local sales, saying, "Knowledge, enthusiasm, confidence and hard work are the things that build business. There are no other ways to gain commercial success; no magic that can be employed; no safe shortcuts. In radio, as in any other business, there are rewards awaiting those who apply each of these elements as they build. . . ."

DES MOINES, May 7

John M. Outler Jr., general manager, WSB-AM-FM-TV Atlanta, told Iowa radio men that "radio's tomorrow is now."

"As long as we can provide the advertiser with a reasonable return on his dollar, there is no real apprehension over radio's fiscal future," he said. He told listeners that his station received 2,000 greetings on its 30th birthday recently.

"We belong to the audience much more than the audience belongs to us. . . . Let's not sell that audience and that confidence on a short market. . . ."

William Quarton, IBA president and manager of WMT Cedar Rapids, presided. Other speakers were Ben Sanders, general manager of KICD Spencer, Iowa; Allan Schrock, program director of KFJB Marshalltown, Iowa; and Herb Plambeck, farm director of WHO Des Moines. Other speakers, who also appeared at clinics listed above, included Messrs. Marlin, Graham, Trace, Rosenberg and Yocum.

SYRACUSE, May 8

Members of the Upstate New York Broadcasters Committee and guests heard Charles F. Phillips, vice president and general manager, WFBL Syracuse, urge better programs to make more sales.

"Radio and TV can complement each other. Together they build greater audience for both mediums," Mr. Phillips said. "We in radio and television must continue to make our fare more attractive if we are to make the most of the opportunity which is ours," he said.

Simon Goldman, general manager of WJTN Jamestown, told the broadcasters to "be sure your station and yourself are the 'big wheels' of your community."

He advised radio men to "charge for program content; don't sell your station short. Stick to your rate card and adopt standards and policies which will give you self-respect and gain the respect of your advertisers. . . . Serve your community, your listeners and your advertisers . . . and you will take your rightful place in Radio Heaven. . . ."

Others on the speaking progam were Ken Sparnon, BMI field representative; E. R. Vadeboncoeur, chairman, upstate group committee and vice president and general manager, WSYR-AM-FM-TV Syracuse; Sam Carey, program service manager, WRVA Richmond, Va.; Seymour Siegel, director, WNYC New York, and Sydney M. Kaye, vice chairman of the board and general counsel, BMI. Other speakers, listed also at clinics above, were Messrs. Payne and Hanna.

SAN ANTONIO, May 8-9

Bob A. Roth Sr., commercial manager, KONO San Antonio, said the KONO staff "is continually on the alert for and seeking out public service projects."

Mr. Roth said KONO had a "city wide reputation of being very generous in this respect, and citizens and organizations seek our aid. This is not only gratifying but pays big dividends." He warned stations not to allow "over-stating the worth of products, false claims and gross exaggerations."

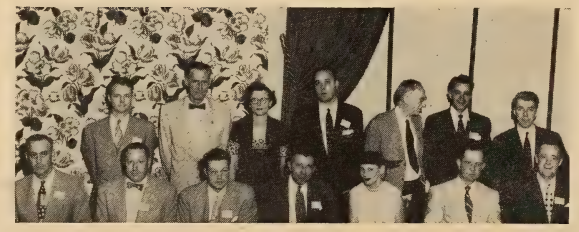
TBA members were told by Bob Watson, assistant manager, KGNC Amarillo, that they should thoroughly analyze their markets, fitting programs to their station's power, area-wise.

"Be individual—be distinctive—be different. Make your station stand for something. Give it personality. . . . Build local personalities and use authorities where possible. You will find your station will grow in importance and financial security as your programming depends less and less on networks," he said.

J. M. McDonald, TBA president and general manager, KCRS Midland, presided. Other speakers included Karl Wyler, owner-manager, KTSM El Paso; James A. Byron, news editor, WBAP Fort Worth. Others on the program, who appeared at clinics listed above, were Messrs. Wentworth, Langlois, Vandagrift, Burton, Glenn, Roth and Cott.

SAN FRANCISCO, May 9

Speaking on "A Locomotive Named Programming," Russ Coglin, program director, KROW Oak-



RALEIGH, N. C. BMI Clinic May 2 saw this group at speakers table (l to r): Seated—T. H. Patterson, president, North Carolina Assn. of Broadcasters, and general manager, WRRF Washington, N. C.; Charles A. Wall, vice president, BMI; Gordon Capps, vice president and general manager, KSRV Ontario, Ore.; Paul Marion, promotion supervisor, WBT-AM-FM WBTV (TV) Charlotte; Frances Jarman, director of women's affairs, WDNC Durham; Richard Mason, general manager, WPTF Raleigh; Ken Sparnon, field representative, BMI; standing—William S. Page, president and general manager, WFTC Kinston, N. C.; Robert M. Wallace, general manager and chief engineer, WOHS Shelby; Mrs. Wallace; Jack Younts, general manager, WEEB Southern Pines, N. C.; Jack Knabb, president, Jack Knabb Adv., Rochester, N. Y.; Michael R. Hanna, general manager, WHCU Ithaca, N. Y.; E. Finlay MacDonald, manager, CJCH Halifax, Nova Scotia.

land, told members of the California State Radio and Television Broadcasters Assn.:

". . . Programming is the motivating force of radio, and the impetus upon which a station either 'makes' or 'breaks'. . . . It's a long uphill pull which can be accomplished only by the strongest of vehicles. . . ."

Fred Ruegg, program director, KCBS San Francisco, said:

"We are making money; radio is still the best advertising buy, dollar for dollar. And we do serve the public. Actually, we are a success. Let's start acting like it," he said, denouncing radio's "inferiority complex."

Paul Bartlett, CSRTBA president and president and general manager, KFRE Fresno, presided. Jim Cox, BMI field representative, was chairman. Other speakers, who have been listed in clinic stories above, included Messrs. McTigue, Holm, Baylor, Csida and Aldridge.

BOSTON, May 9

Edmund J. Shea, media director, James Thomas Chirurg Co., Boston, presided, with Lin Pattee, BMI field representative, acting as chairman. Speakers included Dan Jayne, general manager, WELL Battle Creek, Mich.; Patrick J. Montague, business manager, WHYN Holyoke; Fred Gamble, AAAA president; Daniel Kops, manager, WAVZ New Haven, Conn., and John Hurley, manager, WNEB Worcester. Others, also listed in clinic programs above, included Messrs. Payne, Carey and Siegel.

ATHENS, GA., May 10

Participants at the Athens clinic included John W. Jacobs Jr., general and commercial manager, WDUN Gainesville; Frank Butler, WRFC Athens; Charles A. Wall, BMI vice president in charge of finance, and Ben Williams, GAB president and commercial manager, WTOC Savannah. Others, listed in clinic programs above, were Messrs. McIntyre, Kirby, Bondurant and Tincher.

The other BMI program clinics held last week were at Baltimore, May 5; Gainesville, Fla., May 8; Regina, Sask., and Chicago, May 9.

But Does Ike Like?

NOVEL promotion campaign by WISR Butler, Pa., is going the rounds, according to Joseph T. Mathers of the station. When a staffer fixed up a campaign lapel button to read, not "I like" you-know-who, but "I like WISR," the idea caught and 140 persons, mostly young people, have requested the button, which also drew "quite a bit" of comment at the meeting of Pennsylvania Broadcasters Assn., Mr. Mathers said.

Credit Lift Effects

(Continued from page 23)

conditioned to not buying," he told BROADCASTING • TELECASTING Thursday. "The government's action comes much too late to have any great effect." Mr. Shouse had criticized government credit controls at the NARTB convention as restrictive to the American economy. Similar sentiments were expressed by William A. Blees, vice president and general sales manager of Avco's Crosley Div. He conceded, however, the action "unquestionably will improve business by giving business men an opportunity to sell," although he felt the action came six or eight months too late.

BAB President William B. Ryan felt that "it certainly makes sense to think that the lifting of credit restrictions will mean big drives for installment business by companies which have adequate stocks to sell. This will mean more advertising, which in turn means an opportunity for radio to get additional business and, at the same time, again demonstrate its effectiveness as a salesman."

T. F. Flanagan, managing director of the National Assn. of Radio and Television Station Representatives, said it is logical to expect that easing credit restrictions "will spur sales of many products, some of which have been dragging their heels."

Spot's Flexibility

"Advertising" he said, "will bear the burden, as usual, of creating the desires and consummating the sales. Spot radio and TV will be most useful to advertisers under these circumstances, since it can be so quickly employed and is so promptly effective."

Optimism was the byword for Benjamin Abrams, president of Emerson Radio & Phonograph Corp., who stated: "It will mean the increase of employment in the television and radio industry by about 25% and it will bring television within the reach of people who could not afford to own a television set . . ."

Richard Cooper Jr., president of R. Cooper Jr., General Electric distributor, noted that appliance sales had been restricted by the regulation and termed the board's action "a stimulating thing." He said slackened consumer demand in some fields was attributable to the credit curbs.

Robert Sampson, executive vice president, Sampson Co., Chicago, predicted that the time payment schedule probably would revert to pre Regulation W days, with items payable over a two-year period in many cases.

In Washington, D. C., Lacy's Inc., radio-TV appliance chain, expects some sales improvement. William Warsaw, Lacy's president, put it this way: "Lower terms will cause the patient to rally, but it will take lower prices to make him well."

There were favorable comments, too, from dealers handling refrigerators, household furniture, washing machines and other appliances —all heretofore subject to the 15% down and 18 months-to-pay terms —as well as from retail groups and used car dealers.

Household equipment, appliances and supplies ranked eighth in product listings for local radio used last year with nearly $19.5 million and ninth in spot TV with nearly $2 million. Home appliances rated third with over $6 million in local TV.

Terms presumably would vary for different manufacturers. There were indications that car buyers still would pay 33% down in many cases but receive 24 instead of 18 months to pay, according to the National Automobile Dealers and Mfrs. Assns.

Home furnishing firms greeted the action with the split reaction of a man watching his mother-in-law run off a cliff in his new Cadillac. Some complained that the public is not in the mood to buy now—the only remedy for which seemed to be hard selling through advertising and lower prices to stimulate interest anew.

The National Retail Furniture Assn. (representing some 9,000 stores) asserted that "uncontrolled consumer installment credit is essential to successfully distribute mass production of home consumer goods."

Mort Farr, president of the National Appliance and Radio-TV Dealers Assn., sounded one warning about the lifting of credit restrictions: "We can look forward to a large number of 'no down payment' ads," he was quoted as saying, "but it will be a wise precaution for dealers and local organizations to check the legitimacy of these offers."

With most of the summer broadcast time schedules set and a number of accounts lined up for fall, the effect on national network accounts could be infinitesimal at the outset. It was felt, however, that local stations would enjoy an immediate local and spot time bonanza where short-notice commitments were possible.

FRB said that it made its move because of "developments in the economy generally and in the markets directly affected by the regulation." But it was known that Congress and appliance-auto dealers had urged removal of restrictions, and that the board itself was concerned over lagging sales in the appliance field.

At his Thursday news conference, President Truman was asked if the board had discussed the action with him. Mr. Truman said the board had told him the plan. He agreed the situation should be flexible and heatedly denied a suggestion that "politics" might have been involved. Mr. Truman felt, however, that Congress should retain the power for FRB. Similar charges had been voiced in connection with easing of raw materials.

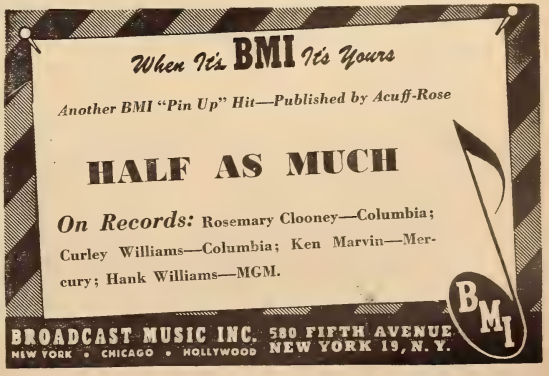
The suspension also represented a victory for Sen. Homer E. Capehart (R-Ind.), who last month proposed to the Senate Banking & Currency Committee that all credit curbs be abolished. His amendment was rejected, however.

Committee Chairman Burnet Maybank (D-S. C.) also expressed satisfaction with the ruling, claiming that it fell "in complete conformity with the intent of Congress." The Maybank committee has been at odds with the administration, which earlier this year demanded retention of credit controls.

James Carey, CIO secretary-treasurer, told the House Banking Committee earlier last week that all credit curbs on installment plan buying should be repealed—or at least "liberalized" and removed from the board's jurisdiction. He charged that they discriminated against lower income groups.

The National Foundation for Consumer Credit, which had plumped consistently for credit repeal, described the suspension as "the worst possible thing that could happen to business."

The action means, according to William J. Cheney, executive vice president of the foundation, that the board "might possibly say on Monday, 5% down on a TV set and on Tuesday, 50% down, "and that such authority would result in "chaos."





at deadline

L. A. INDEPENDENTS REACH ACCORD WITH ANNOUNCERS

AGREEMENT reached by Los Angeles area independents and staff announcers, carrying 5% overall wage increases, effective May 1. Proposed health welfare insurance plan to be paid for by employers plus other working conditions were not included. New contracts negotiated by AFRA. Union originally asked 10% increase [B•T, April 14]. KMPC Los Angeles, Liberty affiliate, now classified in network category by AFRA.

Pro rata pay granted parttime announcers with four-hour minimum call, also pro rata vacation and sick leave.

ILLINOIS BROADCASTERS HEAR PROGRAM TIPS

MEANS of strengthening radio programming were outlined in Chicago Friday at Illinois Broadcasters Assn. program clinic conducted by Broadcast Music Inc. in Sheraton Hotel. IBA President Charles Caley, WMBD Peoria, presided with clinic chairman Burt Squire, of BMI Chicago.

Speakers and topics were D. Gordon Graham, WCBS New York, "Programming in Mood and Sequence"; Ed Yocum, KGHL Billings, Mont., "Local News Builds Sales" Sydney M. Kaye, BMI counsel and vice chairman of board, "Copyright Hints and Pitfalls"; John M. Outler Jr., WSB Atlanta, "Radio's Tomorrow Is Now"; Manuel Rosenberg, editor, *The Advertiser*, "The Advertiser Looks at Radio"; Gus Hagenah, Standard Radio Transcription Services, "Music Hath Charms"; Gene Trace, WBBW Youngstown, Ohio, "After Sale, What Then?"; Hugh Boice, WEMP Milwaukee, "Music Is What You Make It."

KAUFMAN LEAVES SNADER

REUB R. KAUFMAN, president of Snader Telescriptions Sales Inc., Beverly Hills, Calif., and minority stockholder, has resigned in disagreement over policy. E. Johnny Graff continues as national sales manager headquartered in New York. Louis D. Snader is principal stockholder and president of Snader Telescriptions Corp., parent corporation which is unaffected by change. Under new setup production is to be stepped up with two new half-hour dramatic TV film series getting under way immediately.

TV COMMERCIALS

RUBEN ADV. AGENCY, Indianapolis, will produce TV commercial series for Gibson Co., Indianapolis (distributors of automotive supplies, electric appliances and Arvin TV and radio sets) and for EMGE Packing Co., Anderson (meat packers). New accounts include Holland Custard and Ice Cream Co. and American Electric Corp.

BORROW WALKIE-TALKIES

ARMY Signal Corps "walkie-talkies" will be loaned to networks on request for floor coverage of political conventions in Chicago in July, it was learned Friday. ABC had requested loan of "several" instruments for coverage purposes and Signal Corps authorized cooperation with all networks who may request them. "Walkie-talkies" manufactured by Raytheon Mfg. Co.

CANADIAN CUSTOM

CHECK for $5, received from Toronto, Ont., viewer, returned by WBEN-TV Buffalo to Canadian viewer who sent money "in appreciation of the wonderful programs which your station has been televising. Receiving sets in Canada are being contemplated as a source of revenue for licensing. Therefore, I think it only fair that seeing you are doing all the work and we are deriving a tremendous amount of pleasure from it you should receive a fee for this also." In acknowledging check, WBEN-TV wrote that "written expression" was "adequate compensation."

Business Briefly

(Continued from page 5)

markets. Agency, Doherty, Clifford & Shenfield, N. Y.

SOUTHERN CAMPAIGN ● Lever Bros. (Lipton's Iced Tea), N. Y., buying six-week campaign to start June 2, using daytime minutes and chain-breaks. Radio markets are mostly in South. Agency, Young & Rubicam, N. Y.

WALKER NAMED ● WCHV Charlottesville, Va., ABC affiliate, has named Walker Representation Co. as national representative.

BABBITT CHANGE ● B. T. Babbitt Inc., N. Y. (BAB-O), sponsors of alternate-week half-hours of Kate Smith on NC-TV, effective July 1 will no longer be handled by William H. Weintraub Agency. New agency not yet named.

GULF NEWS ● Gulf Oil Co. for Gulfspray and other products, signed for new John Daly news program, ABC Radio Network, Mon.-Fri., 10-10:15 p.m. (EDT), to start June 16 for 52 weeks. Agency, Young & Rubicam, N. Y.

NBC RADIO NAMES DAVIDSON EASTERN SALES MANAGER

WILLIAM DAVIDSON, sales member of Free & Peters, station representatives, appointed eastern sales manager for radio, NBC National Spot Sales Dept., according to announcement being made today (Monday) by Robert J. Leder, department manager for radio.

Mr. Davidson's background of 14 years in broadcasting includes extensive service on NBC and ABC station relations staffs and experience as timebuyer with J. Walter Thompson and Benton & Bowles agencies. He assumes new post June 2.

TRUMAN GETS FILM

KINESCOPE film of May 3 White House television tour (see page 84) presented to President Truman Friday by William R. McAndrew, NBC-TV public affairs director, and Eugene Juster, general manager of WNBW (TV) Washington, NBC O&O station. Copy of film also will be presented to National Archives by NBC. Filmed version was repeated on NBC-TV network May 10, 4-4:50 p.m. Program widely hailed as outstanding TV documentary.

PEOPLE...

WILLIAM S. HEDGES, NBC vice president, and **KEN R. DYKE**, vice president of Young & Rubicam, among those named to special American Assn. for United Nations Committee to plan guided tours through UN headquarters.

ROBERT (BOB) BAUER, timebuyer, Dancer-Fitzgerald-Sample, N. Y., to Cunningham & Walsh, that city, as senior timebuyer effective today (Monday).

PHIL WILLIAMS, formerly television public relations director and theatrical sales manager for *March of Time*, to join 20th Century-Fox Short Subjects Sales Dept.

BERNARD MUNSON, assistant vice president in commercial department of All America Cables & Radio Inc., subsidiary of American Cable & Radio Corp., elected vice president.

EUGENE J. FLECH named assistant to general sales manager at Standard Transformer Corp., Chicago, after working as chief specification engineer.

GEORGE HEINEMANN, TV program manager at NBC Chicago, serving two weeks' active duty with Navy at Glenview, Calif. He is reserve lieutenant commander.

N. (Bert) COLMAN O'LEARY, ABC studio engineer and previously TV engineer at NBC, appointed to new ABC post, master control supervisor.

DONALD L. MILLER, director of research for Crosley Broadcasting Corp., has joined Burke Marketing Research Inc., Cincinnati, as vice president. He will serve WLW radio and TV stations in consulting capacity.

M. F. MAHONY, vice president and manager of New York office of Maxon Inc., elected director of company.

THEODORE KIENDL, prominent New York attorney, retained as ASCAP counsel to be associated with ASCAP general attorney, Herman Finkelstein, and Schwartz & Frohlich, general counsel, in current TV rate-making proceeding before U. S. District Court for Southern District of New York, Mr. Finkelstein announced Friday. In this capacity, Mr. Kiendl succeeds late Robert P. Patterson, killed in plane crash last winter. Mr. Kiendl is member of firm of Davis, Polk, Wardwell, Sunderland & Kiendl.

CLEAR ARMOUR PLAN

NBC-TV reportedly has secured enough clearances from affiliates to indicate early go-ahead with proposed Armour & Co. (Dial soap) sponsorship of four half-hourly 35-to-60-second weather reports on its morning *Today* show (Mon. through Fri., 7-9 a.m.). Plan to sell these reports, charge Armour for equivalent of five-minute segment, and pay affiliates one-third of 15-minute rate had stirred up affiliate resistance when first proposed [B•T, April 14].

JCET GETS FORD FUNDS

JOINT COMMITTEE on Educational TV received $145,000 from Ford Foundation for second year of operation, it was announced Friday. Ford grant for 1952-53 year was $55,000 more than last year. JCET also gets personnel and special operating financial assistance from educational institutions. JCET announced establishment of field consultation service to educators. This will take form of local and regional meetings where consultants with legal, engineering and programming experience will advise educators interested in going into TV operations.

Congratulations

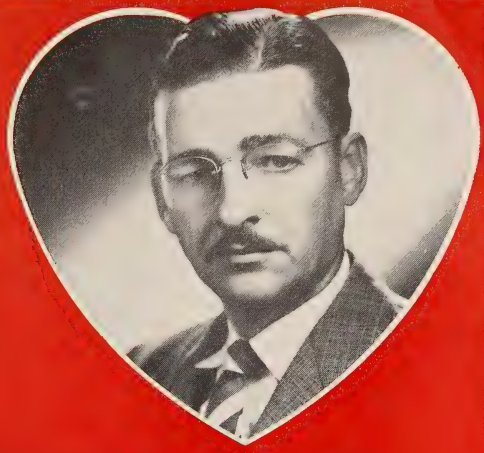
BILL GRIFFITH...

for

THE SIGMA DELTA CHI AWARD FOR RADIO NEWSWRITING in 1951

and for

"establishing new standards of excellence and maturity in the field of newswriting"!



KMBC-KFRM *and your associates are mighty proud of you and your achievement!*



John Farmer



Henry Wheat



Jack Benton



Hal Harvey

Bill Griffith's recognition by Sigma Delta Chi for Radio Newswriting in 1951 was given for the same brand of outstanding news preparation turned in day after day by all five members of the KMBC-KFRM news staff.

These men, all journalism graduates, each one writing and broadcasting his own material, are the reasons why The KMBC-KFRM Team enjoys the highest-rated news programs in the great Kansas City Primary Trade Area.



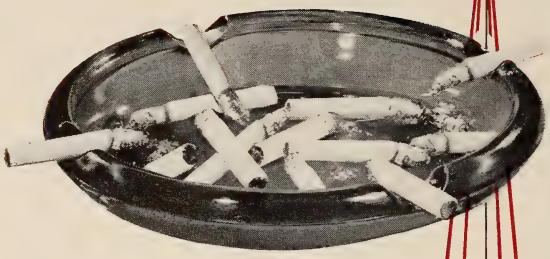
TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

To a time buyer with no time on his hands



YOUR CROWDED DAY consists of crowded hours . . . and if the day isn't long enough you crowd some night hours. All day long you run into characters talking off the top of their heads, throwing it on the table for what it's worth, willing to pool their brains, thinking out loud, but who won't buy it. When you get the bugs ironed out after suitable woodshedding, the ball is back in court, money-wise, and you're tuned in on the right antenna. But before plans are finalized, the thing comes unwrapped and, copy-wise, has to be updated. It figures.

No matter how many gimmicks there are in the hopper, you don't need a survey to prove that a day has only so many hours. That troubles us too . . . we also have little time on our hands. We're sold out Mon. thru Sat., 5:30 AM to midnight. except for a couple of good half-hours on Friday & Saturday evenings. Sundays are sold, or not for sale, 6:45 AM to 11:30 PM, except for a popular hour in the morning. (Details on request.)

We used to dream of the day when the schedule would be filled like this and we could go fishing. But the dream was better than reality. It's not easy to fight off two good customers who want the same thing. And we're not cocky about having little time to sell. Seasons come and go. Changes occur and it's just a matter of time until we can handle any good account.

Please spot-check us anytime. Or tune in on our antenna via our national reps, The Katz Agency.

WMT
CEDAR RAPIDS

5000 WATTS, 600 KC
REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

MAY 19, 1952

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

udience Research
iations Questioned
Page 23

iberty Suspends
Operations
Page 25

twork Cancelled
Times Re-Sold
Page 25

urse Undetermined
n 'Morals' Probe
Page 27

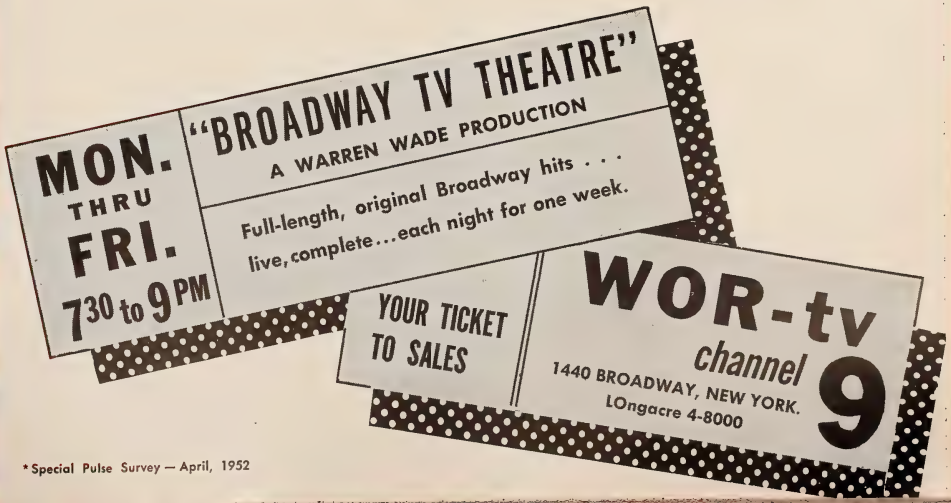
TELECASTING
Begins on Page 57

21ST year

The Newsweekly of Radio and Television

"BROADWAY TV THEATRE" ON channel 9 IS THE NO. 1 DRAMATIC SHOW ON New York TELEVISION*

...delivering an audience of 918,000 families in New York tv homes for its sponsors... R. J. Reynolds Tobacco Company for Cavalier Cigarettes and the General Tire and Rubber Company.



*Special Pulse Survey — April, 1952

CHECK WLS TODAY FOR

8 Great Selling Opportunities

News—stepped up by two giant political conventions coming up, by a lingering war situation—is more in demand than ever before! And in the WLS-blanketed Chicago-Midwest, that demand results in larger and larger WLS listening audiences—in two *more* news broadcasts added to the already fast-selling WLS schedule. Check today on availabilities adjacent to or within one or more of these WLS newscasts. Some are sold but you'll find a profitable opening for your product somewhere in these eight great sales opportunities:



Ervin Lewis



Robert Lyle



Larry McDonald



Al Tiffany

4 top men—Midwest-trained for Midwest listeners — deliver these eight daily newscasts on WLS.

NEWS ON WLS AT

5:45 A.M. 10:15 A.M.
6:45 A.M. 12:00 NOON
7:30 A.M. 1:00 P.M.
7:45 A.M. 6:00 P.M.
(and 9:45 P.M. on Saturdays)

Write for News About "OPERATION GROCER 1952"

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

GO YANKEE





Go Home-Town with the Yankee Home-Town Food Show

featuring
RUTH MUGGLEBEE
and
BILL HAHN

These products are featured regularly on

YANKEE HOME-TOWN FOOD SHOW

AMAZO
GLENWOOD RANGES
HABITANT SOUPS
KREY'S SLICED MEATS IN GRAVY
LA CHOY PRODUCTS
LAMOUR COLOR COMB
LOG CABIN SYRUP
MICHIGAN MUSHROOMS
TINTEX DYES

Yankee Home-Town Food Show is the sensation of New England food shows — and for good reasons:

1. It's a great show featuring Ruth Mugglebee, Woman's Editor Boston Record-American and Sunday Advertiser and Bill Hahn, Yankee Radio and TV Personality —

Monday thru Friday, 1:15-1:45 P.M.

2. It reaches *locally* into more places where volume sales are made than any other food show.

3. The merchandising plan is exclusive and distinctive in New England. Renewals prove the high selling impact of this show.

Go Yankee! Go Home-Town — with the Yankee Home-Town Food Show!

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



"very gratifying response..."



Early this year, the Lancaster Free Public Library and WGAL-TV jointly sponsored a "Friends of the Library" project which had its inception during a WGAL-TV studio telecast.

A follow-up program took televiewers behind the library scene to show its needs and the services offered. "Friends of the Library" had as its goal one thousand contributing members.

Mr. Joseph A. Benner, Lancaster's 1951 citizen of the year and project chairman, said, ". . . the result—1450 active contributing members . . . far beyond expectations. We are deeply appreciative of this television cooperation and the very gratifying response . . ."

A by-product of the campaign was greatly aroused public interest which has given added impetus to plans for a new library building.

Active, responsive participation in all worthwhile public service projects is an outstanding principle of WGAL-TV's operation.

A Steinman Station
Clair R. McCollough, *President*

WGAL-TV

Lancaster, Pennsylvania

Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES



at deadline

CLOSED CIRCUIT

SYNDICATE composed of Bob Hope and several broadcasting and movie executives, with big financial backing from Lehman Bros., N. Y. investment bankers, negotiating for big-scale entry into radio-TV. Deal reportedly in wind for acquisition of radio and television properties in Midwest and East. Presence in negotiations of Lehman Bros., among biggest investment bankers in country, suggests number and importance of properties involved are substantial.

OMINOUS talk about further network rate adjustments continues to pervade Madison Avenue. Who will make first move, if any, is touchy question. If it's CBS, then NBC will follow and vice versa, though no network indicates it's anxious to be "first." Talk surrounds adjustment of nighttime rates into closer juxtaposition with daytime but with differential in favor of nighttime, premised upon larger available audiences during evening leisure hours.

ABC-UNITED PARAMOUNT THEATRES shortly expected to petition FCC to sever its case from that involving DuMont and Paramount Pictures. Petition will contend that protracted proceedings are working severe hardship on ABC and that other cases have no relation to factors involved in merger. Hearings began Jan. 15 and have revolved largely around matters not pertaining to merger per se, it will be contended.

PREDICTIONS that radio network rate situation would settle down by mid-1953 now are being revised to mid-1954 in network circles. That's premised upon slow progress being made in TV allocations. Thought was that licensing of any substantial numbers of TV stations would tend to stabilize overall radio-TV relationship.

SHORTLY TO BE announced will be election of J. Glen Taylor, heretofore director of government operations of General Tire & Rubber Washington activities, as a vice president of Thomas S. Lee Enterprises Inc., parent of Mutual, Don Lee, Yankee and WOR Divisions. He will become general executive at New York headquarters and a right hand bower to Thomas F. O'Neil, Lee Enterprises president and chairman and president of Mutual.

UPCOMING is plan for coordination of Mutual-WOR operations involving consolidation of certain activities on usual network-key station plane. This logically expected coordination is being evolved by President Tom O'Neil with top executives of divisions to transform Mutual from cooperative network to centrally operated organization as means of introducing greater efficiency and strength. Incidentally, change of corporate name from Thomas S. Lee Enterprises to General Teleradio Inc. should come any day now.

YOU CAN take it or leave it, but political soothsayers predict that Democrats will make heavier use of TV during upcoming campaign than Republicans, with GOP relying mightily

(Continued on page 6)

N. Y. MOVES TO KEEP TV FILM BUSINESS

ALERTED by growing shift of TV filming from New York to West Coast, New York Board of Trade Friday announced formation of a TV and Motion Picture Committee, to start functioning immediately. M. D. Griffith, board's executive vice president, was elected temporary chairman with David Pincus, head of Caravel Films and member of Film Producers' Assn., vice chairman. Others present at organizational meeting included William Ganz of William J. Ganz Co.; Dermid MacLean, Paul Hence Prod.; Peter J. Mooney, Audio Prod.; Walter Lowendahl, Transfilm; Edward Lamm, Pathescope; Elizabeth Calhoun, All-World Prod.; Gil Boag, Bedford Park; Lucile Sullivan, Annie Laurie Williams; Herbert Robinson and Fletcher Smith of Fletcher Smith Studios, and Otto H. Sutter of Seaboard Studios.

AMERICAN CHICLE ON CBS

CBS RADIO's new two-program, three-sponsor summer sales plan—similar to NBC's "Tandem" and ABC's "Pyramid"—may start off one-third sponsored on network basis (by American Chicle Co.) and with two-thirds available for sale by affiliates locally (unless network lines up one or more additional sponsors before Tuesday, scheduled effective date of American Chicle purchase). Programs and time periods involved are *People Are Funny* (Tues., 8-8:30 p.m.) and *Mr. Keen, Tracer of Lost Persons* (Thurs., 9:30-10 p.m.).

NARTB ELECTION GROUP

MEMBERSHIP of special "register and vote" campaign committee, in which NARTB will participate with American Heritage Foundation and Advertising Council [B•T, May 12], announced Friday by NARTB President Harold E. Fellows. Serving with Chairman John F. Patt, WJR Detroit, will be Frank Fogarty, WOW-TV Omaha; Joseph Wilkins, KFBB Great Falls, Mont.; Roger W. Clipp, WFIL-TV Philadelphia; Kenneth D. Given, WLBJ Bowling Green, Ky., and Paul W. Morency, WTIC Hartford.

BUSINESS BRIEFLY

SPOTS FOR HATS ● Adam Hats, N. Y., through Hirshon-Garfield, that city, preparing radio spot announcement campaign for Father's Day promotion, effective June 1 for two weeks in about 15 markets.

CANDY CAMPAIGN ● Peter Paul Inc., N. Y. (candy bars), through Maxon Inc., same city, preparing one-month radio campaign, daytime minutes and chain breaks, effective June 1 in about 25 markets.

RCA VICTOR BUYS ● RCA Victor division, through J. Walter Thompson Co., N. Y., effective June 1, will sponsor *Meredith Willson's Music Room* on NBC Radio, Sundays, 8-8:30 p.m. EDT, as summer replacement for the *Phil Harris-Alice Faye Show*. *Music Room* is currently heard on network as sustainer in Wednesday, 10:35-11 p.m. EDT slot.

READY MIX INTRODUCTION ● Swansdown Ready Mix (angel food), N. Y., preparing radio and TV spots and participations in about ten markets for an introductory offer, starting June 9 through June 27.

AEROSOL SWITCH ● Colgate-Palmolive-Peet Co., N. Y., names Street & Finney, same city, to handle advertising for its Florient aerosol air deodorant.

PITTSBURGH BUYS ● Pittsburgh Paint Co., through BBDO, N. Y., lining up radio availabilities on women's participation shows for probable campaign.

BREWERY HALF HOUR ● Smith Brewing Co., Philadelphia, placing half hour transcribed show *Obsession* in New England markets. Placed direct.

STU ERWIN RENEWED ● General Mills, through Dancer-Fitzgerald-Sample, N. Y., renews *Stu Erwin Show* on ABC-TV (Fridays, 7:30-8 p.m.) for 52 weeks effective June 6.

GOSPEL HOUR RENEWED ● Gospel Broadcasting Assn., Los Angeles, through R. H. Alber Co., that city, has renewed *The Old Fashioned Revival Hour* on ABC radio, Sundays, 4-5 p.m. EDT, for 52 weeks.

NCAA Ban Makes Atlantic Go Pro

FOOTBALL telecast ban of National Collegiate Athletic Assn. has resulted in cancellation by Atlantic Refining Co. of future sponsorship of college grid game broadcast. Firm sponsored 115 such contests on radio last season (see early story, page 60).

N. W. Ayer & Son, Atlantic's agency, in announcement Friday said that in place of college football on radio, refining company plans "a major program" of professional football telecasts. In letters to colleges with which agreements had been made, Atlantic explained: "Audience studies made last year showed that regardless of the importance of the game on radio, the game televised has an average of nearly four times the audience, even though it was in some cases being brought from a remote area."

Several of nation's largest colleges were involved.

Spokesman added that recent activities by NCAA-TV panel indicated that Atlantic "was likely to be blocked from televising college football in 1952."

Since N. W. Ayer & Son could not recommend radio without TV, letter said, "it is therefore necessary for us to recommend that Atlantic discontinue broadcasts of college football, because of this shift of radio listeners to television, and our loss of television position through the action of the NCAA."

Although Atlantic originally backed up radio audience losses by increasing video coverage, as regional sponsor, company was eliminated from last season's NCAA-TV plan which gave sponsorship on national basis to one company (Westinghouse), official stated.

Atlantic began sponsoring football broadcasts in 1936; it reputedly became first TV sponsor of college games in 1940 via Philadelphia experimental station.

for more AT DEADLINE turn page

at deadline

FCC LETTERS INTERPRET POLITICAL BROADCAST RULE

MORE light on what stations can and can't do regarding political broadcasts was shed by FCC Friday when it released text of two letters interpreting Section 315 of Communications Act.

According to FCC, stations can't hold candidates' speeches to advocacy of office for which they're running. And, once a candidate announces for public office, any time afforded him must also be afforded other candidates for same office.

First clarification was contained in renewal of license of WMCA New York. Station had been put on temporary license after Socialist Labor Party complained WMCA had refused to carry sixth of series contracted for in behalf of Eric Hass, candidate for president of New York City Council. Station claimed Hass' broadcasts were not devoted to advancement of candidacy, but to advancement of Socialist Labor doctrine, that after being warned that some tie-up of series with office for which he was candidate must be accomplished, Haas and his party refused to comply.

FCC said station erred. Candidate's campaigning up to him, cannot be confined to office he is seeking, Commission stated. To permit that concept would empower stations to tell candidates how to campaign, it said.

Comr. Robert T. Bartley dissented, said Commission should have approved license renewal on ground WMCA had serious doubt about candidacy of Mr. Hass.

Other interpretation was in answer to request for declaratory ruling from KNGS Hanford, Calif. Station had been running weekly transcribed *Report from Congress* by Senator William Knowland (R-Calif.). Sen. Knowland announced candidacy for re-election on both Republican and Democratic tickets March 5. Station ran last of *Report from Congress* series April 9. On March 28, Rep. Clinton D. McKinnon (D-Calif.) asked for same time and facilities since he had announced his candidacy for Senate on Democratic ticket. Station refused Mr. McKinnon's request on ground Sen. Knowland's broadcasts were not political.

Commission said that since KNGS had given Sen. Knowland time on air after he was a candidate, other candidates must have equal opportunities. FCC also said Section 315 says nothing about nature of candidate's speeches, can be political or not but they're still candidate's broadcasts and thus equal time must be provided others.

WABD PROMOTION DEAL

MUTUAL promotion deal completed between WABD (TV) New York, key station of DuMont Television Network, and *New York Journal-American*, Richard E. Jones, recently appointed WABD manager, said Friday.

Journal-American was to introduce new, boxed feature on its radio-TV page same day, "WABD highlights of the day," and planned to start all its regular program schedules with WABD listings.

WABD, in turn, was to use *Journal-American* local news photos during newscasts, flashing newspaper's masthead on screen "several times" daily and suggesting to viewers, at end of each news program, that they obtain further details by reading *Journal-American*.

In this Issue—

Has the coincidental interviewing technique now used by C. E. Hooper Inc. deflated radio sets-in-use figures? John Blair & Co. says it has and comes up with a lot of research to support its charges. *Page 23.* But Mr. Hooper says he hasn't shortchanged radio a bit, and he believes his technique improves the accuracy and lowers the cost of both radio and TV measurements. *Page 29.*

Liberty Broadcasting System suspends service. It's all because the "baseball monopoly" wouldn't part with rights to enough games, says Gordon McLendon, LBS president. But Liberty will be back, he says, if it wins its $12 million suit against organized baseball. Meanwhile, 360 Liberty stations are out in the cold. *Page 25.*

Aspiring to occupy the TV channels reserved for them, educators hope they have a Ford Foundation in their future. They're putting the pressure on the world's biggest endowment to ante up enough money to get some educational TV stations on the air. Coincidentally, Sen. William Benton is asking the Foundation to create a national radio-TV commission which would bail him out of an embarrassing political position. *Page 59.*

If one station refuses the request of another for permission to rebroadcast a show, the refusal must be justified to the FCC. Here's a new rule that ought to make lawyers richer and give a lot of stations headaches. *Page 24.*

There's a flurry of radio and television network buying. Four advertisers snap up two-and-a-half hours of time dropped by others. Additionally, Wrigley gum starts saturation campaign, and Gulf Oil Co. buys 15 minutes across the board. *Page 25.*

Senate confirms reappointment of Comr. Rosel Hyde after Interstate and Foreign Commerce Committee, at confirmation hearing, tells Mr. Hyde it wants the FCC to speed the granting of TV stations and urges the Senate Appropriations Committee to recommend a $600,000 budget boost for the FCC to help it do the job. *Page 59.*

The House authorizes a committee to investigate immoral and offensive radio-TV presentations. Drys and do-gooders in the House push the investigation resolution through, while only two dozen Congressmen are present. *Page 27.*

Upcoming

May 19-20: BMI television clinic, New York.
May 22-23: Florida Assn. of Broadcasters, Royal York Hotel, Miami Beach.
May 22-23: BMI television clinic, Chicago.
May 23-24: Indiana Broadcasters Assn., Athletic Club, Indianapolis.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

on radio hitting into hinterlands. That's because Democratic strength lies largely in urban centers which are TV-covered for most part, while Republican strategy must be to get out the vote in hundreds of smaller communities and rural areas. Appointment by Democratic National Committee of J. Leonard Reinsch as TV executive [CLOSED CIRCUIT, May 12; see story page 60 this issue] tends to confirm this speculation.

FCC AUTHORITIES now doubt licensing of even one new TV station prior to November elections in any major market. There's some possibility of authorizations in secondary markets where no competition for facilities will result and where applicant has equipment readily at hand. But such grants, too, are regarded as remote now.

C. E. HOOPER Inc. is under fire from more quarters than John Blair & Co. which last week issued blast against present coincidental techniques (see story page 23). Charles W. Balthrope, station manager of KITE San Antonio, has sent letters to clients and others announcing KITE "is going to try to run the Hooper radio survey people out of San Antonio." Mr. Balthrope says Hooper surveys have been unstable and have outlived usefulness.

WDET (FM) TRANSFER

TRANSFER of WDET (FM) from United Auto Workers (CIO) to Wayne U., Detroit, was approved by FCC Friday. Auto Workers gave station, which had been losing about $4,000 per month, to educational institution [B•T, April 21, 7]. Wayne U. is subdivision of Detroit Board of Education, which already has non-commercial educational FM station WDTR in same city, used for class-room instruction. However, early this year, FCC determined that duopoly rules did not apply to educational stations. Interestingly enough WDET (FM) operates on 101.9 mc (Channel 270), commercial channel. However, Wayne U. declared that it intended to run station non-commercially. Comr. George E. Sterling concurred in approval, but emphasized that since station was on commercial channel it would have to abide by commercial rules. Comr. Robert T. Bartley also concurred, but thought station should be shifted to non-commercial, educational frequency.

RCA THESAURUS SALES

RECENT survey of station subscribers to RCA's Thesaurus commercial library packages indicated—for three shows only—number of half-hour segments sold weekly totals 942. Since over half of sponsors signed for 52-week contracts, total sales of three shows average 24,497 half-hours per year. Three programs included in study are *Wayne King Serenade, Phil Spitalny's Hour of Charm,* and *Music by Roth.*

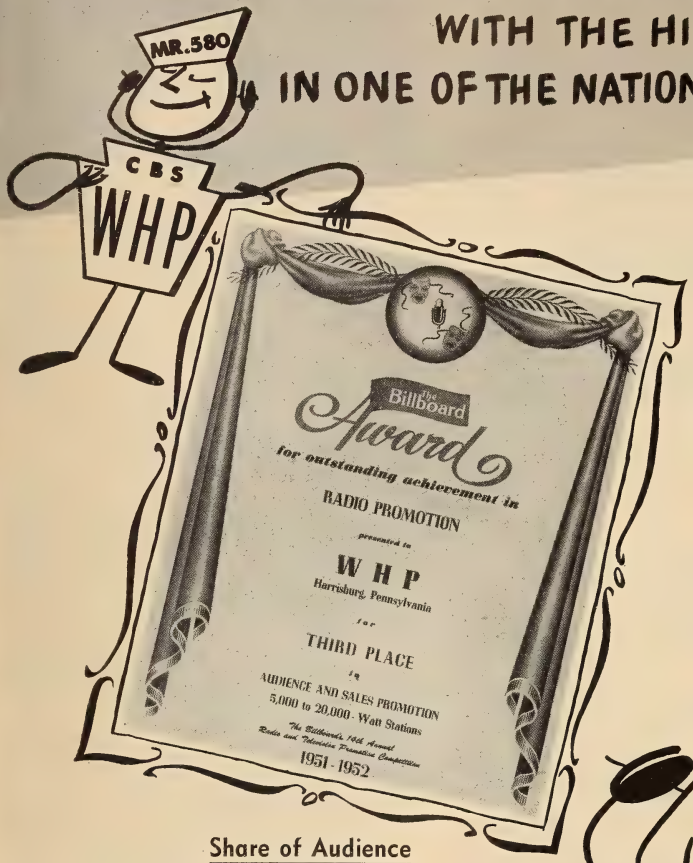
ABC REPORTS LOSS

ABC and subsidiaries reported estimated loss of $198,000 for first three months of year, tabulated after reduction of $222,000 for recovery of federal taxes under carry-back provisions of internal revenue code. Net income for same period last year, after taxes, was $222,000. Network noted its operations were on profit basis during March following losses in first two months of 1952.

for more AT DEADLINE see page 94

THE AWARD WINNING STATION

WITH THE HIGH HOOPERS IN ONE OF THE NATION'S RICHEST MARKETS!



TOP QUALITY MARKET OF PENNSYLVANIA

Highest Per Capita Income
Highest Quality of Market
Among State's Major Markets

Retail sales 192% of average of State
Retail sales activity 92% above national average
Income average $353 above U. S. per capita

Your selling has an above average effect when you use WHP. And you get a bonus of Lancaster, York and Lebanon.

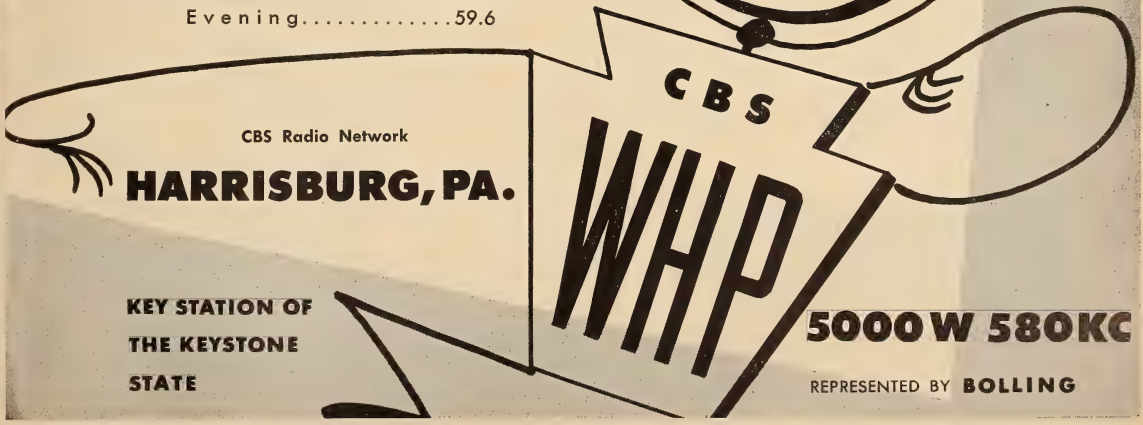
Share of Audience

Morning	60.2
Afternoon	65.3
Evening	59.6



CBS Radio Network

HARRISBURG, PA.



KEY STATION OF THE KEYSTONE STATE

5000 W 580 KC

REPRESENTED BY **BOLLING**

Summer 'Boom-State'



The tremendous impact of Station WGY on an enlarged summer-time audience is ably demonstrated by one of WGY's sponsors—the Catskill Game Farm. In 1951, this organization abandoned its advertising schedule in newspapers and other radio stations to use WGY *exclusively*. Through spot announcements in the morning and night-time stations breaks, the result was a 250 percent increase in attendance.

Reaching all the summer resorts in the Adirondack, Catskill and Berkshire Mountains and Vermont, sales messages carried by WGY also reach the many tourists and vacationers in Saratoga Springs, Lake George, Lake Champlain and Cooperstown, New York. The WGY area is surely one of America's foremost vacation areas.

Motorists visiting "WGY-Land" learn the station's location on the dial through seven striking, colorful 8' x 24' Scotchlite billboards which are located on the major traffic arteries leading into the WGY area.

You can realize outstanding results by doing your summer selling on Station WGY.

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

Represented by NBC Spot Sales

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

Agency Beat	10
Aircasters	54
Allied Arts	56
Editorial	50
FCC Actions	86
FCC Roundup	91
Feature of Week	16
Film Report	84
Front Office	52
In Public Service	19
New Business	14
On All Accounts	10
On the Dotted Line	44
Open Mike	12
Our Respects to	50
Programs, Promotion, Premiums	90
Strictly Business	16
Telestatus	74
Upcoming	36

TELECASTING Starts on page 57

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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20 ways meat packers reduce costs from farm to table

Only about 50% of a meat animal is *meat*. But by saving "everything but the squeal" from *the other half*, meat packing companies are able to "cancel-out" many of the costs of processing your meat.

Parts of the animal which once were destroyed or thrown away now are the source of hundreds of valuable by-products. Some of them have many uses. At least one of them is used to make (or help make) every item on this page. How many do you recognize?

1. **Bone for bone china.**
2. **Horn and bone handles for carving sets.**
3. **Hides and skins for leather goods.**
4. **Rennet for cheese making.**
5. **Gelatin for marshmallows, photographic film, printers' rollers.**
6. **Stearin for making chewing gum and candies.**
7. **Glycerin for explosives used in mining and blasting.**
8. **Lanolin for cosmetics.**
9. **Chemicals for tires that run cooler.**
10. **Binders for asphalt paving.**
11. **Medicines such as various hormones and glandular extracts, insulin, pepsin, epinephrine, ACTH, cortisone . . . and surgical sutures.**
12. **Drumheads and violin strings.**
13. **Animal fats for soap.**
14. **Wool for clothing.**
15. **Camel's-hair (actually from cattle ears) for artists' brushes.**
16. **Cutting oils and other special industrial lubricants.**
17. **Bone charcoal for high-grade steel, such as ball bearings.**
18. **Special glues for marine plywoods, paper, matches, window shades.**
19. **Curled hair for upholstery. Leather for covering fine furniture.**
20. **High-protein livestock feeds.**

Money from sale of by-products frequently makes it possible for the packer to sell the beef from a steer for less than was paid for the animal on the hoof.

Every hour one or more by-products of the meat packing industry is used to make your life more enjoyable . . . to help produce something you need . . . to make America a better place to live in.

AMERICAN MEAT INSTITUTE • *Headquarters, Chicago* • *Members throughout the U. S.*



BY VIRTUE OF PERFORMANCE

"Toledo's Leader In Sales Results" is the affirmation of the many sponsors who have used WSPD's consumer impact to help build their business over the past Quarter of a Century. Always the right medium for a product is the one with acceptance in its community and, in Northwestern Ohio radio, the leader is WSPD. "You Buy With Confidence", is the recommendation that comes direct to you from over 50 of our long term local sponsors—men selling and sold on WSPD by virtue of performance for 31 years . . . so to sell the Nation's 36th market choose the outstanding SALES LEADER —value proven to the men who know—Toledo's leading Businessmen.

WSPD AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ



agency

FRANCES KENNEDY, copy chief, Dancer-Fitzgerald-Sample, Chicago elected vice president in charge of copy.

JAMES M. WYNN, former advertising director, *Atlanta Constitution* and *Atlanta Journal*, to Mitchell WerBell Adv., Atlanta, as executive vice president.

LESTER W. SCHAFFER, director of sales, Warren Refining Co., surface coating division, and **ALFRED E. BOVARD**, copy writer, Goodyear Tire & Rubber Co., to Griswold Eshleman Co., Cleveland, as account executives.



Mr. Schaffer



Mr. Bovard

WINSLOW H. CASE, vice president and director of TV, Campbell-Ewald Co., heads recently opened Hollywood office at 1549 Vine St. Telephone is Hillside 5549. **WILLARD HANES**, account executive, Los Angeles office, is assistant in charge. **RICHARD W. BYRNE**, account executive, San Francisco office, transfers to Los Angeles as assistant to **RICHARD C. FRANCIS**, vice president and Pacific Coast manager.

ARTHUR ROSS, program and promotion director, Storecast Corp. of America, to radio-TV staff, W. B. Doner & Co., Detroit.



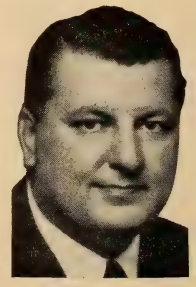
on all accounts

WICKCLIFFE W. CRIDER on May 1 joined Kenyon & Eckhardt, New York, to assume complete charge of its extensive radio and television department. To get where he has, Mr. Crider has had to move fast, for he still is a young man with a record of talent and steadiness which has taken him near the top in each of his two previous agency affiliations.

Before joining Kenyon & Eckhardt, he was vice president and director of radio and television creative service and talent at BBDO. He joined that agency in 1945 as administrator of new programs and was elected a vice president in 1948. Some of the most successful programs in radio and TV were created there under his supervision. The accounts he was closely associated with include American Tobacco Co., General Electric Co., U. S. Steel, Goodrich Tire and Rubber Co., De Soto-Plymouth, Schaefer Brewing Co. and Emerson Drug, among others.

Mr. Crider joined his first agency, J. Walter Thompson Co., New York, in 1936 as a messenger apprentice. He soon moved from that position to the publicity department and eventually into radio production and finally general radio supervision. Among the accounts he served at JWT were Standard Brands, General Cigar, P. Lorillard & Co., Lever Bros. and a host of others.

At Kenyon & Eckhardt—only his third agency in 16 years—Vice President Crider heads an operation which includes as its clients Ford Motor Co., Hudnut Sales Co., Lincoln-Mercury Division, Kellogg Co., Industrial Tape, Piel Bros., White Rock Corp., Wesson Oil and many others. Some of the programs under is steward ship are *The Ed Sullivan Show* on CBS-TV, *Your Show of Shows* on NBC-TV and *Space Cadet* on ABC-TV.



Mr. CRIDER

The Criders — she is the former Frances Nalle — have been married since June 1940. They have two children, Amanda, 11 years, and Wickcliffe Jr., 9. The family owns a summer home in Weston, Conn., and lives in New York during the winter.

His hobbies are baseball and photography.

beat



PAUL L. SCOTT, general manager, Grant Adv., S.A. Mexico, to Mexico City office of Guastella-McCann-Erickson, S. A., as vice president-general manager.

A. C. L. Adv., Portland, to be incorporated by **HARVEY KARLIN, EVALYN A. NICHOLS** and **ALICE K. NISHOSON.**

GENE McAULIFFE, production supervisor, Western Lithograph, L. A., to Elwood J. Robinson & Co., that city, in similar capacity. **E. STUART FOX**, free-lance artist, joins agency as assistant art director.

MARSTELLER, GEBHARDT & REED Inc., Chicago, elected to membership in American Assn. of Adv. Agencies.

JAMES L. THOMPSON, general manager, J. Walter Thompson Co., L. A., resigned due to ill health.

WILLIAM W. LEWIS and **MONROE CAINE**, of Morse International, and Huber Hoge & Sons, respectively, to Geyer, Newell & Ganger, N. Y., as copy writers.

DANIEL M. LISSANCE, Facts Inc., and **ROBERT BRODY**, Ted Bates & Co., N. Y., to Grey Adv., that city, as research account executive and copy writer, respectively.

CHARLES B. H. PARKER, advertising and sales promotion manager, Gamillus Cutlery Co., to New York office of Wilson, Haight & Welsh Inc. as merchandising director.

PHIL D. McHUGH, continuing as promotion director, Optimists International, re-opens own advertising agency, Phil D. McHugh Co., 448 S. Hill St., L. A. Telephone is Madison 6-3284.

RICHARD WATSON, Ted Bates & Co., and Paul H. Kirshon, Monroe Greenthal Adv., to Grey Adv., N. Y., in copy and sales promotion departments, respectively.

CHARLES SILVER, art director, Ted Bates & Co., N. Y., and **ANN LEWIS**, Henry J. Kaufman & Assoc., Washington, D. C., to Grey Adv., N. Y., as art director and copy writer, respectively.

FAIRFAX M. CONE, president of Foote, Cone & Belding, Chicago, will discuss "Advertising's Third Dimension" at luncheon of National Industrial Advertisers Assn. in Chicago, July 1.

ROBERT CARRINGTON, junior research account executive, Abbott Kimball Co., L. A., adds duties as assistant to **ROBERT M. LIGHT**, radio-TV director.

JOHN TUREAN joins Dickson & Wiebe, Chicago replacing **EDWARD L. WIEBE** who has resigned. Agency's name will change to **DICKSON & TUREAN.**

JOSEPH E. DOOLEY, publicity director, WFIL-AM-TV Philadelphia, to Lewis & Gilman, that city, on public relations staff.



WHEN Charles L. Shugert, Shell Oil Co. executive, visited Cincinnati, he was given a special "Shell" luncheon by WSAI Cincinnati. Among those attending were (seated, l to r) William Wright, Shell Oil Co.; R. H. Boulware, WSAI sales manager; Mr. Shugert; J. Robert Kerns, station's managing director, and Joseph Garretson, WSAI-Shell Oil commentator. Man standing was unidentified.



Sales Management says:

"PREFERRED CITY... Rochester, New York"

Fourth time running! Again in April, as in January, February, and March, *Sales Management's* monthly listing of "better-than-average bets, businesswise" among U. S. cities lists Rochester, N. Y. That means this is *a market worth cultivating!*



Western New York Listeners say:

"PREFERRED STATION... WHAM"

Yes—Pulse Inc.'s last survey named WHAM as Number One Choice *99.3% of the time* in 16 upstate counties. That means a *station worth using!*



The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

open mike

Little Station, Big Job

EDITOR:

We enjoyed your article on Detroit radio station coverage of the recent riots at Southern Michigan Prison in Jackson. You may be interested in additional details which were not included in your original article.

WJR, in its daily coverage of the riots, was tremendously impressed with the cooperation offered by WIBM Jackson. From 9 a.m. April 21 until midnight April 25 WIBM served as a clearing house and origination point for radio and television networks and several individual radio and television stations. All this in addition to their regular broadcast schedule. . . .

WIBM is a 250 w station. It is a small operation when compared with the networks it served. Yet coast-to-coast radio and television audiences received immediate and accurate coverage . . . in quality to be envied by many a "big time" production.

WJR feels that the industry should recognize the outstanding public service performance turned in by WIBM Jackson, Mich. Particularly, commendation is due William Cizek, general manager, and Jack Underwood, program director. . . .

Worth Kramer
Vice Pres. & Gen. Mgr.
WJR Detroit

* * *

Facts of Life

EDITOR:

Having just read of Rep. Gathing's resolution to clean up radio and TV programming, the following occurs to me:

Compared to printed media, broadcast ones aren't even in it for filth and forthrightness. For lurid sex thrills, nothing beats the good old daily newspaper, large and small, with its meticulously detailed accounts of rapings, attacks, kidnapings, love-nests and divorce-court testimony.

For spicy stories and anatomical information, TV can't come anywhere near *Esquire*, *True Detective*, *True Story*, et al.

For information on woman's ills and the facts of life, any woman's magazine from the *Journal* to *Woman's Day* is a mine of information and if you even want to see a baby being born, there's always *Life*.

Now since these worthy publications are readily available to persons of all ages via home subscription or news stand, it surely must follow that the august bodies on Capitol Hill have decided that even though relatively innocuous, the broadcast media are having so much more attention paid them by the American public than are the printed ones, that their comparatively minor sins are thereby magnified greater than all the rest. In other words, in spite of all the dirt that's being printed, nobody's looking at it.

It's nice to have our faith in the superiority of radio and TV thus affirmed by so high an authority. Sponsors and agencies should get the point.

Ed McKay
Manager
WROM Rome, Ga.

* * *

Segregation

EDITOR:

Your May 5 editorial, "Non-Kissin' Kin," is an admirable job of straddling a sharp picket fence. How it must hurt when you sit down.

Sure, "competition between broadcasters and newspapers should be vigorous." But, does ANPA have to use half-truths and distorted facts to club an industry that's coveted by its own members?

Just hang around a group of newspaper-radio owners for a while, and you'll soon learn which media gets lower-cased in their little black galleys. (Gallies? I seldom use the word, it's that repulsive.)

Yours for better segregation of the rectifiers and the rotaries.

Tim Elliot
Pres.-Operations Mgr.
WCUE Akron

* * *

Score an Error

EDITOR:

We were sorry to read in the May 5 issue of BROADCASTING • TELECASTING, page 89, that "plans have been dropped for feed to Rock Island" of the Chicago Cubs and White Sox games.

Not so. WHBF-TV carries all Saturday and Sunday home games of the Cubs and Sox, beginning with the Saturday, April 26 game.

The local sponsor is the Schmiers Co., Rock Island, the Philco distributor in this area.

Fern Hawks
Publicity
WHBF-TV Rock Island, Ill.

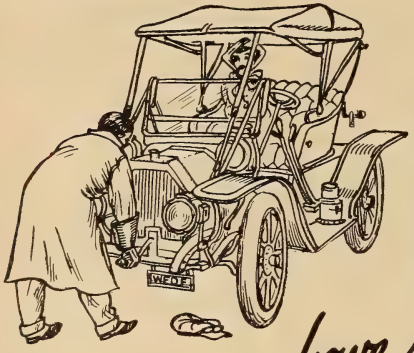
* * *

Plop

EDITOR:

Yes, we'll be glad to tell Mr. James D. Abbott, president, KEVA Shamrock, Texas [OPEN MIKE,

(Continued on page 19)



30 Years have seen some changes

This month—on May 25—WFDF will have completed 30 years of broadcasting in Flint, Michigan. From a station beamed to a small city of 108,000 in 1922, WFDF has grown to be a key factor in the big $315,840,000 retail market of more than 270,000 people in 1952. Over 600 local merchants who spend their radio dollars with WFDF offer convincing evidence that WFDF is FIRST in Flint in '52, just as surely as it was first in Flint in '22.

910 K.C.

WFDF

BASIC AMERICAN BROADCASTING CO.

FLINT, MICH. SINCE 1922

Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis WEOA Evansville

REPRESENTED NATIONALLY BY THE KATZ AGENCY

NOW... an AMPEX CONSOLE RECORDER

at $995 Complete!

with famous AMPEX performance and Quality—PLUS dynamic New Styling!



DUAL-SPEEDS
...7½ & 15 inches per second

PUSH BUTTON OPERATION
...on all five functions

BUILT-IN PREAMPLIFIER
...for microphone

PRECISION TIMING
...within 3.6 seconds per 30 minutes

FULL AUDIO RANGE
...15,000 cps at 7½ inches per second

MINIMUM MAINTENANCE
...even on heavy-duty service

LOW NOISE LEVEL
...complete shielding eliminates pickup

- **Model 402 — Half-track Recording**
- **Model 403 — Full-track Recording**

ACCESSIBILITY ALL OVER
...even in operation

Top plate and front panel are hinged for quick, easy inspection of any recorder component.



NEW REMOTE CONTROL BOX
For 100% push button operation that saves on operating time!

Series 400
CONSOLE
$995.00 f.o.b. Redwood City, California

AMPEX
Magnetic Tape RECORDERS

AX-94

- **Standard of the Great Radio Shows**

Ask for Complete Specifications or Request a **DEMONSTRATION**

AMPEX ELECTRIC CORPORATION
Redwood City • California



"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market.* there were 279,436 cars (Sept. 30, 1951†). The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:

* BMB Study No. 2

† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways

** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts — **CBS Affiliate**

new business



Spot • • •

RYBUTOL Div., Vitamin Corp. of America, scheduling radio promotion campaign to boost sales of $1.98 bottle of Vitamin-B complex tablets. Campaign tentatively slated to start May 25 will expand nationally from five regional southeastern markets if successful. Agency: Duane Jones & Co., N. Y.

MYSTIK ADHESIVE PRODUCTS, Chicago (tape), starts a schedule of 57 spots over 13-week introductory period this week on two San Francisco stations, KRON-TV and KPIX (TV), and on WSAZ-TV Huntington. Live and film spots are aired currently in 40 markets. TV spots for JOANNA WESTERN MILLS are being expanded also for company's Ex-Lite and Viking cloth window shades. Agency for accounts: George H. Hartman Co., N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), started *Sports Calendar* on 10 CBS Radio Pacific Network stations, Wed., 7:30-7:45 p.m. PDT, for 52 weeks from May 14. Agency: J. Walter Thompson Co., N. Y.

REGAL-AMBER BREWING Co., San Francisco (Regal Pale Beer), started multi-spot announcements on KWTC Barstow, KDON Santa Cruz, KPRO Riverside, KREO Indio, KYOR Blythe and KROP Brawley, all Calif., during baseball season. Agency: Abbott Kimball Co., L. A.

MANHATTAN SOAP Co., N. Y. (Sweetheart soap), and AMERICAN SAFETY RAZOR Corp., Brooklyn (Silver Star blades), renewed *Frank Goss News* on 13 CBS Radio Pacific Network stations, Tues., Thurs. and Sat., for 13 weeks from June 3. Formerly heard 7:30-7:45 a.m. PDT through Scheideler, Beck & Werner, N. Y. Latter contracted for 5:45-5:55 p.m. PDT through McCann-Erickson, N. Y.

Network • • •

RALSTON PURINA Co., St. Louis, expands sponsorship of *Space Patrol* from alternate week to weekly basis in new time slot, Sat. 11-11:30 a.m. EDT on ABC-TV effective June 14. Agency: Gardner Adv., St. Louis.

GULF OIL Corp., N. Y., to sponsor *John Daly and the News* on 225 ABC radio network stations Mon. through Fri. 10-10:15 p.m. effective June 16 for 52 weeks. Agency: Young & Rubicam, N. Y.

Agency Appointments • • •

FRED MEYER RETAIL STORES, Portland (Oregon chain), names Edward S. Kellogg Co., that city. Radio will be used.

MAX FACTOR & Co., Hollywood (cosmetic products), names F. H. Hayhurst Co., Toronto and Montreal, to handle Canadian advertising.

AZTECA FILMS Inc., L. A. (U. S. distributor Mexican and Spanish feature films), appoints Walter McCreery Inc., Beverly Hills. Radio is being used.

PIERCE'S PROPRIETARIES Inc., Buffalo, N. Y. (Dr. Pierce's Favorite Prescription), names Kastor, Farrell, Chesley & Clifford, N. Y.

PENNY-OWSLEY MUSIC Co., L. A., appoints Irwin Co., Beverly Hills, to promote Hammond organs, Steinway and Everett pianos in addition to radio-TV and record departments. Radio-TV is being used.

Adpeople • • •

GEORGE H. ROBERTSON, frozen foods' sales manager, North Pacific Canners and Packers, Portland, promoted to assistant general sales manager, succeeded by ROBERT BIRKELAND, his assistant.

DAVID F. LEARY, merchandising director, Long Adv. Service, S. F., to Leslie Salt Co., that city, in similar capacity.

BETTY ROLAND HERRICK, assistant publicity director of Ellington & Co., N. Y., to General Foods public relations staff as product publicist for Log Cabin syrup and Baker's cocoanut.

WILLIAM RABOFF, president, Sontag Drug Co., L. A., named western division manager, United Cigar-Whelan Drug Corp., that city. He succeeds SAM PRUSKY, recently resigned.

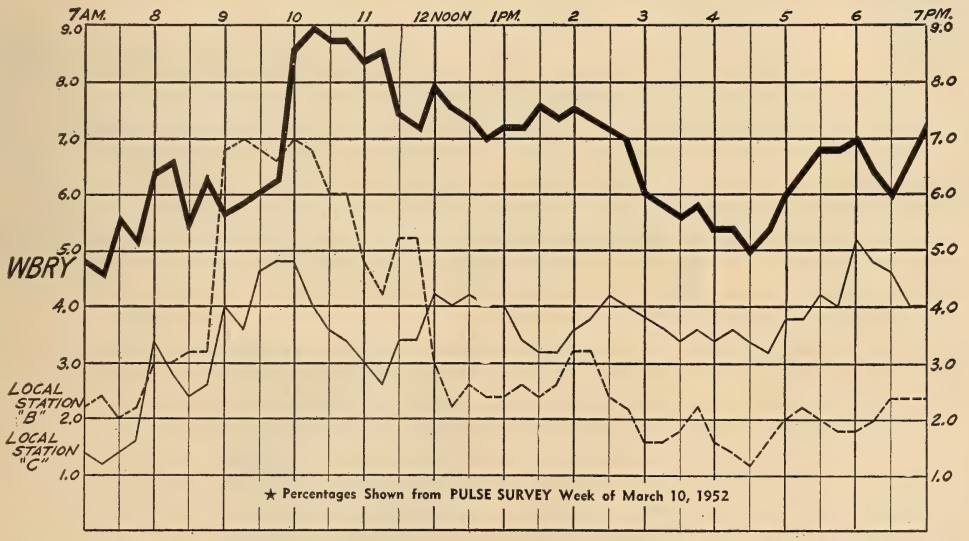
ANY Time Is GOOD Time on WBRY

New Pulse for Waterbury, Conn.

(MARCH 1952)

Shows WBRY

1st in 44 of 48 Daytime 1/4 Hours



Your product, too, can ride the top line to sales success in Waterbury. Make this graph your blueprint for results.

Ask the AVERY-KNODEL man nearest you for the WBRY story.

WBRY

CBS 5000 Watts

first

IN THE WASHINGTON MARKET



7 A. M. NEWS
WITH
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over six years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with **selling power** dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area — but in hard "over-the-counter" retail sales.

*American Research Bureau

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

KRNT Des Moines spearheaded a "deathless days" traffic safety drive which set a new city record at 145 days.

The "deathless" span was finally ended May 2 when a 5-year-old boy cyclist was fatally injured when struck by a 10-ton truck.

For three months virtually every KRNT quarter-hour newscast pounded listeners' ears with the safe walking-safe driving theme.

Each day that there had been a traffic death on the corresponding day of the previous year, KRNT newscasters recapped the story along with a warning against taking chances in traffic.

KRNT Newscasters Paul Rhoades, Don Soliday and Russ Van Dyke together with Bob Hassett, manager, Des Moines Safety Council, made a concerted effort to make the city traffic-safety conscious.

Mayor A. B. Chambers proclaimed a "Set-A-Record Week" and in the proclamation commended KRNT for its efforts.

Vice President Alben Barkley, visiting the city, congratulated KRNT and Des Moines for the drive.

Scores of firms cooperated. Many sent safety-reminder bulletins to all their personnel. Dozens of pastors and ministers spoke from their pulpits on the necessity for cooperating with the campaign. Schoolteachers reminded pupils to be careful. One large grocery chain printed safety banners for display on member-store windows.

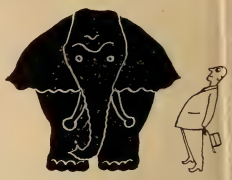
KRNT in theatre programs devoted prominent space to this message: "A KRNT news department reminder: You've had a wonderful evening at the theatre . . . Drive safely, walk safely . . . We wouldn't like reporting your death."

During the campaign, KRNT established an annual "KRNT National Traffic Safety Record Award" for cities over 100,000 reporting to the National Safety Council.

The plaque award will be given each year to the city with the longest string of deathless days in the traffic record dating from Jan. 1.

On May 2, KRNT notified Little Rock, Ark., that it was the winner of the first annual "KRNT National Traffic Safety Award." It was suggested that formal presentation be made at the October meeting in Chicago of the National Safety Congress.

Don't ever forget



KWK is the radio buy in St. Louis!

It's a solid story.
We mean the LOW—low cost per 1000 radio homes delivered KWK trumpets about.

Tsk, tsk—ask your Katz man.
He has a trunk full of facts all based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

strictly business

ALLEN HENRY, Belmont Radio Corp., Chicago, an engineer by training and preference, was enjoying a well-earned vacation. The telephone rang.

It was W. L. Dunn, then vice president in charge of engineering, calling from Chicago.

"Come back to work tomorrow," Mr. Dunn told Mr. Henry, "you're the new advertising manager."

Mr. Henry hung up the receiver slowly. As he has frequently remarked since, "I was the least qualified person in advertising. I'm an engineer—and some people would question that."

Nevertheless, Mr. Henry laid aside the slide-rule and logarithms of his chosen field and took up the tools of the advertising trade.

It wasn't long before Belmont knew that its confidence in Mr. Henry had been justified.

Engineering field tests had proven that Belmont's staff had developed an exceptionally good television receiver. Company officials decided to merchandise the receivers under the name, "Raytheon TV."

An overall merchandising program precipitates the need for an advertising director. That was Mr. Henry's cue.



Mr. HENRY

* * *

Mr. Henry organized his company's advertising program and set up an advertising department to execute the plan. Raytheon tele-

(Continued on page 47)

the WHLI long island story

WHLI's BIG SUMMER BONUS

8½ million visitors to Long Island parks, playgrounds and beaches every summer!

ONE STATION, WHLI, DOMINATES THE MAJOR LONG ISLAND MARKET*

*Conlan latest share of audience: Daytime, February 1952, Hempstead, L. I., N. Y.

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N.Y.
PAUL GODOFSKY, PRES.
the voice of long island

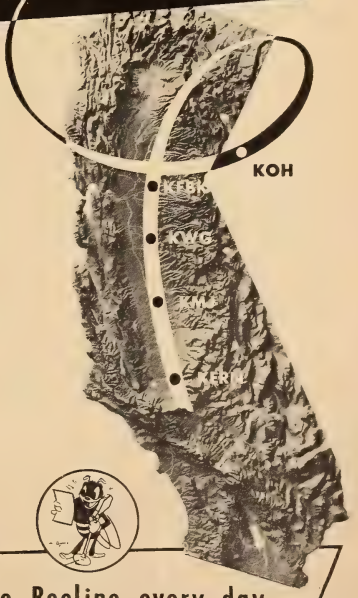
REPRESENTED BY RAMBEAU

To sell Razor Blades to inland Californians

(and western Nevadans)



. . . Be on the Beeline



Razor blades or refrigerators, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market — inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

Affiliated with Inland California's 3 Leading Papers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

16,500 DRY HOLES

Oilmen Work Against Big Odds to Find Record Amount of New Oil For You

The search for oil is a risky business. To meet the greatest need in history, U. S. oilmen last year expended over two billion dollars in drilling for new oil supplies.

Much of this huge sum was lost in 16,500 costly dry holes. But by drilling thousands of wells to expand known fields and by drilling exploratory wells in entirely new areas, a record amount of new oil was found to assure your future needs.

Finding oil is only part of what it takes to keep your family car rolling and to fill other record demands for fuels and lubricants. Year after year, U. S. oilmen plow back into their businesses over fifty cents out of every dollar earned.

In 1951 this plowing back of earnings was biggest in history. It helped set new crude oil supply records. It also added new refinery capacity, miles of new pipelines—tankers, tank-cars, barges and tank-trucks, new research facilities, millions of gallons of additional storage space as well as thousands of new and improved service stations.

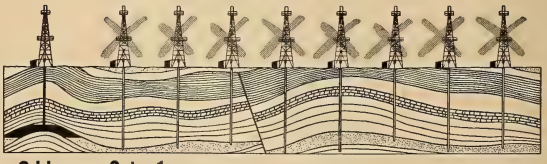
It is only by planning ahead, by taking risks and plowing back earnings, that America's thousands of privately-managed oil businesses are able to provide you with the finest oil products at the world's lowest prices.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N.Y.

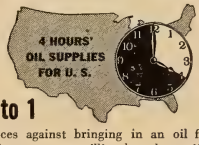


OIL WELL? MAYBE. No one *knows* the answer. The only sure way to find out is by drilling. If the well turns out to be a dry hole, the operator will have lost his investment. Even a well that *starts* to produce doesn't always pay out. In spite of risks involved, U. S. oilmen last year found greatest volume of oil in history.

HERE ARE THE ODDS AGAINST FINDING OIL*

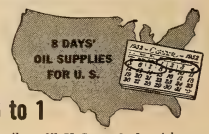


Odds are 8 to 1 against bringing in a producing well in an area where oil has never been found before. Of the 6,189 new field exploratory wells drilled last year, 5,505 were dry holes. The remaining 11,000 dry holes were drilled in or near known oil producing areas. ***Odds are even greater against finding a big producing area . . .***



43 to 1

Chances against bringing in an oil field yielding over one million barrels are 43-1. Recovering this million barrels takes many additional wells. Yet a million barrels is only enough oil to fill U. S. needs for 4 hours.



966 to 1

Odds against finding a field that will yield over 50 million barrels—enough to supply U. S. for 8 days—are a staggering 966 to 1.

*From "Exploratory Drilling in 1951" by Frederic H. Lahee, Bulletin of the American Association of Petroleum Geologists, Volume 36, to be released June, 1952.

in public service . . .

Safety Contest

WPIC Sharon, Pa., for the third year conducted an eight-week drive to reduce traffic mishaps. The station offered $500 in cash prizes to grade and high school pupils in WPIC's listening area who wrote the best 50-word essays on highway safety.

* * *

Happy Reunion

WHEN WGIG Brunswick, Ga., learned from county police that Samuel Kandrain of Youngstown, Ohio, was trying to locate his wife and 12-year-old daughter, it immediately offered its assistance. Station contacted Mr. Kandrain, got his story and aired a notice seeking the whereabouts of the pair. Within five minutes, WGIG reports, the woman contacted the station and the couple were reunited half hour later, with Mr. Kandrain expressing his appreciation to WGIG. Wife and daughter had been visiting in Brunswick and he had lost their address.

* * *

Hospital Fund

WITH one eye on its motto, "public interest is a public trust," WIBX Utica, N. Y., went to work on behalf of the Utica Hospital Fund in an 11th hour drive. Station suggested it be given opportunity to devote one broadcast day for last appeals to citizens who had not been reached by solicitors. Starting with its *Farm & Home Program* at 5 a.m., WIBX inserted an appeal in every show and at station identification periods. Several thousand dollars were added and, as a result, area surrounding Utica oversubscribed its quota by almost 100%. Operators remained at switchboards until after midnight to take pledges.

* * *

WHAS-TV's "C-Day"

PLEDGES during WHAS - TV Louisville "C-Day," station's own cancer crusade, totaled more than $9,000, with the day's ceremonies including presentation of a medal and plaque to Mrs. Tarlton Combs Carroll, Kentucky state commander, American Cancer Society, for her cancer fight work.

* * *

Flood Victims Aided

NINE - HOUR *Parade of Disc Jockeys* by WTTM and WBUD Trenton, N. J., with 15 disc jockeys putting on a request program in a downtown store window, raised donations for the Red Cross Flood Appeal fund there fortnight ago.

* * *

Bloody Good Work

WERI Westerly, R. I., went to bat when a cold epidemic caused cancellation of 50 appointments by prospective blood donors. Result was that the Red Cross Bloodmobile unit met its quota in that city after the station saturated the air with appeals.

* * *

Flood Service

DURING its 24-hour flood crisis operation, KOIL Omaha succeeded in obtaining a jeep for a local America Red Cross official, thereby winning his "profound admiration." Raymond H. Sayler, manager of the local ARC chapter, called the station between 3:30 and 4:30 a.m. one morning and told announcer John Shinker he needed a four-wheel drive jeep. Within 20 minutes, Mr. Shinker called back to inform Mr. Sayler the station had obtained the vehicle. KOIL reported it received "many calls and letters of appreciation" for its public service activities.

* * *

Finds Lost Child

WHEN all else fails, *Easy Does It* is what they're saying of Easy Gwynn and his program on WIBC Indianapolis after police asked him to broadcast a description of a lost three-year-old girl they found there. Five minutes later the mother showed up to claim her child.

* * *

Fight Fire With TV

RECRUITING of firemen spurted after WBAL-TV Baltimore answered an appeal from the city board of fire commissioners asking help in obtaining new firemen. The station telecast a quarter-hour program publicizing the work of the firemen and the coming recruiting examinations, causing applications to double.

Radio Therapeutics

MARINE patients at the Naval Hospital at Camp Lejeune, N. C., select a disc jockey from among themselves to air *Bed Side Disc Jockey* over WJNC Jacksonville, N. C., every Friday morning. Every week a different ward at the 1,400-bed hospital becomes "studio for a day." Patients in that ward elect a disc jockey from their ranks, submit record lists, work out a script and block the show together with the aid of Sgt. John Buchanan, of the PIO radio section. Records are furnished free by a local record shop and become the property of the ward after the show. Show was suggested by the Camp Lejeune Chapter of the American Red Cross last year.

Open Mike

(Continued from page 12)

April 14] how we handle those so-called house-hold hints, which in reality are nothing in the world but product "plugs." We do exactly the same thing with them as we do with requests for PI deals . . .

. . . throw 'em in the nearest wastebasket.

Walter Harris
Manager
WFVA Fredericksburg, Va.

* * *

Capital Offense

EDITOR:

[A story in your] April 21 issue, under the heading of NEW BUSINESS, prompts me to write and draw your attention to mention of "6 French radio associates stations."

Now, you wouldn't write "yankee network" or "6 national broadcasting company stations," would you?

The French Radio Associates Network is the only private network operating in Canada. . . .

We expect to sell more shows on this network, so all we ask is that you remember, next time, it's capitals for French Radio Associates Network. Okay?

A. A. McDermott
Manager
Radio & Television Sales Inc.
Toronto

* * *

Budding Builder

EDITOR:

I am 14 years old and in the process of building a miniature TV station. I am writing this letter in hopes that it will be published in your magazine and that any TV stations with extra pictures of their equipment, etc., will send them to me for getting ideas on equipment from small pictures is very hard and I want to get the models built to the best of detail I can. Also if any companies that make TV equipment and have catalogs that they would send would they please do so.

Thank you very much.

Don Johnson
1103 Greenway Rd.
Forwood
Wilmington, Del.

* * *

Press Favored

EDITOR:

KCIM has uncovered an insidious, unofficial news-release policy which this radio station feels is directly opposed to all precepts of fair play.

Several civic and public groups of this area are releasing, systematically, items to the newspapers several hours early; delaying the same release to hit radio until after the papers have hit the street.

Any broadcaster who has had a similar problem is invited to assist us with ours . . .

Art Stanley
Program Director
KCIM Carroll, Iowa

WILK

Wilkes-Barre's Powerful 5000 Watt Station

Offers Advertisers

MORE LISTENERS

34.1% Higher Average ¼ Hour Rating*

from 7 A.M. to 1 P.M.

Than Next Best Station

*Pulse: November 1951

MORE COVERAGE

in the

Wilkes-Barre Metropolitan Area

(Pennsylvania's 3rd Largest Market)

PLUS

Bonus Coverage in 14 Surrounding Counties

MORE FOR YOUR ADVERTISING DOLLAR!

WILK

980 KC AM-FM 5000 W (d) 1000 W (n)

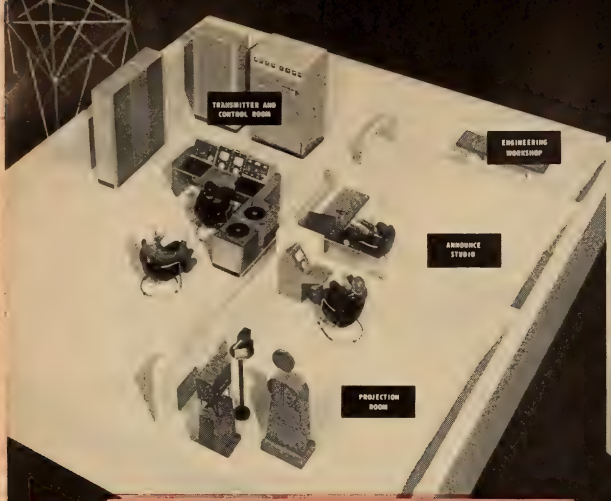
A B C AFFILIATE

★

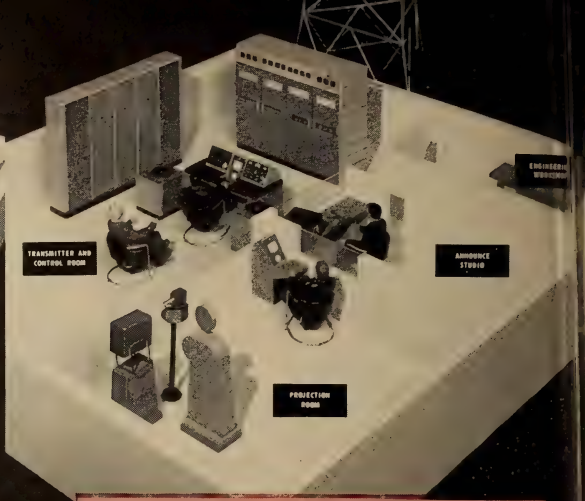
AVERY KNODEL Inc., Nat'l. Rep.

★ New York ★ Chicago ★ Los Angeles

★ Atlanta ★ San Francisco ★ Dallas



500 watts VHF (ERP range, ½ to 2 kw) This is a control-room set-up—complete with an RCA 500-watt transmitter, announce booth, and film facilities. The arrangement, and an RCA 5-bay Super Turnstile Antenna, provides up to 2 kw ERP*—gets you on the air for minimum outlay.



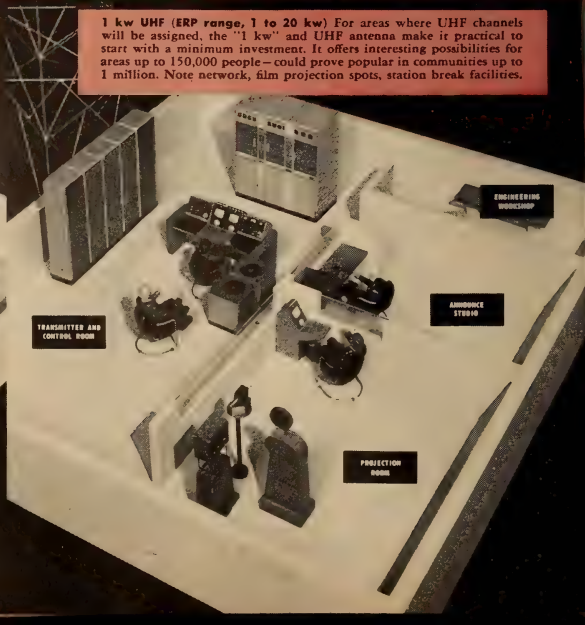
2 kw VHF (ERP range, 2 to 20 kw) Similar to 500-watt plant, but uses an RCA 2-kw transmitter. The ideal set-up for getting up to 20 kw (ERP) for a small investment. "In line" racks at left of control console are: monitoring, audio, and video equipments, sync generator, and power supplies.

"Tailored" transmitter plants

50 kw VHF (ERP range, 50 to 200 kw) Block "U" set-up for RCA's "50 kw." This arrangement is well suited for local building situations—or where physical limitations call for an antenna of medium gain and high ERP. Note film camera control and preview monitor next to operator for his convenience.

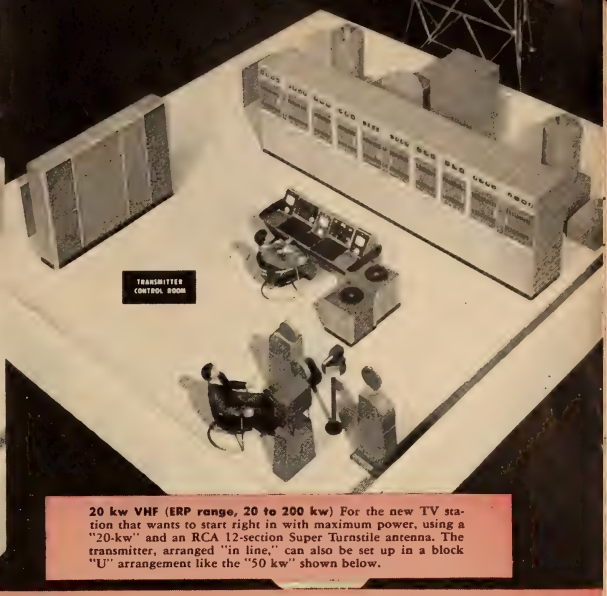


1 kw UHF (ERP range, 1 to 20 kw) For areas where UHF channels will be assigned, the "1 kw" and UHF antenna make it practical to start with a minimum investment. It offers interesting possibilities for areas up to 150,000 people—could prove popular in communities up to 1 million. Note network, film projection spots, station break facilities.





10 kw VHF (ERP range, 10 to 100 kw) Using a "10-kw" and a high-gain antenna, this plant provides up to 100 kw, ERP. It includes film facilities for breaks and spots during network shows. Stations of this class and larger usually have studio facilities, along with program switching equipment (not shown).



20 kw VHF (ERP range, 20 to 200 kw) For the new TV station that wants to start right in with maximum power, using a "20-kw" and an RCA 12-section Super Turnstile antenna. The transmitter, arranged "in line," can also be set up in a block "U" arrangement like the "50 kw" shown below.

...for any TV power up to 200 Kw!*



10-kw UHF (ERP range, 10 to 200 kw) Using an RCA "10-kw UHF" type TTU-10A and a TFU-24B high-gain antenna, this set-up offers the next logical step above the "1-kw" range. Or, you can start with 1 kw now—and increase power later simply by adding RCA matching amplifiers and associated equipment.

These models represent seven typical TV transmitter room arrangements for various power classes—from 500 watts to 200 kw, ERP*. They include the film equipment required for spot, station breaks, and network operation. They show the basic or minimum facilities you need to go "on the air" for a given power. The set-ups are worked out in accordance with tried-and-proved operating procedure and provide a handy means for estimating your space requirements. There is ample leeway to meet the particular needs of every station.

Your RCA Broadcast Sales Representative is ready to give you planning help like this—throughout your station! By all means, call him.

*Effective radiated power

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

Get on the band wagon



Follow the lead of the local advertisers in Baltimore! *WITH regularly carries the advertising of twice as many of them as any other station in town!* For just one good reason: WITH delivers more listeners-per-dollar than any other radio or TV station in town. And that means that WITH produces *low cost results!*

WITH can do it for you too! So get on the band wagon in Baltimore. Put WITH on *your* schedule today. You can get the whole story from your Forjoe man.

WITH

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

Vol. 42, No. 21 MAY 19, 1952

DOES HOOPER UNDERSELL RADIO? *Blair Study Says Yes*

A CHARGE that the coincidental method of audience measurement "grossly underestimates" the extent of radio listening was fired last week by John Blair & Co., radio station representative, on the basis of more than six months' studies.

Target of the broadside was the coincidental method's inclusion of both radio and television in the same question: "Were you listening to the radio or looking at television, etc.," The Blair company recommended that such "duplex" questions give way to a radio-only query such as "Were you listening to the radio?"

The Blair project, financed by the representation firm and three of its client stations—KHJ Los Angeles, WBNS Columbus and WDSU New Orleans—was set up under the overall direction of W. Ward Dorrell, a veteran of some nine years in the radio research field with C. E. Hooper Inc., one of the foremost exponents of the coincidental survey technique. (For Hooper reply to Blair study, see page 29).

In a letter sent with copies of the Blair study to clients, Mr. Dorrell emphasized that "this presentation takes no sides in the current controversy between audience measurement services" and that "it is not our desire to suggest" that coincidental measurements be eliminated as a system of radio audience measurement. Indeed, he said, "coincidental measurements have much to recommend them."

But "it is tremendously important to you that the radio audience is given the full stature it deserves," he wrote. "You will be pleased to learn that radio can be given *full* credit by a simple modification of the coincidental question. It represents only the return to the technique used for many years preceding the advent of television."

He suggested that "all buyers of radio audience measurements" should "order telephone coincidental surveys based on the single question concerning radio only."

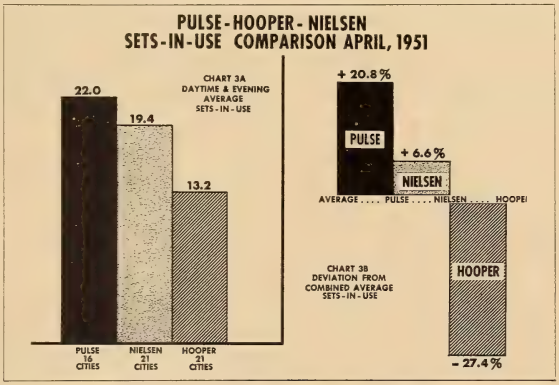
Blair & Co. President Richard D. Buckley, in a foreword to the presentation, pointed out that there were 42 million radio homes as of last Dec. 31, and that the $723 million total spent for radio time during 1951 was greater than during any preceding year. And yet, he recalled, 1951 heard "a greater clamor by people in high and low places that radio was a declining advertising value . . . that the prophecy of a few years ago, 'radio is doomed,' was actually coming to pass."

"Why did these believers in radio's doom think the way they did?" he asked. "How could they support their position? One support was the decline in radio sets-in-use as indicated by radio research. The reports of one research firm in particular, the proponent of the telephone coincidental method, disclosed an alarming decline in sets-in-use, particularly in TV markets."

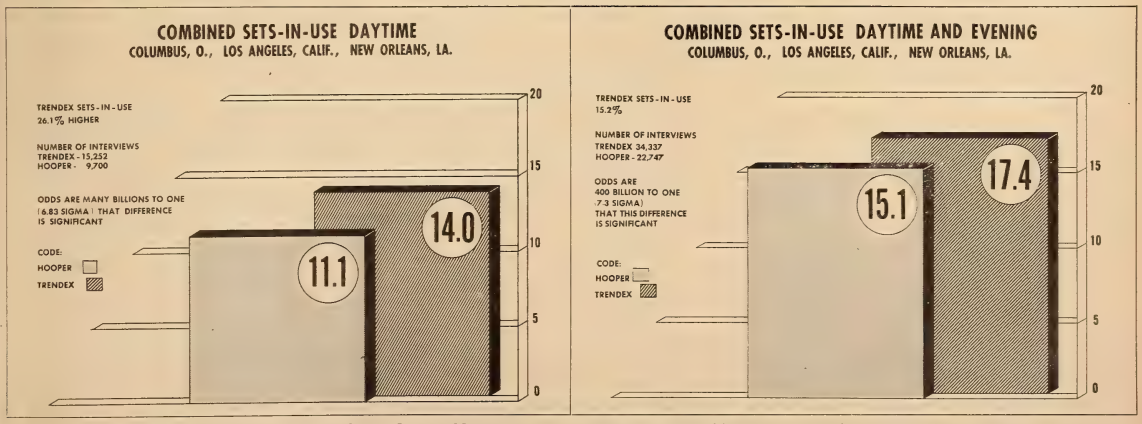
Thus, he said, the Blair study originated. It was designed as a service to the radio industry and copies of the results are being distributed not only to Blair stations but to the National Assn. of Radio and Television Station Representatives. Mr. Dorrell also is making presentations to agencies.

To show "the seriousness of the problem," the presentation noted that Hooper measurements of radio sets-in-use in Los Angeles reflected a decline of 68.5% in nighttime, 46% in afternoons and 33.3%

(Continued on page 29)



Comparison of Sets-in-Use Reports



Charts on Three Cities Showing Variations Between Measurement Services

REBROADCAST RIGHTS

FCC Issues Policy

IN A POLICY decision interpreting the rebroadcast provisions of the Communications Act, the FCC last week issued a strict definition of the meaning of "originating station" and threw the burden of justifying a refusal to permit rebroadcast on the station declining such permission.

In fact, the FCC more or less threatened the unconsenting station with a citation under the public interest provisions of the Communications Act if its reasons were not "good and sufficient."

Essence of the policy, adopted unanimously but with Comrs. Rosel H. Hyde and Robert F. Jones absent, is this:

1. A station's signal is its own and may not be rebroadcast simultaneously or later without its permission.

2. Neither a network nor a sponsor may approve the rebroadcast of a program which it owns if the station whose signal will be used refuses permission.

3. Conversely, a station may approve the rebroadcast of its signal, but unless it also owns the program its approval may be valueless.

4. If a station refuses to permit the rebroadcast of a program it has aired, it must furnish the Commission with the reasons why. Unless they are significant, the Commission said it might question the qualifications of the licensee under the public service provisions of the Act.

The Commission's decision was the result of an appeal for a declaratory ruling sought by WJIM-TV Lansing in 1950, when WWJ-TV Detroit refused permission to rebroadcast some NBC-TV programs [B•T, July 17, 1950]. That fall, the Commission issued a proposed clarification of Sec. 325(a) of the Act and called for comments [B•T, Oct. 9, 1950].

Among the comments was one from Gordon P. Brown, owner of WSAY Rochester, N. Y., who has been feuding with the networks for several years. He urged that the section be interpreted to mean that if a sponsor approved a rebroadcast of a program it owned, neither the network nor the affiliate carrying the original program could object [B•T, Nov. 6, 1950].

Rep. Sheppard Approves

Another was from Rep. Harry R. Sheppard (D-Calif.) who urged the same [B•T, Nov. 13, 1950]. Rep. Sheppard averred that the legislative history of the provision bore out this interpretation. He also charged that the networks were attempting to stifle competition.

Network authorities declined formal comment on the FCC action pending opportunity to study it in text and in detail.

First reaction of one legal expert, however, based solely on a verbal relay of the gist of the rules, was that the Commission appeared to be going much farther than it is entitled to do in "putting pressure on stations to require them to permit rebroadcasting."

The FCC's requirement that refusals to permit rebroadcasts must be explained in writing to the Commission, this authority asserted, is in itself "compulsion" to make stations grant such permission.

Rep. Sheppard has introduced legislation in the last few Congresses calling for a revision of the Communications Act to accomplish this rebroadcast privilege and also to license networks. His bills (HR 10 and HR 73) were referred to the House Committee on Interstate & Foreign Commerce [B•T, Oct. 15, March 19, Jan. 8, 1951].

In its ruling FCC said, "Congress . . . intended the words 'originating station' to be applicable solely to the station whose signal was received and rebroadcast." The FCC report reviewed the legislative history of the provision and referred to the Radio Act of 1927 and prior regulations to substantiate its interpretation.

Suggestions that the rebroadcast provision was meant to require only the approval of the owner of the program were dismissed as not properly within the purview of the Commission. Such an interpretation would require Congressional revision of the section, the Commission said.

In amending its AM-FM-TV rules to require that stations refusing rebroadcast rights justify their rejections, FCC stated:

. . . It does not follow that Section 325 sanctions arbitrary refusals of consent for rebroadcast on the part of network affiliates or other stations who may have the power or authority to give such consent. In our opinion, a station's operation must be in the public interest in respect of its exercise of the power conferred by Section 325 (a) as in other respects, and such powers cannot and were not intended to be used for the monopolistic purposes which the Chain Broadcasting Rules were intended to prevent. A refusal either by a network affiliate, or a non-network station, to permit a rebroadcast where based upon no reasons at all, or upon unreasonable grounds, may well constitute conduct going to the qualifications of a licensee to operate in the public interest.

The following amendment was ordered to Secs. 3.191, 3.291, 3.591, 3.655 and 3.790 of the Commission Rules and Regulations, effective July 1:

Any station which refuses authority for the rebroadcast of a program broadcast by it, or any part thereof, shall file with the Commission within 10 days of such refusal a statement containing the following information: The station requesting authority for the rebroadcast; the date of the request; the program or programs, or parts thereof, for which authority to rebroadcast was requested; the date of refusal; the reason, or reasons, for denial of the request. A copy of the statement filed with the Commission shall also be sent to the station whose request has been denied.

The Commission also decided that Sec. 325(a) did not apply to the rebroadcast of programs of foreign stations. It cited the legislative history of the provision to deduce that Congress did not have foreign stations in mind when it adopted the section in the Com-

(Continued on page 36)

Legalized Larceny . . . . . AN EDITORIAL

WITH TIME on its hands in the stillness of the post-TV thaw, the FCC last Thursday ingeniously contrived to enmesh itself in the most preposterous mischief-making since the infamous 1946 "Blue Book" episode.

It rendered a new interpretation of its rule governing rebroadcasting of programs. It added a provision that would not only subject stations and networks to constant jeopardy, but which also defies every legal concept ever enunciated on the sensitive matter of private property rights. The FCC did this without taking a second look at the vicious document served up to it by its legal minions. It did this without the vote of two of its top lawyer-Commissioners.

The gist of the astonishing ruling is that an "originating" station (whether radio or TV) can refuse to give another station the right to pick up its signals for rebroadcast. So far, so good, because Congress so decreed. But if the "originating" station so refuses, then it must file an explanatory statement, within 10 days, with the FCC. If there are *no* reasons, or if the refusal is upon *unreasonable grounds*, the ruling threatens, this "may well constitute conduct going to the qualifications of a licensee to operate in the public interest." This, we submit, is coercion with a crowbar, not the lifted eyebrow.

For crass unreasonableness, if not stupidity, there's probably nothing like this in regulatory annals. It falls in the category of an ordinance requiring a citizen whose home is robbed to write a letter to the chief of police explaining why he didn't turn his wallet over to the robber.

We can conceive of nothing that would do more to stifle creative talents and initiative in the broadcast arts if this order is ever carried to fruition. Programs like the WLS *National Barn Dance*, or the WSM *Grand Ole Opry*, or *Amos 'n' Andy* would become fair game of stations and possibly other networks. The pick of the network programs could be preyed upon by stations which had nothing to do with their creation or production (with spot announcements interspersed). The penalty of refusal to grant permission would be a *reasonable* explanation to the complete satisfaction of an FCC, or whatever licensing authority that might be functioning at the time.

Here, as we see it, is how it would work: A station operator would write letters to all networks and to selected enterprising stations. He would demand permission to rebroadcast specified programs or parts thereof, "originated" by these entities. Each inquiry would cost him a three-cent stamp. The stations and the networks would refuse for diverse reasons—dissipation of their creative talents, copyright clearances, unfair competition, good will, safe-guarding of property rights.

But within 10 days, each such refusal would have to be explained to the FCC. Beleagured stations and networks would have to stand the expense of batteries of attorneys to carefully prepare these pleadings—because their licenses would be on the line.

The FCC lawyer (we understand he was the General Counsel, Benedict P. Cottone) ostensibly pegged his ruling on a short-lived relatively insignificant case between WJIM-TV Lansing and WWJ-TV Detroit. The truth is that it was stirred up by the incessant crusade of Gordon P. Brown, owner of independent WSAY Rochester, who, after losing his several network affiliations, has spent innumerable man-hours lobbying Congress and the FCC against the networks. Mr. Brown even had the audacity to call a news conference in Washington following the FCC's ruling to proclaim the victory.

Mr. Brown's "giant-killer" approach is bunk. There's hardly an independent in the country that wouldn't go major network, if it could, or wouldn't become clear channel—if it could.

The FCC decision, like many others before it, arrogates control through indirection. It admits the essential right of the "originating" station to control its programs. But it imposes the penalty of intimidation, by requiring the station to explain its refusal.

In some saner moment, we must believe that the FCC will see the error of its ways. This may come when Vice Chairman Hyde and Comr. Jones, who were absent from that abortive session, express themselves. It may come after the writers, directors, arrangers, performers, musicians and all other creative artists fashioning the radio and television programs, realize the impact of this ridiculous bid for legalized larceny.

Keep in mind: The Commission which adopted this *unreasonable* rule would determine the *reasonableness* of any refusal to grant permission to rebroadcast the product of the station's enterprise and genius.

LIBERTY SUSPENDS

McLendon Hits Baseball 'Monopoly'

LIBERTY Broadcasting System suspended service to nearly 400 affiliated stations Thursday night.

Formed in the spring of 1948 as a southwest baseball hookup, the network had operated nationwide since Oct. 2, 1950.

As of noon Friday, many affiliates said they had received no official notice that service had been suspended. Their information came from Liberty's last broadcast, a bitter denunciation of the Dept. of Justice and organized baseball by Gordon McLendon, LBS president.

Intimation that trouble was ahead came a week previous to the suspension when Mr. McLendon told affiliates by closed circuit the network was cutting service from 16 to eight hours a day [B•T, May 12].

The burden of nationwide telephone line charges was a major factor in the slicing of network hours, affiliates were told. In addition, many affiliates were informed they would receive "C" instead of "A" telephone line service. Since that time, affiliates have claimed they had difficulty contacting LBS officials at Dallas headquarters.

In his Thursday night broadcast, Mr. McLendon broke the news in these words, "The Liberty Broadcasting System must suspend operations." He followed with a heated criticism of the Dept. of Justice for failure to enforce laws and the Bill of Rights, or to protect citizens from the "baseball monopoly."

"If this can happen in America," he said, "you can tell your grandchildren you saw an American dream die like a dog in a ditch."

Says Justice Has Proof

The Dept. of Justice has had proof of the "illegal baseball conspiracy" for years, he charged, with many department attorneys anxious to bring action against organized baseball. He claimed department officials were "afraid their good friends in baseball would get mad at them."

Liberty is plaintiff in a $12 million suit against 13 major league baseball clubs [B•T, Feb. 25], claiming it suffered business damage through loss of rights to broadcast games.

Even as he was announcing the network's suspension of service, Mr. McLendon made this prediction: "You will again hear the voice of Liberty Broadcasting System if, as and when we are successful in our attempt to bring baseball back to the people."

He thanked network officials for their cooperation, voiced appreciation for affiliates' part in the network and called H. R. Cullen, co-chairman of the LBS board since last summer, "one of America's great men." Mr. Cullen was a financial backer of the network, along with Gordon's father, B. R. McLendon, other co-chairman of the board.

Hint of troubled days ahead came during the May 6 closed circuit talk when the younger McLendon said, "We don't have the solid family feeling we used to have." He blamed himself for "not having shared my problems with all of you," but didn't discuss these problems, "lest it weaken us in the radio industry generally." The result of the policy was an undermining of confidence among many affiliates, he conceded.

Mr. McLendon said he was making that talk because of "another crisis."

"I have decided to share this one with you," he said, recalling that while the network had made a "small profit" in the first three years, it had lost "continuing large sums of money" since night service was started in 1950. LBS broke even for a while last year when Falstaff Brewing Co., St. Louis, sponsored baseball, he said.

"But for the most part during the last two years," he noted, "the story of Liberty has been a story of money lost, hard work lost, fighting a huge monopoly." He said this explained why LBS had to ask "for free time for one-third of the sporting events, for the five minutes before and after the game, why no reduction in affiliate fees has ever been possible."

If LBS wins its court battle, he predicted, it will become "the No. 1 network in the country."

The eight-hour plan instituted a week ago was designed to put LBS on "a break-even basis," according to Mr. McLendon's closed circuit talk, permitting economies in operation. He planned to go back on the air personally and do many of the baseball games.

Schedule This Year

LBS has broadcast 50 games this year, he said, and had 103 live games to come plus 38 re-creations, a total of 191 games during the season. He called this a "pitifully inadequate list of afternoon games authorized" and blamed the LBS troubles on inability to break the organized baseball ban against baseball broadcasts in the northeast major league territory as well as the ban against night games. He claimed LBS needed an eastern American League and western National League team to bolster its schedule of games.

"It has been a baling wire and sawdust network many times," he said in his May 6 talk to affiliates.

No suggestion of trouble was found by affiliates in the LBS instruction received at 1 p.m. (EDT) Thursday. This simply said: At 7:45 p.m. (EDT) tonight Gordon McLendon is going to give a public address to the nation. It is for broadcast. The title of his subject is 'Radio and Baseball.' All stations are urged to carry it. Please advise as to what you want done to this show."

Many reasons for the network's suspension were offered by affiliates. One contention was that it grew too fast. According to this theory, Liberty offered a good baseball service when it was a daytime hookup. When it decided to become a fifth nationwide network, however, it was believed not to have

(Continued on page 93)

CANCELLED TIME

Quickly Taken On Networks

By FLORENCE SMALL

IN a continuing answer to the prophets of doom who point, out of context, to periodic cancellations in radio and TV, at least four advertisers last week snapped up a minimum of two and a half hours of released network time at almost the moment the time became available.

Moreover, one advertiser, Gulf Oil, for its Gulfspray insecticide, purchased a new hour and a quarter of radio time a week—15 minutes across the board on ABC—while William Wrigley Jr. Co. signed for 36 half-hours on CBS Radio between June 3 and Aug. 25 in a renewal of the summer saturation campaign it has conducted on that network for the past two years. Gross billings on the Wrigley purchase were estimated at more than $400,000.

An interesting and perhaps significant feature of the week's transactions from a programming point of view was that, aside from the Wrigley saturation campaign, each of the purchases was for a basic quarter-hour segment aired at least twice a week.

Lever Bros., New York, for its Pepsodent toothpaste will sponsor a musical program (format still being worked out) in the Tuesday and Thursday 7:45-8 p.m. EDT period on CBS-TV, effective late this month. Latter time period had been dropped by Liggett & Myers (Fatima cigarettes), New York [B•T, May 5], together with its *Stork Club* program. McCann-Erickson, New York, is the agency for Pepsodent, while Cunningham & Walsh, New York, is agency for Fatima.

American Cigarette & Cigar Co. (Pall Mall cigarettes), will sponsor *Doug Edwards and the News*, CBS-TV Tuesday and Thursday, 7:30-7:45 p.m. EDT, effective in late May [B•T, May 12]. This marks an increase in its radio-TV budget for Pall Mall. Cigarette firm also sponsors *Big Story* on NBC radio and NBC-TV in addition to radio and TV spot campaigns. The news program, twice weekly, had been dropped recently by Columbia Records. Sullivan, Staffer, Colwell & Bayles, New York, is agency for Pall Mall.

Kellogg Interested

The 7-7:15 p.m. EDT period on NBC-TV currently is being offered to advertising agencies, with Kellogg Co. understood to be actively interested in this early-evening time. *Kukla, Fran and Ollie*, now in that time slot, may be slated for change to a half-hour, once a week format at another time. The 15-minute strip following *The Goldbergs*, 7:15-7:30 p.m. EDT is also being offered to advertisers for next fall, with or without the program. Bidding for the time is understood to be active. On the other hand the present advertisers on *The Goldbergs* may renew in the same time with the same show.

On CBS Radio, when Liggett & Myers (Chesterfield cigarettes) notified that network that it would drop one quarter-hour of its half-hour participation in the early morning Arthur Godfrey strip, each advertiser moved forward one quarter-hour thus leaving the first 15 minutes of the program open for a new advertiser whose signing is said to be imminent.

In addition, the program, which is now telecast one quarter-hour (with Lever picking up the radio-TV time), will be extended in simulcast form to one hour in the fall. As a result of the simulcast decision, at least one advertiser—Realemun Co., which sponsors the 10-10:15 a.m. EDT radio segment on alternate days with Toni Co.—has been forced to abandon the program because it was understood the firm's budget could not stand the addition of TV.

The relinquished time has been sold to Owens & Corning Glass Co., starting early in September. Toni Co. has not decided yet whether it too will continue sponsorship, in view of the increased costs for TV. This marks one of the unusual cases where radio has been used to sell television.

Effective early in September, the Godfrey line-up of sponsors will be as follows (all time EDT):

Owens Corning Glass alternating the 10:15-30 a.m. period with Toni (or replacement); Lever Bros., 10:30-45 a.m.; Pillsbury Mills, 10:45-11 a.m., and National Biscuit Co., 11-11:15 a.m., with Chesterfield retaining the last quarter hour, 11:15-30 a.m. on radio alone.

This new sequence of Godfrey sponsors presents yet another prob-

(Continued on page 92)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Pick a card. . . . any card."

PROETZ AWARDS

Presented in St. Louis

PRIZES in radio and TV categories of the 1952 Erma Proetz Awards were presented last week at a banquet at St. Louis' Hotel Statler.

The awards are given annually by The Women's Adv. Club of St. Louis for creative work by women.

Top honor in radio was won by Phyllis Edmonds, vice president, Home Federal Savings & Loan Assn., Tulsa, Okla.

A newly-established television award was won by Bonnie Dewes, D'Arcy Adv., for work on the Laclede Gas Co. show on KSD-TV St. Louis.

Inscribed plaque and $100 went to each first-prize winner. In all, 14 advertising women were honored.

Stuart Symington, former chairman of National Security Resources Board and Reconstruction Finance Corp., spoke on "Truth Through Advertising."

NBC AFFILIATES

Western Division Meets

OPTIMISM over radio's future prospects sparked a two-day NBC Western Div. affiliates meeting at Beverly Hills, Calif., which ended last Tuesday with more than 50 station men and women representing 28 affiliates in the western states and Alaska attending.

The affiliates met in conjunction with a network series of promotion, press and merchandising sessions on radio. Station managers attending reported increased local business and greater listening audiences—even in areas where there is TV competition.

A network survey introduced indicated more people spend more time listening to radio than with TV, newspapers and magazines combined.

Thomas C. McCray, NBC Western Div. director of radio network operations in Hollywood, presided at the promotion-press-merchandising sessions with Richard O. Dunning, president of KHQ Spokane and West Coast representative on NBC's Stations Planning and Advisory Committee, conducted the closed meetings.

Common Problems Studied

Summer and fall programming and common station and network problems occupied the two-day meetings.

Speakers included:

John K. West, NBC Western Div. vice president; John A. Evans, manager of advertising and promotion; Fred N. Dodge, director of merchandising; Clyde L. Clem, supervisor of audience promotion; John Thompson, manager of news and special events, KNBC San Francisco; Helen Murray Hall, western network promotion manager; Leslie Raddatz, Western Div. press manager; Jane Sandner and M. G. O'Dell, Hollywood and San Francisco network merchandising supervisors, respectively. Walter O'Keefe, star of NBC radio show, "Double or Nothing," entertained at Tuesday luncheon.

Those attending sessions included:

Thomas Sharp and John Merino, KFSD San Diego; Charles Hamilton, Albert Price, Ron Manders, Mort Cook, Pat Kelly, Winifred Scott and Claude Mills, KFI Los Angeles; Harry Butcher, KIST Santa Barbara; Paul Bartlett and Gene DeYoung, KERO Bakersfield; William Sanford, KMJ Fresno; Lloyd E. Yoder, John Thompson, Dean Moxley and M. G. O'Dell, KNBC San Francisco; Gene Kelly, Gerald Hansen and Irma Davis, KCRA Sacramento.

Hugh Kees, KOH Reno; Jennings Pierce, KMED Medford; H. Q. Cox and Showalter Lynch, KWG Portland; William Warren, Ray Baker and F. J. Brott, KOMO Seattle; Carl Haymond and James Murphy, KIT Yakima; Richard Dunning, KHQ Spokane; Richard Lewis, E. W. Harvey and Robert Pollard, KTAR Phoenix; Ray Smucker and Roy Jorgenson, KYUM Yuma; R. B. Williams, KOVA Tucson; Henry Fletcher, KSEI Pocatello; Florence Gardner, KTFI Twin Falls; Walter E. Wagstaff, KIDO Boise; E. B. Craney, KXLF Butte; Ed Yocum, KGHL Billings; S. B. Fox, George Provel, Holly Moyer and Del Leeson, KDYL Salt Lake City.

Charles Bevis Jr., Cy Penley and William Day, KOA Denver; Roy Chapman, KTSM El Paso; William Paine, KGU Honolulu; S. W. McCready, C. H. Fisher and C. O. Fisher, KUGN Eugene; Gilbert Wellington, KFAR Fairbanks-KENI Anchorage, Alaska; David McKay, KORK Las Vegas.

RADIO 'READJUSTING' Says CBS Sales' Karol

CONTINUING study of the basic pricing structure may lead to either upward or downward revisions of CBS Radio's rates—or to no changes at all—Sales Vice President John J. Karol declared last week.

But, he asserted in a speech to the Minneapolis Advertising Club on Wednesday, advertisers are now approaching radio realistically again rather than emotionally, with the result that radio stands to come out of its current "readjustment" period a stronger medium.

Mr. Karol said radio is "undergoing a relatively calm period of readjustment," through a type of "outer turmoil and inner readjustment" which "has come into focus many times in the 22 years that I have been in radio.

"Every time," he said, "radio has emerged stronger. This is happening again."

Alluding to the sensitive subject of rates, Mr. Karol said:

"For many years, radio has been underpriced. At the time, it didn't seem to matter much. Sustaining time periods were infrequent; net profits were good. Radio is still delivering more people at lower costs than any other medium, but it has been undergoing pressures from within and without to be still more efficient.

"This resulted in 'deals'—a type of business operation that CBS Radio withstood for a long time. In an effort to eliminate this dangerous and demoralizing bargain basement practice, we initiated a flat rate reduction last summer.

"From that time on, we have never stopped analyzing our audience delivery against our cost. It is and will be a continuing practice. As this process continues, we may find that the basic pricing structure requires further change. If we do, we shall make the change—*up* or down.

"And whether changes are made or not, our thinking will always be within the framework of the creation of a rate structure that is equitable—one that will offer the *same* prices to *all* clients and *no special prices* to *any* client.

"When this type of business relationship between network and client and agency again is the generally accepted standard of our industry, network radio will be a stronger medium than ever before. It will have the complete respect it has enjoyed in the past and it will hold the same unparalleled position among media that it has enjoyed in the past."

'Realistic Appraisal'

Where radio was getting an "emotional" judgment last year, Mr. Karol said, today it is benefitting from "a more basic and realistic appraisal of advertising practices." He noted that CBS Radio's fall schedule "is already more than 80% as far along as last year's schedule was on Sept. 1," [B•T, May 5], and that "our salesmen's reports show 40% more advertiser interest than at this time last year."

He told his audience that "The size of radio is so much with us that it's easy to forget. And the size of radio is so great that it's difficult to comprehend." It encompasses, he pointed out, 105 million sets with listening both inside and outside the home. Although he voiced "great respect" for the A. C. Nielsen Co.'s rating organization, he insisted that "Nielsen penalizes radio *in general* by measuring only about one-third of secondary sets."

Even so, he continued, "on the basis of what Nielsen does report, the average CBS Radio Network program in 1952 reached over four million persons in the average Monday-Friday daytime broadcast and approximately 8½ million in the average nighttime broadcast."

On a cumulative basis, he added, a five-a-week daytime program reaching four million persons in a single broadcast is able to reach nine million different persons in a week, or more than 15 million in a month.

Mr. Karol scored "fabulously" high TV ratings as "one thing that throws us off balance in comparing radio and television.

"What we are apt to forget," he said, "is that these Nielsen ratings are percentages—percentages of the whole of radio and only the station coverage area of television."

Accordingly, he noted, a 32 rating for a TV show can represent 3.8 million homes while a 15 rating on a radio show equals 6½ million.

"No long-term comparison with television is possible," he conceded. "However, the current cost-per-thousand people of radio is about 40% of the cost of television. In other words, radio is about 2½ times more efficient than television on a cost basis.

"To reduce these facts to the lowest common denominator, network radio delivers 9½ advertising messages for a penny. It costs at least three cents to deliver *one* message on a 'penny' postcard. Television and magazines deliver a little more than three messages per penny, newspapers 2½—all compared with radio's 9½ messages per penny."

Connor to OPS

THOMAS F. CONNOR, programming and congressional liaison specialist for the State Dept.'s Voice of America, has been appointed special assistant to the director of the Office of Price Stabilization, it was announced last Wednesday.

'MORALS' PROBE

Course Unset; Crosser 'Cool'

IN WHAT direction will Capitol Hill's investigation of radio-TV programs go?

Only the chairman of the House Interstate and Foreign Commerce Committee can answer that question, spokesmen for the committee acknowledged last week.

Rep. Robert Crosser (D-Ohio), chairman of the group authorized to conduct the probe, was scheduled to return to Washington from Cleveland last Saturday.

Meanwhile, newsmen who had contacted Mr. Crosser in Cleveland found he had no comment to make.

But the United Press reported, "Informed sources said Crosser is cool to the whole idea."

The investigation was voted by the House last Monday. Action came on a resolution (H Res 278) offered by Rep. E. C. Gathings (D-Ark.) [B•T, May 12, 5]. A little more than two dozen congressmen were on the floor when the resolution came up. Vote was by voice.

Later that afternoon, the House also approved Rep. Gathings' resolution to investigate comic books, pocket-sized books and other such material. In both instances—radio and television as well as the printed medum—"immoral and offensive material" would be ferreted out.

Inquiry To Subcommittee

While Rep. Crosser has not disclosed his plans for the probe, it was understood the inquiry would be turned over to a subcommittee. Since Rep. Lindley Beckworth (D-Tex.), who was originally slated for the chairmanship of the subcommittee, is campaigning for the Senate, it is expected the assignment will go to Rep. Oren Harris (D-Ark.). Rep. Harris has acted as the committee's communications leader in the past few months.

Following House passage of the Gathings resolution, radio-TV industry spokesmen bristled in defense.

NARTB President Harold E. Fellows said the probe could produce "censorship of the most obvious and deplorable sort." He said it "seems to be contrary to the language and intent of the Constitution."

NBC and MBS spokesmen pointed out that the industry has its own decency code policed by NARTB.

NBC said:

NBC's programs have always maintained the highest standards of good taste and decency in their content. NBC from its very inception voluntarily assumed the obligation of establishing high standards. It was the first network to adopt its own code of standards and practices for radio and again for television. Beyond this, it now subscribes to the code of the NARTB and certainly will continue to maintain the highest possible standards in its radio and television programming.

At Mutual, Executive Vice President William H. Fineshriber Jr. said:

Mutual maintains a very competent group of continuity acceptance personnel who are responsible for administering our own code of standards and practices, designed to keep our programming on a high moral level. In addition our industry has its own decency code which is governed by the NARTB. The Mutual network is proud of its record in adhering to the highest possible standards in its radio programming.

Although Mr. Fellows denounced the probe, he also said:

. . . we welcome the opportunity of receiving the observations of legislators, as similarly we welcome the observations of clergymen, teachers, educators, citizens' organizations and all others. If this is the intent of the Gathings proposal — to encourage industry in strengthening its own purpose and plan of self-regulation, the public interest will be served.

[But he warned] if the intent is to go beyond this, to legislate even one minute of programming out of existence on the tenuous ground of 'morality and improper emphasis,' we have arrived at a point where freedom of press and speech indeed are seriously threatened in a nation that has become the last great bulwark of those liberties of the people.

In addition to seeking out "immoral or offensive" matter, the resolution calls on the committee to determine the extent that radio-TV programs "place improper emphasis upon crime, violence and corruption. . . ."

Rep. Joseph R. Bryson (D-S. C.), who has been a perennial sponsor of bills to outlaw all alcoholic beverage advertising from interstate commerce, noted that he had joined with the late Sen. Arthur Capper in supporting a joint Senate-House bill to do the same thing.

The House committee has not held hearings on his "dry" bill, he asserted.

Consequently this, of course, is not dealing with the same subject but no one can deny that the subject in the resolution introduced and now pending before us is of a related nature.

Anyone who listens to the radio and witnesses exhibitions on television cannot but be impressed with the fact that the untrained, unsuspecting youth of the land is being corrupted, wilfully and maliciously by those who would break into the nursery rhymes and childhood stories . . . by the introduction not only of words of mouth, but by exhibitions of delicate fingers, beautiful ladies elegantly dressed, telling not only how interesting it is to drink intoxicating liquors, but teaching the youth how to pour that hellish fluid which has caused so much sickness and suffering and death.

Rep. Fred L. Crawford (R-Mich.) cited "fraud and deceit and the untruthfulness of the ads [in magazines] . . . The [advertising] industry is getting entirely too bold for its own good or for the good of the people . . ."

Rep. Edward H. Rees (R-Kans.), who has supported Rep. Gathings

(Continued on page 72)

Gathings' Plans

REP. E. C. GATHINGS (D-Ark.), author of the resolution which has set up a House probe of radio-TV programs, told BROADCASTING • TELECASTING last week: "I will have nothing to do with the investigation proper. However, I expect to appear before the committee as a witness and present information such as surveys made and program logs of some stations." Rallying of the "drys" in the House behind his resolution, he said, was not of his doing. Anti-beer, wine and liquor advertising "is not an issue with me," he said.

NEW HAMPSHIRE

97.3% of Homes Own Radios

RADIO homes comprised 97.3% of all occupied households in New Hampshire when the 1950 census was taken, or a total of 149,035 having reception, according to the state breakdown just compiled by the U. S. Census Bureau.

Highest radio concentration in the state was found in the city of Berlin, 98.7%. Among counties the leader was Strafford, with 97.9% saturation. Manchester, the largest city, had 98.1% radio ownership. New Hampshire is fourth in the series of state radio-TV census breakdowns to be completed. Others will be compiled during the year, with completion of the series scheduled in late autumn.

In breaking down TV ownership as of April, 1950, the bureau found that 9.3% of homes in the state had television receivers at that time. Total national TV set ownership when the census figures were collected amounted to less than a third of current TV-ownership.

* * *

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NEW HAMPSHIRE

Area	Total Population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio			Number reporting	With TV	
				Number	Percent	1940 Radio Homes		Number	Percent
The State	533,242	155,203	153,190	149,035	97.3	116,809	152,805	14,195	9.3
Urban and rural nonfarm	*	142,049	139,990	136,280	97.3		139,625	13,250	9.5
Urban	306,806	89,216	88,380	86,735	98.1	68,636	88,120	9,575	10.9
Rural nonfarm	179,266	52,833	51,610	49,545	96.0	35,236	51,505	3,675	7.1
Rural farm	47,170	13,154	13,200	12,755	96.6	12,937	13,180	945	7.2
Manchester Standard Metrop'n Area	88,370	26,060	26,090	25,605	98.1	*	26,040	3,865	14.8
Manchester Urbanized Area	84,918	25,294	25,305	24,825	98.1	*	25,255	3,755	14.9
Urban Places of 10,000 or More Inhabitants—									
Berlin	16,615	4,623	4,620	4,560	98.7	4,063	4,615	25	0.5
Claremont	12,811	3,904	3,735	3,670	98.3	3,035	3,715	50	1.3
Concord	27,988	7,645	7,625	7,515	98.6	6,336	7,590	335	4.4
Dover	15,874	4,595	4,490	4,415	98.3	3,709	4,470	510	11.4
Keene	15,638	4,724	4,655	4,545	97.6	3,403	4,645	115	2.5
Laconia	14,745	4,312	4,235	4,155	98.1	3,292	4,230	55	1.3
Manchester	82,732	24,703	24,705	24,230	98.1	18,923	24,655	3,595	14.6
Nashua	34,669	10,137	10,060	9,865	98.1	7,963	9,980	2,610	26.2
Portsmouth	18,830	5,685	5,685	5,585	98.2	3,689	5,655	555	9.8
Rochester	13,776	4,177	4,110	4,025	97.9	3,036	4,105	445	10.8
Counties:									
Belknap	26,632	7,954	7,790	7,570	97.2	5,858	7,790	155	2.0
Carroll	15,868	4,950	4,845	4,625	95.5	3,657	4,835	65	1.3
Cheshire	38,811	11,549	11,350	10,950	96.5	8,321	11,330	430	3.8
Coos	35,932	10,024	9,915	9,620	97.0	8,343	9,895	50	0.5
Grafton	47,923	13,533	13,280	12,765	96.1	10,318	13,265	90	0.7
Hillsborough	156,987	46,273	45,955	44,950	97.8	35,174	45,815	7,780	17.0
Merrimack	63,022	17,728	17,585	17,145	97.5	14,028	17,530	800	4.6
Rockingham	70,059	20,899	20,655	20,120	97.4	14,468	20,585	3,265	15.9
Strafford	51,567	14,421	14,205	13,905	97.9	10,584	14,180	1,470	10.4
Sullivan	26,441	7,872	7,610	7,385	97.0	6,058	7,580	90	1.2

* Not available or not comparable.

SOURCE: Bureau of the Census, Department of Commerce, Washington 25, D. C.

The statistics in this table are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 29, for New Hampshire, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 25¢ per copy.

Statistics on distribution of the population in New Hampshire are presented in a final report of the 1950 Census of Population, Series P-A, No. 29, now available from the Superintendent of Documents at 15¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in New Hampshire are presented in a final report of the 1950 Census of Population, Series P-B, No. 29, available from the Superintendent of Documents, at 30¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

duPONT AWARDS

Harsch, WCAU, WEEI Receive Top Honors

COMMENTATOR Joseph C. Harsch, WCAU-AM-TV Philadelphia and WEEI Boston were honored Saturday night as winners of the annual Alfred I. duPont Foundation Awards in radio, television and allied sciences.

The winners were cited for "outstanding and meritorious service to the American people" during 1951 at the Foundation's presentation banquet in Washington's Mayflower Hotel.

Awards were presented by Dr. Francis P. Gaines, awards committee chairman and president of Washington & Lee U., administrator of the awards.

Other commentators and stations were commended by the committee. Howard K. Smith, CBS, London; Edward R. Murrow, CBS, and the NBC program, *Three-Star Extra*, received special mention.

In the large station classification, special commendations went to WAAM (TV) Baltimore; WBBM Chicago; WLW Cincinnati, and WHAS-AM-TV Louisville.

Honored in the small station category were WHCU Ithaca; KFBI Wichita and KUOM Minneapolis.

Harsch in Europe Now

Mr. Harsch, now in Europe covering activities of Gen. Eisenhower, was unable to accept his award personally. He sent a tape recording from Paris acknowledging the honor and expressing appreciation.

His award was accepted by Mrs. Harsch and Herbert E. Evans, general manager, Peoples Broadcasting Corp., to whom Mr. Harsch is currently under contract.

The former Washington correspondent for the *Christian Science Monitor*, whose commentaries during 1951 were aired via LBS, on May 11 began a transcribed weekly series of commentaries from Europe for WOL Washington and WRFD Worthington, Ohio.

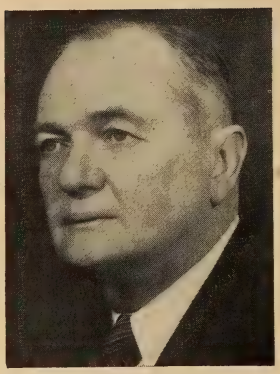
Mr. Harsch was cited for his "consistently excellent and accurate gathering and reporting of news by radio." The citation also called attention to his "expert, informed and reliable interpretation of news and opinion."

WCAU-AM-TV, winners in the large station category, were lauded for "encouraging, fostering, promoting and developing ideals of freedom and for loyal and devoted service to the nation and to the communities served by them." This award was accepted by Donald W. Thornburgh, president-general manager.

WEEI also was cited for promoting and developing ideals of freedom. This award was accepted by Harvey J. Struthers, WEEI general manager. Former WEEI general manager is Harold E. Fellows, now NARTB president.



Mr. HARSCH



Mr. THORNBURGH



Mr. STRUTHERS

* * *

INDIVIDUAL WINNER:
Joseph C. Harsch, Commentator

STATION WINNERS:
WCAU-AM-TV Philadelphia
WEEI Boston

★ ★ ★

COMMENDED:
Howard K. Smith, CBS, London
Edward R. Murrow, CBS
***Three Star Extra,* NBC**
WAAM (TV) Baltimore
WBBM Chicago
WLW Cincinnati
WHAS-AM-TV Louisville
WHCU Ithaca
KFBI Wichita
KUOM Minneapolis

The three top winners received a plaque and cash awards of $1,000 each. Under new provisions of the duPont Foundation, winners may apply their cash awards toward individual scholarships for American youth to further advanced study in the broadcast media.

A panel of five judges reviewed 1951 activities and decided winners. They were, in addition to Dr. Gaines, Mrs. Jessie duPont, who established the awards in 1942 as a memorial to her late scientist husband; Ben McKelway, editor, *Washington Star* (WMAL-AM-FM-TV; Dr. Hadley Cantril, psychology professor and director, Office of Public Opinion Research, Princeton U., and Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs.



Prof. Riegel

Last fall, Prof. O. W. Riegel, director, Lee Memorial Journalism Foundation, Washington & Lee U., was named curator of the foundation to supervise the awards and the administration of the scholarships thus created.

Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia, presented a check for $1,000 to establish the first scholarship under the new educational objectives of the duPont Awards Foundation. WFIL-TV was a duPont winner last year.

At Banquet Saturday

Among those expected to attend the banquet were Adrian Murphy, president, CBS Radio; Frank M. Russell, vice president, NBC; Justin Miller, NARTB board chairman and general counsel; Paul A. Walker, FCC Chairman; Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING; Chris J. Witting, director, DuMont Television Network; Charles Vanda, vice president in charge of television, WCAU; Oliver Gramling, assistant general manager, Associated Press; C. Edmonds Allen, director of special services, United Press Assns.; H. A. Lowe, *Variety;* W. H. Goodman, of the Florida National Bank; Richard W. Slocum, general manager, the *Philadelphia Bulletin* (WCAU-AM-FM-TV); William H. Fineshriber Jr., executive vice president, MBS; John W. Pacey, director of public affairs, ABC; J. L. Van Volkenburg, president, CBS Television; Charles O. Voigt Jr., information secretary, Alfred I. duPont Awards Foundation, and M. H. Aylesworth, broadcasting consultant.

* * *

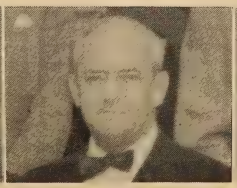
PANEL OF FIVE WHO JUDGED ANNUAL duPONT FOUNDATION AWARDS:



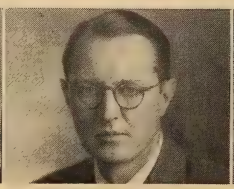
Mrs. duPONT



Mrs. HOUGHTON



Dr. GAINES



Dr. CANTRIL



Mr. McKELWAY

HOOPER REPLY

'No Revisions Necessary'

C. E. HOOPER, president of C. E. Hooper Inc., last Friday released a detailed answer to the John Blair & Co. study attacking the question employed in the coincidental method of audience measurement in radio-TV cities (story page 23), in which he asserted that "it is not apparent to us that our firm needs to revise any of its procedures."

He also said he had told President Richard D. Buckley of the Blair firm early last week that Blair might be subject to litigation if it released its study, because it "carries material protected by copyright which is used without Hooper's permission." Liability, he said, could extend to any publication carrying the report or a story on it. But "despite the practical possibility of recalling the report, John Blair & Co. proceeded with its release," the Hooper announcement asserted.

The Blair report claimed that the coincidental method's practice of asking about both radio and TV audience in the same question had the result of "grossly" underestimating radio audiences. It proposed that a radio-only question be used.

Mr. Hooper asserted, however, that "any radio station, agency, advertisers or network desiring an audience measurement by us based on asking about 'radio listening only' . . . (1) has been able to obtain it from us, (2) is still able to obtain it from us anywhere at any time."

Must Use Care

But he said "that is not because we have had any reason to believe the 'radio-TV' question . . . to be wrong. Both can be used to produce the same, the correct, answer, but only if interviewers are trained and supervised with extreme care."

He contended that the public has not separated radio and TV in its mind as well as members of the industry have; that "the separation is confined to the suffix letters 'TV' (Example: WDSU-TV) added to call letters which always have, and still mean, the call letters of a radio station (Example: WDSU)."

Mr. Hooper continued in his statement, part of which the announcement said had been released earlier to a publication "under pressure of time and before Mr. Hooper had an opportunity to investigate his legal rights on the subject," as follows:

"In one survey, the details of which we will show to qualified individuals, 100% of the credits given by the public to a radio station should have been given to its TV brother. In that instance the radio station could not, and the TV station with companion call letters could, be heard in the county surveyed. When, in a re-survey, we made the proper clarification to the public by asking for both 'radio and TV,' a complete correction took place.

"In a city, or area, where half the broadcast audience is looking at television it takes expert interviewing to ignore TV in the question and still get valid results on radio."

The Hooper firm's "motives in asking the question on both 'radio and TV'" in radio-TV areas he said, are "laudable" in that "(1) it contributes to *accuracy* in TV areas, (2) it cuts the *cost* of broadcast audience measurement in half."

Further, he declared:

"Given the choice, radio station owners in TV areas, including those without TV stations, have preferred that we ask the radio-TV question. By getting information on both the AM and TV audience they say, 'We know what we are up against.' It has given them needed help in budgeting and scheduling their radio programs to know the periods of peak TV audiences in their cities. . . ."

Mr. Hooper said that his use of the radio-TV question, rather than radio only, was not introduced simultaneously in all cities, but rather was introduced "when and where TV audiences began to show up in answer to our 'radio listening only' question."

And, he continued, "nothing abnormal happened to the audience record when the substitution took place. Typically the TV audience reported during that first month after the change was a fractional per cent of the total tune-in. Not infrequently the radio audience reported for that month showed higher radio sets-in-use than the month before or the same month the year before when we had used [the radio-only] question. . . .

TV Figure Grows

"During ensuing months this TV figure was seen to grow from month to month: Fast in 'live' TV program markets, slowly in non-interconnected cities, reflecting the purchase of new TV sets and the quantity and quality of TV programs offered."

Mr. Hooper maintained that "much of this three-to-four year old record is in the hands of two-score advertising agencies and advertisers" and said "it and more may be observed in our offices by qualified persons on request."

He said "it will satisfy observ-

(Continued on page 36)

Does Hooper Undersell Radio?

(Continued from page 23)

in mornings for November 1951 as compared to January 1948.

The study next compared Hooper and A. C. Nielsen Co. sets-in-use figures for 21 identical cities during the same periods (April 1947 and April 1951). For 1947, the Hooper figures were 22.4% below Nielsen's in the case of evening listening, and 26.4% below Nielsen's for daytime listening. In 1951 the difference between the two services was approximately the same with respect to evening listening (Hooper's was 24% lower), while for daytime the Hooper figure was 34.6% lower than Nielsen's.

The Blair investigation then looked at average sets-in-use figures provided by Pulse, Nielsen, and Hooper, as shown in chart 3-A entitled "Pulse - Hooper - Nielsen Sets - in - Use Comparison April 1951." [See chart, page 23.] The right side of that chart shows how the results of each service ranks in comparison to the average for all three—Pulse is 20.8% above the average, Nielsen is 6.6% above, and Hooper is 27.4% below.

(Fact that Pulse figures are higher than the two others was "to be expected," the presentation said, "since Pulse is a measurement of total audience, while the Hooper and Nielsen figures are average-audience measurements.")

A comparison of Hooper and Pulse studies in Los Angeles showed "a high degree of correlation" in their measurement of TV sets, but a "marked and significant" difference with respect to radio sets, it was pointed out. Hooper's radio figures here were 34% below those of Pulse. It was noted that the Hooper method combines the radio and television question, while the Pulse technique involves separate radio and television interviews.

Similarly, in Los Angeles, there was found "a high degree of correlation, repeated on each of the seven nights [of the week,] between Pulse and Hooper television sets-in-use," but "wide disparity between the two series of radio sets-in-use figures."

"Because the same interviewing was used by each service for both their radio and television reports," the Blair study asserts, "the radio figures should show roughly the same correlation, or lack of it, that the TV figures show, and vice versa. Quite obviously, they do not."

Averaging Pulse, Nielsen, and Hooper radio sets-in-use figures in Los Angeles for a "typical" Sunday, 6-11 p.m., the study found "Pulse 24.8% above the average, Nielsen almost exactly on it—0.5% over—but Hooper 30.8% below the level of the combination." On the other hand, when the television sets-in-use figures of Pulse, Hooper, Tele-que, and Videodex were averaged, Pulse and Hooper proved to be "fractionally above the 100% average, Tele-que about 3% above the average and Videodex about 5% below."

Relationships 'Close'

Pulse-Hooper comparisons of TV sets-in-use in Columbus showed that "with minor exceptions, the relationships between the two are again very close," while in another Columbus study, it was said, "Pulse credits radio with more listening in TV homes than Hooper finds in all homes."

This series of studies, Blair spokesmen said, led to the launching of a "controlled experiment." Trendex was named to conduct interviews in New Orleans, Columbus and Los Angeles during the same weeks and days that interviewing was being done by Hooper. They used the same methods—"except that Trendex asked a radio-only question and Hooper asked the combined radio-television question."

The results were shown in Blair's presentation as follows:

Columbus, daytime and evening combined — Trendex figures on radio sets-in-use ran 22% higher than Hooper's ("odds are 1.7 million to 1 . . . that this difference is significant" statistically).

Los Angeles, daytime and evening combined—Trendex radio sets-in-use figures were 16% higher than Hooper's ("odds are 7,000 to 1 . . . difference is significant").

New Orleans, daytime and evening combined—Trendex radio sets-in-use figures were 6.1% higher than Hooper's ("odds are 27 to 1 . . . that this difference is significant").

It was noted that "statisticians recognize the fact of significance whenever the odds exceed 20 to 1."

The combined Columbus-New Orleans-Los Angeles radio sets-in-use totals of Hooper as compared to those of Trendex are shown in accompanying charts—one for daytime, one for evening, and one combing daytime and evening. In daytime, Trendex sets-in-use figures are placed 26.1% higher than those of Hooper; evening, Trendex 13% higher; daytime and evening combined, Trendex 15.2% higher.

'Grossly Underestimated'

"Our controlled experiment has proved," the presentation contends, that "the inclusion of radio and television in the same question by the telephone coincidental method grossly underestimates the radio audience," and that "therefore, the conclusion cannot be escaped: To estimate more accurately the true dimensions of the vast radio audience, this type of audience measurement should employ a question concerning only radio listening."

The presentation quotes a letter from Robert Ferber, research assistant professor, U. of Illinois' Bureau of Economic and Business Research, as saying in part:

"Since the data collection procedure used by Trendex was apparently identical to that used by Hooper with the exception of question wording, the latter is clearly indicated to be the source of the difference. I might note that this result, though striking, conforms with our present knowledge regarding the effect of question wording on survey results. A question concerning two district items tends to elicit less recognition on either, or both, of them than would be the case if the items were incorporated in separate questions."

RADIO POWER

Proven in Tacoma Press Strike

DO CITIES dry up and blow away when newspapers go on strike?

Definitely not, judging by business conditions in Tacoma, Wash., during the period the northwestern community's only newspaper, *Tacoma News Tribune,* could not publish because of a pressman's strike [B•T, April 28].

A study of the Tacoma scene by the Sales Committee of the Washington State Assn. of Broadcasters, of which Joe Chytil, KAPA Raymond, Wash., is chairman, showed:

● Bank clearings are up in Tacoma.

● Merchants who were consistent and wise purchasers of radio before the newspaper strike have had no deviation from normal operations.

● Radio has found it difficult to accommodate large department stores that stampeded to radio for heavy spot schedules after the strike began, only to find regular and consistent radio users there first with the heavier schedules.

● The department store that didn't know how to use radio and had no department setup for radio is feeling effects of the strike far more than normal radio advertisers.

Bank clearings for weeks preceding the strike follow: March 17-21, $75,762,000; March 24-28, $66,003,000; April 7-11 (Easter week), $68,406,000.

The *Tribune* stopped publication April 12, when the strike started. Bank clearings for the week of April 14-18 rose to $76,981,000. For the week of April 21-25 they were $71,299,000.

The report of the Washington broadcast association included these comments by Tacoma businessmen:

Large downtown store operator, a heavy newspaper advertiser who took ten spots a day during the strike—"I am quite amazed at the results we are getting. Considering all general business conditions, I am satisfied with my business."

Chain store operator—"My feeling is that business isn't as bad in Tacoma as some are making it out to be."

Leading jewelry store operator—"After two weeks of the strike, my business is not down. I am up 8% over the same period last year."

Advertising representative of leading food chain store—"Business is considered normal for this time of year. We are not feeling the effects of the newspaper strike. After increasing our radio schedule, we find it sufficient to maintain store traffic."

Earl Weiss, director of largest music festival ever held at Pacific Lutheran College—"More than half of all season ticket buyers said they heard of them through Tacoma radio."

The state association listed these comments from "Tacoma generally":

Frank Walters, owner of city's largest funeral home—"Radio stations putting on the obituary notices have been a great public service. City florists tell me they have used these broadcasts to keep up to date on the location and time of funerals."

Tacoma citizen—"I appreciate the way radio pitched in. Although I consider this the normal service the listener gets, I noted that extra newscasts were added just to make sure the listener did get the news when he could hear it."

Transit company official—"Our riders are down, but so far we cannot reach any conclusion other than this is due to a lot of reasons, such as emploment generally being down, less people at Fort Lewis, and certainly television has cut down the night traffic. I couldn't hazard a guess as to the actual shopper traffic to the downtown district."

Mayor John Anderson of Tacoma—"We of the city administration can't thank Tacoma radio stations enough for their usual good job of backing community promotions and keeping our city well informed."

Fred Sandstrom, Tacoma Chamber of Commerce—"I believe the way Tacoma radio publicized and brought out a large crowd for the celebration of the arrival of the naval ship *Falgeout* (while the strike was on) is a typical example of Tacoma radio performance."

Two civic events made out nicely despite the strike. The Lakewood ice show had a full house opening night and good attendance thereafter. The Shrine circus made good use of radio with "good attendance."

FLOOD REPORT

Given Library of Congress

HOUR-LONG radio documentary, described by the Librarian of Congress as the first of its kind in the library's history, was presented by Robert Tincher, WNAX Yankton, S. D., general manager, at ceremonies in Washington, D. C., last Wednesday.

The tape recording is a running account of news interviews and coverage of the recent Missouri River flood that WNAX broadcast as part of a series on top regional news events.

Mr. Tincher said he presented the documentary as an illustration of what part radio can and does play in fully covering a special event. The station broadcast a similar documentary at the time of last February's big blizzard that left farm people stranded and cut-off from belongings and cattle.

Dr. Luther H. Evans, Librarian of Congress, accepted the recording. Among those attending the ceremonies were Sen. Karl E. Mundt (R-S. D.), NARTB President Harold E. Fellows and Director Robert K. Richards of association's Public Affairs Dept.

The "Operation Flood" documentary was billed a week in advance of actual broadcast, Mr. Tincher explained, thus arousing high audience reaction to the recap. Same procedure, he added, was applied with WNAX's coverage of the blizzard.

HANNA HONORED

By Editors, Publishers

SURPRISE tribute to a radio man was to be paid at Ithaca, N. Y., last Saturday by more than 100 newspaper editors and publishers of some 40 small community newspapers, when Michael R. Hanna, general manager of WHCU Ithaca, Cornell U. CBS affiliate, was honored for his Sunday half-hour *Radio Edition of the Weekly Press* program.

Mr. Hanna began the program in 1946, digesting editorial comment by the area's weekly newspapers. The program in 1949 became a feature on the 13-station Rural FM Network with a membership of 110 newspapers. The program received a special Peabody Award.

WHCU has notified cooperating editors that the program leaves the air this month for an indefinite period, pending reorganization.

Mr. Hanna was to be awarded a special citation at the dinner at which he was guest of Cornell Vice President John E. Burton.



Attending Library of Congress presentation made by WNAX are (l to r) ← Mr. Fellows, Mr. Tincher, Dr. Evans and Sen. Mundt.

O'HARA'S BILL

May Be Added to S 658

REP. JOSEPH P. O'HARA (R-Minn.) served notice last week he will offer his bill (HR 7782) that would give the broadcaster the right to censor a political candidate's talk, as an amendment to S 658 when the FCC-remodeling bill reaches the floor.

Rep. O'Hara introduced his anti-libel proposal a fortnight ago [B•T, May 12]. His plans were given during debate on political campaign expenditures last Monday (see story, page 93).

His remarks follow:

". . . Soon the Committee on Interstate & Foreign Commerce, which has been granted a rule upon a bill [McFarland bill] which amends the Communications Act, will bring that bill to the floor.

"I call the attention of the House to the fact that under the law which now exists a radio broadcaster has no power of censorship as to any statement a political candidate himself may make upon the radio during a political campaign. In other words, it offers the facilities, and there is no censorship on the part of the broadcaster over the kind of statements, no matter how defamatory or how libelous they may be, that the candidate may make. They have no power or control over his statements.

Cites Horan Bill

"Our colleague from Washington [Rep. Walt Horan (R-Wash.)] has introduced a bill which absolves the broadcaster from libility in such a situation. Personally, I think I have a better approach to it, and I have introduced a bill, which I hope to offer as an amendment when [the McFarland bill] . . . comes before us, which does not give the broadcaster any censorship over partisan or political matters but does give him the right to control the defamatory statements, to eliminate them, or to deny the candidate, unless he does eliminate that language, the use of his broadcasting facilities.

"The present situation to which I refer is analogous to your handing a loaded shotgun to some reckless individual and then saying you have no responsibility because you have given him the shotgun and loaded it and said, 'Go ahead and pull the trigger.'

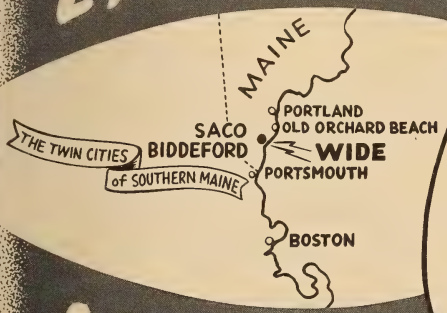
"That is the situation the candidates for public office are in under the present conditions. . . .The broadcasters are themselves in a bad situation because they are subject to suit. . . .

"I do think we should clear up the hiatus that exists and put the responsibility on the broadcaster at the same time giving him the power of censorship, the power to eliminate defamatory matter from the candidate's statement over the radio, but we should place some responsibility upon the broadcaster to see that those defamatory statements are not made in political campaigns over radio or television."

Vic RADIO PROFIT Diehm Says:



It's All Sales and 29 Million Dollars



WIDE



Ali Ben Diehm the great merchant of the radio airways has added another great station, in a great state to his "airem" of proven and profitable purchases for your client's products . . . WIDE . . . located in the Biddeford-Saco market . . . second largest industrial center in Maine. Here are located the famous textile plants of Pepperell, Bates and Saco-Lowell. Here, too, is Old Orchard Beach and the Kennebunk region, making the Biddeford-Saco market Maine's leading vacation area. Retail sales for 1951 amounted to $29,442,000. Want some of this market? Write, wire or phone . . . Vic will give you complete details!

WAZL HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates).

WHOL ALLENTOWN, PA. CBS

WHLM BLOOMSBURG, PA. LIBERTY
(Owned and Operated by Harry L. Magee).

WIDE BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Edward Devney).

HIGGINS TO MCA

Leaves CBS Radio Post

HUGH M. P. HIGGINS, market research counsel for CBS Radio, has left that post to join Music Corp. of America as head of its TV Syndication Div.'s new Promotion-Publicity - Research Department, and as salesman.

The division is headed by David Sutton, former CBS-TV vice president in charge of sales.

Mr. Higgins joined CBS Radio last fall after serving as director of BAB from September 1950. For two years prior to that time he was part owner, vice president and general manager of WMOA Marietta, Ohio, and before that he was assistant director of the NAB Broadcast Advertising Dept. from 1945-48. Before World War II, during which he served in the Army Air Force, he was with NBC in Washington.

FOOD RETAILERS' BUDGET

To Spend Over $300 Million

FOOD retailers will spend over $300 million in advertising this year—more than the top 35 national advertisers combined—the Super Market Institute was told at its 15th annual convention in Cleveland last Monday. This prediction was voiced by Max Buck, advertising and sales manager, Kings Super Markets, East Orange, N. J.

Citing the tremendous success achieved by super markets through advertising, Mr. Buck said the $300 million outlay would make the food retailer a larger advertiser than the following combined companies: Procter & Gamble, General Foods, Colgate-Palmolive-Peet, General Electric, General Motors, Lever Brothers, General Mills, American Tobacco, Liggett & Myers, R. J. Reynolds, Sterling Drug, Campbell's Soup, Ford Motor Co. and Pillsbury Mills. All are heavy radio-TV users.

Mr. Buck suggested use of more newsworthy and "emotional" copy to attain better results and urged the super market industry to unite in a better advertising campaign to drive home to the consumer the benefits of that industry.

RADIO MEMORIES FROM TEXAS

Harold Hough Recalls WBAP's Beginning

"IN the winter of 1921, Amon Carter allotted us $250 to go into the broadcasting business with a warning not to come back when that was gone," recalls Harold V. Hough, director of the *Fort Worth Star-Telegram* broadcast operation, WBAP-AM-FM-TV.

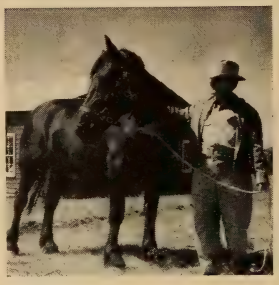
Mr. Hough, who was the station's earliest personality as *The Hired Hand,* was reminiscing on the occasion of the WBAP's 30th anniversary [B•T, May 5].

The media veteran's stories of early radio were recounted in the *Fort Worth Star-Telegram.*

Chuckling over WBAP's humble beginning, Mr. Hough relates that, "At any rate, we started May 2, 1922, with 10 watts; now we have 50,000. We also have call letters, frequencies, pictures, studios, personalities, temperaments and taxes."

WBAP's anniversary was observed quietly and without fanfare. "We considered getting up an anniversary program and patting ourselves on the back last Friday, but the staff voted to do something for our audiences—so we bought the radio rights to the sensational new show, *I Was A Communist for the FBI,*" Mr. Hough explains.

Discounting his role as a radio personality, Mr. Hough admits that "In the beginning of radio, I used to hang around the mike some. But radio soon grew up and it was



Once The Hired Hand, *radio pioneer Hough admires four-footed Texas beauty.*

* * *

time to begin selling soap.

"This was a slick job, requiring smooth gab, so the boys with lace on their tonsils moved in and crowded me off the air.

"However, I've had a lot of fun with the game in the last 30 years and expect to have more during the next 30."

N.Y. Pioneers Elect

DOROTHY GORDON, moderator of the *New York Times Youth Forum* on WQXR New York, was elected president of the New York chapter of radio Pioneers at a dinner meeting Wednesday. Patrick Henry Barnes, WOR New York, was named first vice president; Frank G. Silvernail, BBDO, second vice president, and Charles Butterfield, AP radio editor, third vice president. Charles A. Wall, BMI, was re-elected treasurer, and Bruce Robertson, BROADCASTING • TELECASTING, was re-elected secretary.

PRESS, RADIO PROTEST

Bolivian Suppression

INTER-AMERICAN Assn. of Radio Broadcasters joined with the Inter-American Press Assn. last week in condemning suppression of the daily newspaper *La Razon* in La Paz, Bolivia.

In a joint statement they said they consider that "an act of aggression against the free and independent press and radio of the western hemisphere has taken place in Bolivia where the government has denied the right to publish freely to the . . . *La Razon.*"

An IAPA committee said investigation showed that "the government of Victor Paz Estenssoro has through intimidation and coercion prevented . . . *La Razon* from publishing since April 14" and that "the government, up to this date, has indicated no intention of permitting the newspaper to publish" or of restraining governmental "partisans from attacking the newspaper plant should it attempt to publish. . . ."

REC-ATS Merger

BUSINESS meeting of the Radio Executives Club in New York last Thursday lacked a quorum, with the result that the group was unable to vote on the proposal to merge with American Television Society. It was agreed after much argument, however, that President I. E. (Chick) Showerman should appoint one committee to revise the by-laws of REC and submit a new name for the organization, and another committee to meet with ATS representatives to discuss the method of fusion.

RADIO PROMOTION

NARTB Discs Readied

SECOND of NARTB's transcribed radio promotion broadcasts will be released this week as one of the "Radio on the Record" series. It features Edward R. Murrow, CBS news analyst, in a quarter-hour discussion of the effectiveness of radio news.

Opposite Mr. Murrow on the disc are the voices of two Cabinet members, Secretary of the Treasury John W. Snyder and Secretary of Agriculture Charles F. Brannan, who discuss what radio means to them. Other voices are those of Maj. Gen. Floyd L. Parks, chief, Information Division, U. S. Army; Herschel Newsom, master of the National Grange, and Dan Tracy, IBEW president.

The promotion transcriptions are produced for NARTB by Drex Hines, with recordings distributed through Columbia Transcriptions Inc.

The series is designed to tell the national audience about radio's effectiveness as a medium of news, education, entertainment and public interest programming.

CONVENTIONS

NBC to School Reporters

TEN newsmen will be handpicked by NBC and Northwestern U. for a special course in political convention reporting and each man will be an accredited representative of the network for the conventions in Chicago this summer.

The clinic, offered on a graduate level, will feature lectures by authorities in the broadcast news and political fields, including Ken Fry, radio-TV director, Democratic National Committee; Edward T. Ingle, who holds the same job for the Republican Committee; James Reston, political staff writer, *The New York Times;* Francis McCall, NBC-TV news and special events director, and Charles Cleveland, political reporter for the *Chicago Daily News.*

Eight of the ten have been chosen. They are:

Michael Radock, professor of journalism and director of public relations, Kent State U., Kent, Ohio; Burton Marvin, dean, William Allen White School of Journalism, U. of Kansas; Jack Fahey, news director, KGA Spokane; Sidney Kobre, professor of journalism, Florida State U.; Milo Ryan, journalism professor, U. of Washington; O. J. Buc, journalism professor, U. of Montana; J. Douglas Perry, chairman, Dept. of Journalism, Temple U., Philadelphia, and William Swindler, director, School of Journalism, U. of Nebraska.

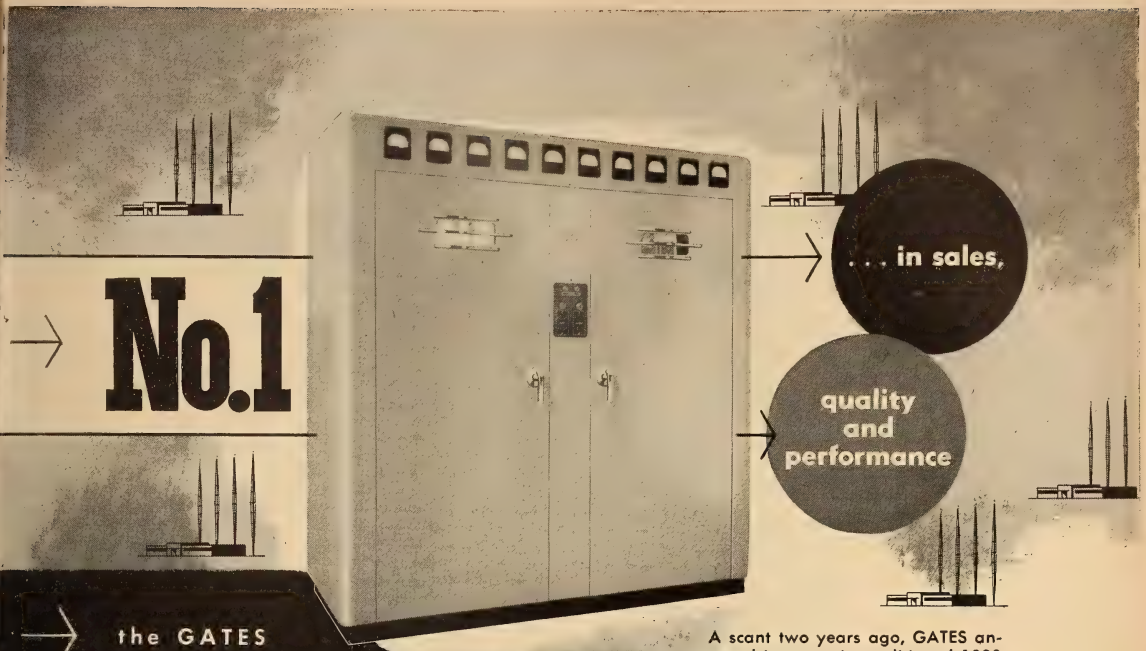
To Double Budget

NORTH STAR Aircoach, New York, purchaser of the Flying Irishmen Air Reservations Agency, New York, plans to retain the latter's agency, Cavanaugh - Shore, New York, for all local radio advertising. Current billings in 12 markets are expected to be expanded in a few weeks when the advertising budget is to be doubled.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA



No.1

. . . in sales,

quality and performance

the GATES

BC-1F

1000 watt transmitter

A scant two years ago, GATES announced its new air conditioned 1000 watt Broadcast Transmitter, the BC-1F.

Then, as now, it was described as a large, heavily built, rugged and full fledged transmitter — as fine as a broadcast transmitter can be made.

The enthusiastic acceptance with which the BC-1F has been greeted is unquestioned verification of quality, since only quality of the highest order could build such an impressive "owner list" as that below!

Why not ask those who own one?

OWNERS OF GATES BC-1F BROADCAST TRANSMITTERS*:

WGEM	Quincy, Illinois	KCRV	Caruthersville, Missouri	WKAP	Allentown, Pennsylvania	KOSY	Texarkana, Arkansas
WKRS	Waukegan, Illinois	KMAN	Manhattan, Kansas	KGAL	Lebanon, Oregon	KCNO	Alturas, California
WKXY	Sarasota, Florida	CJSO	Sorel, Quebec, Canada	WRIC	Richlands, Virginia	KWCB	Searcy, Arkansas
WTVB	Coldwater, Michigan	KTOE	Mankato, Minnesota	WRAY	Princeton, Indiana	KDLM	Detroit Lakes, Minnesota
WDKD	Kingstree, South Carolina	WFVG	Fuquay Springs, N. C.	KILO	Grand Forks, North Dakota	WTRW	Two Rivers, Wisconsin
WCBA	Corning, New York	KPBM	Carlsbad, New Mexico	WFHG	Bristol, Virginia	WCPA	Clearfield, Pennsylvania
WYVE	Wytheville, Virginia	WMPM	Smithfield, North Carolina	KBOP	Pleasanton, Texas	KDAS	Malvern, Arkansas
KERG	Eugene, Oregon	WATC	Gaylord, Michigan	WCTT	Corbin, Kentucky	WOKE	Oak Ridge, Tennessee
WDZ	Decatur, Illinois	WOPT	Oswego, New York	KSMN	Mason City, Iowa	WBUD	Trenton, New Jersey
WPEP	Taunton, Massachusetts	WLIL	Lenoir City, Tennessee	WGSM	Huntington, L. Island, N. Y.	CFCL	Timmins, Ontario, Canada
WKVA	Lewistown, Pennsylvania	KBKH	Pullman, Washington	WCEN	Mt. Pleasant, Michigan	XEAS	Nuevo Laredo, Mexico
WCOJ	Coatesville, Pennsylvania	KTYL	Mesa, Arizona	WLYC	Williamsport, Pa.	WTIM	Taylorville, Illinois
KTRM	Beaumont, Texas	WKCT	Bowling Green, Kentucky	WORD	Spartanburg, S. C.	KGMC	Englewood, Denver, Colo.
CKVL	Verdun, Quebec, Canada	WTOB	Winston-Salem, N. C.	WJPR	Greenville, Mississippi	KMMO	Marshall, Missouri
KGWA	Enid, Oklahoma	WIAM	Williamston, N. C.	WPAZ	Pottstown, Pennsylvania	WBOK	New Orleans, Louisiana
WNAH	Nashville, Tennessee	KIUP	Durango, Colorado	WFUL	Fulton, Kentucky	WAKN	Aiken, South Carolina
WJAT	Swainsboro, Georgia	KPOC	Pocahontas, Arkansas	WLEA	Hornell, New York	WCMY	Ottawa, Illinois
KNED	McAlester, Oklahoma	WTIL	Mayaguez, Puerto Rico	WRAG	Carrollton, Alabama	WALK	Patchogue, L. I., N. Y.
		WGCB	Red Lion, Pennsylvania	WAIN	Columbia, Kentucky	WEYE	Sanford, North Carolina
		WWSW	Pittsburgh, Pennsylvania	WHJC	Matewan, West Virginia	CFRA	Ottawa, Ontario, Canada
		KOKX	Keokuk, Iowa	CKPB	Victoriaville, Quebec, Can.	KWOC	Poplar Bluff, Mo.

*Above list excludes all export sales other than Canada. Any domestic omissions are unintentional. Substantial military purchases of this model can not be listed for obvious reasons. Purchases after December 30, 1951, not shown.

GATES

GATES RADIO COMPANY • QUINCY, ILLINOIS, U.S.A.

manufacturing engineers

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City

Canadian Marconi Company, Montreal, Quebec

ANTI-TRUST PROBE

Is Launched in New York

GRAND JURY investigation into the conduct of the electronics manufacturing business, probing for possible anti-trust violations, started in the U. S. Court for the Southern District of New York last Monday when the first company records were submitted, per subpoena.

Major block to a full study, at this date, is understood to be the motion by RCA—singled out as a subject of particular interest—which sought to "quash or modify" the original subpoena [B•T, April 14]. Since success of the RCA motion would change and limit the federal investigation considerably, it was assumed last week that basic questions would not be considered and witnesses would not be called to testify until after a ruling on the RCA motion, scheduled for hearing June 12.

Records only of electronics manufacturers were to be produced at the opening session Monday. A few unnamed manufacturers among those subpoenaed—virtually all major producers of AM-FM-TV transmitters and receivers—needed more time to collect the extensive records asked for and sought time extensions which, following usual procedure, were granted.

Operating Methods

Modus operandi of anti-trust suits usually starts with Justice Dept. consideration of public records and hearings of individual complaints. If preliminary research indicates possible illegal practices, the department institutes a full investigation, conducted through the grand jury.

Since this phase is emphasized as only a study, all meetings are conducted behind closed doors to avoid harmful publicity or unnecessary exposure of subpoenaed witnesses and documents. It was this stage that the electronics investigation entered last week.

If the grand jury decrees that formal action may be necessary, then charges may be filed publicly and actual court proceedings begin.



NBC played host to representatives of 30 Midwest network-affiliated stations at promotion-press-merchandising sessions in Chicago fortnight ago [B•T, May 12]. Among NBC executives was Harry C. Kopf (l), Central Division vice president. Mr. Kopf chats with (l to r) Alex Keese, WFAA Dallas; Jack Zinselmeier, WLW Cincinnati and Fred N. Dodge, NBC merchandising director. Session was second in network series of meetings on various facets of radio operation.

'PURE SCIENCE' PROGRESS

U. S. Must Lead, Dr. C. B. Jolliffe Warns

THE U. S. must take the lead in developing fundamental knowledge—the advancement of "pure science"—because "our continuing safety and progress depend upon it," Dr. Charles B. Jolliffe, RCA vice president and technical director, said in an address before the National Conference on Airborne Electronics at Dayton last Tuesday.

He noted that Europeans, especially Germans and Britons, have been historic leaders in this field while greatest U. S. accomplishments have been in engineering, but said the time has come when "Americans should be the 'Pioneers of Science' of the future. . . . Russia, we may be sure, is not neglecting this all-important field. . . .

"Discoveries of supreme importance to such sciences as physics, chemistry, and biology will come from studies of the atom," he declared. "In fact, mankind is on the verge of an era in which new scientific knowledge can provide the basis for substantial advances in human health and happiness."

Dr. Jolliffe said the development of the transistor, tiny germanium device capable of performing many functions of the electron tube, will "of itself help materially in the advance of fundamental knowledge.

"With greater development of transistors, smaller, lighter, more rugged and more efficient electronics controls will be developed for airplanes and missiles. It may even make new weapons possible. New, better and smaller control equipment may well result in new types of planes.

"Here, indeed, is an outstanding example of how an advance in the fundamental knowledge of one field can be of inestimable value in another," Dr. Jolliffe said.

N.Y. AD CLUB

McMillan Re-elected

GEORGE S. McMILLAN, vice president of Bristol-Myers Product Div., was re-elected president of the Advertising Club of New York Tuesday.

Other officers include Stanley Resor, president of J. Walter Thompson Co., who was named vice president, and James A. Brewer, chairman of the Brewer-Cantelmo Co. board, treasurer.

SHOW MUST GO ON

Flash Fires Withstanding

WARM welcome was extended Don McNeill and his ABC *Breakfast Club* troupe on tour through five eastern cities when the group arrived in Baltimore. Flash fire on stage of the Hippodrome Theatre where the network show was to originate almost completely destroyed broadcast equipment and dimmed hope of ever going on the air with only a few hours to remedy the damage that had been done.

WFBR, ABC's affiliate in that city, came to the rescue with engineering and musical assistance which made it possible for Mr. McNeill's show to go on the air on schedule from the Town Theatre, substitute originating point.

SCOTT PETITION

Filing Renewed at FCC

ATHEIST Robert H. Scott renewed his petition to the FCC last week asking that ABC stations' licenses be revoked because the network would not give him time to reply to what he considered an attack on his anti-deity cause [B•T, March 17, 10].

In a letter to the Commission, Mr. Scott rebutted an ABC communication of last month which informed the FCC it had no intention of answering Mr. Scott's charges.

Mr. Scott had charged that ABC networked a Canadian Broadcasting Corp. play last November which was "an outright attack upon atheism as a point of view and upon atheists as a class." The play was entitled *Blasphemy*, and was a radio adaptation of an *Ellery Queen Magazine* story, "The Trial of John Nobody," by H. A. V. Carr. Mr. Scott said that ABC refused to give him time to answer what he termed the anti-atheism propaganda expressed in the broadcast.

ABC's letter on the subject last month to the Commission stated: "We did not furnish a statement [to the Commission] specifically directed to the petition because we believe . . . that an analysis of the script which we sent you on Feb. 21, 1952, would substantiate our statement that the program was a dramatic fictional presentation designed solely for entertainment and that it did not constitute an attack on atheism.

"We have examined Mr. Scott's complaint and find nothing that would lead us to change our view as to the character of the program presented."

Mr. Scott was the protagonist in the FCC's famed "Scott Decision," enunciated in 1946. That decision held that station licensees must present all sides of a controversial subject, even though one attitude may be strongly distasteful to the licensees and their listeners. The Commission, however, also added that not every controversy is of general interest and licensees must exercise their judgment.

Do You Want the Most Results at the Lowest Cost in Cincinnati?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

No Summer Slump *in this* Tourist Paradise

The Art Mosby Stations

KGVO • KANA

Missoula 5 kw Day 1 kw Nite

Anaconda Butte 250 kw

MONTANA

THE TREASURE STATE OF THE 48

Between Glacier and Yellowstone Parks in the Heart of the Dude Ranch Country

Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.



PROOF of SELLING POWER

IN TWO MAJOR MARKETS!

★ KTUL, Tulsa—and KFPW, Fort Smith, Arkansas, have MORE LOCAL PROGRAM SPONSORS than ALL OTHER NETWORK STATIONS COMBINED in these two market centers of the Southwest.

★ Local acceptance is the "GRASS ROOTS" TEST of a radio station's SELLING POWER.

★ Tap the rich trade areas of Northeastern Oklahoma and Western Arkansas with ONE OPERATION—ONE NETWORK, CBS Radio—ONE REPRESENTATIVE—(Avery-Knodel, Inc.)

KTUL TULSA

★

JOHN ESAU
Vice President
General
Manager

KFPW FORT SMITH

Affiliated with KOMA, *Oklahoma City*

Hooper Reply

(Continued from page 29)

ers that the trends are the product of two very real things: Owning TV and watching it." He asserted that "Ward Dorrell of the Blair firm was completely conversant with this record when in our employ." Further, he said, "I have recently turned over to him several volumes of original data on the subject to refresh his memory and bring him up to date."

He struck out at Pulse Inc. data in the Blair report saying that "Pulse would have you believe that radio sets-in-use reached a new high in Los Angeles last summer" even though "Los Angeles families, with seven TV stations to choose among, increased their ownership of TV sets 239% (from 335,000 to 830,000) and from 26% to an estimated ownership level of 65% of the families."

Mr. Hooper said that with reference to other reported findings of the Blair study, "I have but one comment. They raise a question. I welcome it. But the answer should not have been attempted by any but disinterested parties."

He suggested the reconstituted Advertising Research Foundation as a proper agency for impartial handling of the question. If ARF should indicate "need for the complete separation of radio and TV reporting," he said, "our course will remain unchanged except that the choice between the two questions will disappear and costs will increase."

Mr. Hooper felt that "such an analysis will uncover the source of a Trendex error, because I sincerely believe that there is an error." (Note: Trendex handled the "controlled" study of the issue for the Blair organization.)

"In fact," Mr. Hooper said, "if the city-by-city, period-by-period results for the three cities [studied by Trendex for Blair] had been released by the Blair firm, the source of one error might be apparent now, namely:

"In all three of these cities the call letters of more than half of the TV stations are identical with radio stations serving the same city except for the suffix. Television credits are, therefore, most likely to be given erroneously to radio (with the 'radio listening only' question in use) where the TV share of audience is biggest."

Must Show Hooper Higher

He expressed confidence "that the city-by-city, period-by-period figures, which are in the possession of Blair, must show Hooper to be higher during some periods, particularly in New Orleans—[One of the cities surveyed, along with Los Angeles and Columbus] — where the overall percentage difference [between Trendex and Hooper] is 6.1% and where a minimum of radio-TV confusion would, therefore, be created by the 'radio listening only' question. Furthermore, there is but one TV station in New Orleans. . . .

"If Hooper is the same or higher, during a significant number of time periods, the reason for the Trendex *average* being higher lies somewhere *outside* the differences" between the radio-only question and the combination radio-TV question.

Additionally, he said, much of the difference between Trendex and Hooper results might result from "Trendex reporting actual 'listening' not to a radio *but to television*," in cases where there is no watching of the TV picture. Thus, he said, the AM affiliate might get credit which actually is due the TV station, if the interrogator does not require distinction between radio and TV.

"Much daytime TV programming," he said, "and not a little of TV daytime commercial treatment, is already slanted to appeal to the 'audio only' daytime TV audience."

He charged that "if these errors are established it will not lead to the conclusion, drawn by the Blair Release, that 'radio listening as reported by the coincidental method has been grossly under-estimated,' but rather that some poorly executed or poorly conceived research has been done which creates that impression."

Washington's•

BEST



BUY

Ask your John Blair man for the whole WWDC story

Rebroadcast Rights

(Continued from page 24)

munications Act. The Commission implied that an international treaty might take care of that question.

In referring to the fact that consent to rebroadcast may be of little value, since the consenting station might not own property and other rights to the program, the Commission said that clarification of this impasse would be required through Congressional action.

Sec. 325(a) states in part: ". . . nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station."

upcoming



May 19-20: BMI television clinic, New York.

May 19-22: Electronics Parts Show, Conrad Hilton Hotel, Chicago.

May 22-23: Florida Assn. of Broadcasters, annual meeting, Royal York Hotel, Miami Beach, Fla.

May 22-23: BMI television clinic, Chicago.

May 23-24: Indiana Broadcasters Assn. meeting Athletic Club, Indianapolis.

May 26-27: BMI television clinic, Hollywood, Calif.

TALENT MERGER

'University Study' Set for N.Y. Talks

SUGGESTIONS for or against merger of entertainment unions are to be discussed in New York today (Monday) by member unions of the Associated Actors and Artistes of America (AFL), it was indicated late last week as results of a university study on stage-radio-TV performers and their labor organization were being distributed to union officials.

Research on each union's organization and jurisdiction, interviews of officials and members and study of previous attempts to establish a single-card organization for all entertainers have been conducted during the past few months by labor relations experts at Cornell U. and the U. of California at Los Angeles. These experts volunteered their services—for the first such analysis made in this particular field—when total merger again became a real consideration last winter.

Heretofore described as a "blueprint" for merger, the university plan is actually a series of "open-ended proposals," according to Prof. Robert L. Aronson of the New York State School of Industrial and Labor Relations at Cornell. The proposals were understood to include various possible alternatives to a total merger and could, he said, be modified as more complete information becomes available. Asked if he were satisfied that the proposals are the result of all currently available information, Prof. Aronson said he had no comment.

Officials of the union involved —all of which are AAAA members —plus representatives of the two universities, are scheduled to meet in New York's Hotel Astor at 2 p.m. today for their first discussion of the proposals.

Whereas all unions agree that a total merger would be welcomed by their individual members, establishing that unity without sacrificing the control of individual units is the major political problem. A partial merger of one or two AAAA groups is considered by excluded unions even a more serious threat to their status.

It was not known last week when the proposals would be public. It was assumed again that since each organization is to consider total merger and vote on it in time for effective action to be taken by July 1, the study could not remain private for long.

Unless total merger is effected by July 1, Television Authority and American Federation of Radio Artistes will unite into an all-broadcasting union, to be called the American Federation of Television and Radio Artists. Constitution for the merger has been drawn up and ratified by membership of both groups.

KGW



THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

BMI

The thousands of broadcasters who have attended the second swing of Program Clinics, just concluded, have praised their solid contributions to programming. • The impact and inspiration of the splendid teams of industry speakers were especially increased this year by the stimulating discussions of attendees during the bull sessions. • BMI takes this opportunity to acknowledge the industry's obligation to all speakers and participants and to cordially invite all broadcasters to attend one of the forthcoming TV Clinics.

Now it's TV CLINIC TIME

WITH THREE ALL-INCLUSIVE 2-DAY ROUND TABLE DISCUSSION MEETINGS

NEW YORK	CHICAGO	HOLLYWOOD
May 19-20	May 22-23	May 26-27
Waldorf-Astoria	Palmer House	Beverly Wilshire Hotel



Television leaders from Coast to Coast will be sitting down with you to discuss TV in all of its aspects . . . exchanging their ideas and experiences . . . giving solid coverage to such topics as: Low-cost, Local Programming • Cutting Production Costs Handling Local News and Special Events • Buying, Selling and Programming Films • Camera Techniques and Scenic Effects • Public Service Programming • Short Cuts and Time-Saving Devices Legal and Copyright Problems • TV as a Sales Medium • and many other general and specific matters.

EVERY SPEAKER A PRACTICAL TV BROADCASTER

Panelists include: Robert Swezey—WDSU-TV; Chris Whitting—DuMont; Chuck Holden—ABC-TV; Paul Adanti—WHEN; Ralph Burgin—WNBW; Joel Chaseman—WAAM-TV; Don Fedderson—KLAC-TV; Klaus Landsberg—KTLA; George Moscovics—KNXT; Robert Purcell—KTTV; Philip Lasky—KPIX; Donn Tatum—KECA-TV; Walter Preston—WBKB; Bruce Wallace—WTMJ-TV; Theodore Streibert—WOR-TV; Walter Emerson—WENR-TV; Richard Moore—KTTV; Bill Edwards—KNXT; Roger Clipp—WFIL-TV; Don Norman—KNBH; Ward Ingrim—KHJ-TV; Jules Herbuveaux—WNBQ; Frank Fogarty—WOW-TV; Ted Cott—WNBT.

Your future in TV, or as affected by TV, makes your attendance at one of these TV Clinics a must! Register now!

Also plan to attend BMI's Summer Seminar at Denver University August 3 to 10

•

In vacation surroundings for you and your family.

•

Room and board $22.50 per person

No fee for registration

Attendance limited to 150

•

ENROLL NOW!

BROADCAST MUSIC, INC. 580 FIFTH AVENUE NEW YORK 36, N.Y.

New York • Chicago • Hollywood • Toronto • Montreal

N.Y. AD AWARDS

Art Directors Club Opens Exhibition

THIRTEEN awards for advertising associated with the broadcasting industry were designated last week when the Art Directors Club of New York announced winners in its annual exhibition of advertising and editorial art.

For the first time this year, a special category was set aside for television commercials, with the medal won by United Productions of America whose art director, Ray Lind, and artist, Abe Liss, turned out a commercial for Benton & Bowles' Brewing Corp. of America account.

Largest single winner among advertisers was CBS, whose combined awards totaled nine: Three for CBS Radio advertisements and six for CBS Television ads.

Speaker at the awards luncheon, held at the Waldorf-Astoria Tuesday, the day that the exhibition opened at the Grand Central Galleries, was Marion Harper Jr., president of McCann-Erickson, who warned that "a period of 'hard-sell advertising' is ahead."

Winners of the Art Directors 31st annual competition were chosen from more than 8,500 proofs, with selection and analysis handled through committees of top advertising directors and final votes by the entire membership. A total of 12 club medals and the Kerwin H. Fulton Medal were awarded winners in various categories and an additional 30 certificates of distinctive merit were given.

Broadcasting winners were:

★

For design of complete unit TV commercials on film, with live technique: Award of distinctive merit to Jerry Fairbanks, producer; Barbara DeMaray and Pyrmen Smith, art directors; Les White, photographer; Young & Rubicam, agency; and Bigelow-Sanford Carpet Co., advertiser.

For TV commercials on film, full animation: Medal to United Productions of America and a merit award to Ray Patin Productions, producer; Mr. Patin and Tom Oreb, art directors; Fred Madison, artist; Fitzgerald Adv., agency; and Godchaux Sugar Corp., advertiser.

For TV commercials, limited action: Merit award to Transfilm, producer; Ray Lind, art director; Jack Zander, artist; Benton & Bowles, agency; Post Raisin Bran Div., General Foods, advertiser. Second merit award to Edward Carini, artist; William R. Duffy, art director; McCann-Erickson and General Electric.

For TV commercials, miscellaneous techniques: Merit award to George Olden, CBS-TV graphic arts director, for promotional design on the *Big Top* program.

No winners were named for live TV commercials.

CBS Radio Network advertisements won three honors:

Club medals were voted to Lou Dorfsman, director of the art division of CBS Radio Sales Promotion and Advertising Dept. for his Red Skelton advertisement, and to freelance artist Andrew Warhol for his drawing on CBS Radio's *Nation's Nightmare* documentary series.

Distinctive merit award went to Irving Miller, director of art service for CBS-owned radio stations, for design of booklets and direct mail ads.

CBS Television advertisements took five honors, in addition to Mr. Olden's TV commercial award:

William Golden, creative director of CBS-TV advertising and sales promotion, received two distinctive merit commendations: For a Robert Q. Lewis advertisement titled "He's Moving" and for "The Egg and I and You" ad entered in trade periodicals.

Artist Rene' Robert Bouche' also won two honors for CBS-TV: A club medal for trade periodical advertising, won by his sketch of Frank Sinatra, "The Voice That Sells," and a similar drawing of Edward R. Murrow, "Ambassador For Television," which received a distinctive merit rating.

Photographer Ben Rose won an award of distinctive merit for trade periodical advertising with his illustration of "They're Buying A New Product."

CONVENTION BOOK

Planned by CBS, 'Time'

CBS Radio and Television networks, in cooperation with *Time* magazine, have produced a special guide to this summer's national political conventions, to be offered voters free as a public service.

The 24-page booklet is being written and published by the editorial staff of *Time* and offered to the public through the facilities of CBS Radio and Television networks. Described as a non-partisan pamphlet, the guide covers the history, highlights and high-jinks of past political conventions and gives procedures and regulations for this year's sessions.

CBS Radio Network inaugurated spot announcements offering the guide on May 8 and the CBS Television Network started similar announcements, coupled with visual material, last week. Special kits for use by affiliated stations also were to be mailed last week.

To Use Radio, TV

MOST comprehensive advertising campaign to date in behalf of El Producto cigars—including radio this summer and TV in the fall—was announced last week by Sol Bornstein, president of G. H. P. Cigar Co. Summer radio and fall plans are being formulated and will be announced in the near future, according to Elkin Kaufman, executive vice president of William H. Weintraub & Co., New York, agency for the cigar company.

PIONEERS CITED

Sylvania Awards Given

SOME 23 pioneers of the radio industry—all of whom have served for at least 20 years and a few of whom are radio veterans of 32 years—were presented Broadcasting Pioneers Awards at a luncheon given in New York's Waldorf-Astoria by the Sylvania Electric Products Corp. Wednesday.

Dr. Lee deForrest, inventor of many electronics devices which have helped build the industry, was guest of honor at the luncheon, held by Sylvania to celebrate the production of its billionth radio tube.

Broadcasting veterans whose length of service was acknowledged included such radio personalities as Jack Benny, *Burns and Allen*, *Amos 'n' Andy*, Kate Smith, H. V. Kaltenborn, Ben Grauer, John Gambling, Patt Barnes, Lanny Ross, Lowell Thomas, Gertrude Berg, Paul Whiteman, Arthur Godfrey, Jessica Dragonette, Thomas H. Cowan and Sigmund Spaeth.

Zenith Names Wright

JOSEPH S. WRIGHT has been named assistant general counsel for Zenith Radio Corp., Chicago, Irving Herriott, Zenith general counsel, announced last week. An attorney for the Federal Trade Commission since 1936, Mr. Wright since 1947 has been the FTC's assistant general counsel and chief of its compliance division.



Mr. Wright

Morris Joins Equity

NEWBOLD MORRIS, recently discharged as special assistant to the Attorney General to help clean up corruption in government, has been appointed special assistant to Clarence Derwent, president of Actors' Equity and Chorus Equity Assns. His main assignment will be to help effect a merger between various branches of Associated Actors and Artists of America.

be..R-W*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RADIO'S TOP

● AUDIENCES ● MARKETS ● PERSONALITIES

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.

WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.

WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.

WNRR (b) 1000 W. BECKLEY, W.VA. 620 KC.

JOE RAHALL, PRESIDENT

National Representatives

(a) WEED & COMPANY ● (b) THE WALKER COMPANY

RAHALL STATIONS

17th Summer

RADIO-TELEVISION WORKSHOP

Six Weeks—June 30 to August 8, 1952

Advanced radio and TV training in the world communications capital. TV studio work in cooperation with station WPIX

ROBERT J. LANDRY, *Director*

Full time program, with or without University credit. All instruction by active directors, producers, actors, and executives from the industry. Registration limited. Fee: $175

For full information send for Bulletin RB

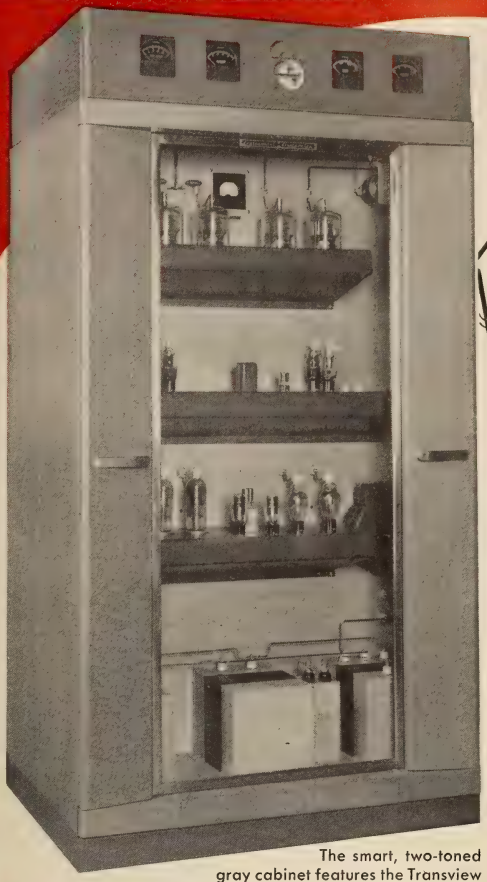
DIVISION OF GENERAL EDUCATION

NEW YORK UNIVERSITY

One Washington Square, New York 3, N. Y. SPring 7-2000, Ext. 788

Spotlighting another engineering triumph by *Continental*

...the new 314-2 1 KW AM TRANSMITTER*



The smart, two-toned gray cabinet features the Transview glass door styling used in larger CONTINENTAL Transmitters, providing greater visibility and accessibility of all tubes and parts. Unified, frameless construction permits vertical members and partitions to serve as panels on which the transmitter components are mounted. This arrangement lends itself ideally to the forced air ventilation system used.

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

*GraybaR QUALITY SINCE 1869 *REG U.S PAT OFF — Distributed by *GraybaR ELECTRIC COMPANY

For Equipment above and beyond the usual standards

*Availability dependent upon defense requirements.

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas Phone EVergreen 1137

D.C. AD CLUB
Elects Sanders President

CLAYTON R. SANDERS, advertising manager of Peoples' Drug Stores Inc., heavy regional radio timebuyer, was elected president of the Advertising Club of Washington, D. C., at a luncheon meeting last Tuesday. A vice president of ACW the past year, he succeeds Tom Griffin, advertising director, Washington *Daily News*.

Other officers elected were: William E. Coyle, Washington *Evening Star*, first vice president; Stuart Armstrong, National Radio Institute, second vice president; Stanley Bell, WRC Washington, treasurer; Ward Guthrie, Guthrie Lithograph Co., secretary.

Board of directors elected were: Ben Strouse, WWDC - AM - FM Washington; William Sigmund, Henry J. Kaufman & Assoc.; Mary Pitsch, Ad Print Screen Co.; Arnold Fine, Washington *Daily News*, and James Rotto, advertising manager, the Hecht Co.

NEWS SECURITY
Senate May Probe Truman Order

MACHINERY was readied last week in the Senate for an inquiry into President Truman's controversial information security order.

The order, which was issued by the White House last September, set up classification of information on the same order as the military. It applied to civilian agencies, however, as well as to the military.

The impending probe grew out of a resolution introduced by Sen. Blaire Moody (D-Mich.), a former Washington-Detroit newspaperman and radio commentator. The resolution (S Res 309) calls for a "full and complete study and investigation" into:

(1) "Policies and procedures in the executive agencies with respect to the dissemination of information,

(2) "Free and unobstructed flow of news regarding government action, and government policy from its source to the public."

The inquiry would attempt to determine:

(1) "Whether any censorship is depriving the public of information to which it is entitled. . . .

(2) "Application of Executive Order 10290, dated Sept. 24, 1951. . . . the so-called 'President's Security Order,' and its effect on the dissemination of public information. . . .

(3) "Functions of government information officers, and (4) what methods can best be used to protect the nation's actual military secrets without keeping any information from the American people for any other reason."

When President Truman's order was issued, it was received with skepticism and opposition both by the radio and the press.

The resolution has been assigned to a subcommittee of the Senate's Permanent Investigating Committee, an arm of the Senate Committee on Government Operations.

Sen. Moody is slated to serve on the subcommittee along with Sens. A. S. Mike Monroney (D-Okla), a former newsman, and Andrew F. Schoeppel (R-Kans.). Two other members, not yet selected, will serve on the group.

Under the resolution, an advisory council of five to seven Washington newsmen—who are "reporting the news by newspaper, periodical, radio, television, or other media of public information—" would be appointed to advise the Senate unit.

The subcommittee would be authorized to recommend legislation necessary to assure the public free access to information on federal activities while protecting the nation's military secrets.

Canadian Set Sales

RADIO receiver sales dropped in Canada during last quarter of 1952 to 93,197 sets valued at $9,982,334, as compared to 164,714 sets valued at $13,970,696 in the same period in 1951, according to Radio-Television Mfrs. Assn. of Canada. Inventories at end of March 1952 were 164,193 sets as compared to 143,221 sets at the same time in 1951.

Walk, Don't Run

A WSPD Toledo announcer is rueing his rashness in running to the teletype and yanking off enough news to fill the closing minutes of a newscast. Here's what he found himself reading over the mike: "Smith says the best way to describe government language is to call it 'bafflegab.' And what is 'bafflegab'? Smith defines it as 'Multiloquence . . . characterized by consummate interfusion or periphrasis . . . inscrutability . . . incognizability . . . and other familiar manifestations of abstruse expatiation . . . commonly utilized for promulgations . . . implementing procrustean determinations by governmental bodies.'"

JONES PROMOTED
KRMG Also Names Lane

APPOINTMENT of Robert B. Jones Jr. as vice president and general manager and promotion of Frank S. Lane from commercial to station manager have been announced by KRMG Tulsa, Okla., ABC affiliate. Mr. Jones also has purchased an interest in All Oklahoma Broadcasting Co., KRMG licensee.



Mr. Jones

He has been station manager since 1949, and succeeds C. B. Akers, who has resigned to join WEEK Peoria, Ill. Before coming to KRMG three years ago, when it went 50 kw daytime, 25 kw night, Mr. Jones was station relations manager for ABC Central Division, and later general manager of WIRL Peoria, Ill. Previously he was associated with NBC in New York.

Mr. Lane joined KRMG as commercial manager in 1949. Previously he had been active in management of WDEF and WDOD Chattanooga and WSPB Sarasota.

Listen to what $250,000,000 says about the BROADCASTING MARKETBOOK

N. W. AYER—Thomas McDermott: "Your 1951 Marketbook surpassed your excellent 1950 Marketbook."

MORSE INTERNATIONAL—Chet Slaybaugh: "The Marketbook is indispensable in my end of the business."

COMPTON ADVERTISING—Frank Kemp: "A most valuable tool. Convenient and time saving."

FOOTE, CONE & BELDING—Lillian Selb: "The new BROADCASTING Marketbook is not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific."

LEVER BROS.—Stanley Pulver: "A masterfully-designed one volume reference source for blueprinting network spot and television campaigns quickly and intelligently; the greatest possible help when it is necessary to—'get this out fast.'"

S S C & B—Frank Mineham: "We find BROADCASTING's Marketbook very helpful when we need data on radio markets."

HARRY COHEN ADV.—Mary Dunlavey: "The BROADCASTING Marketbook is one of our important timebuying yardsticks."

B.B.D.&O.—Frank Silvernail: "It's the timebuyers' Encyclopedia. He has all the market answers from Andalusia to Zanesville."

BIOW COMPANY—Terrence Clyne: "We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."

BENTON & BOWLES—Mary McKenna: "It's a very useful tool and has a convenient assemblage of data."

What YOU should say?

"Sure, reserve my space today and put my ad near my own listings."



DEADLINE: JULY 10 FOR 1952 MARKETBOOK

BROADCASTING TELECASTING MARKETBOOK

Pinning it down!

Your sales message is pin-pointed in Youngstown when you use WBBW — the new ABC affiliate.

WBBW serves a half million listeners in Ohio's third richest market. Here's pin-point selling heard in the homes of prospective buyers — not on a distant hillside.

WBBW serves you best in Youngstown with its . . .

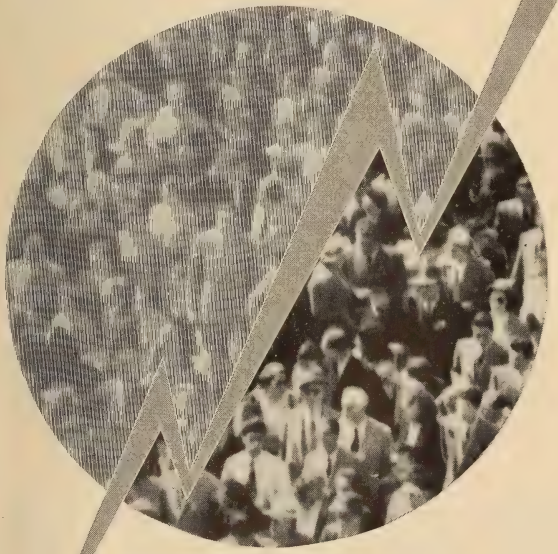
ABC

CONCENTRATED COVERAGE AND NO WASTE CIRCULATION

REP. FORJOE & CO. INC.



Special to Time Buyers: Don't let Summer Static cut your radio audience



Include FM and get complete coverage all summer long

In many places in the country, your toughest competition is static. The folks you're trying to sell simply can't hear your commercial . . . because "radio climate" garbles the AM signal and shatters it with static. That's why more and more advertisers are insisting on FM, too—and getting their message across with all the sell and sense left in.

REMEMBER, this summer—

Far More people will listen to **FM** stations to avoid summer static

Far More people will listen to **FM** for baseball broadcasts

Far More people will listen to local news and events broadcast only on **FM**

So, in making your time schedules, don't overlook **FM**

Reg. U.S. Pat. Off. R2147

ZENITH

•LONG DISTANCE• RADIO and TELEVISION

THE ROYALTY OF RADIO AND TELEVISION

ZENITH RADIO CORPORATION, *Chicago 39, Illinois*

AM, FM CAMPAIGN

Opened by NARTB-RTMA

FOURTH of the series of joint radio promotion campaigns conducted by NARTB and Radio-Television Mfrs. Assn., based on distributor-dealer-station cooperation, opens today (Monday) in New York State (New York City excluded).

Emphasis will be spread over both AM and FM in the New York campaign, first in which AM has been included. Past campaigns, confined to FM, were conducted in North Carolina, Wisconsin and District of Columbia.

Several hundred dealers and salesmen attended a meeting held Wednesday in Syracuse, according to John H. Smith Jr., NARTB FM director who is coordinating the campaigns. Clinics have been held in Buffalo, Utica and other areas preparatory to opening of the drive.

State broadcaster chairman of the New York promotion is H. S. Brown, of Rural Radio Network. Robert Child of RRN is vice chairman. The campaign will run to June 19. In areas where FM offers special programming service, the emphasis will be placed on that medium. In other areas, the campaign will carry a "Radio Month" theme, although FM will be stressed in set-selling material.

Belmont Radio Corp. joined other set manufacturers in the New York promotion on behalf of its new Raytheon FM set.

WWJ

NBC AFFILIATE IN DETROIT

Owned and Operated by THE DETROIT NEWS

National Representative THE GEORGE P. HOLLINGBERY COMPANY



ATTENDING 30th anniversary celebration of WCAO Baltimore [B•T, May 12] are (l to r) Earl H. Gammons, CBS Washington vice president; Joseph Katz, president, Joseph Katz Co.; L. Waters Milbourne, president, WCAO-AM-FM; Ed De Gray, CBS station relations, and Sen. John M. Butler (R-Md.).

AM SPEEDUP

Objections to FCC Plan Received

FIRST objections to the FCC's proposal to set up two processing lines for AM applications—to give priority to those providing first service in communities not now receiving signals [B•T, May 12, April 28, 21]—were filed at deadline for comments last week. Deadline for responses to comments is May 22.

Those opposing the Commission's plan objected on the ground that giving precedence to applications for non-AM cities is discriminating against applicants on file for lengthy periods.

That is the position of Consulting Engineer A. Earl Cullum Jr. of Dallas, Tex. He suggests that the AM processing line could be speeded up by making public the Commission's processing forms, tabulations of limitations and other data so that consulting engineers could submit the required information with the applications. This would enable the FCC's staff to check the data submitted rather than to prepare it in detail.

Mr. Cullum calls attention to the average five applications per month, advancement of the present AM processing line. At the same time, he says, an average of 10 applications per month have been submitted. Average time new applications have been on file is thus about 12 months, he points out.

Unfairness to those applicants whose applications have been on file for many months is cited by Mr. Cullum. He points to the substantial sums of money expended by applicants due to the delays, claims it would work an undue hardship if their applications were placed even farther back on the processing line than at present.

Among other objectors are E. H. Pate, Twin Cities Adv., Kansas City; WBEL Beloit, Wis.; KSJV Sanger, Calif., and KDNT Denton, Tex.

WBEL declares that the rights of 170,500 people who would benefit by its improved service would be forfeited under the new rule. KSJV wants the new procedure to provide the same priority for daytime stations wanting to go fulltime as for new stations.

Mr. Pate is the potential purchaser of KPRS Olathe, Kan. KPRS is scheduled to be moved to Kansas City and is now off the air, awaiting FCC approval. He dissents from the plan on the ground that it makes no distinction between cities having primary service and those not so situated. He also claims the proposal makes no provision for hardship cases.

Patuxent Radio Inc., Lexington Park, Md., filed a counter to the recommendation of Bingham, Collins, Porter & Kistler that proposed Line I processing (for cities with no service) be arranged so that all applications for the same city be considered at the same time [B•T, May 12]. This would, the Washington law firm points out, ensure that action on a prior application would not put other applications for the same city in the slow-moving Line II.

The Maryland applicant claims that the suggestion to be fair would require that applicants for adjacent communities be considered at the same time as all those for one city. This might get out of hand and thus undercut the very purpose for which the FCC proposed its plan—to speed up processing, it claimed.

Strong support for the Commission's proposal—with the added recommendation that the priority for applicants for cities without AM stations be extended to hearings, initial decisions, oral arguments and final decisions—was filed by Delta Broadcasters Inc., Thibodaux, La.

Applicant for Thibodaux filed in April 1948, its comments point out. Hearings started in December 1949 and were completed in February 1950 in conjunction with the application of KCIL Houma, La., to change from 1490 kc and 250 w to 630 kc and 1 kw, the same wavelength Delta applied for. Due to amendments and rehearings, the official date of the close of its hearing was March 1952. Thus, four years after it filed, Delta is still awaiting the hearing examiner's initial decision, it points out.

279 Day Interim

In a study made for Delta by its attorneys, Cohn & Marks, the average time between the close of a hearing and the issuance of an initial decision was found to be 279 days, and between initial decision and scheduled oral argument, 252 days—or 531 days between close of hearing and oral argument. Since it usually takes four to six months after oral argument for the Commission to come out with its final decision, the study concludes that it takes a minimum of two years between the end of the hearing and final decision.

SENATORS NETWORK

WWDC to Feed 12 Stations

FORMATION of a Washington Senators Baseball Network by 12 stations in four states has been announced.

All games are to be fed to the network by WWDC. Under the arrangement, network stations air all Washington Senator day games. Network stations in addition to WWDC include WINC and WRFL (FM) Winchester, WHAP Hopewell, WFVA Fredericksburg, WANT Richmond, WNNT Warsaw, WCHV Charlottesville, all Va.; WARK Hagerstown, WTBO Cumberland and WASL Annapolis, Md.; WEPM Martinsburg, W. Va., and WARD Johnstown, Pa.

Do You Want the Most Results at the Lowest Cost in Cincinnati?

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

L.B. Wilson WCKY CINCINNATI

WRITERS' TALKS

Strike Held 'Unavoidable'

UNSUCCESSFUL negotiations between NBC, CBS and ABC radio networks and Federal Mediator J. R. Mandelbaum have convinced the Radio Writers Guild that a strike by news and continuity writers is "unavoidable," union spokesmen said last week.

Strike committee was scheduled to meet late last week, it was noted, with spokesmen adding, "We are not trying to find a means to avoid the strike . . . we're past that stage."

Vote of eastern members on strike assessments resulted in go-ahead by some 200 writers, with a similar report expected from the West Coast unit shortly. A picket committee has been set up with Murry Karmiller as chairman.

Guild last week was further irked at "partiality" shown by networks to some labor groups while writers' rights were side-stepped. Initially seeking contract on a national scale and night differential for newswriters, RWG dropped those demands in negotiations. Spokesmen said it was "interesting" that a 10% night differential had been offered engineers at CBS a week ago and that possibility of a national contract was to be discussed by all three networks with the Radio and Television Directors Guild.

Network refusal to discuss national contract for radio writers was cause, the union said, for loss of several shops in Chicago and Hollywood where NBC and ABC writers, disgruntled with lengthy RWG negotiations, shifted to National Assn. of Broadcast Engineers and Technicians. CBS writers in both cities, still RWG affiliates, have promised coordination of strikes in their cities with action in New York even though the union is not now striking for a national contract.

Newswriters for all three networks in New York seek a commercial pool in which extra pay resulting from sponsored newsprograms will be divided among writers on all news programs. Satisfactory formula has been worked out and is ready for presentation to the companies, guild spokesmen said.

Besides salary increases, continuity writers seek retention of the literary rights to their television material.

PULSE RATINGS

Mar.-Apr., Jan.-Feb. Radio

TOP 10 network radio programs, comparing March-April ratings to those of January - February, for evening, Monday-Friday daytime, and Saturday and Sunday daytime, respectively, for first seven days of each month, were reported last week by Pulse Inc., as follows:

Evening

	Program Average Rating	
	Mar. Apr.	Jan. Feb.
Jack Benny (CBS)	11.3	11.8
Lux Radio Theatre (CBS)	9.8	9.9
Bergen-McCarthy (CBS)	9.4	9.7
Amos 'n' Andy (CBS)	8.9	8.9
Bob Hope (NBC)	7.6	7.6
Fibber McGee & Molly (NBC)	7.4	7.3
You Bet Your Life (NBC)	7.4	7.6
Bob Hawk (CBS)	7.3	
Bing Crosby (CBS)	7.2	
Dragnet (NBC)	7.1	7.5
Godfrey's Talent Scouts (CBS)	7.1	7.5

Monday-Friday Daytime

	Program Average Rating	
	Mar. Apr.	Jan. Feb.
Arthur Godfrey (CBS)	9.3	9.3
Ma Perkins (CBS)	7.9	7.7
Big Sister (CBS)	7.8	7.6
Helen Trent (CBS)	7.8	7.9
Our Gal Sunday (CBS)	7.7	7.8
Wendy Warren (CBS)	7.5	7.6
Aunt Jenny (CBS)	7.4	7.5
Grand Slam (CBS)	7.2	7.3
The Guiding Light (CBS)	7.2	7.1
Young Dr. Malone (CBS)	7.2	7.1

Saturday & Sunday Daytime

	Program Average Rating	
	Mar. Apr.	Jan. Feb.
Grand Central Station (CBS)	5.4	5.3
Theatre of Today (CBS)	5.2	5.5
Stars Over Hollywood (CBS)	5.1	5.2
The Shadow (MBS)	5.0	5.2
True Detective Mysteries (MBS)	4.9	5.1
City Hospital (CBS)	4.8	4.9
Give & Take (CBS)	4.4	4.6
Martin Kane (NBC)	4.3	4.4
Let's Pretend (CBS)	4.2	4.5
Hollywood Star Playhouse (NBC)	3.9	

Weighted program average ratings for 19 regular Pulse radio markets.

May Appointed

DR. MARK A. MAY, Yale U., has been appointed chairman of the State Dept.'s U. S. Advisory Commission on Information, succeeding Erwin D. Canham, *Christian Science Monitor*, who continues as a commission member. Dr. May has been a member since the commission was set up and also heads its Film Advisory Committee.

MEDIA COMPETITION

Papers Face Big Fight

NEWSPAPERS face "tougher competition" from other advertising media this year than they've ever confronted before, director Harold S. Barnes of the American Newspaper Publishers Assn.'s bureau of advertising declared last week in the bureau's annual report. But he expressed the view that they can stay on top.

He said preliminary estimates placed total newspaper advertising revenue in 1951 at $2,226,000,000, or one-third of the total for all media, and that final official figures showed national advertisers invested $513 million in newspaper space during the past year. It was, he said, the third straight year in which newspapers surpassed all other media.

from the nation's
top radio and television
buying markets

AVERY-KNODEL
INCORPORATED

serves its stations, agencies and advertisers

NEW YORK
CHICAGO
ATLANTA
SAN FRANCISCO
DALLAS
LOS ANGELES



'OVER 45' DAYTIMER

KPOL Takes Air in July

KEYING programming to the "above 45 years of age" bracket, KPOL Los Angeles, 5 kw daytime station on 1540 kc, expects to start operating in late July, according to Hugh R. Murchison, president of Coast Radio Broadcasting Co., owner.

With a 38-acre site atop 790 ft.-high Ascot Hill having been cleared, construction has started on the transmitter-studio building at 5000 Carter Drive to house operations. Gates transmitter equipment and a 204-ft. non-directional vertical radiator built by Modesto (Calif.) Welding & Tank Works have been delivered. Completed structure with equipment will represent an investment of more than $100,000.

Tower Crash

SAVAGE 125 mile-an-hour wind which caused extensive damage in the Piedmont section of the Carolinas, destroyed WMRC Greenville's FM tower last week. Tower, which overlooks the city from the top of Paris Mountain, just missed the apartment of George Tate, chief engineer at the station, when it crashed to the ground. Shortly before the storm, FM operations for WMRC had been moved to the AM tower. Air operation was not affected by the storm.

DOES THE JOB Alone

WOW OMAHA

NBC 590 5000 WATTS

A MEREDITH STATION

Room 280 Insurance Building

JOHN BLAIR & CO., Representatives

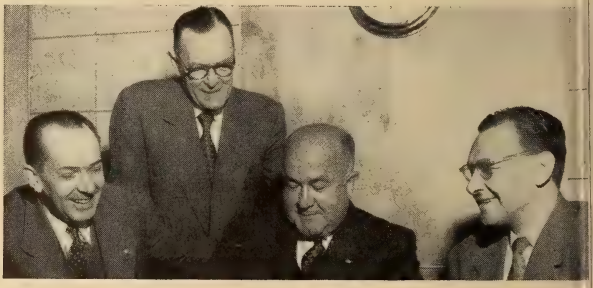


FIRST big radio test for Maytag Sales Co. emerges in negotiations for Al Henderson show on WTAM Cleveland. L to r: Jesse Fitch, Maytag owner; Roger Albright, asst. acct. exec.; Mr. Henderson; Ted Sliwa, WTAM, and Herbert Dawson, Maytag adv. mgr.



FIFTH annual pact for three daily news shows on WBBC Flint, Mich., is inked by Hamady Bros. Food Markets. L to r: W. Eldon Garner, WBBC gen. mgr.; Robert Hamady, firm's sec.-treas.; Ralph Brockaway, Hamady adv. mgr.

ABOUT $20,000 of business goes to *Wake Up Hawaii* on Inter-island Network of MBS with Theo. H. Davies & Co. buying 1,340 announcements. Signing is Harold D. Weidig of Davies. Fin Hollinger, network mgr., looks on.



FIRST direct radio use is assured for Ballou, Johnson & Nichols Co., appliance distributor, with purchase of *I Was a Communist for the FBI* on WEAN Providence, R. I. Signing contract (second from r) is Albert M. Nichols, firm pres. Attending are (l to r) Warren Pearce, gen. mgr. of BJ&N; Noel C. Breault, WEAN sls. mgr.; Mr. Nichols; Mowry Lowe, WEAN gen. mgr.

NIGHTLY hour-long record show, *Request Granted*, was bought on WOL Washington by Phillip's Television, Radio and Appliance Stores. Signing (seated) are Phil and Mike Filderman, pres. and v.p., Phillips; (l to r, standing): Ed Charles, WOL sls. rep.; Milt Grant, disc jockey, and Al I. Miller, partner, Cohen & Miller Adv., Washington.



SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, Dec. 1951-Jan. 1952

SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	23.3	59.0	27.6	13.1	0.3
Monday thru Friday 12:00 Noon-6:00 PM	21.5	69.2	19.5	11.1	0.2
Monday thru Friday 6:00 PM - 8:00 PM	35.3	71.9	10.5	17.0	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	38.2	64.0	14.1	18.6	3.4

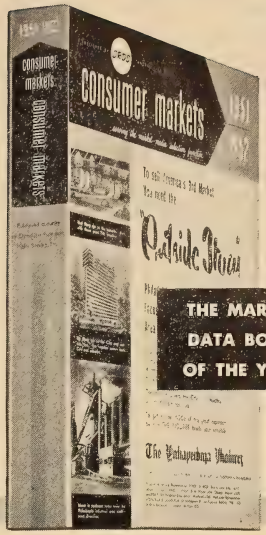
Get the entire story from

*C. E. HOOPER, Inc. FREE & PETERS

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives

how "consumer markets"

can help you sell more national advertising



1952-1953 edition, to be issued in September, closes July 1st, 1952.

this is the place your prospects look when they want facts about your market.

The facts about your market are in CONSUMER MARKETS. Every day, all year 'round, they help busy men make important market and media decisions—

Advertising managers with campaigns to make out, or revise.

Account executives drafting original proposals . . . or defending recommendations.

Research directors making comparative market studies.

Media directors with lists to plan and prepare.

Sales managers with market development plans to work out.

The data in CONSUMER MARKETS tell *what* your market is. Population. Retail sales. Income.

To connect these facts with your station, you can take space next to your market data to talk coverage . . . to show *how* your station serves the trading area, *why* it does a job in its market.

CONSUMER MARKETS users call these advertisements Service-Ads, when they *serve* the ultimate aim of the users —which is to pick the stations that best cover the people who can buy their products.

Your *market* story is already in CONSUMER MARKETS. Isn't that the natural place for your *coverage* story, too? More than 450 station managers and publishers placed Service-Ads in the 1951-52 edition.

Here's how advertisers USE it.

Owner of Advertising Agency Service: "We always start with CONSUMER MARKETS; and most of our work is analyzing markets and organizing marketing plans which, to us, means detailing management of sales, sales promotion and distribution."

Research Manager: "A great deal of information packed into one place, ready to use, and a good map right there to go with it."

Assistant Director of Research: "We are constantly developing new yardsticks of measuring sales and performance and advertising performance. CONSUMER MARKETS helps in what we call market diagnosis."

Agency Vice President: "A magnificent collection of data to gladden the heart of any researcher interested in gathering market facts. Your data and maps most helpful."

Assistant Research Director: "We tend to go first to the data book that has the more comprehensive data, and we find that CONSUMER MARKETS does, in fact, supply the most complete data."

SRDS

consumer markets

The comprehensive single source of authoritative market data

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC.
WALTER E. BOTTHOF, PUBLISHER
1740 Ridge Avenue, Evanston, Illinois
New York · Chicago · Los Angeles

an important fact — CONSUMER MARKETS is used almost continuously by men seeking market information . . . but it is *never* used without an underlying purpose—*the purpose of finding the best way to reach the right people in the markets selected.*

Your Service-Ad can serve the CONSUMER MARKETS user by helping him see how your audience represents the people he wants in your locality. This is truly point-of-purchase advertising.

NPA LIST READIED

Covers Radio-TV Building

INKLING on how radio-TV broadcasters will fare on materials for new construction and alteration projects after July 1 may be forthcoming next week.

The National Production Authority is preparing a list of grants based on new applications for scarce metals since its six-months' compilation last month. At that time, it was indicated that some broadcasters already in the midst of building would receive quotas for the third quarter, while bids for others were still pending [B•T, April 21].

Meanwhile, the government has announced it will partly thaw the freeze on entertainment-amusement construction after July 1 and further relax restrictions on commercial building. Radio-TV broadcasting falls within the industrial category.

In announcing these actions, Henry H. Fowler, NPA administrator who June 1 also assumes the reins of the Defense Production Administration [B•T, May 12], stated relaxations were in order "because the needs of the defense construction program will be substantially reduced during the last half of the year." Easing of controls is "subject to change," however, NPA emphasized.

At the same time NPA issued allocation quotas for $337 million worth of commercial, religious, entertainment and municipal projects, with materials to be delivered in third or subsequent quarters. The grants cover applications processed by NPA's Construction Controls Division and thus no radio-TV projects were included.

The forthcoming industrial list is expected to show grants for new broadcast projects as well as actions taken on applications still pending, with building requests covering past or future quarters.

As of mid-April, applications were still pending in the Industrial Expansion Division for the following radio-TV broadcasters:

NBC New York and Hollywood, three radio-TV studios projects, $67,000, $85,000, $90,000.

WHUM Reading, Pa., experimental TV station applicant, $125,000.

WJBK-TV Detroit, television studios, $299,504.

In addition, applications were pending for Lycoming TV Co., Southern Radio-TV Co., and Havens-Martin—community TV antenna system firms.

WERE-FM Ups Power

WERE-FM Cleveland claims it became the city's most powerful FM station May 9 when it boosted power to 20 kw. The station's FM tower is 630 ft. above average terrain.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
Regular Week April 6-12, 1952

Current Rank	Program	NIELSEN RATING* Current Rating % Homes
	EVENING, ONCE-A-WEEK (Average For All Programs)	(6.3)
1	Jack Benny (CBS)	14.3
2	Lux Radio Theatre (CBS)	14.1
3	Charlie McCarthy Show (CBS)	11.9
4	Amos 'n' Andy (CBS)	11.6
5	You Bet Your Life (NBC)	10.7
6	Arthur Godfrey's Scouts (CBS)	9.8
7	Dragnet (NBC)	9.6
8	People Are Funny (CBS)	9.3
9	Our Miss Brooks (CBS)	9.3
10	Fibber McGee & Molly (NBC)	9.1
	EVENING, MULTI-WEEKLY (Average For All Programs	(3.9)
1	One Man's Family (NBC)	6.3
2	Lone Ranger (ABC)	6.2
3	News of the World (NBC)	6.1
	WEEKDAY (Average For All Programs)	(4.5)
1	Arthur Godfrey (Liggett & Myers) (CBS)	7.9
2	Romance of Helen Trent (CBS)	7.4
3	Wendy Warren & the News (CBS)	7.4
4	Our Gal, Sunday (CBS)	7.2
5	Pepper Young's Family (NBC)	7.0
6	Perry Mason (CBS)	6.8
7	Big Sister (CBS)	6.8
8	Ma Perkins (CBS)	6.8
9	Guiding Light (CBS)	6.7
10	Aunt Jenny (CBS)	6.6
	DAY, SUNDAY (Average For All Programs)	(2.6)
1	Shadow, The (MBS)	5.5
2	Hollywood Star Playhouse (NBC)	4.5
3	Martin Kane, Private Eye (NBC)	3.9
	DAY, SATURDAY (Average For All Programs)	(3.5)
1	Theatre of Today (CBS)	6.5
2	Grand Central Station (CBS)	4.9
3	Give & Take (CBS)	4.8

(*) Homes reached during all or any part of the programs, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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JDA Chairmen Named

ASSOCIATE chairmen in the Joint Defense Appeal's national $5 million campaign to combat bigotry and safeguard human rights, conducted on behalf of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, according to Franklin Bruck, JDA chairman and president of the Franklin Bruck Adv. Corp., are: Frank Commanday of Commanday-Roth; Samuel Dalsimer of Cecil & Presbrey; Henry Jaffe of the Jaffe & Jaffe, law firm, and Sol Leon of William Morris Agency. All firms are in New York.

CAMPBELL RENEWS

Signs CBS, NBC Programs

CBS Radio's Network Sales Vice President John J. Karol last week cited Campbell Soup Co.'s renewal of the three-a-week *Club 15* on CBS Radio, part of the sponsor's fall expansion in broadcast advertising [B•T, May 12], as new evidence of advertiser acceptance of radio as a "top" sales medium.

Pointing out Campbell's move came in the wake of the Procter & Gamble renewal of the three quarter-hour segments from 6:45 to 7:30 p.m. Monday-through-Friday on CBS Radio for 52 weeks, also starting next fall [B•T, April 7], Mr. Karol said:

"These two significant renewals by major national advertisers offer continuing proof that sponsors still consider radio the top selling medium—the medium that guarantees top circulation at the lowest cost-per-thousand."

The *Club 15* musical series has been sponsored by Campbell on CBS Radio since June 30, 1947, it was pointed out, and is heard Monday, Wednesday and Friday 7:30-7:45 p.m.

Other Plans

Campbell also announced it is renewing the half-hour *Double or Nothing* on NBC Radio five days weekly (10:30-11 a.m.), continuing the half-hour *Aldrich Family* weekly on NBC-TV (Fri., 9:30-10 p.m.), and will add three half-hours of daytime television weekly through sponsorship of a TV version of *Double or Nothing* on CBS-TV (2-2:30 p.m., three days a week).

Campbell said renewals of *Club 15* and *Double or Nothing* in radio are "evidence of our conviction that radio continues as a potent and profitable purchase"—that radio "certainly reaches many markets and many homes we cannot touch on television."

Decision to move into daytime TV, the spokesman said, was made because Campbell is "impressed" with the growth and development of TV as a daytime medium.

Ward Wheelock Co., Philadelphia, is agency for Campbell.

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use *local* radio.

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Mangan
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listening, relaxed. Just buy . . . 1010 WINS . . . it *sells!*

1010 WINS 50,000 watts Day and Night . . . New York

CROSLEY BROADCASTING CORPORATION

Do You Want the Most Results at the Lowest Cost in Cincinnati?

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

L. B. Wilson WCKY CINCINNATI

SEATTLE AWARDS

Ad Citations Presented

SEATTLE Advertising and Sales Club fifth annual awards for radio and television advertising were presented May 9 at an ad club banquet.

Awards, made on the basis of selling merchandise or promoting communtiy service, were as follows:

Radio Awards

Best commercial announcement copy: First prize—KRSC Seattle ("Value Week") on behalf of several food accounts. Honorable mention — Alaska Steamship Co. and the agency, Frederick E. Baker & Assoc.

Best commercial program: First prize —Columbia Brewery ("Heidelberg Harmonaires") and its agency, How J. Ryan & Son. Honorable mention—Lang & Co. ("Gold Shield Coffee Cup") and Pacific National Adv.

Best announcement copy promoting public relations and/or community service: First prize—Junior Safety Patrol, Seattle Safety Council and KOMO Seattle, for series of transcriptions last September.

Best program or programs promoting public service and/or community service: First prize—Weyerhaeuser Timber Co. ("Youth Views the News") and the agency, MacWilkins, Cole & Weber. Honorable mention—Frederick & Nelson, Seattle department store for its daily "Concert Hour."

Television Awards

Commercial on film or slides, one minute or less: Bardahl Mfg. Co. and its agency, Wallace Mackay Co.

Commercial filmed program, five minutes or more: National Bank of Commerce and MacWilkins, Cole & Weber.

Commercial live program, five minutes or more: Peoples National Bank and Frederick E. Baker & Assoc.

Winner of the newly-created Roy S. Marshall Memorial Award for the most effective integrated advertising campaign was Fisher Flouring Mills Co. and the Pacific National Adv. Agency. Award was accepted by Earle G. Lawrence, sales manager, Fisher's packaged products division, and William H. Horsley, PNAA president.

Trevor Evans, awards committee chairman, said the Fisher campaign utilized six media. Radio received about 40% of the total budget.

Honorable mention for the integrated-campaign award went to Weyerhaeuser Timber Co. and MacWilkins, Cole & Weber.

Mayor William F. Devin observed that success in administering a city in the best interests of all the people is not possible without the kind of public understanding and support which advertising men know how to create.

IBA MEET SET

For Indianapolis May 23-24

INDIANA Broadcasters Assn. will meet at the Athletic Club in Indianapolis May 23-24 with guest speakers including Jim Luce, J. Walter Thompson Co., New York; FCC Comr. E. M. Webster and Joseph M. Kittner, assistant chief, Broadcast Bureau of the FCC.

A sales panel of Indiana broadcasters also will attend, according to President Dan Park, commercial manager of WIRE Indianapolis. The group will see the Indianapolis Speedway trials for the 500 mile race.

Strictly Business

(Continued from page 16)

vision sales boomed throughout the nation.

This success as an advertising manager came as a pleasant surprise to Mr. Henry. He still felt that he was basically an engineer.

Even as a boy, in his native Danville, Ill., he toyed with radio. In high school, he qualified as a "ham" operator and became thoroughly familiar with the inner workings of electronic equipment of that day.

His informal engineering helped him to obtain his first job—with the Dayfan Electric Co., radio manufacturer in the 1920's at Dayton, Ohio.

Subsequently, he joined the radio manufacturing division of General Motors. Later, he joined Crosley Radio and Stewart-Warner. Then he moved to the Belmont Radio Corp., a subsidiary of the Raytheon Manufacturing Co., as executive assistant to Mr. Dunn. In this capacity, he kept things moving through engineer to production.

Then came the telephone call which interrupted Mr. Henry's vacation.

Returns to Engineering

After the advertising department began functioning smoothly, Mr. Henry told company officials that he was ready to return to engineering. He was drafted as military contracts administrator, then later promoted to his present position of product manager for Belmont.

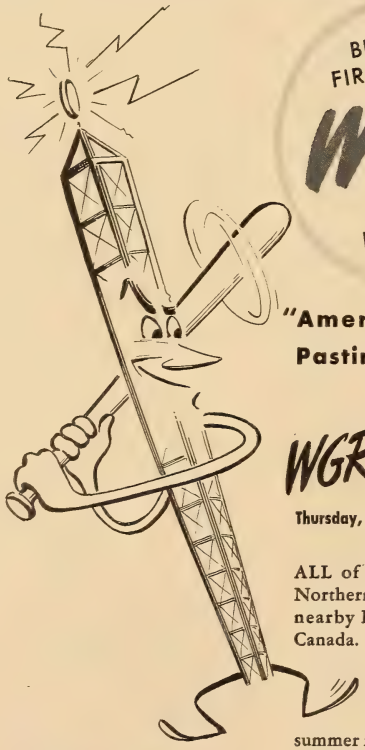
In his present capacity, Mr. Henry is in full charge of forward planning for all Raytheon television and radio products. His work includes the coordination of design, engineering and production to make all merchandise available to the Belmont sales department on schedule.

Mr. Henry is a past president of Hinsdale Countryside, the suburb where he lives with his wife, LaVelle, and three children, Jimmie, 14; Clifford, 10, and Lynne, 7.

Civic activities consume much of his leisure time. He is currently president of the district school board. Also, he likes to garden. And, as he expressed it, "Each year seems to bring a different hobby."

BAB Strength Up

BAB has shown an increase of 36 radio stations in the past month, for a total membership of 608 outlets, President William B. Ryan announced last week. Talking at a sales clinic in Omaha, he said the annual BAB budget now is $595,000, a rise of $32,000 during the past 30 days.



BUFFALO'S FIRST STATION

WGR

CBS NETWORK

"America's Favorite Pastime" in Buffalo is a

WGR Exclusive

Thursday, Friday, Saturday, Sunday

covering ALL of Western New York Northern Pennsylvania and the nearby Province of Ontario, Canada.

Availabilities Now for the "top" listening audience of the summer months ahead call Free & Peters, Inc.

Columbia Network

WGR 55 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

THE LATEST WCKY STORY

In the "Musical Mystery Melody" contest in Cincinnati, an advertiser (name on request) used four stations. Here are the results:

Station	Leads	Expenditure	Cost Per Lead
WCKY	**15,312**	**$6,459**	**0.42**
Sta. B	10,708	10,100	0.94
Sta. C	4,900	4,400	0.90
Sta. D	3,976	2,000	0.50

WCKY pulled 43½% of all mail received —almost as much as the other three stations combined.

WCKY cost per inquiry was almost one-half that of the average of the other three stations.

Here's proof that in Cincinnati,

WCKY

gives you the best results, and at the lowest cost per thousand.

et's Face Facts!

To get results at lowest cost, you have to have:

- AUDIENCE *(Block Programs of News and Music Plus Personalities)*
- COVERAGE *(50,000 Watts—A Bonus Coverage)*
- LOW RATES *(As Low As Any In Cincinnati)*
- LISTENERS LOYALTY *(WCKY Listeners Buy Your Products)*

You Get Them All On W C K Y

Make your next campaign in Cincinnati a success—

Buy WCKY

Invest your ad dollars WCKY'sly

CALL COLLECT:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281



FOUR HOURS A DAY • SEVEN DAYS A WEEK

editorial

Hooperuckus

JOHN BLAIR & Co. has done an important service to radio and its customers in conducting the study of how the coincidental interview technique has deflated radio sets-in-use figures, as reported elsewhere in this issue.

The study proves that for the past 3½ years the buyers of the coincidental service have been neglecting to investigate the fundamental nature of the thing they were buying. Apparently no one, before Blair, really wondered whether the questions upon which the coincidental service is based were the right questions.

Unless the Blair study is wrong, and it is difficult to see how such a thorough job could be, the questions that Hooper has been asking were wrong. How many shows were rejected, dropped or cancelled in those 3½ years because of deflated sets-in-use figures?

However definitive this piece of Blair research, it only goes to show how very much more of the same kind of diligent investigation is needed if the radio measurement muddle is to be straightened out. Here, it seems to us, is the chief value of the Blair study. By so thoroughly exploring and exploding one theory that had been accepted as gospel, it suggests that maybe other theories are equally incorrect.

Are other research services above question?

A part of the Blair study compared Hooper and Nielsen sets-in-use, finding that Hooper averages had fallen proportionately below Nielsen averages since the introduction of the combined radio - television question in the Hooper surveys. There is evidence that the true situation is even worse than the one turned up by Blair, for research experts have questioned whether Nielsen is adequately measuring listening to secondary radio sets.

Though the Nielsen figures are confidential, agency research men who know them say that the Nielsen sample of Audimeters attached to secondary sets is way below what it should be. If that is so, the probability exists that the Hooper deflation is more severe than shown by Blair because the Nielsen figures with which it is compared are also deflated.

We hope the example set by Blair will be followed by others and that intelligent reappraisal of radio research will be forthcoming, by independent effort or through the Advertising Research Foundation or, preferably, both.

Blue-Nosers Anonymous

THOUGH its author may not have intended it to take that direction, there is every indication that the Congressional investigation of "offensive" radio and television presentations may be turned into another prohibitionist campaign for alcoholic beverage advertising restrictions.

In the debate last week that preceded the House's adoption of the Gathings resolution, the most vehement advocates of the investigation were drys. One, Rep. Joseph R. Bryson (D-S. C.), was co-sponsor with the late Sen. Arthur Capper of a joint House-Senate bill to ban advertising of alcoholic beverages. That bill died, but Congressman Bryson lingers on. His remarks of last week are worth quoting:

> **Anyone who listens to the radio and witnesses the exhibitions on television cannot but be impressed with the fact that the untrained, unsuspecting youth of the land is being corrupted, wilfully and maliciously, by those who would break into the nursery rhymes and childhood stories which we ourselves in other days learned at the knees of our honored mothers, by the introduction not only of words of mouth, but by exhibitions of . . . beautiful ladies elegantly dressed, telling not only how interesting it is to drink intoxicating liquors, but teaching the youth how to pour that hellish fluid which has caused so much sickness and suffering and death . . . I propose to continue to cooperate . . . in delving into this important subject.**

These are the remarks of a dedicated man and it must gloomily be added that he has equally dedicated company.

As reported months ago in this journal, the prohibitionists have set out to get some kind of anti-alcohol legislation passed in the 82d Congress. Their first effort, the Johnson-Case bill to prohibit hard liquor advertising on radio and television, was killed in the Senate Interstate and Foreign Commerce Committee, but only by the cliff-hanger margin of one vote.

The House investigation authorized last week is intended to determine whether new legislation is needed in the radio-TV field. We shall be surprised if the dry lobby and its Congressional errand runners don't attempt laws that would not only ban liquor advertising on the air but also limit references to drinking.

If anyone thinks we're too alarmed about this, he is reminded that the Johnson-Case bill almost got through committee and undoubtedly would have if the anti-dry forces had not, at the last moment, got off their seats and put together a convincing argument against it.

The time to begin preparing arguments against the prohibitionists' campaign in the House radio-TV investigation is now. Last-minute efforts may not be as successful there as they were in the Senate.

We Vote O'Hara

FOR THE first time truly sensible legislation has been introduced to relieve the broadcaster of the be-damned-if-he-does and be-damned-if-he-doesn't dilemma now confronting him in programming political speeches.

The amendment to Sec. 315 of the Communications Act introduced a fortnight ago by Rep. Joseph H. O'Hara (R-Minn.) would give the broadcaster a power he does not now enjoy to censor from political speeches defamatory, obscene "or other material which may subject [the broadcaster] to any civil or criminal action in any local, state or federal court."

The superiority of this approach to that of Rep. Walt Horan (R-Wash.) is obvious. The Horan bill would continue the present absolute prohibition against censorship of political speeches by broadcasters, would expand the provisions of Sec. 315 to include not only qualified candidates but also spokesmen authorized to appear on their behalf and would immunize broadcasters against court actions ensuing from defamatory or obscene speeches.

The Horan bill, however well intentioned, is obtuse, awkward and, in the opinion of some able attorneys, unconstitutional. The argument against its constitutionality hinges on the question of whether a federal law can abrogate the rights of citizens to sue in protection of their reputations in local or state courts.

Unfortunately, the NARTB has endorsed the Horan bill as the best then available. On the advice of the NARTB, many broadcasters have written letters to their Congressmen in support of it. It could be said, and probably will be, that to switch support from the Horan bill to the O'Hara bill at this point would delay the legislative relief broadcasters are seeking.

Though delay may be entailed, we believe the wiser course is to throw the industry's support behind Rep. O'Hara's measure. It would be better to get his eminently practical amendment into the law, even though not until after the 1952 elections, than to push through the Horan bill, with its impractical and possibly unconstitutional elements.

our respects to:



ADNA HAROLD KARNS

IF VERSATILITY is a necessary quality for executive success, Adna Harold Karns is destined to become the J. P. Morgan of broadcasting.

In addition to being vice president and general manager of three radio stations, WING Dayton, WCOL Columbus and WIZE Springfield, all Ohio, Mr. Karns paints in oils, shoots golf in the low 80s, presides as vice president of the Ohio Assn. of Radio and Television Broadcasters, participates energetically in a variety of community affairs and civic clubs, and can claim experience in such random skills as ceramics manufacture and American Indian dancing.

One of the few (unavoidable) strikes against him, he believes, is his first name, purloined from a Methodist bishop who lived next door. He's a charter member of a club which was never organized, the My Name Is Adna (Dammit) Club. Since Feb. 25, 1913, when he was born in Dayton, he's only learned of five other men with the same first name.

The name has brought humor, as well as pathos, to his life. His wife, the former Florence Dykstra, used to sign her name as F. G. Dykstra when managing WING. When she, Adna and other company officials attended conventions, "Mr. F. G. Dykstra" was invariably co-registered by mistake with another while "Miss Edna Karns" had a single room.

He's operated in and around Dayton most of his life, with stops in and between New York and Montana. He joined WING in 1943 as announcer and six weeks later moved to WIZE as production manager. In less than a year he was promoted to program director and manager. In 1948 he was named general manager of WING and WIZE.

Last January, Mr. Karns became vice president and general manager of the two stations, plus the newly-acquired WCOL Columbus. He also is executive vice president of Transcription Sales Inc., which syndicates 360 quarter-hours of *Singing Sam* as well as the *Golden Gate Quartet* and Emil Cote's *Wing of Song*.

Mr. Karns sees radio progressing from adolescence into manhood at the prodding of television. TV, he says, "is bringing more honesty to radio." The initial problems of radio are to adopt an industry-wide standardized rating service and to base time rates solely on performance.

"We need a complete re-evaluation of the job radio can do. Radio can and always will fill a need and we should see that this need is very well defined," he contends.

To enable the audience for his three stations

(Continued on page 55)



NBC's MEN IN THE NEWS: *Chaplin*

"The average politician has to carry water on both heads..."

To his off-record comment, W. W. Chaplin might have added that a good newsman should be an ambidextrous phrenologist.

In his thirty years in news, Bill Chaplin has personally experienced enough history to fill considerably more than the three books he's written. He has covered: the Ethiopian war, the fall of France, the Russian resistance, the Invasion, the surrender at Rheims, the Bikini test. He traveled with Dewey in 1948 and has covered five Democratic and Republican Conventions.

Now, Chaplin is right in the middle of the biggest story of the year — the presidential campaign. So far he has reported the primaries from New Hampshire to Illinois. During the conventions, Bill Chaplin and over 100 other NBC men of news will be putting together the story of politics' greatest show.

Why is NBC's News Center supreme in radio and television? Chaplin is one good reason . . . Harkness, Henle, Utley, Fleming are others. NBC News Center's larger staff consistently broadcasts more hours of news, more special events on both radio and television than other networks. And day-to-day NBC news programs are highest rated in both radio and television. The fact is . . . most people hear the news first and hear more of it from NBC.

NBC *radio and television*
a service of Radio Corporation of America

front office

WALTER B. DAVISON, director of West Coast operations, Lang-Worth Feature Programs, named manager, NBC Radio Spot Sales, Hollywood. WILLIAM DOTY EDOUARDE, until now manager, NBC Radio and TV Spot Sales, will now devote attention exclusively to television.

ALBERT T. FISHER, sales promotion manager, WTRF-AM-FM Wheeling, W. Va., promoted to sales manager.

KENNETH M. COOPER, sales manager, WORC Worcester, Mass., elected vice president and named general manager.



Mr. Cooper

DOYLE SEELEY, program director, KRUL Corvallis, Ore., promoted to sales manager.

CHARLES R. KINNEY, formerly with WVKO Columbus and WTVN (TV) that city, to WIKK Erie, Pa., as general manager.

CHARLES H. PHILIPS Jr., former WNBT (TV) New York director of sales and assistant to general manager, to WNBK (TV) Cleveland, as director of sales.

CHUCK YOUNG, sales promotion manager, Illustrate Inc., Hollywood, to KTTV (TV) that city, as account executive.

ROBERT L. SWATS Jr., former Chicago office manager, Radio Adv. Co., to sales staff, NBC Chicago.

ALICE DAVIS joins sales staff, WNBW (TV) Washington, replacing LOIS BOYD who transfers to TV sales traffic.

WALT DENNIS, former radio-TV director for Allied Stores Corp., appointed commercial manager of WILS Lansing, Mich.

CHARLES F. JOHNSON joins WOOD-AM-TV Grand Rapids sales staff after release from Marine Corps.



Mr. Dennis

GERALD T. OWENS, national sales manager of Eversharp-Schick, shaving instrument division, named assistant to ABE PLOUGH, president of Plough Inc., Nashville, licensee of WMPS there.

BILL RHODES joins sales staff, KQV Pittsburgh.

HOWARD BRIGHT, program director, WSAL Logansport, Ind., to sales staff as account executive.

EDGAR L. BILL, former president of WMBD Peoria, Ill., and MERLE V. WATSON, former sales manager there, now affiliated in executive capacities with Insecticide Paint Co., Peoria.

JAMES C. HIRSCH, former senior account executive in charge of sales development, WNBT(TV) New York, to WRC Washington as sales manager.

JIM SMITH, account executive, WSAP Portsmouth, Va., to sales staff, WCAV Norfolk.

Personals . . .

HOWARD L. CHERNOFF, general manager, KFMB-AM-TV San Diego, elected vice president of city's Better Business Bureau. . . . VIN COLLIE, sales representative and sports announcer, WERI Westerly, R. I., elected president of newly formed Junior Chamber of Commerce. . . . JOHN F. PATT, president, WGAR Cleveland, appointed to newly formed committee on freedom of information for northern Ohio. . . . C. L. THOMAS, general manager, KXOK St. Louis, becomes member of Rotary Club representing radio. . . . CHARLES HAMILTON, supervisor of sales-programs and director of public service, KFI Los Angeles, named radio chairman for Los Angeles Chamber of Commerce locally sponsored World Trade Week, from May 18-25. . . .CLYDE SPITZNER, local commercial manager, WIP Philadelphia, elected president of Susquehanna U. Alumni Club of eastern Pennsylvania and Delaware. . . . ART FAIRCLOTH, salesman, WNBW (TV) Washington, father of girl, Anne Marie.

CHARLES H. CRUTCHFIELD, general manager, WBT and WBTV (TV) Charlotte, N. C., was principal speaker fortnight ago at final 1952 convention meeting of state's Junior Chamber of Commerce at Myrtle Beach. . . . JAMES MURRAY, manager, KQV Pittsburgh, named chairman of Camp Achievement fund raising campaign and radio-TV chairman of Salvation Army drive in that city. . . . J. B. CONLEY, manager, KEX Portland, Ore., presented award on behalf of station by Portland Sorosis Club for KEX's work in field of children's programs. . . . CARL HILL, account executive, KBIG Avalon, Calif., headquartered in Long Beach, and Janet Macdonald were married May 3. . . .

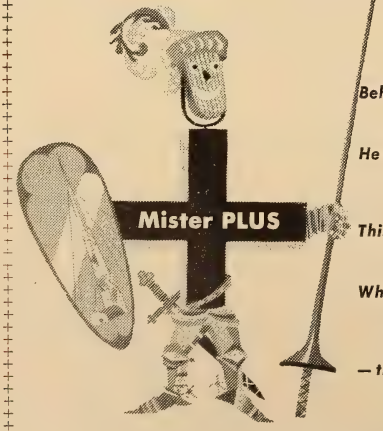
LESLIE C. JOHNSON, general manager, WHBF-AM-TV Rock Island, Ill., is chairman of citizens committee studying city manager form of government for Rock Island. . . . JOHN L. SINN, president, World Broadcasting System, N. Y., awarded plaque from Veterans of Foreign Wars for World's *Forward America*, one of six shows cited for public service. . . . DON DAHLMAN, WLWT (TV) Cincinnati salesman, father of girl, Patricia.

CANADIAN RATINGS

U. S. Shows Dominate Top 10

FOUR CANADIAN evening network programs again made the April list of the ten most popular programs, according to the national rating report of Elliott-Haynes Ltd., Toronto. *Charlie McCarthy* was first with rating of 30.9, followed by *Radio Theatre* 29.3, *Amos 'n' Andy* 27.5, *Our Miss Brooks* 26.2, *Ford Theatre* (Canadian) 20.5, *Great Gildersleeve* 19.8, *Treasure Trail* (Canadian) 19.1, *Wayne & Shuster* (Canadian) 18.3, *Your Host* (Canadian) 18.2 and *Suspense* 17.8.

Daytime five most popular network programs were *Big Sister* 18.2, *Ma Perkins* 17.6, *Happy Gang* (Canadian) 17.4, *Pepper Young's Family* 16.5, and *Road of Life* 15.9. Five most popular French-language evening shows were *Un Homme et Son Peche* 43.4, *Radio Carabin* 36.4, *Metropole* 30.5, *Jouez Double* 24.3, and *Theatre Ford* 23.9. Five most popular daytime shows were *Jeunesse Doree* 28.2, *Rue Principale* 27.8, *Francine Louvain* 26, *Les Joyeux Troubadours* 24.4, and *Je Vous Ai Tant Aime* 23.



SALES CRUSADER

Behold Sir PLUS, in armor plate,
The Mutual knight-errant.
He sallies forth to demonstrate
Two plusses here concurrent:

This network's famed efficiency
Is up, like Sir P.'s visor;
While costs are like his spurs, you see,
Way down — to please a miser!

— the difference is MUTUAL!

FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In RETAIL SALES

GREENVILLE $167,610,000
Columbia 146,483,000
Charleston 135,000,000

Sales Management 1952

MAKE IT YOURS WITH WFBC 5000 WATTS
The News-Piedmont Station, Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

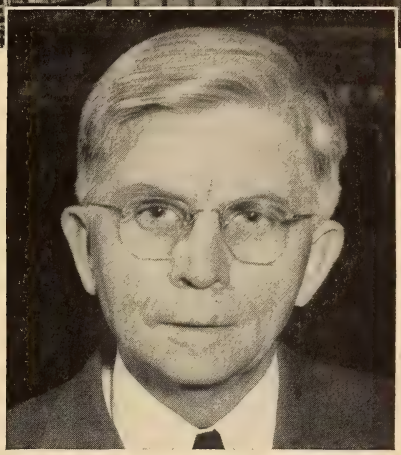


Famed Tabernacle Choir takes to tape

for rebroadcasts over KSL-Salt Lake City

Because of the immense popularity of the weekly Tabernacle Choir broadcasts, Station KSL has inaugurated a recorded Sunday evening rebroadcast for local listeners. The Choir's performances are now captured on "Scotch" Sound Recording Tape in all their brilliance and power, from the soaring notes of solo voices to the rumbling basses of the magnificent Tabernacle organ.

"Scotch" Sound Recording Tape was selected for this exacting recording job on the basis of many points of superiority: Lower noise level than any other tape • Greater output sensitivity than any other tape • Better reel-to-reel uniformity than any other tape • Erases cleaner than any other tape • No curling or cupping—always lies flat on head • Lubricated for longer tape life.



J. SPENCER CORNWALL is the distinguished conductor of the Tabernacle Choir. Working with Dr. Frank W. Asper and Alexander Schreiner, the Choir organists, he has brought the Choir to a level of tonal grandeur seldom equaled by choral groups.



RICHARD L. EVANS has acted as commentator on Choir broadcasts since shortly after their inception in 1929, helps set the impressive tone of the programs.



3M COMPANY

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by **Minnesota Mining & Mfg. Co., St. Paul 6, Minn.**—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 270 Park Avenue, New York 17, N. Y. In Canada: London, Ont., Can.

CBS STAFF SPLIT

Divides Labor, Personnel

CREATION of separate labor and personnel relations departments for CBS and three of its operating units was announced last week by CBS Vice President Lawrence W. Lowman, who ascribed the move to the pressure of general company expansion.

William C. Fitts Jr., an assistant general attorney for CBS Inc., was named director of labor relations for CBS Inc., CBS-TV, CBS Radio and CBS Labs.

Robert E. Kalaidjian continues as director of personnel relations for these units but will concentrate mainly on administration of overall company personnel practices and policies, at the same time continuing to participate in formulation of labor policies.

Both of the new departments will report to Mr. Lowman. Heretofore, a single labor and personnel relations department has served the four units.

Mr. Fitts' Responsibilities

Mr. Fitts, who will be responsible for union negotiations, grievances and contract interpretations, has been with CBS for the past 20 months, handling all labor law problems. He formerly was associated with the law firm of Fly, Fitts & Shuebruk for five years, and, before that, was a member of Cates, Smith, Long & Fitts, and also had served as a general counsel for the Tennessee Valley Authority.

Mr. Kalaidjian joined CBS in November 1939, as a member of the research department, after a brief association with Newell-Emmett Co. He served in the Navy from September 1941 to January 1946, when he returned to CBS as assistant employment manager. He was named employment manager in July 1946, and director of personnel relations in July 1950.

air-casters



JAMES DUFFY named promotion manager at ABC Chicago replacing **DEAN LINGER**, who has resigned to join KNX Los Angeles in same capacity.

JAMES J. ANDERSON, former political science and marketing professor at Cornell U., to Crosley Broadcasting Corp., Cincinnati, as research director replacing **DONALD L. MILLER** who resigns to join Burke Marketing Research Inc., Cincinnati.



Mr. Anderson



Mr. Miller

FRENCH FERGUSON, assistant art director, WOAI-TV San Antonio, appointed floor manager succeeeding **LEO TRUMBLE** who has resigned. **XAVIER VASQUEZ** joins station as assistant art director.

RUTH LYONS, hostess of WLWT (TV) Cincinnati's *50 Club*, presented citation by **JOHN LESTER**, syndicated radio-TV critic, as "television's most refreshing new personality."

ALLEN R. COOPER, director of market and media planning, Hewitt, Ogilvy, Benson & Mather, N. Y., to NBC there as rate specialist.

CARLTON E. MORSE, creator-producer-author, NBC radio-TV *One Man's Family*, with program stars, **J. ANTHONY SMYTHE, BERNICE BERWIN** and **PAGE GILMAN**, cited by National Volunteers of America for "focusing attention on wholesome American family life and maintaining highest standards."

BRUD WARREN, program director, WERI Westerly, R. I., elected second vice president, city's Junior Chamber of Commerce.

DONALD A. BERG appointed program director at KRUL Corvallis, Ore.

IRA G. McCORMACK Jr., announcer, WSAL Logansport, Ind., promoted to program director. **SUE BURRIS**, station's women's director, named traffic manager.

OWEN SIMON, continuity director, KQV Pittsburgh, appointed publicity director.

BRUCE MAYER, emcee of *Ladies Day*, WJBK-TV Detroit, received achievement award from League of Catholic Women for efforts to promote their activities.

NORMAN HOPPS, assistant in advertising-promotion department, KNBH (TV) Hollywood, named floor manager.

GLENN ELLIOTT, WPEO Peoria, Ill., to WANE Fort Wayne, Ind., as program director.

CHARLES HUTAFF, associate director of films, radio and television, Fuller & Smith & Ross, Cleveland, to WTAM and WNBK (TV) that city, as advertising, merchandising and sales promotion director. **CLEMENT G. SCERBACK**, advertising and promotion manager for WTAM, transfers to WNBK in same capacity. **ALBERT M. HENDERSON** will handle press and publicity for both stations and **EUGENE R. MYERS** promoted to merchandising manager for both outlets.

WILLARD SCOTT and **ED WALKER**, radio-TV students, American U., Washington, D. C., to WOL there for summer disc show, *Going AWOL*.

FREDDIE BARTHOLOMEW, associate director, WPIX (TV) New York, promoted to director.

JUDITH WALLER, director of public affairs and education at NBC Chicago vacationing in California.

DON WILSON, announcer, CBS Radio *Jack Benny Show*, assigned role in 20th Century-Fox feature film, Niagara.

FRANK SCHIROS joins KPIX (TV) San Francisco as promotion manager replacing **KAY MULVIHILL** who has resigned.

AL HELLENTHAL, show manager, KNXT (TV) Hollywood, to address Wilshire Kiwanis club, today (Monday) in Los Angeles, on "Television Production," subject of his new book soon to be published.

WALLY O'HARA, WEEI Boston announcer, to deliver commencement address at Bishop-Lee School of Radio and Theatre May 29.

DON JOHN ROSS, morning man and conductor of *Friendly Philosopher* show, WJTN - AM - FM Jamestown, N. Y., appointed speech instructor for American Banking Assn.

CAROL COOK, traffic department, KMPC Hollywood, to KBIG Avalon, Calif. as record librarian. **LARRY BERRILL**, disc m.c., WIND Chicago, **CARL BAILEY**, disc m.c., KIEV Glendale, Calif., **GENE McGEHEE**, production staff, CBS-TV Hollywood and **JOHN HARADON**, announcer, KWJJ Portland, join KBIG as staff announcers.

JOHN PALUMBO, purchasing agent, CBS Hollywood, father of girl, Nancy Ann, May 6.

ROS TWOHEY, Millie Flagle on NBC-TV's *Hawkins Falls*, mother of boy, Mark, April 28.

JACKIE DORN, production assistant at NBC-TV Chicago, and Boris Yakovleff, commercial motion picture producer, were married April 26.

JOHN GAUNT, director, NBC-TV *Red Skelton Show*, father of girl, Francia Carmen, May 12.

HAL STARK, announcer, WBBM Chicago, and **JOAN BARTLING**, actress, were married May 5.

WILLIAM SMALL, continuity writer, WLS Chicago, father of girl, Tamar, May 7.

WALTER BROWN, vocalist, WLW and WLWT (TV) Cincinnati's *Midwestern Hayride*, father of girl, Christine Ann.

News • • •

JOHN BOSMAN, chief newscaster, WINS New York, named station's news director.

RICHARD W. JOHN, newscaster-public service director, KTSA San Antonio, Tex., to news staff, WKY Oklahoma City.

ROGER KRUPP, former network announcer-newscaster, to WDGY Minneapolis-St. Paul, as news editor.

GREGORY JENSEN to KSTP-AM-FM-TV Minneapolis-St. Paul, as newswriter.

GENE STARN, newsman, WKBN Youngstown, Ohio, promoted to news editor.



SOLUTION

Detective PLUS, the master sleuth,
Has pockets full of clues.
He also has a sponsor-booth
Equipped for you to use!

More mystery shows, and better ones,
We broadcast all week through.
The cost is light, response weighs tons —
These finger-prints fit you!

— the difference is MUTUAL!

FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

Our Respects To

(Continued from page 50)

to listen effortlessly but still keep up with the world, Mr. Karns has launched an intensive news and music block program schedule on WING, with plans for news feeds and roundups among all three outlets. He has six men covering local news on the Dayton staff alone.

Mr. Karns attended Antioch College, a cooperative school in Yellow Springs, Ohio, where students work and study alternately. In his first two years he worked in fields unrelated to his majors, English literature and dramatics.

During his third year, however, he served as student assistant in the art and aesthetic division, conducting laboratory sessions in art, ceramics and American Indian dancing.

Primarily interested in drama, he received permission from school officials to omit the regulation fifth year and enroll at the Yale Drama School, which normally did not accept students without a degree. He later received his B.A. from Antioch.

Putting classroom and personal theorizing to the test, Adna Karns donned espadrilles and tee shirt after graduation at age 17 to open the Yellow Springs Summer Theatre. He made money every year during the seven years he labored as producer, director and business manager in the old town opera house. His success was occasioned by, in addition to high-quality plays, a liberal public relations policy which insisted on a clean theatre, courteous ushers and weekly visits (with free tickets) for nearby residents who could have been highly vocal in their complaints about the noisy sound effects.

He skipped intermittently to New York, where one season he produced experimental plays at the Provincetown Playhouse in the Village. His group of 18, including a cook, folded up their collective tent after a frigid Christmas Day when the boiler broke down and they had to burn orange crates picked up in the streets.

Mr. Karns also spent a year teaching drama, English and radio at the U. of Montana. His "missionary work" the first day centered on 39 students in elementary acting, only three of whom had ever seen a stage play. He's still a part of faculty history, as his class requirements for the beginning thespians were so rugged that 24 of the 39 dropped before the second session.

Mr. Karns took up painting a year ago as a challenge to his wife, who has a master's degree in fine arts and has painted professionally for several years. When she was away one evening, he started dabbling in her paints and had finished a picture, a circus abstract, by the time she returned. His paintings are impressionistic or abstract, complementing Mrs. Karns' more realistic approach.

Mrs. Karns, who retired from radio after their marriage in 1948, does a lot of portraits and is also a sculptor. They also share an enthusiasm for golf.

Both are interested in many community affairs. Mr. Karns, a member of the taxation committee of the Ohio Assn. of Radio & Television Broadcasters, on May 1 was elected vice president of OARTB. Also, he is a member of the Dayton Sales Executives, the Advertising and the Agonis Clubs, and a member of the board of directors, Dayton Better Business Bureau.

Pittsburgh Club Elects

PITTSBURGH Radio & Television Club has elected Joe Jenkins of Ketchum, MacLeod & Grove as president. Other officers named: first vice president and program chairman, Harold Lund, general manager of WDTV (TV) Pittsburgh; second vice president, Bill Coffman of Cabbot & Coffman Inc. Adv.; third vice president, C. A. Wingerson of Danforth Co.; secretary, Mary Lou Tardio, of Cavanaugh-Morris Co.; treasurer, Bill Kelley of WDTV (TV); directors, Don Ioset, vice president, manager, and commercial and program manager, WPIT; Jake Hoffman, Bell Telephone Co.; T. J. MacWilliams, Smith, Taylor & Jenkins; Ray Scott, Ketchum, MacLeod & Grove.



In Altoona it's **WVAM:**

First with top programming — *First* in the heart of a rich Central Pennsylvania Market.

"Most Powerful—Most Popular"

first with the finest
DAY AND NIGHT

Weed & Co. *representatives*

1000 WATTS WVAM CBS IN ALTOONA 1430 ON YOUR DIAL

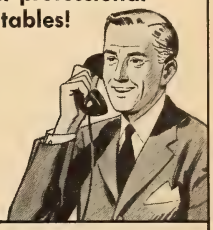


NEW! Fairchild 3-Speed Turntable

It's the only one with a built-in synchronous drive for ALL 3 SPEEDS!

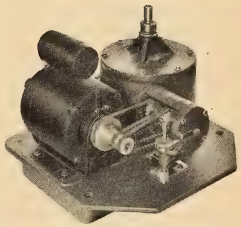


...and costs less than other professional turntables!



Operates quietly...no turntable vibration or rumble!





Geared belts and geared pulleys insure accurate timing for all 3 speeds.

It's a Fairchild exclusive! The new Model 530 Turntable has the *only* synchronous drive integrally designed and built for three speeds. No attachments, no kits are necessary. It reaches *stable speed*—less than ½ revolution at 33⅓ without overshooting. Offers *guaranteed accurate timing* within limits of AC line frequency. Turntable rumble and vibration are practically non-existent.

And . . . the new Fairchild Model 530 *costs less* than other quality turntables. Bulletin PB10 contains complete data on Fairchild's new, wide-range line of playback equipment. Write for your copy.

FAIRCHILD RECORDING EQUIPMENT

154TH STREET & SEVENTH AVENUE, WHITESTONE, NEW YORK

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

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NAME

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allied arts

ERNEST LEWIS HALL, executive vice president, Pilot Radio Corp., to Emerson Radio & Phonograph Corp., N. Y., as assistant to President **BENJAMIN ABRAMS.**

C. V. BRADFORD, RCA Victor home instrument sales staff in New England territory, promoted to manager of company's East Central region with offices in Cleveland.

GEORGE G. SCOTT, assistant sales manager of Federal Telephone & Radio Corp., and **CHARLES E. BELL,** director of TV, WBTV (TV) Charlotte, N. C., to Television Transmitter Div., Allen B. DuMont Labs, as regional sales representatives. **WILLIAM C. COTHRON** joins firm as sales engineer.

HENRY MARKS appointed assistant general manager of Jerrold Electronics Corp., Phila.

NORMAN C. OWEN, sales manager of distributor division, Webster-Chicago Corp., Chicago, appointed company's general sales manager.

W. A. HILLHOUSE, TV director, Alexander Film Co., Colorado Springs, appointed sales promotion manager succeeded by **EARL D. AUSTIN,** formerly special TV representative.

JOHN Q. CANNON, assistant secretary of RCA, elected secretary of corporation [AT DEADLINE, May 12].



Mr. Cannon

ROME G. ARNOLD Jr., vice president, Industrial Surveys Co., Chicago, named national sales supervisor in company's New York headquarters.

CLIFF LANDIS SALES Co., Jackson Heights, N. Y., named sales representative for Cathode Ray Tube Div., Allen B. DuMont Labs in New York metropolitan area.

ILSE LOWELL, program director, WNBZ Saranac Lake, N. Y., to Buddy Basch Assoc., N. Y., public relations firm, as assistant to Mr. Basch.

NED E. WILLIAMS, editor of *Down Beat* magazine, to Jewell Radio & Television Productions as promotion director.

FOLEY & GORDON, N. Y., radio-TV producer and management firm, has changed name to George F. Foley Inc.

L. S. THOMASON, general manager of Retailers Television Film Service, N. Y., to Screen Gems Inc., that city, TV film producer and distributor, on sales staff in charge of commercial contacts for Screen Gems TV and for Screen Gems division of United Productions of America.

KENILWORTH H. MATHUS, formerly of *Printers' Ink,* to Alfred Politz Research Inc., N. Y., on three-month assignment to assist in preparation of reports and presentation to clients.

EMERSON LEE TAYLOR, Cleveland attorney, and **JIMMY LEEPER,** showman and TV personality, form Tay-Per Productions Inc., 50 W. Broad St., Columbus, to write and produce package TV shows and handle talent management.

JOSEPH J. KEARNEY appointed district manager of East Central region of RCA Victor headquartered in Cleveland. **A. K. MALLARD** and **TED MARTIN Jr.** promoted to district managers of Southwest and Northeast territories respectively. Mr. Mallard will be stationed in Dallas and Mr. Martin in Boston. New territory managers appointed by RCA include: **LESTER ANGEL,** St. Louis; **J. T. HOULIHAND,** Chicago; **R. K. JOSLIN,** Dallas; **W. LESSING,** Los Angeles, and **G. E. REILING,** Cincinnati.

JOHN H. GANZENHUBER, vice-president, Standard Electronics Corp., N. Y., named manager of government contracts department, Hoffman Labs., L A.



Mr. Ganzenhuber

SIDNEY GUBER, sales manager for Charles Michelson, radio package firm, to Sesac Inc., performance licensing organization, as station relations representative.

NEWARK ELECTRIC Co., Chicago, has moved to new headquarters at 223 W. Madison St.

Equipment . . .

ALLEN B. DuMONT Labs' Television Transmitter Div., Clifton, N. J., announces production of new 17" TV studio monitor featuring brighter, sharper picture reproduction. Video band width is 10 mc for accurate monitoring of high resolution signals without overshoot or smear.

CALIFONE Corp., Hollywood, announces new extended range line of Califone universal transcription players and sound systems with variable reluctance "triple play" cartridge and specially designed preamplifier. New models are 12MU-P2 and 12MUV-P2.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces new all band direct reading spectrum analyzer covering frequency range from 10 mc to 21,000 mc. Four tuning units control frequency range. Features include continuous uni-dial tuning over entire range with 5 kc resolution at all frequencies.

COLUMBIA RECORDS Inc., N. Y., has introduced three speed record-playing attachment priced at $12.75 and claimed to be first low-cost tri-speed player marketed by major manufacturer.

CAPEHART-FARNSWORTH Corp., Fort Wayne Inc., announces manufacture of TV console with 20" tube. Model, termed Potomac, is mahogany and has rectangular picture tube.

WITTE & BURDEN, Detroit, announce production of Model 300-B Diamond "Utiliscope" consisting of camera, small power unit and monitor of viewing unit for use in industrial television. Unit features clear pictures, continuous operation, simplicity of design, wide observation angle and simple control.

RADIO CITY PRODUCTS Co., N. Y., announces manufacture of midgetscope, Model 533M, featuring all controls on front panel below screen, cathode ray tube tilted at best angle for viewing, shielded C R T with protective bezel and graph screen and able to be used in either horizontal or vertical position.

Technical . . .

MARVIN YOUNG, WKIC Hazard, Ky., to engineering staff, WCSI Columbus, Ind.

THOMAS J. MAGUIRE to WNBW (TV) Washington's engineering staff for vacation relief duties.

JAMES KETTERINGTON joins engineering staff, WHBF Rock Island, Ill.

TED KUDELKO, sound effects man, WBBM Chicago, father of girl, May 5.

RAY OLSON, announcer-engineer, WSAL Logansport, Ind., father of girl, Linda Louise.

Pontiac Names Irving

CHARLES IRVING, producer-director of CBS-TV's *Search for Tomorrow,* has taken leave to serve as consultant to Pontiac Div. of General Motors in its 1953 promotion campaign. His association with Pontiac will be on an independent basis and has no connection with the company's advertising agency.

What Has TV Done to RADIO in Syracuse?

In spite of the fact that Syracuse is a two-TV-station city—even though 71% of the homes in the Syracuse area have TV sets—two separate surveys* show that radio is very much alive and kicking.

3.07 Hours a Day

is the average daily radio-listening time in TV homes in Syracuse. These same homes watch TV an average of 4.52 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has not replaced radio in Syracuse—merely supplements it as a source of entertainment and information.

WSYR SYRACUSE NBC Affiliate

*Write, wire, phone or Ask Headley-Reed for your FREE Copy of the Surveys

MAY 19, 1952

TELECASTING

IN THIS ISSUE:

New Applications For Television
Page 61

Latest Set Count By Markets
Page 74

Coverage Expansion Is Seen
Page 78

CBC Television Sets Commercial Rates
Page 80

in our 7th year

TV sponsors once said
"HANG THE EXPENSE"



. . . Now they say
"IT'S MURDER"

Television is a business now—not a spending spree.

Shows are judged by their value, not by their costs. And sponsors who used to say "whatever the cost, produce it" now ask "will it produce"?

If you don't get dollar-for-dollar advertising value for your investment—if television doesn't work for you at a reasonable, economic cost, then you, too, should bring your TV thinking up-to-date.

Du Mont has always considered television a business—advertising business, with the same values as any other medium. And Du Mont has consistently worked to give sponsors value for their money—not just glamour. That is why Du Mont costs have been and still are *always realistic, always reasonable*. It is why an advertising budget on the Du Mont Television Network *always produces results*.

If your TV advertising is murder to your budget, find out how Du Mont can stretch your dollars into the greatest value in television advertising today.

Dollars Do More On Du Mont

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ISN'T IT "TIME FOR BEANY" IN YOUR MARKET

★★ TV's Top Puppet Adventure Serial ★★
12 minutes on film, 5 times weekly.

•

THE COST: Surprisingly low for an established nationally-tested program, four years on the air, viewed throughout the country from New York to Los Angeles. Surprisingly low for the winner of two "Emmy" awards for "Best Children's TV Show" and highest Hooperated multi-weekly TV show on the West Coast for the past several years.

Sponsors of "Time for Beany" enjoy exceptional bonus benefits from extensive program exploitation and more than 25 exciting ready-to-use merchandising tie-ups — Beany Explorers Club membership cards, whistles, rings, sundial watches, buttons, fan photos, dolls, puppets, masks, balloons, clocks, aquatic toys, tumblers, soap, bubble bath, hosiery, scarfs, handkerchiefs, crayon coloring books, comic books, wallpaper, cardboard cut-outs, large display figures, lamps, etc.

TV Stations: "Time for Beany" is also available to TV stations with privilege of resale to local advertisers.

Some very good markets still open.

For prices and audition prints
— write, wire, telephone . . .

Paramount Television Productions, Inc.

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A SERVICE OF THE PARAMOUNT TELEVISION NETWORK



TELECASTING

MAY 19, 1952

FORD FOUNDATION

Will It Open Its Till to Educational TV?

By EDWIN H. JAMES

THE FORD Foundation, whose half billion dollar endowment is the biggest in the world, is seriously considering new and lavish grants which would help establish an educational television system and create a national commission to investigate broadcasting, the latter a device that would provide an escape hatch for a Senator who has trapped himself in an awkward political position.

Quite probably, the decision on whether to commit the foundation to this expensive program will be made at a New York meeting of the foundation's board of trustees July 15-16. In the meantime, educators and sympathetic politicians are doing everything possible to see that the trustees open the till.

Although no official information concerning these activities has been released by the foundation, whose policies run true to the traditional reticence of big philanthropies, the following developments may be reported with authority:

● Foundation officers are studying a proposal by Sen. William Benton (D-Conn.) to set up a national citizens commission for radio and television, with an initial appropriation of about $50,000. This commission, composed of prominent citizens in many fields, would study broadcasting with a view toward recommending improvements.

Sen. Benton, it may be recalled, is the author of a Senate bill to create a National Citizens Advisory Commission for Radio and Television. If a similar body were established privately by the Ford Foundation, there would be even less need for the Senator's government-sponsored commission than there is now. The Senator then could withdraw his bill from the pigeonhole where it has been mouldering, with the graceful excuse that the Ford Foundation's work had made his proposal unnecessary.

It is known Sen. Benton suggested the foundation take an interest in forming such a commission in a conversation early this year with C. Scott Fletcher, director of the Ford Foundation and president of the foundation's subsidiary, the Fund for Adult Education [CLOSED CIRCUIT, Feb. 4].

The Senator's words carry some weight with Mr. Fletcher, who is a former Benton employe. Before joining the foundation Mr. Fletcher was president of Encyclopedia Britannica Films, which Sen. Benton owns. As of last week, the proposal was reportedly under careful study at foundation headquarters in Pasadena, Calif.

● Foundation officers also are screening requests of an unknown but reportedly substantial number from educational interests who wish to occupy some of the TV channels reserved by the FCC for non-commercial, educational use.

These interests have only the will. What they are seeking desperately from the foundation is the way.

Last year, long before the thaw in which the FCC definitely reserved 242 educational channels, the Ford Foundation was reported by its consultant, James Webb Young, who is also senior consultant to J. Walter Thompson Co., not to be of a mind to finance construction of such stations.

There has been no statement of the foundation's policy on this question since then. Conceivably, the policy could change. It must be emphasized that Mr. Young's statement was issued well in advance of the thaw, when no final allocations had been made; hence the foundation could not have built educational stations if it had wanted to. Further, since that time educational pressure on the foundation has been mounting steadily.

Comr. Frieda B. Hennock, the educators' advocate, has been stumping education meetings ever since the thaw, urging a speed-up in plans to occupy the non-commercial facilities. A get-the-money-somewhere urgency is in the educational air these days, and a likely somewhere is the vast treasury of the Ford Foundation.

There is reason to assume Sen. Benton will not confine his suggestions to the foundation to the mere proposal of a national commission. It would be uncharacteristic of him not to seize whatever opportunity were afforded to advance others of his theories on broadcasting.

One such theory is that subscription television would provide an excellent means to elevate the general quality of broadcast service. Indeed, one of the major issues to which he hoped his own National Advisory Commission would ad-

(Continued on page 68)

GET TV GOING

Senators Tell FCC

AN AROUSED Senate Interstate and Foreign Commerce Committee last week urged FCC to speed its processing of TV station applications, a procedure slated to begin July 1.

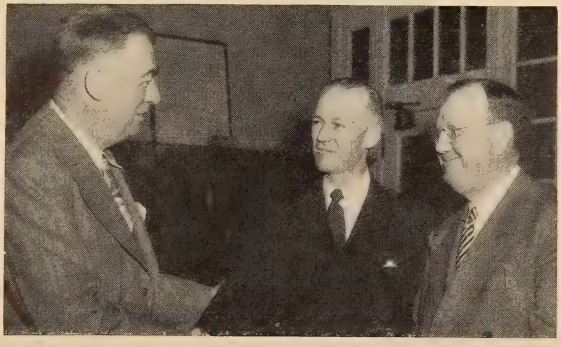
The commerce group did this by action on two fronts:

(1) It formally called on the Senate Appropriations Committee to recommend a $600,000-plus increase in the FCC budget to be used specifically for the hiring of additional hearing teams. This figure may be raised to $700,000-plus, it was reported at the week's end.

(2) In effect asked Vice Chairman Rosel H. Hyde of FCC to act as an emissary to the Commission conveying the Senate committee's desire for swift processing.

Setting for these demands was the committee's hearing room where Comr. Hyde was questioned last Wednesday on his nomination for re-appointment to the Commission [B•T, May 12].

Shortly after the brief questioning ended, the committee unanimously approved President Truman's re-appointment of Comr. Hyde. He was confirmed by the Senate late Thursday.



Sen. Johnson (D-Col.) greets Comr. Hyde (c) as hearing on the Commissioner's re-appointment to the FCC gets underway. Sen. Capehart (R-Ind.) seconds greeting. Johnson Committee later approved the nomination.

Discussion on the TV application load was set off by the commerce committee's Chairman Ed C. Johnson (D-Col.). He asked how rapidly the Commission could expect to handle applications.

"You have a log jam," Sen. Johnson noted, "What do you expect to do about it?"

Comr. Hyde painted this picture:

(1) FCC expects to first make TV grants to the "larger cities" in areas where there is currently no television service.

(2) However, all applicants will be given equal opportunity since the cut-off date of July 1 assures a "period of protection for filing."

(3) FCC hopes to be able to appoint additional examiners for processing.

"Our greatest difficulty," Comr. Hyde said, will be in expediting those cases in which there are conflicts of interest. In time, he said, by working from the larger cities where conflicts are great to the "smaller markets" where "there are fewer conflicts of interest," FCC hopes to process applications at a faster pace.

He said the Commission expects a contest for each channel in every large market—that is, where there

(Continued on page 68)

NCAA BACKFIRE?

Researchers Catch Fumbles

NATIONAL Collegiate Athletic Assn. fumbled its football research project, designed to back up the monopoly blackout television policy enforced last fall, judging by the observations of two leading research specialists.

Published a week ago [B•T, May 12] by NCAA, the research study drew quick comments from Richard M. Allerton, NARTB research director, and Lt. Jerry Jordan, independent researcher who has made extensive studies of TV's relation to sports.

Said Mr. Allerton: "There is nothing in the NCAA report that definitely proves TV has a negative effect on attendance at college football games."

And Lt. Jordan—"The real facts in the NCAA research do not support the claim that television hurts college football attendance badly."

Having found that NCAA's stacks of tables fail to prove the point on which NCAA bases its football monopoly policy, Lt. Jordan caught NCAA in a bit of publicity legerdemain, to wit:

"The most important fact proved by the NCAA survey was omitted from the publicity release. This was the admission, in the research report, that colleges in TV areas 'reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition.' "

Mr. Allerton dug up a statistical blunder that was declared to throw the whole National Opinion Research Center survey under a cloud of suspicion.

● NCAA's official report carries a table (18) which claims that 34% of TV owners are in the "lower economic level," with 9% of non-owners in that level.

● Then NCAA accompanies the table with this completely contradictory statement, "Nationwide, only 9% of the TV owners are found in the lowest economic level, compared with 34% of the non-owners."

Most studies show that TV owners are more numerous among the lower and middle income classes, Mr. Allerton pointed out in noting the NORC claims that TV owners are largely in upper and middle groups.

That's not the only major blunder, according to Mr. Allerton.

Table 19 on TV ownership by interest in college football, divides the adult public into three groups, as follows (percent of TV owners in each group):

Great interest in college football, 47%
Some interest in college football, 39%
No interest in college football, 24%

By a type of mathematics whose secret was not divulged, NCAA's figures add up to 110%, a research device that left Mr. Allerton thoroughly confused.

Mr. Allerton observed that NCAA's report "is contradictory in a number of ways, perhaps by the very nature of the mixture of variable interviews, inadequate samples and types of investigations made."

In his observations, Mr. Allerton chided NCAA for failure to use base data showing average attendance at football games in pre-television and television years. Dept. of Commerce figures, he continued, show college football game receipts were $91 million in 1947; $96 million in 1948; $106 million, an all-time record, in 1949, and $103 million in 1950.

Cites Lower Enrollment

"It might be pertinent," Mr. Allerton said, "to ask why in 1950, a year of unlimited college football game telecasting, admissions declined only $3 million from the all-time peak in 1949, and in 1949 at the peak point, with considerable telecasting of college games, there was an increase over 1948 of $10 million. Actually, the decline in admission figures in 1950 could well have been accounted for by the decreased enrollment in all colleges." He added that the "normal growth factor" in college football attendance prior to the war and after it should be shown.

This statement in the NCAA report caught Mr. Allerton's eye, "Over-all attendance, both in TV and non-TV areas, was down from 1950 largely as a result of declining student enrollment and the pinch of inflation."

He asked:

"Why is it concluded in the report: That limited television in the television areas caused a relatively less decline in television areas than the decline in non-television areas? Doesn't this mean that television in 1950 so stimulated interest in college football that attendance in 1951 in television areas went contrary to the trend in non-television areas?"

The sampling methods used in the survey fail to meet professional standards, judging by this comment in Mr. Allerton's analysis:

"Nowhere does there seem t have been undertaken a samplin procedure which would be a tr cross-section of all the people, an certainly not, as set forth in th introduction, a true cross-section o those attending college footba games; for example, 'arrangement with 16 colleges to distribute ques tionnaires to the stadium audienc at a total of 37 games.' "

Mr. Allerton was completely be wildered by this observation in th report: "The personal characteris tics of television owners closely re semble those of football viewers."

"What does this mean," he asked "and how is this very general con clusion arrived at?"

As to the type of formula tha would produce usable results, Mr Allerton offered these suggestions

"To arrive at the effect of tele vision on college football attend ance, studies should be made in

(Continued on page 70)

DEMOS MEET

Map July Radio-TV Plans

MILLION and a half dollars may be spent on behalf of the Democratic ticket on radio and television time during the campaign period between the convention and election. This was reported Thursday in Chicago as members of the executive committee of the Democratic National Committee met for the first time at the international Amphitheatre to make plans for the convention starting July 21.

Committee Chairman Frank McKinney outlined plans for the convention, calling special attention at the closed-door session to the importance of television and radio. He pointed out the necessity of using television, especially, "to the utmost." In general discussion about the medium, mention was made of hall decorations and the need for delegates to be in their seats and meetings to start on time.

The appointment of J. Leonard Reinsch, managing director of the James M. Cox radio-TV properties, as committee executive in charge of television also was announced by Mr. McKinney. (See separate story).

Ken Fry, radio and television director for the committee, presented a detailed convention and campaign promotion plan for the use of broadcast media, but details were not revealed. Shows will be produced for local and network spotting by the Joseph Katz Agency, New York and Baltimore, which will handle all advertising in the campaign. Projects will include construction of shows for minority groups and for specialized groups such as women, labor and farmers.

Convention and campaign plans were discussed by some 20 members of the executive committee, headed by Chairman McKinney, which will meet two days before the convention in Chicago for a "dress rehearsal." Among those present was Mr. Reinsch, whose appointment was effective last Thursday.

Camera Assignments

Last Tuesday, representatives of broadcasting and affiliated film interests met with Republican and Democratic party men to lay plans for positioning television, newsreel and still cameras. Live TV cameras, TV newsreels and theatre newsreels will each be assigned four platform-bays on the floor of the Amphitheatre. Each will have an unobstructed view of the speaker's desk, platform and entire floor area.

The men also checked nine coaxial cables and more than 2,000 pairs of telephone and telegraph lines which are being installed permanently in the Amphitheatre and convention building. Those attending include Sig Mickelson and Tommy Thompson of CBS-TV New York; Dave Klein, NBC-TV New York; Bill Birch, NBC-TV Chicago; Ed Genock, Telenews, New York; Ted Church, CBS New York, and Gil Kingsbury, WLW Cincinnati.

REINSCH NAMED

Will Direct TV For Democratic Committee

J. LEONARD REINSCH, managing director of the James M. Cox radio and television stations, has been named by Frank McKinney, chairman of the Democratic National Committee, as executive of the committee in charge of television during the Presidential campaign [CLOSED CIRCUIT, May 12].

★

The appointment was effective May 15. Mr. Reinsch has been granted leave of absence by Gov. Cox, and James M. Cox Jr., vice president of the Cox newspaper and radio-TV organization.



Mr. Reinsch

Serving without compensation, Mr. Reinsch will report directly to Chairman McKinney and will be in full charge of all television activities.

With extensive background and experience in political affairs, Mr. Reinsch served as director of broadcast activities of the Democratic party in the 1944 Presidential campaign. He was radio consultant to President Truman after he assumed office in 1945 and has been a party adviser since the 1944 campaign.

Commenting on the appointment, Chairman McKinney said, "The committee is fortunate indeed in getting Mr. Reinsch. He directs the operations of WSB and WSB-TV in Atlanta; WHIO and WHIO-TV in Dayton, Ohio, and WIOD Miami. He is vice chairman of the NARTB Television Code Review Board and a former member of the association's board. He is currently a director of Broadcast Music Inc. and is a recognized authority in radio and television station management and operations."

Mr. Reinsch entered radio in 1924 with WLS Chicago, working in all divisions of broadcast stations except engineering. Back in 1930-31, he appeared on experimental TV programs in Chicago. He joined the Cox organization in 1934 and became managing director of the radio properties in 1942 and put WSB-TV and WHIO-TV on the air. He holds many awards for broadcast service and industry achievements.

TWO TV BIDS

Four Amendments Filed

ONLY two new TV applications were submitted to the FCC last week—they were both for VHF stations — but there were four amended applications filed.

Filing for the first time is KXA Seattle, which is 20% owned by Wesley I. Dumm, president of KSFO and KPIX (TV) San Francisco. Other stockholders include Ray V. Hamilton, of Blackburn-Hamilton radio station brokerage house; Philip G. Lasky, general manager of KSFO and KPIX (TV); Robert B. Gaylord and Robert B. Gaylord Jr., partners in the law firm of Gaylord & Gaylord, San Francisco, and stockholders in KSFO and KPIX (TV), and Lincoln Miller, general manager of KXA. Group seeks Channel 7 and plans to build a 200 kw transmitter on Newcastle Hill, ten miles east of Seattle.

The other new application was from WGTC Greenville, N. C., which is applying for Channel 9. Transmitter and studios will be in the same building about four miles from Greenville. Construction cost for the 56 kw station is estimated at about $201,000.

Amended application came from WTAD-AM-FM Quincy, Ill., affiliated with Lee Newspapers Inc., which has substantial daily newspaper holdings through the Midwest and also owns KGLO-AM-FM Mason City, Iowa, and WKTY La Crosse, Wis. It asks for Channel 10 with 316 kw.

WPTF-AM-FM Raleigh, N. C., owned by the Durham Life Insurance Co., amended its earlier bid for a channel in the tobacco country. It requests Channel 5 with 100 kw and expects to spend $523,000 on construction.

KMBC Amends Bid

Arthur B. Church's KMBC Kansas City, Mo., filed an amended application for Channel 9. Cost was given as $611,251. Mr. Church and his wife own about 72% of KMBC and its sister-station, KFRM Concordia.

The *Youngstown Vindicator*, which owns WFMJ - AM - FM Youngstown, Ohio, amended its application and asked for UHF Channel 33 with 185 kw and a 1,000 ft. antenna. The estimated cost is nearly a million dollars, with first year operating cost estimated at $131,000 more than the expected revenue.

KTSA San Antonio, Tex., owned by the *San Antonio Express* and *Evening News*, announced that it would file an amended application asking for Channel 12. Plans call for 1,000 ft. tower with 316 kw ERP.

WICC Bridgeport, Conn., reported last week that it plans to file for UHF Channel 43. It will build a 500 ft. tower north of Bridgeport and will use a 10 kw transmitter.

WHEN (TV) Syracuse, N. Y., was authorized by the FCC last week to change its transmitter location from Court Street and Oswego Blvd. to Sentinel Heights, South of Syracuse. The station will re-build its present 537 ft. tower while using a temporary tower. The re-built tower will be 930 ft. above average terrain. The station has requested a power increase of 200 kw ERP at the new site. WHEN (TV) is owned by Meredith Pub. Co., Des Moines, publisher of *Better Homes & Gardens* and recent purchaser of WOW-AM-TV Omaha and KPHO-AM-TV Phoenix. Meredith also has TV applications for Albany and Rochester.



FIRST shipment of TV equipment believed to have arrived in that city is received for WROV Roanoke, as Frank E. Koehler (l), WROV general manager, checks out RCA equipment and Gorden Phillips (r), assistant manager, "handles with care." Applicant for Channel 7 for over a year, station expects more equipment this month.

television applications

Digest of Filed Those With FCC May 9 through May 15

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total
Applications filed since April 14	18	9	28

* One applicant did not specify channel number.

Listed by States

† **QUINCY, Ill.—Lee Bestg Co.,** Ch. 10 (192-198 mc), ERP 316 kw visual; antenna height above average terrain 890 ft., above ground 804 ft. Estimated construction cost $305,949.48, first year operating cost $171,432, revenue $200,148. Studio location 510 Maine St., Quincy. Transmitter location 4½ miles N. E. of Quincy, 39° 58′ 22″ N. Lat., 91° 19′ 54″ W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Applicant is licensee of WTAD-AM-FM Quincy, 60% owned by Lee Radio Inc., which in turn is licensee of KGLO-AM-FM Mason City, Iowa. Lee Radio Inc. is owned by Lee Newspapers, which publishes *La Crosse* (Wis.) *Tribune & Leader Press*, affiliated with WKTY La Crosse. Lee Newspapers also publish *Davenport* (Iowa) *Times* and *Democrat & Leader, Ottumwa* (Iowa) *Courier, Muscatine* (Iowa) *Journal, Mason City Globe-Gazette, Madison* (Wis.) *State Journal, Hannibal* (Mo.) *Courier-Post, Kewanee* (Ill.) *Star-Courier* and *Lincoln* (Neb.) *Star*. Principals include President **Lee P. Loomis** and Vice President **Herbert R. Ohrt** (also executive vice president of KGLO-AM-FM).

† **YOUNGSTOWN, Ohio—The Vindicator Printing Co.,** UHF Ch. 33 (584-590 mc), ERP 185 kw visual; antenna height above average terrain 951 ft., above ground 1,000 ft. Estimated construction cost $971,943.81, first year operating cost $446,104.56, revenue $315,000. Studio and transmitter location Mabel Ave. between Gibson and Zedaker, 41° 04′ 46″ N. Lat., 80° 38′ 25″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer James C. McNary, Washington. Applicant owns WFMJ-AM-FM Youngstown and publishes *Youngstown Vindicator*. Principals include: President and Treasurer **William O. Brown** (1%), vice president, director and stockholder of WFMJ-AM-FM; Vice President **William F. Maag Jr.** (18%), president and general manager WFMJ-AM-FM, and Secretary **William J. Brown** (10%), national advertising manager Vindicator Printing Co., and secretary and director WFMJ-AM-FM.

† **KANSAS CITY, Mo. — Midland Bcstg. Co.,** Ch. 9 (186-192 mc), ERP 31 kw visual; antenna height above average terrain 499 ft., above ground 507 ft. Estimated construction cost $611,251.53, first year operating cost $743,198, revenue $990,000. Studio location West 222 Eleventh St., Kansas City. Transmitter location 1330 Baltimore Ave., 39° 05′ 51″ N. Lat., 94° 35′ 04″ W. Long. Studio equipment RCA, transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant is licensee of KMBC Kansas City and KFRM Concordia. Principals include: President and Treasurer **Arthur B. Church** (38%), director for Midland Radio & Television Schools of Georgia Inc., president and director for Mutual Interests Inc. (investment corporation); **Cicely I. Church** (34%), wife of Mr. Church, and Vice President **George J. Higgins** (3%), managing director of KMBC and KFRM.

GREENVILLE, N. C. — Carolina Bcstg. System, Ch. 9 (186-192 mc), ERP 56 kw visual; antenna height above average terrain 538 ft., above ground 537 ft. Estimated construction cost $200,966, first year operating cost $100,000, revenue $150,000. Transmitter and studio location on North Side of U. S. Highway #264, about four miles S.W. of Greenville City Limits, 35° 34′ 17″ N. Lat., 77° 26′ 41″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Phillip Bergson, Washington. Consulting engineer Commercial Radio Equipment Co. Applicant is licensee of WGTC Greenville. Principals include: President **Earl McD. Westbrook** (24%), 12% owner of WCKB Dunn, N. C., and Chevrolet dealer; Vice President **John H. Adams** (6%), owner Adams Radio Repair Shop; Secretary **A. Hartwell Campbell** (7%), 12% owner of WCKB and 49% owner of A.A.A. Tower Co.; Treasurer **Mrs. Virginia J. Adams** (6%), interest in Chevrolet dealership; Director **Mrs. Mary E. Jones** (10%), farming interests; Director **Fred Jones** (6%), no other interests, and three other minority stockholders.

† **RALEIGH, N. C.—WPTF Radio Co.,** Ch. 5 (76-82 mc), ERP 100 kw visual; antenna height above average terrain 625 ft., above ground 537 ft. Estimated construction cost $523,000, first year operating cost $415,000, revenue $480,000. Studio location Insurance Bldg., Raleigh. Transmitter location ½ mile East of Cary, N. C., on U. S. Routes 1 and 70, 35° 47′ 38″ N. Lat., 78° 45′ 41″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer James C. McNary, Washington. Applicant is licensee of WPTF-AM-FM Raleigh. Principals include: President **S. B. Coley** (0.2%), president and director for Durham Life Insurance Co. and president of WPTF-AM-FM; Vice President **E. T. Burr** (0.2%), vice president Durham Life Insurance Co. and WPTF-AM-FM; Vice President **R. H. Mason** (0.2%), vice president and general manager of WPTF-AM-FM; Secretary-Treasurer **D. L. Cozart** (0.2%), secretary and director for Durham Life Insurance Co. and WPTF-AM-FM, and Director **Graham B. Poyner,** program director for WPTF-AM-FM. Durham Life Insurance Co. holds 99% of stock of WPTF Radio Co.

SEATTLE, Wash.—KXA Inc., Ch. 7 (174-180 mc), ERP 200 kw visual; antenna height above average terrain 1,422 ft., above ground 300 ft. Estimated construction cost $340,678.33, first year operating cost $510,000, revenue $590,000. Studio location 320 Third Ave. West, Seattle. Transmitter location Newcastle Hill, 10 miles East of Seattle, 47° 32′ 38″ N. Lat., 122° 06′ 24″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer A. E. Towne, Universal Research Labs.,

(Continued on page 70)

CRAVEN APPROVES

Gives Support To TV Plan

FIRST support for the FCC's TV allocations plan [B•T, April 14]—tempered somewhat by an expression of doubt regarding its economic bases—came last week from former FCC Commissioner T. A. M. Craven, now a Washington consulting engineer (Craven, Lohnes & Culver).

At the same time, the first concrete statement that the allocation plan would be taken to court was made by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey.

Mr. Segal said that WWSW Pittsburgh would appeal that city's assignments in an action to be filed before June 12 in the U. S. Court of Appeals in Philadelphia [B•T, April 28, 21].

Further opposition comments are expected from FCC Comr. Robert F. Jones when he addresses the Pittsburgh Advertising Club May 20, and a luncheon meeting of the Federal Communications Bar Assn. in Washington May 22.

Comr. Jones dissented in toto, and vigorously, from the Commission's Sixth Report and Order. He repeated his opposition to the final TV allocation plan in a slashing attack on the differences between VHF and UHF coverage as provided by the report before the Ohio Assn. of Broadcasters meeting in Columbus early this month [B•T, May 5].

Mr. Craven said, in a speech prepared for delivery to the Institute of Radio Engineers' Southwestern conference in Houston, Tex., Saturday, that the FCC approach in the allocations plan "makes sense, provided the policy objectives are practical and provided there is not too much inflexibility in making necessary changes in detail."

He termed Comr. Jones' approach flexible and containing "engineering common sense."

Basis of his talk was the unknown factors in UHF propagation which as in most allocation problems, he pointed out, makes engineers wish "that we could have had foresight equal to our hindsight."

". . . . I do not intend to imply that the Commission's plan of allocation is unsound from an engineering standpoint, assuming, of course, that their basic policy is correct. On the contrary, it represents, and has taken into consideration, the best engineering knowledge available today. At least it is a plan which we can use in an orderly fashion to commence operating television stations throughout the country."

The Commission's plan, however, "does not parallel the economics of the television broadcasting business," Mr. Craven admonished. "There is a dearth of frequencies in some markets which could support more stations than are provided for by the Commission, and an abundance of channels in markets which possibly might not support even one television station.

"Any inflexible plan of allocation of a limited number of television channels which affords an abundance of facilities to poor markets will prevent the establishment of the necessary number of stations in the better markets.

"Therefore, it is possible that, as experience is gained in the future, the Commission will recognize economic laws and, in so doing, they may resort to a reallocation, as was found necessary in Standard Broadcasting. Likewise, they may abandon their rigid rules, based solely on mileage separation, and employ more precise engineering methods of determining service interference."

In reference to the oft-expressed hope that all TV be assigned in a continuous VHF band, Mr. Craven pointed out that if TV was allocated in the 54-402 mc band, it would result in only 58 channels—not sufficient for a nationwide service. Therefore, he said, UHF must be made to work.

"I can assure you that a UHF television channel will be an extremely valuable franchise in any good market," he added.

What caused him pause, he explained, was the FCC's lack of consideration of sporadic E and F$_2$ layer reflections. He called it "amazing," predicted trouble when there are many stations operating co-channel with high powers.

Mr. Craven's speech was the third public analysis on the TV final report by a member of the radio-TV industry. In addition to Comr. Jones' Ohio talk, attorney Arthur W. Scharfeld, president of the FCBA, enumerated some of the possible causes for court actions in a talk before the Georgia Radio-TV Institute at Athens, Ga., two weeks ago [B•T, May 12].

Cites Minute Difference

Essence of WWSW's court appeal will be, it is understood, the minute separation differential on Channel 4 between the Commission's 170 mile minimum and the actual 169.39 miles between Pittsburgh and the transmitter of WLWC Columbus. It will accuse the Commission of "arbitrary and capricious" action in failing to assign this additional VHF channel because it would be 3,000 feet below the minimum.

It will also claim that the Commission avoided its responsibilities under the public interest and fair and equitable distribution of facilities clauses of the Communications Act in maintaining so rigidly the separation formula.

Meanwhile, WHIS Bluefield, W. Va., asked the Commission to put all of that state in Zone I—rather than dividing it between Zone I and II [CLOSED CIRCUIT, May 5]. If that is done, VHF Channel 4 could be substituted for Channel 6 in Beckley and Channel 6 could be reassigned to Bluefield, the station said.

WHIS asked that the Commission's prohibition against any changes in the allocations plan for one year be waived in this instance.

ZIV SHOWS

Business Increases Require Expansion of Operations

AN INCREASE in business has prompted realignments and expansion of operations for Ziv Television Programs, major film production-distribution firm, M. J. Rifkin, vice president in charge of sales, said last week in announcing six additions to his staff and expansion of a seventh post.

★

Albert Goustin, formerly with the Blair representation organization, has joined Ziv as Mr. Rifkin's assistant in the eastern division, while the duties of Michael M. Sillerman, eastern sales manager, have been increased to include the charge of sales for New York City.

Other additions to the sales staff are Charles Britt, named an account executive in the Memphis division; James Bonfils, formerly with KSD-TV St. Louis, appointed account executive in the Cleveland division; Leon Bernard, to assume the comparable position for upstate New York; Martin Katz, formerly with WOR-TV New York, assigned New York account executive and Vincent Van Buren, Bothwell Advertising Agency, named to specialize in television drug cooperative programs.

A package that new staff members will have a chance to handle, Mr. Rifkin said, is the latest series of *Fireside Theatre* programs, to be distributed locally by Ziv as *Your TV Theatre.*

Reviewing recent sales successes of Ziv TV properties, which include *The Cisco Kid, Boston Blackie, Story Theatre, Yesteday's Newsreel, Sports Album* and *Living Book,* Mr. Rifkin recalled that his company's *The Unexpected* was the first AM or TV program ever to be sponsored by the Liebmann Brewing Co., producers of Rheingold beer and reputedly the largest advertiser in the New York market.

The program was introduced in a midweek, late-evening time spot as a direct bid for the large audience viewing simultaneous coverage of fights on an opposing network. Previous occupant of the same time slot had drawn less than a 3.0 rating, he recalled. The first program of *The Unexpected* drew what, for others, was an unexpected 10.0 rating, Mr. Rifkin explained four weeks later the drama was topping the fights 17 to 14 and beating out by four points another popular drama series.

Narrated by film actor Herbert Marshall, *The Unexpected* produced equally good results in other markets, the Ziv sales manager continued, drawing a 55.0 rating on KING-TV Seattle where it competed with other highly rated programs and a 27.0 on KRON-TV San Francisco, a multi-station market.

Similar results have been demonstrated by other Ziv film packages, Mr. Rifkin said. *Boston Blackie,* produced only for television with Kent Taylor assigned to the leading role, averages a 32.1 rating in 20 markets, only six of which are single-station, he noted.

Coupling familiar Hollywood names with stories based on well-known works of fiction has proved as a successful element in the formula which has helped build Ziv successfully. An example is *The Cisco Kid,* which stars Duncan Renaldo in the title role with Leo Carillo as Pancho and other Hollywood actors filling supporting roles.

Story Theatre is another series utilizing such movie names as Jeanne Cagney, Eva Gabor, John Beal, Hurd Hatfield and Robert Alda in stories that have included Guy de Maupassant's *Diamond Necklace,* Henry James' *The Real Thing,* Mark Twain's *Celebrated Jumping Frog* and Charles Dickens' *Cricket on the Hearth,* it was noted.

Hollywood players also are featured in *The Living Book,* a pictorial history of the Bible which has been praised by church leaders throughout the country.

Yesterday's Newsreel, narrated by top network voices, is a review of men and events in the first half of this century, and *Television Sports Album* is a five-minute film program with Bill Slater as narrator, reviewing sports highlights.

WCBS-TV RATES

Increases Announced

A BOOST in the station rates of CBS-owned WCBS-TV New York, with the Class A hourly rate going from $3,750 to $4,000 and Class A announcements rising from $775 to $800, is being announced today (Monday) by General Sales Manager George R. Dunham.

Effective with the increase on June 1, a new volume discount of 45% also will be applicable, after other earned discounts, on schedules of 12 or more daytime announcements per week. This new discount is designed to encourage the use of greater frequency by daytime advertisers.

The new rate card, No. 11, will introduce a new time classification—Class D—covering broadcast periods before 10 a.m. and after midnight. Base hourly rate on Class D time will be $750.

Mr. Dunham said the new rates represent an increase of 6.7% for Class A time and 3.1% for Class A announcements, whereas set circulation in the New York area will have gone up 22.2% by June 1.

WHAS-TV
covers the Derby for CBS...



and the nation Applauds!

New York Times
"the camera coverage was excellent and the set owner had a fine view of the entire event as well as the finish."

Variety
"in some respects . . better than . . afforded to in-person patrons. Technical details were handled locally by the WHAS-TV crew headed by Orrin Towner. Sandy Sanders, WHAS-TV camera director, used good judgment in making the camera switches."

Broadcasting-Telecasting
"Racing fans and those attracted by the glamor of the historical event were given 45 fascinating minutes of viewing, climaxed by the two-minute race."

Salt Lake City Tribune
"It came through better than I was able to see from the infield in the 1946 race."

New York Journal-American
"a TV show as lovely as the sunny day delivered to Wm. Corum."

New York Daily News
"the cameras were expertly handled and seeing the event was so superior to hearing about it, that there simply could be no comparison."

Racing Form*
"This was the first TV Derby and it couldn't have been better. This was racing at its best. This was television at its best."

* from those who know racing best

The same know-how makes WHAS-TV local shows tops in 7 out of 8 categories. *(PULSE)*

QUALITY OF PROGRAMMING MAKES THE DIFFERENCE

CBS
WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

ABC-UPT

Merger Hearing Seen Running Two or Three More Weeks

FAR from being in the home stretch, the ABC-United Paramount Theatres merger hearing appears to have 2-3 weeks to run as the FCC counsel announced last week that it wants to examine ten more witnesses.

The week before, FCC attorneys said they planned to call six theatre operators to testify [B•T, May 12]. Last week they added four more names to their list: Ralph Goldberg, Dave Edwards, Donald B. Leverette and Edwin Silverman.

According to the proposed schedule, the ten Commission witnesses would be on the stand through the last of May. And still to return for more examination are Dr. Allen B. DuMont, president, Allen B. DuMont Labs, and Barney Balaban, president, Paramount Pictures Inc.

The augmented list of FCC witnesses caused anguished reactions from attorneys representing Paramount Pictures and United Paramount Theatres, who were hoping that last week would see the end of the four-month hearing.

After a lengthy off-the-record discussion, FCC Hearing Examiner Leo Resnick suggested that FCC counsel and attorneys for UPT get together in "their leisure hours" to reduce the length of the list.

But, big as it was, FCC attorneys indicated that their array of witnesses was not as large as it might have been. Many of the individuals they wanted to interrogate are either dead or too infirm to testify, they reported.

On the stand last week were A. H. Blank, a UPT director who was questioned for three days about theatre practices and acquisitions during the 1930's, and Arthur Levey, president of Skiatron Corp. (formerly Scophony Corp. of America), who returned for his second week of testimony.

Mr. Levey revealed that in 1944 Waddill Catchings, a director of Warner Brothers, had become interested in the Scophony system of television and the firm's other developments. Mr. Catchings—who was said to have been responsible for Warner Brothers' pioneering in sound motion pictures 25 years ago—was said to have had contacts with several motion picture companies which he thought might be brought into the situation.

However, Mr. Levey said, the plan was never carried out because SCA Class "B" stockholders (Paramount Pictures and General Precision Equipment Corp.) put too many hindrances in the way.

Mr. Levey reported that his plan for the new Scophony envisioned such stockholders as Metro-Goldwyn-Mayer, Warner Brothers, Paramount, 20th Century-Fox, RKO, and possibly United Artists, Columbia and Republic Pictures. The contemplated firm would have been controlled by a board of directors including a representative from each of the motion picture companies.

According to Mr. Levey, the participation in Scophony by the motion picture producers would have developed television to a high degree, while at the same time giving the film companies a chance to see what TV might hold for them.

Mr. Blank, a midwest theatre man, was examined by Benito Gaguine, legal assistant to FCC Comr. Rosel H. Hyde.

Profitable Film Booking

One of the highlights of Mr. Blank's examination concerned a contract with a Sioux City theatre owner which gave Mr. Blank 40% of the profits of the theatre for booking its motion picture films. But only the owner had to stand the losses if the theatre failed to make money.

Another question Mr. Gaguine raised was how Mr. Blank happened to be appointed trustee in bankruptcy for his own chain of theatres after it had been sold to Paramount.

Mr. Gaguine evoked much of the past history of Tri-States Theatre Co. and Central States Theatre Co., apparently looking for evidence of restraint of trade or monopoly of theatre ownership in various cities.

KING-TV, AT&T

Live Network in July

KING-TV Seattle has been promised "live" network coverage of the national political conventions in Chicago this July, it was announced Thursday by Otto P. Brandt, vice president and general manager, King Broadcasting Co., station licensee.

Mr. Brandt praised quick action by AT&T in approving KING-TV's request for the service. AT&T, he said, has confirmed plans by July 6 to complete microwave interconnection to Seattle from Portland, Ore., where cable has been laid from San Francisco.

The Republican convention begins July 7 with the Democratic conclave set July 21. KING-TV announced it will couple the connection arrival with a promotion campaign. It plans to set up 300-400 sets at the Portland (Ore.) Municipal Auditorium for closed circuit showing to the public.

KING-TV's coverage will be fed by CBS Television with Westinghouse the sponsor, Mr. Brandt said. As of May 1, he noted, the count of telesets in the area (Pacific Northwest including Puget Sound) was 144,200.

It also was noted that originally AT&T had marked its target date for Seattle microwave interconnection by 1953.

ALEXANDER QUITS

Joins RHC-Cadena Azul

CLARENCE G. ALEXANDER, operations director of the DuMont TV Network, joins the new U. S.-Cuban ownership of the RHC-Cadena Azul radio-TV network in Cuba on June 1 as network manager of operations.



Mr. Alexander

He thus becomes the second U. S. broadcaster to take a key operating post in the Cuban network, which CBS Radio's News and Public Affairs Director Edmund A. Chester joined as general manager and part owner when the new ownership took over from the Amando Trinidad interests in a million-dollar cash transaction in April [B•T, April 14].

Mr. Alexander's resignation from DuMont to join the Cuban operation was announced by Chris J. Witting, DuMont director and general manager.

One of the pioneers of television, Mr. Alexander has been associated with DuMont for approximately two years. He moved to that network from Kenyon & Eckhardt in 1950, serving as administrative assistant to Mr. Witting before advancing to network operations director.

Mr. Alexander assisted Thomas E. Hutchinson, then manager of NBC-TV, in setting up the NBC television organization in 1936, and held several administrative posts at NBC-TV before he was called into the Air Force in World War II.

'INTERIM' TV

Asked During Conventions

REQUEST to bring TV to non-TV Chattanooga during the political conventions was made to the FCC last week by WAPO there, video applicant.

In a letter to the Commission, WAPO explained it had all its TV equipment on hand and had permission from WSB-TV Atlanta to pick up and rebroadcast its convention telecasts. It said it could put out a 5 kw effective radiated power signal on Channel 3 from a single-bay antenna to be installed atop the 100-ft. tower of its defunct FM station situated on the top of Signal Mt., outside Chattanooga.

There are more than 10,000 TV sets in the Chattanooga area, WAPO said. None of them get good primary signals, it pointed out. Since Chattanooga is the home of Sen. Estes Kefauver (D-Tenn.), one of the leading Democratic candidates for the Presidential nomination, interest is at "fever heat," the station said.

If the Commission gave permission to go on the air, WAPO said it would telecast only the proceedings of both conventions. The transmissions would be on a non-commercial basis, it pointed out.

The Republican convention is scheduled to begin July 7; the Democratic, July 21. Both will be in Chicago.

STILES RESIGNS

Joins Oregon Television Inc.

WALTER STILES Jr., who resigned last week from the engineering department of ABC-TV Western Div., Los Angeles, has joined Oregon Television Inc. as general manager. Oregon Television is expected to apply in the near future for a TV channel at Portland, Ore., and for other northwest cities.



Mr. Stiles

Before joining ABC-TV in Los Angeles in 1950, Mr. Stiles supervised construction of KPHO-TV Phoenix, Ariz., and the change of KPHO from 250 w to 5 kw. KPHO-AM-TV was sold recently to the Meredith Pub. Co. for $1.5 million [B•T, May 5].

In 1935, Mr. Stiles joined CBS in New York as an engineer, moving in 1942 to become chief engineer of that network's owned and operated WEEI Boston. In 1946 he opened an engineering consulting office in Boston and the following year in Washington, under the name of Stiles & Waring. Mr. Stiles was the first winner of the William S. Paley Award for technical achievement in 1935.

Principals Involved

Oregon Television is owned by Portland businessmen Jack Meier, Huntington Malarkey and Henry White. Mr. Meier, the son of a former Oregon governor, is a member of the family that owns the Meier-Frank department store in Portland. Mr. Malarkey has lumber interests in the Northwest. Mr. White is a shipbuilder.

They plan to spend $400,000 in building the Portland TV station and estimate $255,000 as cost for the first year of operation. Equipment has already been purchased, it is understood, and a closed circuit operation is planned for the near future.

KECA-TV Sales Up

MORE than $500,000 in new local business was signed by KECA-TV Los Angeles during the week ending May 9, according to Phil Hoffman, manager, and Frank King, sales manager. April and May of this year are the largest two months' billings on the station since its start in September 1949, they said.

KNXT (TV) Business

SETTING a new high, KNXT (TV) Hollywood made $200,000 in new program sales for the week ending May 9, including eight quarter-hours totaling $150,000 in business, plus one renewal and two sales of segments of *KNXT 10 O'Clock News*, according to Wilbur Edwards, general manager.



FOR STATION ACHIEVEMENT
IN SAN FRANCISCO

AWARD TO KRON-TV

By Academy of Television Arts and Sciences,
San Francisco Chapter, for year 1951

HERE IS further proof that among the three San Francisco TV stations, KRON-TV has established—and maintains—clear-cut leadership. Evidence of this leadership grows month after month because . . .

- **With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage**
- **KRON-TV presents the largest number of top-rated shows — more than the other two stations combined *(Pulse and Tele-Que)***
- **KRON-TV attracts the most viewers in every audience segment—men, women, teenagers, children *(Tele-Que—Pulse does not measure)***
- **KRON-TV serves the largest number of advertisers *(Rorabaugh)***
- **KRON-TV offers the greatest percentage of audience . . . both day and night, and throughout the week *(Tele-Que)***

Check with FREE & PETERS for availabilities!

KRON TV

THE SAN FRANCISCO
TV STATION
THAT PUTS MORE EYES
ON **SPOTS**

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

Free & Peters, Inc. offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in The Chronicle Bldg., 5th and Mission Streets, San Francisco

TV CODE

NARTB Names Bronson To Direct Liaison

NARTB'S television code enforcement machinery was completed last week with appointment of Edward H. Bronson, station director of WBNS-TV Columbus, as director of Television Code affairs. The appointment came as organized civic and religious groups began to contact NARTB on code enforcement problems.

Harold E. Fellows, NARTB president, said Mr. Bronson will serve primarily as liaison executive on code matters with the general public and interested organizations. He will report directly to Thad H. Brown Jr., NARTB director of television.



Mr. Bronson

No successor had been named for Mr. Bronson at WBNS-TV as of last Thursday. Richard Borel, general manager of the station, will assume active direction of WBNS-TV on a temporary basis.

The job of directing Television Code Affairs was authorized by the NARTB board at its February meeting. Details of the post were drawn up by the Television Code Review Board in March.

Mr. Bronson's attention will be devoted to problems of code interpretation, processing of complaints, correspondence, relations with the public and contacts with legislative and civic groups concerned with code matters as well as with stations subscribing to the code.

Now near the end of its third operating month, the TV Code is drawing a steadily rising amount of attention from viewers and organizations. The job of processing this work has been handled by Mr. Brown's staff in cooperation with the Legal Dept. The Code Review Board is an industry advisory group directly assigned to code matters, and it in turn can recommend punitive action to the NARTB Television Board.

Signs of growing interest in the TV Code begin to appear as the review board's next meeting approaches. The board will meet June 5-6 in Washington, just prior to the June 9-10 meeting of the full TV Board of Directors.

Already, the code has drawn the wrath of the National Assn. of Evangelicals. This group will appear before the review board to claim "the same right to purchase time on television and radio as any other interests in America." Dr. Theodore Elsner was recently elected president of National Religious Broadcasters, serving a third term.

Dr. Elsner is chairman of the radio commission, National Assn. of Evangelicals, and will represent NAE before the NARTB code review group. NAE is on record with a resolution calling for elimination of paragraph 1 (g) in the NARTB TV Code's section on "Presentation of Advertising."

The code paragraph reads: "A charge for television time to churches and religious bodies is not recommended."

NAE describes itself as "the strongest body of believers in the nation, as confirmed by the number of denominations and churches affiliated and delegates in attendance at their annual conventions," according to Emma B. Veacock, of NAE's eastern division.

Mr. Bronson is expected to assume his new NARTB duties June 1. He has an extensive radio industry record, starting his career at WCOL Columbus in 1936. Serving as continuity director and then assistant manager, he moved to the Office of Censorship with outbreak of World War II. There he served as an assistant to J. Harold Ryan, of Storer Broadcasting Co., and later as assistant to John E. Fetzer, who succeeded Mr. Ryan as assistant director of censorship for broadcasting.

After the war Mr. Bronson joined WJEF Grand Rapids, Mich., as station manager, in association with the station's owner, Mr. Fetzer, now chairman of the NARTB code review body. In 1949 Mr. Bronson returned to Columbus to aid in putting the new WBNS-TV on the air serving as station director. He is married and is father of two children; member of Sigma Delta Chi, and member of SDX's Central Ohio Professional Chapter board.

Howard H. Bell, formerly of WMAL-TV Washington, who joined the NARTB TV organized last autumn, serves as executive assistant to the television director.

WTTG(TV) POSTS

Edwards Named Sales Mgr.

PROMOTION of Neal J. Edwards, account executive at WTTG (TV) Washington, to sales manager of the DuMont O & O Washington outlet, was announced last Wednesday by Walter Compton, WTTG general manager. The appointment is one of three involving realignment of the station's sales department.

Gordon Williamson, WTTG producer-director for four years, also was named to the sales department, along with Alex W. Sheftell, for the past year in charge of WTTG public relations and publicity. All appointments are effective immediately.

Mr. Edwards, a cameraman at the DuMont station for several years, had previous sales experience in other fields. He was elevated to the sales department as account executive in October 1950. Mr. Williamson was active in sales and programming at other D. C.-Maryland stations before joining WTTG. Mr. Sheftell previously was in the station's traffic department before assuming publicity chores.

BALABAN IS HONORED

Dr. Wilson Compton Cites

DR. WILSON COMPTON, International Information Administrator for the Voice of America, joined with civic and religious leaders last week to pay tribute to Barney Balaban, president of Paramount Pictures Inc.

Dr. Compton addressed a luncheon session of the Washington Area Clergymen, held last Monday at the Shoreham Hotel in Washington, D. C. Mr. Balaban was praised for his interest in general welfare and his contribution of an historic document to the New York Avenue Presbyterian Church.

MATERIALS' BAN

NPA Mulls Easing of M 90

COMPROMISE regulation designed to ease restrictions on production of color television equipment was still under consideration by the National Production Authority last week.

The proposed revised order (M 90) did not come before the agency's Clearance Committee, meeting in executive session last Friday. Authorities held out hope, however, it would be issued by this month's end.

The present plan is to relax the prohibition against manufacture of colorcasting receivers and adapter-converter equipment in certain instances. Department stores, experimenting with closed circuit theatre telecasting and theatre video interests, as well as electronic manufacturers who show just cause for authorization to use existing materials, would stand to benefit.

NPA has made plain that, regardless of degree of relief, shortage of technical skills will necessitate retaining the lid on mass production of colorcasting sets [B•T, May 12].

NPA Administrator Henry Fowler re-emphasized this factor anew last Thursday. Addressing the Construction Mobilization Committee of the U. S. Chamber of Commerce, Mr. Fowler stated the shortage of engineers "could well become a serious impediment to defense" in the event of all-out mobilization. He urged coordination of technical skills among all industrialists.

Mr. Fowler also told the Senate Banking Committee there is little hope of decontrolling steel before spring 1953—a statement of paramount interest to existing and potential TV broadcasters. He also threw cold water on any prospect of overall decontrol this year. Mr. Fowler appeared before the committee on behalf of his nomination as Defense Production Administrator (to succeed Manly Fleischmann, resigned), which was unanimously approved.

BMI CLINICS

TV Sessions Begin Today

FIRST of three two-day television clinics scheduled by BMI opens today in New York, on the heels of BMI's completion of 42 radio program clinics in the U. S. and Canada within a two-week period.

Subjects to be considered include low-cost local TV programming, reduction of production costs; handling of local programs and special events; film buying; selling; programming; public service, educational, religious, agricultural and political coverage; camera techniques; short-cuts; low-cost music programs, and music clearance and legal problems.

Speakers for the clinics are scheduled to include Robert Swezey, WDSU-TV New Orleans; Chris Witting, DuMont Network; Chuck Holden, ABC-TV; Paul Adanti, WHEN (TV) Syracuse; Ralph Burgin WNBW (TV) Washington; Joel Chaseman, WAAM (TV) Baltimore; Don Fedderson, KLAC-TV Los Angeles; Klaus Landsberg, KTLA (TV) Los Angeles; George Moscovics and Bill Edwards, KNXT (TV) Los Angeles; Robert Purcell and Richard Moore, KTTV (TV) Los Angeles; Philip Lasky, KPIX (TV) San Francisco; Donn Tatum, KECA-TV Los Angeles; Walter Preston, WBKB (TV) Chicago; Bruce Wallace, WTMJ-TV Milwaukee; Theodore Streibert, WOR-TV New York; Walter Emerson, WENR-TV Chicago; Don Norman, KNBH (TV) Los Angeles; Ward Ingrim, KHJ-TV Los Angeles; Jules Herbuveaux, WNBQ (TV) Chicago; Frank Fogarty, WOW-TV Omaha; Ted Cott, WNBT (TV) New York, and Roger Clipp, WEIL-TV Philadelphia.

Second of the three TV clinics will be held Thursday and Friday at the Palmer House in Chicago, and the third will be next Monday and Tuesday at the Beverly-Wilshire in Hollywood.

DUROCHER SERIES

Stations Buy UTP Program

TWO more television stations contracted last week for United Television Programs' film series, *Double Play with Durocher and Day*, according to Aaron Beckwith, UTP sales director, who said the package had been sold to KFMB-TV San Diego and WDTV (TV) Pittsburgh.

The program, which Mr. Beckwith said has received added impetus from the start of the baseball season, features Leo Durocher, manager of the New York Giants, and his actress wife, Laraine Day, in a series of informal interviews with persons prominent in sports.

Other sales completed last week by the TV film distributor include *The Chimps*, produced by Bing Crosby Enterprises, to WMAL-TV Washington; *Hollywood Off-Beat*, which was purchased by the Graybar Electric Co. for WJIM-TV Lansing, Mich. Reliance Foods, through its agency, Pacific National, signed for 26 weeks of *Big Town*, to start on KING-TV Seattle Wednesday.

This Is Hollywood Playhouse!



A steady habit . . .



of steady buyers!

When Hollywood Playhouse hits the screen at 2 o'clock TV tune-ins *really* jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU SAT.
2 TO 3 P.M.

Television Baltimore

WBAL-TV

NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY

Ford Foundation

(Continued from page 59)

dress itself, if, of course, the commission had materialized, was the discovery of means to force FCC adoption of subscription television.

It may be speculated he would be no less interested in seeing such a project undertaken by a private commission organized by the foundation.

Although it would be extreme to say Sen. Benton exerts control over any activity of the Ford Foundation, his past associations and personal friendships with several of the foundation's officers would indicate he must have at least some influence.

In addition to Mr. Fletcher, his former employe, Sen. Benton has more than passing acquaintance with Paul G. Hoffman, foundation president now devoting his time to the Eisenhower campaign, and with Robert Hutchins and Chester Davis, foundation associate directors.

Mr. Hoffman is a director of Encyclopaedia Brittanica Inc., which is Sen. Benton's property, and was chairman of the board of trustees of the Committee for Economic Development at the time Sen. Benton was vice chairman.

Dr. Hutchins was president of the U. of Chicago when Sen. Benton was vice president (1937-45) and was chancellor of that university when Sen. Benton was assistant to the chancellor (1945-46).

Mr. Davis, former president of the Federal Reserve Bank of St. Louis, was a member of the board of trustees of the Committee for Economic Development when Sen. Benton was vice chairman of the board of trustees.

At the Pasadena headquarters of the Ford Foundation last week a spokesman admitted the organization, which he characterized as "extremely interested in the field of radio and television," was considering two basic problems: the allocation of television channels for educational use and the general future of radio-TV programming.

He emphasized that no plans had been made and that it was unlikely any would be until the July meeting of the board of trustees.

In the past year, the foundation and its subsidiaries have made grants to radio and television activities totalling about $2 million. The biggest sum, $1.2 million, went to the Television-Radio Workshop which is producing programs for broadcast over commercial facilities. A fortnight ago the Joint Committee on Educational Television, central agitating body for educational TV, announced a new Ford grant of $145,000, or $55,000 more than it received from the foundation the year before. Additional grants of $260,000 and $300,000, respectively, have gone to Iowa State U., owner of WOI-TV Ames, Ia., for experimental TV programming and to Lowell Institute, Boston, for production of educational radio programs in cooperation with the National Assn. of Educational Broadcasters.



"LULU" award for best television commercial spot campaign is presented in the sixth annual Frances Holmes Award Competition. L to r: Film star Barbara Stanwyck, awarding statuette; Gunther Shirley, vice president, Metropolitan Federal Savings; Doria Balli, president, TV Ads, and Kirke Beard, account executive, Anderson-McConnell Adv. The Los Angeles firms, Metropolitan and TV Ads, which produces TV film commercials, shared in the honors. Anderson agency services the account.

Get TV Going

(Continued from page 59)

is "a large concentration of population."

Committee Chairman Johnson said it is his understanding that only five hearing teams (examiner, engineer, attorney, secretary, clerks) will be available to process applications in television and at the current pace of processing it would take a "long time" for them to wade through the present allocations. He said he was disappointed that FCC "has not made this clear to Congress."

Sen. Homer E. Capehart (R-Ind.) asked whether newspaper applicants would be given equal opportunity to obtain TV stations.

'No Discrimination'

Comr. Hyde asserted there would be no discrimination against "any business activity."

No one applicant, regardless of business interest, he said, should be precluded from the granting of a license in the public interest because of his legitimate business interest. Neither does FCC intend to discriminate against AM station licensees, he said.

However, the Commissioner said he could not discuss the AM licensee situation at length because AM station applicants may be contested in hearing by other interests and the "other party may invoke the argument of diversification" of media in the community. But, he noted, the factors of experience, objectivity in operation and recognition of public interest, may weight the presentation of many AM station licensees who seek TV licenses.

In answer to a query by Sen. Lyndon B. Johnson (D-Tex.), who pointed to a complaint from a constituent on the one-year wait before asking for local revision of the final FCC allocations report, Comr. Hyde said it would be desirable if administration changes could be made in the report but that the Commission does not want to re-litigate the issue.

If FCC did not have to hear applicants on the grant of each channel, it would have tried to improve its allocation report, Comr. Hyde explained. However, he said, FCC has announced it would not be able to consider local changes until one year has passed—otherwise, it would have "to re-open the allocations proceeding." This, he said, is a "reasonable regulation."

The Texan cited the case in his state where the constituent is located in a "rather small city" which is 183 miles from a larger city which has been assigned two VHF stations. At this time, Sen. Lyndon Johnson said, there are no applicants for the stations and his constituent would wish to apply for one of the stations but does not come within FCC standards which preclude two stations operating on the same channel unless 190 miles apart.

Comr. Hyde explained that hearing officers now have on their desks "25 proceedings involving some 59 cases other than TV matters." They had hoped to handle 15 cases per year. But, he said, in 1951 the number was eight and in 1950 it was 10.

"Efforts of litigants to present strong cases" will slow the hearing procedure in TV even further, he added.

Sen. Capehart, doing some quick accounting, estimated it would take 10 years for FCC to put 1,000 TV stations on the air, according to current facilities. Committee Chairman Johnson noted that the average potential telecaster ties up $500,000 to a million dollars in assets in waiting for a license. It's unfair, the Senator said, to have this capital tied up.

Sen. Ed Johnson said the cost of 20 examiner teams (the Senator has been urging the hiring of 13 additional teams above the current seven) at a $600,000-$700,000 expense to the government, would be less than having seven examiner teams process applications for some 20 years (to put about 2,000 TV stations on the air).

Sen. Capehart at this point moved that the committee go on record requesting and urging the Senate Appropriations Committee to provide additional funds in the independent offices appropriations for fiscal year 1953 for the specific purpose of employing additional hearing-examiner teams to process television applications.

Later, in executive session, the commerce group unanimously approved the Capehart motion.

Other data revealed by Comr. Hyde:

Investments in receivers and servicing of sets since 1948 total $6 billion. Average cost of a TV station, according to figures taken from the 109 stations now operating, is $480,000.

The most expensive procedure in both time and energy as well as dollars to the Commission is its necessity of explaining each and every delay in expediting the TV problem.

FCC estimates it will take another two years before it can place another TV station in St. Louis (a one station city). Forty cities are in a comparable situation.

He said it was his own opinion that if the FCC budget remains cut without additional funds for hiring more examiner-hearing teams, the Commission should ask Congress for a supplemental appropriation. But, of course, FCC would prefer the funds be given now in the 1953 budget before Congress, he added.

The House last March voted $6,108,460 to operate FCC in fiscal 1953, $1,966,540 less than the requested $8,075,000 sought in President Truman's budget [B•T, March 24].

Idaho Senate Republicans Henry C. Dworshak and Herman Welker informed the commerce group of their endorsement of Comr. Hyde's appointment.

AUTRY TO APPEAL

Film Rights Ruling

COWBOY singing star Gene Autry said he plans to appeal a decision by Federal Judge Ben Harrison last Tuesday giving Republic Pictures and its subsidiary, Hollywood Television Service Inc., the right to release more than 50 old Gene Autry western films to television.

Judge Harrison's decision was diametrically opposed to a ruling made last October in favor of cowboy star Roy Rogers by Federal Judge Peirson M. Hall in a similar suit brought against Republic and subsidiary.

Judge Harrison held that Republic's "unrestricted ownership rights" of films include "rights to license their exhibition on home television receivers." He said spot advertising is common practice in most conventional movie theatres and therefore Mr. Autry could not hope to control advertising.

NOW! SARRA'S OWN NEW FILM PROCESSING LABORATORY

BRINGS YOU

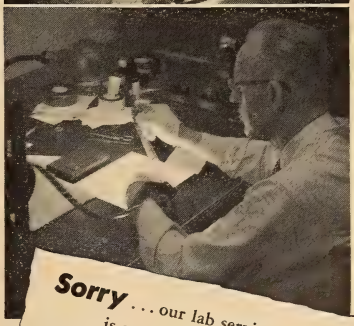
Vide-O-riginal TV COMMERCIALS



We are pleased to announce the completing link in the SARRA chain of quality control . . . our own modern new film laboratory, designed, staffed and equipped to deliver the ultimate in TV selling messages -

the VIDE-O-RIGINAL





***VIDE-O-RIGINAL . . . WHAT IT* IS**

It's Sarra's name for a quality-controlled motion picture print, produced in a laboratory designed especially for the making of TV prints. Each and every print is custom-made and whether it is 1-minute or 8-seconds, it receives individual attention in quantities of one or hundreds.

***VIDE-O-RIGINAL . . . WHAT IT* MEANS**

It means that all of Sarra's creative photography, all of Sarra's visual selling ability, reaches the television screen with maximum fidelity. VIDE-O-RIGINAL prints combine Sarra standards with station requirements.

***VIDE-O-RIGINAL . . . WHAT IT* DOES**

It provides complete quality protection from storyboard to home reception . . . it insures your investment of time, talent and money in your TV presentation.

On your next television film commercial get a SARRA VIDE-O-RIGINAL . . . get top quality from start to finish!

Sorry . . . our lab service is available for SARRA productions only.

Vide-O-riginal

TV FILM PRODUCTION FOR REPRODUCTION

SARRA INC.

SPECIALISTS IN VISUAL SELLING

NEW YORK: 200 East 56th Street

CHICAGO: 16 East Ontario Street

* Copyright 1952, SARRA, INC.

IDEAS · SCRIPTS · STORYBOARDS · ANIMATION · PHOTOGRAPHY · PROCESSING

NCAA Backfire?

(Continued from page 60)

comparable television and non-television cities. Half of the sample of a true cross-section of people should be in television cities with comparable television set penetration and with home colleges of comparable standing in the athletic world and unrestricted telecasting going on in this half of the sample. The other half of the sample should be in communities where there is no television available and, of course, of a true cross-section of people there. Such studies should run over a period of at least three years, and then possibly conclusions might be drawn about the effect of television on college football game attendance."

Mr. Allerton observed, "There has been no opportunity given to demonstrate conclusively that television, in the long run, favorably or adversely affects college football game attendance. The Jordan reports would indicate that, in the long run, attendance would be helped."

He added this comment, "The comparisons made in the NCAA report are between non-television areas and television areas where an attempted blackout of local games was in existence." This, he said, supports the charge that nothing in the report definitely shows that TV has hurt attendance at college football games.

Novelty of TV Theory

Lt. Jordan said NCAA figures actually support "the novelty theory of TV's effect. As length of ownership increases, attendance recovers from the initial TV hurt, and television begins to help build new fans. That may be why college football attendance has not dropped more as a result of a 15% decline in male students."

In citing data showing that 45% of men and 66% of women have never attended a college football game, Lt. Jordan said, "College football, as well as other sports, have a great opportunity for increased attendance if they can arouse interest in that vast segment of the population. Any curtailment of the publicity afforded by newspapers, radio or television will tend to prevent that group from becoming interested.

"The city of Pittsburgh should prove an object lesson to sports promoters. There is less televising of athletic events in Pittsburgh than in any other city with big league sports. The NCAA report shows the result. Attendance among the younger age group of TV owners (under 40) is significantly lower than among non-owners. This condition is not true in Boston where sports events have been more frequently televised. Also, there is an indication that attendance is increasing with the length of TV ownership in Boston, while it is decreasing in Pittsburgh. These figures suggest that the continuation of a TV ban may backfire."

Colleges should study that section of the report dealing with the public's attitude toward the NCAA plan, Lt. Jordan said, referring to the admission that "the majority of those who held opinions about it were unfavorable."

He added that the NCAA report shows "by far the largest attendance decline last year occurred in the Mountain District, one of the two districts with practically no TV. In six of the seven NCAA districts where comparisons are possible, the colleges with no TV competition fared worse than those with TV competition, in 1951 attendance compared with 1950."

Panitt Opinion

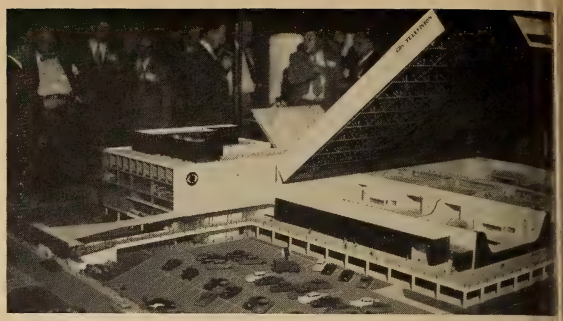
Critical comment on the NCAA report was given by Merrill Panitt, *Philadelphia Inquirer* sports commentator, who caught the revelation that attendance "dropped less in areas where football games were televised than it did where there was no televised football."

Mr. Panitt referred to NCAA in these terms, "You remember the NCAA, don't you? That's the group of sweethearts who decided they were bigger than both of us—the television industry and the viewers —and then proceeded to dictate exactly what college football games could be televised, where they should be televised and when the nation's largest cities should suffer Saturday afternoon football blackouts." He observed that the survey was conducted by "the National Opinion Research Center of the U. of Chicago, an institution that luckily gave up football before NCAA got its claws into the game."

TV Applications

(Continued from page 61)

San Francisco. Applicant is licensee of KXA Seattle. Principals include President **Wesley I. Dumm** (20%), president of KSFO San Francisco and majority stockholder of KPIX (TV) San Francisco, and owner of investment business in Pasadena, Calif.; First Vice President **Robert B. Gaylord** (45%), officer and director for KSFO and KPIX (TV), director for KXA and partner in San Francisco law firm of Gaylord & Gaylord; Vice President **Philip G. Lasky** (5%), vice president and general manager of KSFO and KPIX (TV); Vice President **Lincoln Miller** (½%), general manager and director for KXA; Treasurer **F. M. Dumm** (9%), officer and director for KSFO and KPIX (TV), minority stockholder in KPIX (TV), and treasurer and minority stockholder of KXA; Secretary **Robert B. Gaylord Jr.**, assistant secretary of KPIX (TV), stockholder in KXA, secretary and director for KXOA Sacramento, and partner in San Francisco law firm of Gaylord & Gaylord, and **Ray V. Hamilton** (7%), Blackburn-Hamilton Co., radio station and newspaper brokers.



ELECTRONICALLY operated model of the 15-acre CBS Television City under construction in Hollywood is being exhibited by CBS in New York. Miniature TV city above measures 15 x 14 feet and weighs approximately two tons.

* * *

Now It Winks

CBS-TV network added another improvement last week —this time on its own trademark. The network's signature—a dial eye—had been shown on a Telop slide since it was first introduced nine months ago, but as of 10:59 a.m. EDT Friday, the eye began to move. Set-owners will notice, as the first of three variations to be produced on film, the eye now opens and closes. Revamping the trademark, like its original design, was supervised by William Golden, creative director of CBS-TV advertising and sales.

GREAT BRITAIN TV

No Commercials Now

GREAT BRITAIN White Paper last Thursday announced commercials will not be carried on the country's TV for at least another three or four years. The Conservative government was said to favor sponsorship of TV programs when the country passes over the rough spots of its arms and export drives.

The forecast for this road to recovery period was given as "at least three or four years" from now. The nation's only TV channel and the three radio networks in Great Britain are operated by the British Broadcasting Corp., which is government owned and operated. No advertising is carried on broadcast media there.

HOLCOMB NAMED

To New KNXT (TV) Post

GRANT HOLCOMB, newscaster and commentator with KNXT (TV), CBS-TV O&O station in Hollywood, has been appointed to newly-created post of director of news and special events for KNXT and CBS Television Network in Hollywood, Wilbur S. Edwards, KNXT general manager, and Sig Mickelson, CBS-TV director of news and public affairs, announced last week.

In his new post, he will supervise local and network news and special events originating in Hollywood.

CBS-TV CITY

Two-Ton Replica on Display

TWO-TON replica of the CBS-TV Television City, flown from the West Coast to demonstrate how the $7-million studio building now under construction in Hollywood will operate, was shown in New York last week.

The 14 by 15 foot model, said to be one of the largest scale and precision-built architectural miniatures constructed, will be exhibited publicly in a national tour beginning this month, J. L. Van Volkenburg, CBS-TV president, said.

Equipped with electric controls which will raise and lower roof sections, provide both day and night lighting conditions, demonstrate rotary stage equipment, and, detailedly, spin a miniature recording on a miniature turntable, the model was constructed by Dale Clark & Assoc., Los Angeles.

Special features of the scaled construction are a two-way mirrored floor to show space arrangement under a main studio and a sliding drawer panel which, pulled out, indicates workshop areas as they will be built in the building's lower level.

The actual building is being erected on a 15-acre site at Beverly Blvd. and Fairfax Ave., Hollywood.

Scheduled to be completed about Oct. 1, the structure was designed exclusively for TV production needs and contains four studios with 12,100 square feet of space each, arranged with their subsidiary units to allow for completely separate flows of three main program elements: performers, production equipment and audiences.

The building is organized so that additional and similar units can be added. Final plans call for 20 studios plus a 13-story administration unit.

Three Join WPIX (TV)

MALCOLM O'MARA, TV station consultant; William H. Rich, Muzak Corp., and Philip Cohen, WJZ New York, have been added to sales unit of WPIX (TV) New York's merchandising staff "in preparation for a concerted drive for fall business," station spokesmen have announced.

the CABLE'S a-comin'

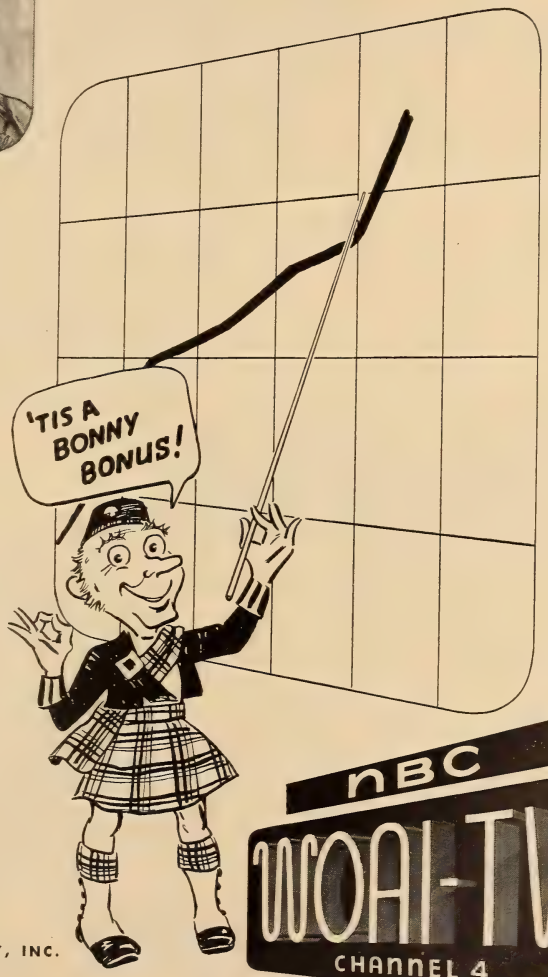
...Set sales are a-hummin'!



WOAI-TV will join the live network on July 1st! Local TV dealers and distributors are giving enthusiastic reports about the tremendous surge in set sales in the San Antonio market.

YOU SPOT ADVERTISERS CAN STILL BUY WOAI-TV AT RATES BASED ON SETS IN THIS MARKET ON JULY 1, 1951 — OVER 11 MONTHS AGO. TV SETS HAVE INCREASED **MORE THAN 57%** SINCE THAT TIME.

Get Petry to give you availabilities on announcements and program time on WOAI-TV. IT'S A BONUS BUY on San Antonio's First TV station. **First** on the air — **First** in audience!



Represented Nationally by

EDWARD PETRY & COMPANY, INC.

NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, DALLAS, SAN FRANCISCO, DETROIT

DuMONT WAGES
Are Hiked; Strike Off

STRIKE threatened against the DuMont Television Network's home station, WABD (TV) New York, and expected to have involved the DuMont-owned outlets WTTG (TV) Washington and WDTV (TV) Pittsburgh, was avoided last week when the network agreed to a cost-of-living increase and an adjustment in rates to those current in New York.

Technical employes who had voted to strike a week earlier were members of Local 794, Television Broadcasting Studio Employes Union, a unit of the International Alliance of Theatrical and Stage Employes (AFL). Their strike was to have been paralleled in Washington and Pittsburgh by fellow unions there, where the disrupted negotiations have been resumed by the network.

GATHINGS QUIZ
Coverage Right Asked

WMAL-AM-TV Washington last week requested permission to air the "morals" investigation by the House if the probe does materialize.

Kenneth H. Berkeley, vice president-general manager of the Washington *Evening Star* stations, pointed out that the hurdle of House Speaker Sam Rayburn's (D-Tex.) ban on broadcast media would have to be cleared.

'Morals' Probe Course Unset

(Continued from page 27)

with similar resolutions in the House, noted that the pictures on television are made by the adults and "are not made by the children or the young folks themselves . . . then [the adults] expect the young folks to have a high respect for the morals of our country . . ." He added:

We do not want to be in a position of seeming to censor everything that comes along. On the other hand, I think it is a pretty good idea that the Congress . . . sort of keep a hand in on this thing and give it a little policing once in a while . . .

In addition to this frank admission of "policing," his colleague, Rep. Gathings, declared that one of the objectives of the investigation would be to determine whether increases in crime are incited by radio-TV programs.

Rep. William M. Colmar (D-Miss.), warned that those who put programs on the air should be diligent that the "impressionable youth of the country" do not "get the wrong concept or philosophy of life."

Veteran debater Clare Hoffman, Michigan Republican, asked about the meaning of the resolution's language referring to "or otherwise offensive matter."

"Just how far are we to usurp the province, the duties of fathers and mothers?" he asked the House. Noting a letter from a constituent protesting against a beer ad, the congressman said:

He wants the Congress to act as censor . . . Why does not Dad just turn off the objectionable program. . . . Congress should not be required to enter the home and, assuming the duties of parents, tell the children what they can and cannot see or hear. Should we attempt to censor all of these things, we could get into a terrible fix. . . .

Rep. A. L. Miller (R-Neb.) asserted:

The industry, movie and television ought to set up and enforce a high standard. Congress ought not to have that task.

. . . it is impossible to legislate morals, and it is difficult to say what we should or should not teach. The committee can render a service to the public by a wise and cautious approach. I am sure the industry will assist in every way. . . . I hope no censorship or iron hand of authority will be forced on the growing industry of television. Cooperation is the need.

The responsibility of entertaining the public through television belongs to the industry. They should police the shows and assure the public that lewd, obscene, indecent, and vulgar shows or words will not be used on the programs. A penalty should be established for violation.

Mr. Fellows in his statement also warned that the Gathings move "could establish a dangerous precedent in this nation. . . . For there could emerge from the 'investigation' proposed in the . . . resolution 'legislative action to eliminate offensive and undesirable radio and television programs."

But, he asserted, "the proposal does not indicate the criteria for determining what might be considered 'undesirable' or 'offensive.'" Calling the House action a "fundamental disregard of our traditional American freedom of speech concept," Mr. Fellows said that when Congress enacted communications law it "specifically withheld from the governmental regulatory body the power of censorship over the programs broadcast by the licensees.

"The best thing I can see coming out of this so-called investigation is the opportunity it will give broadcasters to discuss with Congress some of the things that industry itself is doing."

Industry Doing Something

He said the industry already has been receiving comments from public and private groups about TV programming and "the industry is doing something about the situation."

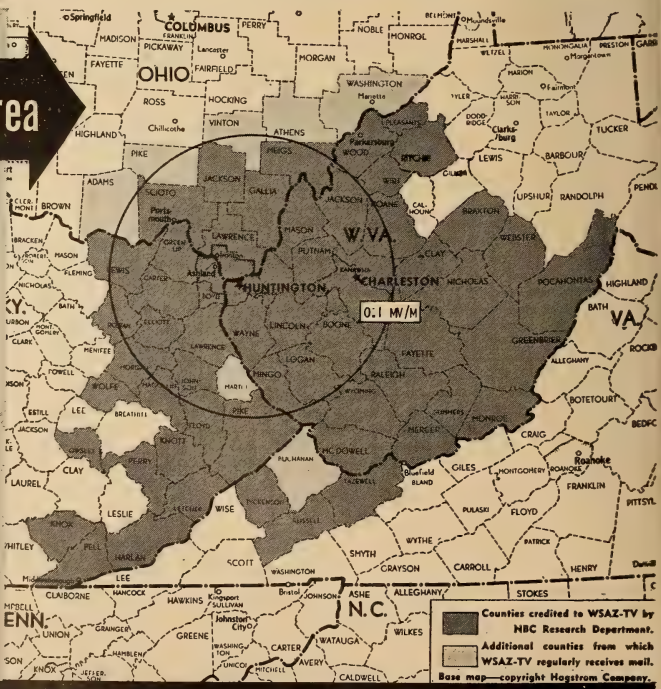
An amendment to the resolution on comic books and pocket-sized books offered by Rep. Rees would have included "other publications." However, this amendment was beaten down in the House as it was feared it would include investigations of newspapers.

Rep. Joseph P. O'Hara (R-Minn.), a member of the commerce committee, said later, "I have some doubt as to just what the committee will do. The resolution is as wide open as the poles."

Take a good look at this area

This is the coverage area of WSAZ-TV
It is in an area of
2,000,000 Persons
Here is a market larger than
HOUSTON

WSAZ-TV
HUNTINGTON, WEST VIRGINIA
CHANNEL 5



For more information call . . . THE KATZ AGENCY, INC.



from the VIEWER'S VIEWPOINT

"We live in a fringe area but Channel Five comes in clear."

. . . Says Mrs. Joe Merchant of Middletown, California

Some 70 air line miles from San Francisco, Middletown, California, with 4,500 feet of Mt. St. Helena and other coastal mountains shadowing reception, is scarcely a place to look for an enthusiastic TV audience . . . . . But Mrs. Joe Merchant and her family are none the less ardent KPIX viewers. Channel Five, she writes, offers "all the programs a family could wish to see . . . drama, comedy, musicals, wrestling, boxing, children's shows we parents approve of."

Greatest shows . . . brightest stars . . . to delight the "fringe" audiences as well as the great San Francisco-Oakland Bay Area make KPIX, the "sell" station of Northern California, **your** first choice in television. Ask the Katz man!

KPIX CHANNEL **5**

SAN FRANCISCO
CBS and DUMONT Networks

Represented by the Katz Agency

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
166,000
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

telestatus



'I Love Lucy' Still Tops Ratings

(Report 216)

AMERICAN Research Bureau national rating for April show *I Love Lucy*, starring Lucille Ball and Desi Arnaz, in first place both in number of homes reached and rating-wise.

The program had a rating of 63.2 and tests show that it was viewed in 10,600,000 homes, reportedly the greatest number of homes for any regularly scheduled program in television history. Figures for the week April 1-7:

Rank	Program	Homes %
1	I Love Lucy (CBS)	63.2
2	Talent Scouts (CBS)	57.4
3	You Bet Your Life (NBC)	50.6
4	Red Skelton (NBC)	50.0
5	Show of Shows (NBC)	46.4
6	Godfrey & Friends (CBS)	45.1
7	My Friend Irma (CBS)	43.2
8	Comedy Hour (Abbott & Costello) (NBC)	42.8
9	Star Theatre (NBC)	39.9
10	Fireside Theatre (NBC)	39.5

Rank	Program	Homes (000's)
1	I Love Lucy (CBS)	10,600
2	You Bet Your Life (NBC)	8,260
3	Red Skelton (NBC)	8,040
4	Show of Shows (NBC)	7,910
5	Godfrey & Friends (CBS)	7,230
6	Comedy Hour (Abbott & Costello) (NBC)	6,960
7	Star Theatre (NBC)	6,710
8	Fireside Theatre (NBC)	6,470
9	Talent Scouts (CBS)	6,410
10	Television Playhouse (NBC)	6,130

* * *

Camera Improvements Announced by Telenews

IMPROVEMENTS in the Wall camera system, to minimize the time consumed by the synchronization process, were announced last week by Telenews Productions, New York, whose cameramen redesigned their equipment in conjunction with Douglas Electronic Labs.

The redesigned cameras provide perfect synchronization of sound and picture, it was said, so that the negative can be put directly on the air—and reversed electronically—to save the laboratory time usually spent to coordinate the sound track and the picture frames. Other improvements include testing equipment that is built into the amplifier, optional use of the sound with or without noise reduction, and cutting the weight of the combined equipment from 40 to 18 pounds.

* * *

Set Owners Approve Servicing Work

MOST TV set owners approve the quality of work performed by their TV service technician, according to a nationwide survey of 5,000 families by Elmo Roper for RCA Victor and RCA Service Co.

E. C. Cahill, president of RCA Service Co., said results showed 86% of all television owners who had experience with TV service termed the work as "really good" (68%) or "fairly good" (18%), while only 7% expressed dissatisfaction and 7% did not reply.

Mr. Cahill said he believes the Roper survey is the first poll made on a nationwide basis. He said results also showed two out of three owners considered servicemen's charges as "entirely reasonable," while only one out of ten felt charges were "too high."

Fully 88% of owners reported their serviceman as "pleasant and courteous" and another 6% considered his manner "satisfactory" while 6% did not reply, he said.

Three out of four persons thought service work on their TV sets had been done in a reasonable time. Only one out of five felt he had to wait too long, he said.

An investment of more than $200 million is represented in the television service industry, Mr. Cahill reported, including elaborate testing equipment and trucks and tools.

* * *

Set Sales in Canada Lower Than in '51

SALES of TV receivers in the first three months of 1952 totaled 13,851 units valued at $6,925,240, as compared to 14,052 units valued at $7,696,855 in the first three months of last year, according to the Radio-Television Mfrs. Assn. of Canada. Total of Canadian TV set sales to end of March 1952 was 92,289 sets valued at $44,439,265. Inventories at March 31 were 14,284 sets.

Weekly Television Summary—May 19, 1952—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	90,456
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	385,876
Binghamton	WNBF-TV	62,400
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	144,000
Boston	WBZ-TV, WNAC-TV	886,349
Buffalo	WBEN-TV	264,618
Charlotte	WBTV	152,096
Chicago	WBBM, WENR-TV, WGN-TV, WNBQ	1,133,992
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	613,548
Columbus	WBNS-TV, WLWC, WTVN	227,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
Davenport	WOC-TV	98,445
QuadCities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	113,034
Houston	KPRC-TV	141,000
Huntington-Charleston	WSAZ-TV	84,750
Indianapolis	WFBM-TV	232,000
Jacksonville	WMBR-TV	56,000
Johnstown	WJAC-TV	151,775
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	206,598
Lancaster	WGAL-TV	146,631
Lansing	WJIM-TV	90,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	20,300
Memphis	WMCT	130,255
Miami	WTVJ	116,000
Milwaukee	WTMJ-TV	328,084
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	262,000
New Orleans	WDSU-TV	92,977
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	115,100
Oklahoma City	WKY-TV	129,437
Omaha	KMTV, WOW-TV	127,913
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,042,000
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	393,000
Providence	WJAR-TV	212,000
Richmond	WTVR	124,342
Rochester	WHAM-TV	144,000
Rock Island	WHFB-TV	98,445
QuadCities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	76,652
San Antonio	KEYL- WOAI-TV	77,193
San Diego	KFMB-TV	133,250
San Francisco		361,000
Schenectady-Albany-Troy	KGO-TV, KPIX, KRON-TV WRBG	209,800
Seattle	KING-TV	139,800
St. Louis	KSD-TV	398,000
Syracuse	WHEN, WSYR-TV	177,581
Toledo	WSPD-TV	158,000
Tulsa	KOTV	114,870
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	363,543
Wilmington	WDEL-TV	101,754

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 17,051,269

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



THE FIRST JOINT AWARD *to be made by the George Foster Peabody Board went to Atlanta's WSB and WSB-TV. The citation was for "meritorious regional public service". And advertisers are given another insight on why, in every audience survey ever made in Atlanta by a recognized authority, these stations have been dominant firsts.*

wsb The Voice of the South | **wsb-tv** World's tallest TV tower

Affiliated with the Atlanta Journal and Constitution. Represented by Edward Petry & Co., Inc.

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

No City In The
U. S. That Was
Smaller Than
San Diego In
1900 Is Larger
Today .... BUT
Some 206 Cities
That Were Larger
In 1900, Have
Been PASSED
IN GROWTH
by San Diego!

Wise Buyers
Buy-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550-K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

RECRUITING

Film Spots Planned In Air Cadet Drive

FILMED spots to encourage Air Force cadet enlistment loom important in the extended media allocations plan being molded for military recruiting, it was revealed last week.

A series of one-minute and 20-second announcements will be distributed to the nation's 108 TV stations by June 1 with the request that they incorporate them in their programming as a public service.

This was the latest development in the new advertising program being planned by Grant Adv. for the Defense Dept.'s Military Personnel Procurement Service, handling Air Force and Army recruitment. An estimated $200,000 is to extend the recent interim campaign, with a portion earmarked again for radio spots and other select media [B•T, May 5].

The film spots will promote Air Cadet enlistments primarily, it was understood. Similar films during the recently-concluded interim drive stressed pilot training and aircraft observation. A series of three prints was prepared at an estimated $7,000, with virtually all for TV production. There was no immediate indication of cost for the new series.

It was revealed that the Air Force will spend $20,125 out of an $80,000 ad budget for radio spots. The supplemental campaign got underway May 11 and will run through June 29. Hope was expressed that more funds will be made available.

The new media program just launched is smaller than the original campaign because of the less substantial fund allocation. Of the $200,000 now available—compared to $550,000 spent in the first drive—it was estimated authoritatively that radio will derive perhaps $25,000-$35,000 at the outset for both Air Force and Army recruiting. Radio's share in the last campaign was approximately $95,000.

Spot Schedule

The radio spot schedule calls for spots over independent outlets of the Keystone Broadcasting System and 13 50-kw area stations. In each case, the announcements will support printed advertisements in Sunday supplements.

A Grant executive told BROADCASTING • TELECASTING that without radio's support with spots, the campaign could not be successful. "We need radio's impact to provide the clincher in these areas—to get our target audience to respond to what it has read," he explained, referring particularly to college students as prospective aviation cadets. Field recruiting officials attest to radio's effectiveness here, he added.

The Army made recruiting of women one of its most ambitious activities during the last interim campaign, allotting $65,000 for a series of 36 pin-pointed spots—25 for WACS and 11 for nurses. Neither Pentagon personnel authorities nor Grant Adv. could report actual results on any specific enlistment drive.

Meanwhile, a Senate Appropriations subcommittee under Joseph O'Mahoney (D-Wyo.) has begun hearings on the Defense Dept.'s overall 1953 budget. It was believed recruiting authorities would be called to testify later this month.

Of prime importance is the $1,050,000 requested for radio, TV and other media, which the House indirectly slashed in wielding the axe on maintenance-operation funds containing $12.5 million for overall recruitment [B•T, April 14].

While hearings will center on the '53 budget, discussion almost certainly will arise on the $2.1 million still attached in the 1952 Military Appropriations Act. Basis for this belief is the report that some Appropriation Committee members of Congress would be willing to thaw the freeze if part of the monies are deducted from the '53 budget [CLOSED CIRCUIT, May 5]. This possibility, it was understood, originally was posed by House members earlier this year.

STANDARD OIL

Switches to Local TV

STANDARD OIL Co. of Indiana will drop *The Wayne King Show*, which it has sponsored on a 10-station NBC-TV hookup for three years, because of costs, and will substitute its schedule with a series of local telecasts in its distribution area.

Wesley I. Nunn, advertising manager of the midwest company, said the firm has been "handicapped" in getting maximum benefit from the weekly show because costs for 10 stations in eight states "are nearly as great as they would be if a nationwide network were used."

Standard uses local radio heavily in its 18-state distribution area, and plans to follow a similar buying format in the use of TV, Mr. Nunn said. The company will first experiment in major networks, such as Chicago, Milwaukee and St. Paul, and then broaden coverage.

Contract cancellation with NBC is effective June 26. Agency is McCann-Erickson, Chicago.

ABC TV Center

ADDITIONAL 13,000 square feet of building is now under construction at ABC Television Center in Hollywood with completion scheduled for September. Executive bungalow, housing TV sales, program and production staffs, acquires added wing. Master control building will be extended to accommodate engineering and film department, and other plans call for scene storage dock plus shop for remote truck and other vehicles.

'WASP' SCOOP

Claimed by WPIX (TV)

ESSO Standard Oil Co. and WPIX (TV) New York have claimed a newsbeat in the telecasting of pictures of the crippled carrier *Wasp* after its high-seas collision with the destroyer *Hobson*.

The pictures were made 850 miles at sea from a plane carrying WPIX's newsreel cameraman Frank Hurley and Esso reporter Kevin Kennedy, and were shown the same day (May 2) in a six-minute 8:30 p.m. showing via WPIX. Esso, whose affiliate, Atlas Supply Co., provided the plane, later made the film segment available to other stations carrying the *Esso Reporter* TV show: WBAL-TV Baltimore, WBZ-TV Boston, WTOP-TV Washington, WTVR (TV) Richmond and WDSU-TV New Orleans.

Meanwhile, NBC-TV's early morning *Today* program showed the *Wasp's* arrival in New York harbor last Tuesday morning. NBC newsman Merrill Mueller described the scene and also interviewed several of the survivors of the *Hobson* when they were taken ashore.

PHILCO SALES

Over $84 Million Reported

PHILCO Corp. sales for the first quarter of 1952 totaled $84,239,000, William Balderston, president, announced last week.

This figure was larger than for any similar period in the corporation's history except that of a year ago, when customers were anticipating serious shortages of appliances and TV receivers, Mr. Balderston explained.

Earnings after taxes for the first three months of 1952 were $2,341,000 or 64 cents per common share after preferred dividends, he revealed.

In the same period last year, Mr. Balderston continued, sales were $113,524,000 and net income, which has been restated to give effect to the retroactive increase in federal income taxes, was $3,521,000 or 97 cents per share of common stock.

Mr. Balderston reported on the work that Philco has been doing in transistors. In outlining transistor advantages, he said that transistors' major contribution "will be to extend the applications of electronic equipment to new fields and to greatly extend the present frontiers of communication."

DuMont Sales Spurt

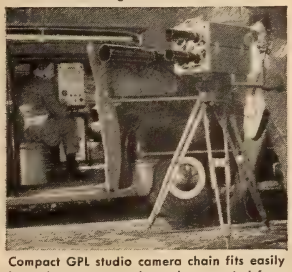
HERBERT E. TAYLOR, manager of Allen B. DuMont Labs. Television Transmitter Div., last week reported a "sharp upswing" in manufacturing and sales. He said deliveries for the first four months of 1952 averaged over 300% more than for the same period in 1951. Transmitter sales were 180% greater.

GPL Equipment goes Cross-Country





Included in cross-country demonstration unit is the GPL Utility Projector, with "3-2" intermittent which permits use with I.O. camera for film telecasting from remotes.



Compact GPL studio camera chain fits easily in station wagon, and may be operated from there, drawing power by cable from studio and returning signal to transmitter.



...to Drive its Story Home!

Stations all over the country will soon be able to see GPL TV equipment in operation right in their own studios. They can compare it with their present equipment, try it for compactness, smooth efficiency, flexibility, operational simplicity, and overall performance quality. Maintenance-minded engineers will examine its swing-up, swing-out panels. Camera and camera control men will note its many new operating features—pushbutton turret control, remoting of focus, turret and iris—all engineered for faster, smoother control.

Be sure *your* station is on the schedule of the GPL Mobile Unit Tour. *See* why network users have said: "Best picture on the air today!" Compare "the industry's leading line—in quality, in design."

Write, wire or phone today, and we'll work your station into our itinerary for earliest possible dates.

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

DENVER HOME SHOW

On KFEL Closed Circuit

ENTERTAINMENT aspects of the sixth annual Metropolitan Denver Home Show, May 11-18 at the U. of Denver, were telecast via KFEL Denver closed circuit on 28 exhibitors' TV receivers.

KFEL reports it the most ambitious closed circuit video production in Denver to date. The telecasts enabled thousands of home show visitors to view the entire stage performance on the exhibitors' receivers.

WORLD VIDEO ENDS

CBS-TV Gets Last Show

A STOCKHOLDERS vote April 25 brought about discontinuation May 2 of operations by World Video Inc., pioneer television package firm organized in December 1947 and which had been a "school" for such executives and talent as Henry White, Dick Gordon, Wendy Barrie and Faye Emerson.

Independent's demise, although it had been operating in the black, was brought about when its last show on the air, *Celebrity Time*, was taken over for the sponsor, B. F. Goodrich Co., and its agency, BBDO, by CBS Television. Network was understood to have made "certain concessions" in taking over production and to have offered plans for lifting the program's rating to meet the competition of Red Skelton, opposing on NBC-TV.

TV COVERAGE

RTMA Predicts Expansion

TELEVISION station coverage will be extended this year in 25 TV areas, with stimulation of receiver sales, according to the Sales Managers Committee of Radio-Television Mfrs. Assn. The committee has completed a study of immediate effects of the FCC thawing of TV station construction.

First TV areas to benefit, the committee reports, will be cities in which 30 channel shifts of existing TV stations have been ordered by the FCC. "This will result from expected increases in transmitting power which will be available to these stations at the same time they change channels," according to the committee.

Data on station power increases were received by the committee from W. L. Stickel of Allen B. DuMont Labs. Mr. Stickel told the committee TV markets in the 25 areas may be expected to be extended several miles by reason of power increases that vary according to channels involved.

Cites Priority

Committee chairman is R. J. Sherwood, of Hallicrafters Co. The committee reminded that FCC has stated it will give priority to processing of applications for channel shifts ordered in its recent allocations report and to requested power increases, beginning July 1. It added that hearings are not likely to be necessary in most instances.

Cities in which TV channel transfers have been ordered, with stations and channels involved, follow:

Areas	Stations	Present Channels	Assignments Proposed
Chicago	WBKB (TV)	4	2
Pittsburgh	WDTV (TV)	3	2
Cleveland	WXEL (TV)	9	8
	WNBK (TV)	4	3
Milwaukee	WTMJ-TV	3	4
Cincinnati	WLWT (TV)	4	5
	WKRC-TV	11	12
	WCPO-TV	7	9
Providence, R. I.	WJAR-TV	11	10
Atlanta	WLTV (TV)	8	11
Norfolk-Portsmouth Newport News, Va.	WTAR-TV	4	3
Louisville	WAVE-TV	5	3
	WHAS-TV	9	11
Birmingham	WBRC-TV	4	6
Albany-Troy Schnectady, N.Y.	WRGB (TV)	4	6
Columbus, Ohio	WLWC (TV)	3	4
Rochester	WHAM-TV	6	5
Memphis	WMCT (TV)	4	5
Dayton, Ohio	WLWD (TV)	5	5
	WHIO-TV	13	7
Syracuse	WSYR-TV	5	3
Grand Rapids, Mich.	WOOD-TV	7	8
Wilmington, Del.	WDEL-TV	7	12
New Haven, Conn.	WNHC-TV	6	8
Johnstown, Pa.	WJAC-TV	13	6
Davenport, Ia.-Moline-Rock Island, Ill.	WOC-TV	5	6
Lancaster, Pa.	WGAL-TV	4	8
Huntington, W.Va.-Ashland, Ky.	WSAZ-TV	5	3
Bloomington, Ind.	WTTV (TV)	10	4
Ames, Ia.	WOI-TV	4	5

RTMA announced last week that 1,277,512 TV receiving sets had been shipped to dealers in the first three months of 1952, compared to 1,814,767 sets in the same period of 1951. March shipments, estimated at 471,015 sets, were over the 434,808 sets shipped in February.

First-quarter set shipments:

State	Total
Alabama	15,518
Arizona	3,180
Arkansas	3,689
California	114,661
Colorado	592
Connecticut	33,369
Delaware	4,726
District of Columbia	12,080
Florida	15,334
Georgia	26,605
Idaho	18
Illinois	73,418
Indiana	56,132
Iowa	25,579
Kansas	8,251
Kentucky	18,888
Louisiana	9,986
Maine	1,747
Maryland	21,460
Massachusetts	57,506
Michigan	55,590
Minnesota	20,111
Mississippi	2,844
Missouri	35,233
Montana	15
Nebraska	11,659
Nevada	8
New Hampshire	4,957
New Jersey	51,883
New Mexico	1,597
New York	155,236
North Carolina	27,623
North Dakota	12
Ohio	109,377
Oklahoma	15,147
Oregon	26
Pennsylvania	125,589
Rhode Island	9,060
South Carolina	6,559
South Dakota	95
Tennessee	17,411
Texas	39,655
Utah	7,468
Vermont	1,359
Virginia	24,646
Washington	14,987
West Virginia	14,241
Wisconsin	22,373
Wyoming	12
Total:	1,277,512

PEABODY AWARD 1951

originating Station of

THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM

TELEVISION

CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

NEW FTL DEVELOPMENT

Is Antenna-Amplifier Unit

HIGH-GAIN antenna and high-power amplifier unit, designed to meet the new FCC specification of 316 kw maximum effective radiated power for VHF Channels 7-13, was announced last week by Federal Telecommunication Labs., Nutley, N. J., research associate of the International Telephone and Telegraph Corp.

Of light weight and simple base structure, the antenna-amplifier combination can be installed with relative ease on either new or existing towers and requires only one transmission line, company said. The equipment can be driven from any existing 5 kw TV transmitter without modification to the driver, and its input impedance is said to be sufficiently resistive so that physical location is not a critical matter.

TV PROBLEMS

Faught Cites in 'Look'

"THE future of television hangs in the balance," according to Dr. Millard C. Faught, New York public policy adviser identified as a television economic consultant, in the May 6 issue of *Look* magazine.

Lifting of the TV station freeze, Dr. Faught wrote, will be "just a headline of hope until a long list of TV problems are solved." What it boils down to, he observed, is that "we are trying to build television's future on a single source of revenue —the advertiser's dollar."

Dr. Faught said he was "immediately assailed or ignored" by the broadcasting industry in 1949 when he predicted that a network of 1,000 TV outlets, programming only 70 hours a week, would require the "appalling" sum of $1,740,352,500 in advertising. Advertisers would have to sell more than $80 billion in goods via TV to justify such a TV outlay. "Now we are talking about building twice as many stations as my 1,000 and programming them twice as many hours a week."

Look magazine itself guesses that 1,000 stations programming 70 hours weekly now require an annual budget of $3,500 million.

Predicting that many areas will continue without TV stations—even though the freeze has ended—because they will not be able to support local service on advertising alone, Dr. Faught, a consultant to Zenith, developer of Phonevision, suggested that a pay-as-you-see plan is the solution.

Truman Gets Tour Film

BARNEY BALABAN, president, Paramount Pictures Corp., last week presented President Truman with a 50-minute, 35mm film recording of the President's personally conducted tour of the White House May 3. The film will become a part of Mr. Truman's personal film library.

"10,000 FEET AND EVERY FOOT IS GOOD"



Reiss Public Address Systems

AMPLIFICATION AND PROJECTION SERVICE

Western Electric System

7620 EAST JEFFERSON AVE DETROIT 14, MICHIGAN

Quarter Century Of Service
January 3, 1952

Mr. J. A. Maurer
J. A. Maurer, Inc.
37-01 31st Street
Long Island City 1, New York

Dear Mr. Maurer:

I am enclosing with this letter a picture taken in Oak Creek Canyon in Arizona during the filming of my new picture, "Viewfinding, U.S.A.", thinking you might like to use it.

You might be interested to know that until my purchase of a Maurer Camera I never had the beautiful results I am now obtaining through the use of this fine camera. I have shot some ten thousand feet of Kodachrome film and every foot is good. It has operated under extreme conditions in sand storms, extreme heat and some cold weather and has functioned perfectly on every set up.

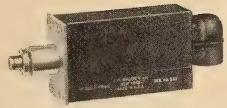
This certainly speaks well for the Maurer Camera and I for one would never be without it.

Kindest personal regards.

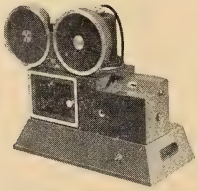
N. D. Reiss

NDR:rmd
Enc.

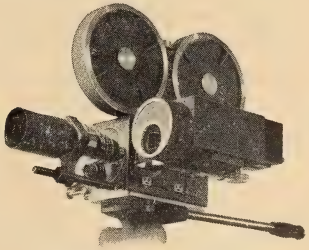
N. D. REISS, *(author of the letter at left) of Reiss Public Address Systems, Detroit, shown in action with his Maurer 16mm.*



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

maurer
means finer motion pictures!

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS: JAMAURER

CITRUS BUDGET

TV To Get Large Share

ADVERTISING budget assigning $514,928 to radio and television has been approved by the Florida Citrus Commission of Lakeland. The figures were unchanged from the tentative budget proposed in early March by J. Walter Thompson Co., New York [B•T, March 17]. Of the total, $125,000 is earmarked for radio; $389,928 for TV.

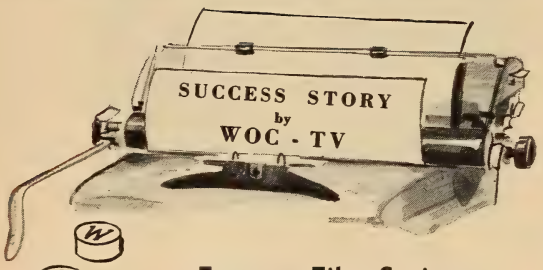
The lion's share of the overall commission's advertising budget, $2,300,000, for the year beginning July 1, goes to the J. Walter Thompson Co. The agency holds a reserve fund for citrus advertising which is allocated as special needs arise. The agency's most recent expenditure, in addition to the regular radio-TV budget, was $14,200 spent on the NBC-TV show *Today*.

Present from the New York office of the J. Walter Thompson Co. at the advertising committee and full commission meetings were Don Francisco, vice president, and David O. Corey. Manager of the Lakeland office is J. H. Forshew. Ralph Henry is advertising manager of the Florida Citrus Commission.

Cuts of $15,000 and $28,000 were made in advertising budgets for consumer publicity advertising and medical advertising, handled by Dudley, Anderson & Yutzy, N. Y., and Noyes & Sproul Agency, N. Y., respectively. Presentations on their work during the past year were made by George Anderson and Kay Titus of Dudley Anderson & Yutzy, and by Dorothy Noyes of Noyes & Sproul Agency.

Under the budget just adopted, Dudley, Anderson & Yutzy will receive $40,000 and the latter agency, $75,000. These appropriations may be reconsidered at the June meeting.

NEW hour-long children's Sunday audience-participation show has been introduced on KTTV (TV) Hollywood. Show, *Mr. Whistle*, features Nick Nelson, radio's Uncle Whoa Bill, and is packaged by Television Assoc. Productions, Los Angeles.



Feature Film Series

SKYROCKETS

LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lag, Bill Piggott, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late Saturday night film series on WOC-TV. Program titled "Airflyte Theater" debuted Jan. 19—fifteen dealers participating.

By end of January, Piggott had sold 15 new cars. Appearing on Feb. 16 program, he displayed chart showing only 3 new cars left at his agency. Told viewers to hurry if they wanted one of these. With sale of these 3 cars by 11 o'clock next morning, *Piggott had moved 31 new Nashes 3 demonstrators*. . . . ALL WITHIN MONTH OF FIRST TELECAST.

"Airflyte Theatre" is now in its second 13-week cycle and other Nash dealers sponsoring series report sales successes similar to Piggott's. Proof that WOC-TV *Sells* . . . for further proof get facts from your nearest F & P man . . . or us, *direct*.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities

COL. B. J. PALMER, *President*

ERNEST C. SANDERS, *Resident Manager*

Davenport, Iowa

PUPILS ON TV

WMAR-TV Undertakes Series

TV VIEWERS in Baltimore are watching their children at schoolroom activities after the inauguration May 8 of *Your Child in School* on WMAR-TV there.

The Thursday morning half-hour program will continue through June 5, having begun with televising of a group of six-year-olds studying plant life in the first grade at Glendale school, Harundale. Unrehearsed and unstaged, it picks up the classroom techniques used by teachers and the responses of children as they learn.

The TV version was adapted from a feature of the same name which has run in the *Evening Sun*, published by the A. S. Abell Co., licensee of WMAR-TV, since September 1948 and which in 1949 brought the newspaper the annual award of the Education Writers Assn. for the articles by Robert S. Moyer, former *Evening Sun* reporter. The TV program last Thursday featured a mock political convention at Baltimore Polytechnic Institute. Other programs set are a school "beauty unit," home economics and physical education activities.

Aimed at showing the day-to-day learning processes of children from kindergarten through high school, the newspaper feature has reported the names and activities of nearly 7,700 pupils in more than 200 classrooms.

CANADIAN HOCKEY

Imperial Oil to Telecast

FIRST commercial television account known to go on Canadian stations at Toronto and Montreal, will be Imperial Oil Ltd., Toronto, with its Saturday evening hockey broadcasts all winter. Imperial Oil uses Trans-Canada network radio for its weekly hockey broadcasts. It will telecast its games at Toronto and Montreal as well for about one hour, from 9:30 to 10:30 p.m., when games usually end. Radio hockey broadcast is from 9 p.m. to end.

While no definite contract has been signed yet, Imperial Oil and its agency, MacLaren Adv., Toronto, are emphatic that hockey will be telecast this coming winter on a commercial basis, if CBC-TV Toronto and CBC-TV Montreal get on the air as planned by early September.

NCAA Meet Postponed

NEWS conference was called for Thursday by the National Collegiate Athletic Assn. early last week, purportedly to explain the television committee's 1952 plan for football telecasts [B•T, May 12]. Conference was later postponed to an undetermined date, however, with director Asa S. Bushnell attributing the move to "technical difficulties."

CBC-TV RATES

Set for Toronto, Montreal

RATES have been announced by Canadian Broadcasting Corp. for its first television stations at Toronto and Montreal, effective September 1, 1952. Rates include station time, production staff and technical facilities for rehearsal and production of program, and rehearsal of commercials to a limited time.

Rates start with one hour at $1,600 at CBC-TV Toronto, and $500 at CBC-TV Montreal, with 4 hours rehearsal time included.

Until a microwave relay system is in operation between Toronto and Montreal, expected early in 1953, CBC will provide kinescope recordings without charge for sponsors using a live show on both stations originating at either Toronto or Montreal.

For microwave relay of American originating programs from Buffalo to Toronto, which service now is almost ready, CBC charges start at $150 for one hour, $100 for 30 minutes and $75 for 15 minutes.

Rates at Toronto are $1,280 for 45 minutes, 3 hours rehearsal; $960 for half-hour, 3 hours rehearsal; $800 for 20 minutes, 2 hours rehearsal; $640 for 15 minutes, 2 hours rehearsal; $560 for 10 minutes and $400 for 5 minutes, with one hour rehearsal in both cases. Flashes are $240 for 20 seconds, $120 for 8 seconds, with no rehearsal time given. Rehearsals for more than time given is at rate of $50 for each half-hour or fraction thereof.

At Montreal, same rehearsal times apply and rates are $400 for 45 minutes, $300 for 30 minutes, $250 for 20 minutes, $200 for 15 minutes, $175 for 10 minutes, $125 for 5 minutes, $75 for 20 seconds and $37.50 for eight-second flashes.

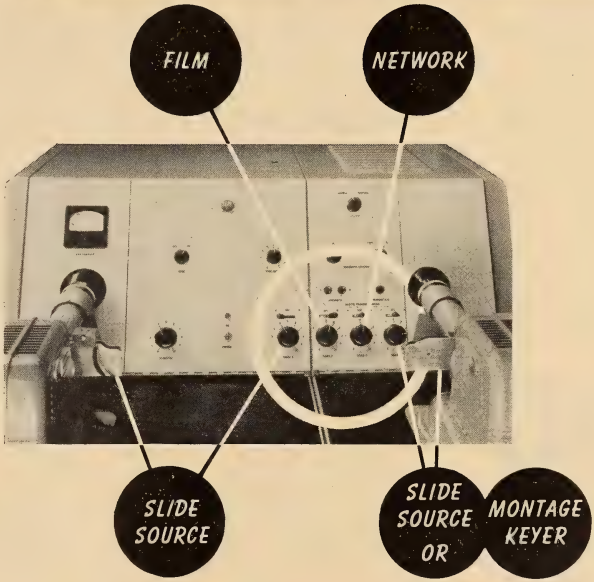
Difference in rates between Toronto and Montreal are due to number of TV receivers. In the Toronto area there are about 50,000 sets now in use, tuning to WBEN-TV Buffalo. Montreal has less than 100 sets at present, but expects big sales there this summer and fall.

'Milwaukee Newsreel'

WTMJ-TV Milwaukee's *Milwaukee Newsreel*, sponsored by Milwaukee Gas Light Co., has been declared first award winner among video shows sponsored by a public utility firm throughout the nation. Award to the quarter-hour Wednesday-evening program was made at the annual meeting of the Public Utility Adv. Assn. in Minneapolis. Program content is handled by the WTMJ-TV news staff, headed by Jack Kreuger, news editor. Art Olszyk supervises assignments and editing, and writes the continuity. Filming is by Cliff Sager Productions, Milwaukee. Narrator is Bob Kelly and director is George Marr, both of WTMJ-TV. Ken Hegard, of the Cramer-Krasselt Agency is account executive.

TV PROGRAM CONTROL AT ITS VERY BEST WITH

FEDERAL'S POLY-EFEX SCANNER FTL-93A



The varied transition techniques and special effects required for up-to-date programming can be accomplished with the utmost operating ease by the FTL-93A. The key to its many applications is its four channel video switcher for the two self-contained slide sources plus any two external signal sources—film, network, studio, or remotes. It permits montages, superimpositions, wipes, lap dissolves, 3 speed automatic or manual fades of all four signals to be done skillfully and effectively at one convenient operating position.

Call your Graybar distributor and have him explain how the Poly-Efex Scanner can serve your programming facilities.

FEDERAL TELECOMMUNICATION LABORATORIES FTL

Distributed by GraybaR

Federal Telecommunication Laboratories, Inc.

An Associate of the International Telephone and Telegraph Corp.

500 Washington Ave., Nutley, N. J.

Canadian Distributor: Federal Electric Manufacturing Co. Ltd., Montreal, P. Q.

Export Distributor: International Standard Electric Corp., 67 Broad St., New York

ATOMIC TELECAST

KTLA Covers Second Blast

ATOMIC test May 1 at Yucca Flat, Nev., was covered exclusively by KTLA (TV) Hollywood, the station has reported. Blast was picked up with a 40-inch lens from atop Mt. Charleston, 9,000-ft. peak 40 miles from the detonation site.

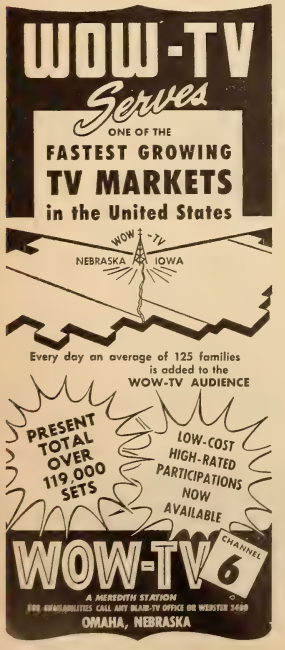
Operation was under supervision of Klaus Landsberg, KTLA vice president-general manager, who employed specially calculated filters to reduce glare. In addition to filters and special lens, KTLA used 40-inch Zoomar and other telescopic lenses, and a special relay system which Mr. Landsberg had set up for the April 22 atomic telecast [B•T, April 28].



Mr. Landsberg (l) and Lt. Thomas Young discuss last minute details of atomic test coverage.

SEG Pact Approved

AFL Screen Extras Guild members have approved a new six-year collective bargaining contract covering TV films as well as movies. Made with the Assn. of Motion Picture Producers, the pact increases general extra rate from $15.56 to $18.50 per day and dress extra from $22.23 to $25 [B•T, April 14]. Running to Jan. 2, 1958, both SEG and producers have the right to reopen the contract at the beginning of 1954 and 1956 if the cost-of-living index rises 5% or more above Oct. 15, 1951. SEG has the right to reopen the contract for negotiations on wage rates only.



$1 MILLION SUIT

Film Companies Cited

SUIT for $1 million against Pathe Industries, United Artists, Eagle-Lion Studios and others has been filed in Los Angeles Federal Court.

The filing was made by Ellen Levinson, assignee of Vinson Pictures Corp., who charged violation of a distribution agreement.

Involved are two films, "Sharmock Hill" and "An Old Fashioned Girl," produced by Equity Films in which the Vinson firm holds a half-interest. The films were released to television through Motion Pictures for Television Inc., the suit stated.

Simultaneously filed in Superior Court was also a foreclosure suit on Equity Films' interest in those films based on two chattel mortgages held by Vinson Pictures Corp. and assigned to Miss Levinson.

Suit charges the films were "wrongfully" released for TV to Motion Pictures for Television Inc., before full theatrical distribution had been made. As a result of the allegedly premature release of the films to TV, the charge was made that the theatre value of the films was lessened.

Among other requests, the suit asks for an injunction to restrain distribution of the two films to television.

WJIM-TV MICROWAVE

AT&T to Take Over Relay

HAROLD F. GROSS, president-owner, WJIM-TV Lansing, Mich., announced last week that on June 1 the station's privately-owned microwave relay facilities will be taken over by the American Telephone & Telegraph Co.

Mr. Gross said this move was part of a comprehensive new building program designed to serve the central Michigan area better. AT&T Long Lines Dept. is completing construction of microwave links at Detroit, Milford, Dansville and Lansing, it was further explained last week.

ATLANTA ASPIRANTS

Jaycees Pay WLTV(TV) Tab

POLITICAL telecasting was subject of a new twist last week when WLTV (TV) Atlanta and the city's Junior Chamber of Commerce combined forces on a commercial basis to present a series of four forum-type programs, *Meet the Candidates*, to the area's TV audience. Thirty-two candidates who figured in Fulton County primary elections on May 14 were brought before the TV camera on four successive evenings.

Unique feature of the series was that time consumed by the telecasts was purchased at straight card rates by the Junior Chamber of Commerce. The programs, according to William T. Lane, WLTV general manager, attracted a first-rate audience and proved to be profitable as well for the station. Funds for the time purchased were contributed by prominent civic minded Atlantans.

WBKB(TV) DRIVE

Hits $250,000 Palsy Goal

WBKB (TV) Chicago passed its $250,000 cerebral palsy telethon goal May 10-11, after 21½ hours of telecasting, the last 13 hours also broadcast by WCFL, the Chicago Federation of Labor station.

M.C. Irv Kupcinet, Chicago *Sun-Times* columnist and local radio and video personality, appeared with a varied panel of celebrities to answer telephone calls for cash donations, backed by more than 400 volunteer telephone operators working with 66 telephone lines.

The telethon took place in the Garrick Theatre, large audience studio used by the station and recently converted from a motion picture house by Balaban and Katz. Broadcast stars on hand included Burr Tillstrom and Fran Allison of *Kukla, Fran and Ollie;* Marty Hogan, Johnny Desmond and Don McNeill of *Breakfast Club.* Art Harre, WCFL general manager, also appeared as a guest telephone-answerer.

CHICAGO MOVIE HOUSES

Get Tax Aid for TV Inroads

MOVIE HOUSES in Chicago's Cook County will get tax relief for damages suffered as a result of television. This was reported last week by Frank Keenan of the Board of Tax Appeals, who said 100 of 400 county motion picture theatres have closed since television became popular.

He said 110 other theatres have applied for tax reductions on theatre structures. Relief will be proportionate to damage, and theatres operating only the main floor of a building may get a 20% lower valuation on the structure, he said.

KNXT (TV) POSTS

Linger Heads Sales Dept.

DEAN LINGER, for past 16 months advertising and sales promotion manager at ABC Central Division, Chicago, has been appointed manager of the enlarged sales promotion and publicity department at KNXT (TV) Hollywood, CBS owned-and-operated station, effective today (Monday).



Mr. Linger

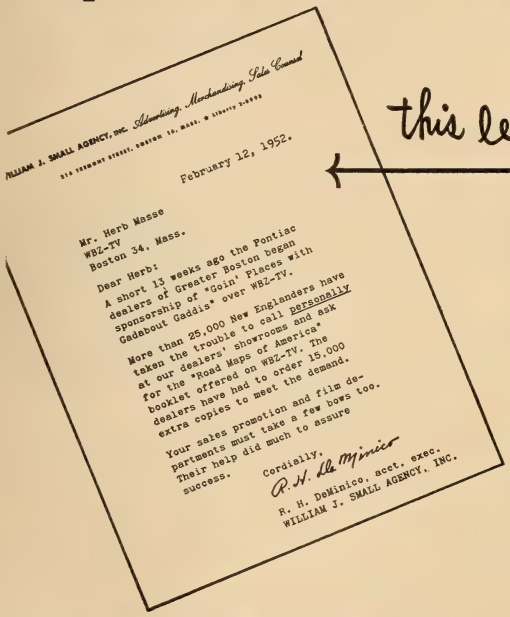
Simultaneously, it was revealed by Wilbur Edwards, general manager, that Wayne Kearl, promotion manager at KSL Salt Lake City, joins KNXT (TV) as assistant sales promotion manager in charge of trade promotion. Ethel Gilchrist, KNXT promotion copywriter for the past year, has been elevated to assistant sales promotion manager in charge of audience promotion.

In his new capacity, Mr. Linger will direct a seven man department which will include publicity as well as sales, audience and trade promotion. Mr. Linger joined ABC's Chicago press department following World War II, and became assistant promotion director for the network in that city. In February 1949 he joined WXYZ Detroit as sales promotion manager, but returned to ABC a year later to assume the post he recently resigned.

Mr. Kearl during past seven years has been associated with both KSL and KSL-TV in various capacities. Miss Gilchrist came to KNXT from NBC-TV where she organized the first audience promotion campaign for its affiliated stations as a sales and consumer promotion writer.



WBZ-TV program brings 25,000 viewers into sponsor's salesrooms



WILLIAM J. SMALL AGENCY, INC. Advertising Merchandising Sales Counsel

February 12, 1952.

Mr. Herb Masse
WBZ-TV
Boston 34, Mass.

Dear Herb:

A short 13 weeks ago the Pontiac dealers of Greater Boston began sponsorship of 'Goin' Places with Gadabout Gaddis' over WBZ-TV.

More than 25,000 New Englanders have taken the trouble to call personally at our dealers' showrooms and ask for the 'Road Maps of America' booklet offered on WBZ-TV. The dealers have had to order 15,000 extra copies to meet the demand.

Your sales promotion and film departments must take a few bows too. Their help did much to assure success.

Cordially,

R. H. DeMinico

R. H. DeMinico, acct. exec.
WILLIAM J. SMALL AGENCY, INC.

this letter speaks for itself !

Can we do for others what we did for the Pontiac Dealers? Maybe even more.. because WBZ-TV's influence keeps getting stronger every day. For availabilities, check with WBZ-TV or NBC Spot Sales.

WBZ-TV

CHANNEL 4
BOSTON, MASS.
Represented Nationally by NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WOWO • KEX • WBZ • WBZA • WBZ-TV
Sales Representatives for the Radio Stations, Free & Peters

film report

Production . . .

Hoffberg Productions Inc., N. Y., has signed agreement with **Video Interfilm Corp.** of Berlin, Germany, to produce series of 13 half-hour ballet and operetta films plus 26 15-minute symphonic and ballet films in Western Germany. Each feature will carry an English commentary. The Bavarian Symphony & Opera Co. and Bavarian State Ballet will be featured.

* * *

Adolphe Wenland Productions, a newly-formed subsidiary of **Adolphe Wenland & Assoc.** (Hollywood radio-TV give-aways), has completed its first half-hour film in TV series tentatively titled *Around the World For a Song*. The films, produced at Cinematografica Cuanhtemoc, Mexico City, star **Andre Toffel**, French actor-singer, and feature European musical talent. **Henri Lube** is producer, **Hal Smith**, director, and **Fabian Andre**, musical director-composer. **Burt Wenland** represents his father on series.

* * *

Revue Productions, Hollywood subsidiary of **MCA** (talent agency), planning on 26 more half-hour TV films in *The Adventures of Kit Carson* series starring **Bill Williams**. Shooting is scheduled for July with **Sloan Nibley**, Western motion picture producer-writer, in the supervisory capacity.

A new TV series, featuring motion picture personalities, will be filmed by company with **Jennings Lang**, of MCA, heading this project.

* * *

Production has started on five new half-hour films by **Screen Gems Inc.**, Hollywood, for **duPont's** NBC-TV *Cavalcade of America* series. Scheduled are *Thomas Jefferson* by **Brown Holmes** for May 16 shooting; *Samuel Morse* by **Richard Blake** for May 23; *Nathaniel Hawthorne* by **David Dortort** for June 6; *Jefferson Davis* by **Warner Law** for June 20, and *John Honeymoon* by Mr. Dortort for June 27. **Jules Bricken**, assisted by **Eddie Saeta**, is producer-director.



* * *

New series of 13 15-minute films for television featuring sewing expert **Lucille Rivers** will be produced beginning in early June by **George F. Foley Inc.**, New York. Offered for early fall release, the series will be syndicated for sale to stations.

* * *

Al Buffington, Hollywood TV program packager-producer, is starting a 13 quarter-hour TV film series at General Service Studios, titled *Moments of Inspiration*. Narrating the films, dealing with inspiration as related to important people of history, is **Roy Maypole**, m.c. - producer - announcer, KTTV (TV) Hollywood.

* * *

Don McNamara, executive vice-president, Dudley Television Corp., Beverly Hills, and **Frank Ryhlick**, radio-TV director Ross, Gardner & White Adv., Los Angeles, are packagers-producers of a new quarter-hour KHJ-TV Hollywood program, *Hollywood Feature Story*. The show, spotlighting film clips from current first run motion pictures, is sponsored by **Columbia Utilities Inc.**, Los Angeles (Hotpoint kitchen appliances).

* * *

Travelogue library of **Burton Holmes**, recently acquired by **Sol Lesser**, is to be edited into 26 half-hour TV film series and released under title *It's a Small World*.

* * *

Elaine Starr, of **Elaine Starr Productions**, N. Y., has signed with **Leslie Raush**, producer, for production of new drama-documentary series of TV films titled *Hand and Seal*. Presented under name **Raush-Starr Production**, the first drama of series will be called *Let It Be Done*. Filming will begin May 26.

* * *

MCA TV announces start of a new series, *Secret Agent*, being filmed in Hollywood by Revue Productions.

* * *

Van Praag Productions, New York, film producer and distributor has announced formation of a new foreign language film production unit, specializing in film commercials, notably in Spanish. **William Van Praag**, firm's executive producer, said the move was prompted by "rapid expansion of TV outlets in the Latin American area, particularly in Mexico and Cuba." He noted that 10 Spanish-language television stations already are in operation and nine under construction or broadcasting test patterns, in addition to 24 TV construction permits issued in Mexico. The new Van Praag division will dub sound tracks and titles on existing film commercials and distribute new films in English and Spanish simultaneously.

* * *

Stage Society, Hollywood, formerly The Arthur Kennedy Little Theatre Group, will develop talent to be utilized by **National Repertory Theatre Inc.**, recently formed for production of TV films being financed and distributed by **Interstate Television Corp.**

* * *

Bing Crosby Enterprises, Culver City, has signed **Bobby Driscoll**, film actor, for the starring role in *The Best Years*, second half-hour film in writer **Louis Bromfield's** TV series.

The firm's *Corney Johnson*, half-hour TV film series, will star **Richard Rober**, stage-film actor, with **Bernard Gyrard** and **Richard Dorso** co-producing.

* * *

Penant Productions Inc., Hollywood, signs **Talent Assoc.** (casting agency) headed by **Fred Messenger** and **Jack Murtin**, to cast 13 half-hour *Date With Destiny* TV film series.

* * *

Sales . . .

Stegmaier Brewing Co., Wilkes-Barre, Pa., has started *Televideo Theatre*, series filmed by **Screen Televideo Productions**, Beverly Hills, and originally titled *Electric Theatre*, on WGAL-TV Lancaster, Pa., and WNBF-TV Binghamton, N. Y. The contract is for 13 weeks through McManus, John & Adams, New York.

* * *

Screen Gems Inc., N. Y., last week announced the sale of its *TV Disc Jockey Toons* to **Radio Tupi** (PREF-3 TV) Sao Paulo, Brazil—said to be the first Latin American television station to air the package. RCA's International Div. has acquired exclusive rights to *TV Toons* series for Sao Paulo, and telecasts of the feature will begin shortly, Screen Gems spokesman said.

* * *

Availabilities . . .

Hygo Television Films Inc., N. Y., has acquired 100 features and 85 short films for television which are available for immediate use, the firm announced last week.

* * *

Film People . . .

Edward Sedgwick, motion picture producer-writer-director, has been signed by **Desilu Productions**, Hollywood, as production supervisor on CBS-TV *I Love Lucy* series for **Philip Morris & Co.** Directing films of May 30 and June 6 is **William Asher**, TV film director, replacing **Marc Daniels** who has recently resigned to develop TV film properties of his own.

* * *

Wally Fox has been set to direct the first cycle of 13 pictures of the *Ramar of the Jungle* series for **Arrow Productions**, starring **Jon Hall**. Production starts May 26th.

DTN NAMES TWO

Jacobs, Clark Join Sales

HERBERT H. JACOBS has been appointed sales manager for the DuMont TV Network's Film Dept. and Wilmer S. Clark has been named California representative for the department, Manager Donald A. Stewart announced last Monday.

Mr. Jacobs resigned as vice president and general manager of Sutton Television to join DuMont. He previously had filled comparable posts with Abbey Television and Atlas Television. He also was general manager for several motion picture theatre chains during the previous 15 years, and has directed advertising and public relations for hotel and retail store chains.

Mr. Clark has been associated with broadcasting since 1934, when he joined the sales staff of WOOD Grand Rapid. He subsequently was with Howard H. Wilson Co., station representative firm, as eastern office manager, and with WHDH Boston as sales director. Most recently, he has been sales manager of WJEF Grand Rapids.

UTP INCREASES SALES

Four More Reported

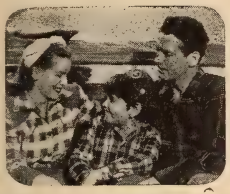
SALES in four more markets have been reported by United Television Programs, New York film distributor with ABC's WJZ-TV New York listed as having contracted for *Hollywood Off Beat*, series in which actor Melvyn Douglas plays a private detective. Same program was also sold to WTTV (TV) Bloomington, Ind.

Other contracts recently completed by UTP sales representatives according to Aaron Beckwith, sales director, were for *Double Play With Durocher and Day*, which was purchased by the Aluminum Window and Awning Co. through Allmayer-Fox agency for WDAF-TV Kansas City.

Movie Quick Quiz, 15-minute quiz package prepared for five programs weekly, was placed on WDTV (TV) Pittsburgh, starting June 19. Braun Baking Co. will sponsor. Ketchum, McLeod & Grove is agency.

RANGERTONE
BEST FOR TV FILMS
USED BY
UNIVERSITY OF NORTH CAROLINA
SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

TV FILMS AND FEATURES



Specialty Television Films, Inc.
1501 BROADWAY
NEW YORK CITY
LOngacre 4-5592
JULES B. WEILL, PRES.

TV TOPS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.



Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

TV DISC JOCKEY TOONS: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV DISC JOCKEY TOONS are films that can be used with top current records of RCA VICTOR • DECCA • COLUMBIA • CAPITOL • MERCURY. A perfect library service for TV broadcasters everywhere!



Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TSCHAIKOWSKY • BEETHOVEN • SCHUBERT • WAGNER • MENDELSSOHN • • GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.



Explorers Pictures Corp.
1501 BROADWAY
NEW YORK CITY
LOngacre 4-5592
JULES B. WEILL, PRES.

THE BIG GAME HUNT . . .
IN ACTION . . .

VIDEODEX REPORTS

LOS ANGELES . . .
Top Film Show
For Wednesdays
#2 of Ten Top TV Shows

DETROIT . . .
In Ten Top TV Shows
Solid 21.8 Rating.

Book it for Big Results
In Your Market



Telecast Films, Inc.
112 W. 48th Street
New York 36, New York
JUdson 6-5480

Strange and little known actualities gathered from all corners of the world. It's a show for the entire family. Your audience will anticipate each program. Be sure to send for our brochure for your program department.



British Information Services,
30 Rockefeller Plaza
New York 20, N. Y.
Lester Schoenfeld,
Distrib. Mgr.

"OUT OF TRUE"

An earnest and factual 40 minute account of a women's mental breakdown and subsequent recovery in a hospital where modern analysis and sympathetic treatment lay bare the cause of her troubles. This documentary is a slashing indictment against ignorance and fear of mental institutions, hailed by critics as greater than SNAKE PIT in its honest treatment of a great social problem. Contact us for booking information and rates in your area.

For more information please write direct to the distributors.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

FCC actions



MAY 9 THROUGH MAY 15

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

May 12 Decisions . . .

BY FCC BROADCAST BUREAU

Granted License

KALE Richland, Wash.—Granted license covering change in facilities, installation of DA-N, changes in ant. and redescribe trans. and studio locations; cond.

TV—Ch. 8

WHEN Syracuse, N. Y.—Granted mod. CP to change Vis. to 1.2 kw, aural to 0.6 kw, ant. to 930 ft. and change trans. location.

Extend Completion Date

KGEZ Kalispell, Mont. — Granted mod. CP for extension of completion date to 8-15-52; cond.

WIUC Urbana, Ill.—Granted mod. CP for extension of completion date to 11-15-52.

WBAL-TV Baltimore, Md.—Granted mod. CP to extend completion date to 7-20-52.

Following were granted mod. CPs for extension of completion dates as indicated:

WDMJ Marquette, Mich., to 7-1-52, cond.; KLX Oakland, Calif., to 11-13-52, cond.; WKBZ Muskegon, Mich., to 11-15-52 cond.; WJAT-FM Swainsboro, Ga., to 8-6-52.

To Change Antenna

WMAR-TV Baltimore, Md.—Granted CP to change type of ant.; ant. height 591 ft.

Granted License

KEPO El Paso, Tex.—Granted license covering increase in power and changes in DA, cond.: 690 kc, 10 kw-unl., DA-2.

KFXD Nampa, Idaho—Granted license covering increase in power and change to DA-N; cond.: 580 kc, 5 kw-unl., DA-N.

Granted CP

WJIM Lansing, Mich.—Granted CP to make changes in ant. system; cond.

KROW Oakland, Calif.—Granted CP to change trans. location and install new ant. system.

12½-hour Broadcast Day

KHIT Lampasas, Tex.—Granted authority to operate between 7 a.m. and 7:30 p.m. local time for period of 90 days.

ACTIONS ON MOTIONS
By Comr. George E. Sterling

WHIL Medford, Mass.—Granted petition for dismissal as moot of its application.

By Hearing Examiner J. D. Bond

Gulf Beaches Bcstg. Co., St. Petersburg, Fla.—Granted petition for leave to amend its application by substituting revised page in engineering statement.

Gulf Beaches Bcstg. Co., St. Petersburg, Fla.—Granted petition for leave to amend its application as heretofore amended, so as to substitute in engineering statement and exhibits revised engineering data; further ordered that objection and exception on behalf of WEBK Tampa, Fla., be, and each of them is hereby noted of record, and time within which appeal from this order may be taken, notwithstanding date hereinabove stated, is and shall be release date—May 8, 1952.

May 12 Applications . . .

ACCEPTED FOR FILING

AM—1010 kc

WAPF McComb, Miss.—Requests CP to increase power from 250 w to 1 kw.

AM—1300 kc

WEBK Tampa, Fla.—Request for CP to change frequency from 1590 kc to 1300 kc with 1 kw D AMENDED to change from non-DA- to DA.

AM—1330 kc

Voice of Birmingham, Birmingham, Ala.—Request for CP for new AM station on 1220 kc with 1 kw D AMENDED to change frequency to 1330 kc and delete contingency upon WEDR relinquishing 1220 kc.

Application Amended

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla.—Request for CP for new AM station on 1310 kc with 1 kw D AMENDED re: officers and directors.

License for CP

WCLC Flint, Mich.—Requests license for CP which authorized new AM station and specify studio location as 305 Metropolitan Bldg., Flint.

WLEU-FM Erie, Pa.—Requests license for CP which authorized new FM station.

WHRM (FM) Madison, Wis.—Requests license for CP which authorized changes in non-commercial educational FM station.

Extension of Completion Date

WNJR-FM Newark, N. J.—Requests mod. CP for extension of completion date of new FM station.

To Change Name

KMMJ Grand Island, Neb.—Requests mod. license to change name of corporate licensee from KMMJ Inc. to Town & Farm Co.

License Renewal

Following stations request renewal of license:

KCON Conway, Ark.; KXRJ Russellville, Ark., and WVMI Biloxi, Miss.

May 13 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

WSOO Sault Ste. Marie, Mich.—Requests mod. license to increase power from 100 w-N to 250 w-N.

License for CP

KGMS Sacramento, Calif.—Requests license for CP which authorized new AM station.

WJH East Point, Ga.—Requests license for CP which authorized power increase and change in studio location.

CP for CP

KWPM-FM West Plains, Mo. — Requests CP for replace CP which authorized new FM station.

Locations Determined

Estherville Bcstg. Corp., Estherville, Iowa—Request for CP new AM station on 1340 kc with 100 w unl. AMENDED to show trans. and studio locations as 0.6 mi. Northwest from West city limits along State Highway 9.

Extension of Completion Date

WJAT-FM Swainsboro, Ga.—Requests mod. CP, which authorized new FM

Sell KTRC for $65,000

SALE of KTRC Santa Fe, N. M., to J. Gibbs Spring of Albuquerque for $65,000 was announced last week. FCC approval is necessary. Mr. Spring was formerly part-owner of WASK Lafayette, Ind. Selling the 250 w ABC-LBS station on 1400 kc are owners H. W. Wimberly and A. M. Cadwell. They retain the ownership of KOAT Albuquerque and KRSN Los Alamos, both 250 w stations, on 1240 kc and 1490 kc respectively. KTRC sale was handled by Blackburn-Hamilton Co.

APRIL BOX SCORE

STATUS of broadcast station authorizations at the FCC on April 30 follows:

	AM	FM	TV
Total authorized	2,415	646	108
Total on the air	2,347	632	108
Licensed (all on air)	2,325	579	94
Construction permits	90	67	14
Total applications pending	976	133	644
Total applications in hearing	217	8	19
Requests for new stations pending	324	9	536
Requests for new stations in hearing	104	0	0
Requests to change existing facilities	209	13	53
Deletion of licensed stations in April	0	4	0
Deletion of construction permits	1	1	0

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station, for extension of completion date.

License Renewal

Following stations request renewal of license:

WEBJ Brewton, Ala.; KLIC Monroe, La.; WJPD Ishpeming, Mich.; WRBC Jackson, Miss.; KWIL Albany, Ore.; WKOK Sunbury, Pa.; WDXI Jackson, Tenn.; KMUW (FM) Wichita, Kan., and KOTV (TV) Tulsa.

TENDERED FOR FILING
AM—980 kc

KSGM Genevieve, Mo.—Requests CP to increase power from 500 w-D to 1 kw-D and to change from DA-DN to DA-N.

APPLICATION DISMISSED

Chapman Radio & Television Co., Birmingham, Ala.—DISMISSED application for CP new AM station on 1220 kc with 1 kw-D (contingent of WEDR relinquishing 1220 kc).

Guthrie Bcst. Corp., Guthrie, Okla.—DISMISSED application for CP new AM station on 1550 kc with 1 kw-D.

AUTHORIZATION FORFEITED

WWSC Glens Falls, N. Y.—FORFEITED CP which authorized change in frequency from 1450 kc to 1410 kc, power increase from 250 w to 1 kw and DA-N, etc.

APPLICATION RETURNED

KLX Oakland, Calif. — RETURNED application for CP to install new auxiliary trans.

KWPM West Plains, Mo. — RETURNED application for CP to change frequency from 1450 kc to 1330 kc, increase power from 250 w 1 kw-D, 500 w-N, and install DA-N.

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Wanted immediately. Engineer for sales in broadcasting field. Must be under 30 and possess sales ability. Some travel—Chicago and vicinity. Excellent opportunity with well established company. Box 40P, BROADCASTING • TELECASTING.

Salesman—Progressive upstate New York AM-TV station offers excellent life-time opportunity to aggressive young man with good creative advertising sales background in radio, newspaper or agency field. State full particulars and starting salary required. Box 166P, BROADCASTING • TELECASTING.

Time salesman. Some experience necessary. Salary basis. State qualifications, etc., in first letter. Dept. P., WSAZ, Inc., Box 2115, Huntington, W. Va.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer with first class ticket. Starting pay $75 for experienced man. Pennsylvania independent. Box 66P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Combination man with first class license for central Michigan station. Box 104P, BROADCASTING • TELECASTING.

News editor, gather and write local news. Newscasting and announcing. Fulltime independent eastern Penna. Prefer married man, draft exempt, must have 2 years experience. Box 164P, BROADCASTING • TELECASTING.

Combination man. Willing to work. First phone requisite. Northeastern Pennsylvania independent. Excellent library. Handle all types programs. Emphasis on announcing. Remuneration depends upon ability. Regular increases. Opportunity to sell and advance to executive positions. Car necessary. If you want all-round experience, this is your chance. Write details, background, information. Box 169P, BROADCASTING • TELECASTING.

Disc jockey, three years experience, married, with good matured voice that can sell on air. KW fulltime independent eastern Penna. Successful operation, good staff, wonderful town. Box 165P, BROADCASTING • TELECASTING.

Combo first phone-announcer wanted, some experience preferred but will train beginner. Pleasant surroundings, congenial staff. Upper midwest. Box 172P, BROADCASTING • TELECASTING.

Combination announcer/engineer needed immediately for permanent position in Carolinas. Give full details including salary and phone number. Box 178P, BROADCASTING • TELECASTING.

Wanted: Announcer-engineer, heavy on announcing and must know engineering. Should have car. $85.00 week. Need commercial manager also. Louisiana. Box 190P, BROADCASTING • TELECASTING.

Combination man wanted. Very strong on announcing with 1st phone ticket. Florida location with congenial staff. Top wage to right man. Box 193P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be good typist. Good salary. Box 198P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer, accent announcing, $70.00 start. Contact Manager, KDKD, Clinton, Mo.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Announcers with first class licenses. Experience desirable but ability and other qualifications more important. Send audition tape, details and references by air mail to KMVI, Wailuku, Maui, Hawaii.

Immediately—Combination first ticket, good voice, $285 per month start, extras, progressive station. Heart of trout fishing and elk hunting wonderland. Air mail disc, photo. KPRK, Livingston, Montana.

Combo man for 250 watt station, good voice. Chances to learn unlimited. Send qualifications, history, audition to KSYC, Yreka, California.

Experienced announcer - continuity writer, strong on news commercials and DJ shows. Send representative 15 minute commercial newscast and 15 minute commercial DJ tape, photo, reference names and experience record. KTFI, 5000 watt NBC affiliate, Twin Falls, Idaho.

Announcer, first phone, clean, moral, not smoke, or drink, for independent regional, send disc, photo, resume to H. E. Smith, WAVL, Apollo, Penna.

Hurry—No ticket. Steady announcer, good voice. Heart of hunting-fishing country. Good housing. Air mail disc, photo, KPRK, Livingston, Montana.

Announcer, thoroughly experienced, especially newscasting, quiz shows, control board. Good salary plus unlimited talent fees for saleable personality. Write all details to WIRC, Box 484, Hickory, N. C.

Combination announcer-engineer for network station in pleasant central Kentucky city. Must have top quality voice and hold 1st class license. Better than average salary for thoroughly experienced, energetic man. Immediate opening. Send complete information and tape or disc if possible. Manager, WLEX, Lexington, Kentucky.

Immediate opening for announcer-engineer. Must be neat, honest and sober. Emphasis on announcing. Salary ranges from $70.00 to $80.00 for 42 hours, depending on how good you are. Call or wire Radio Station WMNC, Morganton, N. C.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. WPIC, Sharon, Pa.

Outstanding regional independent needs outstanding combination man. New modern air conditioned quarters. Small clean city of 8,000. Send photo, tape, background and salary expected. Bryan Davidson, General Manager, WRAY, Princeton, Indiana.

Wanted: Announcer with first class phone ticket. Will pay $75.00 for 40 hours. Announcing must be good. Apply in person if possible. Disc Joe Phillips, WSSO, Starkville, Mississippi.

New MBS affiliate in Little Falls, N. Y. starting June has opening for combo men, announcers, engineers. Send full particulars and salary requirements first letter to Robert Earle, Box 455, R. D. 1, Utica, N. Y.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Opening transmitter operator with first class license. No announcing. Permanent. Texas. Box 111P, BROADCASTING • TELECASTING.

Wanted, a combination engineer-announcer for a 250 watt southern station. Starting salary 70 dollars per week. Write Box 131P, BROADCASTING • TELECASTING.

Chief engineer, Pittsburgh area. Permanent. Excellent opportunity. Complete W. E. installation. 506-B-2 10-kw FM transmitter. 25-B console. All monitoring equipment. Also model 708 REL receivers. Box 146P, BROADCASTING • TELECASTING.

Anyone who regards work a pleasure, can certainly have fun at this Montana 250-watt network outlet. He should have first class ticket, some announcing and copywriting experience, or ability; a desire to go hunting and fishing; a car. Box 176P, BROADCASTING • TELECASTING.

First phone combination man, small Florida station. Salary adequate, fishing good. Box 182P, BROADCASTING • TELECASTING.

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Southern regional needs 1st class engineer. AM and FM operation. Application for television. Excellent engineering facilities. Convenient to bus lines. Write, giving full details of experience with references. Box 203P, BROADCASTING • TELECASTING.

Combo man 1st phone emphasis announcing, nearby Detroit, progressive increases, overtime, high earnings, ideal conditions, car necessary. Rush audition tape, background information. Radio 2355-Guardian Bldg., Detroit.

Will have opening first class announcer-engineer, 250 fulltime. College city, 10,000. Permanent, excellent conditions. Start $65. KAYS, Hays, Kansas.

Immediate opening for 1st phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Operator, first class license, bachelor apartment free. Station is TV applicant. KCOM, Sioux City, Iowa.

Engineer with first phone license. Willing to learn announcing. No experience necessary, KENA, Mena, Arkansas.

A small station in Hawaii is still looking for the right man for a chief engineer. Experience as chief essential. Announcing ability required. Send details, audition tape and references to KMVI, Wailuku, Maui, Hawaii by air mail.

Good experienced announcer with first class ticket. Send audition tape, record of experience, business and character references to KWFC, Hot Springs, National Park, Arkansas.

Transmitter engineer wanted. First phone ticket. Experience not necessary. Write Chief Engineer, WCRO, Johnstown, Pa.

Operator, first phone. No experience. Light duties, 6 days, 44 hours. Start $217. WFMW, Madisonville, Ky., PH. 1885.

Wanted—First class engineer, $200 month. Contact Chief Engineer, WHAL, Shelbyville, Tenn.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Help Wanted (Cont'd)

Immediate opening for first class ticket holder. Will accept beginner. Will pay higher wage for combo man. Expanding southern New England market. 250 watt, daytime. Independent WLAD, Danbury, Connecticut.

Wanted, first class engineer, no experience required. Radio Station WLPM, Suffolk, Virginia.

Vacation relief engineer: First class license. Start immediately. Send full details and references first letter. Bruce H. Ratts, Chief Engineer, Station WOWO, Fort Wayne, Indiana.

Engineer with first class license. Willing to learn announcing. WREL, Lexington, Virginia.

Immediate opening for first phone license. No experience needed. Car required. Contact Chief Engineer, Radio Station WTNS, Coshocton, Ohio.

Engineer, first class. Immediate opening. Previous experience not essential. Contact James Trewin, Station Supervisor, WVCV, Cherry Valley, New York.

Production-Programming, Others

Desire male copywriter with ideas. Some announcing. Submit samples. Texas. Box 23P, BROADCASTING • TELECASTING.

Wanted—Illinois network station desires copywriter with ideas, male or female. Box 133P, BROADCASTING • TELECASTING.

Congenial self-starting program director, versatile announcer, good on ad lib. Station located in western New York market. Send resume, photo, disc, first reply. Box 173P, BROADCASTING • TELECASTING.

Secretary, radio or advertising experience helpful but not essential. Good opportunity with radio-TV sales representative firm in Chicago and New York. Pleasant working conditions; 5 day week. Permanent. Give details of experience, education, etc. Small photo. Box 188P, BROADCASTING • TELECASTING.

Wanted: Experienced girl copywriter for continuity and promotion department of 50 kw eastern station. Opportunity for advancement. Send full details of experience and photo to WWVA, Wheeling, West Virginia.

Television

Announcers

Announcer-MC for nation's first 50,000 watt TV station. Detailed experience and photo first letter. Prefer age bracket 28-35. Station located midwest. Box 142P, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General or commercial manager. Experienced. Capable. West or southwest. Box 43P, BROADCASTING • TELECASTING.

Successful, local sales minded manager desires change to bigger market or kilowatt daytime station. If you are losing or breaking even, contact this 32 year old experienced local station manager and start making money. Reply Box 99P, BROADCASTING • TELECASTING.

Manager same station 12 years, desires change for better opportunity. Box 130P, BROADCASTING • TELECASTING.

Former station owner wants to get back to work. Manage, sell, program, write, announce. 32, married, top record. Have made money for others (and self) in 13 straight years radio. South and TV preferred. Make an offer and I'll call or see you. Box 154P, BROADCASTING • TELECASTING.

General manager-salesman. Thoroughly experienced all phases. Fifteen years in radio with six years station management, independent and network. Can put station in profit column. Box 183P, BROADCASTING • TELECASTING.

A good manager knows radio from the tube to the written word. I do. A good manager can talk to every staff member in their own language. I can. A good manager promotes civic affairs and assures a steady profit. I'm your man. Box 204P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Commercial or general manager available. 10 years experience radio as salesman, commercial manager and general manager in independent and network operations. Extra strong on sales and profits. Best references. Guarantee results. Family, sober. Personal interview. O. R. "Jim" Bellamy, R. 1, Bloomville, Ohio. Phone 116F14.

Announcers

Experienced young disc jockey with first phone desires location in good market to do 2½ to 3½ hour afternoon, or evening, or night show—or both. Net, indie AM and TV background including production as well as participation. Ex-serviceman. No draft worries. Available immediately. Box 11P, BROADCASTING • TELECASTING.

Announcer, one year experience in all phases. Good references. Available June 9th. Box 159P, BROADCASTING • TELECASTING.

Sports, news and special events man, proven ability and experience, desires immediate change of position. Excellent references. Baseball, football, boxing and basketball. Box 174P, BROADCASTING • TELECASTING.

Announcer: Married, draft exempt, college background, light experience in announcing and promotion, versed in all music. Box 180P, BROADCASTING • TELECASTING.

Announcer-engineer. Ten years experience. Family man. Prefers Florida and southeast. Box 184P, BROADCASTING • TELECASTING.

Announcer-salesman. Veteran, married. College education. Thorough knowledge radio. Really sell on and off air. Now free-lancing large market. Tape, photo, details available. Box 185P, BROADCASTING • TELECASTING.

Metropolitan stations: Announcer, experienced all phases; authoritative news voice. Now program director. Available for personal interview in June. Box 191P, BROADCASTING • TELECASTING.

Experienced announcer, currently employed in large market. News, DJ, MC. Well balanced staff man. Married, vet, will travel. Box 194P, BROADCASTING • TELECASTING.

Experienced combination man-announcer, engineer, disc jockey, first phone, ex-serviceman, no draft worries. Available now. Box 200P. BROADCASTING • TELECASTING.

Newscaster-news editor. Ten years experience all phases of radio news. Mature, concise reporting. Presently employed in large midwestern market. Minimum salary: $500 monthly. Box 202P, BROADCASTING • TELECASTING.

Newscaster. Other duties. Experienced. No draft. Married. Car. College. Travel, except southeast. Available immediately. Details. P. O. Box 852, Ponca City, Okla.

Experienced announcer, single, draft exempt, available immediately, write or call Eugene L. Books, 1808 Summit St. Eau Claire, Wis. Tel. 22278.

Experienced staff announcer, 30, currently employed Amarillo, desires staff job in California. RCA, Gates, Raytheon boards. Excellent recommendation of owner-manager here. Lee D. Drake, 1111B West 18 St., Amarillo, Texas.

Announcer, all phases. Operate board. Experience New York station. Will travel. Draft exempt. Disc available. H. R. Miller, 1141 Elder Avenue, N. Y. C.

Beginning announcer. Radio school graduate. Draft exempt, disc and details. Write Geo. Scott, 1625 E. 76th, Kansas City, Mo.

Newspaper promotion man seeks position as sports announcer. Topnotch in promotion experience. Acquainted with all sports, 3 years sportscasting. Bill Todd, 2315 Cumberland Street, Rockford, Illinois.

Experienced sportscaster. Four years experience. Play-by-play all major sports, including re-creation baseball. Young married veteran. Available immediately. Excellent references. Bill Veidt, 101 South Belmont, Wichita, Kansas.

Four solid years every phase announcing. First phone. Consider sales or management. Excellently suited for agency or TV. Dependable, free. Married, references. Si Willing, 823 West Reed, Moberly, Missouri.

Technical

1st phone. Married veteran, car. No commercial experience. New York City or surrounding area. Box 151P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Engineer, 1st phone. No station experience. Technical school graduate. Married. Vet. Box 152P, BROADCASTING • TELECASTING.

Engineer, first phone. 1½ years experience. Single, will travel. Minimum $60. Available immediately. Box 162P, BROADCASTING • TELECASTING.

Engineer, first phone. No experience. Available immediately. East coast preferably. Box 187P, BROADCASTING • TELECASTING.

Chief 4 years, 12 years in radio, experienced design, construction of AM, FM operations. Desire connection as chief small progressive station. Box 195P, BROADCASTING • TELECASTING.

Production-Programming, others

Farm service director, also staff announcing. Draft exempt, excellent references, Box 84P, BROADCASTING • TELECASTING.

Experienced TV director, producer, writer, AM experience. Married. References. State salary first letter. Box 90P, BROADCASTING • TELECASTING.

News editor, presently employed. Developing, writing program ideas a specialty. Commentaries, local news stories, features, documentaries. Good voice. Top references. Box 95P, BROADCASTING • TELECASTING.

Music director, practical experience putting together commercial music both classical and semi-classical. Continuity writer. On-the-air experience broadcasting, production. Available June 1st. Box 150P, BROADCASTING • TELECASTING.

Money not important. Job in this industry is. Bright young man, upper 10% of class, degree in radio-TV, midwestern college, wants place to start. Has been announcer midwest 250-watter, produced, wrote, directed radio-TV college shows. Studio, control experience. Valuable staff man for you when you write. Box 163P, BROADCASTING • TELECASTING.

Years of announcing experience plus thorough knowledge of production, programming, continuity, traffic and board operation. Local news writing, editing experience. Soon to be discharged following Korean service, anxious to resume career with progressive organization as announcer or in another production capacity. (TV knowhow, too.) References, disc. Available late June. Box 175P, BROADCASTING • TELECASTING.

Continuity-air gal, two years experience. Will travel. Presently employed but desire change. Can also do traffic, general office or what have you. My employer knows of this ad. Box 177P, BROADCASTING • TELECASTING.

Public affairs, educational radio or television direction or production. Brief but excellent experience. Wonderful United Nations connections. University Illinois graduate. Box 181P, BROADCASTING • TELECASTING.

Woman continuity writer. 2 years versatile experience, including air work. Interested in job with definite future in programming or as women's director. Midwest only. Box 196P, BROADCASTING • TELECASTING.

Staff librarian-staff organist-music director, now with ABC affiliate six years, interested AM-TV operation. Licensed 16 MM operation. Age 44, married, own car. Write or wire Larry Miller 417 Hill St., York, Pennsylvania.

Television

Managerial

Radio manager with thirteen years experience in successful selling, announcing, writing and managing all phases is interested in position with southern television station or radio station with definite TV plans. Strong on sales, valuable on all-round station operations and like to work hard. Best references. Will consider all offers and will phone or visit promising possibilities. Box 155P, BROADCASTING • TELECASTING.

Technical

Young man, draft deferred, travel, SRT graduate. Interested television cameraman, keen sports knowledge, willing to learn, some experience. Box 189P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Radio-TV engineer. Married, settled. Wide AM-FM-TV experience which includes TV construction transmitter, antenna, studios, remote unit through proof of performance. Administrative ability. Available immediately. Write Box 157P, BROADCASTING • TELECASTING.

Production-Programming, others

TV weatherman—topnotch television weatherman, available one-month notice. Good salesman. Best offer considered anywhere. Box 983M, BROADCASTING • TELECASTING.

Radio-TV advertising, programming executive. Experience, knowledge, ability. Want responsibility, confidence. Box 161P, BROADCASTING • TELECASTING.

Producer-director, complete background in all phases of TV. Operated all types of equipment. Have own live shows. Interested in executive position with TV applicant to establish programming format and station policies. Complete resume on request. Box 167P, BROADCASTING • TELECASTING.

Midwest university June graduate with experience in all phases of television and film production would like job in midwest station. Draft exempt, 22, single. Box 197P, BROADCASTING • TELECASTING.

For Sale

The best in complete tower sales and service by the south's largest tower erection company. Will sell or buy your used towers, erect or service your towers. A.A.A. Tower Company, Inc., Box 898, Greenville, N. C.

Stations

For sale: Established successful Ohio station. Full or half interest available. Box 156P BROADCASTING • TELECASTING.

Southwest: 1000 watts. Nets $2,000 month. Ideal opportunity in fast growing area. Box 160P, BROADCASTING • TELECASTING.

Equipment, etc.

Complete 1 kw Collins package. Brand new 20V1 transmitter and all associated gear including two turntables with console. Two-200 foot towers. All equipment still in original carton purchased during the past ten months. Write for listing. Available immediately. Box 83P, BROADCASTING • TELECASTING.

FM transmitter, 1 kw General Electric, type BF-1-A, complete with FM station monitor. Excellent condition. Appearance like new. Box 158P, BROADCASTING • TELECASTING.

Surplus equipment (Western Electric). 2-WE 9A pickups (good condition), 3-WE 9A pickups (fair condition). 6-WE 9A pickups (in need of repair). 4-WE tone arms with weight compensator. 4-WE type 00 equalizer units and filters. Make us an offer. Box 170P, BROADCASTING • TELECASTING.

About two tons bare copper ground wire (#10). Immediate shipment. Best offer buys it! Box 199P, BROADCASTING • TELECASTING.

For sale: 3 KW RCA BTF-3B FM xmitter and Hewlett-Packard 335 B frequency-modulation monitor. Complete with tubes. Like new. First offer over $2000.00 takes it. Come and get it. Glen Klein, KAUS, Austin, Minnesota.

For sale: One converted Temco 250-watt transmitter in good condition and one Western Electric 310-B 250-watt transmitter with two sets of tubes and antenna tuning unit. Make an offer. E. T. Kennedy, Chief Engineer, KWFC, Hot Springs, Ark.

Slightly used but in good condition, three RCA TA5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

.040 x 1¼" x coils bonding copper strapping, approximately .156 pound to the foot @ 55¢ per pound, F.O.B. Chicago, Ill. J. L. Clark Metals Co., 2108 S. Ashland Ave., Chicago, Ill., Haymarket 1-4533.

For sale: PT900RI Presto portable tape recorder, 3-50 ohm inputs; Altec 323B amplifier; Presto L2 playback unit; Presto 6N recording case. Good condition, shipping COD, Mastertone, Box 1060, Des Moines, Iowa.

For Sale (Cont'd)

For Sale: Hammond Novachord crated for shipping. Good condition, reasonable. Write Yellowstone Park Company, Yellowstone Park, Wyoming.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Wanted: 250 watt transmitter. Send full details and lowest cash price. Box 171P, BROADCASTING • TELECASTING.

Wanted—500 watts, more or less. FM broadcast transmitter. WIVY, Jacksonville, Florida.

Transmission line, 1⅝ inch. Advise quantity and price wanted. WTND, Orangeburg, S. C.

Help Wanted

Managerial

Commercial Manager Wanted!

One of radio's most successful regional net stations (with TV application Pending) offers a once-in-a-lifetime opportunity to the right man. A substantial salary and profit-sharing await a man familiar with all phases of commercial radio selling. Should have an outstanding record as a salesman, both local and national, the ability to handle others, highest character references, the desire for permanency and a willingness to work. He must have had five or more years' experience as Commercial Manager or Assistant CM in a competitive metropolitan market, with annual earnings of $10,000 or more per year, and be capable of earning much more. Our billings are, and have been, the highest in this multiple station midwestern market. To be considered for a personal interview, please reply in confidence, giving full and complete information about your previous experience, salaries earned and other pertinent information. Attach snapshot. Box 120P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer who can also write copy and news. Control room experience preferred, but not essential. Send letter with complete details of past and present employment, references, past earnings. Also send disc or tape to Radio Station KHMO, Hannibal, Missouri. If you want to get into a good station with a TV future, here is the opportunity.

Production-Programming, Others

WANTED

◆

A seasoned, all-round writer for radio and television wanted by major network affiliate. Good pay. Address Box 754M, BROADCASTING • TELECASTING

◆

Situations Wanted

Production-Programming, Others

RADIO & TELEVISION
Prog. Dir.-Prod. Mgr.-Producer
NOW AVAILABLE
Best references. 15 yrs. exp. Information sent on request. Write BOX 186P, BROADCASTING • TELECASTING.

(Continued on next page)

AS PROOF that "radio is *still* a wonderful advertising medium" WSOK Nashville, Tenn., has distributed reproductions of a letter from a satisfied customer to members of the broadcast industry. The cosmetic firm, White's Specific Toilet Co., reluctant at first to even try radio advertising, wrote a congratulatory letter to WSOK stating that in March, the first month the company was on the air, sales in the Nashville area jumped 65% and month of April showed a 600% gain over the same period last year.

Television

Managerial

APPLYING FOR TELEVISION?

Need executive experienced in FCC matters from station management viewpoint to assist in application planning and preparation? Thoroughly qualified man, now managing regional radio station not likely to enter TV, available to help with your application and planning in his spare time, with option on his future fulltime management services. Would also consider changing radio employ to station with assured TV future. Box 201P, BROADCASTING • TELECASTING.

For Sale

Stations

250 WATT FULLTIME

MIDWEST INDEPENDENT

grossing $50,000 per year netting $10,000. $30,000 cash or $35,000 on terms. No brokers. Box 179P, BROADCASTING • TELECASTING.

Miscellaneous

wanted

A LINE OF OPEN-END AND PACKAGE TRANSCRIPTIONS AND TV FILM TO SELL.

BOX 168P,
BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

programs promotion premiums



JOINT PROMOTION

JOINT promotion has been agreed on by WIP Philadelphia and *Baseball* magazine. In May issue, publication is carrying feature story describing activities of Phillies team. WIP's sports director, Jim Leaming, will highlight the article on his *Sports Shots* program, which in turn will be plugged by *Baseball* with two-color posters of Mr. Leaming on display at news stands.

LITERAL SLOGAN

TO 11-year-old Bobby Benhard of Milltown, N. J., the meaning of the slogan "Wherever You Go There's Radio" is both literal and far-reaching. When Bobby had his appendix removed recently, WCTC New Brunswick in cooperation with the hospital made on-the-scene minitape recordings of every step of the boy's treatment from the day he was admitted, through the actual operation, to the removal of stitches six days later. Project titled *The Story of an Operation* was engineered by hospital's public relations director for broadcast on Hospital Day.

WTVJ (TV) ENTERTAINS

PRODUCERS, directors and technicians joined with staff artists at WTVJ (TV) Miami, Fla., to present a variety show at Veteran's Administration Hospital in Coral Gables May 11. Ted Clark was emcee of a program of dancing, comedy acts, singing and pantomime. Production was under direction of Harry Berry. Cast included Ash Dawes, promotion manager; Hugo Malaga, studio technician; Ray Gabor and Shannon Wallace, producers; Wilson Griffith and Bob Alshouse, directors; Jack Cobb, announcer, and Dod Farrell, Elaine Krassner, Gale Fisher and Al Reiser.

WKRC-TV AUCTION

DEBT of gratitude was paid May 11 to the Salvation Army by WKRC-TV Cincinnati, when *Swap Shop* program was used to auction off items such as Arthur Godfrey's tea cup and Ken Murray's cigar. Salvation Army, during recent flood, diverted its own efforts to help the station in its campaign to aid South Sioux City, Neb. Profit from the auction was turned over to the Salvation Army.

BOOKLET PROMOTION

NEW binder type promotion booklet has been distributed by CKWX Vancouver on the Vancouver and British Columbia market. Complete with a number of maps of the province and the Greater Vancouver area, booklet gives facts and figures and shows markets served by the station as well as services which CKWX offers advertisers.

WAVE POLITICAL NEWS

WAVE Louisville is going all-out in political coverage this year, a station news release reports. WAVE and its network, NBC, have broadcast all state primaries to date plus the Kentucky Republican Presidential delegates nominations and various political educational features. WAVE plans to broadcast other state primaries, the state Democratic delegates nominations, both national party conventions and the election in November.

HIGH SCHOOL REMOTE

ED PEARSON, WPJB Providence, R. I. personality, taped all but news segments of his 'teen-age talent show, *Open House*, at a local high school. For nearly a month before the show was taped, students had been voting on disc favorites. Mr. Pearson, Harmon Hyde, program director and Bob Morgan, engineer, moved equipment into the high school where nearly 300 pupils put their talents on tape.

POOLSIDE BROADCASTS

AIRING of WFBR Baltimore's *Melody Ballroom* will take place from Meadowbrook, the city's largest privately-owned pool June 2-Aug. 29. The disc jockey show features Ralph Phillips and Bill LeFevre. John E. Surrick, WFBR vice president-general manager, said that the idea has brought new business to the station during the usually dull months.

BASEBALL QUIZ

YOUTHFUL members of baseball teams in the WTCN-TV Minneapolis-St. Paul area are taking part in the quiz-type *Baseball Clinic* TV show by the station Saturday mornings, with prizes awarded to youngsters who answer questions correctly.

REAL ESTATE DRIVE

KDYL Salt Lake City is airing an aggressive campaign on behalf of the Capson Realty Co., Salt Lake City. Through a new quarter-hour quiz show, *Dial-A-Home*, the station is helping sell real estate. Capson ads in newspaper classified space cross-promote the radio show and give the answer to the broadcast quiz question.

WSM-TV RESULTS

MAILING piece from WSM-TV Nashville tells how the C. B. Ragland Co. of Nashville, for its Colonial Foods, put on a spot campaign, concentrating on one of its many canned products at a time. Julian P. Ragland, firm vice president, wrote, "We are very pleased to tell you that since starting these spots, our sales comparisons have been extremely favorable, with the product sales showing immediate gains from 10% to 150%."

BBC DRAMAS

PLAYS adapted for radio highlight the May offerings of WFUV-FM New York, Fordham U. station, in collaboration with the British Broadcasting Corp. Among the special dramas selected for FM presentation are William Shakespeare's "Measure for Measure," Moliere's "Tartuffe" and Stanley Weyman's "Under the Red Robe." The Weyman play, an outright BBC production, will run six consecutive Mondays, 10-30-11 a.m., starting May 26.

BOWLING TOURNEY

WHEN the American Bowling Congress moved into Milwaukee for its 49th annual tournament, the A. Gettelman Brewing Co. launched a full-scale local drive to promote the sports event. Company tied in retail promotion with exclusive TV coverage of tourney on WTMJ-TV every other Thursday throughout 84 days competition. TV program was developed around specially-built movable dollies to cover 40 alleys. Dealer tie-ins and media were used to publicize tourney. Gettelman agency is Hoffman & York Inc., Milwaukee.

Eastern Network

$30,000.00

A profitable combined operation showing consistent increases. This fulltime network facility is the only station in an attractive small eastern market.

Southwest Regional Network

$185,000.00

A well established network facility dominating a wide area from a fast growing market. Investment will show better than a twenty-five per cent return on basis of five year average profits. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

SRT • SRT • SRT • SRT • SRT

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening
Small Classes
Approved for Veterans

Write for Prospectus
DEPT. H

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois.

FCC Actions

(Continued from page 86)

May 15 Decisions . . .

BY COMMISSION EN BANC

Designated for Hearing

The Heart of Black Hills Station, Rapid City, S. D.—Designated for hearing at Washington, D. C., on June 24, application for mod. CP for approval of trans. site and ant. system for new station granted June 6, 1951, to operate on 1340 kc, 250 w unl.

County Bcstg. Service, Woodstock, Va.—Upon petition by WDYK Cumberland, Md., designated for hearing application of County Bcstg. Service for new station on 1230 kc, 250 w unl., and made WDYK Cumberland party to proceeding.

KIMP Mt. Pleasant, Tex.—Designated for hearing application to change hours from day to unl. and power from 1 kw to 1 kw LS, 500 w-N, and install DA-N.

Paducah Bcstg. Co., Paducah, Tex.—Designated for hearing application for new station on 1300 kc, 250 w-D, and made KTRN Wichita Falls, Tex., and KTFY Brownsfield, Tex., parties to proceeding.

Massillon Bcstg. Corp., Massillon, Ohio, and The Review Pub. Co., Alliance, Ohio—Upon petition by Review Pub. Co., designated for hearing applications of Massillon and that of The Review Pub. Co. for simultaneous co-channel operation in two cities on 1310 kc, 1 kw-D, DA.

Ordered that hearing in re applications of Liberty Bcstg. Co., Liberty, Tex., and KTHT Houston, Tex., be held in Washington on June 23.

Granted Changes

KWOC-FM Poplar Bluff, Mo.—Granted CP to change ERP from 16 kw to 15 kw and ant. from 190 to 215 ft.

WIMS-FM Michigan City, Ind. — Granted CP to change ant. height from 180 to 160 ft.

WGCH (FM) Greenwich, Conn. — Granted authority to remain silent from May 25 to Aug. 15.

Denied Petition

Needles Bcstg. Co., Needles, Calif.—Denied petition requesting waiver of Sec. 1.373 of Rules to permit immediate consideration of application for new station on 1340 kc, 250 w unl.

Granted License Renewal

Granted renewal of licenses for following non-commercial educational FM stations for regular period:

KANW Albuquerque, N. M.; KFCA Phoenix, Ariz.; KSDB-FM Manhattan, Kan.; KSMU-FM Dallas, Tex.; KTEC Oretech, Ore.; KTJO-FM Ottawa, Kan.; KVOF-FM El Paso, Tex.; KWAX Eugene, Ore.; WBJC Baltimore, Md.; WERS Boston, Mass.; WHA-FM Madison, Wis.; WHWC Madison, Wis.; WMMI Meridian, Miss.; WNOV St. Paul, Minn.; WUSV Scranton, Pa.

Granted Temporary Extension

WRGB (TV) Schenectady, N. Y. — Granted further temporary extension of commercial TV station license for period ending Sept. 1, 1952.

KE2XCV (General Electric Co.) Syracuse, N. Y.—Granted further temporary extension of developmental TV station license for the period ending Sept. 1, 1952.

WBKB (TV) Chicago—Granted further temporary extension of commercial TV station licenses for period ending Sept. 1, 1952.

WABD (TV) New York—Granted further temporary extension of commercial TV station license for period ending Sept. 1, 1952.

Following were granted further temporary extensions of licenses for experimental TV stations for period ending Sept. 1, 1952:

KE2XDN near New York; KE2XDR near New York; KM2XBB near Los Angeles.

NIGHT AND DAY . . .

ABC

WENE

BINGHAMTON, N.Y. MARKET

NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MAY 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,348	2,328	87	327	217
FM Stations	633	581	69	9	8
TV Stations	108	97	11	545	19

(Also see Actions of the FCC, page 86.)

New Application . . .

AM APPLICATIONS

Listed by States

Madera, Calif.—Madera Bcstg. Co., 1230 kc, 250 w fulltime. Estimated construction cost $14,500, first year operating cost $26,000, revenue $36,000. Equal partners in applicant are Fred Morey, retired businessman; James H. Warren, traffic manager for WMAK Nashville, Tenn., and Charles William Stockley, chief engineer for WMAK. Filed May 15.

Chester, Ill.—Cecil W. Roberts, 1450 kc, 250 w fulltime. Estimated construction cost $13,500, first year operating cost $35,000, revenue $45,000. Mr. Roberts owns KREI Farmington, KNEM Nevada and KCHI Chillicothe, all in Missouri, and is an applicant for new AM station in Chanute, Kan. Filed April 24.

Grand Haven, Mich.—Okabena Bcstg. Co., 1490 kc, 250 w fulltime. Estimated construction cost $14,724.50, first year operating cost $36,000, revenue $40,000. Principal partners include Bob Ross Smith, general manager of WLBG Laurens, S. C., and Betty B. Smith (his wife), who together have 18% interest; Paul R. Smith (13.5%), 1/6 interest in and partner of Calkins & Holden, Carlock, McClinton & Smith Adv., New York; Samuel B. Smith (13.5%), national sales manager for adding, bookkeeping and calculating machine division of Remington Rand Inc., New York; Lynne C. Smeby (13.5%), radio consulting engineer, Washington, D. C.; Phyllis R. Condon (9%), radio-TV advertising copywriter for D'Arcy Adv., New York; Sidney F. R. Smith (9%), TV director at NBC New York; Alberta Jacoby (9%), Mental Health Film Board, New York; Stelle S. Smith (9%), Stelle Smith Inc. (investments), Minneapolis and New York, and three other minority partners. Filed May 15.

FM APPLICATION

Emporia, Kan.—Kansas State Teachers College of Emporia, 91.1 mc, 250 w. Estimated construction cost $1,800. Applicant is state college. Filed May 24.

ARRL TV PROGRAM

Expansion Is Voted

CONTINUANCE and expansion of the TV interference program [B•T, May 5] has been voted by the board of directors of the American Radio Relay League. At its annual meeting in Hartford, Conn. fortnight ago, Goodwin L. Dosland, an attorney from Moorhead, Minn., was elected new president of ARRL.

The ARRL board also voted to ask the FCC to permit "hams" radiotelephone privileges on 7200-7300 kc and 21.25-21-45 mc, plus an extension of radiotelephone privileges from 28.5 to 28.25 mc. The ARRL will also ask the FCC to provide 3775-3800 kc for mobile radiotelephone operation 7150-7200 kc and 51-53 mc for novice operation.

The board, which represents 35,000 U. S. radio amateurs, selected Houston, Tex., for its 1953 convention and established a special membership rate for blind amateurs.

Meanwhile, Crosley Division of Avco Manufacturing Corp. assured owners of its TV receivers that they need not worry about interference from amateur operation on the new 21-21.45 mc band. The intermediate frequencies of Crosley TV sets are 21.9 mc, an announcement explained, and thus puts its receivers "well beyond the amateur interference range under normal conditions."

SCRIPT LIBRARY FOR SALE

One man operation. Thousands of scripts including mimeograph machine. Cash, $1,000. Paul Adler, 535 Fifth Avenue, New York, New York. Murray Hill 7-1881.

NARND MEETING

Cleveland Named as Site

NATIONAL Assn. of Radio News Directors has selected Cleveland for its 1952 convention, NARND President Jim Bormann, WCCO Minneapolis, announced last week.

Mr. Bormann said also that the annual meeting had been shifted from mid-November to Dec. 1-3.

WHEE Again Is WBMS

WBMS Boston, which changed its call letters to WHEE in April 1951, has changed back again to its former call letters, Norman Furman, WBMS general manager, announced last week. FCC reported that approval for the change back to WBMS was given earlier this month.

KOB, WJZ ISSUE

ABC Again Petitions FCC

DON'T approve the transfer of KOB-AM-TV Albuquerque from T. M. Pepperday (*Albuquerque Journal*) to Time Inc. and former FCC Chairman Wayne Coy [B•T, April 28, March 3] without clearing up the status of KOB on 770 kc, ABC petitioned the FCC last week. ABC's WJZ New York is the Class I station on that wavelength.

The network asked the Commission, when and if it approved the $600,000 sale, to simultaneously order 50 kw KOB back to its authorized 1030 kc.

KOB has been operating since 1941 on 770 kc under special service authorization. It originally was granted a CP on 1180 kc in 1940, but that frequency was deleted from U. S. assignments by the first NARBA. The FCC then changed KOB to 1030 kc, but this was opposed by WBZ Boston, a Class I station on that frequency. The Commission next granted KOB an SSA on 770 kc and the Albuquerque station has been operating under extensions of that temporary authority ever since 1941.

ABC has protested that assignment over the decade, appealing a further extension to the U. S. Court of Appeals last year. The court remanded the case back to the FCC with instructions to come to a decision on the matter [B•T, July 23, 1951].

ABC asked the Commission to (1) dismiss KOB applications for CP and license on 770 kc, (2) make approval of the transfer of KOB properties conditional on clarification of the AM station's assignment, (3) carry out the instructions of the U. S. Court of Appeals, and (4) rescind station's SSA to operate on 770 kc.

Arthur E. Rydberg

ARTHUR E. RYDBERG, 49, veteran WHO Des Moines transmitter engineer, died of a heart attack while on duty May 10. He had served on the transmitter crew since 1934. Surviving are his wife, Violet, and a son, Garry, 14.

Employment Agency — Employment Agency

ENGINEERS — *First - Second Phone*

YOUR APPLICATION CAN BE PROCESSED FOR *IMMEDIATE* OPENINGS IN FORTY-TWO STATES.

ONE WEEK'S SALARY WHEN PLACED, THE ONLY FEE.

WRITE:

Broadcast Management Services Co.

(Agency)

17 East 48th Street, New York 17, New York

PL 5-1127

PROGRAM CLINICS

BMI Ends Radio, Opens TV

LAST of 42 BMI radio program clinics were completed last week [B•T, May 12] with meetings in Maine, Alabama, New Brunswick and Ontario, while plans got under way for BMI television clinics in New York today and tomorrow (Monday and Tuesday), in Chicago May 22-23 and in Los Angeles May 26-27. (See story, page 66).

Attendance at the 42 clinics was well above the 3,000 mark and broadcasters seemed well satisfied with results.

Fuller reports on three clinics, held in Boston, Gainesville, Fla., and Seattle, were received last week:

BOSTON, May 9

The Boston BMI clinic [B•T, May 12] claimed the largest attendance of any regional BMI clinic ever held in the United States, with 140 broadcasters attending from five states under auspices of the Radio Executives Club of New England.

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told the big group that he expected a rise in advertising volume to $9 million, or 50% more than at present, to maintain the present $300 billion economy in peacetime.

He said more and better selling will be needed "to find customers



Boston clinic sees get-together of (l to r) BMI Vice President Roy Harlow, AAAA President Gamble and REC President Edmund Shea.

* * *

for the enormously increased output of our U. S. plants once our defense tooling-up is completed."

Mr. Gamble described the advertising structure as having three parts: (1) The commission system of agency compensation, (2) recognition of agencies (3) the 2% cash discount.

Dismissing the first as a great incentive system, but "no problem," he said of agency recognition:

Is it a bona fide agency, independently owned? Is it free from control by any advertiser, so that it is unprejudiced and unrestricted in its service to all clients? Is it free from control by any medium owner . . . for unbiased advice to advertisers in the selection of media?

Does the agency keep all the commission you allow and devote (it) to the service and development of advertising as you require? That is, not rebate any of the commission to any client. . . .

Does the agency have adequate experience and ability to service advertisers . . . the know-how to make advertising succeed? . . .

Is the agency financially sound? This means the agency should have financial integrity, collect promptly from its clients, pay your station on time and have enough capital on hand to meet emergencies. . . .

On the third part of the structure, Mr. Gamble advised broadcasters to follow the lead of "most other media" in providing "agencies and themselves" with "the customary 2% cash discount" for payment of bills on time. He said that other media do not pay the 2% discount "out of their own revenue. They make allowance for it in setting their rates so as to receive the net return they wish."

GAINESVILLE, Fla., May 8

Representatives of 18 Florida radio stations and faculty members from four Florida universities heard the state's second BMI program clinic, sponsored by the Florida Assn. of Broadcasters, with FAB President S. O. Ward, manager of WLAK Lakeland, presiding, and Garland Powell, director of WRUF Gainesville, as chairman of the arrangements committee.

Fritz Sorenson, program director, WKRS Waukegan, Ill., told how his station is "Making Local News Pay Off," and Frank McIntyre, production manager, KLIX Twin Falls, Ida., said management's main problem is keeping a high staff morale.

Ray Clancy, general manager of WMFJ Daytona Beach, urged "more imaginative merchandising" in building programs. "Radio is show business and must use showmanship," he said.

Three factors important in adjusting the current rate card, according to Robert R. Tincher, vice president and general manager of WNAX Yankton, S. D., are (1) audience flow, (2) audience turnover and (3) ratio between sets-in-use and ratings.

Hale Bondurant, also a Columbia, S. C., clinic speaker, told listeners that radio alone delivers all three markets (metropolitan, rural non-farm and rural) to the advertiser. All of these markets, he said, can be served at the same time, but the station should build its character and individuality.

Profs. Tom C. Balton and John Paul Jones, U. of Florida, also spoke.

SEATTLE, May 6

The Seattle BMI program clinic [B•T, May 12], co-sponsored by the Washington State Assn. of Broadcasters, was attended by 80 radio and television executives with Leo H. Beckley, president of KBRC Mt. Vernon and incoming president of WSAB, opening the sessions.

William Holm, general manager of WLPO LaSalle, Ill., who also spoke at the San Francisco and Vancouver clinics, described his 250 w station's commercially successful news programs in a market saturated with 40 AM stations. Harry McTigue, president of WINN Louisville, also a speaker at the San Francisco and Vancouver clinics, emphasized block programming of music.

Robert Wesson, program manager of KHQ Spokane, told the group that "intelligent planning by the program department must include selling salesmen on the idea that they are marketing programs, not merely time."

New ABC Signatures

ABC radio and TV today (Monday) inaugurate new audio and video identifying signatures. The familiar "This is ABC, the American Broadcasting Company," was to be heard the last time yesterday and from 8 a.m. EDT today listeners will hear: "This is ABC—Radio Network." Similarly, at the conclusion of ABC-TV's opening network telecast at 6:45 p.m., the new visual signature will show a head-on shot of a camera lens with iris closed, then opening gradually to reveal the letters "ABC" centered on the lens opening. Audio identification following all ABC-TV programs will be: "This is ABC —Television Network."

Network Cancelled Time

(Continued from page 25)

lem for CBS-TV. When Pillsbury Mills takes over the last quarter hour of the Godfrey show on television (10:45-11 a.m.), the program will be followed by the regular *Bride and Groom* show, which is sponsored by the rival General Mills, thus causing a conflict of products on succeeding shows. Problem is yet to be resolved.

The Gulf Oil purchase is for five quarter-hours a week (10-10:15 p.m.) of *John Daly and the News* on 225 ABC network stations, effective June 16 (see story page 14) Young & Rubicam, is agency.

The Wrigley-CBS Radio contract placed through Arthur Meyerhoff Agency, Chicago, calls for continuation of Wrigley's current two half-hours a week through the summer with replacement shows, plus the equivalent of four other half-hours a week with various starting and termination dates.

Summer replacements for the advertiser's regular shows will be *Lineup* from June 3-Aug. 5 in the Tuesday 9-9:30 p.m. EDT spot now occupied by *Life With Luigi*, and *Broadway Is My Beat* from July 5-26 in the Saturday 8-8:30 p.m. period replacing *Gene Autry Show*.

Other shows to be sponsored by Wrigley are the following, each scheduled in the 9-9:30 p.m. EDT segment (some pre-emptions by coverage of the political conventions in July are expected):

Meet Millie, Sundays, July 6-Aug. 10; *Romance*, Mondays, July 14-Aug. 25; *Johnny Dollar*, Wednesdays, July 2-Aug. 20; *Mr. Chameleon*, Thursdays, July 3, Aug. 21.

CBS Wage Increase

WEEKLY 15% wage increase for employes has been approved by the Wage Stabilization Board in CBS Hollywood contract with Office Employes International Union. WSB, however, rejected proposal for a three week paid vacation for employes with five years of service. OEIU plans to appeal latter decision. Further arbitration covered in contract starts May 20.

FOR FINEST TAPE RECORDING

KFBI

Wichita, Kansas

USES Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!



PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!



QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.



CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord Inc., 360 N. Michigan Ave., Chicago 1, Ill.

CONSTANT SERVICE OF HIGHEST TYPE WILL NET SPONSORS INCREASED SALES IN

HALIFAX NOVA SCOTIA

JOS. WEED & CO.

350 Madison Ave., New York,

(Rep.)

5000 WATTS—NOW!

Liberty Suspends

(Continued from page 25)

ealized the expense of such an peration.

Stations frequently claimed they ad trouble getting instructions nd decisions from the Dallas headuarters. They felt the network as built around the president, ith officers at the vice presidential evel unable to make decisions. Acording to one version, LBS was all generals and no privates."

Lacking official instructions after he network suspended, affiliates ere wondering about details of heir business relations with LBS.

B. R. McLendon and Mr. Cullen ave been generally referred to as he financial backers of the network. The elder McLendon has xtensive theatrical interests in he Southwest. Mr. Cullen is a naionally known Texan with oil inerests.

Network originating points have een Dallas headquarters, New ork and Washington. LBS had announced recently that its key outlet was being moved to KLBS Houston, formerly KLEE [B•T, May 5]. Transfer of LBS headquarters was being effected though operations were still being directed out of Dallas.

The LBS sales staff in New York was curtailed last March, when rumors about its future were active. At that time, Mr. McLendon strongly denied that the network was having serious troubles.

Failure of Falstaff to renew its baseball sponsorship was felt by some affiliates to have started the 1952 crisis. A fortnight ago, it was understood Sears, Roebuck & Co. was not renewing its Liberty contract for Coldspot freezers, effective May 16. Other national advertisers are said to have voiced concern about signing sponsorship contracts during pendency of network litigation.

WOL Washington, owned by Peoples Broadcasting Corp. (also owner of WRFD Worthington, Ohio), provided news, commentary, capital events and program service to the network.

Earlier last week, WCFL Chicago and LBS severed relations as WCFL took over rights to White Sox baseball games. Liberty had bought Sox games for the network earlier in the season, with WCFL as Chicago outlet. The network is understood to have been given a rebate on the purchase price by the White Sox, which then is believed to have obtained about $100,000 from WCFL for the rest of the season.

WOPA Settlement Reported

WOPA Oak Park, Ill., originally an LBS affiliate, was reported last week to have reached an out-of-court settlement with Liberty after it charged breach of contract. This, it was understood, restored affiliation to WOPA.

Liberty's suspension found the network holding costly rights to broadcast the two major political conventions from Chicago this summer. Peoples Broadcasting Corp. was considering a proposal to take up the facilities.

In a statement quoted Friday by Associated Press, the elder McLendon said LBS was not in financial difficulty, adding, "We are not contemplating bankruptcy proceedings and reports that we may file in bankruptcy court in Dallas are untrue."

Herbert E. Evans, general manager of Peoples, said Friday his organization is considering offering, through WOL, news and other services to stations in mid-Atlantic states on a cooperative basis.

Interested stations will meet soon to see what can be worked out, he said, "probably on a non-profit basis with stations sharing expenses and earnings of such a project. The only information we have today is that Liberty has suspended operations. Whether or not this suspension is permanent is still to be learned." He said the LBS suspension will not materially affect Peoples operations.



ENJOYING Florida sun after semi-annual management meeting are these Storer Broadcasting Co. executives: (first row, l to r) Gayle Grubb, vice president-managing director, WJBK-AM-TV Detroit, and Glenn Jackson, managing director, WAGA-AM-TV Atlanta; middle row, A. Garrin Ferrise, managing director, WMMN Fairmont, W. Va.; George B. Storer Jr., vice president-managing director, KEYL San Antonio; J. Robert Kerns, vice president-managing director, WSAI Cincinnati; Allen Haid, vice president-managing director, WSPD-AM-TV Toledo, and Miller Babcock, managing director, WGBS Miami; third row, William Rine, regional vice president, central district, and managing director, WWVA Wheeling, W. Va.; Tom Harker, vice president-national sales director; George B. Storer, company president; Lee B. Wailes, executive vice president, and Stanton P. Kettler, vice president, southern district.

POLITICAL FUNDS

House Votes for Inquiry

HOUSE approved by voice vote last Monday a resolution to set up a special committee to look into campaign expenditures of House candidates [B•T, March 24]. It was sponsored by House Majority Leader John W. McCormack (D-Mass.).

In addition to investigating methods of contributions, expenses, money raised or subscribed by candidates, individuals, groups and corporations, the resolution (H Res 558) provides for study into "use of advertising space, radio and television time . . . moving picture film" and other services made available to the House candidate in his campaign.

WALKER LETTER

Acknowledges Ad

EXCERPTS from FCC Chairman Paul A. Walker's speech at the NARTB convention were printed and praised in an advertisement placed by WTWA Thomson, Ga., owned by Edgar H. Kobak, in the *McDuffie Progress*, of Thomson, published by Mr. Kobak.

Last week, after the complimentary ad had been brought to his attention, Chairman Walker wrote to Mr. Kobak:

"Now that this generous helping of rich, purple prose from my Chicago exhortation has been forever embalmed in the pages of the *McDuffie Progress* for posterity and beyond, I really have nothing more to live for. . . .

"This issue also gives me some inkling as to the irresistible attraction the city of Thomson has for you. The cafe society, the night clubs and the teeming crowds of New York apparently pale into insignificance beside the Saturday night barn dances, the rodeos and the strawberry shortcake festivals of the Camellia City of the South."

JACK BERCH, star of ABC radio *Jack Berch Show*, tees off Western Child Safety Week at meeting of Hollywood Ad Club today (May 19), with talk on "Value of Advertising Child Safety."

BROKERS and FINANCIAL CONSULTANTS
to
RADIO STATIONS—TELEVISION STATIONS
AND NEWSPAPERS

Confidential Inquiries Invited

HOWARD E. STARK

50 E. 58 St.
New York 22, N. Y.

Phone
Eldorado 5-0405

Now MORE THAN EVER BEFORE
the Best Buy in Green Bay

"MORE reasons for more people to listen more often!"

COMPLETE LOCAL COVERAGE AND INTEREST

+ PLUS +

MUTUAL Network

WJPG
THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

WJPG, GREEN BAY, WIS.
McGILLVRA, Rep., N.Y.-Chi.

at deadline

REBROADCAST RULE HAILED BY BROWN

GORDON P. BROWN, owner of WSAY Rochester, N. Y., and long-time gadfly of networks, jubilantly hailed FCC's interpretation of rebroadcasting provisions of Communications Act at Washington luncheon news conference he hosted Friday. Mr. Brown's attitude was that Commission's opinion (see story on page 24) eliminated control of networks over rebroadcasting of programs, aided bargaining position of affiliates vis-a-vis networks.

If sponsor approves rebroadcast of his program, Mr. Brown explained, then station which originally broadcast it should have no hesitancy in approving rebroadcasts. Mr. Brown alluded to Commission's order which requires station which declines rebroadcast permission to justify its refusal in writing to FCC.

Commission also, Mr. Brown believed, invited Congress to pass Sheppard bills (HR 10 and 73) which would legislate control of programs out of networks into hands of sponsors or package owners.

Rebroadcasting means more income for independents and affiliates, Mr. Brown contended. He distributed booklet to show that topnotch network shows got higher rating on rebroadcasts than they did on original airings (e.g., Jack Benny on CBS at 4 p.m. on Pacific Coast had rating of 15.7, rebroadcast by same station at 9:30 p.m. brought him rating of 20.7). Basis of Mr. Brown's belief seems to be that rebroadcasts attract new audience to show.

Mr. Brown, who claimed to have spent $40,000 of his own money in fighting networks and to be responsible for FCC's duopoly rule, forcing sale of Blue Network by NBC, and other Chain Broadcasting regulations, also announced formation of American Assn. of Affiliated & Independent Radio & Television Broadcasters (AAAIRTB).

WSSV APPLICATION

TOTAL new television station applications filed last week raised to three Friday when WSSV Petersburg, Va., filed for Channel 8, with 27.8 kw ERP (see early story page 61). Principal WSSV stockholder is Louis H. Peterson, owner of WNOR Norfolk, Va., and Peterson Adv. Agency, Petersburg. Cost of new TV outlet estimated at $248,283. Application estimated first year's operation would be in red—with $200,000 operating cost and $175,000 expected revenue.

Amended application, requesting UHF Channel 59, was filed by WFAM Lafayette, Ind. Cost for 20 kw ERP station was given as $158,000. Sole owner O. E. Richardson.

Thirty-year-old KGU Honolulu, Hawaii, owned by *Honolulu Advertiser*, announced it plans to apply for Channel 4 with 37.2 kw ERP. Antenna will be atop AM tower, on top of Advertiser Bldg.

SAG ISSUES THREAT

SCREEN ACTORS GUILD will "assert its legal rights" and cancel existing working arrangement with members of Alliance of Television Film Producers unless agreement on new collective bargaining contract is reached by June 24 to comply with 60-day notice regulation. Original SAG-ATFP contract expired last December but was extended on temporary basis during negotiations.

CO-OPS ON CONVENTION

LOCAL AND REGIONAL advertisers will be able to sponsor on network co-op basis Democratic and Republican national conventions direct from Chicago over MBS in July, William H. Fineshriber, Mutual executive vice president, announced Friday.

Decision was made after Mutual's 550 stations reported that they had been swamped with local and regional requests to share convention time, Mr. Fineshriber said.

PAULEY FILES PETITION IN PRO FOOTBALL CASE

EDWIN W. PAULEY, 27½% partner in Los Angeles Rams pro football team, petitioned U. S. District Court, Eastern District of Pennsylvania, Friday to protect his personal rights in pending U. S. anti-trust action against National Football League and member clubs. U. S. suit charges conspiracy in controlling radio-television rights to games.

Mr. Pauley, major stockholder in San Francisco TV applicant, Television California, told court he opposed club's adherence to league's policy, adding he had no control of club affairs under agreement giving Daniel F. Reeves, 30% partner, full operating powers. Last January, Rams were only club voting against continuance of league rule binding all members to follow league policies. Mr. Pauley said he has consistently opposed this rule.

TALL TOWER PROBLEMS ASSIGNED TO SUB-GROUPS

ORGANIZATION of industry-government committee working on tall TV tower problem [B•T, May 12] into subcommittees to explore facets of situation—including one to determine extent, if any, of dangers to air navigation—was decided Friday at second meeting of "ad hoc" committee.

To study whether problem exists, and if so to what magnitude, was put up to committee comprising Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers; Neal McNaughten, NARTB; John Evans, FCC and D. D. Thomas, CAA. Preliminary study by Mr. Kennedy indicated that of 1,249 TV channel assignments in continental U. S., 170 are to cities with populations over 50,000; 549 in 10,000 to 50,000 class; 530 to cities in under 10,000 class.

Other subcommittees were set up to make detailed study of FCC's recommended criteria, to investigate corollary matters—such as feasibility of using common sites for all TV antennas in one city, etc. CAA and FCC also constituted a special group to review regulations for making and lighting of towers.

CBS-TV BUYS PROPERTY

CBS-TV has purchased property of Sheffield Farms located at 56th st. and 10th ave., N. Y., with nine acres of floor space which will be converted in fall into largest TV plant on East Coast, officials say. It will house 10 studios and will be large enough for helicopters to land on roof with last-minute news film.

PEOPLE...

HAROLD FRAZEE, president, Wiley, Frazee & Davenport, to Scheideler, Beck & Werner Inc., N. Y., as executive head of agency's new drug and cosmetic division.

NANCY KEARNS, Paul H. Raymer Co., N. Y., station representatives, to Hicks & Griest Inc., same city, as assistant to radio and television director, Peter Krug.

JAMES E. DUFFY has been named manager of advertising and promotion dept. of ABC's Central Division, Chicago, effective last Friday. Mr. Duffy has been with ABC since 1949.

WENDELL HOLMES, D. P. Brother, Detroit, to Kenyon & Eckhardt, that city, as copychief.

RICHARD L. PELZMAN, formerly head of his own firm in Washington, named eastern films syndication manager of Ted Baldwin Inc., N. Y., promotion and public relations firm.

STOCKHOLDER DIFFERENCES RESOLVED SAYS SNADER

LOUIS F. SNADER, president of Snader Telescriptions Corp., Los Angeles, declared firm is not in financial difficulties or for sale, calling reports to that effect "unfounded and untrue" following policy meeting last week. Differences with principal stockholders have been resolved, he said.

Mr. Snader asserted all phases of business are in soundest possible financial condition. Some 42 remaining telescriptions in second library series yet to be filed, he said, with contracts for additional production to be concluded in time for next board meeting July 2.

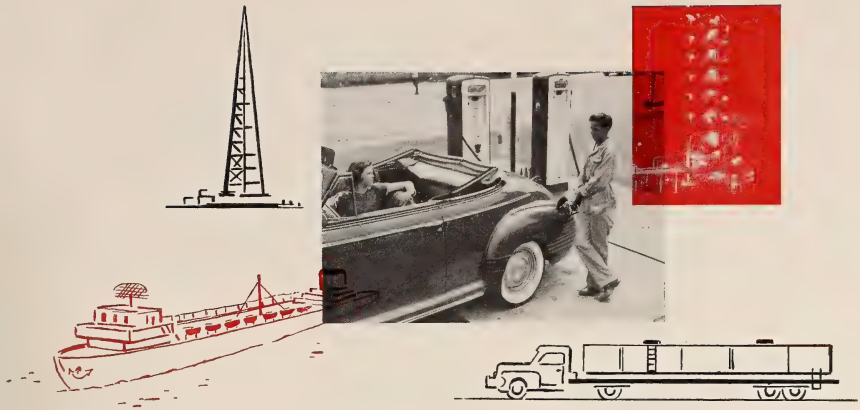
In reorganization, E. Jonny Graff, executive vice president in charge of sales, takes over operations of Snader Telescriptions Sales Inc., STC subsidiary. He replaces Reub Kaufman, president, who is leaving organization.

GE TRANSMITTER

UHF transmitter rated for 1,000 kw radiated power was announced by General Electric Co. in speech by Lewis F. Page, broadcast specialist, before Southwestern Institute of IRE in Houston Saturday. Transmitter has rated power of 60 kw and combines with GE helical high gain antenna to radiate up to megawatt in power. Heart of new transmitter, fourth in GE's UHF line, is Klystron tube. No price has yet been announced for new 60 kw transmitter. GE sells 100 w UHF transmitter for $37,000, 1 kw for $65,000, 12 kw for $140,000. These compare to VHF transmitters as follows: 5 kw, $65,000; 35 kw, $145,000; 50 kw, $205,000. Prices for GE's helical antenna were reduced last week—three-bay antenna, from $13,500 to $9,000; four-bay, from $18,000 to $12,000; five-bay, from $22,500 to $15,000.

NEW UHF TUBES

AVAILABILITY of two newly developed UHF tubes announced Friday by tube department, RCA Victor. New tubes are forced-air-cooled "1 kw" power tetrode for UHF TV transmitters and miniature oscillator triode for station selectors in UHF home receivers. Forced-air-cooling principle of power tetrode, designed to operate at high frequencies with high efficiency, allows for simplification in transmitter design, it was said, as well as "substantial" operating economies. Oscillator triode was described as incorporating numerous design features to minimize frequency drift, lead resistance, and other limiting factors which affect stability of conventional UHF tubes.



Esso DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

From oil well to refinery to gas station to motorist, and all the numerous steps in between—Esso truly knows its business well. Its skilled geologists probe beneath the surface for oil; its skilled advertising men use the air (WTVR and TV) with standout effectiveness.

In the rich Virginia markets around Richmond, Havens & Martin, Inc. Stations also do a full and fruitful job. Pioneers in TV, AM, and FM, these first stations of Virginia comprised the first complete broadcasting institution in the South. They know their business well, as any Blair man can quickly prove.

WTVR
RICHMOND, VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

they **keep listening**
. . .'round the clock
. . .'round the calendar

One reason that folks in Northern Ohio listen *most* to WGAR . . . both daytime and nighttime, winter and summer alike . . . is the parade of our own popular local stars, marching the air waves daily along with the big name talent of CBS. Good reason, too, why WGAR offers the most intensive and economical selling force for your summertime campaign in one of America's most prosperous markets.



BOB SMITH
His early morning "Town & Country", with music, weather reports and market prices, is an eye-opener for everyone from factory worker to farmer



BILL MAYER
Men tune for him on the way to work. The ladies listen as they turn to AM chores. To thousands of friends, he's the official Mayer of the Morning



HENRY PILDNER
Father catches his laughs and music while headed for home. Mom gets his show via the kitchen radio while she prepares dinner. The whole family likes the way "Henry Pildner Entertains"

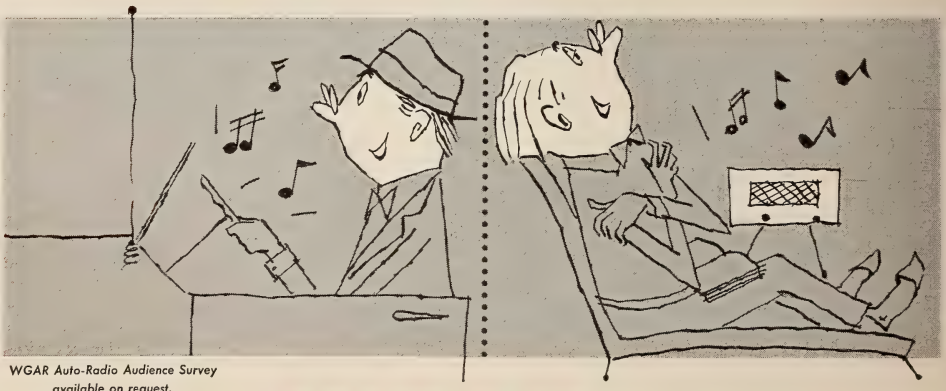


TOM ARMSTRONG
His tuneful "Polka Parade" following the dinner hour grabs a huge audience in this cosmopolitan area which has become famed as "the Polka capital of the nation"



HAL MORGAN
Late hour listeners go regularly to his mythical night club that features the top bands and vocalists . . . plus personal interviews with outstanding celebrities

Ask now about summer availabilities of spots and segments in these big-audience, low-investment local programs



WGAR Auto-Radio Audience Survey available on request.

in Northern Ohio.. **WGAR** **the SPOT for SPOT RADIO**

RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM

WGAR *Cleveland* • *50,000 WATTS* • **CBS**
EASTERN OFFICE: 665 FIFTH AVE., NEW YORK CITY

Represented Nationally by
Edward Petry & Company

AY 26, 1952

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

ffiliates Study
ate Cut Threat
Page 23

arr Sees Flaws
n TV Planning
Page 23

Majors' Radio-TV
Income Shown
Page 25

aring on McCarran
dio-TV Ban Asked
Page 27

TELECASTING
Starts on Page 75

21ST year

The Newsweekly
f Radio and
Television



What's HOT in Chicago?

WBBM, Chicago's top-rated, most-sponsored station, where last year 88.3% of all local sponsors—and 85.3% of all sponsors, local and national spot—stayed on the job all summer long!

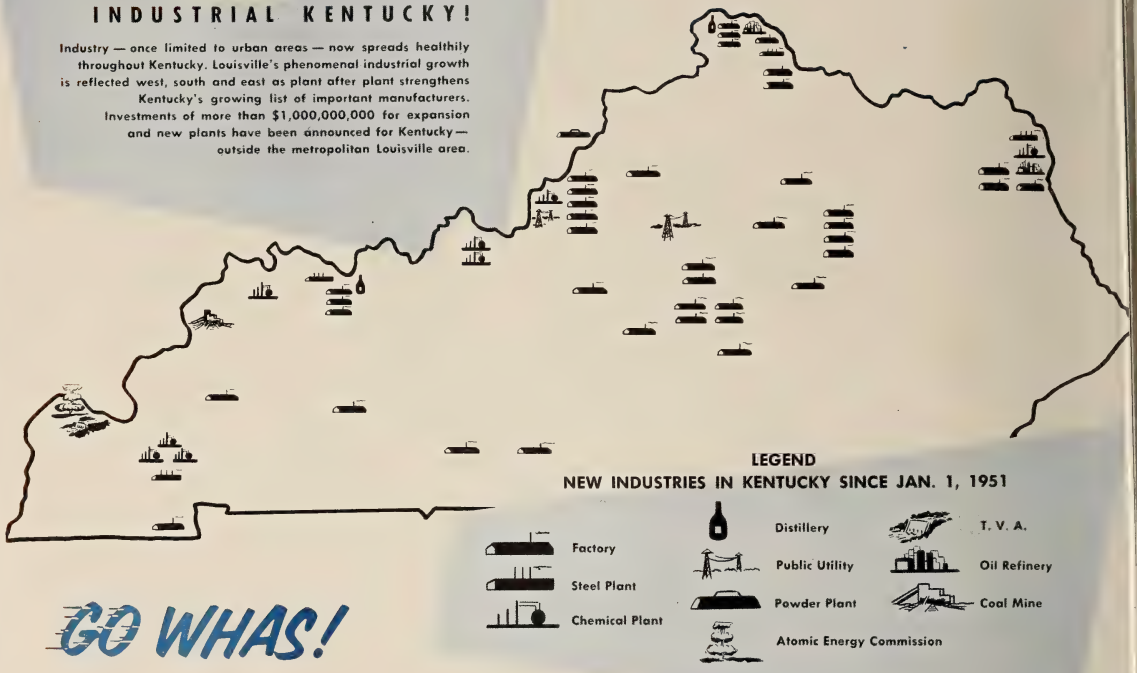
WBBM *50,000 watts • CBS Owned*
Chicago's Showmanship Station
Represented by CBS Radio Spot Sales

Go where there's GROWTH...

GO WHAS!

A NEW 'RURAL' MARKET... INDUSTRIAL KENTUCKY!

Industry — once limited to urban areas — now spreads healthily throughout Kentucky. Louisville's phenomenal industrial growth is reflected west, south and east as plant after plant strengthens Kentucky's growing list of important manufacturers. Investments of more than $1,000,000,000 for expansion and new plants have been announced for Kentucky — outside the metropolitan Louisville area.

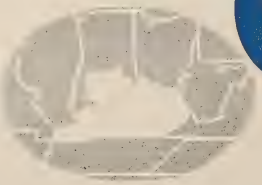


GO WHAS!

No other station, or group of stations in this market can match the audience delivered by WHAS . . . *seven days a week; morning, afternoon and night!*

As in Farm and News programs, WHAS-produced Sports shows have greater listenership than programs presented at the same time by all other Kentuckiana stations combined. WHAS Sports shows have an average share of audience 150% greater than that of the next highest rated station. *(Benson and Benson)*

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties



CBS
WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

THE UNBEATABLE COMBINATION IN TV TODAY

The most modern TV station facilities in the country backed by three years of practical know-how.

COLUMBUS' TELEVISION CENTER



OPENING JUNE 1, 1952

MORE
MORE
MORE
MORE
MORE

POWER
COVERAGE
FACILITIES
STAFF
SELL!

WTVN

COLUMBUS, OHIO
CHANNEL 6

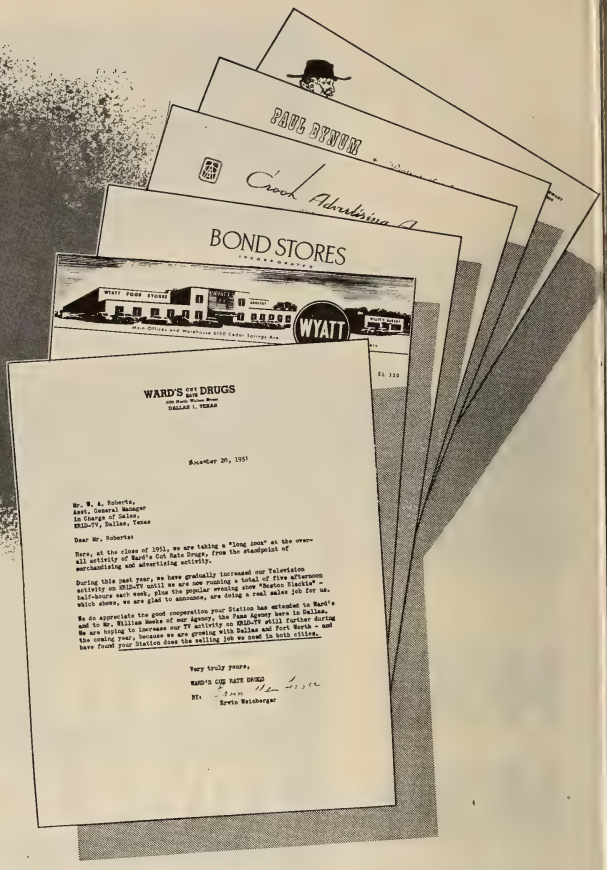
SPONSORS ARE SOLD ON WTVN BECAUSE WTVN SELLS

When you buy WTVN it means rapid-fire sales. The ultimate in programming and production facilities engineered to your needs. Here's one TV station designed to sell more products to people quicker and cheaper than ever.

. . . AN EDWARD LAMB ENTERPRISE . . .

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

HOME FOLKS STILL KNOW BEST !



KRLD-TV Served More Local and Regional Advertisers during January, February and March, 1952, than the two other TV stations in Dallas and Fort Worth combined. *Source: Rorabaugh Reports*

KRLD-TV is Texas' most powerful TV station and the exclusive outlet for the nationally famous and highest rated CBS Television Network programs, for both Dallas and Fort Worth.

KRLD-TV offers advertisers the largest slice of the total sales target in the Southwest's largest metropolitan market.

This is why
KRLD-TV
CHANNEL 4, DALLAS
is your best buy

The Branham Company, *Exclusive Representative*

EXCLUSIVE OUTLET FOR CBS-TV

PROGRAMS IN DALLAS and FT. WORTH

John W. Runyon, *President*
Clyde W. Rembert, *Managing Director*



at deadline

CLOSED CIRCUIT

TV ASPIRANTS who are holding up their applications on theory that it's advantageous not to show their hand until July 1 filing date are deluding themselves, according to informed Commission sources. It's custom of FCC to allow applications to "mature" for at least 30 days, irrespective of possibility that application might be granted without hearing under channel-by-channel procedure. Hence, authorities recommend immediate filing so that there can be ample public notice of pendency. If you doubt this, ask your nearest Commissioner.

STILL CLOSELY guarded secret is status of Bob Hope-Lehmann Bros. negotiations purportedly looking toward acquisition of radio-TV properties. Newest report is that amount involved is in neighborhood of $15 million. It's known that one prominent western broadcaster has been contacted in regard to management participation in project.

TALK PERSISTS that NBC would still like to acquire KMPC Los Angeles from Richards family as its key outlet. Barrier appears to be agreement on price in neighborhood of $1 million (as against in excess of $2 million asked few years ago). Possibility that sequel to such transaction would be sale by NBC of KOA Denver also is broached, with name of Eddie Lasker, independent motion picture producer on RKO lot and son of A. D. Lasker, of Lord & Thomas fame, mentioned as avidly interested. KOA also mentioned as possible key station for Hope-Lehmann Bros. if NBC acquires KMPC and must sell one of its O&O properties.

KEEN DESIRE of NBC-TV to obtain more Kellogg Co. business indicated by trip last week of Niles Trammell, NBC board chairman, to Battle Creek, Mich., Kellogg headquarters. Mr. Trammell reportedly was hoping to sell 7-7:15 p.m. Monday-Friday to Kellogg for *Space Cadet* now on ABC-TV. If sale comes about, NBC-TV will move *Kukla, Fran & Ollie,* now in that period, to new evening time.

ABSENCE LAST week from FCC regular meetings of Comr. Robert F. Jones may have been factor in failure of FCC to reconsider its new inflammatory rebroadcast rule which makes it mandatory for stations denying rebroadcast privileges to notify FCC within ten days of refusal under penalty of being cited for failure to serve public interests [B•T, May 19]. Action on original rule was taken without presence of Lawyer-Commissioners Rosel H. Hyde or Jones, both of whom are believed to have strong feeling about propriety and legality of Commission's interpretation.

TROUBLE can be expected from another quarter, too, on provocative rebroadcast rule. FCC action violates procedure whereby all new government forms must have approval of U. S. Bureau of Budget. For years there has been in existence Committee on Radio Broadcasting of Advisory Council on Federal Reports, which functions with Budget Bureau

(Continued on page 6)

J. GLEN TAYLOR LEE ENTERPRISES V. P.

CONFIRMING previously published reports [CLOSED CIRCUIT, May 19], announcement was made Friday of election of J. Glen Taylor as vice president of Thomas S. Lee Enterprises. He will serve as general executive in coordination of company's radio and television operations, formal announcement said.

Meanwhile, despite widely current reports, no other changes in Thomas S. Lee-Mutual-WOR organization have been effected. Expected that consolidation of certain activities on customary network-key station basis will be effected under direction of President Thomas F. O'Neill during next few weeks.

Thomas S. Lee Enterprises Inc., shortly expected to become General Teleradio Inc., is subsidiary of General Tire & Rubber Co., and parent corporation of WOR and WOR-TV, Yankee and Don Lee networks and holds majority (approximately 58%) of Mutual, heretofore cooperative network.

Mr. Taylor, prior to his present appointment, was for 12 years executive of General Tire. His last assignment was as director of government operations in Washington. His offices will be located at Mutual headquarters, 1440 Broadway.

RADIO TIME CHARGES MILLION LESS THAN TV

GROSS RADIO network time charges in April 1952 were nearly $2 million below network radio billings for April 1951 and more than $1 million under gross television network time charges for April 1952, according to Publishers Information Bureau. Here's breakdown:

NETWORK RADIO

	April 1952	April 1951	Jan.-April 1952	Jan.-April 1951
ABC	$ 3,244,146	$ 2,980,183	$13,079,310	$11,673,661
CBS	4,943,400	6,487,717	20,047,381	26,213,046
MBS	1,677,748	1,539,801	6,803,956	6,157,399
NBC	4,078,593	4,897,882	16,614,038	19,921,091
Total:	$13,943,887	$15,905,583	$56,544,685	$63,975,197

NETWORK TELEVISION

ABC	$ 1,686,583	$1,432,319	$ 7,920,563	$ 5,555,359
CBS	5,641,831	2,906,891	21,462,640	11,102,297
DuMont	738,926	574,025	2,963,381	1,873,442
NBC	6,946,751	4,758,309	28,339,965	17,548,954
Total:	$15,014,091	$9,671,544	$60,686,549	$36,080,052

AUBREY SELLS MBS SHOW

JIM AUBREY, board chairman of Aubrey, Finlay, Marley & Hodgson Agency, Chicago, sold alternate weeks of *True Detective* mysteries on Mutual (Sundays, 4:30-5 p.m. CST) to Motorola, which is not one of his accounts. His client, Williamson Candy (for Oh Henry). sponsors show bi-weekly after dropping half of schedule. Although Motorola business placed through Ruthrauff & Ryan, Aubrey's agency will get commission on estimated $150,000 order on complete MBS lineup of 550 stations.

NBC WHITE HOUSE CHANGE

NBC has assigned Ray Scherer, of its Washington news staff, to serve as White House correspondent in absence of Frank Bourgholtzer. After vacation, Mr. Bourgholtzer will be assigned to cover Gen. Eisenhower starting with his arrival in U. S. June 2.

BUSINESS BRIEFLY

TODAY SPONSORS ● Bauer & Black Div. of Kendall Co., Chicago (surgical dressings), through Leo Burnett Co., same city, to sponsor 7:15 a.m. Tuesday and 7:20 a.m. Thursday segments of NBC-TV's *Today*, effective June 17. Standard Brands Inc., New York (Chase & Sanborn Coffee), through Compton Adv., same city, undertook 8:20 a.m. Tuesday and 8:45 a.m. Thursday sections as of May 13.

BLOCK DRUG SPOT ● Block Drug Co. (Polident), buying radio spot campaign in 20 major markets starting June 1 for 26 weeks. In addition, Block Drug for its Amm-i-dent Chlorophyl Toothpaste looking for half-hour TV show for this summer. Agency, Cecil & Presbrey, N. Y.

FRISCH FOR UNION OIL ● Union Oil Co. of California will sponsor new series of sports commentaries by Frankie Frisch, former baseball star, on ABC Radio, 5:55-6 p.m. EDT, Monday-Friday, beginning today (Monday). Agency, Foote, Cone & Belding, Los Angeles.

$104,000 TV CONTRACT ● B. C. Remedy Co., Durham, N. C., through N. W. Ayer & Son, Philadelphia, signs $104,000 contract for 52-week spot campaign on WABD (TV) New York starting today (Monday).

MILES MOVE ● Miles California Co., Los Angeles (Alka-Seltzer), moves *Alka-Seltzer Newspaper of the Air* from KNBH (TV) to KHJ-TV Hollywood, two nightly quarter-hours, Mon.-Fri. starting July 1. 52 weeks TV contract involved $130,000. Firm continues twice-daily newscasts on 45 Don Lee West Coast radio stations. Agency, Geoffrey Wade Adv., Hollywood.

BEST FOODS GETS DISCOUNT ● Best Foods Inc., New York, through Benton & Bowles, same city, first taker of 45% discount—offered on minimum of 12 daytime announcements per week—as part of new WCBS-TV New York rate card [B•T, May 19]. Two or three daily spots, Monday through Saturday, to start for Best Foods June 9.

PEQUOT ON MBS ● One of first adver-

(Continued on page 114)

P&G SIGNS RED SKELTON; NEW TV TIME SLATED

NBC emerged from season-long battle with CBS for Red Skelton with one-year radio-TV contract starting in fall. Procter & Gamble Co. has bought 7-7:30 p.m. Sundays on NBC-TV, moving from present 10-10:30 p.m. spot which it will retain for another program.

Radio and TV shows to be produced by Russel M. Seeds Co. Participating in negotiations were Freeman Keyes, Seeds president; Bo Roos, comedian's manager, and John West, NBC Western Division vice president. Comedian reportedly held out for complete filming of TV program. New TV series starts Sept. 27. Radio program not yet sold.

for more AT DEADLINE turn page

at deadline

LIBERTY COAST HOOKUP TO EXPAND EASTWARD

NEW Liberty Radio Network on West Coast will begin operation June 2 with six hours of programming and daily afternoon baseball recreation, Gordon McLendon, LBS president said Friday (early story page 26). Feeder station, he said, expected to be KMPC Los Angeles.

Hookup will be expanded to 16 hours and national affiliations in October, he said. Three McLendon-owned stations in Texas expected to join as network expands eastward.

Mr. McLendon said he will mail 6,000 letters this week to stations and "loyal fans" asking them to petition Congress for Justice Dept. action in Liberty's conspiracy case against major league clubs. He received wire Friday from Rep. Patrick Hillings (R-Calif.), member of House Judiciary subcommittee, asking for outline of charges that Justice Dept. has been delinquent in prosecuting "baseball conspiracy".

CLARIFY TV HEARINGS

CONFUSION concerning effective date of FCC's order of April 14, which removed from hearing those TV applications in hearing when TV freeze was imposed, was clarified by Commission Friday in statement explaining effective date is June 2, same as effective date of Sixth Report lifting TV freeze [B•T, April 14]. FCC dismissed as not necessary petitions of WFOX WISN and WEMP Milwaukee which asked modification of order to clarify date. Similar petition was filed earlier in week by Edwin Pauley's Television California, San Francisco applicant.

WHITE QUARTER HOUR

WALTER WHITE, executive director of National Assn. for Advancement of Colored People, has signed with WLIB New York for weekly quarter hour show, sponsored in New York area by Vim Stores. Beginning June 2, 8 p.m. on WLIB, show will feature interviews with national and international leaders. It is syndicated for distribution in other cities with large Negro populations.

KTRE, KDAL FILE

NEW TV BID filed Friday at FCC by KTRE Lufkin, Tex., seeking VHF Channel 9 with 11.3 kw radiated visual power and estimated construction cost of $223,160. Amended application filed by KDAL Duluth, Minn., for VHF Channel 3 with 25 kw visual power. Estimated cost, $291,500.

KALA SITKA REVOKED

REVOCATION of license of KALA Sitka, Alaska, was ordered by FCC Friday on grounds station stopped broadcasting Dec. 2, 1950, without authorization. Licensed to Baranof Enterprises Inc., KALA is assigned 250 w on 1400 kc. If request for hearing is filed by June 30, revocation will be suspended pending outcome of proceeding.

HAMILBURG IN TV

BRIG. GEN. Ira Hamilburg, Massachusetts racing commissioner, spearheading organization and financing of new Hollywood TV production company to be headed by Leo Reisman, orchestra leader. Irvin Gwirtz, music consultant, to be associated with operation.

In this Issue—

The seething controversy over rate-cutting enters still another phase. Straws in the wind, as the all-radio Affiliates Committee huddled in New York, point to a situation similar to the spring of 1951 when CBS Radio announced a rate reduction and others followed suit. *Page 23.*

In Chicago, John H. Platt, of Kraft Foods, cautioned broadcast executives at a luncheon that TV's star dust is settling kind of low and it was time for the industry to do something about it. Special concern to him, is a purported trend toward network control of programs and talent. *Page 23.*

A House subcommittee is on the verge of a "morals" probe of both radio and television programs. The group starts planning its next move soon. *Page 29.*

Other threats to radio-TV rear on Capitol Hill. Chairman Pat McCarran of the Senate Judiciary Committee introduces a resolution to put a stopper on radio-TV coverage of Senate committee meetings. But industry spokesmen ask to be heard. *Page 27.*

Broadcasters with TV in mind find FCC's list of priority cities in television application processing of immediate interest. *(Page 79).* For browsing there is the feature, "Antenna Location," by Malcolm I. Ruddock, New York attorney instrumental in the Empire State Bldg. joint antenna project. *(Page 82).* For practical study there is a roundup of BMI TV clinics in New York and Chicago. *(Page 80).*

In the so-called new community, radio is the friendly neighbor. A new approach to radio's wide penetration is noted by Westinghouse Radio Stations' W. B. McGill. *Page 24.*

Retail store traffic is finding an effective conveyor via radio. It's the theme of Advertising Research Bureau Inc.'s studies reported by B•T. *Page 26.*

Stations which are ex-Liberty Broadcasting System affiliates are exploring regional groupings, now that Liberty has suspended operations. *Page 26.*

Rights to radio-TV pour green stuff where the majors need it the most, in the till. A House subcommittee reports on the big leagues. *Page 25.*

Four broadcasters are holding honors following the annual presentation of the Sloan Awards. *Page 29.*

In the political broadcast arena, NARTB announces it supports the Horan bill and none other. *Page 27.*

Twelve Senators wade into the problem of a forthcoming glut in FCC processing of TV applications. They come up with a proposal for more examiner teams. *Page 88.*

Upcoming

May 26-27: BMI TV Clinic, Hollywood.
May 27-29: National Sales Executives, Hotel Fairmont, San Francisco.
June 2: BAB Sales Clinic, Portland, Me.
(Other Upcomings page 52)

Closed Circuit

(Continued from page 5)

and FCC. Present chairman is Ben Strouse, WWDC Washington, who succeeded Wayne Coy when latter assumed chairmanship of FCC.

WITH JULY 1 date approaching when colored margarine can be sold in state of New York, margarine companies are battling it out for availabilities in radio and TV spot campaigns, starting late June and running through month of July. Best Foods' Nucoa margarine through Benton & Bowles, Standard Brands' Blue Bonnet margarine through Ted Bates & Co., and Jelke Good Luck margarine through Hewitt, Ogilvy, Benson & Mather are among contenders for availabilities.

TIP-OFF that McCarran resolution to bar radio-TV and recordings in Senate may not get very far in Rules Committee: Resolution (S Res 106) by Sen. Alexander Wiley (R-Wis.) has been on shelf for nearly year despite efforts by Sen. Margaret Chase Smith (R-Me.) to shake it loose [B•T, Feb. 25]. Wiley resolution calls for study of entire radio-TV coverage problem in Congressional committee hearings. Rules committee also reports crowded docket. No chance for McCarran measure unless there's "unusual" interest or demand, it's said (story, page 27).

PITTSBURGH IS up in arms over bleak TV outlook following hard-slugging speech last Tuesday of Comr. Robert F. Jones before combined session of Radio and Television Club and Advertising Club (see story page 79). After Comr. Jones had commented that, according to FCC majority's present processing plan, it would be at least five years before Pittsburgh got its second TV station, all three newspapers took up campaign with result that Mayor David L. Lawrence made dates in Washington this week to see such personages as House Speaker Sam Rayburn and FCC Comr. Frieda B. Hennock.

FURTHER INDICATION of prairie fire propensities of TV allocations in isolated areas seen in developments at Madison, Wisconsin. Citizens committee has informed opposing mixed allocation wherein one VHF and three UHF assignments are made. Request that VHF commercial assignment be dropped so that entire market can have UHF exclusively has been rejected by FCC. Campaign is to get all commercial UHF in market so listeners won't be harassed with necessity for converters or dual type sets.

DESPITE optimistic reports that House will consider and approve revised McFarland Bill (S 658), there's evidence that FCC staff members are continuing to "sabotage" measure in House. House leadership, however, is determined to have bill approved and sent to conference with Senate. House version of measure departs radically in several respects from Senate bill, designed to update FCC operations and afford greater degree of protection of licensees against overt actions.

CHANCES for passage of Senate's anti-air hazard bill (S 3129) slim. Measure introduced early in May passed half-way mark in second session of 82d Congress; and there's little support for it. Also, aside from its overtones on tall TV towers, bill contains many controversial sections, particularly wide powers which would be delegated to Commerce Secretary.

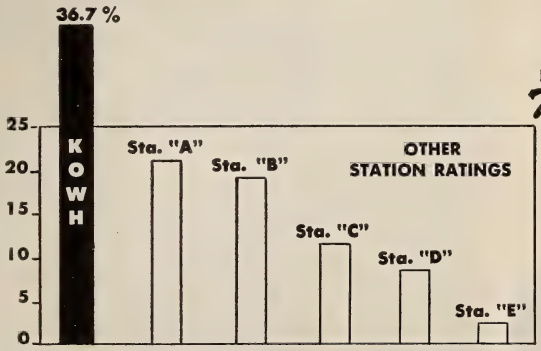
for more AT DEADLINE see page 114

All It Took was a Slingshot...



. . . For David to topple the mighty Philistine warrior-giant Goliath. History, never easy on giants, has a way of repeating itself.

All it took independent KOWH to conquer the big Omaha market was programming—the kind that gets invited into Omaha homes. Hooper has chronicled the extent of the victory. The chart below shows the Omaha-Council Bluffs share-of-audience for 8 A.M.-6 P.M., Monday through Saturday, October, 1951, through March, 1952.



- *Largest total audience* of any Omaha station, 8 A. M. to 6 P. M., Monday through Saturday! (Hooper, Oct., 1952, thru March, 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Oct., 1951, thru Febr., 1952.)

Represented Nationally By
The Bolling Co.

Kowh
OMAHA

"Americas' Most Listened-To Independent Station"

more New Englanders listen to WPRO than any other Rhode Island station

The PULSE of PROVIDENCE

March-April, 1952

- WPRO's average weekday morning, weekday afternoon, and evening (Sun. thru Sat.) share of audience is 30% greater than the second-place station.
- *WPRO wins more quarter-hour "firsts" weekdays and evenings than all other Providence stations combined.*
- WPRO's average quarter-hour rating (6.8) from 8 a.m. to 6 p.m. weekdays is 41.7% greater than the second-place station. WPRO has ratings higher than 5.0 in 140 out of 200 quarter hours.
- *WPRO has all 10 of Providence's TOP TEN, five-a-week daytime programs . . . 7 of Providence's TOP TEN evening programs.*

WPRO Offers You DOUBLE Major-Market Coverage—HIGHEST Ratings—The MOST Listeners at LOWEST COST-PER-1000!

listeners are customers! customers are buyers!

BUY BASIC.. CBS ..WPRO AM & FM PROVIDENCE·630 KC·5000 W

REPRESENTED BY RAYMER

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

Agency Beat	12
Aircasters	72
Allied Arts	74
Editorial	64
FCC Actions	106
FCC Roundup	111
Feature of Week	18
Film Report	98
Front Office	68
New Business	14
On All Accounts	12
Open Mike	16
Our Respects to	64
Programs, Promotion, Premiums	100
Radiorama	57
Strictly Business	18
Telestatus	90
Upcoming	52

TELECASTING Starts on page 75

WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead* 8181; David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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PORTABLE AMPLIFIER
Nothing like it in the industry!
35 POUNDS OF STUDIO QUALITY —ON REMOTES!
You can use this sturdy, one-package AC-battery amplifier in the studio as well as on remotes. Four built-in pre-amps and master mixer provide added flexibility in both operations. Hiss, hum, and microphonics are practically eliminated.
"Woofing" is no longer necessary, since the unit includes a 400-cycle tone oscillator—an original G-E development. Other features: public address and cue amplifier gain control . . . high and low level plug-in headphone connections.
● Your G-E Broadcast Man has more information on this and other items in the complete General Electric AM-FM-TV line. Call him or write us for Bulletin ECB-1: General Electric Co., Electronics Park, Syracuse, N. Y.
GENERAL ELECTRIC



SHOPPING AND RESIDENTIAL DISTRICT

of Beaverton. Tremendous growth has brought Beaverton to the fore as a leading community in the KGW service area.

THE People's Choice* IN PORTLAND OREGON

You cannot adequately cover the nation's northwest corner without KGWonderful! Listener loyalty you cannot duplicate anywhere available for your product in the ever-growing Oregon-Southwest Washington area. Examine the picture captions for proof why KGW has been "The People's Choice" in the Portland area for more than 30 years! The pioneer station at that highly desirable six-two-oh on the dial, the KGW Radio Theater. Act now to reap the reward of the best procurable radio advertising available in the booming Northwest!



MAYOR A. H. Rossi, 46 years a Beaverton resident, says, "It's the pioneer station in our area and delivers the best in radio to its vast audience. We all vote for our favorite, KGW."



PRINCIPAL

I. R. Metzler of Beaverton Union high school says, "We all know the high educational service KGW delivers to us. It is our favorite and the best in the Northwest."

Celebrating Our 31st Year of Leadership and Community Service

KGW

NBC AFFILIATE

PORTLAND, OREGON

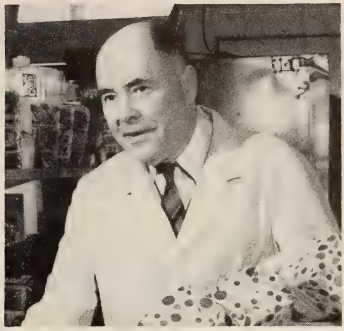
BEAVERTON'S VOICE TELLS THE CHOICE: KGW!



BANKER Jay Gibson, president of Beaverton's First Security Bank, relates, "'KGW is a solid investment in the future. For our money it's the top station in the Northwest."



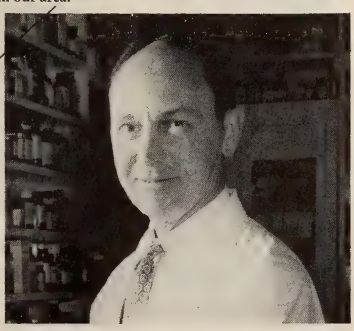
HOUSEWIFE Mrs. P. E. Pintarich, and her son Dick, who shop in Beaverton, states, "KGW is the finest station for all-around entertainment and features. The Housewife's helper for shopping tips is KGW."



GROCER H. C. Miller of Miller's Food Market, reports, "KGW advertised national and local brand products are definite favorites with shoppers here. Results count and KGW certainly delivers results."

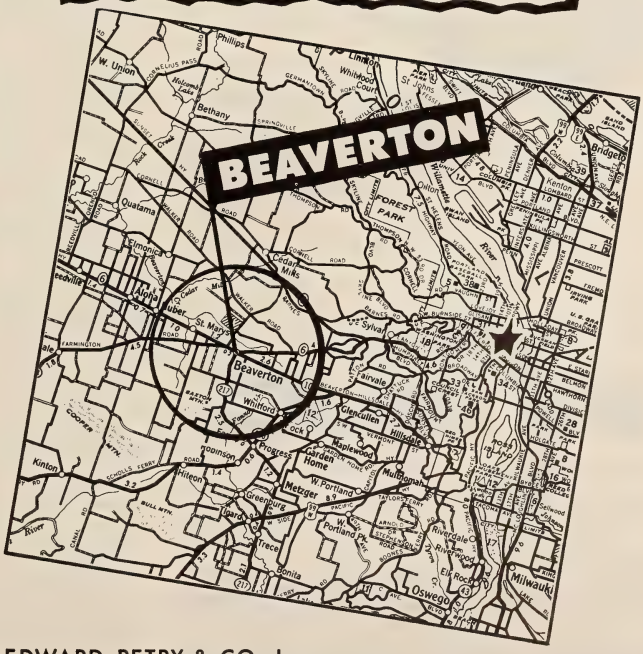


STUDENTS Vanda Benson and Jo Allene Krueger of Beaverton Union high school declare, "KGW is truly our favorite. Clear concise programming and a direct approach to the communities it serves make it tops in our area."



DRUGGIST Roy Mourer, Dean's Rexall Drugs, reports, "Of course KGW is the favorite in the Portland area. It knows the people and the people know KGW."

Beaverton One of Portland's fastest growing neighbors, serving a retail trade area of more than 60,000 persons. KGW's the one in Beaverton!



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.



Here is one of the greatest "plus" factors ever offered through advertising—the tremendous factor of automobile radio.

In metropolitan Memphis alone, there are more than 70,000 automobile radios. And, of course, this does not include the many additional thousands owned and used by families throughout the entire mid-south listening area.

You pay nothing additional for this "plus" audience. It's something to think about, isn't it?

WMC

MEMPHIS

NBC—5,000 WATTS—790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

agency

WESLEY A. GILMAN elected president of Lewis & Gilman Inc., N. Y. replacing **PAUL L. LEWIS**, now chairman of the board.



Mr. Lewis

BILL BRANGHAM, copy writer, Erwin, Wasey & Co., L. A., to Warwick & Legler Inc., that city, as copy chief.

WILLIAM L. RUSSELL, Ellington & Co., N. Y., to Fletcher D. Richards, same city, as copy writer in radio-TV department.

THOMAS H. TOMLIN, production manager, Elwood J. Robinson & Co., L. A., to J. Walter Thompson Co., that city, as production and traffic manager.



Mr. Gilman

DONALD W. KRAUSE, former advertising and public relations manager of Chicago National Bank, to Edwin Bird Wilson, N. Y., as account executive.

on all accounts

RADIO is responsible for a lot of its own troubles, and one reason is "it has gotten big time and lost the common touch." The radio specialist who charges this is Will B. Presba, president of Presba, Fellers & Presba agency in Chicago. Radio, he firmly believes, is the master medium in getting audience response when it is used properly, but it is not used effectively often enough.

One proper usage, he reports, has been proved to him "time and time again"—sponsorship of radio personalities who know people and how to reach them, who use simplicity and who can arouse listener loyalty. Dollar for dollar, this kind of programming becomes a client's best radio buy, says Mr. Presba, who has been "partial" to broadcast personalities for a long time.



Mr. PRESBA

In association with his father and Ed Fellers, he used "Smiling Ed" McConnell exclusively for Mantle Lamp Co. (Aladdin lamps) on radio for 14 years. Despite his conviction about the success of personal pitches, each new evidence of listener response astonished him. "Smiling Ed" brought in 90,000 offers of trade-ins on new lamps after a one-time mention. Another time, after the agency agreed to forget about "Smiling Ed's" salary for a week and instead pay him 25 cents for each letter about "Why I want to buy an Aladdin lamp," Presba, Fellers & Presba paid out $18,000. *That* kind of salary set up died on the spot.

For 16 years the agency has bought a lot of spot and participations, using well-liked, friendly local personalities. Its management organized local barn dances for clients on WHO Des Moines, WLW Cincinnati and WSM Nashville, and Aladdin lamps was the first commercial sponsor of the WLS *National Barn Dance* in Chicago. Flex-O-Glass, another account, has used the *National Barn Dance* consistently since 1935.

Bill Presba attributes his fondness for and knowledge of radio to two of the industry's pioneers, Ed Fellers and Lloyd Thomas. From the former, he learned it pays off to use spot with hand-picked stations as a direct contact policy fosters understanding of the character of the station, its personnel and its audience. "And all of this benefits the client," he says.

He learned other radio fundamentals, starting with the transmitter, from Mr. Thomas at WROK Rockford, Ill. Bill Presba started there as a salesman in 1934 after being trained as a lawyer. Son of a long-time manufacturing and ad-

(Continued on page 105)

beat

HARRY E. WHOLLEY, Ted Bates & Co., N. Y., to Kenyon & Eckhardt, same city, as account executive.

JACK BUCHOLTZ, William Warren, Jackson & Delaney, N. Y., to Kenneth Rader Co., that city, as radio-TV director.

HARRY SCHNEIDERMAN, E. H. Brown Adv., Chicago, opens Harry Schneiderman Inc., same city. **FRANK J. O'CONNELL, MURREY SCHNEIDERMAN** and **JOHN MORGAN** join Mr. Schneiderman as account executives. **JOHN P. KELLY** is agency's art director.

CHARLES F. GAUSS, copy staff, Ridgway Co., to Oakleigh R. French & Assoc., St. Louis, as copy writer. **WILLIAM R. HAID** joins agency as production manager.

GEORGE M. FINLEY, director of plans and research, *American Weekly,* N. Y., to William H. Weintraub & Co., that city, as executive in marketing department.

HELENE SALMON, executive assistant and copy writer, Degner & Assoc., L. A., to Phil D. McHugh Co., that city, in similar capacity.

HAROLD E. FLINT, vice president, O'Lavin, Flint & Assoc., Fargo, N. D., formerly Barney Lavin Inc., elected executive vice president and general manager. **RICHARD C. ROSENTHAL,** account executive, elected vice president. **LEE HOLLAND** and **CARL HIGGINS** elected assistant treasurer and assistant secretary, respectively.



Mr. Flint



Mr. Rosenthal

C. N. VAN AUKEN, print media staff, Biow Co., N. Y., appointed assistant to **JOHN C. ROME** on Philip Morris account.

GEORGE W. McMURPHEY, head of George W. McMurphey Adv., Portland, adds duties of account executive with Edward S. Kellogg Co., L. A., on agency's Portland accounts.

JEAN ROBBINS, former associate editor, *Magazine Management,* N. Y., to Lee Ramsdell & Co., Phila., as copy director in consumer accounts division.

WILLIAM L. RUSSELL to Fletcher D. Richards Inc., N. Y., as copy writer on radio-TV staff.

SAM EWING AGENCY relocates at 995 Market St., S. F.

RICHARD T. O'REILLY, plans-merchandising staff, N. W. Ayer & Son, Phila., to agency's New York office. **ROBERT F. KURTZ** and **HORACE D. NALLE** rejoin Philadelphia staff after service in Korea.

CHARLES McCANN returns to Ruthrauff & Ryan, Chicago, as research director after two years as captain in Air Force Reserve.

ERNEST A. HOLMES, executive research, Warwick & Legler, and Kudner Agency, N. Y., to Marschalk & Pratt, that city, as manager of market research.

KATE RUBIN, Advance Pattern Co., N. Y., to Grey Adv., same city, as copy writer.

HOWARD B. SHAW, account executive, Cramer-Krasselt Co., Milwaukee, elected president of city's alumni chapter of Alpha Delta Sigma, national advertising fraternity.

JOHN P. WILEY, sales staff, WCAU-TV Philadelphia, to Albert Frank-Guenther Law, that city.

LESTER EARLE Inc., Chicago, moves to new offices at 840 N. Michigan Ave.

LAWRENCE E. DuPONT, former program director, WFAA-TV Dallas, to Rogers & Smith, that city, as radio-TV director.

LESTER L. JACOBS, account executive, Buchen Co., Chicago, has opened own agency, Lester L. Jacobs Inc., 228 N. LaSalle St. there.

YOU GET THAT PERSONALITY TOUCH . . .



FRANK AND JACKSON SHOW
Frank Harden and Jackson Weaver run a daily double madcap combination
2:00 to 3:45 P. M.
Monday thru Friday



YOU'RE HEARING THINGS
Bill Malone and Joe Campbell make mystery sounds for their audience to identify.
11:15 to 11:30 A. M.
Monday thru Friday

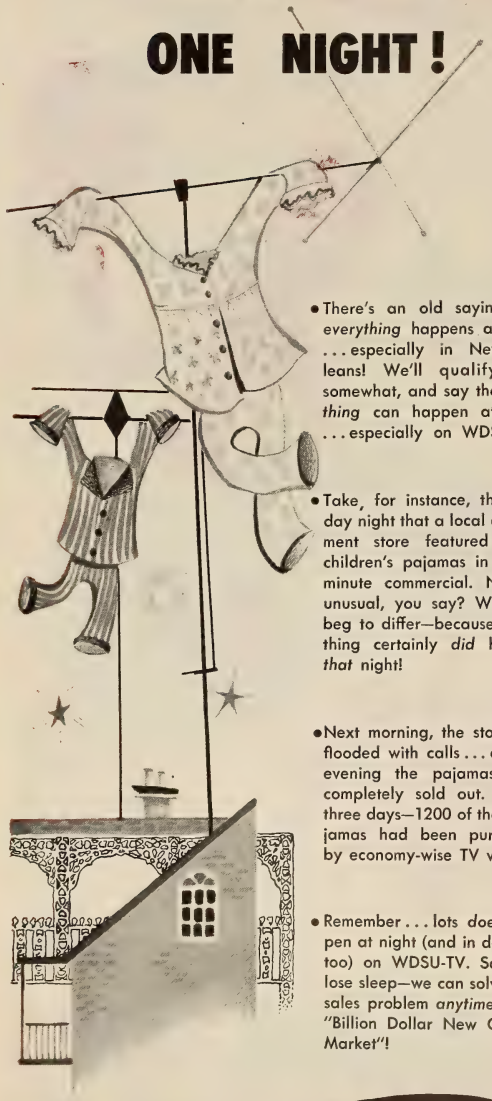
. . . with WMAL's varied spot participation programs because your product is identified with popular WMAL personalities who deliver your sales-getting message to their legion of loyal fans. Let WMAL's PERSONALITY TOUCH "touch off" GREATER SALES for YOU!

Call or Wire
The KATZ AGENCY, Inc.
Or WMAL Sales

WMAL AM-FM

THE EVENING STAR STATION IN WASHINGTON, D. C.

IT Happened ONE NIGHT!



• There's an old saying that *everything* happens at night . . . especially in New Orleans! We'll qualify that somewhat, and say that *anything* can happen at night . . . especially on WDSU-TV.

• Take, for instance, the Sunday night that a local department store featured $1.29 children's pajamas in a one minute commercial. Nothing unusual, you say? Well, we beg to differ—because something certainly *did* happen *that* night!

• Next morning, the store was flooded with calls . . . and by evening the pajamas were completely sold out. Within three days—1200 of these pajamas had been purchased by economy-wise TV viewers.

• Remember . . . lots does happen at night (and in daytime, too) on WDSU-TV. So don't lose sleep—we can solve your sales problem *anytime* in the "Billion Dollar New Orleans Market"!

• Write, Wire or Phone BLAIR-TV!

WDSU-TV
CHANNEL 6
NEW ORLEANS

new business

Spot • • •

COLGATE-PALMOLIVE-PEET Co., N. Y., will use radio-TV spots beginning in June in national markets for "free offer" campaign for Palmolive after-shave lotion. Announcements also planned for broadcast on firm's regularly sponsored programs. Agency: Ted Bates & Co., N. Y.

PEPSI COLA Co., N. Y., placing 18 week schedule of station break announcements on four metropolitan New York radio stations effective today (Monday). Agency: Biow Co., N. Y.

FISHER FLOURING MILLS Co., Seattle, to sponsor newscast featuring Knox Manning, daily 7:45 a.m. PDT on NBC Pacific Coast Network starting June 2. Agency: Pacific National Adv., Seattle.

ARMOUR & Co., Chicago, for Dial deodorant soap, begins TV spot schedule June 9 which will continue indefinitely in 11 markets. Daytime only is being bought. Agency: Foote, Cone & Belding, same city.

LEVOLOR LORENTZEN Inc., N. Y. (components for custom made venetian blinds), using TV promotion in Nashville, Dallas and New York. Program will be extended this fall. Agency: Reiss Adv., N. Y.

M. J. MERKIN PAINT Co., N. Y., using radio advertising in New York and New England markets introducing Velvet Flow interior paint. Agency: Reiss Adv., N. Y.

E. J. BRACH & Sons, Chicago (candy manufacturer), will expand regular fall AM spot campaign into about 20 cities starting in Sept. Agency: Arthur Meyerhoff, Chicago.

Network • • •

HELENE CURTIS INDUSTRIES (permanents), Chicago, to sponsor Tuesday and Thursday segments of Johnny Olsen's *Rumpus Room*, weekday series seen on DuMont Network. PREMIERE FOODS continues as backer of Monday, Wednesday and Friday telecasts. Agency: Russel M. Seeds Co., Chicago.

CURTIS PUBLISHING Co. adds WTCN-TV Minneapolis and WHIO (TV) Dayton to 15 stations carrying *Keep Posted* on DuMont Network, 8:30-9 p.m. Tuesdays. Agency: BBDO, N. Y.

Agency Appointments • • •

LASSITER Corp., Phila. (packaging materials for foods and textiles), names Lavenson Bureau, that city.

ST. REGIS PAPER Co., N. Y., names J. M. Hickerson, same city.

COLGATE-PALMOLIVE-PEET Co., Jersey City, appoints Street & Finney, N. Y., to handle Florient aerosol air deodorant. WILLIAM G. JOHNSON is account executive.

FINDERS MFG. Co., Chicago (Hollywood broilers), appoints Kuttner & Kuttner, same city. Radio-TV spots will be used later in specific markets. CHESTER KUTTNER is account executive.

FINNEY & SON, Phila. (monument makers), appoints Robert S. Kampmann Jr., that city.

RIPON KNITTING WORKS, Ripon, Wis., appoints Buchen Co., Chicago.

Adpeople • • •

STANLEY G. MORTIMER Jr., account executive, BBDO, N. Y., to Pan American World Airways, that city, as advertising manager, effective June 1.

GLEN PRESTON BURNS appointed advertising and sales promotion manager of W. H. Brady Co., Chippewa Falls, Wis., industrial products manufacturer.

HARRY E. PETERSEN, advertising manager, Citizens National Trust & Savings Bank, L. A., named national director, National Industrial Advertisers Assn.

MARGARET EGAN, former advertising manager of Marshall Field, Chicago, to John Wanamaker, Phila., in same capacity.

Sell

AMERICA'S 30th

METROPOLITAN POPULATION AREA

with

WFMJ

the

NBC

5000
WATT STATION

SERVING *GREATER*
YOUNGSTOWN, OHIO

HEADLEY-REED Co., National Representatives

open mike



Quiet Please

EDITOR:

. . . I recognize the necessity for advertising to maintain and develop free listening, but it does seem that the advertising could be less afflicted with advertising announcers who adopt the manner and style of circus-barkers, with their untrue and raucous "hurry, hurry, hurry" spiels. . . .

I recognize the desirability, perhaps the necessity, of "cut-backs," "breaks," "fade-outs" and the like in radio programs; but the alleged and pretended music used to effect these tricks-of-the-trade is scarcely recognizable as music. . . .

Here's hoping that BROADCASTING • TELECASTING can see its way clear to make suggestions to the radio industry for improving its production and services. . . .

Harry S. Barger
Washington, D. C.

The Lee Side

EDITOR:

I am concerned by certain inaccuracies in the announcement on page 61 of BROADCASTING • TELECASTING May 19 of the filing by Lee Broadcasting Inc. (not Lee Broadcasting Co.) of an application for a television station.

This item states applicant is licensee for WTAD-AM-FM Quincy, Ill., 60% owned by Lee Radio Inc. which in turn is licensee of KGLO-AM-FM Mason City, Iowa. With the exception of the correct corporate name, the above is accurate.

Then it is stated "Lee Radio Inc. is owned by Lee Newspapers which publishes" . . . and then are listed the nine newspaper properties which comprise what is known as the *Lee Group of Newspapers*. Actually there is no such thing as Lee Newspapers—that is, no corporate identity. Each of the nine publications is owned by a separate independent corporation. Certainly there are a number of common officers and considerable common stockholding between the various independent companies.

So far as Lee Radio Inc. itself is concerned, it is capitalized at $300,000, 3,000 shares of par value $100 stock. Of this stock 329 shares are owned by men or women, mostly employes, who own no stock in any Lee Group newspaper, while 1,341 shares are owned by stockholders who own stock in only one Lee Group newspaper, with the single exception of 50 shares of stock owned by our largest single stockholder in a second Lee Group paper—this particular paper being the *Kewanee Star-Courier* which has no relationship with any radio enterprise.

Besides myself there is only one other man who holds a position either as an executive officer or member of the board of the two radio companies who has any connection whatsoever with any newspaper in the Lee newspaper group.

To put it briefly, the only significant connection between Lee Radio Inc. and Lee Broadcasting Inc. on the one hand and the *Lee Group of Newspapers* on the other, is my mutual interest in both radio and newspaper properties—but to emphasize the independent character of the association, may I add that there is one newspaper in the Lee group in which I am not a stockholder, member of the board of directors or an officer.

In addition, I should point out that my stockholdings in the various properties in the Lee newspaper group with which I am connected are very minor. The percentage of the total stock held by me in the various properties ranges from 8% in the Journal Printing Co., Muscatine, Iowa, down to 0.533% of the La Crosse Tribune Co. of La Crosse, Wis.

Lee P. Loomis
President
Lee Radio Inc.
Mason City, Iowa

* * *

Fan Mail

EDITOR:

Boy!

Your editorial "Legalized Larceny!" [B•T, May 19].

Just one more instance of BROADCASTING really being on the ball.

Edwin K. Wheeler
General Manager
WWJ-AM-FM-TV
Detroit

* * *

Apology

EDITOR:

In the April 28 issue of BROADCASTING • TELECASTING, Bill Loader, promotion manager of WHAS-TV Louisville, writes that the American Civil Liberties Union erroneously identified WHAS-TV as one of the stations carrying a kinescope of a January 1950 *Toast of the Town* program. The identification was made in our complaint to the FCC charging radio-TV blacklisting.

Mr. Loader is correct. . . . The fact, as Mr. Loader points out, is that WHAS-TV did not go on the air until March 27, 1950. . . .

The error was not deliberate, and we have informed the FCC of the correct identification. . . .

Alan Reitman
Assistant Director
American Civil Liberties Union
New York

LISTENERS . . . GET THE "Brass Ring"

HERE at KLRA we think we have come up with a different type disc jockey show—"Merry-Go-Round". Bob Hicks, who emcees the show, has built a great listening audience with a couple of little "gimmicks" that pay off for advertisers.



BOB HICKS

Bob has a mystery tune, or a mystery singer, or poses a question about some popular star of radio. His listeners have to call him with the answer. First correct one wins merchandise prizes. When "Merry-Go-Round" hits the air, the phones start buzzing. 18 to 24 calls daily (all that can be handled), usually bring the answer. And for out-of-town listeners there is a weekly question to be answered by mail. 200 to 250 pieces of mail weekly to this one program is not unusual.

Such interest really pays off for advertisers. For success stories about "Merry-Go-Round", and for availabilities, call any O. L. Taylor office, or write us direct.

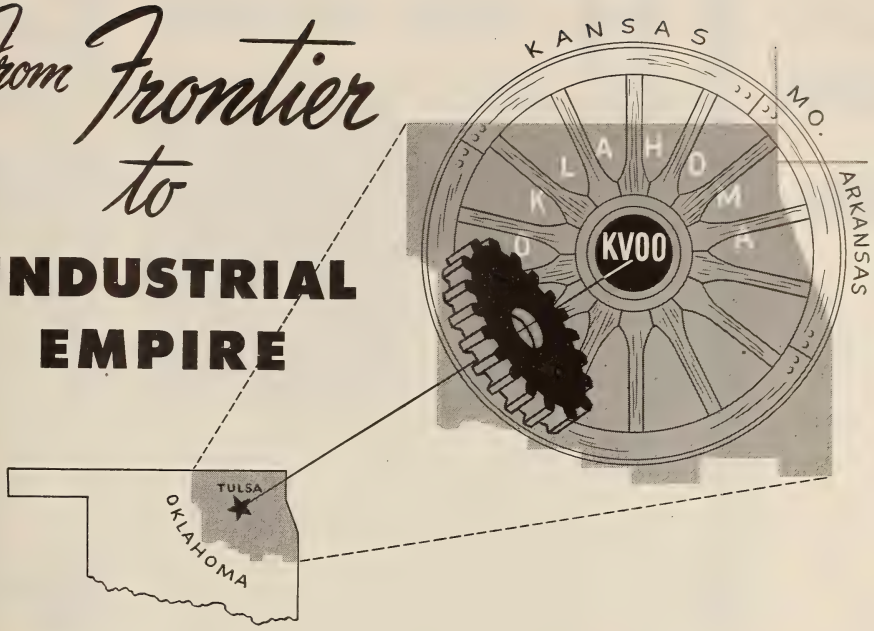
"Merry Go Round"

ADVERTISERS GET THE "Gold Ring" in the CASH REGISTER

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC • CBS RADIO

KLRA
LITTLE ROCK

From Frontier to INDUSTRIAL EMPIRE



OKLAHOMA'S NO. 1 MARKET, WITH TREMENDOUS WATER, POWER, FUEL AND MINERAL RESOURCES, CREATES A NEW INDUSTRIAL EMPIRE.

Another run* is being made in Oklahoma—the run of industry into the booming Tulsa Market Area in northeastern Oklahoma. New industrial plants—making paper liners, glass products, shipping containers, garments, and tires—have been established recently in the rich concentrated Tulsa Market 30 county area. And more are on the way to take advantage of the abundance of industrial water, fuel, power and natural resources of the area. This area, comprising only about a third of the state's land area, already has nearly half of the manufacturing establishments of the state; over 50 percent of the factory workers; and nearly 60 percent of the annual wages paid to factory workers in Oklahoma. It also has 48 percent of the state's bank deposits and over 43 percent of retail sales. Tulsa, the hub of this market area, is the Oil Capital of the World, having more oil producing, refining and marketing companies maintaining home offices there than does any other city in the world. This insures a consistent high level of income. Tulsa is the center of a rich agricultural region of diversified interests.

*The famous land run into Oklahoma was staged in 1889.

ONLY KVOO BLANKETS THIS RICH MARKET, PLUS BONUS COUNTIES IN MISSOURI, ARKANSAS, AND KANSAS.

KVOO has served this No. 1 Market in Oklahoma for 26 years—longer than has any other radio station, and enjoys a dominant position in every segment of the broadcast day throughout the area. Each of the 30 counties in the Tulsa Market Area is within the KVOO 50 to 100% BMB daytime area and 29 of the counties are in the 50 to 100% nighttime BMB area. In addition, there are plus bonus counties in Missouri, Arkansas and Kansas, and in the other sections of Oklahoma in the 50 to 100% KVOO—BMB area.

KVOO's Farm Department programs are a "buy-word" in the Tulsa Market Area. You'll be interested in the department's 24-page Tenth Anniversary Brochure. Write for your free copy.

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

NBC AFFILIATE

Here's Archer!



GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:-15-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

FISHING and hunting shows on TV give promise of a lucrative market in sports programming, judging from the responses to a 15-minute fishing show film, *Goin' Places With Gadabout Gaddis*, initiated on WBZ-TV Boston last fall.

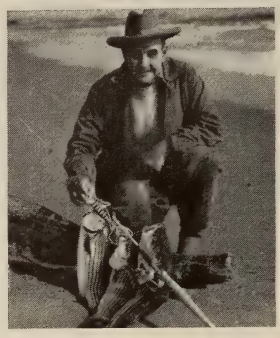
The film, made by Beacon Television Features and sponsored for 26 weeks by the Pontiac Dealers of Greater Boston, whipped up the enthusiasm of the 29 dealers in a few weeks after they found themselves swamped with personal calls for road maps offered free on a commercial.

Within 13 weeks, more than 25,000 Gadabout Gaddis fans had called at Pontiac showrooms for the maps, which had been gathering dust until then.

Fishing, considered a "participant" sport instead of a spectator sport, may be exploited on TV as a spectator sport, according to Leonard Sanderson, president, and Barbara Keane, treasurer, of Beacon Television Features.

The syndicated film feature, aired Thursday at 6:45 p.m., received a February Pulse rating of 9.5, Mr. Sanderson said, with an enthusiastic mail response. A mail survey indicated averages of 2.04 male viewers per set, 1.41 women and 1.61 children, for an average of 5.06 viewers per TV home, at a cost of $1.67 per thousand viewers, he said.

Breslau Bros., a furniture and household appliance chain, contracted for the series for 13 weeks over WRGB (TV) Schenectady, N. Y., with the Dodge dealers of that area sponsoring an additional 13 weeks after the first series ran out in March and a flood of letters and signed petitions requested the show's continuance. Evinrude Motors in Milwaukee has signed for the series on WTMJ-TV Milwaukee and the Old Stone Bank has contracted for it on WJAR-TV Providence, R. I.

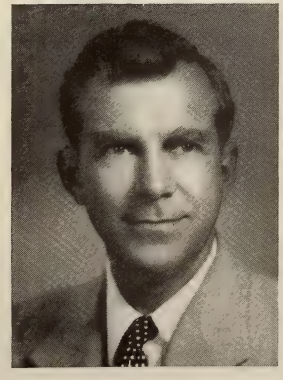


Gadabout Gaddis, star of the TV syndicated film fishing series, shows catch in scene from one of his adventures.

In Boston, the Pontiac dealers,

(Continued on page 48)

strictly business



JAMES H. COBB

THE fine art of keeping not only abreast but often ahead of developments which affect the future of Delta Air Lines enhances the reputation of James H. Cobb Jr., Delta's director of public relations and advertising, for ingenuity and alertness.

Running down hearsay that Atlanta was to get a new television station, WLTV (TV), Mr. Cobb contacted the man he also heard was to be assistant general manager, and before the station knew what its call letters were to be, Mr. Cobb was waving a reservation calling for 9 p.m. TV spots every day in the week for the air line.

Or take the time radio first met the Cobb influence, when Delta booked a chain break announcement immediately preceding a national news roundup program. Since the 15-minute program at that time had no sponsor and unable to afford sponsorship himself, Mr. Cobb persuaded the same network newscaster to record the spots

(Continued on page 60)

"It's Coverage That Counts!"



You can't get a good Hooper or Conlan rating with a "Bikini" coverage. No siree, you've got to get old-fashioned "head-to-heels" coverage . . . and believe us that's what you get when you buy WBRE in this Wyoming Valley Pennsylvania market of nearly 500,000 population.

WBRE

WILKES-BARRE PENNSYLVANIA

AM-FM AFFILIATE

ANOTHER 'FIRST' FOR WNAX-570



Robert R. Tincher, general manager, radio station WNAX (Yankton-Sioux City) presents Dr. Luther Evans, Librarian of Congress, with the first complete radio documentary to be accepted for our national archives.

THE FIRST RADIO BROADCAST ever to be accepted by the U.S. Library of Congress was the hour-long WNAX documentary on the Missouri river flood — "OPERATION FLOOD."

First in reportorial excellence, first in public service, first in live entertainment, WNAX is the dominant force in a 267-county major market in Minnesota, the Dakotas, Nebraska and Iowa.

WNAX-570
YANKTON - SIOUX CITY
A Cowles Station

"DOUBLE PLAY"

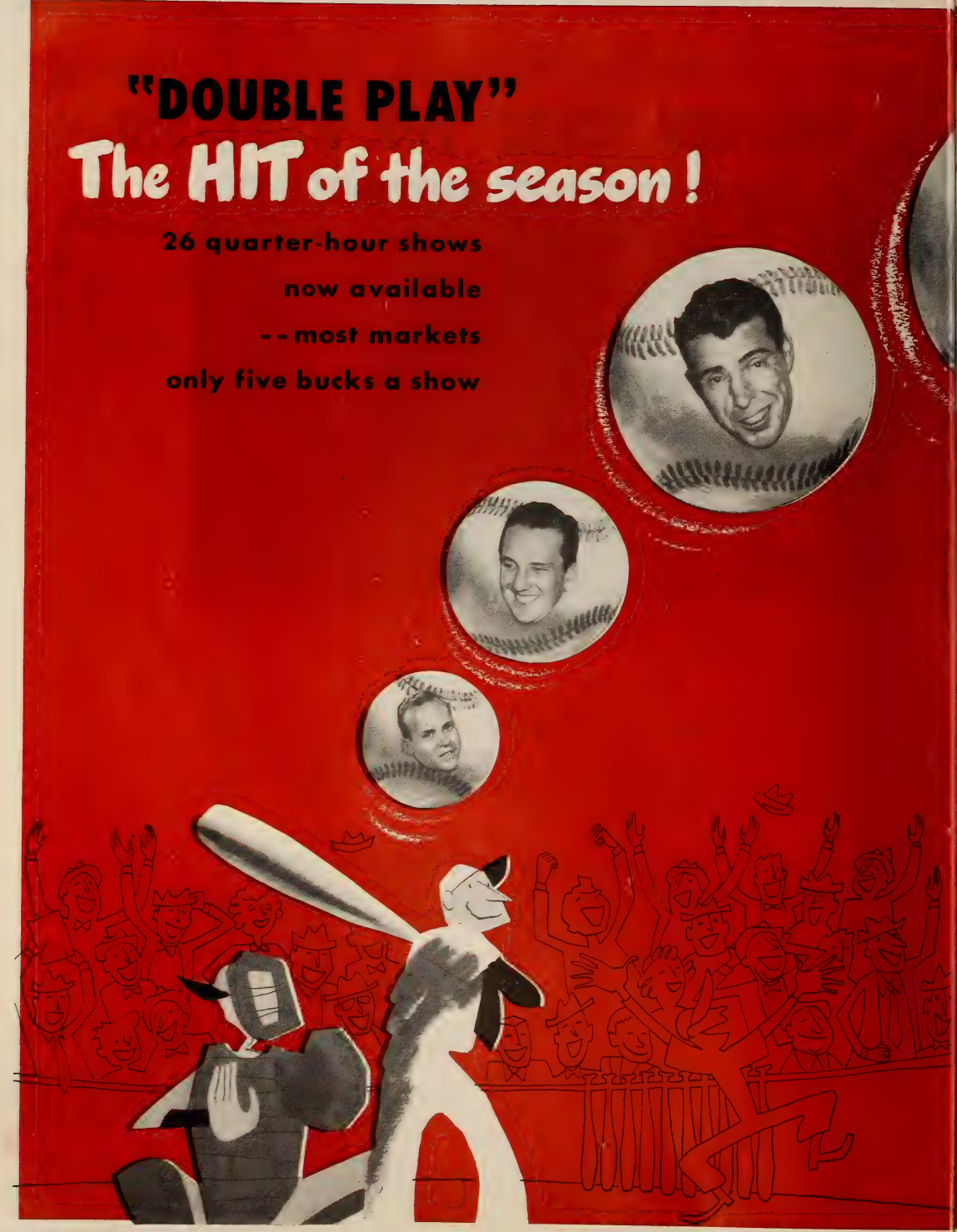
The HIT of the season!

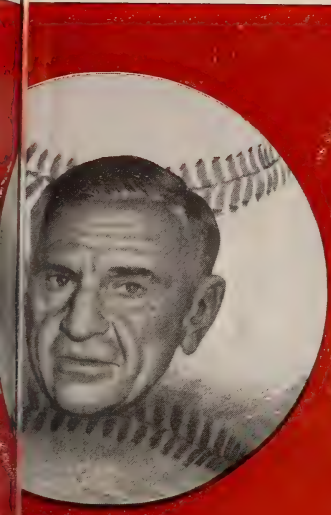
26 quarter-hour shows

now available

--most markets

only five bucks a show







Durocher and Day

SCORE WITH SPONSORS by giving them baseball's best known nationally publicized husband and wife team, Leo "Lippy" Durocher and his charming wife, Laraine Day, in the just released "DOUBLE PLAY"...26 quarter-hour open end shows...shows that feature all-time greats in baseball as guest stars...STARS like BOB FELLER, JOE DI MAGGIO, RALPH KINER, CHARLIE DRESSEN, CASEY STENGLE, BOB LEMON, ROGERS HORNSBY and many, many more.

This brand new show can be exclusively yours in your market if you *ACT NOW*. Get on the ball and rush your order by phone or wire to the office nearest you.

If your prospect wants to listen *before* he buys, bat five bucks our way and we'll ship an audition disc – the five to be applied on account when he signs up. *And your sponsor will buy* because Durocher and Day plus baseball's best known personalities add up to a home run in any advertiser's ball game.

Don't be left on base. Grandstand seats are priced right for sponsorship – most markets at $5 and $10 – a few from $15 to $40. NONE HIGHER.

Standard Radio

140 N. La Brea, Hollywood
WEbster 8-9181

360 N. Michigan, Chicago
CEntral 6-0041

444 Madison, New York City
PLaza 3-4620

Transcription Services, Inc.

PRODUCERS OF *The Sponsor-Tailored* Service

So much for so little

At low, *low* rates, WITH in Baltimore delivers advertisers a tremendous, responsive audience. You get more listeners-per-dollar from WITH than from any other radio or TV station in town. That's why WITH constantly produces *low cost results.*

No wonder WITH is so popular with the local folks! Their advertising must get quick, profitable sales or it just doesn't run. *And WITH regularly carries the advertising of more than twice as many retail merchants in Baltimore as any other station in town!* Get WITH on *your* schedule. Your Forjoe man will give you the whole story.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

BROADCASTING

Vol. 42, No. 21 MAY 26, 1952

SECOND RATE CUT CRISIS

Affiliates Gird for Network Fight

By EDWIN H. JAMES

THE ALL-RADIO Affiliates Committee met last week under circumstances that were every bit as unpromising as those prevailing 13 months ago when the committee was created in a desperate effort to shore up network rates against the threat of cave-in.

Last week the committeemen must have felt they were back where they came in. Emerging from a two-day session in New York, they had the look of men who had seen the restraining timbers giving way a second time and the first trickle of muck oozing through them. "It is," said one, "only a matter of time."

There was more than passing comparison between the situation last week and the situation of April 1951, when the committee was formed at a mass meeting of network affiliates in Chicago.

Last year, CBS Radio had announced a rate cut and other networks were expected to (and did) follow suit.

Last week, though no one—not even key affiliates—had been advised of radio network intentions, there were indications that again CBS Radio was about to take a plunge. If that were to happen, the others would unquestionably meet the competition.

Little Recourse

What can the Affiliates Committee do to prevent another collapse of network rates? The answer: Very little. If the committee had any chance of holding off the reductions of a year ago, it has a much weaker chance now. The reason is that in the interval CBS Radio has managed to rewrite a large majority of its affiliation contracts.

Except for perhaps a dozen key affiliates, CBS Radio stations now have contracts that allow the network to change rates at will without consultation with the stations. It is doubtful that these dozen could throw up a roadblock big enough to stop a rate cut if the network decided it was time to make one. Let CBS Radio cut its rates, and the other networks would probably have little trouble bringing their affiliates to accept reductions to match. To hold out would mean presenting CBS Radio with all the business it could cram on its air.

However gloomy the network radio future looked, the Affiliates Committee seemed assured as to the destiny of radio in general. For most members, local and spot business was at least holding its own and in many cases increasing. Both the Affiliates Committee and the AM committee of the NARTB which met the next day in New York made ambitious plans for important research projects which had the common aim of improving radio's position among all media.

● At the Affiliates Committee meeting, a major topic of discussion was the proposed study of existing audience measurement services to be undertaken by the Advertising Research Foundation if it can get the necessary funds.

This study, wanted by a majority of the agency subscribers on ARF, would attempt a thorough evaluation of existing rating services to find their weaknesses and define their limitations. Its purpose would be to correct the now widespread misuse of ratings and further to match one service against another in an effort to show what each can and cannot do.

Whether this ARF study can be undertaken will be decided this week. Edgar Kobak, president of the ARF, will present the proposal to the Finance Committee of Broadcast Advertising Bureau, of which he is chairman, today (Monday). Mr. Kobak explained the plan last week to the Affiliates Committee, of which he also is a member.

He said last week that the cost of the special "research into research" would be "around $25,000." He hoped that BAB would put up the money.

● Meeting Thursday in New York, the AM Committee of NARTB adopted a resolution calling for one of the most fundamental research jobs in recent radio history.

Allerton Heads Study

Under this plan, Richard Allerton, NARTB director of research, will conduct a painstaking study into a large sample of radio station operations. His aim is to find out what makes some stations successful and others not.

Out of Mr. Allerton's work, it is hoped, will come the first definitive guide to good radio station management. He will examine all phases of radio operation, including rates. In the latter connection, he said preliminary studies indicate that radio is priced too low in most markets.

Another by-product of this study, it is expected, will be such complete financial information on station costs as to dissipate the belief widely held in some advertising quarters that unlike other media radio is cheap to run.

In this regard, the remark made a year ago by a top advertising executive of a major advertiser (who was also a member of the Assn. of National Advertisers' Radio-Television Committee) was recalled. He said he could understand how rate increases could be justified by newspapers and magazines because their costs had risen. But as for radio, he said, "Why, the air is free."

Following its two-day meeting, the Affiliates Committee last Thursday issued a carefully-worded statement which said, in a restrained way, what the members had been saying during the meetings.

"Affiliates of each network," said the statement, "expressed grave

(Continued on page 34)

PLATT RAPS TV

Hits 'Name' Mania, Smuttiness

JOHN Q. PUBLIC and Uncle Sam are getting impatient with the television industry, and TV's time to get its house in order is running out. This was one of the charges made against the industry by John H. Platt, vice president in charge of advertising and public relations for Kraft Foods, Chicago, when he spoke Wednesday at a joint luncheon meeting of the Chicago Television Council and Radio Management Club.

Mr. Platt, who outlined his company's successful use of the *Kraft Television Theatre* on NBC for five years, said television has "had several more years of grace than it might reasonably expect," and that it has also "about used up its luck."

He called for higher standards of programming, a halt to the business of programming and talent being in the hands of a few by default, and for clear thinking by men in control of program content. Reminding his audience "no man is an island unto himself," Mr. Platt said that every poor show "slips a little shine off the successful ones."

After using television through the period when it was "glamorous," Mr. Platt said the star dust has been removed and he recognizes it as "just another advertising medium, but a powerful one to be sure."

Too many shows, in his opinion, are "burlesque spectacles for the tavern trade," Crudity and a lack of showmanship would decline, he said, if agency and client representatives would watch television and see what they would choose for their own families' viewing. If this happened, there would be "a lot less competition to book big names, especially comedians who have to drop their trousers and tell smutty stories to get an audience."

Mr. Platt was especially concerned with the trend of program and talent control to the networks and away from independent packagers and advertising agencies, which together form the only block which can "provide a spur to competition, a break to runaway prices and a stimulant to entertainment."

Television has "a god-like ability to let people see something that is happening thousands of miles away," and yet the two leading networks participate in "a sorry spectacle of attempting to control as many big names as possible," few of whom have devoted audiences. This talent war, Mr. Platt said, "is ineffective and ill-conceived, and we want no part of it."

Networks "are competing to a ridiculous degree, and this imperils the entire future of television. We are perfectly willing to pay our own bills, but we don't want to be charged for dead weight in the $40 million per year talent business."

The industry has "failed to recognize television for what it is . . .

(Continued on page 38)

RADIO'S CLAIM

McGill Cites Role In New Community

W. B. McGILL, who prepares the business paper advertising of Westinghouse Radio Stations Inc., is ready to back up his claims for radio's potency as an advertising medium.

As director of the WRS advertising and promotion, he explained in a May 20 letter to Lawrence Roehsler, research director of the newspaper representative firm, Moloney, Regan & Schmitt, why an advertisement in the current Westinghouse series contained this statement:

"In many new communities, radio is the only medium that reaches anything like a real majority of the homes."

The statement inspired this observation by Mr. Roehsler, "I have not been aware of any situations of this kind and will very much appreciate you giving me a list of these communities, together with any figures you might have regarding penetration of various advertising media."

Mr. McGill accepted the challenge.

"We at Westinghouse Radio Stations appreciate your interest in our business-paper advertising and your specific inquiry re a statement carried in one of the series, now current, on the subject of community relations," he replied. "In any brand-new community, it takes time to build up distribution of newspapers and magazines. On the other hand, 96% of all new homes become radio homes as soon as the occupants move in."

Radio Figure Stable

Radio ownership stays practically standard at over 90%, he continued, observing that in Philadelphia the most widely distributed newspaper reaches only two-thirds of the families in the "city zone." That was termed an over-all average, and more than likely below the two-thirds figure in brand-new communities.

"I'm sure you readily grasp the broad aspects of the implied theme," Mr. McGill wrote, listing them as follows: "The persuasiveness of the human voice; the accessibility of around 96%, a significant majority, of the homes; and when a new housing development springs up and occupants move in, sometimes, as in my own case when I moved to Washington (and I think this prompted the statement you quote) how the new apartment building with accommodations for 200 families was full before they got the cement floor laid and the carpet down in the lobby . . . and each family brought along its radios (plural is correct) and plugged them in along with the toaster, clock, stand lamps, etc. It is later on that they get around to selecting and obtaining other additional sources of news and entertainment on a regular basis.

"However, radio is already there—in 96%, a majority of the homes—and when people leave their homes to go somewhere by automobile, a majority of them take their radio along, figuratively, by having a set installed in their car.

"A few months ago, in Philadelphia, we hired a research concern to station checkers on the Delaware River Bridge over a weekend. They counted the cars and 69% plus were fitted with car-radio antennas. Happy people! They whistle while they work . . . they listen while they drive.

"Although auto listening may not run a great percent of total listening, nevertheless it helps to provide those over-all ARB figures on time spent with major media which come out: Radio, 108 minutes; TV, 43 minutes; newspapers, 34 minutes; magazines, 18. Let's see—43 plus 34 plus 18 equals 95, and I guess 108 is a majority there, too.

"'Majority' can mean many things; for instance, if one wants to reach a majority of the 48 states with one 'local' medium he could do it with radio."

After citing a number of examples of radio's pulling power, Mr. McGill concluded: "We're proud to have, in radio, a medium that can turn in such instantaneously effective and human worthwhile results. . . . I will close with a more than casual nod to the nation's advertisers who, through their round-the-clock use of radio, make such things possible."

Canada Audience Report

A NEW share-of-audience report is being released quarterly by Elliott-Haynes Ltd., Toronto, showing over-all audience indices for each station by time intervals in five major Canadian markets, Montreal-English, Montreal-French, Toronto, Winnipeg and Vancouver. First survey, released in mid-May, covers the first three months of 1952.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

Extra-Week April 13-19, 1952

EVENING, ONCE-A-WEEK NIELSEN-RATING*

Current Rank		Current Rating Homes %
1	Lux Radio Theatre (CBS)	11.9
2	People Are Funny (CBS)	10.6
3	Amos 'n' Andy (CBS)	10.6
4	Jack Benny (CBS)	10.3
5	Charlie McCarthy Show (CBS)	9.7
6	Pabst Blue Ribbon Bouts (CBS)	9.0
7	Arthur Godfrey's Talent Scouts (CBS)	8.9
8	Mr. Keen, Tracer of Lost Persons (NBC)	8.8
9	You Bet Your Life (NBC)	8.7
10	Fibber McGee and Molly (NBC)	8.4

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . Let's think it over, fellows. After all the majors are being sued for $12,000,000."

TONI AD MANAGER

To Take Agency Post

DON NATHANSON, advertising manager and director of public relations for the Toni Co., Chicago, will soon join Weiss & Geller, Chicago agency, as an account executive.

Mr. Nathanson has been with Toni five years and has been associated with it since Toni was founded by Niesen and Irving Harris. He will take with him the Prom Home Permanent account, which spends $2 million yearly in advertising.

Prom, a home permanent wave, has been handled by Foote, Cone & Belding, Chicago, which supervises the bulk of the Toni business, although Tatham-Laird in the same city handles some product advertising.

One reason given for the transfer from FC&B is the intense competition between the two home waves. Toni is the No. 1 best seller, while Prom is reportedly competing with Procter & Gamble's Lilt for second place. Both radio and TV will probably be used for Prom at Weiss & Geller, whose major broadcast account now is Wine Corp. of America (Mogen David).

Toni is owned by the Gillette Safety Razor Co. One company representative said there may be no replacement for Mr. Nathanson as the firm has a brand plan in which each product has its own advertising manager. Mr. Nathanson was co-founder and partner in the D. S. Manson agency, Minneapolis, where he also published "Radio Showmanship."

Rand Agency Named

IDEAL Film Corp., N. Y. (roll film), names Rand Advertising agency to direct its national campaign, effective immediately. Radio and TV will be used with final budget and placement scheduled to be announced later.

DORRANCE & CO.

Promotion Firm Founded

ESTABLISHMENT of Dorrance & Co., new promotion firm, was announced last week by Dick Dorrance, who simultaneously resigned from MBS as director of public relations and press information.



Mr. Dorrance

The new organization, 32 E. 39th St., New York 16, will specialize in promotion planning and writing, with emphasis on services to the radio, TV and ad agency fields.

It begins business with six clients, largest of which is the Socony-Vacuum Oil Co., said Mr. Dorrance.

Mr. Dorrance has been active in all phases of promotion work for the past 15 years. In 1946, he was co-founder of O'Brien & Dorrance, which served clients in promotion projects for nearly five years. In early 1951, Mr. Dorrance left and spent two months in Europe before joining MBS that May.

Prior to the beginning of O'Brien & Dorrance in 1946, he had been director of promotion for the eight CBS-owned stations, and for the CBS Radio Spot Sales.

During World War II, Mr. Dorrance served with the Radio Bureau of the Office of War Information. He wrote newsletters of the Broadcasters' Victory Council.

From 1940 to 1942, he was promotion director and later general manager of FM Broadcasters Inc., Before that, he worked in press-special events at WOR New York.

Included in the services which Dorrance & Co. will offer are sales and audience promotion campaigns, direct mail, trade paper advertisements, newsletters, sales letters, presentations and film scripts.

MAJORS' RADIO, TV GATE

Told on Hill

ONLY four teams of the major leagues' 16 failed to net more money from radio-television rights than from the highly remunerative ballpark concessions in 1950.

This remarkable fact appears in a voluminous report on baseball released by the House Monopoly Subcommittee last week.

In the four teams which did not gain more money from radio-TV than from concessions, the differences between the two money-makers were slight.

Some baseball quarters had been claiming that broadcasting and telecasting of games eats into attendance. Herewith are figures for 1950, showing income from attendance at games both home and away, exhibition, radio-TV and concessions for every team in each league:

As the charts show, the Philadelphia Athletics, which have not been in the front-running in the American League for years, received an income of $184,575 from radio-TV alone. This amount is about three times the money it received from ballpark concessions and two-thirds the amount it got from attendance at away games, and more than half the income it earned from attendance in its own ballpark.

Combining both income from radio-TV rights and concessions, the major leagues totaled a substantial income that compares favorably with the total revenue from attendance.

Nats' Broadcast Fees Typical

The Washington Senators in the American League, for example, with $127,848 in radio-TV rights and $103,219 from concessions earned more than half the income from attendance in its own ballpark. Its radio-TV and concessions brought it roughly 40% of its revenue in 1950.

Were radio-TV income taken away from all the clubs in both leagues in 1950, the result would have pared profits considerably and in cases where losses were suffered by clubs, the minus column would have been greater.

Here is a comparison of figures presented:

American League: The Boston Red Sox that year lost more than $100,000, its revenue from radio-TV alone was twice that figure; Chicago White Sox made more than $65,000, its radio-TV revenue was three times the amount; Cleveland Indians made more than $450,000, its radio-TV rights netted half the amount; the Detroit Tigers were $112,638 to the good, radio-TV revenue topped that total by more than $70,000; the New York Yankees, the leagues' money-maker netted $497,000, radio-TV rights for 1950 were $416,250; the Athletics lost a whopping $315,920, radio-TV was more than $180,000; St. Louis Browns netted $42,957, its radio-TV revenue was about twice that amount, and the Senators squeaked by with $5,177 (but $38,000 in dividends) while radio-TV revenue was $127,848.

INCOME AMERICAN LEAGUE, 1950

	Boston	Chicago	Cleveland	Detroit	New York	Philadelphia	St. Louis	Washington
Games at home	$1,451,662	$732,628	$1,454,962	$1,870,654	$2,526,085	$312,012	$271,256	$615,207
Games away	423,542	246,385	306,321	408,179	451,958	264,823	230,612	224,030
Exhibition games	73,134	45,663	7,272	29,466	115,015	49,116	39,877	28,341
Radio and television	204,453	185,964	256,024	194,453	416,250	184,575	87,421	127,848
Concessions (net)	174,079	172,486	140,522	256,763	441,561	36,773	41,810	103,219

INCOME NATIONAL LEAGUE, 1950

	Boston	Brooklyn	Chicago	Cincinnati	New York	Philadelphia	Pittsburgh	St. Louis
Games at home	$1,001,573	$1,381,326	$1,090,674	$613,575	$1,021,400	$1,374,902	$1,393,716	$1,223,105
Games away	231,263	395,452	170,299	187,790	244,952	263,863	186,106	282,214
Exhibition games	63,343	122,475	60,109	39,329	66,844	57,115	54,618	59,790
Radio and television	214,740	339,809	189,718	156,355	252,306	191,303	181,884	182,365
Concessions (net)	160,572	215,984	293,657	109,465	226,374	120,201	150,028	292,801

* * *

National League: The Boston Braves lost more than $300,000, radio-TV rights were $214,740; the Brooklyn Dodgers were in the loss column by $8,587 (but paid $99,750 in dividends), its radio-TV revenue stood at $339,809; Chicago Cubs lost $133,124, radio-TV revenue was $189,718; the Cincinnati Reds paid $14,270 in dividends but lost $64,873, radio-TV rights were $156,355; the New York Giants' loss was over $264,000 but dividends were $23,502, radio-TV rights managed them $252,306; the Philadelphia Phillies in the profit column by $309,579, radio-TV rights hit $191,303; Pittsburgh Pirates profited $138,220, radio-TV revenue was $181,884, and the St. Louis Cardinals netting $263,202, radio-TV brought in $182,365.

All figures of net income or loss shown above is after taxes. The radio-TV figures are revenue before taxes. Nevertheless, the comparisons point up the extent to which radio-TV are buttressing revenue columns of every major league club.

As the House subcommittee put it in its report:

Revenue coming directly from paid admissions to exhibition and championship games comprised 74.1% of major-league income in 1950. Concession purchases by these fans accounted for another 9.2%. And radio and television receipts, which largely depend on a club's popularity with the fans, brought another 10.5% of the gross operating income. The remaining 6.2% was derived from park rentals, park advertising, and other miscellaneous sources.

TV Money Limited

IN THE 1950-51 baseball seasons, many clubs were restricting the number of their telecasts. Despite this effort attendance still slumped in 1951, according to a BROADCASTING • TELECASTING story last year [B•T, July 16, 1951].

Here is a run-down of clubs:

Senators, who telecast regularly in 1950, limited TV to 21 home games in 1951; Boston Braves limited their TV to 45 in 1951; Boston Red Sox telecast all home games; Chicago White Sox were telecasting all home day games but not night games during both seasons. Neither the Pirates, the Browns nor the Cardinals were telecasting regularly. The Tigers' policy has been to telecast on selected weekdays only. The Athletics telecast regularly. Cincinnati Reds did not have full TV coverage. The Indians, Giants, Yankees, and Cubs had full TV.

Thus, it can be pointed out that for the purposes of comparing figures in the congressional report, major league teams were getting *limited* revenue from TV rights.

STORER STOCK

Registration Asked at SEC

STORER BROADCASTING Co., which became the new corporate name of Fort Industry Co. on May 2 [B•T, May 12], has filed a statement with the Securities Exchange Commission seeking registration of 215,000 shares of its $1 par common stock, of which all but 15,000 shares are outstanding.

George B. Storer, president, told BROADCASTING • TELECASTING last week that no underwriter's agreement had been signed and that there has been no decision as to when or whether the stock would be placed on the market.



Mr. Storer

He pointed out that the SEC filing was essential preparatory to issuance of the stock and that "accelerated consideration," which might run 20 to 30 days, had been requested. Assuming the plan is found in order, Mr. Storer asserted a decision then can be made as to how Storer Broadcasting Co. will proceed.

Two underwriters—Reynolds & Co. and Oscar E. Dooly & Co.—would purchase the stock from three stockholders, with 170,000 shares designated for resale to the public.

Selling stockholders are Mr. Storer, owning 656,500 shares (59%); J. Harold Ryan, Toledo, director-vice president-treasurer, 120,500 shares (10.87%) and his wife, Frances S. Ryan, 152,500 shares (13.75%). They are selling 75,600, 47,200 and 47,200 shares respectively to the underwriters.

In addition they are selling another 10,000 shares (4,400, 2,800 and 2,800 shares respectively) to certain employes. Mr. and Mrs. Ryan also have reserved another 20,000 shares which are covered by options granted by two of the selling stockholders to the two underwriting firms, with terms of the sale to be decided later.

Finally, 15,000 shares have been reserved for issuance to a group of key company officers upon the exercise of options.

With sale of their portions, the three above stockholders will then own common stock as follows: Mr. Storer, 576,500 shares; Mr. Ryan, 70,500 shares; Mrs. Ryan, 102,500 shares. Mr. Storer retains approximately 52% stock control, through direct ownership, plus family trust stock which he established and votes during his lifetime amounting to an additional 137,500 shares.

When the firm was reorganized earlier this month, the former Class A common stock, no par value, was changed to $1 par and 1,700,000 shares of new common stock were authorized and each outstanding share of Class A common was changed into five shares of the new common. The former Class B common was eliminated. The 5% cumulative preferred $100 par stock was changed to 5% cumulative preferred, $30 par, with each share changed into 3½ shares of the new preferred.

If all shares are sold as proposed, according to the registration statement, the Storer family (including his brother-in-law and sister, Mr. and Mrs. Ryan, and two trusts set up by Mr. Storer) will own 79.1% of outstanding common stock.

Book value of stock (1,106,000 shares plus 3,000 in treasury) as of May 2, 1952 was $3,472,937, or $3.14 per share, it was stated. The company refinanced loans this

(Continued on page 38)

ARBI STUDIES

Sweeney, Barnes Debate Media

ADVERTISING Research Bureau Inc. studies of radio and newspaper effectiveness in inducing retail store traffic were defended by Kevin Sweeney, vice president of Broadcast Advertising Bureau, and attacked by Howard S. Barnes, director of the Bureau of Advertising of the American Newspaper Publishers Assn., last Thursday.

The representatives of the rival media squared off at a luncheon meeting of the American Marketing Assn. in New York.

Mr. Sweeney said that "there is no common tongue except one in which we can converse about the respective effectiveness of these media. The common tongue is sales results. The ARBI reports attempt to use this common denominator—what happens at the cash register to measure media and media's use."

Background Given

He then went on to explain the method of ARBI and its history.

"On the basis of the 50 ARBI studies BAB published," he said, "representing 45 different stores in 25 different cities—and more than 7,000 completed interviews—BAB (not ARBI)—arrived at some tentative conclusions about retailers advertising. These are:

(1) When an item is advertised by a retailer, he is liable to do four times the business he would normally do on that item.

(2) Newspapers do an effective job for retailers—but it seems only part of the job. There is a market that reads and buys.

(3) There is also a market that listens and buys—a market that is as large or larger than the market reached by the newspaper—a market that responds best to advertising they listen to.

(4) There appears to be a relatively small duplication between these two markets.

(5) The picture of merchandise created in the human mind by words is as good a picture—if not a better one—than that created by a printed picture.

(6) No amount of type or advertising will sell lousy merchandise or badly priced merchandise.

Mr. Sweeney said BAB is interested in furthering more research that gets to the kernel of the matter . . . how much sales for how many advertising dollars.

Mr. Barnes told the group that "the main issue . . . is *not* research; the main issue is not the relative effectiveness of radio and newspapers. The basic issue is *advertising*."

Mr. Barnes suggested five points that researchers might ask about the ARBI tests:

(1) Secure from ARBI a representative group of the *original* reports for detailed study; (2) Ascertain whether the 70% to 95% of the people who showed interest in the featured merchandise who were actually interviewed were typical of the *entire* group; (3) Why was it important to ask a person *when* he saw or heard the advertising; (4) Why was the layman asked: "In your opinion, do you think the store gets better results from newspaper advertising or from radio advertising?" (5) Why not submit a group of the original reports to the Advertising Research Foundation and let impartial organization pass on the soundness of the method and the validity of the results?

He did not concede that in the 50 tests published by BAB "radio seems to have sold more of the featured merchandise in a majority of cases."

"But to me," Mr. Barnes explained, "that is not the most important point. The important point is that these tests seem to have had little influence on the subsequent use of newspapers by the participating retailers.

"I don't believe the ARBI studies prove a thing," he stated. "The retailer's basic concern is not the number of people who inquire about a featured item because of radio, or newspapers . . . his basic concern is *total* traffic and total sales. And total profits."

WBS APPOINTS

All-Canada Radio Firm

WORLD Broadcasting System has appointed All-Canada Radio Facilities Ltd., as programming and distribution associates for WBS Sales and Program Services in Canada, effective June 1.

In addition to owning and operating several stations, All-Canada Radio represents "many" Canadian stations, spokesmen said, and is described as the largest single supplier of radio program material in Canada. Firm has represented Frederic W. Ziv Features in Canada for several years. Negotiations were made by Robert W. Friedheim, WBS general manager, and Stuart McKay, All-Canada assistant general manager.



SOUTHERN CALIFORNIA Broadcasters Assn.'s new officers, elected May 8 at Hollywood meeting, are (l to r): Austin E. Joscelyn, director of operations, CBS Hollywood, SCBA board member and outgoing president; Robert O. Reynolds, vice president-general manager, KMPC Hollywood, SCBA board member; Thelma Kirchner, general manager, KGFJ Hollywood, SCBA secretary-treasurer; Robert J. McAndrews, commercial manager, KBIG Avalon, SCBA board member; and Calvin J. Smith, president-general manager, KFAC Los Angeles, SCBA president.

LBS SUCCESSORS

Several Regionals Planned

SEVERAL moves toward formation of regional networks developed last week on the heels of Liberty Broadcasting System's suspension [B•T, May 19].

● Liberty's principals—Barton R. McLendon, co-chairman of the LBS board, and his son Gordon, LBS president—announced last week they were setting up West Coast and Texas-based regional hookups. They hinted, too, at the possibility of starting another nationwide operation eventually.

● Peoples Broadcasting Corp., operating WOL Washington and WRFD Worthington, Ohio, announced Thursday that a group of mid-Atlantic and Southeastern stations interested in formation of a cooperative regional network would meet in Washington June 5-6.

● Tom Carr, former Liberty station relations vice president in the Southeast, was contacting about a hundred stations in that area with the idea of setting up a regional hookup. This project involved possible Washington program origination at WOL, which had supplied a large volume of programming to LBS.

The projected West Coast operation of Liberty's principals was outlined Wednesday at a closed meeting held in Hollywood Roosevelt Hotel, with 50 representatives of 26 West Coast stations attending.

New name of the western organization will be Liberty Radio Network. It will be incorporated in California, with offices at 6253 Hollywood Blvd., former LBS West Coast headquarters. Gordon McLendon told the group he would move his headquarters from Dallas to Los Angeles.

Benton Paschall, former LBS West Coast vice president, will be executive vice president of LRN. He told the group that Liberty's Pacific Coast hookup is slated for operation by early June. Forty stations in California, Washington and Oregon have definitely committed themselves as affiliates, he said, although contracts have not yet been signed.

LBS had 52 affiliates in the three West Coast states and Arizona, Mr. Paschall explained, predicting all will be part of the new system. The elder McLendon attended the Hollywood session.

Full schedule of mid-afternoon public domain recreations of baseball games would be included in the daily schedule, along with newscasts and commentaries. Monthly cost of a baseball network using Class A lines, plus salaries, would be around $30,000, according to the Liberty officials.

Operation of a Texas-Louisiana hookup with KLBS Houston or KLIF Dallas as key station was in the works last week, with possibility service would start in 30 days. KELP El Paso would be linked with the group since it, like KLBS and KLIF, is owned by the McLendons. Also proposed as affiliates are KNOE Monroe, La., and WNOE New Orleans, owned by Gordon McLendon's father-in-law, James A. Noe.

In announcing that Peoples Broadcasting Corp. would meet with mid-Atlantic and Southeastern stations June 5-6 to discuss formation of a regional, Herbert E. Evans, Peoples general manager said:

"We found in our preliminary discussions there are scores of stations Liberty was serving that want news and special events directly from Washington, the news capital of the world. Peoples is moving forward on this idea and will make every attempt to put it into practice."

Response of stations contacted last week was "most encouraging," Mr. Evans added. Many of the stations are former LBS affiliates but he said the June 5-6 meeting in the WOL studios is in no sense restricted to such affiliates. Type of program service desired, costs and financial arrangements will be considered, he said, explaining the new service is designed "to give them what they want."

WOL and WRFD are carrying a series of broadcasts from Europe by Joseph C. Harsch, commentator who has just received the DuPont award [B•T, May 12]. Covering Gen. Eisenhower in Europe, Mr. Harsch is sending his programs to WOL via British Broadcasting Corp. shortwave facilities.

McCARRAN RESOLUTION

Hearing Asked

RADIO-TV industry, beset by a congressional program probe and a House ban, was threatened with a new setback when a resolution was introduced last week designed to close Senate hearing rooms to news microphones and cameras.

The industry immediately demanded to be heard on the resolution authored by Sen. Pat A. McCarran (D-Nev.).

A ban on the media at House committee hearings was invoked late in February by Speaker Sam Rayburn (D-Tex.) [B•T, March 3].

While the industry protested the Rayburn ban, it was unable to testify officially since the Speaker "interpreted" the rules of the House. But in the Senate, the McCarran Resolution (S Res 319) is legislation and presumably a hearing will be held.

Executive sessions — commonly referred to as "closed door" hearings or meetings—have never been open to the public nor to news media. However, all open hearings permit the public and newsmen.

Sen. McCarran's measure, referred to the Senate Rules and Administration Committee, would bar radio, TV, electrical transcription for airing, and even still photographs, from Senate committee public hearings.

Would Add New Rule

It would add a new rule to the standing rules of the Senate. It provides that "no standing, special or select committee (or any subcommittee thereof) shall require or permit:

"(a) any photograph to be taken in any room during the conduct therein of any hearing before such committee;

"(b) any photograph of any person present to testify before such committee to be taken in such room at any other time without the consent of such persons;

"(c) any witness testifying before such committee to communicate his testimony, or a picture of him testifying, to any other place through the transmission by wire or radio of any writing, sign, signal, picture or sound;

"(d) any recording of the testimony given by any such witness to be made by mechanical or electrical means except by persons duly designated by such committee to prepare for its use as true and correct record of the hearing in which such testimony is given; or

"(e) any part of any recording of such testimony prepared by mechanical or electrical means to be used in any program transmitted by any radio or television station."

Sen. McCarran told the Senate his resolution was aimed at putting into effect an American Bar Assn. recommendation of February on the broadcasting and telecasting of legislative and judicial proceedings.

He said he was studying the matter of barring radio and TV from judicial proceedings through legislation.

All that the resolution would need to become effective immediately is passage by the Senate.

Sen. Estes Kefauver (D-Tenn.), whose presidential nomination aspirations can be traced to his TV appearance as a crime buster, opposed the measure. "There should be the widest possible dissemination of committee hearings by radio, TV, newsreels and photos so long as it does not discommode the witnesses or interfere with orderly procedure."

Sen. Fred A. Seaton (R-Neb.), owner of KHAS Hastings and KMAN Manhattan, Neb., and KGGF Coffeyville, Kan., thought the proposal was "going too far."

Oregon's Sen. Wayne L. Morse (R) believed it "would have the effect of leading us further down the road toward star chamber proceedings in Senate investigations."

Sen. McCarran was asked by newsmen if his decision to introduce the measure was influenced by showing of a still picture of the Senator on Drew Pearson's TV news show the day before. He said no but said he saw the picture which depicted him in an angry mood.

The Senator said the measure only followed through on his position of barring the media from his committee hearings.

NARTB petitioned the Senate Rules group for a full hearing on the resolution. President Harold E. Fellows said in a letter to Chairman Carl Hayden (D-Ariz.):

The radio and television industry is unalterably opposed to the McCarran resolution, believing it to be a clear invasion of the rights of public media. We believe its adoption as a standing rule of the Senate would deprive the public—and the Senate as well—of a great service essential to maintaining our democratic processes.

Mr. Fellows asked "a full public hearing on the issues at stake and for the opportunity to appear in such a proceeding, to the end that the position of the industry in opposition to this resolution may be made clear to your body."

Jim Bormann, WCCO Minneapolis, president, National Assn. of Radio News Directors, said Cassius Keller, NBC Washington, chairman, NARND government liaison committee, and Theodore Koop, CBS Washington, a member of the association's board of directors, would be available to testify.

Mr. Bormann said the resolution "would have the effect of excluding the use of modern instruments of reporting. . . ."

In a letter to Sen. McCarran, Mr. Bormann noted the microphone and the camera "reproduce the event itself" and do not "provide simply a 'version' of what happens." They

(Continued on page 36)

LIBEL LIABILITY

NARTB Backs Horan Approach

NARTB in a policy statement this week places itself firmly in support of the Horan Bill that would give the broadcaster freedom from liability in the courts for candidates' statements made on the airwaves.

The NARTB position was defined as supporters of two separate approaches to the difficult problem worked feverishly on Capitol Hill [B•T, May 19, 12].

The organization's heightening interest was stimulated further by an avalanche of correspondence both at NARTB headquarters and on Capitol Hill. Mail in the Washington offices of NARTB has hit over the 500 mark, more than was received from broadcasters when the Benton Bill was offered to "review" radio and TV programs, it was reported.

Chief problem is how to keep the broadcaster out of trouble, which FCC's interpretation of Sec. 315 of the Communications Act does not permit him to avoid.

FCC interpretation, according to NARTB, "completely denies this determinative right to the broadcaster since it forbids censorship of any material proposed by a candidate for public office whether or not such material is libelous, and further sets forth the warning that the refusal by the licensee to broadcast any speeches by candidates for an election might result in a finding that the station did not operate in the public interest, convenience and necessity, and could bring about a license revocation or non-renewal."

Two courses to correct the situation, according to NARTB, would be either of the following formulas:

(1) Secure full right of censorship over political material, as is the case regarding all other program material, and assume full legal responsibility for all decisions made under that right (the status of the press);

(2) Lacking clear right of censorship over political material, secure freedom from liability (in local, state and federal courts) for statements made by candidates who use broadcasting facilities under Sec. 315.

NARTB noted that the O'Hara Bill is directed toward the first formula while the Horan legislation adheres to the second approach.

NARTB found discrepancies and confusion in the O'Hara Bill which its author is currently ironing out. NARTB noted that "Mr. [Joseph P.] O'Hara said that he was of the opinion that the members of the Congress would be reluctant to give up some protection in the law against censorship of their program content by the broadcasters," NARTB said. "The FCC by previous utterances and declarations would seem to support this reservation as well," it continued.

Therefore, NARTB said, the question comes down to "practical relief for the broadcasters in this present election year."

Fundamental thesis of the Horan Bill, according to NARTB, is:

Broadcasters are now told by the FCC that they have no power to delete defamatory material from candidates' presentations, therefore it is unfair to continue to hold the broadcasters liable in the courts.

Because of broadcaster response to the Horan Bill, "Congress is now fully conscious of the present impossible situation in which the industry finds itself with respect to political broadcasting," NARTB noted.

The association said it was aware of the constitutional question—whether Congress can deprive the states of the power to adjudicate libel action—but the Horan Bill, in its opinion, would give evidence of congressional intent that the government now fills the field of communications to such an extent as to bar the states completely.

Meanwhile it was learned that Rep. O'Hara (R-Minn.) is preparing to introduce a new bill.

The measure will revise his HR 7782 which was offered in the House a few weeks ago as a "country lawyer" approach to the problem of political broadcast liability.

Rep. O'Hara told BROADCASTING • TELECASTING he expects to offer his new bill as an amendment to the McFarland Bill (S 658), a procedure he had promised for the original [B•T, May 19].

According to the Congressman, the new language contemplated in the bill will strengthen the broadcaster's position. The legislation would attempt to give the broadcaster the discretion and authority in deleting libelous material from a candidate's talk.

Changes in the measure will affect what the broadcaster can censor. Language is to be made more specific. Rather than "place no obligation" on the broadcaster to broadcast certain material, the new measure will state that the broadcaster would have the power to censor "defamatory or obscene material" which would not subject him to any civil or criminal action in any local, state or federal court.

Additionally, a section of the original bill that would have prohibited the broadcaster from exercising power of "political or partisan censorship" is to be eliminated. But it will be made clear that apart from the censorship powers as defined above, the broadcaster shall not be able to censor other parts of a candidate's speech.

UPT MERGER

FCC Hears Levey Testimony

TESTIMONY purporting to show that high-pressure tactics were used by Paramount Pictures in its dealings with at least one motion picture theatre operator, and that efforts were made by Paramount Television Productions and General Precision Equipment to thwart the development of Scophony Corp. of America, highlighted last week's hearing before FCC on the proposed merger of United Paramount Theatres and ABC.

Also revealed were the plans of Skiatron Corp. (successor to SCA) to market a home TV receiver which will throw a "very bright" 3 x 4 ft. picture on a screen or wall. It will not use a cathode ray tube and will "work well" when color is again transmitted.

Arthur Levey, president of Skiatron, told about these and other developments on which his company is now working. He also told about the difficulties in which his former company (SCA) found itself [B•T, May 19].

Determine Patent Values

Mr. Levey testified that in May 1944 SCA found itself in a "very precarious" financial position. The SCA board of directors requested accounting firm of Barrow, Wade & Guthrie to examine the situation and to make a recommendation, he said. The purpose was to have the books of the company reflect the correct valuation of the SCA assets—which were mainly various electronic patents and the Skiatron dark-trace TV tube. It was felt that for tax purposes the value of the patents had to be determined.

Mr. Levey said a copy of the proposed patent valuations and the worth of SCA's equipment was sent to Paul Raibourn, president of Television Productions Inc. (wholly-owned Paramount subsidiary) and Earle C. Hines, president of General Precision Equipment. TPI and GPE controlled all of SCA's Class B stock, and Messrs. Raibourn and Hines were both SCA directors (at least one Class B director had to be present at SCA board meetings to make a quorum).

But after receiving the information, Mr. Levey asserted, neither Mr. Raibourn nor Mr. Hines commented on it.

Mr. Levey testified that in June 1944 he made a note to himself that said, "Regret Hines and Raibourn deliberately being uncooperative—must be up to something."

Shortly later, Barrow, Wade & Guthrie had completed their studies of SCA, Mr. Levey said. In a memorandum to SCA, attached to their recommendations, the auditors said the report had been prepared without the benefit of the views of Messrs. Raibourn or Lee Morey (SCA counsel). The accountants reported these men did not wish to discuss the subject with them, the witness said.

(Earlier in the hearing, Mr. Raibourn testified that Mr. Levey tried to keep the financial details of SCA a secret.)

Still later, Mr. Levey testified, James Lawrence Fly, former FCC Chairman, was retained as counsel for the SCA Class A stockholders in an effort to prevent the Class B directors from forcing SCA to accept a loan from them.

What SCA wanted to do, Mr. Levey said, was to make money for itself through its own patents and developments. But because of TPI and GPE's "squatters rights" to the patents—through control of the Class B stock—and because SCA couldn't borrow money until it first asked the Class B stockholders for the loan—Mr. Levey said he was afraid the two companies would keep forcing loans on SCA and finally declare the firm bankrupt.

In May 1945, the Justice Dept. advised SCA that it was interested in the company and wanted all official documents, patents, minutes of board meetings, correspondence and resolutions, Mr. Levey told FCC.

On July 5, 1945, he said Mr. Hines resigned as a member of the board of directors and three weeks later, on July 23, Mr. Raibourn resigned.

Results of Hines' Resignation

This action, Mr. Levey testified, prevented the company from functioning properly. There could not be a board of directors' meeting without at least one Class B director present, he said.

On Dec. 18, 1945, anti-trust action was instituted and by January 1949 the case was settled, Mr. Levey said.

The settlement contained these provisions, the witness stated, among others:

(1) TPI and GPE would waive their exclusivity of licenses so that non-exclusive licenses could be granted to anyone.

(2) TPI and GPE were to return and cancel their notes for loans to the company for $15,000.

Earlier, in July 1949, Scophony Ltd. (the English parent company) had divested itself of any interest in the American firm, he said.

The Skiatron Corp. was organized in 1948, he said, and following the conclusion of the anti-trust case, it took over the business and patents of SCA in 1949.

Before testifying on the financial position of SCA and the history of the anti-trust action, Mr. Levey disclosed that SCA had received several offers from various companies which wanted to be licensed to use some of the SCA patents.

The offers were rejected by the Class B directors, however, Mr. Levey asserted.

Deal Possibility Cited

One of the possible deals would have been with Allen B. DuMont Labs. It would have been a cross-licensing agreement between the two firms, Mr. Levey said. The witness contended Mr. Raibourn stated he did not think such an agreement ought to be concluded.

Previous to this time, Mr. Levey said he had talked with Dr. Allen B. DuMont several times. But after Mr. Raibourn's opinion in the matter was voiced, Mr. Levey said he was never again able to get in touch with Dr. DuMont.

Mr. Levey testified that also in 1944 Bell & Howell, through its vice president in charge of engineering, Lewis A. McNabb, approached SCA and offered to improve and manufacture the Scophony supersonic projector. Bell & Howell was prepared to spend $200,000 to design and tool up, Mr. Levey said.

The witness said that at the SCA board meeting following this offer, Messrs. Raibourn and Hines held the proposition was not acceptable and devised a counter-proposal. They allegedly said Mr. Levey should advise Mr. McNabb that they would be willing to come to terms if Bell & Howell would agree to provide SCA with all the benefits of Bell & Howell's improvements—without SCA having to pay the usual royalties. This was unacceptable to Bell & Howell, Mr. Levey said.

Later Bell & Howell wanted to borrow a receiver, but Messrs. Raibourn and Hines refused to allow the receiver to be loaned out, the witness charged.

Other offers came from General Electric and the Navy. Mr. Levey held the GE offer was not accepted by SCA because of Mr. Raibourn's "obstructionist tactics."

Arrangements were eventually completed with the Navy and it paid SCA $25,000 for certain patent rights, Mr. Levey said.

Mr. Levey concluded his testimony with a summary of the progress Skiatron has made since the 1949 "reorganization."

He said the company is working on an ultra-sonic TV receiver that will require no moving parts, using a so-called diffraction grating.

Other developments of Skiatron include experimentation with theatre TV and a test in New York of Skiatron's system of subscription TV, similar to Zenith's Phonevision tests in Chicago.

Mr. Levey will return for cross-examination in two or three weeks.

Following Mr. Levey on the stand was Charles Walders another public witness subpoenaed by the FCC. Mr. Walders is a Miami theatre owner.

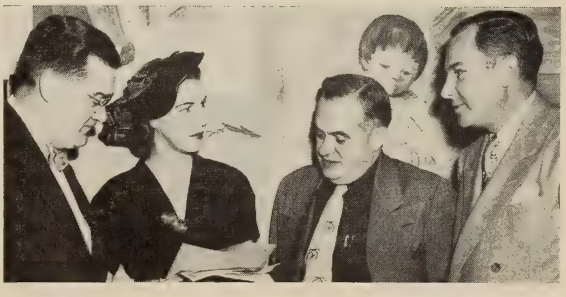
He testified that he was forced to make a profit-sharing arrangement with Paramount Pictures in 1937 in order to get Paramount motion pictures for his theatre.

At first, he said, Paramount got 50% of his theatre's profits, but in 1942 this was raised to 66⅔% of the profits. In 1947 the "agreement'" was terminated, he said.

Mr. Walders testified Paramount leased his Trivoli Theatre, but broke its lease. The theatre was left in "deplorable" condition, he charged.

He also testified on typical licensing agreements with Paramount.

Following Mr. Walders last Friday was to have been Arthur F. Sass, Chicago theatre operator. Following Mr. Sass will be theatre operators Donald B. Leverett and Ralph Goldberg [B•T, May 19, 12].



AMONG leading participants at the Radio and Television Institute at the Henry W. Grady School of Journalism were (l to r) Ford Bond, announcer-producer; Martha Rountree, TV producer and personality; Charter Heslp, radio-TV director, information office, Atomic Energy Commission, and Lee B. Wailes, executive vice president, Storer Broadcasting Co. Institute was sponsored by Georgia Assn. of Broadcasters and U. of Georgia [B•T, May 12].

Hollywood Touch

LISTENERS chuckled when a bulletin was aired by WGVA Geneva, N. Y., in the middle of a network program May 14. Station interrupted a quiz show to report a robbery of the First National Bank of Ovid, N. Y. Bulletin was aired just as two contestants on the show were about to bid for a bonanza. A second bulletin was aired later. The program? ABC's *Break the Bank*, of course. Police are still searching for the gunmen who did just that.

SLOAN AWARDS WINNERS AT PRESENTATION CEREMONIES LAST TUESDAY



Mr. Watters Dr. Burks Mr. Wagstaff Mr. Moye (l) and Mr. Sloan Mr. Hardin Mrs. Bullitt Mr. Lamb

* * *

SLOAN AWARDS

Four Broadcasters Win

FOUR leaders in safety education and broadcasting, adjudged as having made major contributions to promoting highway safety during 1951, were among the seven recipients of the Alfred P. Sloan Highway Safety Awards, presented during ceremonies held in New York's Waldorf-Astoria Hotel Tuesday night.

Fourth annual presentation of the mounted bronze plaques, designed by the late Hans Schuler, were presented by Alfred P. Sloan Jr., founder and president of the foundation which gives the awards annually to radio and television stations, networks and advertisers who work to make highways safe.

Broadcasting winners were:

Vena S. Hardin, president of WBUD Trenton, N. J., which was named winner of the local sustaining classification for a campaign launched July 5, 1951 and continuing through Labor Day. A staff member gave virtually all his time to the project, speaking before civic groups, arranging air interviews and drawing up a descriptive letter, requested from other stations and automobile clubs which sought to adopt similar campaigns.

Mrs. Bullitt Is Winner

Mrs. A. Scott Bullitt, president of KING Seattle, winner among regional stations carrying sustaining programs. KING's winning *Traffic Jamboree* program is an hour-long safety reminder to motorists on their way home from work, enforced by special announcements recorded in hospital rooms, police courts and traffic scenes. The station broadcasts a total of 606 hours devoted to safety during the year.

M. C. Watters, general manager WCPO-TV Cincinnati and vice president of Scripps-Howard Radio Inc. Station was winner in TV sustaining category for contributing 373 special safety programs, 14,370 spot announcements and 604 regular program mentions to automotive safety campaigns.

Harry D. Lamb, director of WTDS-FM Toledo, which is operated by the public schools there. WTDS-FM won the non-commercial award for incorporating safety in an entertaining way on programs designed for both primary and higher level schools and for providing handbooks for teachers heading the classes.

Other winners were:

Harold J. Moye, president of Granite Chevrolet Co., Quincy, Mass., which sponsored *Safety is Everybody's Business* on WJDA Quincy.

Dr. H. G. Burks Jr., executive vice president of Esso Standard Oil Co., New York. His company was national and regional commercial winner for giving over to the subject of safety one of every seven commercials on the 52 stations carrying *The Esso Reporter* newscast during 1951.

James B. Wagstaff, vice president in charge of sales for the DeSoto Division, Chrysler Corp., Detroit, winners of the TV network commercial award. National Safety Council slogans were featured by the company on 49 of 52 *You Bet Your Life* telecasts during the year.

The awards program was to be telecast on NBC-TV Sunday afternoon as part of the Sloan Foundation's *American Inventory* series. The program will also include a musical variety show, "Safety in Numbers," written expressly for first presentation at the Sloan awards dinner.

* * *

WFDF CELEBRATES

30 Years on Air Waves

WFDF Flint, Mich., yesterday (Sunday) was to observe its 30th anniversary with a special dramatic program and a history of the station's development, including messages from Gov. G. Mennen Williams, General Manager Ivan L. Wiles of the Buick Div. of General Motors, Mayor Paul Lovegrove of Flint and others, according to Lester W. Lindow, WFDF general manager.

Other Sunday events were to include *The Blues Chasers*, daily variety program, featuring Billy Geyer, a veteran of almost 30 years at WFDF, and Chief Announcer Bud Haggart. WFDF licensee is the Trebit Corp. Ten of the 42 employes have 15 years' service and four have 20 years. It was one of the first stations to broadcast election returns, local news and sports events, including the Dempsey-Firpo fight in 1923. WFDF was recipient last Tuesday of a public service programming award from the Freedom Foundation of Valley Forge, Pa., for 1951.

GATHINGS STUDY

House Group Named On 'Morals' Probe

CAPITOL HILL's lull on the pending radio and television program probe dissolved last week with announcement that a subcommittee has been formed [B•T, May 5 et seq.].

Subcommittee members are all drawn from the House Interstate & Foreign Commerce Committee. They are Reps. Oren Harris (D-Ark.), who will serve as chairman; Democratic Reps. Arthur G. Klein (N. Y.), F. Ertel Carlyle (N. C.) and Homer Thornberry (Tex.); Republican Reps. Joseph P. O'Hara (Minn.), J. Edgar Chenoweth (Col.) and Harmar D. Denny Jr. (Pa.).

Up to the week's end, reported aims of the subcommittee were pegged as speculation by commerce committee spokesmen. Until a meeting of the group is held, it is doubtful whether any sure line of action will be set.

Announcement of the subcommittee's formation was made by the commerce committee's Chairman Robert Crosser (D-Ohio). Rep. Harris, designated as head of the subcommittee, would not divulge any plans, other than to point out that the group had been named.

Rep. Crosser said the subcommittee would discuss the resolution, sponsored by Rep. E. C. Gathings (D-Ark.), at an "early date." It was noted that the subcommittee would use commerce staff facilities rather than hire outside men. This was underscored, it was learned, to discourage a flood of applicants to be "investigators."

As the House group moved closer toward the study and inquiry to determine "the extent to which radio and television programs . . . contain immoral or otherwise offensive matter or place improper emphasis upon crime, violence, and corruption," opposition held sway in non-industry circles.

Jack Gould, *New York Times* radio-TV columnist, said:

Whatever the sins of the broadcasters—and there are some that are inexcusable—they are of scant consequence in comparison to the spectre of a group of politicians arrogating unto themselves the authority to decide what should or should not be put on the air. . . . For the House to explore the business and legal aspects of radio and TV is one thing but to judge broadcasting's moral conduct is censorship pure and simple. Even if many viewers may think Rep. Gathings is right in regard to crime shows, they must still recognize the wholly unwise principle of government attempting its own solution. Today the House is interested in crime shows; tomorrow it may be interested in ideas.

The Nation magazine concluded after a discussion of the resolution, "These latest investigations are certain to be used further to restrict freedom of thought and expression rather than to improve the undoubtedly low moral standard of our mass-entertainment media."

In a CBS Radio broadcast last Monday, news commentator Edward R. Murrow, noted of the investigation, "When Congress attempts to legislate on matters of taste, improper emphasis, what is offensive and undesirable, then it is only another short step to increasing controls over what the individual may say, and how he may act."

McCARTHY CLAIMS

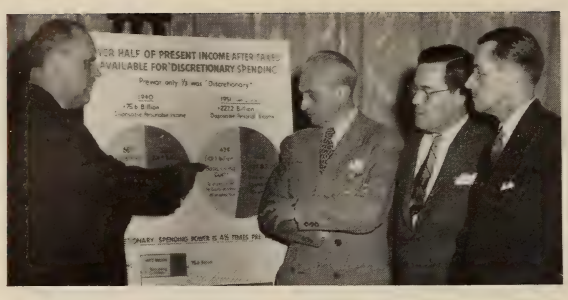
Commies in Radio-Press

SEN. JOSEPH R. McCARTHY (R-Wis.) said in a May 18 radio interview that he believes "we have a vast number of Communists in press and radio." The Senator was interviewed by Paul Martin, moderator of the Gannett News Service's Washington-originated *Your Capital Memo.*

Sen. McCarthy brought up the radio and press while answering questions about names he has been called. He said it was "nothing new or unusual" about the number of "dirty" names as a result of his campaign to "expose" Communists in government.

"Whenever anyone injures Communists as distinguished from Communism," the Senator said, "he promptly receives attention from all the left-wing bleeding hearts of press and radio."

He said "Louie Budenz, who was the editor of the *Daily Worker*, who is in a position to know, said that as editor of the *Daily Worker* he had 400 Communists in press and radio throughout the country. He has given the names of those 400 Communists to the Justice Dept."



PHILADELPHIA American Assn. of Advertising Agencies chapter meeting there May 19 saw these area AAAA officials getting demonstration from Arno Johnson (l), vice president and research director of J. Walter Thompson Co. Others (l to r): Wesley Ecoff, Ecoff & James Inc. Adv., chairman of Philadelphia chapter; Al Morgan, Richard A. Foley Adv., chairman of Atlanta Council; Earl A. Buckley, Buckley Organization Adv., Atlantic Council gov.

CAPEHART PLAN

Senate Group Vote To Keep Formula

PROMPT Senate action was promised by administration leaders last week on legislation which would retain the controversial Capehart cost allowance formula and authority for reinstatement of Regulation W credit curbs until March 1953.

An amended bill to extend the current Defense Production Act beyond June 30 moved closer to reality as the Senate Banking & Currency Committee voted to report its recommendations to the floor early this week.

Sen. Ernest W. McFarland (D-Ariz.), majority leader, said he hopes for quick passage of the proposed bill, providing for an eight-month extension of wages and prices. Others predicted, however, that a flood of amendments would be offered during floor debate, tentatively set for this week.

Meanwhile, retention of standby authority for the Federal Reserve Board to crack down on credit controls if the occasion demands was urged by FRB Chairman William McChesney Martin Jr. in the wake of the Senate committee's action. The board suspended curbs on installment purchases of radio-TV sets, household appliances, furniture and automobiles earlier this month [B•T, May 12]. (Also see story, page 110.)

Retention of the allowance formula, permitting manufacturers and processors to compute additional costs for advertising, selling, administration and research and add them to ceiling prices, would give them further opportunity to apply for these benefits on the basis of costs accrued before July 26, 1951. The cutoff date would remain the same.

The Senate Banking Committee's decision to retain the cost allowance formula fathered by Sen. Homer E. Capehart (R-Ind.) was made by "almost unanimous" voice vote, according to spokesmen. Regulation W was retained in absence of specific committee action.

Thus, Sen. Capehart emerged victorious with his cost allowance provision, but was defeated in his previous proposal for abolition of credit curb authority.

A capsule summary of other actions taken by the Senate Banking Committee:

- Voted to extend wage-price controls for nine months—until next March 1—as proposed by Sen. Capehart.
- Retained exemption from price control of rates charged by radio-TV broadcasting and other media.
- Voted 7-3 to overhaul the Wage Stabilization Board, with substitution of an all-public panel to function in an advisory capacity, sans any authority to recommend wage dispute settlements. Members would be subject to Senate confirmation.
- Voted to extend authority for allocation of critical materials by the Defense Production Administration and National Production Authority for one year—until June 30, 1953.
- Voted to require OPS to raise ceiling prices to levels prescribed by state minimum price laws.

The House Banking Committee still is holding hearings on the Defense Production Act. But Chairman Brent Spence (D-Ky.) told President Truman he is confident Congress would extend controls for another year to June 30, 1953.

As proposed by Sen. Paul Douglas (D-Ill.) and approved by the Senate Banking Committee, the Capehart amendment would be clarified to apply solely to manufacturers and processors.

WGNY PURCHASE

Bingham to Head New Firm

SALE of WGNY Newburgh, N. Y., Wednesday for $75,000 to a group of the station's employes was announced last week by Edward A. Chappell, vice president of Speidel Newspapers Inc. and treasurer of WGNY Broadcasting Co. Inc., licensee of WGNY.

George W. Bingham, general manager of WGNY under the former licensees, will be president of the new licensee firm, to be known as the Orange County Broadcasting Corp. The transaction is subject to FCC approval.

Mr. Bingham said some of the officials and stockholders in the purchasing group also are members of the Duchess County Broadcasting Corp., which bought WKIP Poughkeepsie, N. Y. earlier this year [B•T, March 3] from the Poughkeepsie Newspapers Inc. Radio Div., which also had been an affiliate of Speidel Newspapers. He did not disclose distribution of stock in the new firm.

New officers, all stockholders, besides Mr. Bingham, are: vice president, Joseph W. Rake, who was WGNY commercial manager; secretary-treasurer, Mabel Shroyer Meurer, who was WGNY office manager; chief engineer, Marvin S. Seimes, who held the same position both at WGNY and WKIP under the former ownership; program director, John J. Kuhn; member of sales department, Campbell Thompson. Messrs. Bingham, Seimes and Mr. Kuhn and Mabel Shroyer Meurer also are president, vice president for engineering, vice president for programs and secretary-treasurer, respectively, of the WKIP licensee firm.

Mr. Bingham said an application will be made immediately to the FCC for approval of assignment of license and sale of physical assets of the WGNY property.

WGNY first went on the air in 1953. It operates on 1220 kc daytime. Main offices are at 161 Broadway, Newburgh, with the transmitter on the Coshecton Turnpike. Speidel Newspapers recently sold KDON Santa Cruz, Calif., and KWRN Reno, Nev.

RCA VICTOR CLASS

78 End Training Course

SEVENTY-EIGHT broadcasters last Friday concluded an intensive series of classes and laboratory demonstrations at the RCA Victor plant in Camden, N. J. It was the second largest class attendance registered since the training programs were begun by RCA in 1948.

Nearly 700 engineers from the United States and several foreign countries have received training in basic theory, design, operation and maintenance of TV broadcast equipment in this series.

1892 John D. Ewing 1952

JOHN DUNBRACK EWING, 60, widely known radio station owner and newspaper publisher, died May 17 following a heart attack suffered in his private plane while flying to Shreveport, La.

Mr. Ewing was en route from his summer home at Pass Christian, Miss. The plane landed at Ruston, Miss., and his body was removed 60 miles westward to Shreveport.



Mr. Ewing

Nationally known in the radio industry, Mr. Ewing was president of the International Broadcasting Corp., owner - operator of KWKH Shreveport and KTHS Hot Springs, Ark., soon to be moved to Little Rock [B•T, Dec. 31, 1951].

In addition, he was editor-publisher of the *Shreveport Times* and president of the Monroe (La.) News-Star-World Publishing Co., which publishes the Monroe *News-Star* and *Morning World*.

Born in New Orleans, Mr. Ewing grew up in a newspaper family. He received a Bachelor of Science degree in 1913 from Virginia Military Institute, where he captained the basketball team.

During World War I, he served as an infantry captain and received the Croix de Guerre with Star and the Purple Heart.

He was president of the Southern Newspaper Publishers Assn. in 1938-39 and in 1939 was chairman of the association's board of directors. He also was a director of the Kansas City Southern and the Louisiana & Arkansas Railroads; a past department commander of the American Legion and chairman of the board of the American Legion Monthly.

Among clubs to which Mr. Ewing belonged were the Boston of New Orleans, Shreveport Golf and Country Club and the Augusta (Ga.) Masters.

In 1929, he testified against the late Gov. Huey Long at an impeachment inquiry brought in the Louisiana State House. Mr. Ewing was a confidant of President Franklin D. Roosevelt and was a caller at the White House during the late Chief Executive's tenure in office.

Survivors include a son, John D. Ewing Jr., a student at Louisiana Polytechnic Institute at Ruston, and a daughter, Mrs. Helen May Clay, a director of KTHS, and wife of Henry B. Clay, KWKH general manager.

Funeral services were conducted at St. Mark's Episcopal Church in Shreveport. Burial was in that city's Forest Park Cemetery.

Pittsburgh Premiere

TEN radio stations in Pittsburgh's Allegheny County area have accepted invitations from Republic Pictures to cover the "global" premiere of its new picture, "I Dream of Jeanie." Two other stations were invited. Each station will have separate booths for commentators in the Fulton Theatre lobby, with interviews of civic leaders to be taped and played back the following day. Plan of WDTV (TV) Pittsburgh to telecast stage proceedings was rejected by theatre manager John Walsh, according to Republic Pictures, when he learned deal was to include local sponsor announcements.

MBS-IGA PLAN

Grocery Market Test

SECOND grocery marketing test plan, to be held June 23 to July 5, was announced in New York Thursday for MBS by Hal Coulter, director of advertising and promotion.

Some 350 stations may participate in the campaign through announcements for local and national advertisers, special morning quarter-hour programs—still to be contracted—and through 150 network announcements keyed to the merchandising test.

Based on a previous five-month plan which started last June, the plan is being undertaken in cooperation with the Independent Grocers Alliance through its super markets and cooperating wholesalers in 31 states and is keyed to the slogan, "Look, Mom—It's a Picnic." First week of the exploitation will use the phrase in a figurative sense for tie-in sales, and second week will stress literal interpretation to build sales of picnic foods.

The IGA organization is supplying all its major markets with some 11,000 window posters, stack cards and shelf takers, all starting with "Your Mutual station says. . . ." Independent stores in non-IGA markets also are being invited by MBS outlets to join the promotion, to bring total participation to some 5,000 stores. The campaign will be reinforced by makers of MBS-advertised grocery store products, such as S. C. Johnson & Son, Craft Foods, and P. Lorillard Co., with announcements on their programs.

First Test Results

Results of the first test indicated that an extensive campaign is impractical, unimaginative, and, for the network, too costly, Mr. Coulter said. It is impossible to maintain high-interest among grocery store operators throughout a full year, he explained, indicating that the more practical alternative is for an advertising medium to adapt itself to marketing patterns as they exist rather than to create its own.

"There is also an ethical difference between simply 'giving away time' and using radio's own facilities to promote one of radio's own promotions," he emphasized, adding that MBS stations, because of their home town locations, lend themselves particularly well to such point-of-sale marketing schemes.

Philip Leshem

PHILIP LESHEM, 29, radio and television timebuyer at Grey Adv., New York, died May 16 in Florida, while on leave of absence. Mr. Leshem had been with the agency for three and a half years and prior to that was with Compton Adv. in similar capacity. Surviving is his wife, Toby.

Tearsheets for Radio . . . . . *By Gene F. Seehafer*

DICK D. is a newspaper advertising salesman. Each day you can see him making service calls with his small leather briefcase, which includes newspaper advertising tearsheets.

This tangible evidence of newspaper advertising also has its counterpart in radio advertising. A copy of the radio commercial in the hands of the retail advertiser is just as much a tearsheet as the proof sheet of the newspaper advertisement.

The alert radio station can go a step further. Instead of just delivering or mailing a copy of the commercial to the retail advertiser, why not send the original copy? A carbon copy will suffice for the announcer's use.

When several copies are needed by the retail advertiser for various departments, again the carbon copy comes into play as the copywriter types the commercial. Five to seven legible copies can be produced this way, at negligible cost when compared to hectographing or mimeographing, although the latter may have to be employed in special instances where many copies of a commercial are needed.

Radio commercials may be distributed to department heads and posted where employes can read them. Even better, special radio station bulletin boards (with station call letters and "As Advertised On" showing clearly) can be erected at strategic points within the advertiser's store and current radio advertising messages posted for benefit of sales staff and customers alike. Since most people have never seen a radio commercial, the novelty value



draws attention.

To merchandise with radio "tearsheets," the retail advertiser must plan his radio advertising well in advance. Items to be radio-advertised should be selected at least one week ahead of time so necessary writing and delivery of commercials to the store can be done in time for full and complete merchandising coordination.

The radio "tearsheet" gimmick may be the wedge the salesman needs to pry the retail advertiser from his perennial habit of selecting items at the last minute.

Before distributing commercials as tearsheets, the radio station will do well to check the appearance of its copy paper. Since commercials no longer are merely intra-station, the data printed on the head of the copy sheet should be considered a special radio station advertising opportunity, reflecting a touch of the glamorous and the modern.

Thus, the need for call letters in large letters, the station frequency, and the network affiliation showing up clearly with blanks for the usual data such as the name of the advertiser, the product being advertised, length of commercial, date and time on the air and the name of the program, if a program commercial. Contrasting colored ink is especially effective.

Tearsheets can also be employed by the TV station. Copies of TV commercials can be distributed to sales persons or posted on special TV bulletin boards, on counters next to the TV-advertised item, near elevators, escalators and at other points where consumers and sales people congregate.

GENE F. SEEHAFER, new manager of research and sales promotion at CBS Chicago [B•T, April 21], formerly was assistant professor of advertising at the U. of Minnesota. He holds degrees from Wisconsin and Northwestern, is co-author of *Successful Radio & Television Advertising* with Jack W. Laemmar. Latter wrote "Inviting Action in Radio Copy" [B•T, March 31]. Mr. Seehafer operated a radio station counseling service, including a radio advertising "*Ideal Exchange*," and was a member of the Minneapolis Chamber of Commerce Speakers Bureau and Minneapolis Advertising Club. He is a member of Alpha Delta Sigma, national advertising fraternity. The author also has worked for several midwestern radio stations and the Wisconsin Network. He spent his 1950 university leave with the market analysis department of General Mills Inc. and as executive secretary of the Wisconsin Rapids Chamber of Commerce.

SMITH QUITS ABC

No Plans Announced

EDWARD G. SMITH last week resigned as director of ABC's Radio Network at the Central Div. Mr. Smith, who announced no plans, joined ABC Chicago in January 1950 as program sales manager for radio and television. In July of last year, when network radio and TV operations were split, Mr. Smith was designated Central Div. Network director.

Before joining ABC he was associated with General Mills 12 years as director of radio, television and film production. Before that, he worked at WGN Chicago as a director and was general manager of WOOD Grand Rapids, Mich. During his last three years with General Mills, he spent most of his time on television for *Betty Crocker*.

ZONITE CLAIMS

FTC Issues 'Cease' Order

"FALSE" advertising is cited in a cease-and-desist order directed by the Federal Trade Commission against Zonite Products Corp., New York, and its advertising agency, Erwin, Wasey & Co., same city.

The order charges misrepresentations in published and broadcast continuities for Forhan's Toothpaste, and cites the agency for participating in the preparation and dissemination of the advertisements. Neither the complaint nor the order, announced last Thursday by FTC, specify the type of radio advertising.

The product, according to commission findings, "contains nothing the application of which is of therapeutic value in the prevention or cure of any disease or disorder of the teeth or gums," and "its sole value is as a cleaning agent." The respondents also were requested to cease certain other representations.

SALARY INCREASE

Granted to SAG by WSB

BASIC minimum salary increase for film actors recently negotiated by Screen Actors Guild with major movie producers was approved May 14 by the Wage Stabilization Board. Day player minimum will rise from $55 to $70 weekly. Freelance actors will receive $250 weekly, an increase of $75. Wage boosts are retroactive to Jan. 1.

Fringe benefits such as travel time charges and wardrobe and makeup tests pay require separate action by WSB. SAG's new contract with the Society of Independent Motion Picture Producers Assn. is also pending WSB approval.

MEDIA STUDY

KOA Cites Radio Edge

IN Colorado and Wyoming, where no television exists, radio ownership has reached 99% of all homes, and 80% of all homes own two or more sets in working order.

These and other facts were turned up in a new diary study made for NBC's KOA Denver by Research Services Inc., Denver. The study, the second in two years, was released last Thursday in New York.

In Colorado and Wyoming, radio gets more attention by far than other media. Radio listening averages 2 hours, 26 minutes per person per day; newspaper reading gets 36 minutes per day, and magazine reading 25 minutes per day.

Total time spent listening to the radio per day in those two states has increased by 17%, from 202,500,000 minutes per day in 1950, when the first KOA diary study was made, to 235,936,000 minutes in 1952. This vast increase is due to increases in individual listening and to population growth.

In the same period, newspaper reading has declined by .6%.

A new NBC Radio Spot Sales presentation based on the study points out that KOA reaches more people at lower cost than any combination of newspapers in the area or any combination of other radio stations.

milestones . . .

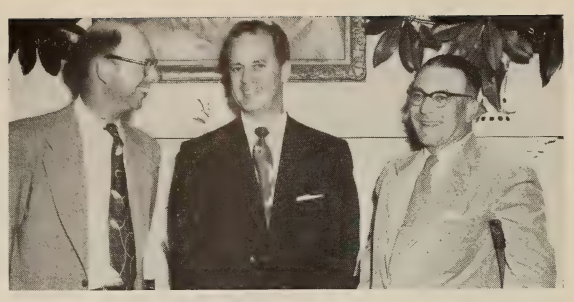
► FRANK W. MILLER Sr., president of Headley-Reed Co., station representation firm, was honored on his 40th anniversary in the representation field May 2 at a surprise party by executives and staffs of Headley-Reed and of Kelly Smith Co., newspaper representatives. The group included James E. Mullins, general manager of Kelly Smith, and Frank W. Miller Jr., secretary and treasurer of the radio and TV station representative organization.

* * *

► GLENN D. GILLETT, veteran radio-TV engineering consultant, Washington, D. C., is celebrating his 30th year in radio. He began his career with AT&T, helping put WBAY New York, the city's first radio station, on the air. He developed the contour method of representing field strength distribution from broadcasting stations, the method used today. Mr. Gillett did work for the Navy and Air Force during World War II and served as an electronic consultant for ECA.

* * *

► IN celebration of CBS-WHAS Anniversary Week, WHAS Louisville May 15 aired a broadcast marking 20 years' affiliation with CBS Radio. Titled *These Twenty Years*, program related close association between network and station and WHAS broadcast originations.



G. RICHARD SHAFTO (c), general manager of WIS Columbia, S. C., celebrating 20 years with the station, his birthday and his 25th wedding anniversary, is congratulated by Joseph P. Davenport (l), transmitting plant supervisor, and Leo Downs, sales representative, both WIS veterans of more than 20 years.

UNION TALENT

AAAA Units Weight Merger Proposal

POSSIBILITY of merging the five branches of Associated Actors and Artistes of America by July 1, after which Television Authority may merge with American Federation of Radio Artists, seemed somewhat shaken last week after most unions held what one spokesman described as "day and night sessions" on the first draft of a merger proposal. It was submitted by labor relations experts from two universities.

Discussed by East Coast unions Monday and Tuesday at New York's Hotel Astor, the 42-page proposal was considered an outline, with further amplification and rearrangement to result from AAAA members' reactions to it. The plan was to be discussed in Chicago Thursday and on the West Coast today (Monday), after which it was to be rearranged and resubmitted.

Unions affected by the merger—Actors Equity and Chorus Equity Assns., American Guild of Musical Artists, American Guild of Variety Artists, AFRA and TVA—were thus withholding comments until the final proposal is drafted. Since union heads still would have to resolve their stands before submitting it to membership referendum, a procedure that normally consumes a month's time, it seemed unlikely last week that the merger could be completed by July 1. As a spokesman for one group said, "Any possibility of the unilateral deadline set by the TVA is probably out of the window . . . it's impractical to expect that it be kept."

Reactions Varied

TVA, invited to merge with AFRA, passed a resolution at its December convention asserting it would form an all-broadcasting organization if total merger is not completely and finally approved by all branches by July 1. Constitution has been prepared for the new AFRA organization and approved by both organizations, but requires approval of the AAAA board and two weeks notice to all branches. Document has not yet been submitted for approval.

Reactions to the blueprint ranged from "very good chance for merger now" to a dubious, "you just can't predict; sometimes when these things seem most certain, they still fall through." All AAAA branches seemed busy last week, however, studying the first document to see what it contains that they want and what it lacks.

Blueprint calls for a national union of all entertainers, divided geographically into eastern, central and western divisions, and governed by a 200-member national executive board. The national board would meet at least every two years, and its geographic sections would be required to meet at least four times per year. The national body would be headed by president, five vice presidents, a treasurer and a recording secretary, all elected from board membership.

Goals of Merger

Two goals of the final merger would be to establish a strong central organization while preserving representation for the varied interests of the varied membership and to provide greater centralization than is usual in labor organizations. It was understood that one problem, at least, would be to assure such specialists as opera choruses adequate representation throughout the many channels from base to top of the proposed organization.

Another problem was understood to loom in merger of assets, totalled at $1,270,000 for all five branches, of which a reported 56% belongs to Actors Equity. Plan suggests that half of each treasury be allotted to the new organization, with the remainder to be placed in trust for one year, at which time the new locals will receive old locals' funds in proportion to the number of old locals' members contained in the new unit. A bright note, money-wise, was the prediction that total merger would pare a substantial amount from the $1 million spent by all branches for operating expenses annually.

Members of the national board would be nominated by talent categories: 44%, actors; 31%, dancers; 20%, singers; 7%, announcers; 5%, specialty acts; and 3%, concert-opera performers. Of the total 200 members, 90 would be from the eastern division, 40 from the midwest and 70 from the West Coast. The national group would be required to contain at least 10 members from each entertainment field, and one representative for every 100 members in each local.

Initiation fee was put at $50 for members earning less than $3,000 per annum, with dues to be $20—payable in advance—plus 1% of income between $2,000 and $30,000 annually.

TITLE BOUT

Rights to NBC-Gillette

TELEVISION and radio rights to the heavyweight championship bout between Jersey Joe Walcott and Ezzard Charles in Philadelphia June 5 were sold to NBC and Gillette Co., according to a Wednesday announcement.

Price of the contract—with announcement delayed several days to settle each fighter's take—was reported as $175,000, although neither NBC nor Gillette's New York agency, Maxon Inc., would confirm or deny the amount. The bout was to be carried throughout the nation except for a blackout area for 75 miles around Philadelphia.

Exclusive television coverage of the Sugar Ray Robinson-Joey Maxim fight for the light-heavyweight championship will be carried by Theatre Network Television, according to an announcement made Tuesday by Nathan L. Halpern, TNT president, and James D. Norris, International Boxing Club president.

A network of 40-50 theatres will carry the match June 23 from New York's Yankee Stadium, and TNT spokesmen indicated that additional theatres may be added, "if the telephone companies clear facilities." It was not known last week whether coverage would extend as far as the West Coast.

ACLU REQUEST

Refused by FCC

REINSTATEMENT of the 1941 FCC "Mayflower Decision" forbidding stations to editorialize, requested by the American Civil Liberties Union last March [B•T, March 10], was turned down last week by the Commission.

In a letter to Patrick Murphy Malin, ACLU executive director, FCC took note of its 1949 ruling which set aside the Mayflower edict and wrote in part:

> . . . **The Commission's Report (Editorializing by Broadcast Licensees) was adopted after a full hearing at which testimony was received . . . which . . . thoroughly canvassed the difficult question involved.**

ACLU's petition contended attempts by stations to editorialize has proven confusing and unworkable.

YOU CAN KNOW *Everything* ABOUT YOUR AUDIENCE IN IOWA!



Probably the first axiom in advertising is that to do an optimum job, you must know exactly to *whom* you are talking, at what *time,* under what *circumstances.*

Many advertisers have told us that the only precise data they have on most newspapers and magazines is "rates and circulation"—and that this doesn't provide the information needed for smart selling. For fourteen years, the annual Iowa Radio Audience Survey has presented a complete, accurate and detailed picture of the radio audience in Iowa. Using these Surveys, you know exactly *who* is listening to the radio at any time of day or night—men, women, children—urban, small town and farm—their economic and educational status—their preferences for various types of program materials—and dozens of other facts to help you plan your strategy.

The 1951 Iowa Radio Audience Survey is now available. It is the result of personal interviews with 9,180 families—all scientifically selected from Iowa cities, towns, villages and farms to present a true picture of the radio audience in Iowa. It is a *must* for anyone who wants to get the ultimate value from his advertising dollars, in Iowa. Write direct for your copy, or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



NARTB MEMBER-STAFF group paid informal call on FCC Commissioner Rosel H. Hyde last Monday during meeting of special committee on transcription rules. L to r: Comr. Hyde; Michael R. Hanna, WHCU Ithaca, committee chairman; William Fay, WHAM Rochester; Walter Compton, WTTG (TV) Washington; Thad Brown, NARTB TV director; Ralph W. Hardy, NARTB government relations director.

Rate Cut Crisis

(Continued from page 23)

concern over the current competitive network sales and rate situation, which is at such variance with the great resurgence of radio in terms of audience and the buying of business at both local and national spot levels."

The statement added that "no joint action is contemplated, but individual committee members indicated they would consult with their respective networks."

The avoidance of "joint action" was deliberate. As a committee, there are few actions this group can take without running afoul of the anti-trust laws. This has been a perpetual handicap suffered by the Affiliates Committee. As usual at its sessions, Edgar Barton, a New York attorney, attended last week's meetings to counsel on actions that might violate anti-trust.

Though there was no official explanation of what the individual members intended to take up when consulting with their respective networks, it was learned that in the case of those members who are CBS Radio affiliates and who have not yet signed the new contracts ceding total power to the network to adjust rates they would continue to reject the contract revisions.

Hold Rate Line

In the case of members affiliated with other networks, they would resist any similar efforts toward contract revision that might be made in future by their networks.

In all cases, the affiliates intended to urge the networks to hold the line on rates. Though opinion varied somewhat as to details, in general the affiliates were agreed that if nighttime rates were lowered, daytime rates ought to be raised.

One member of the committee pointed out to BROADCASTING • TELECASTING that many stations operated on profit margins that were not large enough to withstand substantial decreases in income from their networks.

If a decrease in network rates were imposed on top of the continuing decrease in network business volume, he would not be surprised to see some network stations turn independent, he said.

None of the Affiliates Committee members has received any direct notification from any network as to possible rate changes, it was said. But they said they had it on good authority that the "threat of change is imminent."

During its meeting, the Affiliates Committee also heard discussions of current research activities from A. C. Nielsen, president of A. C. Nielsen Co.; Kenneth H. Baker, president of Standard Audit & Measurement Service, and C. E. Hooper, president of C. E. Hooper Inc.

Mr. Kobak described to the committee the ambitious research evaluation project which the Advertising Research Foundation has voted to undertake, providing the financing can be found.

He pointed out that ARF would stand the overhead expense for supervising the study but that roughly $25,000 would be needed to carry out the work. As will be the case with most ARF-supervised understakings, the medium involved will have to stand the cost, if the work is to be done.

As president of ARF, he will urge the sponsorship of the project upon BAB, which Mr. Kobak described as the logical sources of funds. As chairman of BAB, he will be in a position to cast one vote in favor of the proposal he will make as president of ARF. Whether other members of the BAB Finance Committee will vote the same way could not be learned last week.

The type of job contemplated is not unlike that recommended a year ago by the special test survey committee which was originally formed at the urging of Stanley Breyer, of KJBS San Francisco. That committee estimated the job would cost $140,000.

Mr. Kobak said last week, however, since some of the overhead would be absorbed by ARF and because ways had been found to cut down drastically on the expense without impairing the quality of the study, the sum needed from BAB would be only about $25,000.

The research project which Mr. Allerton will undertake for NARTB was called for in the following resolution adopted at the NARTB's AM Committee meeting:

"Resolved that the NARTB survey the economics of AM radio to determine and ultimately publish the basic facts on American radio from an operational and financial viewpoint, including but not limited to the changing relationship of income to the cost of operation."

The resolution placed virtually no limitations on the scope of the study.

Mr. Allerton said he would personally conduct a pilot study in an as yet unannounced market. After completing that and deciding what kind of conclusions can be reached, he will start the main task. He said he would have to hire one research expert to assist him when the project gets under way.

MORENCY STAYS

As Affiliates' Chairman

PAUL W. (Fritz) MORENCY, WTIC Hartford, last week agreed to retain the chairmanship of the All-Radio Affiliates Committee until the next meeting of the full membership at the NARTB convention next year. Last April, at the expiration of his first year of service, he agreed to reappointment with the stipulation he could withdraw within a few months.

At last week's meeting of the 13-man committee Kenyon Brown, president of KWFT Wichita Falls, Texas, and Robert D. Swezey, vice president of WDSU-AM-TV New Orleans, were elected vice chairmen.

Leonard Kapner, president of WCAE Pittsburgh, resigned from the committee because of the pressure of business. Leslie C. Johnson, vice president and general manager, WHBF-AM-FM-TV Rock Island, Ill., was elected to replace Mr. Kapner.

KATE SMITH and Ted Collins were presented gold key awards during NBC-TV *Kate Smith Hour* fortnight ago by Gilbert W. Chapman, Yale & Towne Mfg. Co. president, for singer's "unselfish support of humanitarianism and patriotic causes" and announcer's "cracker barrel" discussion of important events.

RECORD RULE

FCC Asked to Revise

FORMAL request by NARTB for rewriting of regulations governing recorded radio and TV programs is to be made at the FCC in the near future.

Present rules, requiring cumbersome announcements to identify electrical transcriptions, tape, kinescope and similar delayed broadcasts, are considered obsolete in view of the progress in recording techniques and the advance in program procedure.

The project developed at the NARTB board meeting last February when Michael R. Hanna, WHCU Ithaca, N. Y., proposed that FCC's rules were in need of revision. The board approved the idea [B•T, Feb. 18].

Details of NARTB's position were discussed last Monday by a special committee headed by Mr. Hanna. Meeting at NARTB headquarters, the committee included William Fay, WHAM Rochester, and Walter Compton, WTTG (TV) Washington. Committee members paid an informal call on FCC Commissioner Rosel Hyde.

STATIONLESS TOWN

FCC Favors in Okla. Case

A SMALL town without a broadcast station should get its own outlet before another larger town gets a second station. That is the basis for FCC's initial decision last week which would grant J. D. Allen 1250 kc with 500 w daytime for Anadarko, Okla., while denying the competitive bid of Lawton-Ft. Sill Broadcasting Co. for 1250 kc with 1 kw daytime and 500 w night at Lawton, Okla. Comrs. E. M. Webster, Robert F. Jones and Robert Bartley did not participate in the initial ruling.

Mr. Allen has an insurance and real estate business in Chickasha, Okla., but he plans to sell his interests there and move to Anadarko if the initial decision is made final.

Lawton-Ft. Sill Broadcasting is owned by Byrne Ross and family. Mr. Ross is licensee of KLPR Oklahoma City.

RADIO FARM TEAM

Sent Abroad by MSA

MUTUAL Security Agency has selected four radio farm directors for a six-week tour of European and Middle Eastern countries to teach local farm editors how agricultural information is spread in the United States.

In a schedule calling for departure from Washington last Thursday, they were: Sam Schneider, KVOO Tulsa, president of the National Assn. of Radio Farm Directors; Larry Haeg, WCCO Minneapolis, past NARFD president; C. W. Jackson, KCMO Kansas City, and Claude Mahoney, WTOP Washington.

"_____" **SEE FOR YOURSELF**

Paul Bartell

is the



news release ..... **SEE** MAGAZINE
10 East 40th Street
New York 16, N.Y.
MUrray Hill 9-3780
Nights and Weekends: Union
North Bergen, N.J.

For release Thursday, May 1, 1952 - 6:00 PM DST

'SUPER-SALESMAN' PAUL BARTELL
ACCLAIMED BY 'SEE' MAGAZINE

New York, May 1 -- Station WFOX's popular disc jockey, Paul Bartell, was named one of America's top disc jockeys, in an article in the current issue of SEE Magazine, just released.

By reason of his "outstanding personality, plus the astuteness of his showmanship," Mr. Bartell has reached the top in a field of more than 4,000 disc jockeys in the United States, the article declared. His talent and enthusiasm have inspired a high degree of loyalty among his listeners, and have made Mr. Bartell "a moulder of public opinion, and a super-salesman" in the city of Milwaukee.

"The disc jockey caters to advertisers unable to meet the prohibitive production costs -- and hence selling price -- of network programs." At the same time, the best platter-spinners are a potent selling force. "The same people hear the same messages day after day, and hence are apt to be influenced by what they hear."

Disc jockeys are most influential in the recording and music publishing fields. "Removal of disc jockey patronage" the magazine states, "spells finis for a tune." Local spinners, by reason of their influence and popularity, are often recruited to aid charity drives, make stage appearances, and conduct newspaper columns.

"Selecting the country's outstanding disc jockeys, from among 4,000 men and women, is a difficult job," the SEE article concludes. Paul Bartell's selection was based on his influence, sponsorship, and audience acceptance.

Only....

Milwaukee DISC JOCKEY TO WIN THIS HONOR

• STARS • SHOWMANSHIP • MUSIC

— *on the* —

FOX CLUB DIAL 860

Monday Thru Saturday
1:00 — 5:15 P. M.



C. J. LANPHIER, PRESIDENT

REPRESENTED BY GEORGE W. CLARK, INC.

announcing the
establishment of . . .

DORRANCE
AND COMPANY

an organization offering a full range of promotional planning and creative services for many types of businesses—but particularly competent by experience to serve the broadcasting, telecasting and advertising agency fields.

Any project from a year's campaign to a single sales letter is within the interest and reasonable fee scale of this organization.

The company is a new one, but the talents it represents have for years aided hundreds of large and small clients in the solution of their promotion problems.

Your inquiry will incur no obligation.

DORRANCE
AND COMPANY

32 East 39th Street, New York 16, N. Y.

sales and audience promotion—direct mail of all types
trade publication advertisements—newsletters
presentations—sales letters—industrial film scripts
market books—sales manuals—house organs
merchandising material—dealer broadsides—slidefilms
employee booklets—and all enterprises requiring
creative thinking and clear expression of ideas

McCarran Resolution

(Continued from page 27)

open the way to "a new era of honest and realistic reporting," he said, asserting "the resolution which you sponsor . . . suggests you may believe it is not possible to conduct an orderly hearing and permit sound and picture coverage at the same time."

Extensive comment was contained in CBS Radio news commentator Edward R. Murrow's commentary last Monday.

Mr. Murrow said the combination of President Truman's security order, the Gathings resolution, the House ban and the contemplated Senate ban, "represent both a threat of censorship and a denial of the right of television and of radio to employ the tools of their trade, the microphone and the camera, to disseminate information."

He also said, in part:

So far as the opinion of the lawyers of the American Bar Assn. is concerned, I would suggest that their opinion on this subject carries, or should carry precisely as much weight as a group of doctors, plumbers, or steelworkers. In the absence of any specific law, their credentials on the matter of news and information are as good but no better than those of any other organized group in the community.

Remember, this ban against cameras and microphones in House Committee hearings, and the proposed one against Senate hearings, applies to open, public meetings. I don't care whether it's McCarthy attacking, Owen Lattimore defending, Acheson explaining foreign policy, Lovett defending a Defense appropriation—I would rather hear the relevant excerpts of their testimony in their own voices, than to read it or hear it after it has filtered through the minds of reporters and editors, whether in newspapers or on radio. (No politician or witness has yet claimed that his own voice misquoted him.)

Whenever the government of the day, or the opposition, desire to advocate or urge legislation or action upon the country, they request and receive radio and television time, (although there is nothing in the law requiring the networks to provide that time). But when broadcasters desire to show Congressional committees in action, the freeze is on, so far as the House is concerned, and the McCarran Bill will do the same thing for public hearings by Senate committees. If the McCarran Bill is passed, and is not fought through to the Supreme Court, the radio and television companies will be negligent—derelict in their duty, both to themselves and those who depend upon them for information. . . .

It is, I believe, in the national interest, necessary for us to turn over a substantial amount of what we earn to the government. But it is not necessary, and it is not safe, to turn over to the government, increased control over what we may read, see and hear. What is required is more information, more widely spread, regarding what our government is doing; and that is the thing that is in danger.

'Forum' Praised

THEODORE GRANIK's *American Forum of the Air*, radio's veteran forum program now also on television, was commended on its silver jubilee in the Senate last week by Sens. Herbert Lehman (D-N. Y.) and William Benton (D-Conn.).

WINS New York reports largest movie spot campaign to date with signing of Whitestone Bridge drive-in theatre, Bronx, and Sunrise drive-in, Valley Stream, N. Y. for participation Mon., Wed. and Fri. in *The Martin Starr Show*. Contract runs 18 weeks.

REBROADCAST RULE

Networks Non-Committal

RADIO networks were not taking a stand last week on the FCC policy change in its rebroadcast rule, but were hoping individual stations would make their opinions known with sufficient strength in Washington to effect a further clarification in the ruling [B•T, May 19].

A spokesman for one network voiced a common attitude when he said he felt the onus of complaint lay with the stations themselves. He noted as one regrettable part of the ruling that "the emphasis is all in the wrong direction." Although he underlined that he was not seeking to add obligations to anybody, it seemed more logical, he suggested, that the station refused rebroadcast rights should explain just why it should be granted those rights, rather than to force the originating station to account for its every refusal.

Legal experts at most networks were keeping in touch with their station relations departments to find how affiliates' reactions add up.

LINK RADIO CORP.

Files for Bankruptcy

LINK Radio Corp., New York equipment manufacturers, filed a petition for bankruptcy in New York courts Monday, listing debts of $2,701,999.45 and assets of $2,773,942.39.

Included in assets were $763,000 due on open accounts, $400,000 in unliquidated claims and $1,410,000 stock in trade. Filed under Chapter XI of the bankruptcy laws, the petition seeks to pay secured creditors the $624,170 they claim, secured by holdings evaluated at $430,366, and to repay unsecured creditors 25% annually during the next four years.

CLEAN-UP DRIVE

Laundry Assn. Uses Radio

LAUNDRIES in Canton, Ohio, spurred by Robert C. Fehlman of WHBC-AM-FM there, are using radio to fight their "biggest competitor—the home washer in the basement." Forming the Professional Laundries of Canton, they sponsor an across-the-board news feature, according to John H. Smith Jr., NARTB FM director.

Commercials bid for more shirt, blanket, flat-work, rug and dry-cleaning business from the housewife. They emphasize that clothes never touch metal in their machines, shirt collars and cuffs do not wear out because of laundering, and electric blankets can be laundered.

The "quit-fighting-each-other" policy is working out successfully. WHBC sends bulletins to laundries and data to help drivers in making calls. Bundle stuffers and bill inserts are used.



Birds of a Feather

That WREC reaches the highest type listener, economically and educationally, *IN MASS*, is evident from a casual examination of the programming of WREC, and the Hooper Rating —which averages the highest in Memphis.

A further examination of the names of advertisers on WREC shows both in spot and, of course, network, sponsors of the highest calibre, firms of stability, reputation and prestige.

The old saying that "Birds of a Feather Flock Together" is quite evidently true with WREC and its advertisers. Listeners know it. Jobbers know it, and so do retailers.

Your message on WREC carries prestige from the start.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

Storer Stock

(Continued from page 25)

month, totaling $1,540,184, with loans now amounting to a total of $3 million, according to the statement. The company has paid cash dividends on its common stock in each of the 20 years since 1932, it was added, and cash as well as stock dividends are contemplated in the future. Election of Thomas F. Staley, senior partner of Reynolds & Co., to serve on the SBC board is contemplated. He would replace John B. Poole, SBC counsel, who would resign his directorship, the statement indicates.

SBC is described as the largest independent standard radio broadcasting as well as largest TV system under single ownership in the United States.

Storer properties consist of WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; KEYL (TV) San Antonio; WWVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM Miami; WSAI-AM-FM Cincinnati, and WMMN Fairmont, W. Va., along with subsidiary corporations. TV applications are on file for Miami, Wheeling, Minneapolis and Cincinnati.

The SEC statement apportions the 15,000 shares to be offered key officers (at $10.625 a share subject to Salary Stabilization Board regulations) as follows: Lee B. Wailes, executive vice president and director, 2,000 shares; Stanton P. Ketteler, district vice president and director, 1,500; William E. Rine, vice president and director, 1,500; Allen L. Haid, vice president, 1,000; J. Robert Kerns, vice president, 1,000; Gayle V. Grubb, vice president, 1,000; George B. Storer Jr., vice president of KEYL (TV) San Antonio and an SBC director, 1,000; Glen W. (Tom) Harker, vice president, 1,000; Harry A. Steensen, assistant treasurer and comptroller, 1,000; Miller H. Babcock, manager WGBS, 500; Glenn C. Jackson, manager WAGA, 500; Leon C. McAskill, publisher, *Florida Sun*, 500; A. Garen Ferrise, manager WMMN, 500; Paul J. Miller, assistant manager, WWVA, 500; Bertha C. Prestler, assistant secretary, 500; Glenn C. Boundy, chief engineer, 500; John E. McCoy, staff attorney, 500.

Revenue Breakdown

The SEC statement shows that national spot accounted for 41% of gross broadcast revenue in 1951 and local accounted for 41%, leaving 18% for network. TV revenues came from these sources: Spot, 40%; local, 38%; network, 22%.

Gross earnings (operating revenues) have risen steadily from $1,345,530 in 1942 to $6,657,114 in 1950 and $9,560,086 in 1951. First-quarter earnings were $2,665,741 in 1952, compared to $2,130,119 for the same period a year ago. Net profits in recent years have ranged from $539,620 in 1949 to $1,391,935 in 1951 and $376,570 in the first quarter of 1952.

Gross revenues from standard broadcasting have continued upward during the period of TV's arrival and expansion, amounting to $3,748,337 in 1947; $3,872,495 in 1948; $4,172,037 in 1949; $4,632,963 in 1950 and $4,743,596 in 1951.

TV gross revenues started with $31,539 in 1948 and rose to $557,011 in 1949; $2,024,151 in 1950 and $4,816,490 in 1951.

The SEC statement lists aggregate 1951 remuneration of Mr. Storer, president and director, at $75,025; Mr. Ryan, $40,024; Mr. Wailes, $42,669; Richard E. Jones, who resigned last January as northern district vice president, $46,403.

Bonus and incentive compensation arrangements were described, the latter amounting to $109,526 last year. A profit-sharing trust plan was adoped last March for employes of at least three years' service, with 15% of net profits before taxes over $2 million contributed to the fund. Under such a formula, 173 employes would have received $208,329 in 1951, or equal to 15% of the gross payroll.

Holdings of preferred stock were listed as follows: Mr. Storer, 29,598 shares (59.197%); Detroit Trust Co., trustee, % George B. Storer, 4,508⅔ shares (9.02%) and 1,690⅔ shares (3.381%); Mr. Ryan, 5,432 shares (10.87%); Frances S. Ryan, 6,875½ shares (13.75%). All directors and officers now hold 36,530⅔ shares of preferred (73.06%).

SBC is owner of 42.58% of stock in Standard Tube Co.

LOS ANGELES County Fair will be covered by KTTV (TV) Hollywood Sept. 12-28 with three daily telecasts plus emanation of many of station's programs from fair grounds. Host will be Roy Maypole, KTTV special events reporter.



MANAGERS of Oklahoma Network stations met May 9 in Oklahoma City to forge a unified merchandising plan for advertisers. Participants included (back row, l to r) Brown Morris, secretary-treasurer, Oklahoma Network, station manager, KADA Ada and KWSH Tri-City, Okla.; Bill Hoover, network president, vice president-general manager, KADA and KWSH; Roy Judge, KWSH commercial and business manager; Pat Murphy, KWSH station manager; John Reisen, station manager, KVSO Ardmore; (front row) Guy Farnsworth, station manager, KCRC Enid; Allan Page, network vice president and station manager, KSWO Lawton; Lloyd George Venard, president, the O. L. Taylor Co.; Wally Weber, station manager, KBIX Muskogee, and Jim Watson, station manager, KTMC McAlester.

CAPAC SUIT HALTED

Pends Ottawa Ruling

ACTION started in the courts of Ontario and Quebec by 10 stations in each province against the Composers, Authors & Publishers Assn. of Canada (CAPAC) because of proposed copyright fees, has been stopped. The halt pends new action taken by both CAPAC and Canadian Assn. of Broadcasters in the Exchequer Court of Canada at Ottawa to determine the legality of the Canadian Copyright Appeal Board's ruling allowing CAPAC to examine the books of broadcasting stations to determine gross revenue on which to base fees [B•T, April 21, 7].

This stay in action in the Supreme Courts of Ontario and Quebec was taken suddenly on May 15 following action of CAPAC in calling CKMO Vancouver, before the courts of British Columbia for using CAPAC music.

The entire court action in Ontario and Quebec was instigated on the Canadian Copyright Appeal Board's ruling allowing CAPAC officials access to the books of independent broadcasting stations to determine gross revenue on which fees of 1¾% were based for 1952. Meanwhile, it is understood an arrangement has been made whereby Canadian independent stations will pay CAPAC on 1951 fee formula and hold in reserve necessary money in case the courts uphold Copyright Appeal Board ruling.

Platt Raps TV

(Continued from page 23)

one calling for an entirely new form. They've tried to graft TV onto sports, radio, newspapers and movies, and TV has become the dumping ground for all the ancient films gathering dust in Hollywood."

Too many business people, he said, think of the public "as being a slightly moronic group," forgetting the thousands of people who don't live in New York and Hollywood.

"We must quit underrating the public attitudes, intelligence and good taste, and realize the people are screaming to high heaven about low-grade entertainment, too much trash and too many sponsors." Public acceptance creates an audience for the sales message, and a lack of acceptance "leaves the TV set sulking in the corner."

Commercials, as well as entertainment, must reflect showmanship and good taste, Mr. Platt said. Citing spots used on the *Kraft Theatre*, he said his company avoids "fireworks and high pressure, cute little cartoons and pretty announcers with a cleft in the chin and a twinkle in the eye." They stress believeability, sincerity, conviction, a desire to serve and a helpful, instructive demonstration, he said.

Television, after experiments in New York, as far back as 1947 enabled the company "to make a complete and positive judgment as to the pull of the medium," Mr. Platt said.

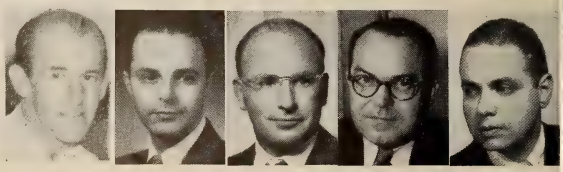
ADMEN'S COMPETITION

60 Entries Are Judged

JUDGING of more than 60 radio and TV spot announcement and program entries in the 20th annual competition conducted by the National Advertising Agency Network was completed last Tuesday in Washington, D. C. Winners will be announced June 19 at its annual convention at Skytop, Pa.

Judges included: Joseph Brechner, general manager, WGAY Silver Spring, Md., and the following of Washington — John S. Hayes, president, WTOP-AM-FM-TV; Gene Juster, WRC-AM-FM-TV; Charles L. Kelly, program director, WMAL-AM-FM-TV; Robert K. Richards, director of public affairs, NARTB; Win Levi, assistant advertising manager, BROADCASTING • TELECASTING. Judging was at Henry J. Kaufman & Assoc. office, under William F. Sigmund.

* * *



Mr. Richards Mr. Kelly Mr. Brechner Mr. Juster Mr. Hayes



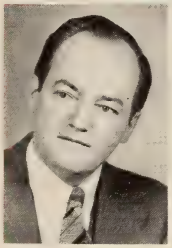
Niles Trammell, NBC Chairman of the Board, extends *double* congratulations to Earl C. Reineke, Founder-President and General Manager of WDAY for the station's 30th Anniversary, and for its record of top Hooperatings through the years. The following pages prove that the congratulations are really in order!



"YESSIR, THIS IS WDAY'S 30TH ANNIVERSARY!"



"LISTEN TO THESE HERE WORDS FROM WASHINGTON!"



Dear Mr. Reineke:

WDAY represents the true spirit of the community it serves. WDAY was a pioneer station in radio. It has grown with the community. It has served the people. This station represents the finest principles of freedom of thought and freedom of expression. I wish to commend WDAY, its officials and its staff, for the splendid programs directed towards serving the great agricultural economy of the Dakotas, Minnesota, and Canada. Farmers and farm families have had a richer life and a more wholesome experience because of the educational and entertainment features of WDAY. The news reports, the programs relating to public affairs coming from the microphones of WDAY have brought enlightenment and education to the people.

May I express my personal thanks for the many courtesies that have been extended me by WDAY. Here is a radio station that exemplifies good citizenship in a community of good citizens.

Sincerely,
HUBERT H. HUMPHREY
U. S. Senate

Dear Earl:



About thirty years ago, I first listened to WDAY. I have many fond memories of pleasant hours in those early days of radio. It was quite apparent WDAY would become a leader among broadcasting stations.

You deserve the thanks of farmers, laborers, businessmen, and all segments of the public, for your outstanding contribution. When other means of communication are out of commission because of storms, your broadcasts to worried and anxious families have brought comfort and relief. Your news and sports coverage has always been of the highest quality.

At the present time, you are on the threshold, of further extending your activities through the medium of television.

Your past has been full of accomplishment. The future of both radio and television holds bright promise. Radio station WDAY is filling a vital need of the public in this modern world.

Sincerely yours,
MILTON R. YOUNG
U. S. Senate



Dear Mr. Reineke:

I am very happy to congratulate you the staff of WDAY on its thirtieth anniversary.

WDAY has been of invaluable assistance to every segment of society. Your fine programs, your sponsorship of progressive ideas and your adherence to the highest principles of public service have helped consumers, farmers, labor, business and industry and the general public in the territory you serve so well.

I am sure WDAY will continue to grow and to prosper, reflecting the ever forward progress of the great Northern Upper Midwest country of which you are so vital a part.

Sincerely yours,
HAROLD C. HAGEN
House of Representatives

Dear Mr. Reineke:



Thirty years of service by any institution serving the public, as WDAY has done, is deserving of recognition.

Always you and your associates have kept uppermost in the list of your objectives, in news coverage, in entertainment features, in public information, and in advertising, the interests of your listening public. You have served a great area of North Dakota and Minnesota exceedingly well and your public service has entitled you to the success you have earned.

Sincerely yours,
EDWARD J. THYE
U. S. Senate



Dear Mr. Reineke:

It is indeed a pleasure to extend congratulations to you on the 30th Anniversary of Radio Station WDAY. It was the first station we listened to regularly with our battery-powered early receiving set on the farm down near Litchville. You have enjoyed many years of faithful and alert service to the radio needs of the farmers, the housewives and the businessmen of your coverage area.

Since coming to Washington, I have been very appreciative of the WDAY Washington Reports, and the keen interest that you have taken in getting and transmitting to the people the political thinking of all of the members of Congress from the community which your station serves.

You can be proud of the accomplishments of WDAY. I am happy to extend my congratulations to you and to the entire staff.

Sincerely,
FRED G. AANDAHL
House of Representatives

Dear Mr. Reineke:

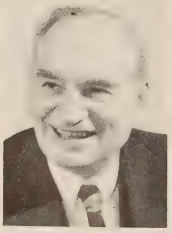


Please permit me to be among the many who are congratulating you and the splendid public service radio station you founded.

WDAY has many friends and listeners in South Dakota. We are all intimately acquainted with the many different ways your splendid station provides us with news, market reports, weather forecasts, and other programs which increase our information and help to entertain our lives.

Indicative of the way in which you keep abreast of the times is the "WDAY Tour" which you are now sponsoring and which I recently had the pleasure of meeting here in Washington. I congratulate you also on the fact that you are one of the first stations in the Northwest to be actively moving forward in the installation of TV facilities . . .

Cordially yours,
KARL E. MUNDT
U. S. Senate



Dear Mr. Reineke:

It scarcely seems like 30 years since I first heard WDAY at my farm home near Casselton. WDAY was the first station I ever heard.

I want to congratulate you on this 30th anniversary and commend you as one of the foremost pioneers in the broadcasting industry. The fair way you have handled news, political and otherwise, is a credit to the industry. The public service you daily render to farmers and city dwellers alike is far beyond the call of duty.

We are happy to learn your pioneering organization plans to extend its services into the television field. I am certain you will go forward with great strides in this great new added service to the people in your area.

Sincerely,
WILLIAM LANGER
U. S. Senate



NOW LISTEN TO THESE WORDS FROM LOCAL ADVERTISERS!

Dear Mr. Reineke:

CONGRATULATIONS TO WDAY ON YOUR 30TH ANNIVERSARY.

In the years past, our father found it a pleasure as well as profitable to use your service. At all times the friendly consideration and advice have been



ARTHUR WIMMER



ANDREW WIMMER

welcome and gratefully received. Our aim is to follow in Dad's footsteps. With him, we hope to continue as your friends and wish WDAY all the best in the years to follow.

WIMMER'S JEWELRY

Dear Earl:



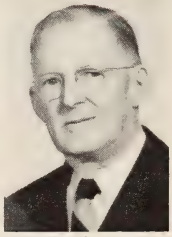
J. G. NEIMA

Three generations of Neimas have found WDAY to be the Number 1 outlet, radiowise, for the selling of our merchandise through the years. Since the very early days of your tremendous effort to create and mold WDAY, we have continued our established policy of never deviating from keeping our name before the public through concentrated advertising on your station. This plan is not available for alteration in any way.

Your foresight, initiative and planning has created a monument to our concept of democracy . . . freedom! Your unbiased and impartial handling and managing of WDAY is a feather in the hat of democracy!

ROYAL JEWELERS

Dear Mr. Reineke:



G. M. BLACK

I think that I was one of WDAY's first advertisers and I know that our store has been, possibly, the most continuous advertiser since you started broadcasting.

I remember very well, right after you started, that somehow or other I was asked to put over an announcement regarding our store, and I remember going up to a couple of little rooms across the street from where our Black Building is at the present time, and sitting behind some velvet curtains and giving a talk, as I remember, about our store. I cannot remember the details, but I do remember being up there.

Later on we put on a serial, and I doubt whether there were very many serials put on for the length of time that this one was. The serial was written by Miss Carol Trace who had charge of our advertising for many years, and Mrs. Williams and Mr. Art McNair were the characters, Nancy and Phil and their home life, and it made a tremendous hit with people in the early years and we had it for something like twelve years, six times each week.

We wish to give a personal salute to Mr. Earl Reineke on the way he pioneered and developed WDAY into the tremendous thing it is today, serving the entire Northwest.

THE STORE WITHOUT A NAME

Dear Mr. Reineke:



H. A. THOMPSON

It is with a sense of deep pleasure that we extend to you our contratulations for your thirty years of service to this area, when on May 22, 1952, you mark your Pearl Anniversary.

We feel even a closer kinship than this with you because in just a few short months we also will be celebrating our thirtieth anniversary. Many years ago we decided that one of the most effective ways to reach a large group of people with our message was by radio and at that time we entered into what has proved to be a very enjoyable and profitable relationship with your station. We began sponsoring the "Meet Your Neighbor" program and we have kept that program these many years. We believe the fact that we are one of your oldest advertisers and that we have continued with the same program since the beginning describes better than words the success of our institutional program over WDAY. As an aside, I believe Gate City Building and Loan Association is, in a sense, a pioneer too, as I believe that we were one of the very first associations in the country to start radio advertising of this type and continuing with it for so many years.

GATE CITY BUILDING AND LOAN ASSOCIATION

Dear Earl:

As one of WDAY's oldest advertisers, we feel that we are in a position to comment on our years with you.

As you know, Earl, our father began advertising with WDAY in the early days of WDAY's growth



MALCOLM M. SIEGEL



JEROME B. SIEGEL

and expansion. We, his sons, are continuing his policy of getting the most for our advertising dollar by running a full and consistent schedule on your station—and will continue to do so.

Your thorough appreciation of our problems as an advertiser has made our advertising years with you pleasant and profitable.



WDAY IS PUBLIC

WDAY DRIVE BUILDS HOME FOR BAIRD FAMILY

Camp Ruc
WDAY Rec

WDAY APPEAL RAISES $2,000 FOR ORPHANS' SHOPPING TOUR

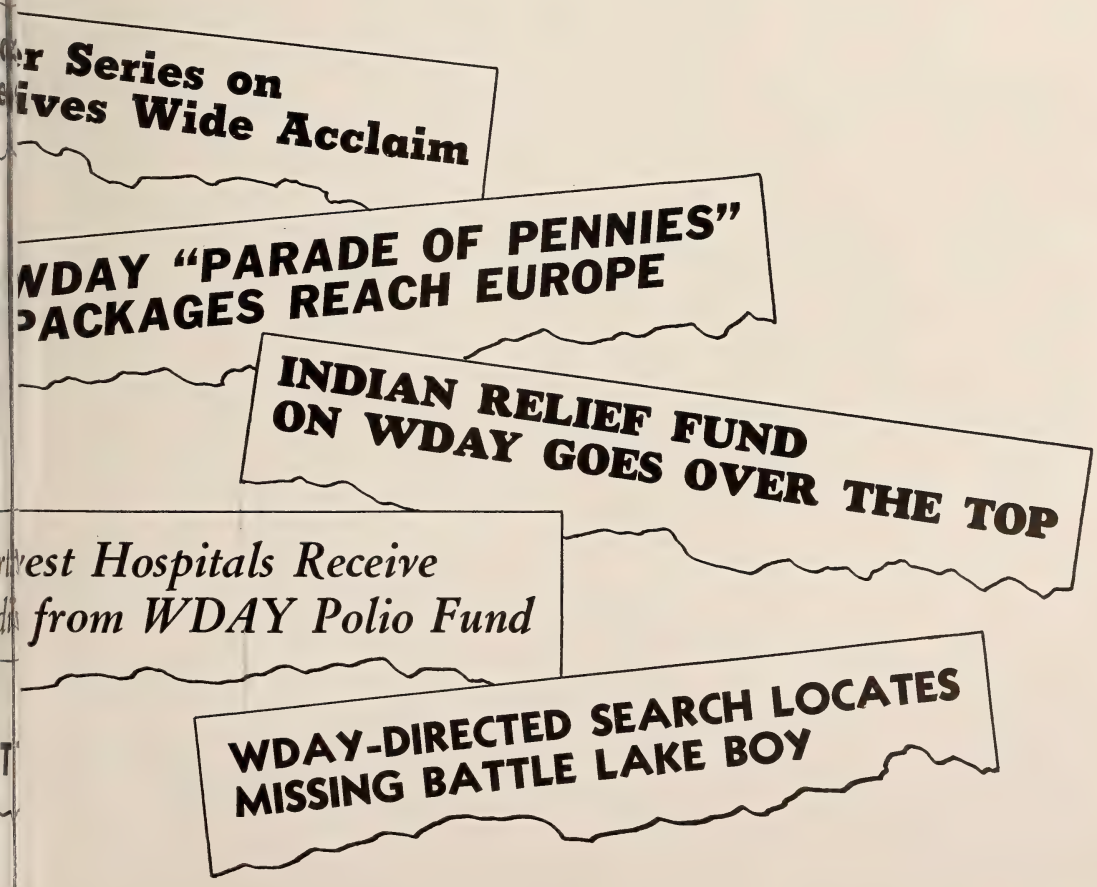
Area Orphans Thrilled by Gifts from WDAY Christmas Club

Nort
Radi

GOVERNOR YOUNGDAHL SALUTES WDAY ON SILENT GUEST DRIVE

TOPS IN SERVICE, TOO!

No radio station in the U. S. devotes itself more whole-heartedly to Public Service than does WDAY. Our Public Service activities are far too numerous to describe in detail, here—but each of the "headlines" below carries with it a story which would warm your heart, and which would at least partially explain the high esteem in which the entire Red River Valley holds us. If you are interested in getting the *details*, drop us a line!





NOW LISTEN TO THESE WORDS FROM LONG-TIME LISTENERS!

WDAY's first regular listener, James H. Dunlevy of Fargo, is still an avid WDAY fan.

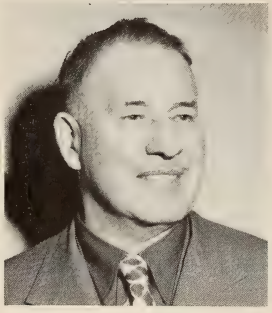
Dunlevy, former superintendent of the light and water plant at Hillsboro, N. D., picked up WDAY's first broadcast on a homemade radio set at Hillsboro, May 22, 1922. The broadcast was beamed from a 50-watt transmitter located in the Cass County courthouse cupola in Fargo, under the direction of E. C. Reineke, WDAY's president and co-founder.

Reineke met Dunlevy personally in Hillsboro in April, 1922. Reineke, Lawrence Hamm and Kenneth Hance of Fargo were experimenting with radio and were about to transmit their first broadcast. Dunlevy had experimented with wireless for years and was taking an interest in the development of radio. Reineke asked Dunlevy to listen at noon on May 22 for the transmission and the Hillsboro man picked up the broadcast about 2:00 p.m. The first broadcast of WDAY was musical, according to Dunlevy; a phonograph recording of one of the popular songhits of the day, "Three O'Clock in the Morning."

"From then on," recounts Dunlevy, "I picked up WDAY quite well. I built a super-hetrodyne receiver about ten feet long and rigged a loudspeaker outside my house. Folks gathered for a block in either direction to listen to the programs. Mr. Reineke broadcast programs just for me and sometimes I put the loudspeaker in public places such as the church or theatre and they would be jammed with folks listening to the radio."

Asked what he now thinks of radio, as WDAY's first regular listener, Dunlevy replied:

"The progress in just 30 years is amazing both technically and in programs. It's been a wonderful thirty years for progress and I guess we're just getting started."



JAMES H. DUNLEVY

Dear Mr. Reineke:
It is with genuine pleasure that I congratulate you and WDAY on your 30th anniversary. We purchased a Crosley radio in 1923, and we owned a crystal set with ear phones prior to that, so I am sure we celebrated your first anniversary if not your birth.

You have been a real member of our family through these thirty years, bringing to us valuable information on markets and weather, providing us with splendid entertainment as well.

At the present time there are six radios in our home and at least one is in constant use. We are now looking forward to your inauguration of Television and expect to be one of your first viewers.

ROY JOHNSON
WANDAROY FARM, Casselton, N. Dak.

Gentlemen:
I heard WDAY when they started to broadcast. I lived in Sykeston, N. D., and had the first and only receiving set in town. It was homemade with a three dial affair and ear phones. I heard WDAY say they would send to the person listening who lived the fartherest away a set of head phones. I lived 13 miles west of the farthest town to report at that time. In a few days I got the headphones. I have been a steady listener since then.

W. M. COVELL
Carrington, N. D.

Gentlemen:
I started listening to your station when I was pretty young. Back in the fall of 1921 I got my first radio, a homemade, one tube set with ear phones. Of the earliest WDAY programs I remember a sort of chit-chat program by Earl Reineke and another fellow called "The Bug." In all this time, WDAY is still my favorite station.

GEORGE RICE
Mayville, N. D.

Gentlemen:
For over twenty years I have been a faithful listener to WDAY.

It has been fun and very interesting to see it grow —and progress—and right now I think it's one of the best radio stations in the whole world.

We depend on WDAY for market and weather reports, storm and school announcements, people snowbound, and where they are, and of course, the latest news.

We can turn to WDAY at any time for clean entertainment. The whole staff is so friendly and they all make one feel like "coming home" when we visit the station.

May God bless you all.

MRS. O. C. ANDERSON
Barnesville, Minnesota

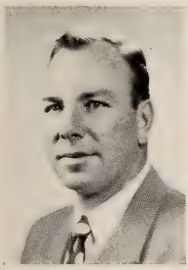
"WE DONE RAISED UP A FINE SET OF DEPARTMENT HEADS!"



WDAY is a home-town phenomenon. Far from being a flimsy, souped-up organization of outside mercenaries who are even now on their way to their next jobs, every department head has been with WDAY for ten years or more. Actually, the average is 16 years!

This proves a lot of things. First that they love their jobs and the community they live in. Second, vice-versa. Third, that there's hardly any "unusual" problem you can throw at them—whatever it is, they can do it again quicker and better than they've done it before.

Also—in all their years, they've certainly discovered what it takes to build and hold an audience in the Red River Valley. Read the following page and see for yourself!



TOM BARNES
Sales Manager
12 YEARS



KEN KENNEDY
Program Director
19 YEARS



SOPHIE HANCOCK
Office Manager
27 YEARS



JACK DUNN
Station Manager
20 YEARS



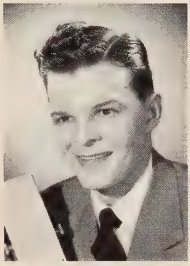
JULIUS HETLAND
Technical Adviser
28 YEARS



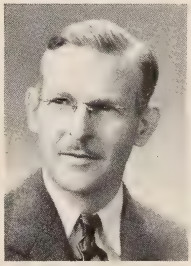
ROY PEDERSEN
Promotion Manager
12 YEARS



GLENN FLINT
News Director
10 YEARS



ERNIE BREVIK
Farm & Public Service
10 YEARS



JULINE SAVOLD
Chief Engineer
17 YEARS



FRANK SCOTT
Musical Director
10 YEARS

"NO OTHER STATION IN THE WORLD CAN EQUAL THESE RECORDS!"



HOOPER

In 1950 . . . . . WDAY was the *top* Hooperated radio station in the entire country!

In 1951 . . . . . WDAY was the *top* Hooperated radio station on NBC!

And in 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the *top Hooperated radio station on NBC*!*

(January-February Report—latest available as we go to press.)*

RURAL PREFERENCES

An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this:

WDAY WAS A 17-TO-1 FAVORITE OVER THE *NEXT* STATION!

WAS A 3½-TO-1 FAVORITE *OVER ALL OTHER STATIONS COMBINED!*

MAIL PULL

In 1951, WDAY was swamped with 145,659 letters and postcards from its listeners!

This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY!

This is an average of slightly over 399 letters per day—including Sundays and Holidays!

AAAA COUNCILS

New Officers Named

NEW officers and governors of the six sectional councils of the American Assn. of Advertising Agencies were announced by the AAAA in New York last week. They are:

New York Council

Chairman, Marion Harper Jr., McCann-Erickson; vice chairman, Edwin Cox, Kenyon & Eckhardt; secretary-treasurer, H. Victor Grohmann, Needham & Grohmann. Other governors: Arnold Deutsch, Deutsch & Shea; Henry Legler, Warwick & Legler; Edward Noakes, Cecil & Presbrey; Jack D. Tarcher, J. D. Tarcher & Co.

New England Council

Chairman, J. Paul Hoag, Hoag & Provandie, Boston; vice chairman, Harold I. Reingold, Reingold Co., Boston; secretary-treasurer, W. L. Shepardson, James Thomas Chirurg Co., Boston. Other governors: Sture H. Nelson, William B. Remington Inc., Springfield; George C. Wiswell, Chambers & Wiswell, Boston.

Atlantic Council

Chairman, A. E. Morgan, Richard A. Foley Adv., Philadelphia; vice chairman, Robert Daiger, VanSant, Dugdale & Co., Baltimore; secretary-treasurer, George B. Barnard, Aitkin-Kynett Co., Philadelphia. Other governors: Earle A. Buckley, Buckley Organization, Philadelphia; Dan W. Lindsey Jr., Lindsey & Co., Richmond; M. Belmont Ver Standig, M. Belmont Ver Standig, Washington.

Michigan Council

Chairman, Elliott E. Potter, Young & Rubicam; vice chairman, George Richardson, J. Walter Thompson Co.; secretary-treasurer, Blount Slade, Brooke, Smith, French & Dorrance. Other governors: Albert D. Conkey, Wolfe-Jickling-Conkey; J. S. Howell, D. P. Brother & Co. All are of Detroit.

Central Council

Chairman, John M. Willem, Leo Burnett Co., Chicago; vice chairman, Harold H. Webber, Foote, Cone & Belding, Chicago; secretary-treasurer, Arthur F. Marquette, Sherman & Marquette, Chicago. Other governors: S. L. Abrams, Ohio Adv. (ex-officio representing Cleveland chapter); Bruce B. Brewer, Bruce B. Brewer & Co., Kansas City; Wilson W. Crook, Crook Adv., Dallas (ex-officio representing southwest chapter); A. H. Fensholt, Fensholt Co., Chicago; Hal R. Keeling, Keeling & Co., Indianapolis; E. J. Kromnacker, Arthur R. Mogge Inc., St. Louis (ex-officio representing St. Louis chapter); J. K. Laird Jr., Tatham-Laird, Chicago; A. R. McGinnis, Klau-Van Pietersom-Dunlap Assoc., Milwaukee; George C. Reeves, J. Walter Thompson Co., Chicago; Carl A. Salstrand, Ball & Davidson, Denver (ex-officio representing Rocky Mountain chapter); Harry P. Vieth, BBDO (ex-officio representing Pittsburgh chapter); Hugo Wagenseil, Hugo Wagenseil & Assoc. (ex-officio representing Dayton chapter); Harold C. Walker, Harold C. Walker Adv., Minneapolis (ex-officio representing Twin City chapter).

Pacific Council

Chairman, Carl K. Tester, Philip J. Meany Co., Los Angeles; vice chairman, Charles R. Devine, Devine & Brassard, Spokane; secretary-treasurer, Gene Duckwall, Foote, Cone & Belding, Los Angeles. Other governors: Trevor Evans, Pacific National Adv., Seattle; Merle W. Manly, Botsford, Constantine & Gardner, Portland; A. W. Neally, BBDO, Los Angeles; Ross Ryder, Ryder & Ingram Ltd., Oakland; George Weber, MacWilkins, Cole & Weber, Seattle.

Pacific Council elections were held last October; other elections were completed recently.



WTMJ-AM-TV Milwaukee was host May 1 to civic leaders at a luncheon marking its 30th anniversary of radio service. Guests included (l to r) J. D. Ferguson, president and editor, The Journal Co., WTMJ licensee; L. W. Herzog, assistant general manager of radio; Gov. Walter J. Kohler Jr., of Wisconsin; R. G. Winnie, stations manager; Walter J. Damm, vice president and general manager of radio, The Journal Co.; Irwin Maier, vice president and publisher, The Journal Co.; Mayor Frank P. Zeidler, of Milwaukee; Lawrence J. Timmerman, chairman, Milwaukee County Board of Supervisors, and D. B. Abert, business manager, *The Milwaukee Journal*.

WMTR WITNESS

Judge Rules Must Testify

LEGAL problem of a radio newsman's being called into court to testify about an event he covered was raised in Newark recently when Merrill Morris, news editor of WMTR Morristown, was sought as a principal witness in a trial of union leaders charged with violence.

Mr. Morris, taking two minitapes for later broadcast, was one of the few eye-witnesses to a riot April 7, said to have been caused when outside workers entered the strike-bound plant of the Whippany Paper Board Co. near Morristown.

After being sworn in as a witness May 7, Mr. Morris asked Judge Alfred F. Stein to excuse him from testifying on the grounds that it "might in the future jeopardize my position as a reporter." Mr. Morris said he felt "it would be easy in disputes of this sort to deny access to the press if the participants felt the testimony of the newsmen might be used against participating parties in court."

The judge ruled that the testimony should be given. Mr. Morris has also been ordered to appear before the Morris County Grand Jury this week for further testimony in the same case.

IN exclusive West Coast broadcasts, KHJ-FM Hollywood started *Major League Baseball Game of the Day* on live basis, daily, from May 16 through end of September. MBS sportscasters Dizzy Dean, Al Helfer and Gene Kirby call plays at 10:30, 11:30 a.m. or 12:30 p.m. (PDT), depending upon game's time zone.

NEWS SOURCES

Senate Staff Weighs Issue

CAN a newsman keep confidential his source of news, even though he may be asked by a congressional committee to divulge that source?

Most newsmen would say, "Yes, he can." However, the staff of the Senate Subcommittee on Privileges and Elections, after study of the question and preparation of a lengthy brief, holds, "No, he can not."

The brief was presented to the Senate May 16 by Sen. Guy Gillette (D-Iowa). It cites juridical opinion and concludes:

It is clear that a congressional committee possesses the power to compel a newspaperman to divulge the identity of an informant from whom he has received information relating to matters pending before the committee. The fact that the information was given to the newspaperman in confidence has no legal relevance. The refusal of the newspaperman to divulge the identity of his informant to the committee constitutes contempt under 2 U. S. C. 192. Whether the newspaperman should or should not be cited for contempt is, of course, a matter of discretion, exercisable in the first instance by the committee, and ultimately by the Senate.

The subcommittee staff's opinion and citations can be found in the May 16 *Congressional Record* in the proceedings of the Senate for that date.

L. A. Adv. Workshop

SECOND annual Advertising Workshop series will be presented July 14-25 by the Adv. Assn. of the West, Los Angeles Adv. Women, Adv. Club of L. A. and the Hollywood Ad Club in cooperation with L. A. Board of Education. Designed for teachers in grammar and high schools, course consists of lectures and field trips, Mon. through Fri., 9-12 noon, at Fairfax High School. A similar course will be conducted at the U. of Redlands, Redlands, Calif., with two groups making the same field trips.

HEALTH FOOD ADS

Termed False by FTC

INITIAL findings which charge that two individuals used radio, television and other media to disseminate false advertisements were handed down by a government trial examiner May 18.

The charges involve William G. Barnard Jr. and William G. Barnard Sr., trading as the Natural Foods Institute of Olmstead Falls, Ohio. The findings become the decision of the Federal Trade Commission within 30 days of May 18 unless appealed or docketed for review.

The two respondents, who capitalized on TV's appeal to demonstrate their products in key video markets, had previously filed a consent answer, admitting material allegations and waiving any hearings.

Examiner James A. Purcell challenged certain advertising claims relating to the therapeutic properties of food and drug preparations sold by the respondents. FTC issued its original complaint last March, citing over a dozen products.

The ad claims appeared in radio and TV broadcasts and in other media, including newspapers, magazines, circulars and catalogs. The bulk of the complaint was directed, however, at TV transcripts entitled "Home Miracles of 1950." The Barnards personally appeared on the programs, giving demonstrations "transmitted from various cities . . . throughout the United States."

In its reply, the respondents admitted all material allegations of fact to be true; waived "any and all hearings" as to the facts alleged in the complaint, and the findings and conclusions set forth; and consented to issuance of the decision. However, they reserved the right to file objections, to content of the forthcoming cease-and-desist order.

The TV broadcasts consisted of demonstrations on the use of Vita-Mix, a juice extractor, and lectures on the value of various juices thus to be extracted.

Other products for which ad claims were challenged are Chic tablets, Garlic capsules, Papain tablets, Macu Brand Papaya, Soy Milk Powder, Peppermint Tea, Alfalfa Tea, Dr. Gaymont's Yogourt Culture, Red Beet Juice, Dehydrated Powdered vegetables, Brown Rice, Celery Juice, NFI Vibrator and Oster Stim-U-Lax Junior.

Mr. Purcell also cited as "misleading and deceptive" use of the word "Institute" in the trade name, and questioned representations that certain merchandise can be obtained "free or as a gift or gratuity." These also appeared in TV broadcasts and other media. The commission has become increasingly critical of the use of the word "free" (see separate story).

NBC radio *Kay Mulvey's Hollywood Family Album*, weekly quarter-hour program, emphasizes human side of Hollywood with Miss Mulvey taping unrehearsed interviews in different stars' homes.



A little Economics goes a long way

Our business is selling Radio, not talking economics, but . . . a little economics helps to get the best results from the Canadian market.

Canada is among the six most productive nations in the world. She produces more than 80% of the world's nickel, great quantities of other ores—including uranium—as well as oil, pulp and paper, and asbestos.

A go-ahead nation of 14 million people—larger in area than the U.S. by 25%—Canada is the United States' *best customer abroad.* And Canada pays CASH!

Your problem is how to reach this fast-growing, lucrative market.

Radio is the answer . . . for radio is in 94% of all Canadian homes.

Canada's population is spread over a huge semi-urban and rural area. Only 38% of the population lives in cities of over 30,000. So Radio—which goes *everywhere*—is the most economical, practical medium. With its 112 independent stations strategically located from coast to coast, Radio reaches every worthwhile market in Canada.

It's Canada's most popular entertainer and most effective salesman, for "In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

RADIO-TV CIVIC COVERAGE

NARND Surveys Station News Practices

LEGISLATIVE event most frequently broadcast by radio and television stations is a city council meeting, with proceedings put on tape and edited.

This was reported last week in a survey conducted among 23 stations in 14 states by the National Assn. of Radio News Directors. Long interested in legislative proceedings and their availability to broadcast newsmen, NARND asked members to report on their access to local, county and state government.

Sixteen newsmen said their stations carry delayed broadcasts of city council sessions, while two reported live originations and one said he handled it both ways. Ten stations broadcast delayed shows with city council committee meetings or hearings and with state legislative committee meetings or hearings, while only one station in each group reported carrying live broadcasts.

State legislative sessions are reported live by two stations, with tape by six, while five newsmen air municipal court events on a delayed basis. Five also use taped broadcasts of county court proceedings, with only one news editor saying he carried them live.

Twelve newsmen broadcast other public functions after they are recorded, while five broadcast them on a live basis. These include state public utilities commission hearings, Senate Crime Committee (live), political and industrial conventions (live), preliminary immigration hearings, gubernatorial inauguration (live) and administrative statements and proclamations.

Stations represented in the survey including 18 AM-only, 4 AM-TV and one TV-only, were from the following states—Virginia, 2; Texas, 1; Iowa, 2; Florida, 1; Maryland, 1; Ohio, 2; Missouri, 1; Colorado, 2; West Virginia, 1; Minnesota, 2; North Carolina, 1; Indiana, 4; Kansas, 1, and Wisconsin, 1.

A station newsman from Indiana said, "We have been refused twice to take a tape recorder into circuit court," but radio men could cover sessions by taking notes. In Iowa, a man said, the supreme court several years ago made a recommendation which "has had the force of a formal ruling," banning live broadcast of any court hearing. As one aspect of its ruling, the state supreme court left the broad inference that radio was to be considered, in its actual broadcasts on the spot, as a medium of entertainment and so not suitable in a courtroom."

Feature of Week

(Continued from page 18)

noting the trend, distributed 40 by 60-inch posters featuring the show to hundreds of sporting goods stores and Pontiac showrooms, and bought 110 line ads twice weekly for six weeks in all Boston newspapers. They held a sports night dinner, inviting sports writers, dealers and outdoor enthusiasts and gave away fishing equipment. Giant postcards were mailed to sportsmen and fishermen in the state.

Star of the show, R. Vernon Gaddis, who was with WRGB before the war, talking the fisherman's language and using a background of fishing exploits, takes his fans on film adventures from Maine to Florida, highlighting pointers on different kinds of fishing and how-to-do-it tips.

Mr. Sanderson points to U. S. Dept. of Commerce statistics showing fishing and hunting enthusiasts spent more than $5 billion in 1950 on their favorite sports, with the combined gate of all baseball, basketball, football, boxing and hockey only $400 million.

He said letters and petitions signed by men, women and children requesting continuance of such programs sometimes border on reverence and stress the video family appeal of the sport, many calling it "our own show on TV."

NEWSPRINT HIKE

May Jar Ad Budgets

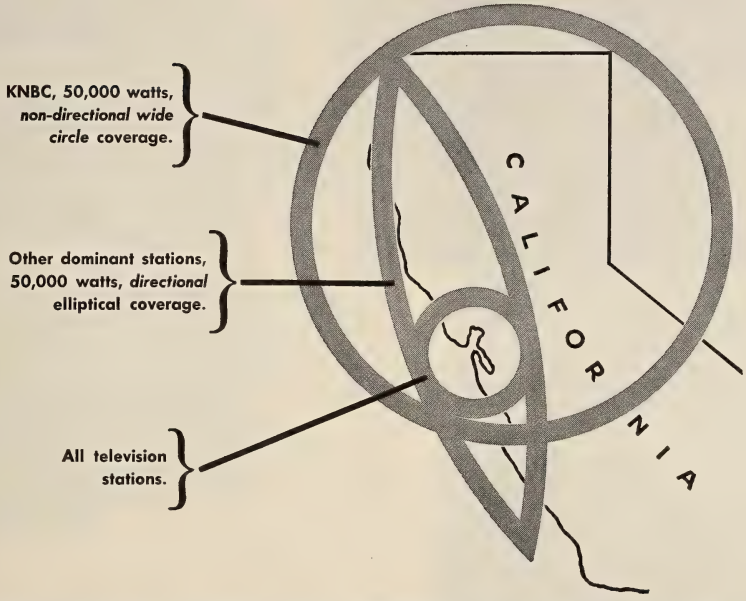
CRITICISM erupted in Congress and government price stabilization circles last week when two Canadian firms announced a raise in newsprint prices $10 per ton June 15, for a total of $126 per ton. Sen. Blair Moody (D-Mich.) called it "outrageous" and Sen. Herbert R. O'Conor (D-Md.) said his Senate Judiciary Subcommittee on Monopoly will check "possible anti-trust infringement."

Price Stabilizer Ellis Arnall and others say the boost will affect local and county U. S. newspapers seriously. Some see curtailed printed advertising, with possible repercussions on U. S. media budgets. About 80% of U. S. newsprint comes from Canada.

TCA Talks Available

RADIO and television interviews will be made available by Walter G. Stoneman of the Dept. of State's Technical Cooperation Administration (Point 4), together with foreign observers, during TCA's presentations in the next few weeks focusing attention on the growth of the western United States. His itinerary will be: May 27-28, Spokane Hotel, Spokane, Wash.; May 29-June 1, Cascadian Hotel, Wenatchee, Wash.; June 1-7, Chinook Hotel, Yakima, Wash.; June 7-9, Pasco, Wash.; June 9, Gorge Hotel, Hood River, Ore.; June 10-11, New Heathman Hotel, Portland, Ore., and June 15-22, Cosmopolitan Hotel, Denver, Col.

Picture of broadcast coverage in Northern California



In Northern California, KNBC reaches more people ...more often...than any other radio OR TV station

Fix Northern California's coverage picture in your mind:

Television, a small 60-mile radius, with only about ⅓ of the families in the area owning sets.

Radio, two 50,000 watts *directional* stations, with coverage over a limited elliptical area, and —

— KNBC, 50,000 watts *non-directional,* giving a *wide circle* of coverage that includes not only the San Francisco-Oakland Metropolitan Market, but all the thriving PLUS-Markets of Northern California.

RECENT RADIO AUDIENCE RATINGS:—

	Total Rated Time Periods
Station A	*13.8*
Station B	*18.9*
KNBC	23.4

Wide circle coverage plus program popularity make —

KNBC San Francisco

Northern California's No. 1 Advertising Medium
50,000 Watts, Non-Directional — 680 KC
Represented by NBC Spot Sales

Advertisement



THE ONE ON THE RIGHT is Chuck Worcester, WMT's Farm Service Director. The young corn-burner performing before the mike is one of a brood of cheep artists who crow over Chuck's good husbandry. Chuck owns and operates a farm as a WMT service project. It's the point of origin for many informative WMT broadcasts about conservation and crop production. Chicks and Iowa farmers like corn—the 1951 crop was worth $778,437,000.



ALL EQUIPMENT USED ON CHUCK'S FARM—supplies, fertilizers, gasoline, oil, etc.—is made or distributed by WMT advertisers. Farm broadcast time represents over 9% of WMT's total weekly program schedule—3½ hours of farm information, 1½ of weather and market data, 8 of music and features.



YOU ALMOST HEAR THINGS GROW in Iowa. Of all the Grade A land in the U.S., 25% is in Iowa. One of Chuck's projects is a test of 12 different fertilizer applications to check production.



CEDAR RAPIDS is our home address — worth remembering when you want to reach 338,480 families who listen each week to WMT's farm (and CBS) programming. Or see our reps, The Katz Agency.

AGENCY FORMED

As Lennen & Newell

IN a surprise move last week, Philip P. Lennen, co-founder of Lennen & Mitchell, and N. H. Newell, executive vice president of Geyer, Newell & Ganger, announced the formation of a new agency to be known as Lennen & Newell Inc., New York.

Mr. Newell resigned from GN&G effective June 2 and will become president of the new firm. Ray Vir Den, president of Lennen & Mitchell, had tendered his resignation some time ago and it has now become effective. Mr. Vir Den has had a number of offers and is expected to announce his plans in the near future. Mr. Lennen will become chairman of the new company's board of directors. He has been chairman of L&M since the death of Mr. Mitchell in 1932. In addition, he will devote his efforts toward the creative work of the agency.

Mr. Newell stated that the present Lennen & Mitchell personnel will serve as a nucleus for the new and larger agency, but that all department facilities and personnel will be augmented and increased to meet requirements of a large scale expansion program.

The move by Mr. Newell leaves only one of the three original partners of Geyer, Newell & Ganger, B. B. Geyer, chairman of the board and president. Mr. Geyer has not yet revealed what changes in GN&G's name or corporation will take place now that Mr. Newell has resigned. Robert M. Ganger had resigned last year to join P. Lorillard & Co. and is now president of that firm. The cigarette company is one of Lennen & Mitchell's largest clients. Mr. Ganger and Mr. Newell are long time friends.

Both Lennen & Mitchell and Geyer, Newell & Ganger have been practically equal in billing, with L&M's about $19 million and GN&G with about $20 million.

It was understood that Mr. Newell will probably bring along a few of the GN&G accounts. Among those might be Embassy cigarettes (made by P. Lorillard & Co.), and possibly Continental Oil Co. Other accounts the agency handles are Nash-Kelvinator Corp., Zippo Mfg. Co., and United Aircraft Corp.

Lennen & Mitchell, aside from P. Lorillard & Co. account, handles Tide Water Oil Co., Calvert Distillers, Carstairs, Colgate-Palmolive-Peet for Lustre Creme, and Schlitz Brewing Corp.

Ad Men Win Prizes

TWO advertising industry members among winners of the *Dr. Christian* script contest were Richard Cook, of Foster & Kleiser Outdoor Adv. Co., San Francisco, who shared a $500 award with a co-author, and Norman J. Traynor, copy writer for Brooke, Smith, French & Dorrance, Detroit, who won a $350 prize.



GORDON GRAY (l), president of Piedmont Publishing Co., licensee of WSJS Winston-Salem, N. C., receives a 15-year service button from Harold Essex, vice president and chairman of Piedmont's management board and WSJS general manager.

KGNC OBSERVES

30th Year on Air

KGNC Amarillo, Tex., is celebrating its 30th anniversary with the *Amarillo Daily News*, affiliated newspaper, carrying a history of the station's three decades.

Now operating with 10 kw on 710 kc, the station started as a homemade bread-board outfit in the bicycle shop of J. Lawrence Martin, a ham hobbyist. With the call letters WDAG, the station was licensed May 16, 1922, as Amarillo's first outlet. A short time later another station, KGRS, was started. The two were merged as KGNC June 5, 1935, under ownership of Globe News Publishing Co., with O. L. (Ted) Taylor managing the operation.

In observing its anniversary, KGNC recalled the first concert broadcast May 19, 1922, three days after the license was granted. The *Amarillo Daily News* announced that "before the station had been broadcasting 10 minutes, four parties telephoned that they were receiving the numbers being sent."

Among its achievements, KGNC recalls a broadcast from a bombing plane in 1930, described by military officials as the most successful two-way experiment that had been conducted.

Tom Kritser, KGNC general manager, assumed his post in 1950, succeeding Aubrey Jackson.

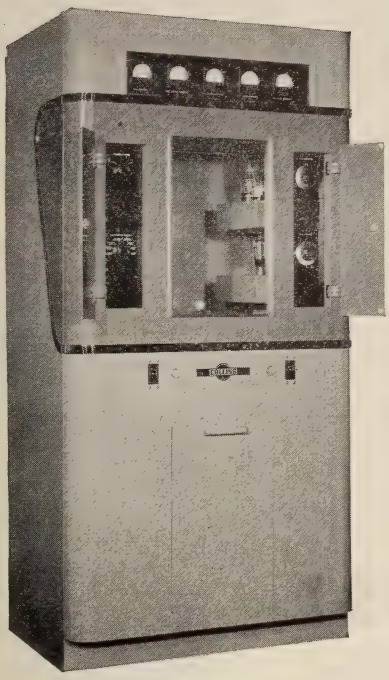
HOMER RAY SHIFTS

Joins Weldon & Carr

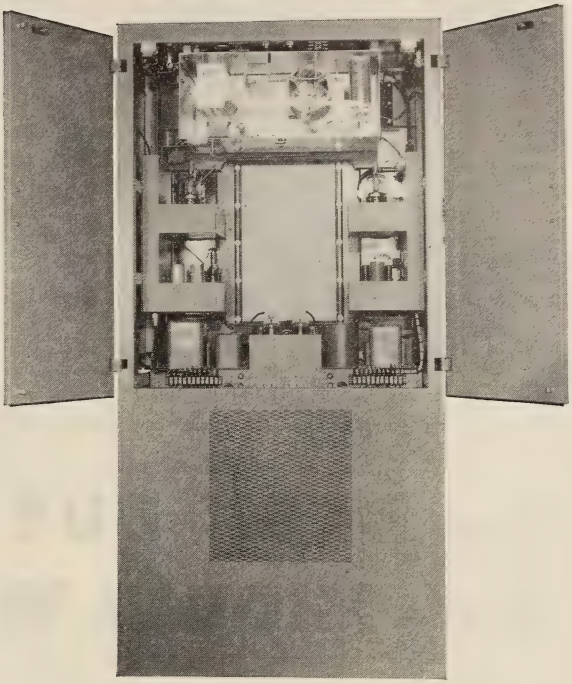
HOMER RAY, formerly a partner with George E. Gautney in the consulting engineering firm, Gautney & Ray, Washington, D. C., has joined the firm of Weldon & Carr, same city, it was announced last week.

Mr. Gautney, whose firm is located in the Warner Bldg., said that his organization will continue under the name, George E. Gautney, consulting engineer. Weldon & Carr is located at 1605 Connecticut Ave. N.W., Washington.

You'll have both...quality and economy



Note that all tubes are visible through the front window, and all controls and meters are located on the front. The sleek new 300J leaves nothing to be desired in convenience of operation.



Back view with doors open and rear plate removed from output network shield. Note easy accessibility of tubes, components, and terminals. The power supply is easy to reach by removing the lower plate containing the air intake screen.

THE Collins 300J 250 watt AM transmitter presents you with the latest and longest step in advanced design. The smart styling of its full size, two-tone grey cabinet reflects the up-to-the-minute engineering within.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived 4-125A tetrodes. Employment of these efficient tubes also permits the use of low drain receiver-type tubes in the driver stages. Only 16 tubes, of but 7 types, are employed in the entire transmitter!

Your chief engineer will be delighted with this new transmitter. Ease of operation and servicing has been brought to a new high, and Collins standards of excellence in components and workmanship insure reliability throughout a long life.

The 300J is now available *in limited quantities*. Write or wire your nearest Collins office today.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11. W. 42nd St.
NEW YORK 18

2700 W. Olive Ave.
BURBANK

1930 Carpenter Blvd.
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

SCAAA MEET

Merchandise Tie-Ins Help Radio Ads, Agencies Hear

BUSINESS firms frequently fail to get full value from advertising because they don't provide merchandising and promotion support to score an effective point-of-purchase reminder to customers already pre-sold through radio.

Leon W. Forsyth, merchandising manager of KNX-Columbia Pacific Network, Hollywood, made this point to agency executives and their clients at the Southern California Advertising Agencies Assn. meeting last Monday at a panel discussion on "How Best to Merchandise Radio Advertised Products."

Other panel members included Larry Buskett, KLAC Hollywood sales manager; Tom Frandsen, KMPC Hollywood sales manager, and Arnold Benum, Riverside manager, KITO San Bernardino.

Many advertisers neglect "sales insurance" to back up advertising, Mr. Forsyth said. He said this merchandising and promotion support generally costs less than 2½% of the advertiser's radio budget.

He also charged advertisers with not fully acquainting their sales forces with advertising support offered, citing Leslie Salt Co. as an example of successful radio merchandising. Since taking over Saturday sponsorship of *Meet the Missus* varieties on 18 CBS Pacific and Mountain stations in September 1951, the firm has backed its on-the-air selling force with dealers meetings, sales kits, letters to dealers and salesmen from program m.c. Harry Koplan, point of sale material including 20 by 13-inch display pieces, cross plugs in other advertising media and premium tie-ins.

He said Leslie Salt gains high sponsor identification with the radio audience through "Miss Leslie," program hostess and also the voice on the program's singing commercials. Studio displays and product samples are also used.

Pay-off is a report from the sponsor that sales are "up very substantially" over the previous year, Mr. Forsyth said.

Mr. Buskett took his cue from KLAC Big Five program format, playing transcriptions from the station's five name disc m.c.s to illustrate tie-ins of merchandising material and radio commercials.

Showing a facsimile of KLAC's *Platter Pulse* panel displayed at Wallichs Music City, he said two of the ten top tunes of the day as revealed by store sales are introduced daily by each m.c. during individual programs. KLAC benefits by the score board merchandising and Music City enhances effectiveness of its commercial time, he said.

Thrifty Drug Stores merchandises its $75,000 KLAC budget with disc m.c. photos in store windows throughout Southern California and each week the firm names a "special" after one of the Big Five disc m.c.s. All the m.c.s plug the "special" during that week, he said.

Mr. Frandsen urged advertisers to let sales forces in on advertising plans.

He reminded agency executives and clients that the lowest priced, most persuasive advertising medium is radio, but that in the last analysis the point of sales tells the success or failure of any campaign.

Mr. Benum said KITO: (1) informs all local dealers by letter or personal calls of an upcoming campaign; (2) urges dealers to stock and display merchandise and tie-in at point of purchase; (3) prepares signs for display at point of sale, at studio street level, on trucks and at other available points; (4) uses promotion spot announcements and newspaper ads to plug both program and product.

Your **BASIC BUY**
in the **MIDDLE WEST**

WGN reaches 260,100 more homes per week in the daytime—302,750 more homes in the nighttime than the second station.*

Your advertising dollar buys more on WGN—**more coverage, more homes reached.**

REMEMBER...radio sells more to more people for less—and in the Middle West your basic buy is WGN.

*1949 BMB

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

WRIGLEY BUYS
36 CBS Radio Segments

WILLIAM WRIGLEY Jr. Co., Chicago has purchased a large block of CBS Radio Network summer shows for the third consecutive year. This year's schedule of 36 half-hours involving six different shows begins June 3 and continues through Aug. 25. Estimated cost is $300,000, and business was placed through the Arthur Meyerhoff agency, also Chicago.

Plans last week called for only Spearmint gum to be advertised. Shows involved in the package sale are: *The Line-Up* (June 3, 10, 17, 24; July 1, 15, 29; Aug. 5); *Meet Millie* with Audrey Totter (July 6, 13, 20, 27; Aug. 3, 10); *Romance* (July 14, 28, Aug. 4, 11, 18, 25); *Yours Truly, Johnny Dollar* with Edmond O'Brien (July 2, 16, 30, Aug. 6, 13, 20); *Mr. Chameleon* (July 3, 17, 31, Aug. 7, 14, 21); *Broadway's My Beat* (July 5, 12, 19, 26).

upcoming



May 26-27: BMI television clinic, Hollywood, Calif.

May 27-29: National Sales Executives Inc., 17th annual convention, Hotel Fairmont, San Francisco.

June 2: BAB Sales Clinic, Portland, Me.

June 4: BAB Sales Clinic, Boston.

June 5: BAB Sales Clinic, Providence.

June 6: BAB Sales Clinic, Hartford.

June 6: NARTB TV Code Review Board, NARTB hdqrs., Washington.

June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.



Top coverage . . . *to cook up Western sales for you!*



Yes, it's a recipe for top coverage that's always successful:

INGREDIENTS { ***Combination of NBC stations in the Far West*** / ***Outstanding NBC programs over these stations***

Mix these two potent ingredients, and you get the No. 1 audience—top coverage of *your* prospects — whatever you're selling!

83.5% of all radio homes in Washington, Oregon and California listen regularly to NBC Pacific Coast Network.

No other network delivers such sales impact!

Radio homes in this fast-growing, fast-buying area have increased 53% in the past decade. More people now listen to radio in the Far West than ever before.

Choice network time is available on NBC Pacific Coast Network, the No. 1 network in the Far West. Consult your nearest NBC Sales Office for details.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Co-op George Sokolsky	Pearson Pharm My Friend Irma (192)	Bobby Benson	Texas Rangers Joel McCrea *MM
6:15	Monday Headlines S	"	"	"
6:30	Here Comes the Band S	C-P-P Dental & Shave Creams Our Miss Brooks (194)	Nick Carter	The Chase S
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	Musical Etchings S	TBA	Affairs of Peter Salem	Best Plays S
7:15	"	"	"	"
7:30	The Great Adventure S	Rexall Amos 'n' Andy (192)	Howard Cable & His Concert Band	"
7:45	"	"	"	"
8:00	Stop the Music S	TBA	Great Day Show	RCA, Meredith Willson, Music Room (180)
8:15	"	"	"	"
8:30	Stop the Music *PP	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	U. S. Steel Theatre Guild on the Air (177)
8:45	Lorillard Stop the Music (197)	"	"	"
9:00	Carter Prods. Drew Pearson (175)	Screen Guild Theatre	Opera Concert	"
9:15	Electric Cos. Meet Corliss Archer (257)	"	"	"
9:30	"	Meet Millie	Sterling John J. Anthony Hour	The 564 Question S
9:45	The Three Suns S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	(10-10:05) Bob Trout	This Is Free Europe	Meet the Press
10:15	Gloria Parker Show S	(10:05-30) The People Act	"	"
10:30	William Tusher Show S	Longines-Wittnauer Choraliers (159)	Little Symphonies	American Forum of the Air
10:45	Vacationland U.S.A. S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11:15-25)	Music	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (33)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R	Gabriel Heatter	Miles Labs News of World (162)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs I Man's Family (159) H R
8:00	General Motors Henry Taylor (159)	TBA	Chas. Antell & National Health Aids	AA of RR's Railroad Hour (181)
8:15	World Wide Flashes S	"	Woman of the Year	"
8:30	The Big Hand S	Lever-Lipton Godfrey Talent Scouts (167) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (142)
8:45	"	"	"	"
9:00	Paul Whiteman Teen Club S	Lever—Lux Lux Radio Theatre (180)	Crime Fighters	Bell Telephone Telephone Hour (176) R
9:15	"	"	"	"
9:30	"	"	Co-op War Front—Home Front	Cities Service Band of America (103) N
9:45	"	"	"	"
10:00	Gulf Oil John Daly News	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (135)	TBA
10:15	Dream Harbor S	"	Co-op I Love A Mystery	Life (99) Montgomery (10:30-10:35)
10:30	Time For Defense S	Robert Q. Waxworks	Dance Orchestra	Dangerous Assignment (MM) (10:35-11)
10:45	"	"	"	"
11:00	Three Dons	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro.Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (29)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Oldsmobile Peggy Lee Show (64) S	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (162)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs I Man's Family (160) H R
8:00	Newsstand Theatre S	American Chicle Peope Are Funny (193)	Chas. Antell & National Health Aids	duPont Cavalcade of America (162)
8:15	"	"	The Black Museum	"
8:30	Escape With Me S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (187) R	(Co-op) Story of Doctor Kildare	Barrie Craig Confidential Investigator
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wm Wrigley Life with Luigi (188)	Official Detective	Liggett & Myers Chesterfield Bob Hope (176)
9:15	"	"	"	"
9:30	"	* The Line-up	Mysterious Traveler	Pet Milk Fibber McGee & Molly (158)
9:45	Chr. S. Publ. Co. Chr. S. Monitor Views News (20)	"	"	"
10:00	Gulf Oil John Daly News	Candidates and Issues	A. F. of L. Frank Edwards (28)	Philip Morris What's My Line (137)
10:15	Dream Harbor S	"	Co-op I Love A Mystery	"
10:30	United—or Not? S	Robert Q's Waxworks	Bands for Bonds	Life (100) Montgomery 10:30-10:35
10:45	"	"	"	(10:35-11) " TBA
11:00	Three Dons	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)
6:15	"	You and the World S
6:30	"	No Service
6:45	"	P&G—Ivory Lowell Thomas (106)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)
8:00	Sterling Drug Mystery Theatre (288)	Lever-Lifebuoy Big Town (158) R
8:15	"	"
8:30	The Top Guy *PP	Chesebrough Dr. Christian (162) R
8:45	"	"
9:00	Co-op Mr. President	Amer. Safety Razor Red Skelton (144) (eff 6-11)
9:15	"	"
9:30	Co-op Crossfire	Liggett & Myers Bing Crosby (198)
9:45	"	"
10:00	Gulf Oil John Daly News	Pabst Blue Ribbon Bouts (172)
10:15	Dream Harbor S	"
10:30	Latin Quarter Orchestra S	"
10:45	"	"
11:00	Three Dons	News
11:15 PM	Sports Report S	Dance Orchestra

BROADCASTING

DAY

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Daly
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (811)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (55) Spl.
11:15	"	"	American Protam Corp. Health Quiz	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	TBA
12:00 N	News S	People's Platform	College Choirs	Viewpoint USA
12:15 PM	Brunch Time S	"	"	Chan's Fiesta
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Dawn Bible Frank & Ernest	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandeventer & The News S	Critic at Large
1:15	"	"	American Protam Corp. Health Quiz	Mike 95

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Foods Breakfast Club (266)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
9:30	"	"	Chas. Antell & National Health Aids	"
9:45	Philco Corp Breakfast Club (289)	"	Various Programs	"
10:00	Sterling Drug My True Story (212)	Toni Realemon Arthur Godfrey (186) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (144)
10:15	"	Godfrey R	Lanny Ross	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (192) R	Co-op Take a Number	Campbell Double or Nothing (140)
10:45	Philip Morris Against the Storm (255)	Pillsbury Arthur Godfrey (193) R	"	"
11:00	Lever Bros. Lone Journey (257)	National Biscuit Arthur Godfrey (193) R	Sterling Drug Ladies Fair 11-11:25	C-P-P Strike It Rich (171)
11:15	When a Girl Marries S	Liggett & Myers Arthur Godfrey (190)	"	"
11:30	Bristol-Myers (MWF) (290)	Contol. Baking Grand Slam (52)	Lorillard-Kraft Queen for A Day	C-P-P Bob & Ray (147)
11:45	(TuTh) (257) Break the Bank	P&G Ivory Snow Rosemary (141)	Armour Dial Dave Garroway (173)	"
12:00 N	Prudential The Jack Berch Show (258)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Serutan Victor Lindlahr (149)	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
12:30	Not in Service	Whitehall Helen Trent (176)	Headline News	"
12:45	"	Whitehall Our Gal Sunday (170)	Faith In Our Time	No Network Service
1:00	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (150)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (157)	Bob Poole Show	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Intn'l Shoe Howdy-Doody (83)
9:15	"	No Service	"	L, P & "
9:30	"	"	Chas. Antell & National Health Aids	Anybody Home
9:45	"	Ferry-Morse Garden Gate (193) R	Various Programs	"
10:00	"	St. Louis Melodies	Miscellaneous Program S	Archie Andrews S
10:15	"	Amer. Protam Galen Drake (193)	"	"
10:30	Ralston Space Patrol (284)	Quiz Kids	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend *(154)	TBA	My Secret Story
11:15	"	"	TBA	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (151)	U.S. Marine Band	Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Man on the Farm	News At Noon
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (159)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Toni Grand.Gen.Sta. (185)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
1:15	"	"	"	"

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Marines In Review S
2:15	"
2:30	Sammy Kaye's Sunday Serenade
2:45	"
3:00	This Week Around the World S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Bestg. Co. Old-Fashioned Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	San Francisco Sketch Book S
5:15	" (85)
5:30	Goodyear Greatest Story (280)
5:45 PM	"

SUNDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Bill Stern's Sports Review (MM)
"	No Network Service
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
Co-op Men's Corner	No Network Service
Noxzema Gabriel Heatter	Miles Labs News of World (162)
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R
Chas. Antell & National Health Aids	Schlitz Brewing Halls of Ivy (175)
MGM Musical Comedy Theatre of the Air	"
"	Kraft Gildersleeve (160)
"	"
Out of the Thunder	DeSoto Plymouth Dealers, You Bet Your Life (183)
"	"
Family Theatre S	Am. Cig. & Cig. The Big Story (176)
"	"
A. F. of L. Frank Edwards (135)	Silent Men D Fairbanks Jr.
Co-op I Love A Mystery	"
Dance Orchestra	Life (99) Montgomery (10:30-10:35)
"	TBA 10:35-11:00
Co-op Baukhage Talking	News from NBC
U.N. Highlights	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	"	"	Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition	P&G—Ivory Lowell Thomas (106)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (30)
Co-op Elmer Davis	P&G—Oxy. Lava Dreft—Beulah (125) R	Co-op Rukeyser Reports	No Network Service
General Mills Silver Eagle (137)	P&G—Tide Jack Smith Show (141) R	Gabriel Heatter	Miles Labs News of World (162)
"	Oldsmobile Peggy Lee Show (84) S	"	Miles Labs 1 Man's Family (160) H R
Defense Attorney *PP	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Father Knows Best S
"	Ameri. Tob. Co. F.B.I. in Peace & War (199)	Chas. Antell & National Health Aids	"
"	"	Adventures of Casanova	"
GF—Postum Mr. Chameleon (163)	American Chicle Mr. Keen (193)	(Co-op) The Hardy Family	Nightbeat
"	"	"	"
Pal Blade Rod & Gun Club	"	"	L&M Fatima Dragnet (171) R
"	"	"	Gulf Refining Counterspy (123)
Co-op Reporter's Roundup	TBA	"	"
"	"	"	A. F. of L. Frank Edwards (28)
Co-op I Love A Mystery	"	"	"
Dance Orchestra	Presidential Profiles	"	Life (100) Montgomery (10:30-10:35)
"	"	"	Tin Pan Valley 10:35-11:00
Co-op Baukhage Talking	News	"	News from NBC
U.N. Highlights	Dance Orchestra	"	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition	P&G Oxyd. Lava Dreft—Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (33)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (141) R	Dinner Date	No Network Service
General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R	Gabriel Heatter	Miles Labs News of World (162)
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R
R. J. Reynolds Richard Diamond (285)	Musicland USA	Chas. Antell & National Health Aids	General Foods Roy Rogers (138)
"	"	Adventures of Maisie	"
Equitable Life This Is Your FBI (289) R	The Big Time	(Co-op) Gracie Fields Show	Inside Bob & Ray S
"	"	"	"
Heinz Ozzie & Harriet (288)	Doris Day Show	Magazine Theatre	Coca-Cola Mario Lanza Show (192)
"	"	"	"
Bristol-Myers Mr. District Atty. (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S
" (see footnote)	"	"	"
Gillette Cavalcade of Sports (283)	(10-10:05) Morgan News Capitol Cloakrm.	A. F. of L. Frank Edwards (135)	TBA
"	"	Co-op I Love A Mystery	"
Gulf Oil John Daly News	Dance Orchestra	Dance Orchestra	Life (99) Montgomery (10:30-10:35)
American Sports Page S	"	"	Bill Stern (10:35-10:45)
News S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Una Mae Carlisle S	News	Smiley Whitley Show	Bob Warren News
Bible Messages S	UN on the Record	"	Earl Godwin's Washington
Co-op Harry Wismer	CBS Radio Sports Roundup	Report From the Pentagon	TBA
Labor-Management S	Larry LeSeuer News	Organ Music	"
"	This I Believe Saturday at The Chase	Co-op Al Helfer	"
Co-op Bert Andrews	"	Twin Views of the News	"
Dinner At The Green Room S	Gunsmoke	Down You Go (7:30-7:55)	TBA
"	Dr. Pepper Sports Roundup (49)	State Farm Auto Ins. Co. C. Brown	"
Dancing Party S	Wrigley Gene Autry (180)	20 Questions	Jane Ace Disc Jockey
"	"	"	"
"	GF-Post Cereal Tarzan (75) R	(Co-op) MGM Theatre of the Air	The Ralph Edwards Show S
"	"	"	"
"	GF-Grape-Nuts Gangbusters *(157) R	"	The Judy Canova Show S
"	"	"	"
"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (163)
"	"	"	"
Saturday at Shamrock S	Stars in the Air	Chicago Theatre of the Air S	R. J. Reynolds Vaughan Monroe (170)
"	"	"	"
Adolphus Hotel Orchestra S	Robert Q's Waxworks	"	Chamb. Mus. Soc. Lower Basin St.
"	"	"	"
News S	News	News	News from NBC
Buddy Weed Trio S	Dance Orchestra	Dance Orchestra	Alex Dreier

6:00 PM
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11:15 PM

TIME

SUNDAY

CBS	MBS	NBC
Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"
Lorgines-Wittnauer Symphonette	Top Tunes with Trendler	The Catholic Hour
(155)	"	"
Your Invitation To Music	Dixie Four Quartet	Hats in the Ring
"	American Protam Corp. Health Quiz	"
"	Jimmy Carroll	Elmo Roper
"	"	America's Music
"	Bandstand U.S.A.	Earl Godwin's Washington
"	"	John Cameron Swayze
Music For You	Under Arrest	The Falcon S
"	"	"
Hearthstone of the Death Squad S	Seabrook Farms Private Files of Matthew Bell 4:30-4:55	U. S. Tobacco Martin Kane (167)
"	"	"
Kingan Arthur Godfrey Roundtable (37)	Wildroot The Shadow	American Bakers Assoc. Hollywood Playhouse (183)
"	"	"
Admiral Robt. Trout * (191)	Williamson (alternate wks.)	Whitehall 1212 S
"	True Detective Mysteries (515)	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Gibbs Dr. Malone (153)	Luncheon with Lopez	Co-op News Merrill Mueller S
"	P&G Duz Guiding Light (155)	"	Wesson Oil Dr. Paul (59)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (137)	Dixieland Matinee	Jane Pickens Show
"	P&G Tide Perry Mason (158)	"	Meredith Willson's Music Room
(See footnote)	Toni, Seeman Nora Drake (165)	"	General Mills Live Like A Millionaire (74)
Valentino (2:35-3:00) S	P&G Ivory Fl. Brighter Day (142)	"	Amer. Tob. Co. Banghart 2:55
"	Miles Labs Hilltop House (145)	Co-op Poole's Paradise	P&G Life-Beautiful (158)
Ladies Be Seated S	Pillsbury House Party (169)	"	P&G Road of Life (158)
"	Lever Bros. Houseparty (165)	"	P&G Pepper Young (158)
Mary Marlin S	Gen. F. S. Grady Colo (46)	"	P&G Right to Happiness (158)
Philip Morris Romance of E. Winters (249)	4-4:30* Tu-Music by Antonini	Miscellaneous Programs	P&G Backstage Wife (149)
TBA	MW Chicagoan ThF St. Louis Matinee	4:25 News S	Sterling Drug Stella Dallas (149)
Thy Neighbors Voice S	Treasury Bandstand	Mert's Record Adventures M-F 4:30-5 5-5:30 M-F	Sterling Drug Young Widder Brown (149)
The Dean Cameron Show S	"	M—B. Beuson S Tu-Sgt. Preston Th-Sgt. Preston	Manhtn. Soap Woman in My House (177)
Manhattan Maharajah S	4:55-5 News	(Quaker) WF OrangeCrush Green Hornet	Whitehall Just Plain Bill (145)
Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	M-F 5:30-5:50 Songs of the B-Bar-B	Whitehall Front Page Farrell (140)
Mark Trail S	"	"	P&G Lorenzo Jones (195)
Kellogg Co. Space Cadet Tu&Th (223)	"	"	Ex-Lax Inc. Doctor's Wife 186
(MWF) Fun Factory S—See Footnote	Miles Labs Curt Massey Time (147) R	M-F 5:50-6 Johnson & Son Cecil Brown	Co-op Aluminum Club Time (20)

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (150)	Dunn on Discs	Dude Ranch Jamboree
"	"	"	"
Front & Center S	Hormel & Co. Music with H. Girls (120)	(2:25-2:30) S. C. Johnson News	Coffee in Washington S
"	"	"	"
Lawrence Welk's Treasury Show S	Make Way for Youth	Georgia Crackers	Big City Serenade
"	"	"	"
Pan-American Union S	Report From Over Seas	Bandstand U.S.A.	The Downhomers S
"	Adventure In Science	"	"
Lone Pine & His Mountaineers S	Farm News Co-op	Sports Parade	U. S. Army Band
"	Correspondents' Scratch Pad	"	"
ABC Late News S	Stan Dougherty	TBA	Win Place & Show Tunes
Finnegan's Sat. Box Scores S	Horse Racing	"	Racing
International Jazz Club S	Cross Section U.S.A.	Hawaii Calls	Musicana
"	"	"	"
Roseland Ballroom Orch. S	Eddie Fisher Show	Harmony Rangers	Mind Your Manners
"	"	"	"
At Home with Music S	Treasury Bandstand	Bands for Bonds	The Author Speaks
Club Aluminum Club Time (20)	"	Johnson & Son Peewee Reese Show	Your Key to Health

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
2:30-2:35 p.m., M-F, John H. Dulany & Son, Fulany Daily Double, (49).
5:55-6 p.m., M-F, World Flight Reporter
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
9:55-10 p.m., F, Gen. Foods, Sanka News (283)
* PP—(Pyramid Plan) American Chicle & General Mills participations on The Top Guy, W., 8:30-9 p. m.; Defense Attorney, Th., 8-8:30 p.m.; Stop the Music, Sun., 8:30-8:45 p.m., seg.

CBS—11-11:05 a.m., Sat., Campana, Bill Shadel News (185)
5:55-6 p.m., Sun., Best Foods Inc., Larry LeSeur (181)
9:30-9:35 p.m., Tues., Colgate-Palmolive-Peet Co. Louella Parsons (179)
9:25-30 p.m., Th., Gen. Foods, Shadel News (158)
9:25-30 p.m., Sat., Gen. Foods, Sanka Salutes (155)
8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107)
3:45-50 p.m., M-F, Kellogg, Carl Smith, (140)
11:30-35 a.m., Sun., Bill Shadel (S)
4:10-15 p.m., Sun., Bill Downs (S)
* Sustainers on split network

MBS—2-4:30 p.m., Mon.-Sun., Game of the Day—Network B (Falstaff, Brewing and Co-op), Gillette Warm-Up Time, 5 min. preceding games, Mon.-Sun. Camel Baseball Scoreboard, 5 min. following, Mon.-Sat. Wheaties Scoreboard, 5 min. following, Sun.
11:25-11:30 a.m., M-Sat., Johnson & Son, News
11:30-12:00 Noon, M-W-F, Kraft Foods Co.—co-sponsors Queen for a Day.
4:55-5 p.m., S, Bobby Benson—American Chicle
5:15-5:30 p.m., M, portion of Bobby Benson sponsored by Kraft Foods Co.
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:45-11 a.m. Hymn Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
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TELECASTING
May 26, 1952
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REESE H. TAYLOR
President, Union Oil Company of California

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- the number of individual E Bonds sold in 1951 totaled 68,069,000 pieces—8% more than in 1950.
- purchases of $25 and $50 E Bonds—the denominations popular with Payroll Savers—were greater than the sales of $500 and $1,000 E Bonds.
- monthly redemptions of unmatured E Bonds during each of 9 months (April to December, 1951) were less than 1% of the amounts outstanding.
- the *cash value* of Series E Bonds held by individuals on December 31, 1951, amounted to $34,727,000,000—$4.8 billions more than the cash value of Series E's outstanding in August, 1945.

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NLRB ACTIONS

Cover Five Stations

FIVE stations figured last week in actions taken by the National Labor Relations Board involving a final decision, a recommended order based on intermediate findings and oral argument.

The stations are KWKH Shreveport, La. (International Broadcasting Corp.), KHMO Hannibal, Mo. (Courier Post Publishing Co.), WGH Newport News, Va. (Hampton Roads Broadcasting Corp.), WNOR (Norfolk Broadcasting Corp.) and WTAR (Norfolk Radio Corp.), both Norfolk, Va.

Preliminary report of a trial examiner charging KWKH with certain unfair labor practices was affirmed and made final decision of the board last Tuesday. Similar findings were leveled against KHMO in an intermediate report. The three Virginia stations were involved in a hearing Thursday on a question relating to composition of bargaining units.

In the Shreveport case, KWKH had contended the union, International Brotherhood of Electrical Workers (AFL), did not have a majority representation among its five announcers and two control room operators. IBEW claimed such a majority.

The station then requested an NLRB hearing, held in Washington, D. C., April 8. KWKH claimed it was deprived of due process of law on two counts: (1) It did not have adequate opportunity to file an answer attacking definitiveness of the complaint, and (2) it was handicapped in preparing defense by NLRB denial of a request for 10- or 15-day continuation of case.

Concedes Doubt Possible

While the board affirmed the examiner's findings that the station discharged two announcers, Paul Crawford and Vendex Marshall, without just cause, and ordered KWKH to bargain with IBEW, it acknowledged there was room for speculation that the employer had doubted the union's majority in good faith.

The board said it took the action, "even though a majority [Chairman Paul M. Herzog, and members Abe Murdock and Ivar Peterson] does not find that the respondent's refusal to recognize the union . . . violated . . . the act . . ." The board added: "It was [his] duty to refrain from disturbing the *status quo* by coercive conduct pending the resolution of the representation question . . ."

In charging the union lost its majority through the employer's action, the board cited a ruling by the Court of Appeals for the Fifth Circuit on a non-broadcast case.

In the KHMO case, Examiner Stephen Bean charged that the station discriminatorily discharged an announcer, Robert Hewitt, "thereby discouraging membership" in Local 1272 of IBEW (AFL). He recommended the employe be reinstated. Mr. Bean absolved KHMO of other alleged unfair labor practices cited in the union's complaint.

Oral arguments were requested by American Federation of Radio Artists (AFL) to contest composition of units designated by NLRB at WGH and WNOR. Board had ordered elections at WNOR among announcers, announcer - engineers and continuity employes, and at WGH among announcing and programming personnel [B•T, April 14]. No action had been taken previously in the WTAR case on the same issue.

AFRA seeks a unit limited to announcers and announcer - engineers—those who actually appear before the microphone—and would exclude continuity, traffic, production, sales and promotion personnel where each are involved at the particular station.

In directing elections, the board in two of the three cases based its unit designations on the "small size of the (stations) . . . and integrated nature of . . . broadcasting operations."

McFARLAND BILL

Debate Schedule Indefinite

DATE for House debate on the McFarland bill (S 658) still is a question mark. House leadership has been aiming at Tuesday or Wednesday of this week as the days when they would consider calling up the bill [B•T, May 12].

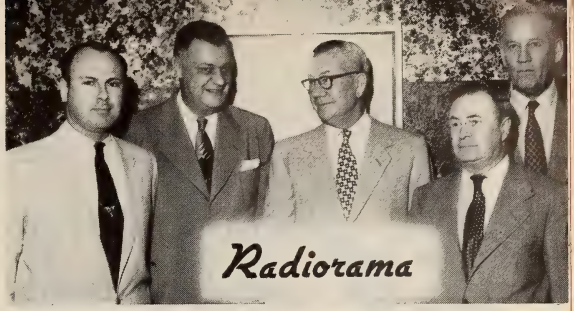
However, there have been no assurances just when the bill will reach the floor. Some sources predict the week of June 11 because of the Memorial Day holidays interrupting House business.

The McFarland bill would touch up the Communications Act which has been operative since 1934. It would streamline a good many of FCC's functions. The House version contains some controversial sections in comparison to the Senate-passed bill.

The McFarland measure also faces possible amendments from the House floor, one of these on political broadcasts (see separate story), another on charging fees for AM-TV station licenses. Latter proposal hinges on action by Rep. Alvin E. O'Konski (R-Wis.). It is also expected that there may be some questioning on the floor regarding the House Interstate and Foreign Commerce Committee's added section on anti-newspaper discrimination.

Herman Kasser

HERMAN KASSER, 72, manager of the Seaboard Adv. Co., Philadelphia, died May 17. He was a member of the Panonia Beneficial Assn. and Brith Achim Beneficial Assn. Surviving are his wife, two sons and two daughters.



ATTENDING luncheon in Downtown Club of Dallas, Tex., are (l to r) Amon Carter Jr., pres., *Fort Worth Star-Telegram* (WBAP); Henry G. Little, exec. v. p., Campbell-Ewald Co., honored guest; E. M. Dealey, pres., *Dallas Morning News* (WFAA), luncheon host; John W. Runyon, pres., KRLD Dallas, and Bert N. Honea, v. p., gen. mgr., *Star-Telegram*.





PRELIMINARY-testing KBIG Avalon, Calif., signals are (l to r) James Vandiver, John I. Edwards and Jack O'Mara, of John I. Edwards & Assoc.; Robert J. McAndrews, KBIG coml. mgr.; John H. Poole, sta. owner, and Don Pontius, San Francisco mgr., Robert Meeker Assoc.

KRSC Seattle and food accounts are awarded first place by Advertising & Sales Club of Seattle at banquet where Bill Simpson (2d l), KRSC sls. mgr., receives certificate from Trevor Evans (3d l), banquet chairman. Harold Ridalls (l), KRSC mgr., and Elroy McCaw (r), KRSC pres., received honorable mention for public service.





AT WFBR Baltimore broadcast of Muntz-TV new showroom and office-warehouse opening are (l to r) Hal W. Brown, Muntz-TV v. p.; Don Adams, WFBR nat. sls. mgr.; Bob St. Clair, Muntz-TV Baltimore mgr., and John E. Surrick, WFBR v. p.-gen. mgr.

LESLIE H. PEARD (l), mgr., WBAL Baltimore, and Arnold Wilkes, WBAL dir. of pub. affairs and education, admire plaque presented by NBC acknowledging WBAL's 25-year NBC affiliation.

SETTLING details for KNX Los Angeles buy of *I Was a Communist for the FBI*, a Frederic W. Ziv Co. production, are Dana Andrews (seated), program star, and (standing, l to r) Tommy Greenhow, Ziv producer, and CBS Radio Pacific executives, Leon Forsyth, merchandising mgr.; Sherril Taylor, sls. prom. mgr., and Edwin W. Buckalew, asst. gen. mgr. for sls.



Advertisement



From where I sit
by Joe Marsh

How Nervy Can a "Tenant" Get?

"Harry the Hermit" dropped in to see Judge Cunningham the other day and immediately started complaining about that dilapidated house he lives in over near Greenwood Lake.

"Who's my landlord?" Harry wanted to know. "Whoever you pay rent to," says the Judge. "Don't pay any rent," says Harry. "Moved into that house about twelve years ago and nobody ever came to collect."

"Well," says the Judge, looking mystified, "what do *you* have to complain about?" "Plenty," replies Harry. "The rain's been pouring in my living room and if someone doesn't fix that roof, I'm moving out!"

Now Harry was only having a little joke, but from where I sit I've seen people act just about as nervy as this sometimes—seriously. *Like those who enjoy all the rights Americans have worked for, and yet would take away some of those freedoms from others—for example, our right to enjoy a friendly glass of beer occasionally. I say these "leaks of intolerance" have no place in the "home of liberty."*

Joe Marsh

Copyright, 1952, United States Brewers Foundation

IBEW CONTRACTS

Set at 12 L. A. Outlets

NEW contracts negotiated by IBEW Local 45 give engineers and technicians of 12 Los Angeles area independent AM and FM stations weekly wage increases varying from 5 to 9%, effective May 1.

Besides KRKD KLAC KFVD KGFJ KFWB KFAC KFMV (FM) Los Angeles, stations include KGER KFOX Long Beach and KWKW KALI KXLA Pasadena.

Along with other improved working conditions, a 20% mileage increase for engineers on outside assignments also was negotiated. Stations further agreed to encourage use of Local 45's "hiring pool" in employing new technicians.

Affecting advertising agencies and included for first time is a new clause written into contracts which specifies that all remote pickups not made by station employes will be controlled by the union similar to AFM's "casual" setup for musicians.

IBEW last week filed an NLRB petition of certification as collective bargaining representative for six engineers and technicians of KGIL San Fernando, currently represented by NABET (CIO).

LIQUOR ADS

Rank Fourth, WSWA Hears

LIQUOR is now the fourth most heavily advertised product in the nation with distillers spending $100 million a year in advertising, Dan Goldstein, director of advertising and merchandising for Schenley Distributors Inc., told the ninth annual convention of the Wine and Spirits Wholesalers of America last Monday in Los Angeles.

Mr. Goldstein said pre-selling of name brands by distillers through national and local advertising is vital to profitable retail operation in "today's high cost of doing business." David Bunim, vice president of Schenley Industries Inc., told delegates Tuesday that the beverage field faces return to a "buyers' market" of "confiscatory liquor taxes."

KBS 'BONANZA'

'Small Towns Are Rich Vein'

KEYSTONE Broadcasting System, network of 504 small-town stations, last week claimed there is a "bonanza" awaiting advertisers in communities outside major market areas.

KBS pointed out that the 1948 Census of Business reports that more than a third of the nation's business is transacted outside major metropolitan areas.

As for TV's effect on KBS listening, officials explained that 411 KBS stations are in counties "wholly outside the claimed coverage of TV stations. In fact," officials added, "the swiftest and steepest rise in KBS billings coincided with the emergence of television as a major medium."

WLS 'No Worry' Tour

ALMOST 300 Midwesterners have made reservations—with $50 deposits—for the WLS Chicago "no-worry" tour to Alaska in August. Response was tabulated within two weeks after six announcements on the station's popular *Dinnerbell Time*. Originally scheduled as a one-trip promotion for 200 persons, it has been expanded with addition of another all-expense tour, with costs of $500 to $600.

NARBA ACTION

Urged by Sen. Case

SENATE has been urged to take up consideration of the North American Regional Broadcast Agreement that pends before the Senate Foreign Relations Committee.

The call came from Sen. Francis Case (R-S. D.) on the Senate floor May 15 when FCC Vice Chairman Rosel H. Hyde was confirmed for another term on the Commission [B•T, May 19]. Sen. Case was acting minority leader.

Noting Comr. Hyde's activity toward negotiating NARBA, Sen. Case asked Senate Majority Leader Ernest W. McFarland (D-Ariz.) whether confirmation of Comr. Hyde would have any effect on the agreement. Sen. McFarland said the agreement now was the responsibility of the Senate and not connected with confirmation.

Sen. Case called attention to "the importance of having some action on the agreement. . . . I believe a proper tribute to his [Comr. Hyde's] work would be to bring up for consideration by the Senate the agreement Mr. Hyde worked so hard to negotiate."

NBC HONORS KDYL

Upon Station's 30th Year

KDYL Salt Lake City was saluted in a half-hour NBC program, *Salt Lake City—1320*, upon the station's 30th anniversary and its completion of 20 years as an affiliate of NBC. KDYL operates on 1320 kc with 5 kw power.

After the network salute, the station followed with *A Cavalcade of Progress*, recapturing the sounds and excitement of the past 30 years through recordings of memorable events in KDYL's broadcasting history.

Francis H. Marling

FUNERAL services were held May 21 in Glencoe, a Chicago suburb, for Francis H. Marling, 59, advertising manager of the Pure Oil Co. Mr. Marling, who worked at Pure Oil more than 20 years, died May 18 in his Glencoe home. He was a graduate of Princeton U. Surviving are his wife, Nancy, and four daughters.



How to write a million orders!

Remember when they introduced "the pen that could write under water?"

It was more than just a stunt. For when the ball-point pen first appeared in the stores, its acceptance was so sudden—the demand for the new pens so tremendous — that its manufacturer faced a serious problem.

He had to deliver more than a million pens—to every part of the country—in a matter of days!

What did he do? He turned to the world's fastest shipping method. He delivered his pens via Air Express!

Air Express helped create a million-dollar business almost overnight!

For expanding markets, creating good will, there's no substitute for the speed of Air Express. You can profit from its regular use, because:

IT'S FASTEST — Air Express gets *top priority* of all commercial shipping services—gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns at *no extra cost.*

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.



AIR EXPRESS

GETS THERE FIRST

Strictly Business

(Continued from page 18)

for Delta, the similar voice making it appear the airline was sponsoring the program.

From the late Henry Ford, whom Mr. Cobb met as a cub reporter, he borrowed this philosophy: "Learn as much as you can about everything you can; it will all be useful some day." A sign on Mr. Cobb's desk indicates another outlook upon life: "Why make it difficult . . . with a little more effort you can make it impossible."

When James Heys Cobb Jr. joined Delta as director of publicity in 1941, the pieces of a seeming patchwork of interests began to interlock.

Young Jimmy Cobb began his career taking art lessons, but soon turned to writing as editor of his school papers. His first business venture came at ten in a direct mail program to automobile owners whose cars needed repainting. His job was to copy down license numbers of cars needing paint jobs, for which he got a dollar for each repaint customer.

Gaining proficiency in photography, he joined the staff of a Savannah, Ga., newspaper as combination reporter-photographer upon graduation in 1933 from the U. of Georgia. He stayed three years, did a stint with the AP in Miami and returned to Savannah to become executive secretary to the mayor, who had requested Delta to seek a route to the city.

The application was approved and when Delta made its pre-inaugural flight through Savannah, Mr. Cobb went along to represent the mayor, who disliked flying. Here he met C. E. Woolman, president and general manager of Delta, and other Delta officials who were so impressed with Mr. Cobb's work in securing newspaper and radio publicity concerning the flight that they invited him to take charge of a new Delta department—publicity.

A short interval as an ensign in Navy intelligence prevented immediate acceptance of the Delta offer, but when Mr. Cobb received a physical discharge from the Navy, he joined the air line in August, 1941, as director of publicity and later of advertising.

His largest campaign was the introduction of Delta's DC-6 fleet in 1948, calling for a gigantic promotional and advertising campaign lasting several weeks. All types of media were used, including a special publicity flight from the West Coast for newspaper and radio men, and complimentary flights over each DC-6 city for local businessmen, radio and press people.

Mr. Cobb's main interest outside Delta is his old ranch-style year-around home on Niskey Lake, 20 minutes driving time from Delta's headquarters at the Municipal Airport in Atlanta. After living on the seacoast the whole Cobb family is "web-footed" anyway, he says, and here gets a chance to swim and fish. Here, also, Mr. Cobb can follow his other hobbies of carpentry and design.

Married to the former Neota Barber of Savannah, Mr. Cobb is father of James H. III, 11, and William Allen, 6. He is a member of Delta Tau Delta social fraternity, Sigma Delta Chi journalism fraternity and the Public Relations Society of America.

Advertisement

Letter from a man who believes in what he sells

Roger W. Clipp, General Manager, WFIL tells why, how and where he advertises

It's always nice to hear from someone who believes in what he sells—and backs it up with the long green. The letter we received recently from Roger W. Clipp, General Manager of WFIL, Philadelphia, is a sample of what we mean.

He believes in advertising, radio and his station, WFIL.

So he *advertises* to sell advertising and radio and WFIL.

The letter below, with but 204 words gives you his views on why, how and where a Radio station should be promoted to those who buy advertising. Here is what he says:

"We are most enthusiastic about the reception accorded our trade advertising series in Printers' Ink.

"When we began our current schedule of double spread advertisements almost a year ago, we were anxious to produce a campaign utilizing real *selling* facts about our market, about radio and about WFIL. We have a profound belief in the role of radio as advertising's most economical mass circulation medium and specifically in WFIL's effective coverage of the nation's third market. That belief translated into black and white is our trade campaign.

"Naturally, we want our story to reach those who are in a position to take action in buying advertising time—not only those advertisers with a going interest in radio, but, beyond them, other advertisers and their agencies who someday will be interested in selling by radio in WFIL-adelphia. Printers' Ink gives us that coverage.



Bob Kenyon

"Through Printers' Ink we're reaching not only today's advertisers but tomorrow's time buyers as well. We know that WFIL will sell, but we realize that first we have to sell WFIL. We believe that a good sound sales story on the station and its market will accomplish that objective.

"Printers' Ink is getting our message across where we want it understood."

Suggestion: if you've got messages for advertisers and agencies, consistent advertising in Printers' Ink is a good way to deliver them. Our mass circulation of 23,309 paid subscribers gives you maximum coverage of the advertising, management, sales and agencies executives who buy a large part of today's radio time.

When may we give you more details?

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

KOB ANSWERS

Petition on 770 kc Status

"SUMMARY return" of KOB Albuquerque, N. M., from its present 770 kc assignment (special service authorization) to 1030 kc, as proposed in an FCC petition filed by ABC [B•T, May 19], was opposed last week by the Albuquerque station. ABC had contended FCC should not approve transfer of KOB-AM-TV from T. M. Pepperday to Time Inc. and former FCC Chairman Wayne Coy without clearing up KOB's status on 770 kc.

KOB's reply to ABC, filed by Ralph L. Walker, of Pierson & Ball, contended the appropriate relief is for FCC to deny the ABC petition, act on the transfer application, and then proceed to a decision on the channel and frequency matter.

It was contended by KOB that summary transfer to its 1130 kc assignment could not be legally taken by FCC without consent of WBZ Boston, occupying the unduplicated channel.

Eisenhower Coverage

MBS has completed plans for three-day coverage of Gen. Eisenhower's return to his home in Abilene, Kan. [B•T, May 12]. Highlight of the Abilene ceremonies, to be broadcast June 3-5, will be the general's speech June 4.

NBC SHIFTS

Staff Changes Announced

HAROLD W. SHEPARD, heretofore supervisor of sales promotion for NBC radio, has been appointed manager of sales development, advertising and promotion for NBC spot sales, in a series of network personnel shifts announced last week.

H. Norman Neubert, spot sales promotion manager since July, will resume his former duties as merchandising manager of network owned stations.

William A. J. Lauten, trade news editor for the press department, has been promoted to serve as radio manager.

Mr. Shepard joined NBC in March 1950 as a radio sales promotion writer and was named supervisor of network radio sales promotion in June 1951.

Mr. Neubert entered the network as merchandising manager of owned and operated stations also in March 1950 after having been associated with R. H. Macy & Co. public relations manager and divisional advertising manager.

Mr. Lauten will report directly to Frank Young, department director, in his new assignment. He joined NBC in January 1949. Ernest Otto, staff writer, will serve as an assistant to Mr. Lauten as well as to Allen H. Kalmus, TV manager.

SECURITY RULE

Set for Senate Inquiry

ORGANIZATION of a Senate investigation into President Truman's controversial security order was begun last week [B•T, May 19].

Sen. Blair Moody (D-Mich.), who introduced the resolution authorizing the inquiry, was named chairman of an investigating subcommittee appointed a fortnight ago. Sens. John L. McClellan (D-Ark.) and Richard M. Nixon (R-Calif.) were named last week to fill out the subcommittee which also includes Sens. A. S. Mike Monroney (D-Okla.) and Andrew F. Schoeppel (R-Kan.).

An advisory council of five to seven Washington newsmen, of radio-TV, the press or periodicals, also will be appointed to assist the subcommittee in its inquiry.

MATERIALS

Four Metals De-Controlled

FURTHER easing of controls on scarce materials, most of them used in radio-TV equipment production and construction, was indicated by the government last week.

The National Production Authority freed four metals—bismuth, cadmium, lead and antimony—from controls and eased restrictions on a fifth, zinc. Increased supplies of cobalt, nickel, copper and aluminum also were in prospect.



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

CEMENT INDUSTRY FINDS NEW USE FOR COAL BY-PRODUCT.

New uses for coal by-products seem endless. Recently, engineers discovered that when coal flyash is added to Portland cement the concrete's strength is greatly increased. Coal serves the cement industry in another way, too—as the basic fuel used to generate the intense heat that fuses limestone and clay into cement. And for this purpose the cement industry now uses more than 8 million tons of coal a year. The industry has expanded to the extent that its coal consumption is almost double what it was prior to World War II.

ENGINEER PREDICTS COAL PRODUCTION RATE WILL INCREASE FIVEFOLD.

In a speech recently made at Massachusetts Institute of Technology, a prominent engineering executive painted this possible picture of the coal industry of the future: Coal will be mined by ingenious machines and transported by pipeline to plants where it will be continuously processed into tars and coal char. Production rates will be five times higher than those common today to meet the increased demands of coal's regular customers as well as the tremendous requirements of the synthetic fuels industry. One striking thing about this prediction is that almost every facility the engineer described is either already being actually used by the coal industry or is operating experimentally.

BIG GAIN IS MADE IN EFFICIENCY OF COAL UTILIZATION.

Year by year, American industry has been putting coal to work more efficiently. The electric utilities, for example, have increased their efficiency of coal utilization more than six times since the beginning of the century. Last year the utilities burned about 102 million tons of bituminous coal to do a job that would have required 630 million tons at the 1899 level of efficiency. Even in the span of a single year, 1950 to 1951, utilization efficiency increased 4.2%, saving the utilities more than four million tons of coal.

PULP AND PAPER MILLS NOW USE LOTS OF COAL.

A recent engineering survey shows that the pulp and paper industry—which has had phenomenal growth, especially in the South—is becoming a major consumer of coal. Upwards of 15 million tons of coal is utilized annually. This is a remarkable tonnage in view of the fact that pulp and paper mills are big users of their own by-product fuels: black liquor and bark. Of the fuels purchased by this industry, the survey revealed, coal accounts for about 56%; oil and natural gas, 22% each.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

Now!

You get RESULTS beyond the expected

Proudly Presented and Produced by

FOR LOCAL
AND REGIONAL
SPONSORSHIP
ON FILM . . .

ZIV-T

the greatest name
television programm



OTHER GREAT ZIV SHOWS

- BOSTON BLACKIE • YOUR TV THEATRE
- THE CISCO KID • STORY THEATRE
- YESTERDAY'S NEWSREEL
- EASY ACES
- SPORTS ALBUM • FEATURES
- WESTERNS • CARTOONS

when you telecast . . .

The half-hour dramas with the shock *SOCK* endings!

"THE Unexpected"

THE SELLINGEST TV PROGRAM OF THE YEAR!

Now selling for TV's top sponsors like:

- RHEINGOLD BEER . . . . . WNBT, New York
- SEALY MATTRESS CO. . . . . WEWS, Cleveland
- WIEDEMANN BEER . . . . . WKRC, Cincinnati
- STRIETMANN BISCUIT CO. . . . . WTAR, Norfolk

AND MANY MORE!



Every story a success story for sponsors!

Top Hollywood actors, brilliant original scripts by Peabody Award winners, Lawrence and Lee . . . exciting background music and flawless production . . . all combine to create entertainment at its highest pitch . . . entertainment that is ready to write a success story for you!

Let us show you remarkably high ratings in market after market!

EVERY WEEK: A NEW STORY WITH A BRILLIANT NEW CAST!



ZIV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD
CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

editorial

TV *Cum Laude*

EVEN Comr. Hennock and the day-dreaming educators whose cause she has been advancing to who-knows-what eventual political advantage ought to realize by now that no more than a handful of the 242 TV channels reserved for educators will be occupied by them.

Operation of full-scale television stations simply costs too much for schools.

We suggest, however, that there is a way for education to make good use of TV. Being practical, this proposal may not appeal immediately to day-dreamers, but it could get a lot of schools into television, whereas the FCC's absurd plan can't.

If a school wants to use TV for teaching students, it can do it better by a closed circuit system on the campus than by the infinitely more expensive method of broadcasting. Closed circuit systems might well be within the means of many educational institutions. Nearly all campuses now have their "gaspipe" radio stations.

Well, how about programming to the off-campus TV audience? There's an answer to that too. Although we would be silly to represent this as a wholesale commitment, we venture that most commercial telecasters would agree to running a line or a micro-wave relay into the studios of schools that had closed circuit TV. They also would agree to broadcast a reasonable amount of educational programming originating at schools, providing, of course, the programming was good. Already there have been several arrangements between schools and commercial broadcasters and both sides seem happy with them.

We think this plan makes sense. It would cost everybody less money and result in getting more education into TV than ever will be possible under the FCC's system. It also would enable the FCC to take those 242 channels off ice.

McCarran at Bat

HOWEVER mischievous his purpose, Sen. Pat McCarran may have performed a useful service for radio, television and the U. S. public in introducing a resolution to exclude broadcasting from Senate hearings.

First, the introduction of such unremittingly restrictive legislation may stir broadcasters from the deplorable apathy with which they have received Speaker Rayburn's ban against radio and TV in the House. The petition of the NARTB filed at midweek suggests that in this case, unlike that in the House, broadcasters may take a strong position. Surely the prospect of being legislated out of the Senate ought to arouse any news medium.

Second, Sen. McCarran's action may have opened the way for a hearing at which a thorough discussion of radio's and television's places in the news gathering family could be had. The more discussion of this subject the better. If a hearing is held and all sides given adequate time, we cannot help but feel much confusion would be cleared up.

It's not surprising that Sen. Estes Kefauver, whose televised crime committee hearings first brought him into the national picture, has come out strongly against the proposed ban.

In our view, the confusion exists principally because those opposed to broadcasting refuse to recognize that the thing worrying them is not broadcasting at all but rather the frank, unedited exposure of congressional committee conduct. It would be well to get this straight, and there would seem to be no better way than through a hearing on the McCarran Resolution.

With his usual logic, Edward R. Murrow summed up the situation on the "freedom front" last Monday over CBS. He cited (1) President Truman's executive order of last September which makes every government department and agency its own censor; (2) Speaker Rayburn's ban; (3) the voice vote, with only 31 House members present, which authorized an inquiry into radio and TV programming (Gathings Resolution), and, finally (4) the McCarran Resolution.

"In combination," said Mr. Murrow, "they represent both a threat to censorship and a denial of the right of television and of radio to employ the tools of their trade—the mike and camera—to disseminate information."

It should be evident that these actions are not mere coincidences. They constitute a trend. It isn't enough for a scattering of professional newsmen in broadcasting to protest. This calls for the vigorous participation of management. To do otherwise would be gross negligence.

These thrusts must be resisted. We see in the Gathings Resolution sinister implications that could further restrict freedom of expression and thought. The McCarran Resolution embodies a menace which must be counter-attacked by management. Else it will be a confession that management does not believe radio and TV really are news media.

Football Bossism

THE collegiate football industry, hell-bent to prevent the taxpayers from having what they want, has just won another "victory." It has snuffed out the Atlantic Refining Co.'s sponsorship of football broadcasts of a score of eastern colleges, terminating 16 years of pleasant and profitable association in radio.

It was a force play. NCAA has served notice that it will repeat the 1951 monopoly-blackout tactics this year.

Since it isn't an eleemosynary institution, Atlantic Refining had no alternative. It is turning from Saturday radio to Sunday television; from college to professional games. Thus blocked from telecasting college games, Atlantic did the obvious and dropped college football altogether because it no longer is able "to back up its radio coverage with television coverage, gaining audience in the newer medium to balance audience losses in radio."

NCAA already is under Dept. of Justice scrutiny because of last year's blackouts. It has more than cursory knowledge of the government's conspiracy suit against the National Professional Football League for a much milder form of "monopoly."

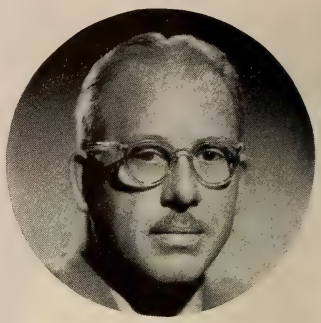
And to compound its arrogance, NCAA has loosed an unscientific and notably inaccurate survey which obviously distorts the effect of its TV-blackout on football gate receipts.

This latest "victory" was preceded last year by another coup, wherein some of the leading colleges lost Atlantic Refining sponsorship because of NCAA's effort to sweep back the electronic tide. These colleges had benefited by receiving substantial fees for broadcast rights, with which to build new stadia and libraries. They profited by stimulation of interest in their teams.

Atlantic was the bellwether in breaking through the resistance of some of the old-line colleges on broadcasts of sporting events. It was the first, also, to back college football telecasts, with ten years in the video field.

Inevitably, we think, there will come the retribution. NCAA would be well advised to study up on anti-trust litigation.

our respects to:



KENNETH KENNARD HACKATHORN

"I DIDN'T know a kilowatt from a doughnut," says Kenneth Hackathorn, general manager, WHK Cleveland, in recalling his first days in radio.

Fortunately for Mr. Hackathorn, his initial job in radio required salesmanship experience, not technical knowledge, and he was a veteran salesman.

Mr. Hackathorn had come up through the ranks in the classified ad department of the *Cleveland Plain Dealer*, owner of WHK and the old WCLE Cleveland.

In January 1938, the newspaper asked Mr. Hackathorn to accept the position of sales manager for both stations. He adapted himself quickly and the stations grew. In July 1944, he was named vice president and general manager of WHK.

This meant much to Mr. Hackathorn, not only because it crowned a successful business career but also because Cleveland is his native city.

Mr. Hackathorn was born in that Ohio city June 7, 1900. He was christened Kenneth Kennard Hackathorn, a name that was to become synonymous with Cleveland radio.

His early schooling was in Lakewood, Ohio. While in high school there, he was building an athletic career until a knee injury forced him from scholastic competition. He earned a B. A. degree at Cornell U., class of 1923.

Although he had learned the theory of business administration at Cornell, Mr. Hackathorn's business experience dated back to boyhood.

At age 10, he worked with a farmer selling produce door-to-door from a horse and wagon. During school vacations, he sailed on the Great Lakes, and served in a checkerboard of other miscellaneous jobs.

After college, his first step up the ladder was in the auditing department of the White Sewing Machine Co. Soon thereafter, with a partner, he opened up a store handling White Sewing Machines and other appliances.

In 1925, Mr. Hackathorn joined the classified ad department of the *Plain Dealer*. As his know-how gained momentum, he was promoted successively to assistant classified manager in 1935, and classified manager in 1936. Then in 1938 he switched to radio.

With the aid of a good sales department and an efficient secretary, Mr. Hackathorn managed to survive his first few months in the seemingly confusing radio world. After that,

(Continued on page 67)

KPRC

FIRST

In Houston . . . the South's First Market!

27 YEARS . . . CONSISTENTLY FIRST IN THE Golden Gulf Coast Area . . . KPRC Has The SELLING POWER YOU WANT! Buy KPRC For RESULTS THAT COUNT!

KPRC
HOUSTON

A-4-51

950 KILOCYCLES • 5000 WATTS
NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY & CO.



First or Second in

38

Quarter Hours

Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

MILITARY FUNDS

Radio-TV Activity May Be Curtailed

RADIO-TV activity in the Pentagon faces a drastic curtailment if Congress sustains threatened cuts in funds for the military's public information operations.

Defense Dept. authorities are concerned over action already taken by the House and now under study by a Senate Appropriations subcommittee headed by Chairman Joseph C. O'Mahoney (D-Wyo.).

If the upper chamber sustains the House recommendations, the department's Office of Public Information faces a 75% slash in funds and personnel, with adverse effects certain to be reflected in the production of its informational or "prestige" radio-TV network programs.

Pentagon authorities are prepared to request permission of Sen. O'Mahoney to testify against the cut in expenditures—from $1,250,000 sought in the budget to the $312,000 which would be allowed by the House.

Military personnel procurement officials face the same problem in recruiting before the subcommittee, in respect to fiscal '52 and '53 monies. Congressional criticism has been leveled at paid advertising campaigns and public information specialists.

Symbolic of these economy moves was the revelation last week that the Air Force is dropping its *Air Force Hour* on MBS after four consecutive years of broadcasts. While AF authorities claim the show is going off for the summer and may be resumed this fall, they concede that reduction in OPI personnel was a major factor. The program bowed out May 11.

On the Defense Dept. OPI front, Charles Dillon, chief of the Radio-TV Branch, told BROADCASTING • TELECASTING that the 75% slash, if authorized by Congress, "would have the effect of cutting OPI operations to virtually nothing." He said every effort would be made, however, to retain the programs because of their informational value in the current cold war. Military authorities and networks are desirous of keeping the broadcasts, too, as public service features, he added.

Mr. Dillon's branch did lose one program last week, though for another reason—the suspension of the Liberty network. There is a possibility that excerpts of *Defense Report*, a 15-minute documentary, may be incorporated into the *Armed Forces Review* on MBS.

These and other Defense Dept. OPI shows—*Time for Defense* on ABC and *Pentagon-Washington* on DuMont TV Network—could face serious personnel and production difficulties in the event funds are depleted on Capitol Hill.

This predicament at the Defense Dept. level has been taking shape since early this year when it was revealed that the Pentagon shows were being reappraised in terms of their dollars-and-cents value [B•T, Feb. 11]. Since then, congressional attacks on the number of OPI specialists have mounted.

The Air Force has hinted that curtailment was possible in its radio-TV programs last March, though this feeling stemmed directly from a directive of Air Force Secretary Thomas Finletter. It called for a 65% cut in personnel by May 1 [B•T, March 31].

Another Air Force program, *Serenade in Blue*, could be affected over the long run, although the service reportedly has a sufficient backlog of transcribed broadcasts to span the summer months.

The recruiting dilemma is reflected in pending fiscal '53 funds, sharply pared by the House, for radio, TV and other media advertising and fiscal '52 expenditures ($2.1 million) still frozen by Congressional mandate. Total of $1,050,000 for advertising is under legislative scrutiny for the coming year [B•T, May 19, April 14].

ANTUNER DISPUTE

Settled Out of Court

DISPUTE between Thomas S. Lee Enterprises, owner of WOR-AM-TV New York, and Antuner Co., Stamford, Conn., and its agency, Cavanaugh-Shore & Co., New York, was settled out of court fortnight ago.

Lee Enterprises had filed suit in Superior Court of New York to collect $8,638.02 allegedly due from the agency and Antuner for time charges and money allegedly refunded by stations to Antuner customers [B•T, April 28]. Cavanaugh-Shore also was sued for $4,105.90 allegedly due for commercial announcements. Mid-week comparison of agency-station records and payments indicated the total debt was $6,084.21, payment of which closed the issue.

TRUMAN STAFF

Fritchey To Be Named

APPOINTMENT of Clayton B. Fritchey, public information director for the Dept. of Defense, as special assistant to President Truman was expected to be announced momentarily, according to published reports last week.

Mr. Fritchey was to announce his resignation from the Defense Dept. information post which he has held since November 1950. He is expected to serve in a special information or news capacity on the White House staff.

Report of the appointment tied into earlier speculation that Mr. Fritchey, a former newspaperman, would be named to the Democratic National Committee as public relations consultant [CLOSED CIRCUIT, April 14].

ARE YOU A STICKLER FOR COVERAGE?

Smart local advertisers know that WINS, with tremendous power day and night, reaches *lots* of listeners. They know it offers lowest cost per thousand listeners most every period of the day.*

"Spots," shows on WINS have a reputation for *selling*—extra pulling power. Ask any of our local advertisers—among them:

- The Bank for Savings
- Barney's
- Ben Tucker Furs
- Crawford Clothes
- Friendly Frost Stores
- La Basso Bakery
- Loew's Theatres
- National Shoes
- New York Telephone Co.
- Pioneer Food Stores
- Sterling Tobacco
- Torino Foods

You can sell *more* for *less* money in the Metropolitan New York market if you'll buy...1010 WINS...it *sells!*

1010 WINS 50,000 watts Day and Night . . . New York

*Pulse (February, 1952)

CROSLEY BROADCASTING CORPORATION

Our Respects to

(Continued from page 64)

he stood very solidly on his own.

WHK at that time did not have a merchandising department. Within a year, he had an aggressive merchandise department operating, and had instituted other sound business methods.

Looking ahead, Mr. Hackathorn comments, "The future of the station is best expressed by a recent opening of new and larger office and studio facilities which, I believe, expresses the utmost faith in the future of radio.

"Obviously," he adds, "our new location took into consideration the possibility and hope of securing a television license. WHK has withstood the first onslaughts of television and our local business is showing good improvement over 1950 and 1951."

Since entering the radio field, Mr. Hackathorn has consistently felt that radio offered the strongest means of mass appeal and could be used by anyone as an advertising medium to move merchandise and sell services.

He looks upon the senior broadcast medium as "a greater force in building the community, the home and the nation. Radio has become an integral part of our national economy and has helped to mold a way of life that can only be found in a country such as ours.

"WHK, like other stations throughout the country, will continue to play a leading part in the educational, cultural and economic life of every community."

A glance at Mr. Hackathorn's outside activities will convince anyone that he is doing his active best to make the station more a part of the community.

Mr. Hackathorn is active in the Cleveland Chamber of Commerce program committee and the Cleveland Advertising Club. He is director and secretary of the Hermit Club, past president of the Cleveland Executives' Club, a member of the Heights Rotary Club of Greater Cleveland, director of the Junior Achievement and is past president of the Cornell Club of Cleveland.

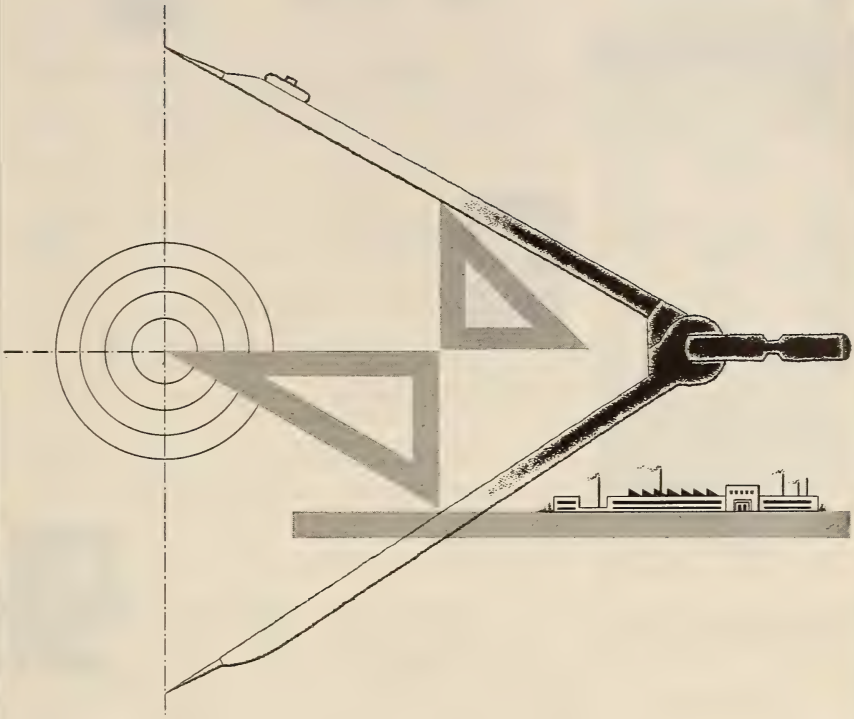
His staunchest supporter and confidante is the former Bernice Helen Albaugh, whom he married Nov. 22, 1924.

When a few leisure hours appear unexpectedly in his crowded day, Mr. Hackathorn finds relaxation in golf and in playing cards.

His future plans look toward solidifying WHK's position as one of the top stations in the northeastern Ohio market. He hopes that he eventually will be instrumental in building a TV station to a leading position in the same market.

AFA Old Timers

ADVERTISING Federation of America will hold a dinner for men and women who have been in advertising 25 years or more during its 48th annual convention at New York's Waldorf-Astoria, June 8-11.



GOOD COMMUNITY RELATIONS

start when a new plant is still

in the blueprint stage. *Radio* can help!

Never before has American industry expanded at such a pace! And every time a new plant arises, new problems in community relations arise with it.

To solve these problems, many growing companies use radio.. effectively, economically and regularly. Radio programs prepare a community for the arrival of a new industrial neighbor. Radio programs *explain* a new plant's policies and purposes. Radio programs *attract* employees.. both from areas close to the plant and from outlying territories that other media simply don't reach.

If you're locating a new plant, don't overlook the help that radio offers. And if you're building in any one of these six industrial centers.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, or Portland, Oregon.. get in touch with the Westinghouse station that serves your area. There you'll find wide experience in using radio to help industry make friends with its neighbors.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



Only ONE Station

DOMINATES

This Rich Growing 15-County Market

with

RETAIL SALES

of

$580,950,000*

* *Sales Management, 1952 Survey of Buying Power.*

WSJS

The Journal-Sentinel Station

AM-FM

WINSTON-SALEM

NBC Affiliate

Represented by HEADLEY-REED CO.

front office



RUSSELL E. OFFHAUS, former assistant manager, WMRY New Orleans, to WMFS Chattanooga, as general manager.

V. MONTERO-DIAZ elected executive vice president of WORA Mayaguez, WPRP Ponce and *El Dia*, Ponce daily newspaper.

SAMUEL N. NEMER, sales manager, WLOL Minneapolis-St. Paul, to WDGY there in same capacity.



Mr. Nemer

WALLACE HUTCHINSON, assistant manager, advertising-promotion department, NBC radio, Hollywood, promoted to account executive. Succeeding him is PRESTON WHITNEY, script writer, M-G-M.

WALKER REPRESENTATIVES Co. appointed national representative for WWPB Miami.

AL MANN, recently discharged from Navy, to sales and program staffs, KVWO Cheyenne, Wyo.

WALTER STOUSE, engineering staff, WMFJ Daytona Beach, Fla., appointed assistant station manager.

JUANITA HALL, formerly of Radio Reps., Chicago, to John E. Pearson Co., station representative firm, same city, as member of sales staff.

JAMES BURGESS, former national sales representative, *Columbus* (Ohio) *Citizen*, appointed sales executive for WLWC (TV) Columbus.



Mr. Burgess

BERT DEMERS, sales manager, KRKL Kirkland, Wash., to KOMO Seattle, as account executive.

ALAN B. JOHNSTONE, sales manager, KGO San Francisco, to KCBS that city, in same capacity.

EDWIN METCALFE, account executive, KTTV (TV) Hollywood, to KECA-TV Los Angeles, as sales service manager.

ROBERT E. KNOLL, manager of Lancaster, Pa., branch of Onita Specialty Co., to sales staff of WLAN that city.

WINSTON L. CLARK rejoins WORZ Orlando, Fla., as sales manager.



Mr. Clark

WALTER TOLLESON and BARNEY HANSEN to newly opened San Francisco office of KEAR San Mateo, Calif., as account executives.

WILLIAM L. WEIL appointed general manager of WTTH Port Huron, Mich., assisted by ALICE M. ANDERSON. GAYLORD FORBES named station's sales manager.

HENRY I. CHRISTAL Co., N. Y., appointed national representative by WTMJ Milwaukee.

DAVID A. HARRIS, Ruthrauff & Ryan, N. Y., to sales staff of George W. Clark Inc., radio station representative, same city.

Personals . . .

JAMES D. SHOUSE, chairman of the board, Crosley Broadcasting Corp., will deliver commencement address June 2 at Wilmington (Ohio) College. . . . KLAUS LANDSBERG, vice president, Paramount Television Productions Inc. and general manager, KTLA (TV) Hollywood, nominated for entry in November edition of *Who's Who in Los Angeles County*. . . . BILL WHITLEY, director of public affairs, CBS Pacific Network, recuperating in Hollywood Presbyterian Hospital from injuries sustained in automobile accident. . . . GENE HILL, vice president-general manager, WORZ Orlando, Fla., father of boy, Eugene, May 14. WILLIAM MURRELL Jr., station's secretary-treasurer, father of boy, May 16. MRS. HILL is daughter of MR. and MRS. WILLIAM MURRELL, executive vice president and president of the station, respectively.

WILLIAM H. SYLK, president, WPEN Philadelphia, was honored with dinner May 24 for 15 years of leadership in community and Zionist movement. . . . RUSSELL BAER, manager of CHEX Peterborough, Ont., elected president of Peterborough Sales and Advertising Club.

EUGENE BANNVART

Adman Dies in New York

EUGENE J. K. BANNVART, 57, vice president of Cecil & Presbrey Inc., New York, died May 18 in New York Hospital after a brief illness.

Mr. Bannvart entered advertising as advertising manager of McCormick & Co., Baltimore. Following a term as manager of Cecil & Presbrey's Baltimore office, Mr. Bannvart went to Russia. He returned to this country in 1936 and was made a vice president of Blackett, Sample & Hummert Adv. in Chicago. He became a vice president of the Biow Co. in New York in 1943. Rejoining Cecil & Presbrey in 1949, he was appointed vice president. He leaves his wife, Mrs. Helen K. Bannvart.

Astin Named for NBS

DR. ALLEN V. ASTIN, widely known in electronics, was nominated Tuesday by President Truman to be director of the National Bureau of Standards. He has been acting director since resignation last October of Dr. E. U. Condon, who became research director for Corning Glass Corp. Dr. Astin joined the bureau in 1932. He worked in radio telemetering and was a key figure in development of the proximity radar fuse which detonates a missile at a desired distance from an object.



Angling for New Markets?

If you're fishing for new markets, past result stories point to KFYR as a likely spot. The station with the nation's largest area coverage, KFYR doesn't depend on "fish stories"—offers the national advertiser hard-hitting facts which bear out KFYR's coverage and selling claims in this rich, rural market.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair

GUILD WRITES
Network News Sponsors

LETTERS were being mailed to some 70 sponsors of NBC, CBS and ABC radio newscasts by the Radio Writers Guild to explain the reasons for its strike, pending against the three networks to establish commercial fees for staff newswriters, Ira Marion, Eastern regional vice president, said last week.

Similar messages were sent the previous week to sponsors of national presidential convention coverage this summer, he added. The strike is approved by RWG membership as well as the council of its parent, Authors League of America.

Baseball on KEX-FM

BROADCASTS of Pacific Coast League Portland Beavers baseball games have been inaugurated by KEX-FM Portland, Westinghouse station, as service to FM listeners. Station also has granted rebroadcast rights to some 10 AM Northwest outlets comprising a baseball network on sponsored basis. KEX-FM coverage is sustaining. KEX-FM is duplicating KEX from 3 p.m. to game time, at 8:30 p.m. PDT.

RACING INQUIRY

WLAP, KLAC-TV Petition FCC

TWO stations—WLAP Lexington, Ky., and KLAC-TV Los Angeles—last week asked the FCC to reconsider its Feb. 25 action designating them for hearing because of programs carrying information on horse races [B•T, March 3].

The Commission set 16 station licenses for hearing in February to bring the entire question of racing news to a head. Its action followed study of questionnaires in which stations described the extent to which they carry racing news. The FCC took the position that some track programs giving odds, scratches, track conditions, prices paid, etc., tend to promote gambling.

WLAP told the FCC it had discontinued a program called *Sports Parlay* in 1950 after more than a decade. The program was a 1-5 p. m. Saturday feature during the summer racing months. Last March 12 it discontinued *Sports Review*, a daily 15-minute broadcast at 5:30 p. m.

The station pointed out it has never broadcast horse racing information during substantial segments of afternoon broadcast time "on a regular basis, so as to cause program imbalance inconsistent with operation in the public interest and has never broadcast information pertaining to horse racing, or any other sporting event, in a manner making it particularly susceptible of use as an aid to illegal gambling."

Program content of *Sports Parlay*, it was added, contained information of all sports, interspersed with popular music and "purposely deleted some information regarding races broadcast on *Sports Parlay* which might conceivably have been helpful to bookmaking operations."

WLAP said it desires to continue broadcasting the daily feature race during the Keeneland Race Course meetings, ten days each in spring and fall. The track is non-profit and owned by those interested in breeding, training and racing, it was stated, and conducted on highest ethical standards. It also would broadcast news coverage of important races such as the Kentucky Derby.

Petition asking removal from the hearing docket and grant of license renewal, filed by Paul A. O'Bryan, of Dow, Lohnes & Albertson, Washington, said sponsors were of a normal type.

KLAC-TV told the FCC it had discontinued all regular daily telecasts of horse racing information last Feb. 28. During the entire time it carried racing information on a regular basis, the station states, it telecast only the mutuels paid and the results of the races, not including entries, scratches, probable jockeys, winning jockeys, jockey changes, weights, weather, time, pre-race odds and similar details.

KLAC-TV's Present Schedule

When the FCC set KLAC-TV for hearing, according to the station, it was telecasting results only three times each weekday, generally a half-hour to two hours after the races were run. It is not currently telecasting racing data "except for incidental references in news and sports news programs to feature races such as the Kentucky Derby."

The racing information was carried during a general variety program covering several hours, KLAC-TV told the FCC, with normal and usually acceptable sponsors. Public interest in the sport is high in Southern California, with attendance surpassing all other spectator sports combined, according to KLAC-TV, which adds that it has built up a large sports following. Racing information did not exceed nine to 25 minutes on weekdays, Monday through Friday.

KLAC-TV pointed to the WANN Annapolis, Md., and WJZ-TV New York renewals as precedents for its petition to be removed from the hearing docket. John P. Hearne, Hollywood attorney, filed the petition, with Krieger & Jorgensen also listed as counsel.

ONE ANNOUNCEMENT -- BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

TWO OUT-OF-TOWN CUSTOMERS

$2,450 in Sales

Davenport's Burkeholder Custom Kitchens has had schedule of advertising on WOC for 2½ years. Store owner J. K. Burkeholder knows this schedule builds sales volume. Has many specific instances proving this fact.

For example, in January '52, a Clinton, Iowa, man driving near Davenport on his way to Burlington, heard a Burkeholder announcement. Stopped in Davenport store; told them to get in touch with his wife about remodelling their kitchen.

Within week, Burkeholder had a $1,350 order from this Clinton family. *But more*, Clinton man's brother contacted Burkeholder; purchased a $1,100 custom-built steel kitchen. Result of one WOC announcement—$2,450 in sales. Said the Clinton man: "Credit WOC with this sale, for until I heard the announcement, I didn't know about the Burkeholder firm."

Proof that when you want sales volume in the Quint-Cities—nation's 71st retail market—*you want WOC*. Contact us direct, or your nearest F & P man.

Free & Peters, Inc.
Exclusive National Representatives

WOC
THE QUINT-CITIES AM - FM ALSO TV

Davenport, Iowa

Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

another big extra value for K-NUZ advertisers!



K-NUZ plugged your product to 107,000 people at the Houston Annual Home Show, March 30-April 6!

Currently advertised products on Houston's leading independent station — featured in an impressive booth display with glittering signs, helium filled balloons and a revolving display of K-NUZ's top disc jockey personalities - - attracted the attention of Home Show visitors . . . thousands of regular K-NUZ listeners.

K-NUZ was Houston's only radio station giving its advertisers this big plus value!

MAKE YOUR ADVERTISING DOLLARS MULTIPLY INTO SALES DOLLARS — BUY K-NUZ FOR MERCHANDISING PLUS VALUES!

Call FORJOE, National Representative or DAVE MORRIS, General Manager at KEystone 2581 TWX-HO 414

K-NUZ

HOUSTON'S LEADING INDEPENDENT



RADIO and TV Naval Reserve public relations officers on one-day cruise aboard training carrier, *USS Cabot*, during sixth volunteer public relations seminar by Navy Office of Information, in Pensacola-Key West area April 13-26, represented stations in four states and Hawaii. They are (l to r): Lt. Cmdr. John E. Reilly, WMEX Boston; Lt. Cole J. Keyes, WGN-TV Chicago; Lt. William J. Willis Jr. and Lt Cmdr. Walter R. Bishop, public relations manager, both WRVA Richmond; Lt. Cmdr. C. J. Woodhouse, commercial manager, WDNC Durham, N.C.; Lt. Cmdr. John Tansey, WRVA, and Lt. E. F. Donnell, general manager, KGMB Honolulu.

VOA BUDGET FIGHT

To Resume This Week

RESTORATION of fund cuts in the Voice of America and other U. S. international information activities to the full budget request of $133 million will be sought by the State Dept. on Capitol Hill this week.

While no date had been set, it was understood that a Senate Appropriations subcommittee probably would hold hearings on the 1953 budget sometime this week. Chairman is Sen. Pat McCarran (D-Nev.).

Top officials of the International Information Administration—presumably Dr. Wilson Compton, administrator—and the State Dept.'s International Broadcasting Service—Foy Kohler, IBS chief, and George Herrick, facilities director—are expected to testify on the need for restoring monies cut by the House earlier this spring.

The lower chamber specified no actual operating figure for shortwave broadcast operations, but levied substantial cuts in the information program which would bear heavily on VOA's budget. It pared the program from $133 million to $85 million.

At stake, as State Dept. officials prepare to present their case, are expenditures for two overseas radio bases to be completed later this year and for two new transmitter-equipped ships.

The House knocked out $36.7 million for the seven station projects. A sum of $27 million voted by the House Appropriations Committee for radio broadcasting also would be cut substantially if the overall reduction is signed into law. VOA received $19.8 million in regular appropriations during the fiscal year ending June 30.

KGU 30TH BIRTHDAY

Plans for TV Soon

KGU HONOLULU celebrated its 30th birthday with an announcement by Lorrin P. Thurston, president and general manager of the Advertiser Publishing Co., licensee of the station and publisher of *The Honolulu Advertiser*, that KGU expects to install Hawaii's first television station.

Mr. Thurston said the new TV station is expected to be on the air, "if all goes well," by February 1953 in a broadcast observing the station's birthday. *The Advertiser's* May 11 issue carried a panorama of KGU's 30 years of service during which such greats as President Roosevelt, Amelia Earhart and Guglielmo Marconi have spoken into its microphone.

WEAS PROTESTS

Newspaper Log Omissions

NEW FUEL was added to the Atlanta newspaper-radio dispute last week as WEAS Decatur, Ga., reported it has protested to FCC the failure of the Atlanta *Journal* and *Constitution* to carry the program logs of seven of ten radio stations serving the area, including WEAS.

The E. D. Rivers Jr. station charges the action of the newspapers, which prior to their merger under Atlanta Newspapers Inc. had carried free listings of all radio and TV stations there, "directly results from" Mr. Rivers' protest of Atlanta Newspapers' sale of WSB-TV Atlanta (Channel 8, WLTV(TV) to Broadcasting Inc. [B•T, Aug. 27, 1951].

WEAS contends the papers now carry only the listings of WAGA (CBS), WGST (ABC), WSB (NBC), WSB-TV, WLTV (TV) and WAGA-TV, all Atlanta, while omitting the logs of WEAS and WGLS Decatur, WTJH East Point and WERD, WBGE, WQXI and WATL, all Atlanta. WEAS asserts further that the papers carry news items concerning programs on only the three radio stations whose program logs are carried.

WEAS, stating "hundreds of complaints" have been received from listeners respecting omission of the WEAS program log in the two papers, informed FCC it was unsuccessful on three occasions in efforts to have its log restored to listing. WEAS asks FCC to take "such action as is necessary to bring about a change in the policy of Atlanta Newspapers Inc."

Queried by BROADCASTING • TELECASTING, J. Leonard Reinsch, managing director of the Cox stations, and a director of Atlanta Newspapers, Inc., said:

"It is unfortunate at a time when the Commission is overworked, that there should be filed a letter containing information so careless in fact."

SWITCH to 45 rpm. system of recorded music effective June 4 has been announced at WNEW New York. Heavy spot campaign will precede conversion, according to station reports.

THE BARNES SURVEY **sells** **THE DIFFICULT CLIENT**

■ Now there is an answer for the client who asks "WHO listens?" One high priced merchandise client using the Barnes survey showed that his radio program was reaching 64% of all of his potential customers! Yet his over all rating was low.

■ YOU MAKE THE SURVEY YOURSELF. The local retailer has trust in you and in many cases has never heard of national survey organizations. We analyze your results and send you a certificate properly notarized.

■ The BARNES SURVEY kit includes complete instructions, sample letters for the mail portion of the survey, sample telephone conversations for the telephone portion, analysis sheets and recommendations for increasing audiences.

■ Recommended for discriminating clients and stations who want to improve their business.

■ Immediate shipment on receipt of check or money order. $25.00 for cities under 125,000 population. $37.50 for cities over 125,000 population.

WADE BARNES COMPANY

1917 Westheimer, Houston 6, Texas

Phone: KEystone 6681

WE HAVE THE CUSTOMERS

and we now have

HIL F. BEST

as National Representative

to tell you about it.

CALL YOUR NEAREST BEST OFFICE

WHTC HOLLAND, MICHIGAN

The Tulip City

EQUAL TIME RULE

Non-Comm. FM Reminded

NON-COMMERCIAL, educational FM stations must treat political candidates in the same manner commercial broadcast stations are required to, according to an FCC report and order a fortnight ago. The order amended the FM rules to include a new section providing that if any non-commercial, educational FM station permits a legally qualified candidate to use its facility, it must provide the same and equivalent time to all other legally qualified candidates and may not censor their scripts.

Order was originally proposed in 1950 when it was discovered that this provision had been omitted from the FCC's non-commercial, educational FM rules. Later that year, Westinghouse Radio Stations Inc. petitioned the Commission to enlarge the provision to include supporters of candidates as well as candidates themselves. This followed a ruling by the U. S. District Court stating that Sec. 315 of the Communications Act (which deals with political broadcasts) also included supporters. This view was reversed by the U. S. Court of Appeals, which held that Sec. 315 applied to candidates only and not to supporters. Since the courts decided that supporters are not covered under Sec. 315, the Commission dismissed the Westinghouse petition.

'COURIER' SHAKEDOWN CRUISE

Ship Called a Valuable VOA Weapon

SHAKEDOWN cruise of the State Dept.'s floating transmitter has proved the "vagabond" *Courier* to be the "most versatile and one of the most effective weapons thus far developed to promote the "Campaign of Truth."

This is the conviction expressed in a preliminary report of an 18-day test in the Panama Canal Zone circulated in the State Dept. last week. The ship is now at Hoboken, N. J., preparatory to start of actual operation.

"The tests . . . establish beyond any question of doubt the practicality of the project. . . . They reveal that the *Courier* is a technically perfected broadcasting vehicle for bringing to the front door of any target area, the full strength of our message," the report states.

During the 18-day trial run, three transmitters were used to broadcast programs daily for six hours continuously. Prior to reaching the Canal Zone, the Coast Guard ship visited Venezuela, Colombia and Panama City. Later it stopped in Vera Cruz, Mexico.

To avoid interference with other stations, the ship operated its mediumwave transmitter at one-third of its 150 kw power, fanning out 800 miles from the zone, with satisfactory results. Shortwave transmission with two 35 kw transmitters "was generally satisfactory throughout the entire target area," it was reported. VOA shared the 1510 kc frequency with WLAC Nashville during part of the tests.

While signals were aimed at Latin American countries, monitors reported signals in New York, London, Tangier, Munich, Spain, Scotland, Sweden and New Zealand.

Purpose of the Latin American trial was to combat Soviet propaganda and to win allies among the Carribean audience. The State Dept. reported that it has received hundreds of letters from various countries reporting on satisfactory reception of transmissions.

"In addition to providing satisfactory coverage for its mission, the transmissions of the *Courier* have provided valuable radio propagation data not previously available," the report said.

Congress has withheld consent from funds to build other seagoing transmitters, pending results of the vessel's first venture on the high seas.

RADIO-TV SESSION

To Convene at Stanford

TENTH summer session of the Stanford Radio-TV Institute will begin June 19 in cooperation with KNBC and KPIX (TV) San Francisco, according to an announcement made by Prof. Stanley T. Doner, director of the institute. Staff members from the two stations will serve as instructors in addition to regular Stanford faculty members from the speech and drama department.

Instructors from KNBC include: Lloyd E. Yoder, general manager; George Greaves, assistant general manager and program director; John H. Thompson, manager of news and public affairs, and Walter Tolleson, assistant sales manager for NBC Western Div. KPIX staff personnel who will participate are Philip G. Lasky, vice president-general manager; Richard C. D. Bell, assistant to the president, and George Mathieson, production manager.

Courses will be offered in all phases of radio and television. A TV workshop is included in the curriculum. Program from the workshop will be telecast by KPIX.

Enrollment in the institute, scheduled to run eight weeks, is limited to 75 students. Anyone who has completed two years of college work or its equivalent may apply. Classes will meet alternately in the San Francisco studios of KPIX and KNBC and on the university campus.

HISTORY of development of radio and particularly growth of WORC Worcester, Mass., will be recorded in murals being painted by Ben Blake for station's new studios.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

WSAZ

HUNTINGTON, W. VA.

SERVING 3 STATES

NOW AVAILABLE

for the First Time in Two Years!

A WOMAN'S PARTICIPATION SHOW—

THE WOMEN'S 930 CLUB CALENDAR

1:30-1:45 P.M. MONDAY-FRIDAY

57% Share of Audience*

10.4 Hooper*

(*Hooper-Jan.Mar. '51)

CONTACT: The Branham Co.

5000 WATTS DAY

1000 WATTS NIGHT

930 KC



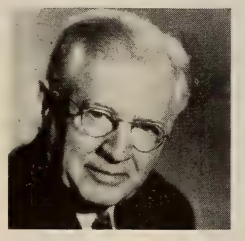
RADIO STATION WSAZ

John T. Flynn

Five Quarter Hours Weekly

NOW TRANSCRIBED

•



. . . An audience-building, prestige program that will attract both LISTENERS *and* SPONSORS to your station, featuring one of the nation's leading authorities on economic subjects and world events.

•

. . . A vital commentary on the news by the author of many best-selling books with circulation reaching into the millions.

•

. . . Also, *Americans, Speak Up!*—another top-flight production which recently won its second FREEDOMS FOUNDATION award—is available one quarter hour weekly.

• • • • • •

In production more than three years, and currently carried by more than three hundred stations across the nation, both programs are now offered exclusively in each market on a no-cost basis for sustaining programming—nominal talent fee when commercial.

•

GET THE BEAT ON YOUR COMPETITOR BY BEING THE FIRST IN YOUR CITY TO TAKE ADVANTAGE OF THIS OPPORTUNITY TO SCHEDULE THESE TIMELY PROGRAMS.

•

Stations now scheduling will be fully protected.

•

For full particulars, wire or telephone:

R. K. Scott, Sales Director

America's Future, Inc.

205 East 42nd Street, New York 17, N. Y.

MUrray Hill 4-6023

air-casters



RICHARD SOMMERVILLE promoted to program director, WTTH Port Huron, Mich.

BILL WRIGHT joins WIP Philadelphia announcing staff.

ROBERT C. LIVINGSTON, executive producer, KHJ-TV Hollywood, to KNBH (TV) that city as director.

BOB DOLL, WCSI Columbus, Ind., appointed station promotion director.

PACE WOODS, director of audience promotion, ABC Hollywood, to KNBH (TV) that city promotion-advertising department. He succeeds **NORMAN HOPPS** who transfers to station's production department.

SAM GIFFORD, KRDO Colorado Springs, to WHAS Louisville, on production staff.



Mr. Gifford

RICHARD W. CLARK joins announcing staff, WFIL Philadelphia.

JACKSON WILLES, circulation department, Curtis Publishing Co., Phila., to advertising department, WFLN that city.

BOB VAN CAMPS, WSB-AM-TV Atlanta, signed by Atlanta Pops Orchestra to narrate forthcoming summer concert series.

JOHN VICTOR NOWAK, free lance announcer, to WABY Albany, N. Y., as announcer-producer of weekly *Polish Bells Polka Party Show.*

LILLIAN KLAKE named woman's program director, WLDY Ladysmith, Wis., succeeding **AGNES FOSTER,** who has retired.

ANNE HOLLAND, assistant to the director of public affairs, WBAL-AM-TV Baltimore, named "Woman of the Year" by city's Women's Advertising Club.

STAN RICHARDS, WBET Brockton, Mass., to WORL Boston as disc jockey, replacing **BILL RYAN,** who now serves in NBC newsroom, New York.

PAUL SPEEGLE, San Francisco drama critic, appointed assistant program director for Radio Free Asia.

HOMER MARTZ, director of agriculture, KDKA Pittsburgh, elected to board of directors of city's District Dairy Council.

TOM MANESS, WMIT Charlotte program director, to WPTF Raleigh, as continuity supervisor.

WENDELL D. PALMER, continuity manager, WTMJ-AM-FM Milwaukee, elected vice president of city's alumni chapter of Alpha Delta Sigma, national advertising fraternity.

CLARK MANNING, announcer at KFQD Anchorage, Alaska, to WIBM Jackson, Mich.

LEW LOWRY to KGO San Francisco as disc jockey.

KAY STEWART, WIP Philadelphia record room assistant, has resigned.

ART TACKER joins WCRB Waltham, Mass., as disc jockey.

CURLEY RAASCH, announcer, WOKW Sturgeon Bay, Wis., to WRCO Richland Center, Wis., as program director.

PETE MATTHEWS, staff announcer, WSAZ-AM-TV Huntington, W. Va., to WOWO Fort Wayne, Ind., in same capacity.

BERI MOORE, staff announcer and copy writer, WMOX Meridian, Miss., appointed program director at WABB Mobile, Ala.

MARION GANGE appointed production manager at WHIO-TV Dayton.

BY COLVIG, continuity acceptance editor, KECA Los Angeles, transfers to ABC there, as promotion department copy writer.

GEORGE WOOD appointed program director, KXLW St. Louis.

GEORGE LOGAN, disc jockey, WKRO Cairo, Ill., and **DWIGHT LOOK GORDON,** WINN Louisville disc jockey, to KXLW St. Louis in same capacities.

LOIS HASZILLO, Universal Recorders Inc., joins Hollywood headquarters staff, KBIG Avalon, Calif.

PAUL WEST, director of Housewives Protective League on KIRO Seattle, to KCBS San Francisco, in same capacity.

TOM McCANN, staff announcer, KJR Seattle, to KOMO that city, in same capacity. **PAUL S. MORRIS,** announcer-engineer, KING-TV Seattle, to KOMO as producer.

JAMES ORGILL, continuity director, WGAR Cleveland, named director of radio and TV films for Community Chests and Councils of America and United Defense Fund.

MIKE SILVER, announcer, WRAL-AM-FM Raleigh, N. C., to WGTM Wilson, N. C., in same capacity.

SABBY LEWIS, orchestra leader, joins WHEE Boston for daily disc jockey show.

PHIL ELLIS, announcer, WPTF Raleigh, father of girl, Karen, May 2. **JOE REAVES,** station's farm director, father of boy, John.

News • • •

BILL NIETFELD, KCBS San Francisco news director, named to advisory committee on publicity for American Assn. for United Nations Inc. in northern California.

GRANT HOLCOMB, newscaster, KNXT (TV) and CBS Radio, Hollywood, named director of news and public affairs KNXT (TV) and CBS-TV that city.



Mr. Holcomb

DON WAYNE, production manager, WHIO-TV Dayton, promoted to director of news and special events.

JOHN DENMAN, WJR Detroit newscaster, resigns to direct public relations for Rep. Charles E. Potter's (R-Mich.) campaign for U. S. Senate.

ACTOR TAX AID

Average Wage Basis Urged

REVISION of income tax laws so that talent may average earnings over a period of years will be proposed to Congress by a special Hollywood committee of attorneys and tax experts.

Headed by Jerry Geisler, president Beverly Hills Bar Assn., committee has named Gabriel Hoffenberg, movie tax expert as chairman. Other members include Lon A. Brooks, past president Beverly Hills Bar Assn.; Ann Rosenthal, counsel for William Morris Agency; Meyer M. Willner, counsel for Friars Club.

Mr. Hoffenberg pointed out that an actor may earn $30,000 one year and only $3,000 the next. Under present laws he keeps very little of that money, whereas if allowed to average income over both years, he would retain more.

Proposed revision will be placed before Congress when it reconvenes next January.

N.Y. AWRT ELECTS

MacDonald Named President

NEW officers of New York Chapter, American Women in Radio & Television, elected Monday at chapter's annual dinner meeting in New York's Hotel Warwick, include:

Duncan MacDonald, women's director of DuMont TV Network, president; Dorothy Kemble, MBS, first vice president; Barbara Welles, WOR New York commentator, second vice president; Helen Whyte, British Information Services, secretary, and Alma Graef, MBS, treasurer.

NEWS on KMBC-KFRM is TOPS...

. . . because KMBC-KFRM stays on 'top' of the NEWS!



And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets...the great Kansas City Primary trade area.

Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newscast availabilities.

KMBC
of Kansas City
KFRM
for Rural Kansas

• • • 6th oldest CBS Affiliate • • •

PRODUCTION GROUP

ODM Forms on Equipment

ADVISORY Committee on Production Equipment has been formed within the Office of Defense Mobilization, Dr. John R. Steelman, acting Defense Chief, announced May 16. The group was set up on recommendation of President Truman to review federal policy and make concrete suggestions for improvement to Dr. Steelman.

Heading the committee is Harold Vance, board chairman and president of Studebaker Corp. Other members include Clay Bedford, president of Chase Aircraft; Manly Fleischmann, current Defense Poduction Administrator, who resigns June 1; and Gen. K. B. Wolfe, former chief of Air Force procurement. Purpose of group is to weigh availability of production equipment to meet defense needs, and maintenance of capacity to produce mobilization and standby equipment.

WINS on Conventions

WINS New York, station of the Crosley Broadcasting Corp., will furnish direct coverage of both Republican and Democratic national conventions in Chicago this July, according to Harry C. Folts, general manager, who said Thursday the station thus becomes the only independent in New York—and one of the few in the country—to carry on-scene broadcasts. The station plans three hours of direct coverage per day, to be scheduled when convention agendas are announced.



JAMES BORMANN (c), news and public affairs director, WCCO Minneapolis, receives the Minneapolis Junior Chamber of Commerce award "for distinguished public and community service" from Jack Dodd (l), chamber president, and Jim Mickelson (r), public relations committee chairman of the civic group.

UN WEEK

Early Promotion Started

HELP of radio and television as well as of other advertising media was sought by the American Assn. for the United Nations in New York Wednesday for a promotion campaign for United Nations Week this fall.

The celebration, keyed to opening sessions of the General Assembly, will be held in late October with one day of the week designated as United Nations Day, Executive Director Clark M. Eichelberger explained. Media representatives at the Wednesday luncheon endorsed early planning.

IIA REALIGNS

Radio, Press Affected

REALIGNMENT of the structure of the government's International Information Administration, headed by Dr. Wilson Compton, was under way in the State Dept. last week. The reorganization involves sections of IIA's International Broadcasting Service, under which the Voice of America operates, and divisions of IIA relating to the various overseas media.

Replacement is being sought for the post of IBS chief now being held by Foy D. Kohler, who is destined for an overseas diplomatic field post sometime this summer. The plan is to bring a prominent broadcast industry official to the position, with responsibility for implementing policy on shortwave broadcasting operations.

Internal realignment calls for a split in functions now under George Herrick, IBS facilities chief. Mr. Herrick will concentrate on research, development and building. James Thompson, formerly associate chief, now heads up the Facilities Operation Division.

Inherent in the reorganization is the objective to place more emphasis on regional and local radio programming in the field.

The State Dept. also is reorganizing its media divisions under IIA. Joseph Sitrick, special assistant to Dr. Compton on press and public relations, shifts over to its International Press & Publications Service as assistant administrator to Charles Arnot, division chief. He will handle press and public relations and work with the State Dept.'s press advisory committee under Ben Hibbs, member of the U. S. Advisory Commission on Information. No successor has been chosen for Mr. Sitrick.

BINAURAL

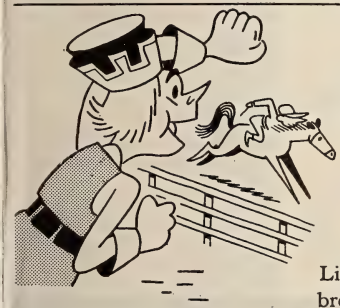
Featured at Parts Show

THE FIRST binaural or "two-eared" transmission of music on a commercial station took place in Chicago Thursday night as WGN-AM and WGNB (FM) broadcast a 55-minute show.

In cooperation with the Jensen Mfg. Co., Magnecord Inc. and Radio Craftsmen, the stations demonstrated three - dimension sound, which gives depth to music. The stations picked up the program live through two microphones, one feeding the AM circuit and the other using the FM band simultaneously.

The audience at home, in order to get the binaural effect, needed one AM set and one FM set in opposite corners of the room. The transmission thus gave them the binaural or two-eared effect, with each ear getting an impression.

Demonstration, seen by 350 persons in the Conrad Hilton Hotel, was a feature of the annual Radio Parts Show and the Audio Fair, the former taking place Monday through Thursday and the latter Friday and Saturday.



Class . . .
Consistency . . .
Condition

Like a fine thoroughbred, the WBNS radio audience has "the look of eagles" to sponsors. This billion-dollar market is in a *class* by itself! *Consistent* Central-Ohio listeners stay tuned to WBNS for the twenty top-rated programs. *Conditioned* to react favorably to well-placed advertising, WBNS listeners increase your odds for better results.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS OUTLET

571,000 People with $420,267,000 Effective buying power*

LIVE and SPEND in the GOLDEN TRIANGLE



*From Sales Management

THE ARKTEX STATIONS

KCMC AM-FM — TEXARKANA, Ark., Tex.
Oil, agriculture, manufacturing, the world's largest Army Ordnance installation produced $145 millions in retail sales to 223,200 people in 1950. They *listen* to KCMC.

KWFC — HOT SPRINGS, Ark.
Over a half million visitors come annually to this world famous resort—a bonus market besides the 138,400 resident population. $91,822,000 retail sales in 1950.

KAMD — CAMDEN, Ark.
209,400 people in this industrial and agricultural area spend over $130 millions annually retail. Sell your product over their *home* station.

One Order
One Clearance
One Billing

FOR THE FULL DETAILS WRITE

Sold Singly or in Groups

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark.-Tex.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

allied arts



EDWARD KANTROWITZ, assistant director of sales, named acting manager of advertising department, Emerson Radio & Phonograph Corp., N. Y. **ALBERT LEON**, assistant sales promotion manager, promoted to acting manager of that department and **ARNOLD HENDERSON**, assistant distribution manager in company's southwest territory, named assistant national sales manager.

MAX I. ALIMANSKY, manager of engineering, Distribution Transformer Dept., General Electric Co., Pittsfield, Mass., appointed to state's board of registration of professional engineers and land surveyors by Governor Paul A. Dever.

GERALD LIGHT, advertising manager, Emerson Radio & Phonograph Corp., N. Y., named director of advertising and sales promotion for CBS-Columbia Inc., N. Y.



Mr. Light

DAVID R. WILLIAMS resigns as account executive, United Television Programs, effective June 1. Future plans will be announced shortly.

SEYFFER & Co., Zurich, Switzerland, named general product representative for Allen B. DuMont Labs.

DAVEN Co., Newark, N. J., has published six page brochure containing material on precision wire wound, hermetically sealed and miniature resistors.

R. A. TROMAN appointed assistant sales manager of tower department, Blaw-Knox Co., Pittsburgh.

STANDARD RADIO TRANSCRIPTIONS Inc., signs KYUM Yuma and KSUE Susanville, Calif., as new subscribers to Standard Program Library with renewals by KTRB Modesto, Calif., and KWJB Globe, Ariz.

ARNOLD C. NYGREN elected president of Shawmut Engineering Co., Boston, following discharge from Navy as commander with Bureau of Aeronautics, Electronics Production Branch, in charge of radio and radar procurement for Naval aviation.

MONROE L. MENDELSOHN, manager of Gould, Gleiss & Benn Inc., Houston (marketing consultants), to Chicago office as account executive.

WILLIAM T. POWELL, executive vice president, Emsco Derrick & Equipment Co., Houston and L. A. (AM-FM-TV towers), elected president effective July 1, succeeding **HUGH H. GLENN**, now chairman of board of directors.

ALBERT SAUNDERS named district manager and **C. PAT WALDER** western district manager of Alliance Mfg. Co.

FREDERICK C. BROOKS, formerly with *March of Time* and *Time* magazine, named sales head for Roger Wade Productions, N. Y., producer specializing in TV commercials, slide films and full length commercial motion pictures.

DON DAVIS, Jaffe Agency, N. Y., transfers to Beverly Hills office as head of TV department. He succeeds **PAUL RADIN**, former vice-president in charge of radio-TV, who assumes similar duties with Ted Ashley Assoc. (talent agency-program packagers), in newly opened West Coast office. that city.

WILLIAM M. LINZ appointed sales representative for Ward Products Corp., headquartered in Chicago.

NEWELL CORWIN, general foreman of tube works, General Electric Co., Schenectady, to company's Scranton, Pa., plant in similar capacity.

PHILIP BEACH, advertising director, Hoffman Radio Corp., L. A., has resigned.

CHARLES CASTLE named sales manager of Distributor Div., Webster-Chicago Corp., Chicago.

CHARLES DWYER, service manager, succeeds Mr. Castle as assistant sales manager of division.

MAX LERNER, formerly with ABC legal staff, to Sesac Inc., N. Y., as house counsel.

THOMAS F. JOYCE, partner in Raymond Rosen & Co., elected president of that household speciality appliance firm as well as president of Philadelphia Appliance Service Corp. **L. P. CLARK**, vice president of Raymond Rosen Engineering Products Inc., elected president.



Mr. Joyce

EDWARD R. TAYLOR, Hotpoint Inc., to Motorola Inc., as assistant to **PAUL V. GALVIN**, president. He will coordinate sales and merchandising activities of radio-TV division.

Equipment • • •

RCA TUBE DEPT., Camden, N. J., announces availability of two new tubes: forced-air-cooled "I KW" power tetrode (RCA-6181) for UHF TV transmitters and miniature oscillator triode (RCA-6AF4) for station selectors in UHF home TV receivers.

MINNESOTA MINING & MFG. Co., St. Paul, announces production of 7 inch plastic reel termed No. 111-AP for professional magnetic recording which reduces or eliminates errors in program timing.

DAVEN Co., Newark, N. J., announces availability of transmission measuring set, type 10B, providing greater accuracy in measurement of transmission characteristics of audio systems and their components. Unit is direct reading instrument that eliminates intricate calculations.

GENERAL CONTROL Co., Boston, announces development of Promatic electronic timer capable of controlling timed operations between 60 milliseconds and 60 seconds.

SOUND SERVICES Inc., Hollywood, introducing new dual magnetic channel which records sound continuously for any length of time, as each machine overlaps other. Unit operates on AC or DC.

E. F. JOHNSON Co., Waseca, Minn., announces production of new line of nylon insulated tip jacks with breakdown rating of 11,000 volts. Nominal capacity to ⅛" panel is 2.0 mmf. Silver plated contracts, either phosphor bronze or beryllium copper, are supplied.

COMPUTER RESEARCH Corp., Hawthorne, Calif., announces development of new model MC, 100 kc Ferro-Resonant Flip Flop as replacement for vacuum tube in certain counting, amplifying and control applications. Unit features durability, economy of power, low heat dissipation of saturable reactor, greater production uniformity and lower input power.

RADIO CITY PRODUCTS Co., N. Y., announces manufacture of radio-TV tube tester and V. T. voltmeter Model 808, combination unit containing all features of Model 323 dynoptimum free point tube tester plus a cathode ray tube tester, reactivator, vacuum tube voltmeter and ohmmeter.

Technical • • •

GORDON CALCOTE, KLEE Houston, joins KBIG Avalon, Calif., as transmitter engineer.

C. F. ROTHROCK Jr., field engineer, Link Radio Corp., to John H. Poole Broadcasting Co. as UHF TV development supervisor of KM2XAZ Los Angeles.

OPERATION on a 24 hour basis was launched last week by **WPAT** Paterson, N. J., with emphasis on music and news. Two five-minute news broadcasts will be aired each hour.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

MAY 26, 1952

TELECASTING

IN THIS ISSUE:

...l Clinics Dissect ...ual TV Operation
Page 80

...ew Applications For Television
Page 81

...tenna Location— ...Coming Decision
Page 82

...atest Set Count By Markets
Page 90

in our 7th year

"BROADWAY TV THEATRE" on channel 9 is the No. 1 dramatic show on New York Television

- delivering 32.3% of the video families in the New York area!*
- reaching *more* families at a *lower cost-per-thousand* than the top rated dramatic shows offered by any other station in New York.
- giving its sponsors—R. J. Reynolds for Cavalier cigarettes and the General Tire and Rubber Company—an audience of 918,000 families in America's richest market.

*Special Pulse Survey

MON. THRU FRI. 7:30 to 9 PM

"BROADWAY TV THEATRE"
A WARREN WADE PRODUCTION
Full-length, original Broadway hits . . . live, complete . . . each night for one week.

YOUR TICKET TO SALES

WOR-tv channel 9
1440 BROADWAY, NEW YORK.
LOngacre 4-8000



Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night . . . go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with television stations, advertising agencies, and advertisers in helping solve problems of projection—help check film and equipment . . . make light measurements, determine proper levels . . . all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address:

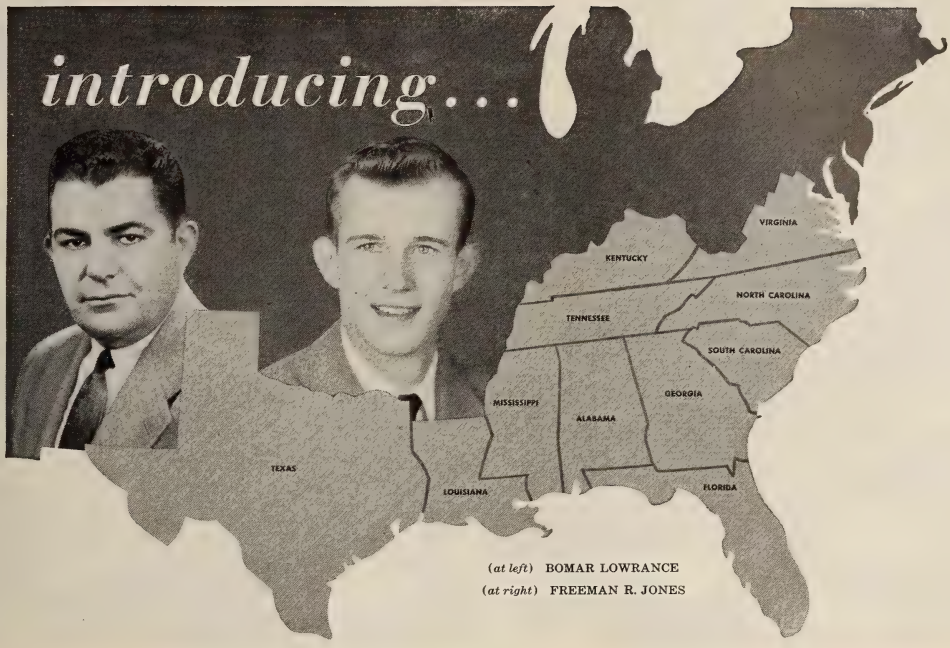
Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California



(*at left*) BOMAR LOWRANCE
(*at right*) FREEMAN R. JONES

NBC Spot Sales in 11 Southern States:

BOMAR LOWRANCE & ASSOCIATES, INC.
Charlotte, N. C. & Atlanta, Ga.

In recognition of the South's growing importance as the home of leading national advertisers and their advertising agencies, NBC Spot Sales is pleased to announce the appointment of Bomar Lowrance & Associates as its southern representatives.

Now the 15 major market radio and television stations represented by NBC Spot Sales can give advertisers and agency clients down in Dixie even more effective service than they have enjoyed in the past.

Bomar Lowrance, formerly Commercial Manager of WSOC in Charlotte, and his associate, Freeman R. Jones will provide top flight, close-to-home representation for NBC Spot Sales in the states of Virginia, North and South Carolina, Tennessee, Kentucky, Georgia, Florida, Alabama, Mississippi, Louisiana, and Texas. Mr. Lowrance is located at Charlotte, N. C. and Freeman Jones heads their Atlanta office. Messrs. Lowrance and Jones will have at their fingertips the same wealth of market, station, program, rating, and availability information for which America's foremost advertisers and agencies have learned to depend upon NBC Spot Sales.

For the fastest and most dependable information . . . for the most intelligent and resourceful recommendations as to how Spot Radio and Spot TV can sell for you in the nation's major markets, call, write, or wire . . . *your NBC Spot Sales representative in the South:*

BOMAR LOWRANCE & ASSOCIATES, INC.

513 South Tryon Street
Charlotte, North Carolina
Phone: Charlotte 6-6581 — 6582

774 Spring Street, N. W.
Atlanta, Georgia
Phone: ELgin 5891

NBC SPOT SALES
representing

RADIO STATIONS

WNBC	New York
WMAQ	Chicago
WTAM	Cleveland
WRC	Washington
KOA	Denver
KNBC	San Francisco
WGY	Schenectady-Albany-Troy

TV STATIONS

WNBT	New York
WNBQ	Chicago
KNBH	Hollywood
WPTZ	Philadelphia
WBZ-TV	Boston
WNBK	Cleveland
WNBW	Washington
WRGB	Schenectady-Albany-Troy

Offices in:

NEW YORK — CHARLOTTE
CHICAGO — ATLANTA
CLEVELAND — SAN FRANCISCO
DENVER — WASHINGTON
HOLLYWOOD



THE "FIFTH ALARM"



The early morning call was from Lebanon, Pennsylvania. And, the voice on the phone said, "It's a four alarmer . . ." That was enough for the WGAL-TV newsroom where the **"Fifth Alarm"** was sounded. Reporters were alerted for on-the-scene coverage. A camera crew took off by airplane in order to furnish the kind of news coverage which WGAL-TV viewers have come to expect. The "four alarmer" proved to be the biggest fire in the history of the City of Lebanon. At nightfall, when it was brought under control, the fire had gutted a block-long area in the center of the city. Finis was written to the story when the Mayor of Lebanon appeared before WGAL-TV's cameras to report fully on the disaster.

WGAL-TV

Lancaster
Pennsylvania
A Steinman Station
Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER ASSOCIATES

New York **Chicago** **San Francisco** **Los Angeles**

TELECASTING

MAY 26, 1952

TV PRIORITY LIST

Sixth Report Conflict Mounts

AS CONFLICT continued to mount last week over the FCC's Sixth Report and Order lifting the 3½ year old TV freeze, the Commission made known to new station aspirants their prospective positions on the "temporary" processing lines set forth in the final allocation report [B•T, April 14, et seq.].

FCC on Thursday issued its lists of cities grouped in accordance with the priorities of the temporary processing procedure (see listings, this page). The separate city lists correspond to the application priority groupings (i.e., Group A-2—Bids for new TV stations on channels in cities 40 or more miles from existing stations; Group B-1—Bids for new outlets in cities less than 40 miles from an existing station and to which only UHF channels are assigned).

In effect, the listings mean that first attention will be given applications for cities with the greatest population and/or having the least available existing service. UHF is favored over VHF.

Other Considerations

First attention in processing, however, doesn't mean first grants, observers were quick to point out after the lists were issued. Competitive hearings, particularly for VHF channels, will plague most major markets for a long time, they reminded, also noting additional delays that will ensue as unsuccessful applicants appeal their cases in the courts.

(Hopes for additional hearing examiner teams to handle the workload were expressed on Capitol Hill last week. See story, page 88.)

Controversy over the Sixth Report took form in these developments last week:

● Comr. Robert F. Jones, who dissented sharply from the majority opinion responsible for the Sixth Report's adoption, extended his verbal dissent on two more fronts: On Tuesday, before the Pittsburgh Radio and Television Club and Ad Club, and on Thursday, in Washington, before a luncheon meeting of the Federal Communications Bar Assn.

● WHPE High Point, N. C., petitioned FCC to revise its final report to delete VHF Channel 6 from Beckley, W. Va., and assign it to High Point. WHPE contends High Point merits the same consideration of greater economic importance and population as FCC employed to remove VHF Channel 3 from Blytheville, Ark., to Memphis.

● Westinghouse Radio Stations Inc. was reported planning to file this week a petition contesting the soundness of the temporary processing procedure and challenging the UHF "priority" philosophy.

● Several other sources indicated protests of specific city allocations in the Sixth Report are in preparation, with petitions for reconsideration of the Lafayette, La., and Braddock, Pa., allocations expected this week.

Comr. Jones on Tuesday translated his dissent to the Sixth Report into the dialect of Pittsburgh, a one-station city now assigned VHF Channels 2, 11 and 13 and UHF Channels 16, 47 and 53. Channel 13 is reserved for noncommercial, educational use. WDTV (TV) there, now on Channel 3, must switch to Channel 2 under provisions of Sixth Report.

Dissenter Jones told his Pittsburgh audience, meeting at the Hotel William Penn, that with good luck their city may have a second TV outlet in about five years. He contended Pittsburgh was "sold down the river" in the final allocation. To "recoup" the loss, local civic resources will have to "marshal their combined forces," he indicated.

Explaining that in FCC's processing list of 1,272 cities Pittsburgh ranks 1,237th, Comr. Jones said every city in Pennsylvania would be processed before Pittsburgh according to the temporary processing procedure and the priority system on which the city listings are made. He predicted long delays as well because of competitive hearings and court appeals.

Comr. Jones observed that should Washington, Pa., receive a grant first, the effect would be to put Pittsburgh into 1,267th place on the list, moving it back from its present position in the Group B-4 cities (single existing station) into Group B-5 (two available services).

Charging "arbitrary action" on the part of the Commission by refusing to grant VHF Channel 4 to Pittsburgh. Comr. Jones contended no Grade A service interference would occur between Channel 4 at Pittsburgh (using 1,000 ft. antenna and 56 kw instead of 100 kw max-

(Continued on page 86)

List of City Priorities Under Temporary Processing Procedure

THE FOLLOWING appendices contain lists of the cities appearing in the table of channel assignments of FCC's Sixth Report, arranged in the order in which applications for new TV stations will be processed under the temporary processing procedure adopted in the Sixth Report as footnote 10 to Sec. 1.371 of the Commission's rules [B•T, April 14].

This preliminary list shows the name of the city, the 1950 population as reported by the Bureau of the Census, the distance to the nearest operating television station, the number of TV services available (stations less than 40 miles away) and the number of local TV outlets where appropriate.

FCC explained the distance "40 or more miles from the nearest operating television station" was considered a reasonable figure for processing purposes "and is not to be construed as an engineering determination of the normal reception range" of TV stations. The distance figures shown in the lists were scaled from suitable maps, FCC explained, except that in cases where the scaled distances fell between 38 and 42 miles the actual distance was computed on that basis of geographic coordinates in accordance with Sec. 3.611 of the rules.

The Commission said every effort has been used to make the lists accurate but interested parties detecting errors "are invited" to bring them to the attention of the Chief of the Broadcast Bureau before July 1.

As soon after July 1 "as is practicable, the Commission will republish the lists of cities and indicate thereon those cities for which applications for new television stations have been received. This list will be revised and republished periodically in order that the general public and other interested parties may be kept informed of the progress of the respective processing lines."

FCC further noted that cities in the territories and U. S. possessions, as well as cities in the U. S. in which the single channel assignment is reserved for noncommercial educational use, are not included in the lists. Separate provisions for early processing of these applications are provided in the temporary processing procedure.

Similarly, those cities are excluded wherein all channels are assigned to existing stations and there are no additional channels available for authorization.

The temporary processing procedure composes four principal application groups with several subgroups. In order, they indicate processing priority. Groups are:

Group A-1—Applications of 30 operating stations required to change channels in the Sixth Report. They will be processed promptly after June 2, effective date of Subpart E of Part 3 of rules, but grants must wait until after July 1. This group is not in city lists below.

Group A-2—Applications for new stations in cities 40 or more miles from any existing station. This is first city list below.

Group B-1—Bids for new stations in cities less than 40 miles from existing station and to which only UHF channels are assigned.

Group B-2—Bids for cities in which one or more stations are operating, all VHF channels have been authorized (except educational) and only UHF channels are available.

Group B-3—Bids for cities having no operating stations and located less than 40 miles from not more than one operating station.

Group B-4—Bids for cities with only one operating station and located 40 or more miles from any other station.

Group B-5—Bids for cities less than 40 miles from two or more operating stations.

Group C (Not in city list)—(1) Bids to modify permits granted on and after July 1. (2) Petitions for reconsideration of actions on Group A-2 and Group B applications. (3) Petitions for waiver of hearings on such applications.

Group D (Not in city list)—Applications for changes in existing facilities, licenses and requests for special temporary authority.

Group A-2 bids and Group B applications will be processed concurrently, FCC explained, with priorities within each group governing. Group C bids will be processed after July 1 in order received. No action is expected on

(Continued on page 92)

BMI TV CLINICS

Dissect All Phases of Local Operation

JUST about all phases of local television production—from building a studio to filming home news—were examined for some 146 broadcasters who attended the Broadcast Music Inc. TV clinic held in New York Monday and Tuesday.

The same general format was followed at the BMI clinic held last Thursday and Friday in Chicago, with many of the principal speakers participating in both sessions.

The two-day meeting in New York's Waldorf-Astoria Hotel, got down to local problems Monday morning when Robert D. Swezey, executive vice president of WDSU-TV New Orleans, heavily emphasized local programming in his talk, "Every Town a Show Town, U.S.A.—Yeah?"

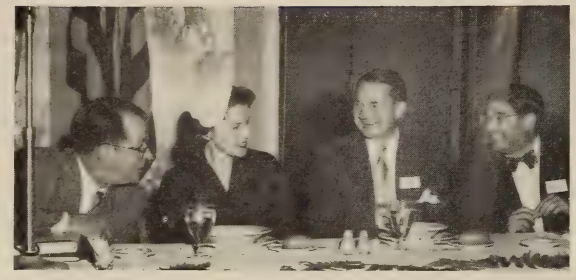
Noting that even if talent and materials for network-quality programs were available in every community, Mr. Swezey said that the average TV outlet nevertheless does not have the facilities for "big time" production; his station, he said, has thus stressed local programming as a supplement to network and film production and has never attempted to compete with network fare.

To provide shows at the local level successfully, he advised doing "the natural thing" while keeping an eye on limiting expenses. Don't go overboard on expenses, he advised; it's soundness that counts, not elaborateness. Reminding his audience that talent wears out faster in television than in radio, he urged that production talent needed encouragement, too, to avoid staleness or laziness.

The most necessary requirement for good operation, in terms of physical facilities, is lateral space, according to Charles F. Holden, assistant national director of television for ABC, who also spoke Monday. "Get everything on one level," he advised. "In some instances, lack of space in itself can keep production budgets low: A [small] studio . . . automatically rules out the possibility of big, costly productions." He endorsed buying standard equipment and, in building a studio, choosing an outlying site where taxes will remain low.

Bennett Larsen, vice president and general manager of WPIX (TV) New York, spoke of the variant costs of film throughout the country and the different interests of people in their choice of films. He endorsed the current practice among advertisers of buying their own properties and reselling them to television.

First speaker Monday afternoon, after a luncheon presided over by BMI President Carl Haverlin, was Roger Clipp, manager of WFIL-TV Philadelphia, who spoke on newsreel operation. Through the actuality of sight and sound, television news eliminates the middleman—the reporter or professional observer—and provides immediate public information, he said. With advance knowledge of where and when news is happening, television out-performs all other means of communication in bringing news to the public, he added. For local film coverage, he suggested the services of a commercial photographer as "by all odds more practical" than maintaining a newsreel unit.



ON DAIS at BMI TV Clinic in New York are (l to r) Carl Haverlin, BMI president; Blanche Ravisse, WPIX (TV) New York; Theodore C. Streibert, WOR-AM-FM-TV New York president; Sydney M. Kaye, BMI vice chairman.

* * *

Television must wake up immediately and make lots of noise regarding promotion of programs, even if that means employing competitive media, Ted Cott, vice president of WNBT (TV) New York, said in his speech, "You May Be Seen—You've Got To Be Heard." His own station promoted its programs, he said, by telling viewers what its immediate schedule was and then reaching for non-viewers through billboards, magazines, newspapers, and park public address systems.

Speaking on low-cost music and participation shows versus film, Ralph L. Burgin, program director of WNBW (TV) Washington, said that there are many hours in the broadcast day when low-cost, high-profit programs—for community service, religious groups, or educational organizations—could be scheduled. Answers to low-cost programming uncovered in WNBW's experiments indicate, he said, that the ideal program should "be specialized in character but broad in appeal." The program should be a strip, if at all possible, he advised, suggesting that "in television as in the grocery store, they're 'cheaper by the dozen.'"

Opening speaker at Tuesday morning's session was Joel Chaseman, director of public service and publicity, WAAM (TV) Baltimore, who explained that his station has sought public service programming guidance from a permanent council of responsible citizens, to be consulted individually or collectively. "I cannot overstate the value of such a group—in prestige, in good will, in downright practical programming suggestions, as a barometer of the community, and as an access to important groups in the city," Mr. Chaseman said.

He also suggested that, in doing public service, station managers make sure everybody possible knows about it. His station has invited studio audiences, conducted studio tours, produced special shows, scheduled thousands of free announcements, and occasionally furnished slides, artwork, studio facilities and talent to outside groups.

"The first factor in low-cost programming," A. Donovan Faust, assistant general manager of WDTV (TV) Pittsburgh, said, "is that the station manager must plan his operation in light of the facilities available." Second factor is to determine the potential of prospective sponsors. The result will be that the manager knows immediately whether to sell his program in across-the-board strips, as a complete single show, as units in a segmatized show or on a participating basis.

The most important single factor, however, is a good budget, one which allows enough money to permit doing the job well, but one that is administered by all department heads and carried through to each individual program. Consistent earners among his station's low-cost programs have turned out to be women's shopping shows, kitchen programs and audience participation shows.

Philip G. Lasky, general manager of KPIX (TV) San Francisco, spoke on plant planning and remodeling and suggested that plans for building a TV station should be made "right in your own house—by television people themselves." After top management decisions

(Continued on page 84)

BIGGER AD BUDGETS FINANCE TV

Reports Magazine Advertising Bureau Analysis

WHERE'S the money coming from to finance expanded television network advertising?

According to the Magazine Advertising Bureau, part of the money comes from a diversion of funds formerly appropriated to other media, but more of it comes from enlarged advertising budgets.

The Bureau last week released an analysis of spending in various media by 183 advertiser who spent $25,000 or more each in network television during the last six months of 1951. Their spending in network television increased 194.9% in that period as compared with the last six months of 1950. But their investments in network radio were off 5.2% and in Sunday newspaper supplements off 25.2%. Their magazine expenditures rose slightly— .5%. No other media expenditures were reported in the study.

Here's the way the expenditures of these 183 advertisers broke down:

	Last 6 Mos. 1951	Last 6 Mos. 1950	Per Cent Change
Network TV	$72,265,510	$24,505,831	+194.9
Network Radio	65,748,022	69,367,391	— 5.2
Magazines	86,694,657	86,300,692	+ 0.5
Sunday Newspaper Supplements	15,019,564	20,083,096	— 25.2
Total	$239,727,753	$200,257,010	+ 19.7

Put another way—in terms of the number of TV network advertisers increasing or decreasing their spending in the other three media—the results were about the same.

Here's the way the 183 network television advertisers appropriated money to magazines, network radio and Sunday supplements in the last half of 1951 as compared with the last half of 1950:

	Total Users of Media	Increases (Per Cent)	Decreases (Per Cent)
Magazines	162	90 or 55.6	72 or 44.4
Network Radio	91	39 or 42.9	52 or 57.1
Sunday Supplements	117	47 or 40.2	70 or 59.8

The Magazine Advertising Bureau also analyzed the arrivals and departures in network television sponsorship. In January and February, 1951, there were 131 advertisers spending at least $20,000 in network TV. Of these 33 were missing from the TV network sponsor lists in January and February, 1952, but 54 others had entered network TV in the meantime, meaning a net gain of 21 TV network sponsors spending $20,000 or more in these two months of 1952, compared with this same period of 1951.

What happened to the 33 who left network television is not explained by the MAB, although presumably at least some turned to spot TV.

television applications

Digest of Those Filed With FCC May 15 through May 22

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	21	10	32

* One applicant did not specify channel number.

Listed by States

WEST PALM BEACH, Fla.—WIRK-TV Inc., Ch. 12 (204-210 mc); antenna height above average terrain 274 ft., above ground 297 ft. Estimated construction cost $137,023, first year operating cost $120,000, revenue $135,000. Studio and transmitter location on Flagler Ave., north of Lakeview Drive, 26° 42′ 22″ N. Lat., 80° 02′ 59″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Frank U. Fletcher. Consulting engineer Vandivere, Cohen & Wearn. Principals include President **Joseph S. Field Jr.** (33⅓%), 51% owner of WIRK West Palm Beach; Vice President **Warren H. Brewster** (33⅓%), owner of cattle ranch, Jupiter, Fla., ⅓ owner of Carpenter Hotel, Manchester, N. H., and owner of 29% interest in WLNH Laconia, N. H., until 1949 and sole owner of WEAT Lake Worth, Fla., until 1950, and Secretary **Arthur M. Shandloff** (33⅓%), president and 80% owner of Star Construction Co., Miami, and secretary-treasurer and 49% owner of WIRK.

† **ATLANTIC CITY, N. J.—Neptune Bcstg. Corp.,** Ch. 46 (662-668 mc), ERP 19.5 kw visual; antenna height above average terrain 426 ft., above ground 448 ft. Estimated construction cost $152,700, first year operating cost $125,000, revenue $140,000. Studio location Steel Pier, Atlantic City. Transmitter location Murray and Ohio Aves., 39° 22′ 33″ N. Lat., 74° 27′ 10″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WFPG-AM-FM Atlantic City. Principals include: Chairman of the Board **Jack N. Berkman** (10%), attorney in Steubenville, Ohio, and owner of minority interest in WSTV Steubenville, WPIT Pittsburgh and WBMS Boston; President **Fred Weber** (30%), executive vice president of WBMS; Executive Vice President **John J. Laux** (10%), executive vice president of WSTV WPIT WBMS and owner of WJJL Niagara Falls, N. Y.; Vice President **Louis Berkman** (10%), president of Louis Berkman Co. (steel brokers, mfrs. and fabricators) and owner of minority interest in WSTV WPIT and WBMS; Vice President **Myer Wiesenthal** (10%), owner of Sample Furniture Co., Steubenville, and owner of minority interest in WPIT and WBMS; Treasurer **Richard Teitlebaum** (10%), former owner of ladies ready-to-wear shop and owner of minority interest in WSTV WPIT and WBMS; **Allen H. Berkman** (10%), attorney in Pittsburgh and owner of minority interest in WSTV WPIT WBMS and WJPA Washington, Pa.; **Helen Teitlebaum** (10%), minority owner of WPIT and WBMS, and **Richard Teitlebaum** (10%), assistant treasurer for Loveman, Berger & Teitlebaum Department Store, Nashville, Tenn., and minority owner of WPIT and WBMS.

† **YOUNGSTOWN, Ohio—The Vindicator Printing Co.,** UHF Ch. 73 (824-830 mc), ERP 201.4 kw visual; antenna height above average terrain 956 ft., above ground 1,000 ft. [This is modification of amendment to application already on file; see B•T, May 19].

† **LAWTON, Okla.—Oklahoma Quality Bcstg. Co.,** Ch. 7 (174-180 mc), ERP 9.73 kw visual; antenna height above average terrain 541 ft., above ground 520 ft. Estimated construction cost $175,000, first year operating cost $78,000, revenue $90,000. Studio and transmitter location four miles East of Lawton, 35° 35′ 31″ N. Lat., 98° 19′ 08″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer William D. Buford, Lawton, Okla. Applicant is licensee of KSWO Lawton. Partners include **R. H. Drewry** (50%), owner of M & D Finance Co. and 45% owner of KRHD Duncan, Okla.; **T. R. Warkentin** (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; **R. P. Scott** (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; **J. R. Montgomery** (16%), president of City National Bank, Lawton, and 14% owner of KRHD, and **Dr. G. G. Downing, M.D.** (4%), 3% owner of KRHD.

PETERSBURG, Va.—Southside Virginia Bcstg. Corp., Ch. 8 (180-186 mc), ERP 27.8 kw visual; antenna height above average terrain 399 ft., above ground 457 ft. Estimated construction cost $248,283, first year operating cost $200,000, revenue $175,000. Studio location 112 W. Tabb St., Petersburg. Transmitter location four miles North of Petersburg on U. S. Hwy. #1, 37° 17′ 43″ N. Lat., 77° 24′ 46″ W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WSSV Petersburg, Va. Principal stockholder is President **Louis H. Peterson** (95%), owner of WNOR Norfolk, Va., and owner of Peterson Adv. Agency (outdoor advertising), Petersburg. (**Mary Peterson,** his wife, owns remaining 5% of WSSV.)

VIDEO CHANNELS

Four Applications Filed

NUMBER of new and amended television station applications filed with the FCC since April 14 was raised to 23 last week with total of four more requests for stations tendered.

WFMJ-AM-FM Youngstown, Ohio, which had filed an amended application seeking UHF Channel 33 [B•T, May 19], filed a modification to its request. It decided to ask for UHF Channel 73, instead, and filed new engineering data with the Commission. Chief Engineer Frank A. Dieringer said the decision to change channels was made to permit the use of a proposed site on Mabel Street in Youngstown. The station will cost nearly a million dollars, will have a 1,000 ft. antenna and an ERP of 201 kw visual.

Other applications came from West Palm Beach, Fla., Atlantic City, N. J., Lawton, Okla., and Petersburg, Va.

Southern Enterprises, Montgomery, Ala., headed by Dr. J. Randolph Penton Jr., physician, plans to amend its television application to request UHF Channel 20, it was announced last week. The company says coverage will be within a 25-mile radius with 115 kw ERP. Antenna height will be 480 ft. Woodley C. Campbell, Montgomery attorney and one of nine business and professional men associated with Dr. Penton, said there are three applications for the VHF channels in Montgomery. Since there is still another UHF channel, Mr. Campbell said the group expects to get a grant within a year—unless someone else decides to file for Channel 20. Cost of the station is estimated at $326,000.

PRO GRID GAMES

Atlantic, Miller Buy TV

ATLANTIC Refining Co., Philadelphia, which cancelled its schedule of college football broadcasts because of the NCAA ban [B•T, May 19], has joined with Miller Brewing Co., Milwaukee, to buy 1952 TV coverage of three National Professional Football League team schedules.

The contract calls for DuMont network telecasts of 52 league games involving the New York Giants, Philadelphia Eagles and Pittsburgh Steelers, plus full radio coverage by the same firms.

The schedule provides for telecasts of all 12 Giants games on seven network stations and six road games by the eighth, WABD (TV) New York, which with Newark, N. J., are to be blacked out for home contests. Six road games of the Eagles are to be carried by WFIL-TV Philadelphia, WDEL-TV Wilmington, Del. and WGAL-TV Lancaster, Pa. Steelers' six-game schedule is slated for WDTV (TV) Pittsburgh and WJAC-TV Johnstown, Pa.

Stations in Binghamton, Boston, Providence, New Haven, Schenectady, Syracuse and Utica will carry the entire Giants' slate and championship games under the "blackout" policy instituted by the league last fall.

Contract was signed in Philadelphia last week by representatives of the sponsors, their agencies, the three clubs and NPFL Comr. Bert Bell. Negotiations were handled for Atlantic by N. W. Ayer & Son, Philadelphia, and for Miller by Mathisson & Assoc. Inc., Milwaukee.



WREATH of vegetables was presented by Ted Bergmann (l), DuMont Television Network sales director, to Richard E. Jones, newly-appointed manager of DTN's key station, WABD (TV) New York. Occasion was the official separation of DTN's sales departments into local and network operations, with Mr. Jones heading the local division and Mr. Bergmann continuing as network sales chief [B•T, May 12.]

GIANTS' CLAIM

TV Cut Advance Sales 40%

LIVE telecasts were a "great influence" leading to a nearly 40% drop in advance reserved seat ticket sales for its home football games from 1946 through 1950, the New York Giants professional football club charged last Wednesday. It steered away, however, from any "complete indictment of television."

This claim was recited by John V. Mara, Giants president, in an answer to the government's anti-trust suit against the National Professional Football League and its member teams. It was filed in U. S. District Court at Philadelphia just prior to the May 21 deadline for replies to the suit.

The suit, filed by the Dept. of Justice, charges NPFL's action in limiting live telecasts of its games last fall violated the Sherman Anti-Trust Act. Federal Judge Allan K. Grim set a hearing for June 16.

Despite the government's complaint that the football "blackout" violates the law, three NPFL teams — including the Giants — completed television contracts under which all 1952 home games of each club would be blacked out in local areas (see adjoining story).

In his answer Mr. Mara explained that as the number of video receivers increased in the New York area from 1946 to 1950, the sale of reserved seats declined. In the first year, he said, there were 30,000 TV sets and advance seat sales reached 91.5% of all reserved seats. Other data: 1947, 87.5%; 1948, 86%; 1949, 73%, and 1950, 52.5%. Figures for 1951 were not made available.

The answer said in part:

We recognize that these figures in themselves do not necessarily constitute any complete indictment of television as the sole factor affecting the economics of our business.

However, it has to be recognized that television was more than a straw in the wind, and was a new and powerful . . . influence on attendance.



One of the biggest decisions that prospective telecasters must make is where to hang their TV broadcasting antennas. The selection of antenna sites is difficult enough if governed only by economic and technical considerations, but in recent weeks it has become additionally complicated by another factor. Aircraft interests, fearfully envisioning forests of high towers rising all over the country, intend to have a say in where towers are put. One solution to the problem is multiple operation from a single tower, like the Empire State Building TV complex in New York. Here's a detailed explanation of the planning and installation of the five-station Empire State tower, as told by the attorney who negotiated the whole arrangement. Mr. Ruddock is a partner in the law firm of Cadwalader, Wickersham & Taft, counsel for the Empire State Bldg. He also represented the five stations in their relations with RCA, which built the equipment, and B. Eichwald & Co., the electrical contractors.

ANTENNA LOCATION

—The Big Decision Facing Telecasters

By MALCOLM I. RUDDOCK

PROBLEM number one for every television station is to have as distant a horizon as possible.

Within the past year a dramatic change in the skyline of New York City has been brought about solely as an answer to that problem. A new 222-foot-tall multiple television tower has been erected on top of the Empire State Building, the world's tallest, and by last Dec. 14 five of the major TV stations, including all the network outlets, were broadcasting from it.

Five high-power transmitters were installed in the upper floors of the building, and power lines, de-icing equipment and more than 75 separate broadcasting screens were installed on the tower.

The compelling reasons that led these five New York stations to cooperate in establishing a joint tower location should exist in any city which has been allocated five or more TV stations by the FCC. In all such cities one of the stations has been reserved for non-commercial, educational television while the other four or more are for commercial use.

Joint Locations in Use

Until last April 14 the only cities in the country which had been allocated as many as five TV stations were New York with six and Los Angeles with seven. In each of these cities, significantly enough, there has already been joint exploitation and use of the highest and best transmitter location. In New York City the multiple TV tower was erected on the top of the Empire State Building, with a maximum height of 1,445 feet above the average terrain. In Los Angeles all seven stations have located antennas adjacent to each other on Mt. Wilson with a height above the average terrain varying from 2,345 feet to 3,100 feet.

In the new station allocations announced on April 14, a total of *50 cities* in the continental United States are allocated five or more TV stations. In the great majority of these cities, there is no convenient mountain, such as Mt. Wilson in Los Angeles, on which to erect separate small antenna poles or towers on a great natural elevation. Therefore, in most of these cities each of the five or more station antennas must be held high in the air on a man-made structure. In each case it is probable that an elevation of at least 1,000 feet above the average terrain will be desired. Shall five such towers be built in every city? If, as estimated by WTMJ-TV in Milwaukee, a 1,000 foot tower will cost $292,000 without antennas and equipment, the total cost of five antennas in one moderate sized city, each duplicating this basic expense, would intolerably burden the development of the best television service. Furthermore, in most cities there probably are not as many as five satisfactory locations.

(A list of cities to which five or more TV channels have been allocated begins at the right.)

In all of these cities, as stations are authorized and built, the competitive cycle which has about run its course in New York City and Los Angeles will come into play and will force each of these stations to struggle to have as high and as central an antenna location as any competitor.

This struggle will be greatly enhanced by the fact that the FCC in its April 14 report also removed the power limitation formerly associated with antenna heights in excess of 500 feet.

Under the new rules, full power is authorized with antennas up to 1,000 feet in height in the northeastern part of the United States (where population is denser and cities closer together) and up to 2,000 feet in the rest of the country. Consequently, an added incentive is given for taller antennas.

The Commission in its report also discussed recommendations it had received to make the use of common antenna sites mandatory. By "common antenna site," of course, is meant the multiple use of a single location as has been done in New York City. After reaffirming the existing Commission rule that a license will not be granted or renewed to any TV station which monopolizes or retains the exclusive use of a markedly superior antenna location, it states:

While we encourage licensees to use common antennas where possible, we believe that we should not impose such a requirement without further exploration of the problems which might arise from such a rule.

It would seem likely that in at least some other communities, telecasters will be considering multiple antenna operation. The experience of WABD (TV), WCBS-TV, WJZ-TV, WNBT (TV) and WPIX (TV) New York in this regard may be interesting to those considering similar undertakings.

The New York venture drama-

(Continued on page 101)

Following is a tabulation of 50 cities to which the FCC has allocated five or more TV channels. Existing stations and antenna heights are shown, and notations made as to the heights of taller existing buildings in cities having buildings more than 300 feet tall.

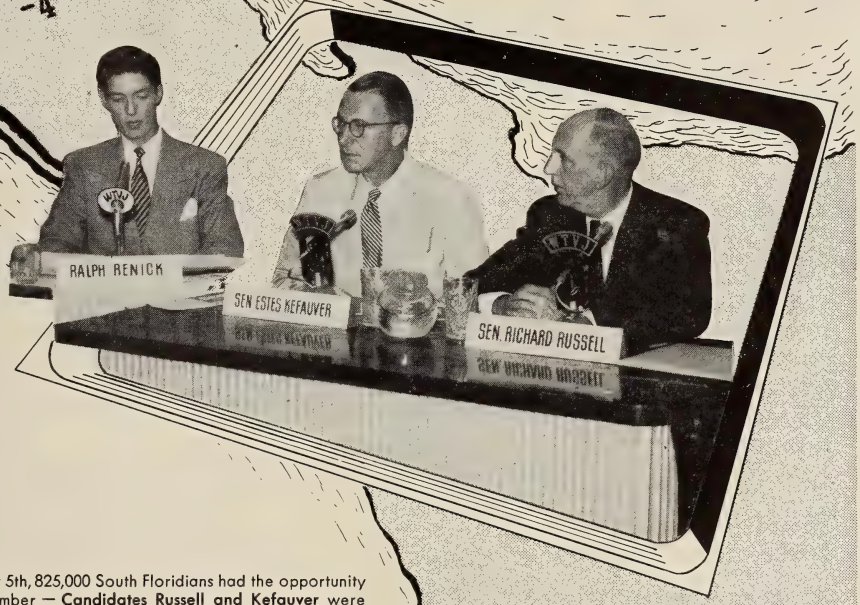
City	Present No. of TV Stations	Total allocated in April 14th Report	Heights of existing antennas above average terrain
Birmingham, Ala.	2	5	750 and 875 ft.
Note: Antennas located on Red Mt. and Red Top Mt.			
Little Rock, Ark.	None	5	None
Fresno, Calif.	None	5	None
Los Angeles	7	10	2,345 to 3,100 ft.
Note: All antennas located on Mt. Wilson			
Sacramento	None	5	None
San Diego	1	7	710 ft.
Note: Antenna located on Mt. Soledad			
San Francisco	3	10	540, 1,100, and 1,325 ft.
Note: Present antennas are located on Mt. Sutro, San Bruno Mt., and Mark Hopkins Hotel. The tallest buildings in the city are the Russ Bldg. (408 ft.) and the Shell Bldg. (380 ft.), but the hilly terrain of the city may completely negate any height advantage of a particular building in considering height above average terrain.			
Denver	None	7	None
Note: The tallest building is Daniels & Fisher Tower (330 ft.)			
Pueblo, Colo.	None	5	None
Washington, D. C.	4	6	330, 460, 515, 587 ft.

(Continued on page 99)

THE DAY

A City Stood Still*

WTVJ CHANNEL -4-



* On the evening of May 5th, 825,000 South Floridians had the opportunity to view presidential timber — **Candidates Russell and Kefauver** were going to debate the issues of the Nation on WTVJ, Florida's First TV Station — All that day tension mounted — TV sets were checked — The verbal battle of the century was on deck — For some 75 minutes two presidential aspirants told the people in WTVJ's coverage why they should carry the Democratic standards. People watched and listened, This was democracy in action. The next day was their day.

PRIMARY DAY. VOX POPULI!

With their finger on the pulse of the people, **WTVJ** programs what SOUTH FLORIDA wants to see and hear.

ANOTHER REASON **WTVJ** IS YOUR BEST BUY IN SOUTH FLORIDA!

Florida's First TELEVISION STATION

NATIONAL ASSOCIATION RADIO NEWS DIRECTORS
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WTVJ

MIAMI, FLORIDA

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TV
Channel-8

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TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego's
ELECTRIC SALES
in 1951
were
21%
HIGHER
Than 1950
. . . another
evidence of
the tremendous
population
growth and
high level of
industrial
production.

Wise Buyers
BUY-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550-K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

BMI TV Clinics

(Continued from page 80)

about size and location of studios—based on the station's program ambitions—the people who are working on the programs should be the ones to suggest plan requirements.

Lack of acceptance in the minds of the advertisers is the major obstacle that all broadcast media have today, Paul Adanti, vice president and general manager of WHEN (TV) Syracuse, observed. Whereas newspapers, magazines and billboards have advertiser acceptance, broadcast media are not generally regarded as "must-buy media" he said, indicating that the problem is long range and will have to be overcome gradually. Advertiser confidence will have to be built up, not only through the sponsor's own long-term experience in television, but also through the broadcaster's making certain that the vehicle and sales message used by that advertiser are the most effective possible.

Predicting that people will gain more knowledge of world events through television than ever before, A. A. Schechter, general executive of the NBC-TV network, urged his audience to "wake people up with TV." Basing his analysis of news programming on NBC-TV's two-hour *Today*, he explained that the morning program gives immediately what people in small communities, otherwise dependent on local papers only, sometimes wait hours for: first-hand world news.

Chairmen of the half-day sessions were Theodore C. Streibert, president of WOR-TV New York, Monday morning; Mr. Lasky, Monday afternoon; Mr. Swezey, Tuesday morning, and Craig Lawrence, general manager of WCBS-TV New York, substituting for Hubbell Robinson Jr., vice president of CBS-TV, Tuesday afternoon.

In the open forum following the close of the clinic, Gaines Kelley, WMFY-TV Greensboro, N. C., moved that a vote of thanks be given BMI for its sponsorship of the sessions which were arranged through the New York planning committee: Mr. Clipp, Mr. Larsen, Dick Pack of WNBT, Jerry Lyons, WABD (TV), Hal Hough of WJZ-TV, Mr. Holden and Dick Doan and Mr. Lawrence of WCBS-TV.

At Chicago Sessions

Those attending the Chicago clinic in the Palmer House were told how WTMJ-TV Milwaukee saved $96,000 last year because it wrote separate contracts for talent and production charges and for time costs. Walter Damm, vice president in charge of radio for the Journal Co. and general manager of WTMJ-AM-TV, gave this report.

All TV costs he said, citing BMI, ASCAP and film fees, are predicated on time charges, and these additional costs for such services will go up if the basic time charge includes allowance for such extras as rehearsal, talent, music fees, cameras and the like. A more honest basis is for time to be separated from any other charges in the basic rate, he said. Mr. Damm also recommended to future TV managers that they eliminate local rates, charging only spot and network. WTMJ-TV charges $800 per hour on a spot basis, $1,150 for the network.

Mr. Damm has also eliminated the discount structure used in radio saying "you don't have to do it in TV." The differential between spot and network, with higher rates for the latter, establishes the principle that the advertiser is paying for coaxial charges, he said.

Other recommendations: Stay away from downtown congested areas; split your radio and TV sales forces; operate TV on one floor; allow as much storage space as studio room; build high doors and use dollies; own your own shows and use regular staff members, and slot participations into local shows.

Also appearing at the first of the two-day session was Mr. Swezey, who again spoke on "Every Town a Showtown, USA—Yeah?" [see New York report page 80].

More than 120 station executives from the Midwest attended the Thursday and Friday meetings. The Thursday session was opened by BMI President Haverlin, who introduced the chairman of the clinic, Mr. Clipp.

Morning speakers were George Heinemann, program manager, WNBQ (TV) Chicago on, "Art, Scenic Effects and Camera Techniques," and Mr. Lasky, along with Mr. Swezey.

The afternoon schedule featured the chairman, Frank Fogarty, general manager, WOW-TV Omaha, and Mr. Damm, along with Mr. Holden and Mr. Clipp.

Friday agenda included Jules Herbuveaux, director of TV operations, NBC Chicago, as chairman of the morning session, and Mr. Lasky for the afternoon. Speakers were Bruce Wallace, manager, public service broadcasts, WTMJ-AM-TV, "Public Service Programming"; Walter Preston, WBKB (TV) Chicago, "Programming for TV as a Sales Medium"; Jay Faraghan, WGN-TV Chicago, "Film Buying—Film Costs and Problems of Film Operations"; Mr. Lund, and Walt Emerson, ABC Chicago attorney, "Music Clearance and Copyrights."

A clinic opens today (Monday) in Los Angeles.

Poppy Drive Films

TELEVISION Screen Productions, New York, has completed two film spots—20 seconds and 30 seconds—for the American Legion Auxiliary poppy campaign. Films have been sent to all TV stations for showing during the campaign which begins shortly and runs until Labor Day.

'Sooner' Walker

FCC Chairman Paul A. Walker's reference at the NARTB convention in Chicago April 2 [B•T, April 7] to the then-impending TV allocation freeze lift as similar to the Oklahoma Cherokee Strip land rush in 1889 has brought him honorary membership in the Oklahoma Broadcasters Assn. OBA President Allan Page, in a letter last week to Comr. Walker, said in part: "Your remarks . . . were first-hand evidence that you are one of our best boosters for the great state of Oklahoma. . . . The board feels that your loyalty to Oklahoma entitles you to an honorary membership in our association (for which) you are charged with . . . continuing . . . the policy of promoting the traditions and opportunity of the State of Oklahoma."

DuMONT REPORTS

Decrease in 12-Wk. Period

BOARD of directors of Allen B. DuMont Labs on May 21 declared regular quarterly dividend of 25 cents per share on outstanding preferred stock, payable July 1 to stockholders of record at close of business June 13.

Additionally, company has released following table showing a decrease in sales and net profits according to summary for 12 weeks ended March 23, compared to same period a year ago:

	12 weeks ended 3/23/52	3/25/51
Sales	$15,960,000	$18,851,000
Net Profit	114,000	1,022,000
Number of Common Shares Outstanding at End of Period	2,361,054	2,361,054
Earned Per Share After Preferred Dividends	.035	.42

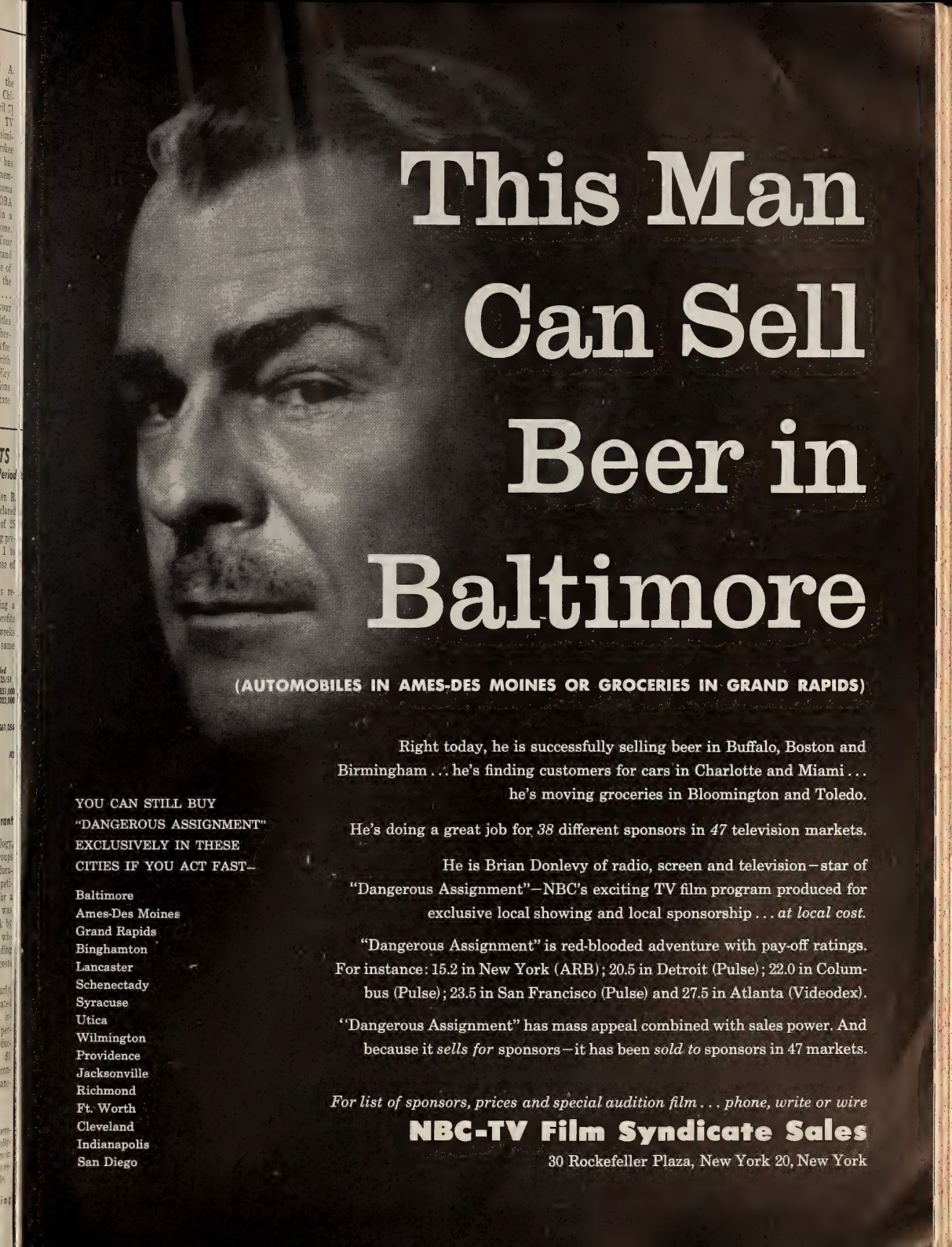
IIT ASKS FORD

For $4 Million TV Grant

ILLINOIS Institute of Technology, on behalf of the Chicago groups which propose to operate educational VHF Channel 12, has petitioned the Ford Foundation for a grant of $4,250,000. This was reported in Chicago last week by IIT President John Rettaliata, who said the sum would cover building construction and operation costs for four years.

Of this amount, $800,000 yearly, or $3,200,000, would be allocated to actual operating expenses, including building maintenance, personnel, administration and production. The remainder, about $1 million, would be used for construction of the station and transmitter.

GEORGE CARSON PUTNAM, newscaster-announcer, KTTV (TV) Hollywood, filed bankruptcy proceedings in U. S. District Court with liabilities reported as $79,501.89 and assets $250.



This Man Can Sell Beer in Baltimore

(AUTOMOBILES IN AMES-DES MOINES OR GROCERIES IN GRAND RAPIDS)

Right today, he is successfully selling beer in Buffalo, Boston and Birmingham . . . he's finding customers for cars in Charlotte and Miami . . . he's moving groceries in Bloomington and Toledo.

He's doing a great job for *38* different sponsors in *47* television markets.

He is Brian Donlevy of radio, screen and television—star of "Dangerous Assignment"—NBC's exciting TV film program produced for exclusive local showing and local sponsorship . . . *at local cost.*

"Dangerous Assignment" is red-blooded adventure with pay-off ratings. For instance: 15.2 in New York (ARB); 20.5 in Detroit (Pulse); 22.0 in Columbus (Pulse); 23.5 in San Francisco (Pulse) and 27.5 in Atlanta (Videodex).

"Dangerous Assignment" has mass appeal combined with sales power. And because it *sells for* sponsors—it has been *sold to* sponsors in 47 markets.

YOU CAN STILL BUY "DANGEROUS ASSIGNMENT" EXCLUSIVELY IN THESE CITIES IF YOU ACT FAST—

Baltimore
Ames-Des Moines
Grand Rapids
Binghamton
Lancaster
Schenectady
Syracuse
Utica
Wilmington
Providence
Jacksonville
Richmond
Ft. Worth
Cleveland
Indianapolis
San Diego

For list of sponsors, prices and special audition film . . . phone, write or wire

NBC-TV Film Syndicate Sales

30 Rockefeller Plaza, New York 20, New York

TV Priority List

(Continued from page 79)

imum) and stations in Columbus, Ohio, Buffalo and Washington.

Such an outlet, using 3½ times the present power (16.6 kw) of WDTV, would serve a radius of 33 miles and 3,421 sq. mi. of Grade A service, he noted.

Comr. Jones observed FCC's engineering data shows only 156.5 miles separation between Channel 4 stations is needed to protect the Grade A service out to the noise limitation.

"That is to say," he explained, "it doesn't make any difference how many miles co-channel spacing you have beyond 156.5 miles. If you separate Channel 4 stations a thousand miles, the Grade A service does not increase one square mile."

"It seems ridiculous to me that Channel 4 should be left out of Pittsburgh when there is a 29.8% increase in Grade A service of the channel in this area when a Pittsburgh station is added and not one square mile of Grade A service is lost by the three existing stations at Washington, Buffalo and Columbus," Comr. Jones stated.

"Since we do have unusually rugged terrain in the Pittsburgh area," Comr. Jones continued, "there is more excuse to put more VHF channels in the Pittsburgh area than there is in New York City, Los Angeles, Philadelphia, Washington, Baltimore, Cleveland, Erie or Columbus where the terrain is less severe or as flat as a table top." To equal WDTV's present coverage, he said a UHF station will have to radiate a full megawatt of power (1,000 kw).

Explaining the various general provisions of the Sixth Report, Comr. Jones reviewed major premises of his dissent which he had discussed earlier before the Ohio Assn. of Radio-TV Broadcasters' management clinic in Columbus [B•T, May 5]. He contended the Sixth Report constitutes an "inefficient use of the spectrum" and creates an "artificial scarcity" of VHF channels.

Charges 'No Excuse'

Holding "there is no excuse for Pittsburgh, one of the top 10 markets, to be on the bottom of the processing line when many smaller multiple station cities will be processed first," Comr. Jones contended "the issue in this battle" is not if the action is just, but whether the Sixth Report will hold up in court.

Comr. Jones observed that "They [the Commission] sit in a bomb-shelter, insulated from elections—insulated from the vote of any city that might be dealt with unjustly . . . The Commission says to the public: 'Prove I'm wrong. Make a court say I'm arbitrary, unreasonable, capricious.' "

The dissenting Commissioner told his Pittsburgh audience that "to recoup the permanent loss of local television service . . . the civic resources of your city and possibly the cities and communities of your metropolitan area will have to marshal their combined forces in a painstaking, expensive, time-consuming effort of factual (legal, engineering and economic) preparation for an administrative hearing, oral arguments, briefs and very likely, successive court appeals."

Comr. Jones further elaborated practical points of his dissent before the FCBA on Thursday, using some of the same visual material employed at Pittsburgh.

He told the Washington broadcast attorneys there is little to recommend the allocation plan, but it can do "a great deal of damage" to the nation in the future. Comr. Jones reiterated his view that FCC doesn't have legal authority to "prejudge the needs" of the various communities of the U. S.

FCBA, among others, a year ago unsuccessfully protested the legality of the fixed allocation plan. Comr. Jones dissented from the majority opinion which upheld the allocation at that time.

Contending the Sixth Report puts UHF "behind the eight-ball," Comr. Jones pointed out that the VHF co-channel minimum spacing of 70 miles is disproportionately much greater with respect to interference factors than is the 155-mile UHF spacing. He reminded the group it will take 2,000-ft. UHF antennas to compete with 500-ft. VHF antennas, placing UHF operators at great financial disadvantage not considering the 17-20 million VHF receiving set circulation.

Comr. Jones noted that the allocations plan sought to foster competition, but 889 cities are single channel assignments. He charged FCC has wasted signals in the East through provision of unnecessarily high antennas and powers and concentration of multiple services in the large markets. Thus, the rural areas get unequal service even though the Commission planned for VHF stations to cover them.

He noted that between Baltimore and Washington there are seven signals carrying only four (network) program services. Around New York, he noted. there are 12 signals of which eight provide only four network services.

Comr. Jones reiterated his earlier contention that the "firm, fixed and final" allocation plan doesn't provide as efficient a distribution of services as would result competitively if applicants were free to "serve their own selfish interests."

He pointed out that while the plan sets a VHF minimum co-channel separation of 170 miles, the Commission's allocation actually contains a median separation of 250 miles. Thus, with high towers and powers, FCC has inefficiently allocated a big-city plan upon all lesser communities of the country as well, he indicated.

Showing a schematic diagram of VHF Channels 7 to 13, using the median 250-mile separation and antenna height 1,000 ft. with full 316 kw power, Comr. Jones noted a space of 122 miles occurs between Grade B contours. He pointed out it takes four separate channels to substantially cover an area (triangular lattice concept).

This means, he stated, it takes all 12 VHF channels to give substantially everybody at all locations three Grade B services or better, with the result "you can have only three channels in any one particular location."

Holding that this is the fundamental philosophy of the Commission's plan, Comr. Jones charged FCC deviated from using a maximum of three VHF channels in one place, naming Los Angeles and New York-Newark, seven each, and Washington and Chicago, four each. This results in lessened Grade B service in outlying areas as supplemental channels are eliminated, he indicated.

Suggests Less Spacing

By reducing station spacing to 155 miles, Comr. Jones pointed out, substantially all Grade A service is preserved and the same four channels used in the 250-mile concept will provide nearly everyone with at least one Grade A service instead of Grade B. In addition, some locations will get two Grade A services, he noted.

In its petition to reconsider the High Point-Beckley allocation ruling, WHPE pointed out the separation requirements set forth in the final plan "sets up new separation distances which are greater than heretofore described and therefore cannot be the basis for denying the requests." WHPE explained that since this new separation "is new to the rule-making procedures and was not a part of the original notice . . . it cannot now become a rule and it cannot be the basis for the rejection of the [WHPE] proposals."

Reconsideration in the Braddock, Pa., case is to be sought by Matta Broadcasting Co., licensee of WLOA there. Dispute centers on rejection of proposed Channel 4 assignment because separation between the Braddock post office (built in 1892) and WLWC (TV) Columbus is 169.39 miles. The plan specifies 170-mile minimum.

In Lafayette, KVOL there (Evangeline Broadcasting Co.) plans to petition for reconsideration of FCC's relocation of VHF Channel 5 at Alexandria, La., substituting UHF Channel 67 at Lafayette.

Washington Watches | *Kid Shows*



"CISCO KID"

6:30 p.m.—Sunday

This top Western film series, scheduled in a choice Sunday evening spot, garnered a rating of 21.7 (ARB, April 1952). What a show for summer selling!

NOW AVAILABLE FOR SPONSORSHIP

Watch Washington

Among all cities of over 50,000 population, Washington has climbed during the past year from tenth to eighth place in food store sales, from sixth to fifth in drug store sales and from seventh to sixth in total retail sales (SM survey of Buying Power) . . . and you know how much the kids can influence these purchases.

wnbw Channel 4

NBC Television in Washington

Represented by NBC Spot Sales


13,900 LETTERS
in 48 HOURS
. . . "Playschool" is a WWJ-TV originated show 9 to 10 A.M. designed for pre-school children with songs, stories, sketches and cartoons by WWJ-TV's own staff.
. . . One day recently WWJ-TV asked a few questions:
Do you want "Playschool" to continue?
Do you want "Playschool" every day?
. . . The answers flooded in — 13,900 in 48 HOURS and these pre-school age children can't write so it's 13,900 mamas and even a few papas that wrote!
. . . Result? "Playschool" will be on the air all summer, 5 days weekly.
. . . "Playschool" is just one more WWJ-TV program achievement which makes it the station you should choose to sell the rich Detroit Market—the market with the nation's highest family incomes.
FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ
WWJ
TV
NBC Television Network

YOU WANT COVERAGE?



Say "WHEN" TELEVISION

Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and *buy*, when you Sell via WHEN.

YOU'LL GET RESULTS



ON CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

FCC EXAMINERS

TWELVE influential Senators last week challenged the Congress as well as the FCC to get television to all of the nation's people in the shortest time possible.

The unique move, the more unusual in an economy legislature, grew with agreement a fortnight ago that Senate Interstate & Foreign Commerce Committee members should ask for additional funds to enable the Commission to tackle an increasing workload of TV applications [B•T, May 19].

There are no party lines in the Senators' call. Both Democrats and Republicans on the commerce committee joined in sponsorship of a proposed amendment to the 1953 Independent Offices Appropriations Bill.

That bill, already cut nearly $2 million by the House, is under consideration of Sen. Burnet R. Maybank's (D-S. C.) appropriations subcommittee.

The commerce group's amendment, included in a five-page frankly-worded letter to Chairman Maybank, calls for an appropriation of $800,000 "for salaries, and other expenses necessary for the employment of 20 examiner teams to be used exclusively [by the FCC] for processing and hearing television applications during the fiscal year ending 1953."

Williams Fails to Sign

Only member of the Senate commerce group not signing the letter was Sen. John J. Williams (R-Del.).

Most of the Senators signing the letter are among those who pull the most weight. In addition to Senate Commerce Committee Chairman Ed C. Johnson (D-Col.) and Senate Majority Leader Ernest W. McFarland (D-Ariz.), they include:

Democrats—Sens. Warren G. Magnuson (Wash.), Brien McMahon (Conn.), Herbert R. O'Conor (Md.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.), and Republicans—Sens. Charles W. Tobey (N. H.), Owen Brewster (Me.), Homer E. Capehart (Ind.), John W. Bricker (Ohio) and James P. Kem (Mo.).

Sen. Johnson of Colorado testified before the Maybank subcommitte when FCC's appropriation was before it for consideration. A fortnight ago while hearing the nomination of Rosel H. Hyde to the Commission, Sen. Capehart offered the resolution which culminated in the letter and proposed amendment to the funds legislation.

Outlining the April 14 lifting of the "cruel, arbitrary and little understood television freeze . . . imposed in September 1948," which the committee said came "after 42 months of tortuous delay," the letter proceeded to describe the current situation which was said to exist at the Commission.

Pertinent points of the Senators' letter were briefly:

● It is "reasonable" to expect more than 1,000 applications "pending and clamoring for immediate action" and the Commission "must adopt a scrupulously careful method of processing these applications."

● The current seven examiners (who should handle about 10 to 15 applications per year) "are used for all types of hearings . . . and we are informed they now have a heavy workload on problems wholly unrelated to the licensing of new television stations which will keep them tied up for many months."

● Seventh Annual Report of the FCC "reveals that there were pending, as of June 30, 1951, 1,000 broadcast applications in the radio AM field and 186 in the radio FM field. . . . If you were an applicant, an outright death sentence likely would be far better than a notice of indefinite delay."

Team Already Assigned

● An examiner team has been assigned to an investigation and hearing involving divestment of the International Cable operation from Western Union. Case is set for June 5.

● "We are convinced that the FCC must be given 20 additional examiner teams for the next two years to clean up the television logjam occasioned by the sudden lifting of the arbitrary freeze. . . . It will not cost the government any more to hear these cases during the next two years than it would cost to string them out over a period of 10 years."

● Annual salary of an examiner team consisting of examiner, accountant, engineer, attorney, and two clerk-stenographers would total $36,000 a year and travel expenses $4,000, a total sum of $40,000 for each team.

● These additional teams are necessary if the freeze lift is to be "meaningful."

● Increase is not to be made every year, but only for the time to "cure the emergency."

● "The welfare of the people and not the happiness of the FCC is at stake in this situation. . . . Every applicant is entitled to his day in court without years of delay and it cannot be given to him unless we provide the money to hire the minimum of examiner teams. . . ."

● ". . . large percentage of the applications that will go on file will probably go to hearing because of the limited number of channels available in many of the cities . . . it becomes obvious . . . that if the present situation with respect to examiners is permitted to remain, some applicants will not know whether they will be granted TV licenses for many, many years."

● Congress will not save money by failing to add the $800,000 because it will have to pay for the processing eventually, anyhow.

● The benefits of television and its value to the people "far transcend the problem of whether the FCC is entitled to 10 employes or 10,000 employes."

● "Besides being a most fascinating form of entertainment and education, television is certain to become a major element in the American economy with respect to the number of people employed, money invested and a new and forceful device through which products are sold to the general public."

● "By an appropriation of $800,000 Congress can set in motion a chain reaction which in two years' time will create $3 billion in business. These figures are ultra conservative."

Concluding paragraph of the letter follows:

"We ought not shirk our duty. We ought to appropriate the money to authorize the recruiting of the 20 examiner teams or frankly tell the people that because money is not available for processing their television applications they must wait 6 to 10 years for TV in many areas of the U. S."

The House last March voted $6,108,600 to operate FCC in fiscal 1953. This is $1,966,540 under the amount requested in President Truman's budget. The Senate had been expected to restore some of this cut.

Senators Spark Funds Drive

IATSE Wins, Loses

IATSE Local 706 last week was named over NABET by a 7-0 vote as bargaining representative in the National Labor Relations Board election for makeup artists and hair stylists at NBC-TV Hollywood. Screen Cartoonists Guild, however, won out 5-2 over IATSE at Cascade Pictures of California, TV film producer.

WATV (TV) Move

SIX of the seven New York area TV stations will be transmitting from the top of the Empire State Bldg. by next winter, following FCC approval last week of WATV (TV) Newark's long-pending request to move there. WATV (TV) will reduce its radiated power from 30.5 kw visual to 3.4 kw when it makes the move, but its antenna height will be increased to 1190 ft. above ground. Its present transmitter site is atop First Mountain, near West Orange, N. J., less than 600 ft. above average terrain. WOR-TV is the only New York outlet not using the Empire State Bldg. site. It has an 810 ft. tower at North Bergen, N. J.

PHILADELPHIA WATCHES WPTZ MORE THAN ANY OTHER TV STATION*

*Per ARB for the full year of 1951

WPTZ—NBC TV-AFFILIATE...1600 Architects Building,
Philadelphia 3, Pa., Phone LOcust 4-5500 or NBC Spot Sales

WSPD-TV
"SPEEDY" THE PIONEER

1 STATION

1 CHANNEL

1 DIAL SETTING



ON
WSPD-TV
TOLEDO
with

158,000
TELEVISION SETS

NBC AFFILIATE
STORER BROADCASTING COMPANY
Rep. by The Katz Agency, Inc.
WSPD-TV
CHANNEL 13
TOLEDO, OHIO

Nat. Sales Hq. 488 Madison Avenue,
New York 22, ELdorado 5-2455

telestatus



RCA Reports Tricolor Tube Improvements

(Report 217)

SIGNIFICANT improvements have been made in the RCA tricolor television picture tube, Dr. Elmer W. Engstrom, vice president in charge of the RCA Laboratories Div., announced last Thursday.

One of the disadvantages of the earlier RCA system, it was explained, was that the electron beam sources have been located at somewhat divergent positions with the tube, requiring a number of beam-deflection systems and a tube with three necks. Through a new invention by Alfred C. Schroeder, electrical engineer in RCA Labs., the electron guns can be placed close together in a single neck tube, an arrangement which allows for a single-beam deflection system similar to that used in black and white television.

The improved tube, patented early this month, has been successfully integrated into RCA's color TV system, he said.

Mr. Schroeder, associated with RCA since receiving his master's degree from Massachusetts Institute of Technology in 1937, is on the staff of the David Sarnoff research center and has spent much of his time working on color television.

* * *

'Lucy' Again Heads Videodex Top 10 Ratings

FOR the second successive month, *I Love Lucy* heads the Videodex ratings for the top 10 TV shows, both in percentage ratings and in number of homes reached. The show stars Lucille Ball and her husband, Desi Arnaz, and is carried over CBS-TV Monday, 9-10 p.m. (EDT). Videodex listings follow:

Program	Percent TV Homes
1. I Love Lucy (CBS)	52.1
2. Talent Scouts (CBS)	43.5
3. Red Skelton (NBC)	39.3
4. Godfrey & Friends (CBS)	39.3
5 You Bet Your Life (NBC)	38.7
6. Texaco Star Theatre (NBC)	37.
7. Your Show of Shows (NBC)	31.8
8. Comedy Hour (NBC)	31.1
9. Fireside Theatre (NBC)	30.9
10. My Friend Irma (CBS) 30.1	30.2

Program	No. of TV Homes (000)
1. I Love Lucy (CBS)	8,671
2. Red Skelton (NBC)	6,352
3. Texaco Star Theatre (NBC)	6,275
4. You Bet Your Life (NBC)	6,080
5. Godfrey & Friends (CBS)	5,854
6. Comedy Hour (NBC)	5,012
7. Your Show of Shows (NBC)	4,875
8. Fireside Theatre (NBC)	4,826
9. Philco TV Playhouse (NB)	4,801
10. Talent Scouts (CBS)	4,793

* * *

Video Being Used To Treat Cross-Eyes

TV's VALUE in treating cross-eyes of children was described to the Pennsylvania Optometric Assn. at its 56th annual meeting by Dr. J. Donald Kratz, associate professor of the Pennsylvania State College of Optometry.

The college plans to install TV sets in its eye-straightening clinic, he said, adding that video's use by trained personnel is valuable because it holds a child's attention where other types of training aids have failed.

* * *

'Lucy', 'Godfrey' Dominate Latest Nielsen

NATIONAL ratings for top ten television programs for two weeks ending April 26 have been released by A. C. Nielsen Co. as follows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,75
2	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	7,60
3	Texaco Star Theater (NBC)	7,35
4	Red Skelton (NBC)	7,42
5	Your Show of Shows (R. J. Reynolds) (NBC)	7,38
6	You Bet Your Life (NBC)	7,30
7	Colgate Comedy Hour (NBC)	7,17
8	Your Show of Shows (Participating) (NBC)	6,79
9	Robt. Montgomery Presents (S. C. Johnson & Son) (NBC)	6,67
10	Philco TV Playhouse (NBC)	6,64

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	63.
2	Arthur Godfrey's Scouts (CBS)	53.
3	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	49.
4	Red Skelton (NBC)	46.
5	Texaco Star Theater (NBC)	46.
6	Your Show of Shows (R. J. Reynolds) (NBC)	46.
7	You Bet Your Life (NBC)	44.
8	Pabst Blue Ribbon Bouts (CBS)	44.
9	Your Show of Shows (Participating) (NBC)	44.
10	Colgate Comedy Hour (NBC)	44.

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Weekly Television Summary—MAY 26, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	385,876
Binghamton	WNBF-TV	62,400
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	144,000
Boston	WBZ-TV, WNAC-TV	895,141
Buffalo	WBEN-TV	268,127
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,133,992
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	613,548
Columbus	WBNS-TV, WLWC, WTVN	277,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
Davenport	WOC-TV	98,445
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	113,034
Houston	KPRC-TV	141,000
Huntington-Charleston	WSAZ-TV	84,750
Indianapolis	WFBM-TV	232,000
Jacksonville	WMBR-TV	56,000
Johnstown	WJAC-TV	151,775
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	206,598
Lancaster	WGAL-TV	146,631
Lansing	WJIM-TV	93,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)*		
Brownsville, Tex.	XELD-TV	20,300
Memphis	WMCT	130,255
Miami	WTVJ	116,000
Milwaukee	WTMJ-TV	332,460
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	262,000
New Orleans	WDSU-TV	92,977
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	115,100
Oklahoma City	WKY-TV	129,437
Omaha	KMTV, WOW-TV	127,913
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,042,000
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	393,000
Providence	WJAR-TV	212,000
Richmond	WTVR	124,367
Rochester	WHAM-TV	144,000
Rock Island	WHFB-TV	99,902
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	76,652
San Antonio	KEYL- WOAI-TV	78,444
San Diego	KFMB-TV	133,250
San Francisco	KGO-TV, KPIX, KRON-TV	361,000
Schenectady-Albany-Troy	WRBG	209,800
Seattle	KING-TV	144,200
St. Louis	KSD-TV	398,000
Syracuse	WHEN, WSYR-TV	177,581
Toledo	WSPD-TV	158,000
Tulsa	KOTV	114,870
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	363,543
Wilmington	WDEL-TV	101,754

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 17,076,609

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

make small fry friends with fred



WBTV's own contribution to the cowboy craze, Fred Kirby corrals an average Videodex rating of 19.0 on his "Junior Rancho" programs (M-W-F, 5-5:30 PM). Over 2,000 Carolina children have appeared on the program with Fred since its debut in September, 1951. Praised by parents, teachers and civic leaders for its sound contribution to juvenile ideals, "Junior Rancho" offers advertisers a happy, hair-trigger reaction to their product appeals.

WBTV SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

WAVE-TV

First IN KENTUCKY!

First IN AUDIENCE!

First WITH LOCAL ADVERTISERS!
(22.5% more!)

First WITH NATIONAL ADVERTISERS!
(13.0% more!)

First IN COVERAGE!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV's *PLUS* is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

WAVE-TV
CHANNEL 5
NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY



FREE & PETERS, Inc.
Exclusive National Representatives

List of Cities

(Continued from page 79)

Group D requests until about November.

The Group A-2 and Group B city listings issued by FCC follow:

Line Position	Location	1950 Population	Distance to nearest TV station
	APPENDIX A Group A-2		
1	Denver, Col.	415,786	330
2	Portland, Ore.	373,628	142
3	Tampa-St. Petersburg, Fla.	221,419	170
4	Springfield-Holyoke, Mass.	217,060	54
5	Youngstown, Ohio	168,330	52
6	Wichita, Kan.	168,279	130
7	Flint, Mich.	163,143	46
8	Spokane, Wash.	161,721	230
9	Beaumont-Port Arthur, Tex.	151,544	83
10	Duluth, Minn.-Superior, Wis.	139,836	135
11	Sacramento, Calif.	137,572	83
12	Fort Wayne, Ind.	133,607	96
13	Austin, Tex.	132,459	71
14	Chattanooga, Tenn.	131,041	102
15	El Paso, Tex.	130,485	225
16	Mobile, Ala.	129,009	130
17	Evansville, Ind.	128,636	100
18	Shreveport, La.	127,306	175
19	Baton Rouge, La.	125,629	71
20	Scranton, Pa.	125,536	46
21	Knoxville, Tenn.	124,769	150
22	Savannah, Ga.	119,638	120
23	South Bend, Ind.	115,911	62
24	Peoria, Ill.	111,856	72
25	Corpus Christi, Tex.	108,287	130
26	Montgomery, Ala.	106,525	70
27	Little Rock, Ark.	102,213	133
28	Lincoln, Neb.	98,884	49
29	Jackson, Miss.	98,271	162
30	Madison, Wis.	96,056	72
31	Wheeling, W. Va.-Steubenville, Ohio	94,763	46
32	Rockford, Ill.	92,927	80
33	Saginaw, Mich.	92,918	56
34	Roanoke, Va.	91,921	82
35	Fresno, Calif.	91,669	152
36	Brownsville-Harlingen-Weslaco, Tex.	90,160 [1]	248
37	Columbia, S. C.	86,914	84
38	Waco, Tex.	84,706	84
39	Sioux City, Iowa	83,991	89
40	Manchester, N. H.	82,732	43
41	Springfield, Ill.	81,628	82
42	Columbus, Ga.	79,611	98
43	Topeka, Kan.	78,791	60
44	St. Joseph, Mo.	78,588	49
45	Portland, Me.	77,634	98
46	Wilkes-Barre, Pa.	76,826	59
47	Amarillo, Tex.	74,246	247
48	Charleston, W. Va.	73,501	44
49	Cedar Rapids, Iowa	72,296	63
50	Lubbock, Tex.	71,747	269
51	Augusta, Ga.	71,508	134
52	Durham, N. C.	71,311	50
53	Stockton, Calif.	70,853	61
54	Macon, Ga.	70,252	75
55	Charleston, S. C.	70,174	185
56	Wichita Falls, Tex.	68,042	105
57	Springfield, Mo.	66,731	144
58	Galveston, Tex.	66,568	49
59	Decatur, Ill.	66,269	105
60	Raleigh, N. C.	65,679	65
61	Waterloo, Iowa	65,198	72
62	Terre Haute, Ind.	64,214	52
63	Pueblo, Col.	63,685	250
64	San Bernardino, Calif.	63,058	45
65	Champaign-Urbana, Ill.	62,397	128
66	Atlantic City, N. J.	61,657	56
67	Muncie, Ind.	58,479	50
68	Greenville, S. C.	58,161	78
69	Gadsden, Ala.	55,725	58
70	Lexington, Ky.	55,534	68
71	Pittsfield, Mass.	53,348	40.1
72	Asheville, N. C.	53,000	83
73	Green Bay, Wis.	52,735	96
74	Sioux Falls, S. D.	52,696	160
75	Bay City, Mich.	52,523	66
76	Orlando, Fla.	52,362	122
77	San Angelo, Tex.	52,093	185
78	Laredo, Tex.	51,910	145
79	Lima, Ohio	50,246	68
80	Warren, Ohio	49,856	44
81	Elmira, N. Y.	49,716	44
82	Dubuque, Iowa	49,671	68
83	Muskegon, Mich.	48,429	42
84	Fort Smith, Ark.	47,942	103
85	Lynchburg, Va.	47,727	90
86	La Crosse, Wis.	47,535	126
87	Riverside, Calif.	46,764	42
88	Tuscaloosa, Ala.	46,396	48
89	Abilene, Tex.	45,570	144
90	Colorado Springs, Col.	45,472	279
91	Tucson, Ariz.	45,454	105

[1] Includes populations of Mercedes and San Benito, Tex. pursuant to footnote 1 of Table of Assignments.

Line Position	Location	1950 Population	Distance to nearest TV station
92	Williamsport, Pa.	45,047	79
93	Wilmington, N. C.	45,043	163
94	Santa Barbara, Calif.	44,913	90
95	Mansfield, Ohio	43,564	60
96	Pensacola, Fla.	43,479	175
97	Jamestown, N. Y.	43,354	43
98	West Palm Beach, Fla.	43,162	68
99	Salem, Ore.	43,140	190
100	Sheboygan, Wis.	42,365	46
101	Meridian, Miss.	41,893	139
102	Quincy, Ill.	41,450	110
103	Lake Charles, La.	41,272	138
104	Oshkosh, Wis.	41,084	70
105	Poughkeepsie, N. Y.	41,023	53
106	Lewiston, Me.	40,974	126
107	Zanesville, Ohio	40,517	53
108	Great Falls, Mont.	39,214	465
109	Tyler, Tex.	38,968	95
110	Joplin, Mo.	38,711	102
111	Kokomo, Ind.	38,672	49
112	Monroe, La.	38,572	210
113	Yakima, Wash.	38,486	110
114	Fargo, N. D.	38,256	215
115	Danville, Ill.	37,864	82
116	Cumberland, Md.	37,679	48
117	Biloxi, Miss.	37,425	78
118	Muskogee, Okla.	37,289	44
119	Pine Bluff, Ark.	37,162	140
120	Spartanburg, S. C.	36,795	53
121	Hagerstown, Md.	36,260	62
122	Eau Claire, Wis.	36,058	80
123	Enid, Okla.	36,017	62
124	Eugene, Ore.	35,879	249
125	Port Huron, Mich.	35,725	53
126	Elkhart, Ind.	35,646	57
127	Easton, Pa.	35,632	41.5
128	Lafayette, Ind.	35,568	60
129	Hazleton, Pa.	35,491	67
130	Danville, Va.	35,066	42
131	Alexandria, La.	34,913	165
132	Bakersfield, Calif.	34,784	97
133	Lawton, Okla.	34,757	81
134	Fayetteville, N. C.	34,715	89
135	Boise, Ida.	34,393	295
136	Watertown, N. Y.	34,350	60
137	Bloomington, Ill.	34,163	106
138	Bellingham, Wash.	34,112	78
139	Appleton, Wis.	34,010	85
140	Owensboro, Ky.	33,651	80
141	Ottumwa, Iowa	33,631	95
142	Hutchinson, Kan.	33,575	170
143	Lafayette, La.	33,541	118
144	Butte, Mont.	33,251	360
145	Burlington, Vt.	33,155	132
146	Paducah, Ky.	32,828	120
147	Bristol, Tenn.-Bristol, Va.	32,725	110
148	Reno, Nev.	32,496	183
149	Clarksburg, W. Va.	32,014	89
150	Columbia, Mo.	31,974	118
151	Cheyenne, Wyo.	31,935	470
152	Billings, Mont.	31,834	385
153	Bangor, Me.	31,558	200
154	Galesburg, Ill.	31,425	40.21
155	Albany, Ga.	31,155	152
156	Anniston, Ala.	31,066	57
157	Lakeland, Fla.	30,851	160
158	Burlington, Iowa	30,613	55
159	New London, Conn.	30,551	44
160	Wausau, Wis.	30,414	155
161	Oak Ridge, Tenn.	30,229	148
162	Jackson, Tenn.	30,207	75
163	Daytona Beach, Fla.	30,187	85
164	Salinas-Monterey, Calif.	30,122	81
165	Mason, Ind.	30,081	59
166	Fond du Lac, Wis.	29,936	55
167	Greenville, Miss.	29,936	138
168	Rochester, Minn.	29,885	75
169	Parkersburg, W. Va.	29,684	75
170	Rome, Ga.	29,515	58
171	Beloit, Wis.	29,590	69
172	Odessa, Tex.	29,495	285
173	Hattiesburg, Miss.	29,474	110
174	Sandusky, Ohio	29,375	45
175	Fairmont, W. Va.	29,346	68
176	Hot Springs, Ark.	29,307	185
177	Northampton, Mass.	29,063	65
178	Kingston, N. Y.	28,817	49
179	St. Cloud, Minn.	28,410	65
180	Athens, Ga.	28,180	58
181	Santa Fe, N. M.	27,998	56
182	Concord, N. H.	27,988	60
183	Mason City, Iowa	27,980	85
184	Vicksburg, Miss.	27,948	160
185	Johnson City, Tenn.	27,864	90
186	Rocky Mount, N. C.	27,697	105
187	Manitowoc, Wis.	27,598	70
188	Tallahassee, Fla.	27,237	165
189	Iowa City, Iowa	27,212	51
190	Gainesville, Fla.	26,861	65
191	Grand Forks, N. D.	26,836	270
192	Sharon, Pa.	26,454	59
193	Key West, Fla.	26,433	128
194	Salina, Kan.	26,176	160
195	Pocatello, Ida.	26,131	145
196	Charlottesville, Va.	25,969	65
197	Kankakee, Ill.	25,856	53
198	Panama City, Fla.	25,814	250
199	Roswell, N. M.	25,738	162
200	Temple, Tex.	25,467	120
201	Rapid City, S. D.	25,310	420
202	Fort Dodge, Iowa	25,115	43
203	Jefferson City, Mo.	25,099	110
204	Laurel, Miss.	25,038	135
205	Winona, Minn.	25,031	100
206	La Grange, Ga.	25,025	60
207	Janesville, Wis.	24,899	65
208	Texarkana, Tex.	24,753	165
209	Las Vegas, Nev.	24,624	255
210	Longview, Tex.	24,502	160
211	Walla Walla, Wash.	24,102	215
212	Florence, Ala.	23,879	105
213	Findlay, Ohio	23,845	42
214	Ashtabula, Ohio	23,696	40.1
215	Casper, Wyo.	23,673	320
216	Norwich, Conn.	23,429	45
217	Auburn, Me.	23,134	125
218	Austin, Minn.	23,100	95
219	El Dorado, Ark.	23,076	205
220	Eureka, Calif.	23,058	225
221	Wilson, N. C.	23,010	105
222	Olean, N. Y.	22,884	60
223	Selma, Ala.	22,840	78
224	Natchez, Miss.	22,740	132
225	Grand Island, Neb.	22,682	125
226	Gulfport, Miss.	22,659	65
227	Middletown, N. Y.	22,586	45
228	Florence, S. C.	22,513	110
229	Missoula, Mont.	22,485	398
230	Freeport, Ill.	22,467	68
231	Marshall, Tex.	22,327	140
232	Minot, N. D.	22,032	445
233	Santa Cruz, Calif.	21,970	55
234	Pekin, Ill.	21,858	180
235	Richland, Wash.	21,809	160
236	Midland, Tex.	21,713	275
237	Paris, Tex.	21,643	95
238	Dothan, Ala.	21,584	175
239	Cape Girardeau, Mo.	21,578	98
240	North Adams, Mass.	21,567	45
241	Oxnard, Calif.	21,567	65
242	Bluefield, W. Va.	21,506	100
243	Goldsboro, N. C.	21,454	108
244	Orange, Tex.	21,174	105
245	Aberdeen, S. D.	21,051	260
246	Logansport, Ind.	21,031	70
247	Augusta, Me.	20,913	150
248	Biddeford, Me.	20,836	75
249	Uniontown, Pa.	20,471	45
250	Hannibal, Mo.	20,444	100
251	Jacksonville, Ill.	20,387	78
252	Greeley, Col.	20,354	375
253	Sedalia, Mo.	20,354	75
254	Longview, Wash.	20,339	108
255	Stillwater, Okla.	20,238	46
256	Hastings, Neb.	20,211	135
257	Sumter, S. C.	20,185	100
258	Brownwood, Tex.	20,181	120
259	Ponca City, Okla.	20,180	70
260	Sherman, Tex.	20,150	60
261	Chillicothe, Ohio	20,133	44
262	Salisbury, N. C.	20,102	45
263	McAllen, Tex.	20,067	220
264	Valdosta, Ga.	20,046	115
265	Boulder, Col.	19,999	348
266	Decatur, Ala.	19,974	78
267	Staunton, Va.	19,927	95
268	Marshalltown, Iowa	19,821	40.9
269	Anderson, S. C.	19,770	105
270	Aberdeen, Wash.	19,653	75
271	Glens Falls, N. Y.	19,610	50
272	Oil City, Pa.	19,581	50
273	Kingsport, Tenn.	19,571	120
274	Beckley, W. Va.	19,397	80
275	Pittsburg, Kan.	19,341	112
276	Bartlesville, Okla.	19,228	41
277	Idaho Falls, Ida.	19,218	189
278	Corsicana, Tex.	19,211	52
279	Manhattan, Kan.	19,056	106
280	Tiffin, Ohio	18,952	41.5
281	Waycross, Ga.	18,899	79
282	Sarasota, Fla.	18,896	180
283	Vincennes, Ind.	18,831	65
284	Portsmouth, N. H.	18,830	47
285	Mankato, Minn.	18,809	68
286	Benton Harbor, Mich.	18,769	52
287	Bismarck, N. D.	18,640	385
288	Bowling Green, Ky.	18,347	65
289	Kinston, N. C.	18,336	135
290	Marshville, Me.	18,287	158
291	Bryan, Tex.	18,102	87
292	Greenwood, Miss.	18,061	117
293	Borger, Tex.	18,059	218
294	Carlsbad, N. M.	17,975	230
295	Brunswick, Ga.	17,954	58
296	Sault Ste. Marie, Mich.	17,912	258
297	Santa Rosa, Calif.	17,902	47
298	Ardmore, Okla.	17,890	98
299	McAlester, Okla.	17,878	86
300	Bogalusa, La.	17,798	60
301	Plattsburg, N. Y.	17,738	148
302	Rutland, Vt.	17,659	82
303	Twin Falls, Ida.	17,600	180
304	Helena, Mont.	17,581	398
305	Mattoon, Ill.	17,547	102
306	Denison, Tex.	17,504	70
307	Modesto, Calif.	17,389	76
308	Bradford, Pa.	17,354	64
309	Clovis, N. M.	17,318	200
310	Medford, Ore.	17,305	318
311	Big Spring, Tex.	17,286	248
312	Martinsville, Va.	17,251	42
313	Chambersburg, Pa.	17,212	67
314	Marquette, Mich.	17,202	239
315	Columbus, Miss.	17,172	97
316	Coffeyville, Kan.	17,113	65
317	Fayetteville, Ark.	17,071	102
318	Traverse City, Mich.	16,974	132
319	Kingsville, Tex.	16,898	136
320	Logan, Utah	16,832	63
321	Greenville, N. C.	16,724	206
322	Berlin, N. H.	16,615	140
323	Pampa, Tex.	16,583	192
324	Stevens Point, Wis.	16,564	125
325	Clarksdale, Miss.	16,539	75
326	San Buenaventura, Calif.	16,534	70
327	Streator, Ill.	16,469	92
328	New Iberia, La.	16,467	105
329	Alice, Tex.	16,449	118
330	Huntsville, Ala.	16,437	98

Line Position	Location	1950 Population	Distance to nearest TV station
331	Jonesboro, Ark.	16,310	65
332	Hibbing, Minn.	16,276	170
333	Clarksville, Tenn.	16,246	42
334	Blytheville, Ark.	16,234	53
335	Corvallis, Ore.	16,207	215
336	Nampa, Ida.	16,185	392
337	Ogdensburg, N. Y.	16,166	109
338	Keokuk, Iowa	16,144	91
339	Victoria, Tex.	16,126	102
340	Faribault, Minn.	16,028	47
341	Ada, Okla.	15,995	72
342	Dalton, Ga.	15,968	73
343	Klamath Falls, Ore.	15,875	309
344	Chickasha, Okla.	15,842	44
345	Olympia, Wash.	15,819	49
346	New Bern, N. C.	15,812	127
347	Emporia, Kan.	15,669	102
348	Keene, N. H.	15,638	68
349	Martinsburg, W. Va.	15,621	61
350	Mt. Vernon, Ill.	15,600	71
351	Laramie, Wyo.	15,581	368
352	Clearwater, Fla.	15,581	180
353	Sunbury, Pa.	15,570	66
354	Connersville, Ind.	15,550	47
355	North Platte, Neb.	15,433	249
356	Duncan, Okla.	15,325	80
357	Orangeburg, S. C.	15,322	124
358	Merced, Calif.	15,278	106
359	Escanaba, Mich.	15,170	187
360	Salisbury, Md.	15,141	84
361	Lufkin, Tex.	15,135	121
362	Greenfield, Mass.	15,075	70
363	Poplar Bluff, Mo.	15,064	114
364	Hornell, N. Y.	15,049	58
365	Fort Madison, Iowa	14,954	77
366	Fort Collins, Col.	14,937	457
367	Parsons, Kan.	14,750	93
368	Laconia, N. H.	14,745	76
369	Cambridge, Ohio	14,739	76
370	Greenville, Tex.	14,727	48
371	Grand Junction, Col.	14,504	211
372	Middlesborough, Ky.	14,482	143
373	Thomasville, Ga.	14,424	153
374	Lincoln, Ill.	14,362	110
375	Midland, Mich.	14,285	63
376	Del Rio, Tex.	14,211	146
377	San Luis Obispo, Calif.	14,180	163
378	Marinette, Wis.	14,178	137
379	Plainview, Tex.	14,044	257
380	Lewistown, Pa.	13,894	72
381	Hobbs, N. M.	13,875	258
382	Centralia, Ill.	13,863	56
383	Winchester, Va.	13,841	59
384	Greenwood, S. C.	13,806	95
385	Seymour, Tex.	13,779	128
386	Rochester, N. H.	13,776	59
387	Las Vegas, N. M.	13,763	86
388	Sweetwater, Tex.	13,619	185
389	Bradenton, Fla.	13,604	189
390	Oneonta, N. Y.	13,564	48
391	Albert Lea, Minn.	13,545	93
392	Fort Pierce, Fla.	13,502	117
393	Wisconsin Rapids, Wis.	13,496	132
394	Junction City, Kan.	13,462	123
395	San Benito, Tex.	13,271	232
396	Fort Myers, Fla.	13,195	121
397	Massena, N. Y.	13,137	125
398	Alpena, Mich.	13,135	172
399	Moberly, Mo.	13,115	114
400	Wenatchee, Wash.	13,072	194
401	Morristown, Tenn.	13,019	138
402	Lewiston, Ida.	12,985	267
403	Fergus Falls, Minn.	12,917	163
404	Arkansas City, Kan.	12,903	85
405	Scottsbluff, Neb.	12,858	395
406	Claremont, N. H.	12,811	90
407	Atchison, Kan.	12,792	44
408	Huron, S. D.	12,788	243
409	Crowley, La.	12,784	139
410	Bastrop, La.*	12,769	203
411	Watertown, S. D.	12,699	189
412	Great Bend, Kan.	12,665	207
413	Vernon, Tex.	12,651	140
414	Brainerd, Minn.	12,637	105
415	Cleveland, Tenn.	12,605	98
416	El Centro, Calif.	12,590	100
417	Hopkinsville, Ky.	12,526	65
418	Virginia, Minn.	12,486	178
419	Tulare, Calif.	12,445	155
420	Edinburg, Tex.	12,383	214
421	Waynesboro, Va.	12,357	85
422	Astoria, Ore.	12,339	123
423	Nacogdoches, Tex.	12,327	139
424	Las Cruces, N. M.	12,325	190
425	Opelika, Ala.	12,295	100
426	Chico, Calif.	12,272	138
427	Trinidad, Col.	12,204	176
428	Coeur d'Alene, Ida.	12,198	262
429	Fredericksburg, Va.	12,158	45
430	Mitchell, S. D.	12,123	200
431	Cairo, Ill.	12,123	122
432	Kearney, Neb.	12,115	169
433	La Salle, Ill.	12,083	70
434	Pullman, Wash.	12,022	250
435	Snyder, Tex.	12,010	212
436	Gainesville, Ga.	11,936	47
437	Sanford, Fla.	11,935	105
438	Brawley, Calif.	11,922	98
439	Frankfort, Ky.	11,916	47
440	Beaver Dam, Wis.	11,867	53
441	Seminole, Okla.	11,863	52
442	Beatrice, Neb.	11,813	80
443	Miami, Okla.	11,801	80
444	Albemarle, N. C.	11,798	55
445	Pendleton, Ore.	11,774	215
446	Visalia, Calif.	11,749	160
447	Ocala, Fla.	11,741	85
448	DeKalb, Ill.	11,708	58
449	Coshocton, Ohio	11,675	62
450	Athens, Ohio	11,660	67
451	Opelousas, La.	11,659	128
452	Sikeston, Mo.	11,640	120
453	Moultrie, Ga.	11,639	149
454	Mexico, Mo.	11,633	100
455	Newton, Kan.	11,590	150
456	Watsonville, Calif.	11,572	65
457	Tupelo, Miss.	11,527	88
458	Dixon, Ill.	11,523	55
459	Houma, La.	11,505	46
460	Sheridan, Wyo.	11,500	375
461	Du Bois, Pa.	11,497	56
462	Ironwood, Mich.	11,466	181
463	Bend, Ore.	11,409	250
464	Mount Pleasant, Mich.	11,392	70
465	Americus, Ga.	11,389	120
466	Lock Haven, Pa.	11,381	96
467	Camden, Ark.	11,372	205
468	Norfolk, Neb.	11,335	71
469	Independence, Kan.	11,335	140
470	Bozeman, Mont.	11,325	343
471	Defiance, Ohio	11,265	49
472	Dodge City, Kan.	11,262	210
473	Anaconda, Mont.	11,254	370
474	Gainesville, Tex.	11,246	63
475	Helena, Ark.	11,236	61
476	Port Angeles, Wash.	11,233	63
477	Carthage, Mo.	11,183	116
478	Madisonville, Ky.	11,132	91
479	Oskaloosa, Iowa	11,124	72
480	Hoquiam, Wash.	11,123	85
481	Kirksville, Mo.	11,110	130
482	Santa Paula, Calif.	11,049	57
483	El Dorado, Kan.	11,037	125
484	Harrisburg, Ill.	10,999	110
485	Henderson, N. C.	10,996	76
486	Washington, Ind.	10,987	49
487	Carbondale, Ill.	10,921	76
488	Columbia, Tenn.	10,911	42
489	Garden City, Kan.	10,905	250
490	Dyersburg, Tenn.	10,885	65
491	Rock Springs, Wyo.	10,857	123
492	Harrisonburg, Va.	10,810	97
493	Springfield, Ore.	10,807	147
494	Pascagoula, Miss.	10,805	96
495	Sheffield, Ala.	10,767	103
496	Mission, Tex.	10,765	219
497	Elizabethton, Tenn.	10,754	97
498	Lamesa, Tex.	10,704	269
499	Jamestown, N. D.	10,697	293
500	Red Wing, Minn.	10,645	44
501	Bath, Me.	10,644	121
502	Ashland, Wis.	10,640	158
503	Macomb, Ill.	10,592	72
504	Durant, Okla.	10,541	90
505	Madera, Calif.	10,497	138
506	Caldwell, Ida.	10,487	312
507	Barnstable, Mass.	10,480	58
508	Marion, Ill.	10,459	91
509	Santa Maria, Calif.	10,449	142
510	Cadillac, Mich.	10,435	100
511	McComb, Miss.	10,401	91
512	Ruston, La.	10,372	142
513	Cambridge, Md.	10,351	58
514	Fort Scott, Kan.	10,335	98
515	Charles City, Iowa	10,309	92
516	Richmond, Ky.	10,268	87
517	Winfield, Kan.	10,264	94
518	Redding, Calif.	10,256	193
519	Dublin, Ga.	10,232	120
520	Bellefontaine, Ohio	10,232	45
521	Pasco, Wash.	10,228	181
522	Owatonna, Minn.	10,191	62
523	Albany, Ore.	10,115	210
524	Chanute, Kan.	10,109	82
525	Kennewick, Wash.	10,106	181
526	Ottawa, Kan.	10,081	49
527	Mercedes, Tex.	10,081	226
528	Fulton, Mo.	10,052	97
529	Hanford, Calif.	10,028	169
530	Sanford, N. C.	10,013	53
531	Bemidji, Minn.	10,001	190
532	San Marcos, Tex.	9,980	46
533	Presque Isle, Me.	9,954	330
534	Los Alamos, N. M.	9,934	58
535	Natchitoches, La.	9,914	198
536	Huntsville, Tex.	9,820	70
537	Minden, La.	9,787	202
538	Corinth, Miss.	9,785	75
539	Morgan City, La.	9,755	78
540	Yazoo City, Miss.	9,746	162
541	Kalispell, Mont.	9,737	375
542	Altus, Okla.	9,735	122
543	Union, S. C.	9,730	49
544	Washington, N. C.	9,698	155
545	Iron Mountain, Mich.	9,679	189
546	Paragould, Ark.	9,669	73
547	Jennings, La.	9,663	157
548	Kilgore, Tex.	9,638	113
549	Brattleboro, Vt.	9,606	84
550	Ludington, Mich.	9,506	88
551	Malone, N. Y.	9,501	199
552	Baker, Ore.	9,471	290
553	Cedartown, Ga.	9,470	52
554	Cordele, Ga.	9,462	129
556	Shelbyville, Tenn.	9,456	49
557	Douglas, Ariz.	9,442	208
558	Bay City, Tex.	9,427	61
559	Willmar, Minn.	9,410	92
560	Rolla, Mo.	9,354	99
561	New Ulm, Minn.	9,348	78
562	Beeville, Tex.	9,348	83
563	Abbeville, La.	9,338	125
564	Miles City, Mont.	9,243	495
565	Rockland, Me.	9,234	151
566	Winchester, Ky.	9,226	81
567	Pulaski, Va.	9,202	90
568	Blackwell, Okla.	9,199	85
569	Lumberton, N. C.	9,186	110
570	Pulatka, Fla.	9,176	46
571	Andalusia, Ala.	9,162	152
572	Yuma, Ariz.	9,145	153

(Continued on page 94)

coast-to-coast

service



TV spots, shorts, package shows Interesting TV shorts and package shows that sell merchandise . . . unusual and ingenious effects for any length TV spots . . .

motion pictures Vogue Wright has some of the ablest script writers in the business . . . plus producing facilities in Chicago, New York and Hollywood . . . resulting in new approaches in films such as the new safety film just completed for Kaiser-Frazer Sales Corp. . . .

slide films Expert counsel and guidance in all forms of visual training aids . . . of particular interest in these days of "hard selling" . . . let our representative arrange a screening of slide films produced for some of America's largest and best known companies . . .

Vogue Wright Studios

DIVISION OF ELECTROGRAPHIC CORPORATION

CHICAGO: 237 East Ontario Street

HOLLYWOOD: Sam Goldwyn Studios, 1041 N. Formosa Avenue

NEW YORK: 225 Fourth Avenue

List of Cities

(Continued from page 93)

Line Position	Location	1950 Population	Distance to nearest TV station
573	Raymondville, Tex.	9,136	102
574	Gallup, N. M.	9,133	182
575	Elkins, W. Va.	9,121	108
576	Taylor, Tex.	9,071	100
577	Sulphur Springs, Tex.	8,991	73
578	Mayfield, Ky.	8,990	112
579	Weston, W. Va.	8,945	109
580	Columbus, Neb.	8,884	75
581	Marshall, Mo.	8,850	70
582	Milledgeville, Ga.	8,835	81
583	Paris, Tenn.	8,826	90
584	Rhinelander, Wis.	8,774	175
585	Delano, Calif.	8,717	125
586	Chillicothe, Mo.	8,694	72
587	McPherson, Kan.	8,689	107
588	Danville, Ky.	8,686	67
589	Kennett, Mo.	8,685	72
590	Uvalde, Tex.	8,674	81
591	Laurens, S. C.	8,658	73
592	Centralia, Wash.	8,657	75
593	De Land, Fla.	8,652	92
594	Manistee, Mich.	8,642	105
595	La Grande, Ore.	8,635	258
596	Maysville, Ky.	8,632	51
597	Hays, Kan.	8,625	250
598	Williamson, W. Va.	8,624	50
599	Athens, Tenn.	8,618	112
600	Caruthersville, Mo.	8,614	70
601	Olney, Ill.	8,612	112
602	Conway, Ark.	8,610	147
603	Jacksonville, Tex.	8,607	104
604	Hope, Ark.	8,605	192
605	Montpelier, Vt.	8,599	148
606	Coldwater, Mich.	8,594	46
607	Troy, Ala.	8,555	124
608	St. Albans, Vt.	8,552	155
609	Ellensburg, Wash.	8,430	95
610	Tucumcari, N. M.	8,419	163
611	Roseburg, Ore.	8,390	310
612	Hillsboro, Tex.	8,363	52
613	Alma, Mich.	8,341	44
614	Creston, Iowa	8,317	82
615	Levelland, Tex.	8,264	261
616	Artesia, N. M.	8,244	200
617	Raton, N. M.	8,241	177
618	Fairmont, Minn.	8,193	110
619	Eunice, La.	8,184	146
620	Russellville, Ark.	8,166	171
621	Roanoke Rapids, N. C.	8,156	80
622	Fitzgerald, Ga.	8,130	143
623	Grants Pass, Ore.	8,116	325
624	Front Royal, Va.	8,115	58
625	Portales, N. M.	8,112	195
626	Longmont, Col.	8,099	355
627	Havre, Mont.	8,086	545
628	Malvern, Ark.	8,072	176
629	Pecos, Tex.	8,054	310
630	Hammond, La.	8,010	45
631	Nevada, Mont.	8,009	88
632	Bennington, Vt.	8,002	44
633	Elk City, Okla.	7,968	109
634	College Station, Tex.	7,925	83
635	Worthington, Minn.	7,923	150
636	Alliance, Neb.	7,891	362
637	Rumford, Me.	7,888	149
638	Yuba City, Calif.	7,861	98
639	Oelwein, Iowa	7,858	101
640	Brookhaven, Miss.	7,801	117
641	Mineral Wells, Tex.	7,801	50
642	Brookings, S. D.	7,764	178
643	Carrollton, Ga.	7,753	42
644	Wellington, Kan.	7,747	108
645	Corbin, Ky.	7,744	127
646	Maryville, Tenn.	7,742	137
647	Ashland, Ore.	7,739	305
648	Thibodaux, La.	7,730	47
649	La Junta, Col.	7,712	264
650	Yankton, S. D.	7,709	137
651	Cherokee, Iowa	7,705	107
652	Cloquet, Minn.	7,685	123
653	Livingston, Mont.	7,683	343
654	McCook, Neb.	7,678	255
655	The Dalles, Ore.	7,676	150
656	Union City, Tenn.	7,665	98
657	Flagstaff, Ariz.	7,663	120
658	Knoxville, Iowa	7,625	55
659	Centerville, Iowa	7,625	98
660	Childress, Tex.	7,619	173
661	Forrest City, Ark.	7,607	52
662	McMinnville, Tenn.	7,577	66
663	Lake City, Fla.	7,571	70
664	Bainbridge, Ga.	7,562	186
665	Tullahoma, Tenn.	7,562	63
666	Clinton, Okla.	7,555	81
667	Newberry, S. C.	7,546	76
668	Sterling, Col.	7,534	376
669	Pratt, Kan.	7,523	155
670	Cullman, Ala.	7,523	47
671	Cuero, Tex.	7,498	79
672	Dickinson, N. D.	7,469	477
673	Durango, Col.	7,459	166

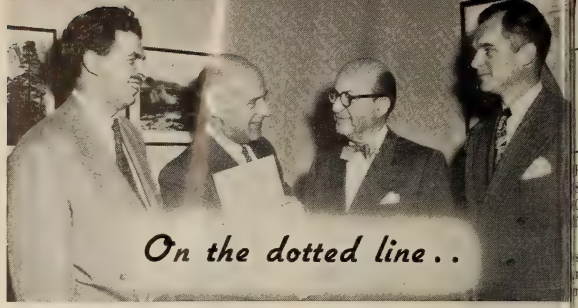
(Continued on page 112)

Originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any Baltimore time buyer about

WAAM
TELEVISION
CHANNEL 13

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
Chicago NEW YORK San Francisco
DUMONT-ABC AFFILIATE



PEARSON CHEMICAL Co. signs as sponsor for NBC-TV *Lights Out*. L. to r.: Stuart Smith, acct. exec., Harry B. Cohen Adv.; Edward R. Hitz, network eastern sls. mgr.; Lester Amster, Pearson pres., and Robert Button, NBC-TV.



ALVIN BAUMER, pres., Baumer Foods, signs for WDSU-TV New Orleans' *The Range Rider*, in presence of Ray McGuire (l), asst. coml. mgr., WDSU, and Helion Dickson, v. p., Stone-Stevens Adv. Sponsorship alternated with McKenzie Bakeries.

WILLIAM E. WRIGHT, Wright & Assoc., signs with WGN-TV Chicago for *Movie Quick Quiz*. Standing (l to r) are Walter Schwimmer, Walter Schwimmer Productions; Ted Weber, WGN sls. dir.; Milton Blink, exec. v. p., United Television Programs.



HERBERT S. ROSEN (seated, r), v. p., Helene Curtis Inc., signs twice weekly sponsorship of DuMont's daily *Rumpus Room*. Johnny Olsen (seated, l) is program star. Standing: Walter Mishoff (l), Curtis sls. mgr., and Jack Bachem, DuMont asst. sls. dir.

PETER D. BROWN (seated), pres., Sealy Mattress Co., signs $30,000 contract for *Sunday Matinee* over WXYZ-TV Detroit. Standing (l to r) John Pival, WXYZ-TV mgr.; R. N. Hughes, radio-TV dir., Simons-Michelson Adv., Kolman Sachse of Sealy.

LARAINE DAY signs with Dodge Dealers Assn. of New York, for sponsorship of her *Day with the Giants* over WPIX (TV) New York. Looking on (l to r) are John F. Noone, WPIX sls. dir.; Edward Taylor, Dodge reg. dir., and Meyer Lasker, pres., dealers association.



Errata to FCC's Sixth Report and Order Lifting the Television Freeze

FOLLOWING is list of corrections reported last week by FCC to its Sixth Report and Order which lifted the TV freeze and finalized the Commission's re-allocation of channels. Sixth Report was published in full in Part II of BROADCASTING • TELECASTING, April 14.

Page number of B•T's Part II supplement is given in brackets to show where FCC correction is made. Corrections reported by the Commission and caught before B•T's Part II supplement went to press are not listed. FCC corrections are as follows:

Paragraph 163, last line, change troposphere to troposphere. [Page 17].
Paragraph 255(b), line three, delete VHF. [Page 32].
Paragraph 256(c), Plan No. 3 of table, Albany-Schenectady-Troy, add * before 7. [Page 32].
Paragraph 376(g), Plan 1 of Table, change *12† to *12; Plan 2 of Table, change Channel 34 to 35; Plan 3 of Table, underline (†) Flex. channel. Page 46].
Paragraph 404(e), Plans 1 and 2, Indianapolis, change *12 to *12†; Plan Bloomington, Ind., change 46 to 38; Plan 3, Cincinnati, Ohio, change 13 to 3†; Plan 3, Clarksburg, West Va., add † in the VHF Channel column. [Page 58].
After paragraph 416 and Columbus, Ohio, insert 417 before (a). [Page 49].
Paragraph 480, fifth line, change 60 to 61. [Page 56].
Paragraph 497(c), Flint, Michigan, Proposed changes, VHF Channel No., delete comma after 12 and move 12 over under VHF column. [Page 58].
Paragraph 507(e), Table, next to last line, Proposed Changes, change *20† to 20. [Page 59].
Paragraph 521(d), Table, Hannibal, Mo., change 3 to 3†; Milwaukee, Wis., change *8 to *8†. [Page 61].
Paragraph 528(c); Table, Urbana, Ill., delete underline (†) under *27. [Page 62].
Paragraph 547(i), Table, Des Moines, Iowa, delete underline (†) under 11. Page 65].
Paragraph 547(o), Table, Des Moines, Iowa, delete (†) under *17. [Page 65].
Paragraph 584, change Eau Clair to Eau Claire. [Page 69].
Paragraph 588(h), Table, Kansas City, Mo., delete underline (†) under *19. Page 70].
Paragraph 617, last line, change DENIED to denied. [Page 73].
Paragraph 625(g), lines 2 and 3, delete word station. [Page 74].
Paragraph 665, footnote 139, change to, and add Pa. [Page 78].
Change Johnstown to Johnston in following: Paragraph 767(f), 6th line Page 92]. Paragraph 768(d), 5th line Page 92]. Paragraph 793(b) 2nd, and th lines [Page 94]. Paragraph 793(d) nd line [Page 94]. Paragraph 797 1st ine of Table [Page 95]. Paragraph 798 rd line [Page 95]. Paragraph 801(c) th line. [Page 95].
Paragraph 821(c), Table, Melbourne, Fla., delete underline (†) in VHF Channel column. [Page 99].
Paragraph 846(b), Table, change Claramore to Claremore. [Page 102].
Paragraph 851(b), Table, Boulder City, Colorado, Plan 2, delete *9 and 22. Page 102].
Paragraph 851(g), third line from end, add in after is and before conflict. Page 102].
Paragraph 871, third line from end, delete City. [Page 104].
Paragraph 932(c), Table, delete underlines (†) under *3, *46, and *12. Page 109].
Paragraph 971(f), Table, Tijuana, Mexico, add underline (†) under 39, 45, 51, 57, 63. [Page 116].
Appendix C(1), Sec. 1.371, Par. (j), line 8, add the word all after the word forms. [Page 124].
Appendix D, Sec. 3.606(b), Idaho, change Couer d'Alene to Coeur d'Alene. Page 132].
Appendix D, Sec. 3.606(b), Territories and Possessions, correct alphabetical order of listing of cities. [Page 136].
Appendix D, Table of contents, bottom of page change Appendix A to Appendix I. Appendix B to Appendix II. Appendix C to Appendix III [Page 131].
Appendix D, page iv, lines I, II, III, IV and VI, change Appendix C to Appendix III. [Page 131].
Appendix D, Section 3.610(a) (1) (i) and (iii), last line, change Appendix A to Appendix I. [Page 136].
Appendix D, Section 3.611(d) (1), last line, Section 3.611(d) (3) and (4), third line, and Section 3.611(d) footnote 7, last line, change Appendix B to Appendix II. [Page 137].
Appendix D, Section 3.614(a), 4th line from end [Page 137] Section 3.614(b) (1), next to last line [Page 138]. Section 3.614(b) (2), last line [Page 138], Section 3.682(a) (4) and (9), last line [Page 143], Section 3.684(c) 3rd line [Page 144], Section 3.685(e) (2) and (3) next to last line [Page 145], Section 3.687(a) (1), 5th line and footnote 27, Section 3.687 (a) (4) 3rd and last line, Section 3.687(b) 12th and 15th line [Page 146], change Appendix C to Appendix III.
Appendix A (of Appendix D), Fig. 1, change Appendix A to Appendix I. [Page 149].
Appendix B (of Appendix D) Table I, change Appendix B to Appendix II. Table II and III delete Appendix B. [Pages 151-154].

Appendix C (of Appendix D), Fig. 1, change Appendix C to Appendix III. [Page 155].
Appendix E: Flagstaff, Arizona, last column add 239. [Page 163]. Centralia, Illinois, first column add 529. [Page 163]. Johnstown, Pa. last column add 374. [Page 164]. Kirksville, Mo., first column add 527. [Page 163]. Adams, Wis. first column add none. [Page 164]. Chilton, Wis. first column add none. [Page 164]. Park Falls, Wis. first column add none. [Page 164]. Shell Lake, Wis. first column add none. [Page 164]. Cheyenne, Wyo. first column add none. [Page 164]. Rawlins, Wyo., first column add none. [Page 164].

In addition to the FCC corrections, the following corrections should be made to Part II of B•T, April 14:

Page 132, third column, following Washington, D. C., channels should read: 4, 5, 7, 9, 20, *26.
Page 137, fourth column, fourth line from top of page, should read: $D = (L^2_a + L^2_o)^{1/2}$
Page 144, second column, Section 3.683(b) (4) should read: In determining compliance with Section 3.685(a) . . .

NEW daily five-minute program, KNBH (TV) Hollywood *Fish and Game Editor*, features Frank Jaffray with news report on fresh and salt water fishing, dog trials, trap and skeet shooting events in California.

PROVIDENCE TV
Planned 'for Citizens'

PLANS for a citizen-owned television station are to be aired tonight (Monday) at a public meeting in Providence, R. I., according to Phil Ostrow and Dave Stackhouse, principals in Television Assoc., the proposed station applicant. After incorporation, "with a roster of responsibile citizens as officers and board of directors," Television Assoc. will sell shares to the public, they explained.

Mr. Ostrow, president of Albright Motors, and Mr. Stackhouse, announcer at WJAR Providence for ten years, reported 50 persons already have "voluntarily requested to be enrolled" in the venture with stock $10 per share, of which $1 will be collected initially to cover organization work.

JACK BENNY, star of CBS Radio-TV *Jack Benny Show*, starts five weeks personal appearance tour of Great Britain, June 16.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Summer success storyboard

Red Skelton portrays "The Astonished Advertiser"



This is an advertiser—contented, experienced, secure in the knowledge . . .



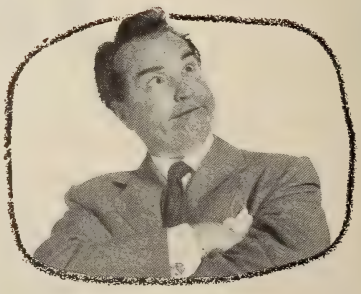
And, like many otherwise astute advertisers, perhaps he falls for the TV climatic fallacy—its effectiveness bounded by fall, winter and spring? Well - - -



The average TV family spends only 4½ summer days communing with nature—on vacation, that is.



In the New York market alone the typical summer advertiser obtained 46,000 extra customers through his TV advertising. Amazing? Well - - -



Even more, NBC has its new summer discount plan—and an array of sizzling summer shows to go with it.



That television, today, is the most profitable advertising medium ever evolved.



But, does he know that it stays profitable all year long?



In the average summer week, 94.8 of the TV families are available—and owners watch almost 2 hours every day.



Brands which advertised on TV last summer averaged 28% higher sales among program viewers compared to non-viewers—and does he know . . .



All told, no smart advertiser can afford to avoid the fantastic facts of NBC-TV's effectiveness, measured by the only true thermometer: results.

Now that Red Skelton (he with the 49.9 Nielsen Sunday night rating) has been warmed up on the subject of Summer Television, perhaps you, too, would like to hear more.

The whole red-hot story is in NBC's new research study, "Summer Television." It's yours for the asking—as well as full details on programming and rates . . .

NBC television

No. 1 Medium for your Sales Success

film report

Production . . .

George Fox Corp., Hollywood, plans a half-hour TV film series, *This Is Hawthorne*, starring **Jim Hawthorne**, comedian currently heard nightly on KNX Los Angeles. The format concerns a research leg-man whose work for an encyclopedia publishing company sends him globe-hopping. Film actors **Thurston Hall** and **Jimmy Conlin** head the supporting cast. The series, to be produced by president **George Fox**, starts in early July with 26 films to be completed by October and a total of 78 films by September 1953. **Eddie Cline**, recently with Arena Stars Inc. in charge of Spike Jones' tours and TV appearances, will direct from scripts by **Fred Beck**, newspaper columnist, and **Arthur Hoerl**, motion picture-TV writer.

* * *

Palomar Productions, Los Angeles, has acquired TV film rights to *Danger in the Cards*, book written by **Michael MacDougall**, a gambling and fraud investigator. Mr. MacDougall will narrate 13 half-hour TV film series and act as technical advisor with screen writers, **Earl Younker** and **Ray Gregori**, adapting scripts. Possible alternate title is *The Payoff*. Kefauver investigations, Hollywood's $1 million gin rummy scandal and Miami's Roney-Plaza swindle are among cases to be dramatized. Negotiations are being concluded for Hollywood name star to enact leading role. Production will start September 1 at either Motion Picture Center, Hollywood, or at Churubusco Studios, Mexico City.

* * *

Motion Picture Center Television Corp., Hollywood, has been formed for the production of half-hour TV film series. Firm is headed by **Albert Zugsmith**, president American Pictures, as president; **Gerald Mohr**, radio-film actor, vice president; **Ruth Zugsmith**, secretary; **Joseph Justman**, head of Motion Picture Center, treasurer. First series of 13, as yet untitled, will star Mr. Mohr with **Peggie Castle** and **Laurette Luez**, film actresses, signed to each enact feminine lead in first two films, all of which are budgeted at $20,000 or under. **Alfred E. Green**, director of "The Jolson Story," will direct series with **Ralph Black** as production manager.

* * *

Jerry Courneya Productions, Los Angeles, is starting 26 more quarter-hour TV films in its *Adventures of Noah Beery Jr.* series, starring TV-film actor **Noah Beery Jr.** A group of 13 is already completed.

* * *

John F. Link Productions, Hollywood, is making a 13 quarter-hour TV film series, *The Connoisseur*, dealing with fish and game. Mr. Link is the producer-director.

* * *

Crown Pictures International, Hollywood, is preparing recently acquired feature film, "Alice in Wonderland," for television presentation on Thanksgiving and Christmas Day this year. **Stewart O'Brien** will cut and edit the film which is part live and part animated action.

* * *

Screen Gems Inc., Hollywood, is completing *Thomas Jefferson*, half-hour TV film in NBC-TV *Cavalcade of America* series for **duPont.** The cast includes **Brandon Rhodes, Raymond Greenleaf, Don Randolph, Barbara Woodell** and **John Hamilton.** Producer - director is **Jules Bricken.**

* * *

Voglin Corp., Hollywood, is completing eight TV film commercials, ranging from two minutes to 30 seconds, for **Gruen Watch Co.**, Cincinnati, through **McCann-Erickson Inc.**, Hollywood. Appearing in the films are **Dennis O'Keefe, Edmond O'Brien** and **Lizabeth Scott**, film stars, and **Bob Garred**, ABC radio newscaster.

* * *

Film People . . .

Signed for **Pennant Productions**, Hollywood, initial film, "Flight From Tyranny" in *Date With Destiny* half-hour TV film series is **Zsa Zsa Gabor**, film actress and panel member of KNXT (TV) Hollywood's *Bachelor's Haven*. **Harold Schuster** will direct from a script by **Robert Hill.** Production is scheduled for late June.

* * *

Gene Autry's Flying A Pictures, Hollywood, has signed **Brad Johnson**, film actor, to portray Lofty Craig in *Annie Oakley*, 52 half-hour TV western film series. Enacting the title role is **Gail Davis** with **Lou Gray** producing.

* * *

W. A. Hillhouse, television director for **Alexander Film Co.**, Colorado Springs, named sales promotion manager. Succeeding him is **Earl D. Austin**, special television representative.

* * *

Doug Jenkins, vice president, **Bracken Television Productions**, Los Angeles, is currently with the Army Public Information Office in the Far East, completing a series of filmed interviews in that area, which are now being seen on West Coast TV.

* * *

Jack Barron, makeup supervisor, **Revue Productions**, Hollywood, father of twins, Jack Jr., and Jerilyn, May 10.



DISCUSSING standardization of spot TV film mechanics at New York meeting May 13 sponsored by National Assn. of Radio and TV Station Representatives Inc., are (l to r): George Brett, Katz Agency Inc.; T. F. Flanagan, NARTSR managing director; Robert Eastman, John Blair & Co.; Martin Beck, Katz Agency; Fred Nuberth, Avery-Knodel Inc.; William Eastham, Lever Bros., and Jones Scovern, Free & Peters Inc.

KEYL (TV) TOWER

To Go Up This Summer

SCHEDULED for late summer completion, KEYL (TV) San Antonio's new $65,000 tower and antenna will make the station the most powerful in Texas during 1952, according to George B. Storer Jr., managing director.

The 101 ft., six-day GE antenna to be erected on a new 76 ft. tower atop San Antonio' Transit Tower, will place the antenna tip at 554½ ft. above ground level, William J. Jackson, chief engineer, said, adding that the station's power will be doubled from 17 to 35 kw. KEYL will operate during the ten-day change-over, he said.

CBS-TV Billings

TOTAL of $6,175,000 in new billings has been booked for four major advertisers on CBS-TV Network, Fred M. Thrower, CBS-TV vice president in charge of network sales, announced Monday.

New business is from Pepsodent Div. of Lever Bros. [B•T, May 19]; Campbell Soup Co. [B•T, May 12]; American Cigarette & Cigar Co. for Pall Mall [B•T, May 12], and Owens-Corning Fiberglass Corp. [B•T, May 19].

FILM SPOTS

Plan Afoot to Standardize

MOVE to standardize and simplify requirements for 10-second television identification spots was instituted last week by station representatives and advertising agencies in order to reduce production problems and encourage the development and sale of such announcements.

First phase of the program is to standardize film spots, and later to adopt formulas for telops and slides, according to John W. Brooke of Free & Peters, national representative, and television committee chairman for the National Association of Radio-Television Station Representatives.

In a plan for film spots, adopted by major agency officials at a meeting in New York May 13, the agencies agreed to reserve the upper right hand quarter of the screen for station use, with advertising copy to be placed in the other three quarters. As for timing, it was agreed that 1¼ seconds be used for the opening with 6½ seconds for copy. Two seconds will be given to station identification and ¼ second to the closing.

Also it is hoped that 16mm film will be adopted by each station and that broadcasters will permit superimposition of station identification over advertising film, to avoid preparation of a different version of the same film commercial for every station which carries it.

The suggestions approved by agencies are to be submitted to the NARTSR board at its next meeting, expected to be called "shortly," then to the full membership and, through them, to the stations. The object is to receive wide enough acceptance of the standards to reduce agency production problems and still permit some flexibility for station procedure.

Ordinarily, securing specific data for each station's identification format and assembling a commercial within the deadline is time-consuming and costly.

RANGERTONE
BEST FOR TV FILMS
USED BY
"Life" with
Art Linkletter
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

SEATTLE RELAY

CBS-TV Announces Plans

PLANS for interconnection of CBS Television affiliate KING-TV Seattle with the AT&T transcontinental microwave system terminal at San Francisco, so that Washington state audiences will be able to receive live coverage of political conventions in Chicago this summer, were announced by CBS-TV last Monday [B•T, May 19].

Work is being facilitated by a guarantee of construction costs, made jointly by CBS Television and Westinghouse Electric Corp., sponsor of CBS-TV convention coverage, and Otto Brandt, vice president and general manager of KING-TV, is helping to coordinate the project. AT&T facilities now extend from San Francisco to Portland, Ore., with a microwave link being extended to Seattle, a distance of 147 miles.

CBS-TV spokesmen identified their network as the only one which will provide convention coverage from Boston to San Diego and from Seattle to Miami, the latter being from KING-TV to WTVJ (TV) Miami.

MEDICAL MEETING

Coast-to-Coast TV Slated

TWO half-hour coast-to-coast telecasts will be presented of the American Medical Association convention, to be held in Chicago next month. Both programs will be sponsored by Smith, Kline and French Labs., Philadelphia pharmaceutical firm, it was announced by NBC network last week.

To be narrated by Dr. Roy K. Marshall, the programs are scheduled for the NBC-TV network at 9:30-10 p.m. EDT June 10 and 10-10:30 p.m. EDT June 11, originating at the 101st annual AMA convention, to be held June 9-13.

Empire State TV Guild

INITIAL meeting of the Empire State Television Guild, an organization formed to continue friendships started during planning and construction of the multiple TV antenna atop the Empire State Bldg., was held in New York's Harvard Club Tuesday. The first annual dinner meeting was attended by some 40 scientists, engineers and businessmen, with all attending given certificates of membership.

Quid Pro Quo

AS A MEANS of impressing upon advertisers and agencies the on-the-air promotion given their shows, WCBS-TV New York sent them "bogus" invoices showing how much these announcements would cost at regular rates. By way of fair play, one sponsor promptly paid his $3,250 "bill" in phony money.

Cities Allocated Five or More Channels

(Continued from page 82)

City	Present No. of TV Stations	Total Allocated in April 14th Report	Heights of Existing Antennas Above Average Terrain
Jacksonville	1	5	477 ft.
Miami	1	6	306 ft.
Atlanta	3	5	531, 546, 932 ft.
Champaign-Urbana, Ill.	None	5	None
Chicago	4	10	390, 585, 627, 667 ft.
	Note: Two of present stations are located on Civic Opera Bldg. which is 555 ft. tall, one is on Tribune Tower which is 462 ft. tall, and one is on Amer. Nat. Bank Bldg. which is 479 ft. tall. There are 20 buildings in Chicago over 400 ft. tall, nine of which are over 500 ft. tall. The tallest are: Board of Trade 605 ft., Pittsfield 557 ft., Civic Opera 555 ft., Field 535 ft., One LaSalle St. 530 ft.		
Indianapolis	1	6	428 ft.
Davenport-Rock Is.	2	5	342, 370 ft.
Des Moines	None	5	None
Louisville	2	6	510, 529 ft.
New Orleans	1	7	395 ft.
Baltimore	3	6	405, 530, 540 ft.
	Note: Mathieson Bldg. on which one of present stations is located is the tallest building (495 ft.). Next tallest is 330 ft.		
Boston	2	7	501, 547 ft.
	Note: Present antennas located outside of built up center of city. Tallest buildings in Boston are U. S. Customs House (496 ft.) and John Hancock Bldg. (495 ft.).		
Detroit	3	6	500, 500, 658 ft.
	Note: Tallest buildings are Penobscott (557 ft.), Union Guardian (482 ft.), Book Tower (472 ft.), David Scott (436 ft.), Fisher (420 ft.) and Barlum Tower (416 ft.)		
Duluth-Superior	None	5	None
Minneapolis-St. Paul	2	7	490, 563 ft.
	Note: In Minneapolis, Foshay Tower is by far the tallest (477 ft.), Municipal Bldg. is 355 ft., North Western Bell Tel. 350 ft. and Rand Tower 311 ft. In St. Paul, First Nat. Bank Bldg. is 501 ft. not including 100 ft. sign. One of the existing stations is on Foshay Tower.		
Kansas City	1	6	745 ft.
	Note: Taller bldgs. are K.C. Light & Power (503 ft.), Fidelity (434 ft.), City Hall (418 ft.), Telephone (382 ft.)		
St. Louis	1	7	530 ft.
	Note: Taller bldgs. are Civil Courts (375 ft.), Bell Telephone (369 ft.) and Park Plaza Hotel (310 ft.).		
Omaha	2	6	590, 591 ft.
New York	6	8	975 to 1,445 ft.
	Note: WOR in North Bergen, N. J. is at 975 Height. All others on Empire State Building.		
Rochester	1	5	497 ft.
	Note: Present antenna is located on Pinnacle Hill. Tallest building is Eastman Kodak (366 ft.).		
Cincinnati	3	6	650, 670, 695 ft.
	Note: Tallest buildings are Carew Tower (574 ft.) and Union Central (495 ft.).		
Cleveland	3	6	619, 640, 725 ft.
	Special Note: Present TV antennas appear to be located outside of built up center of city. Cleveland has one building that towers above the others as markedly as the Empire State Bldg. stands out in New York City. The Terminal Tower is 708 ft. high and is the tallest building in the U. S. outside of New York City. The next building in height is 360 ft.		
Columbus	3	5	455, 485, 545 ft.
	Note: Tallest building in Lincoln-Le Veque Tower (555 ft.). One station is at present transmitting from it.		
Oklahoma City	1	5	935 ft.
	Note: Tallest buildings are First National (447 ft.) and Apco Tower (440 ft.).		
Tulsa	1	5	490 ft.
	Note: Tallest buildings are National Bank (400 ft.) from which present station is transmitting and Philtower (343 ft.).		
Portland, Ore	None	6	None
Philadelphia	3	7	650, 660, 719 ft.
	Note: At least two of the present stations are transmitting from points outside the built up center of the city. The tallest structure is Wm. Penn Statue atop City Hall (548 ft.). Tall buildings are Phila. Saving (491 ft.), Lincoln-Liberty (473 ft.), Guard. Trust (398 ft.), Lewis Tower (389 ft.), Fidelity Philadelphia Trust (377 ft.).		
Pittsburgh	1	6	818 ft.
	Note: The terrain may require use of a hill rather than a building. However, taller buildings are Gulf (582 ft.), Cathedral of Learning (535 ft.), U. S. Steel-Mellon (500 ft.).		
Chattanooga	None	5	None
Memphis	1	6	640 ft.
	Note: The Sterick Building is reported to be 465 ft. tall including 100 ft. sign.		
Nashville	1	6	680 ft.
Dallas	2	6	350, 463 ft.
	Note: Tallest building is Merchantile Nat. Bank (551 ft.). After that comes Magnolia Petroleum (430 ft.), Bell Telephone (377 ft.), Republic Bank Bldg. (323 ft.).		
El Paso	None	6	None
Houston	1	6	500 ft.
	Note: Two tallest buildings are Gulf (428 ft.), Neils Eperson (409 ft.). Neither is presently used.		
Lubbock	None	5	None
San Antonio	2	6	440, 480 ft.
Salt Lake City	2	6	416, 542 ft.
Norfolk	1	5	367 ft.
Seattle	1	6	408 ft.
	Note: The L. C. Smith Bldg. (500 ft.) is far taller than any other. Next building is Northern Life Tower (314 ft.).		
Milwaukee	1	6	340 ft.
	Note: The present Milwaukee station, WTMJ-TV, has published a budget of future expenses including an item of $292,000 for a 1,000 foot antenna. The tallest existing buildings in Milwaukee are the City Hall (350 ft.) and the Wisconsin Telephone Co. (313 ft.).		

KGO-TV EXPANDS

Adds New Studios

ABC has added two new downtown studios to its Radio City operation, for use of KGO-TV San Francisco, to add 1,600 sq. ft. floor space and a complete kitchen for its daily *Chef Cardini Show*, according to Vince Francis, station manager.

He said the new studios will give better service to advertisers and keep abreast of demands for more space. KGO-TV had been operating exclusively from its transmitter site on Mt. Sutro, he said.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

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NAME

COMPANY

STREET

CITY ZONE STATE

programs promotion premiums



SOMETHING new in political broadcasts was given to listeners of WCCC Hartford, Conn., according to station report, when it aired tape-recorded telephone interviews between Sen. Robert A. Taft (R-Ohio) and members of the League of Women Voters, with the Senator talking on the Korean situation, labor and the economic program.

ADS, PUBLICITY PAY

COMBINATION of ads and publicity paid off for WCKY Cincinnati in its Ohio-Kentucky-Indiana talent opportunity contest. Buying half and quarter-page ads in weeklies and dailies in towns where 21 contests were to be held and releasing publicity stories with them, the station realized a response of 1,500 amateurs in 650 acts and awarded $1,665 in prizes.

WIP HONORS SHOWMAN

CONTEST staged by WIP Philadelphia to determine winner of station's first annual Showmanship Award, resulted in Buddy Greco, a singer who hails from Philadelphia, being named the outstanding male vocalist in the country. Gold plated trophy was presented to him by Benedict Gimbel Jr., president and general manager of the station. Special salute to the winner was aired by WIP on May 18.

CANADIAN TALENT

NEW talent show, *Stars of Excellence,* produced to give young Canadian entertainers their first opportunity to meet large audiences is being telecast on WBEN-TV Buffalo. Initial show of the series, sponsored by Peller Brewing Co. Ltd., will be seen May 30.

MYSTERY CONTEST

"HANDS of Mystery" contest on behalf of the California Institute for Cancer Research is being broadcast on *Lee Hogan Presents* on KNBH (TV) Hollywood. Contestant is given a chance to identify hands of famous celebrity after pledging his support to the institution whose goal is $250,000.

SOONER or LATER
some aggrieved listener
accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City Mo

'WFIL-ADELPHIA' PROMOTION

FOLDER stating "If yours is a product of value to people you'll find WFIL of value to your product," has been distributed by that Philadelphia station. Success story quoting Norman Porreca's favorable opinion of radio advertising's effect on his appliance business is used to substantiate station's sales result claims.

MARKET STATISTICS

PICTORIAL book titled *Palm Beach County Story* is being mailed to agencies throughout the country by WJNO West Palm Beach. Copy outlines area's agriculture, industry, resorts and climate to impress on the reader "that this is a market with a future." Coverage map and breakdown of population data are attached to the folder.

TEACHERS INSPECT RADIO-TV

INFORMATION on the American business system was offered teachers in the Seattle area when Business-Education Day was held in the city a fortnight ago with KJR and KOMO cooperating in the plan. Groups of teachers toured both stations and executives explained the workings of the broadcast industry. At termination of the KJR tour momento folders were distributed to those who visited the studio. Teachers who inspected KOMO facilities saw themselves on a closed circuit TV presentation.

WLW SPONSORS CONTEST

PROMOTION plans have been arranged between WLW Cincinnati and *McCall's* magazine to select a 30-year-old homemaker from the Ohio Valley. Object of the search must be a mother, active in community affairs and reach the age of 30 in June. Winner will be featured in a 1952 issue of the magazine and receive a paid vacation in New York for herself and her family. Any listener in the WLW listening area may nominate a homemaker to be entered as a contestant.

DEALERS SEE TV

IN ORDER to acquaint dealers with TV and what they can expect when television comes to Montreal, Canadian Westinghouse in conjunction with CBC-TV in that city put on two demonstrations for dealers. Two-hour production featured live and film programs explaining the facts of the TV industry. Via internal TV circuit, dealers saw the inside of Montreal CBC-TV production center. Demonstration reportedly resulted in thousands of dollars worth of orders for TV sets.

CROSS-COUNTRY RADIO TRIP

TWOSOME featured on daily *Coffee with Lee and Lorraine* on WSPR Springfield, Mass., are offering stations a chance to give their listeners a cross-country trip this summer via tape recorded programs Lee and Lorraine Ellis will make on their westward jaunt. Couple will leave by car in June for a summer vacation. Along the way, they plan to record their experiences and send them to stations for broadcast as a unique travel series.

INDUSTRIAL SERIES

NEW series of half hour programs on WCAU Philadelphia, *Strength of the Nation,* highlights city's industry. Designed to acquaint listeners with the part American industry plays in bettering the American way of life, each presentation will portray an industry of the week, what makes it tick and what it does for the people it serves. Shows will feature tape recorded interviews with plant personnel and a discussion of the product manufactured there.

CONVENTION BROCHURE

FOUR-COLOR brochure with information concerning the Democratic and Republican national conventions will be distributed free to the public through Hallicrafters dealers starting this week. The convention program will include two sets of color cut-out maps and tally sheets for the recording of balloting. Booklet is a promotion piece of John S. Mahoney, advertising manager of the Chicago TV-radio manufacturing firm.

SEAPOWER STORY ON TV

FILM record of activties of the U. S. Navy on duty in the Mediterranean is being edited by Joel Chaseman who recently returned from that areas as special correspondent for WAAM (TV) Baltimore. During cruise from Norfolk to Gibraltar, he filmed considerable 16mm film on the operations of the *U.S.S. Palua* for the telecast on WAAM. After the initial showing on that outlet, the film will be made available to other TV stations desiring to tell the seapower story.

NEWS OF SERVICEMEN

NEWS director Bill Robbins, WSAI Cincinnati, makes a practice of broadcasting information about local servicemen. He also provides a service to their parents by mailing them copies of releases in which their sons are mentioned. Station reports that Mr. Robbins' personal contact with families of boys in the service is bringing hundreds of letters from appreciative parents.

SUPERMARKET MUSIC

"THE greatest names in groceries and drugs use Storecast—and you should too" is the cover inscription of a promotion piece put out by the company which provides music in supermarkets. Miniature red, white and blue labels of leading clients such as Philip Morris and Jell-O line the pamphlet cover like canned goods on a supermarket shelf, with the booklet's message giving several reasons why Storecast has become "a vital force" in drug and grocery sales.

FUN AND CONTESTS

TWO promotions currently entertaining WLWC (TV) Columbus Ohio, viewers are its "favorite postman or postmistress" contest on its *Big Bear Dollar Derby* show and its fun-provoking "buying and selling" of postholes on its rural-type *Meetin' Time at Moore's* program, the first show conducted by Spook Beckman and the latter by Billy Scott and Sally Flower.

STUDENTS TAKE OVER

BROADCAST operations at KRNT Des Moines were turned over fortnight ago to 13 high school students interested in radio. The aspiring air staffers made frequent appearances with regular entertainers during "High School Day" and handled portions of programs and commercials. Budding engineers assisted in the control room.

STRAW HAT PROMOTION

AS part of summer audience promotion, KNX Hollywood joined Los Angeles Downtown Business Men's Assn. in annual "Straw Hat Day" festivities by including 200 tickets and five invitations to appear on KNX programs in the 1,000 miniature hats passed out in the business section. Recipients of one of the five invitations will receive a GE portable radio plus a picnic kit.

PRESIDENTIAL POLL

LEAGUE of Women Voters in Los Angeles, KFWB Hollywood and the B-B Pen Co., that city, have combined forces to present "a radio Presidential straw vote" beginning June 2. Ballot boxes will be placed in 1,350 drug stores throughout the area. Over 700 of these stores will feature window displays of the event. Station disc jockeys and newscasters will make guest appearances as well as broadcast results.

CHANCE TO STRIKE OIL

PROMOTION campaign with a new twist will be sponsored by Dr. Pepper Co., Dallas, Tex., through Ruthrauff & Ryan, N. Y., during June and July. Promotion will be a jingle contest offering as first prize royalties from 44 Texas oil wells. Heavy schedule of spots will be carried predominately on *Ted Husing Sports Roundup* on CBS Radio.

Antenna Location—The Big Decision

(Continued from page 82)

tically proved how coverage can be extended if stations jointly move to the highest and most desirable location in their area.

The four stations which moved to the Empire State Building from other locations [WNBT was already there.—Ed.] formerly had their television broadcasting antennas at elevations of 954 feet, 640 feet, 565 feet and 733 feet, respectively. The top of the new Empire State television tower is 1,472 feet. more than a quarter of a mile high.

The average distance reached by these four stations before they moved was approximately 38 miles. From the Empire State Building they now reach a distance of about 70 miles in every direction and can be received in an area in which an estimated 17 million people live. This is an expansion of the stations' audience area from a circle approximately 76 miles in diameter to a circle approximately 140 miles in diameter, a circle containing 15,400 square miles. The commercial importance of these facts is almost incalculable. Actually it has to be calculated as well as possible in order to determine how much the fortunate owner of the choice broadcasting location is justified in investing in a tower and how much he is entitled to be paid for permitting the use of his location for television broadcasting.

No building owner should forget that the location will bring in no greater television revenue than it is actually worth in dollars and cents to the television stations. This rule must be equally true in every city in the country. If many locations in a city are equally good, one is set off against the other and no one will receive, or is entitled to receive, a premium price. However, if one location gives much more in earning power to television stations, the owner of that location should receive some significant portion of the extra earnings for permitting broadcasting from his location.

First Advantage

The first great advantage of locating a television broadcasting antenna on the highest possible point, then, is the added area it will reach at a distance from the station.

Increasing the height of the TV broadcasting location also adds to the number of viewers who can be reached with a good picture within the area nearer the TV station—the area from 0 to 25 miles away from the broadcasting point.

In a large city the total number of people in all the "shadow" areas who are brought out of the darkness by a very high broadcasting point can be a very significant addition to the viewing audience.

Television is indeed a tricky animal. Another effect of a too low broadcasting location is the tendency to produce "ghosts" on the TV set screen. In New York the great flat-sided masonry and steel bulk of the RCA Building proved a perfect bouncing board for TV signals from some of the lower broadcasting points as did the sides of the Empire State Building and other tall buildings. This resulted in frequent picture-distorting "ghosts" on New York television receiver screens, both close to the station and at a distance.

Once the broadcasting antennas had been moved up to the 1,472 foot high tower of the Empire State Building the "ghosts" substantially disappeared because the TV signals were transmitted high enough to go over the tops of the other buildings without bouncing or richocheting off them.

Central Location

Central location as well as great height is extremely important for an ideal TV broadcasting point, particularly in a city with a large business section of tall buildings. New York and many other of the larger cities in the country have numbers of tall steel girder buildings in the central part of the city. Television engineers who have dealt with the problem are of the opinion that a significant loss of strength in the broadcasted TV signal occurs if it has to pass over the entire business area of a city to reach a residential area beyond. This effect has been loosely referred to by some as an "absorption" of power. Whatever the scientific reason, the result is observable. The best cure for this appears to be to locate the broadcasting antenna at the center of the tall building area so that the television signal will cross over this area in the first few miles of its trip. When the antenna is in the center of the city the signal gets out beyond the high building area within the first few miles while it is much stronger than it is farther out.

It should be made clear that, except for the purpose of pushing the horizon of the TV station out to a point 70 miles from the center of a city, it is not necessary in most other cities to locate the broadcasting point a quarter of a mile in the air as has been done in New York City. The important point is that the broadcasting location should rear its head considerably above the imaginary plateau formed by the tops of the dozen or more tallest buildings in the city. In other words, the broadcasting point must be very high *in relation to* the general top level of tall buildings.

The fortunate combination of great height and central location made the Empire State Building the ideal television broadcasting point in New York City. It is the tallest structure, by far, in New York City, and is located at approximately the center of the tall

(Continued on page 102)

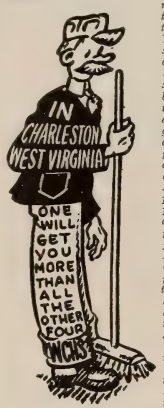


Mr. John McCorkle
Sullivan, Stauffer, Colwell and Bayles
New York City:

Dere John:

Th' Girl Scouts held thimselves a big show at th' college feeld house t'other nite with all th' girls and theyre parents. To help out th' show they called on WCHS and we sent thim our boss as m.c., two members ov our progrum dept to ackt a two-person play and an engineer to run th' sound. Th' four WCHS folks wuz th' only radeo people theyre. H'it jist goes to show thet th' Girl Scouts puts theyre trust in WCHS like we tell our listners to put theyre trust in Silver Dust. Th' boss sez more people in W. Va. listen to WCHS with 5,000 on 580 then any other stashun.

Yrs.
Algy



WCHS
Charleston, W. Va.



14th in effective buying income per capita

among Sales Management's 162 Metropolitan Counties

IF your radio campaign includes the first 100 markets according to Effective Buying Income per Capita—then over 234,000 Quad-Citians are among your targets.

WHBF enjoys the respect and good will of the Quad-City area—a progressive community which it has supported and served for over 25 year.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

Antenna Location—The Big Decision

(Continued from page 101)

building area of the city.

The Empire State Building actually had the strength built into it in 1930-1 to carry the weight of the new 222 foot steel television tower and its heavy load of antennas and transmission lines. This was definitely not done in anticipation of television. It was done to enable the top of the Empire State Building to serve as a mooring mast for dirigibles. In 1930 dirigibles were thought to be the coming mode of trans-Atlantic and other long distance travel.

A particular advantage of erecting a moderately high tower on a tall building rather than erecting a tower 700 feet to 1,000 feet tall based on the ground for a TV broadcasting center is that the transmitters can be installed in the top floors of the building where there is enclosed space, heat and elevator service. Transmitters should be as close to the broadcasting antennas as possible because of the unavoidable and expensive loss of electric power in every foot the current has to travel between transmitter and antenna.

The economic effect of all these peculiar characteristics of television is an almost irrestistible pressure on each station to obtain for itself the highest and most central location in the city. Since there can be only one "highest" and "most central" location in any city, all stations, except the one lucky enough to have it will necessarily be frustrated if each one has to have a separate location.

Why Separate Locations?

But why does each station have to have a separate antenna location? They started that way because radio had always done so and because they feared the electrical cross-interference from several antennas broadcasting close together. Fortunately there were pioneers who dared to risk the cross-interference and to attempt a multiple antenna tower. The vision and courage of the management of the Empire State Building and of Dr. Frank G. Kear, the technical genius behind the whole project, the five broadcasting companies and RCA which designed, developed and tested the antenna systems, brought forth the answer.

The engineers did their best. They planned and designed a system which *theoretically* should operate without interference. But what if their calculations were wrong, or what if subsequent events resulted in an interference not present at the beginning? Rules, procedures and fast acting remedies had to be set up before any broadcaster could take the plunge.

True, the general rules of the FCC governed the operations of these television stations, but these rules had not been particularized to the point of dealing with a joint facility such as the Empire State tower and did not contain all the detailed rules for "family living" which each broadcaster felt essential before leaving its solitary splendor elsewhere to join the higher glory of the multiple broadcasting tower.

First, a precise definition was hammered out of the degree of interference, to either signal or equipment, which should not be tolerated. This was designated "objectionable interference". Unless a claimed interference came within the scope of "objectionable interference" it was agreed by all the engineers concerned that it did not merit corrective action or penalties.

Remedies Differ

It was then found that objectionable interference could be of several types and that the remedies and penalties were necessarily different for each type. In the first place, the mere origination of a particular broadcasting activity by a particular station might result in objectionable interference to some activity already being carried on. Therefore, an elaborate screening and testing procedure was set up which any station must pass through before it could start a new activity or materially change its existing operation. The principle behind this was, of course, that each activity which had once been properly originated was entitled to protection from new or changed operations of others which would hurt it.

The second type of objectionable interference was that resulting from the deterioration in equipment or departure from proper practices of some station already on the tower. In this case the culprit was identifiable and was required to bear the burden of correcting the situation or forfeit its right to be on the tower.

The third type of objectionable interference was more general and included all those situations, some highly imaginary, in which after proper origination by all stations some circumstance developed which made it impossible for all existing operations to continue without cross-interference. Detailed obligations were here imposed for equipment changes and correcti measures and only in the final e tremity of absolute incompatibili of continued operations by all t stations was provision made f any withdrawing. Then activiti would be dropped in the rever order of origination. As a pra tical matter, it is difficult to co ceive of a situation in which t joint activities could be successf for a period of time and then su denly become impossible. Hov ever, provision must be made f even such highly fanciful poss bilities in a project of this scope.

The position of the buildin owner has to be carefully defined i such a situation. The buildin owner cannot assert or assum the power to change or overrul the rules, regulations or decisior of the FCC. On the other han the building owner is under n duty to permit any station t broadcast from its building or t continue to do so longer than pays its rent and acts in accor ance with rules imposed in a vance by the building owner for th protection of himself and othe tenants.

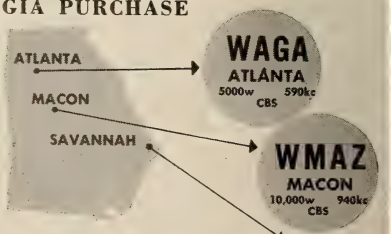
Harmonious Achievement

If the building owner merel licenses the use of space on it building by several television sta tions without imposing rules o conditions, chaos is almost certai to result. It must be remembere that the television broadcasters ar natural rivals in a highly competi tive business. It is a high tribut to the calibre of the five televisio stations in New York City wh share the Empire State tower tha they have worked so harmonious together in the planning, buildin and operation of this multipl broadcasting tower. But it is doubt ful if even these men, subject a they are to competing busines pressures, could have kept thei actions within this pattern if the did not live within the framewor of strict, carefully devised rule which provided prompt equitabl methods of dealing with every fore seeable deviation from such be havior.

The significant economic elemen in this picture is that the pressur for joint use of the best possibl location was so great that larg

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



THE GEORGIA TRIO

represented individually and as a group by

THE KATZ AGENCY, INC.

ancial obstacles were quickly
ken in stride. As soon as the
ilding was made available for
ultiple broadcasting, four major
stations rushed to join the sole
station then broadcasting from
e Empire State Building. Each
these stations abandoned its
mer antenna location and will-
gly paid the cost of moving, pur-
asing new equipment, developing
w antennas and undertook to pay
antenna rental many times
her than any of them had ever
id before.

There is a very plain dollars-and-
nts-reason for this readiness to
end money which is applicable—
soon will be—throughout the
ited States.

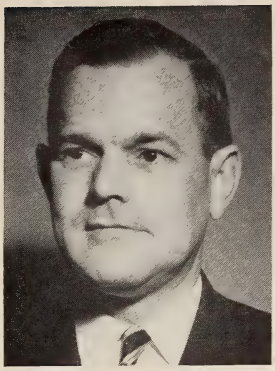
Not only is the income of the TV
tions increased, but their costs
operation are reduced by the
nt use of the best broadcasting
ation.

If each station installs its own
wer, it will have to pay the full
st of buying or renting a loca-
n, constructing a tall tower on
and installing lights, de-icing
d other tower equipment. It will
o have the full maintenance
rden of painting and repairing
entire tower. When a multiple
wer is used there is only one
wer in one location and all of
se costs are shared.

The savings in structural steel
ne are tremendous if one tower
made to do for all. In these days
governmental control of steel
y locality may be lucky to get
ough steel allocated to it to build
good tower, especially now that
Empire State project has proved
t the technical characteristics of
evision do not require that broad-
ting antennas be kept separate.

The cost of bringing programs
the transmitting point is reduced
en all stations are in one loca-
n. Less cable or less micro-
ve equipment is used if all pro-
ams coming into the city are
ivered at one central point.

One final incidental boon brought
the multiple broadcasting tower
he simplification of the home re-
ving antenna which it makes
sible. Some portion of any re-
ving antenna must be aimed at
h TV station broadcasting in the
a. If there are several different



Mr. RUDDOCK

* * *

broadcasting locations, the receiving antennas must have enough elements to permit some to be aimed directly at each station. With a multiple tower for all TV stations there is only one point of aim and therefore a minimum of antenna parts and installation problems.

What is the value of a superlative tower location which will open the door to the largest audience which any TV station in the city can reach? If the building owner erects the tower at his own expense and operates it as part of his building, it is, of course, greater than if he merely rents the top of his building to the TV stations and permits them to erect a tower. In either case, however, the precious commodity of maximum television audience is what the owner of the best location has to sell.

Attention was turned to various ambiguous theories. An early suggestion was that the television license rent should be based on the height of the Empire State Building and that so many dollars per linear foot of height should be charged. But when the discussions turned to "how many" dollars per linear foot, the figures had to be pulled out of thin air.

Then a so-called "audience-coverage" theory was developed. Under this the license rent would be computed at the rate of 25c or 50c per television set within the range of the station each year. This idea had a kernel of very good sense. The value of the building for television purposes was, of course, a direct reflection of the circulation it could make available to the television stations—the number of sets that could be reached. However, who was to say how many cents or dollars per set was fair?

Parallels were investigated in subway advertising car rates, billboard rates, Times Square "spectacular" animated billboard rental rates, and advertising rates on radio programs received in buses in certain cities. All of these investigations proved over and over again that the rate was directly affected by "circulation" or audience coverage, by the number of persons who read a certain magazine, passed by a certain billboard location, rode in a certain bus line or subway, passed through Times Square on a certain day. It was found that the rate always went up with the circulation or audience coverage, but that no two advertising media placed the same "head-price," the same dollars and cents per person, on the coverage.

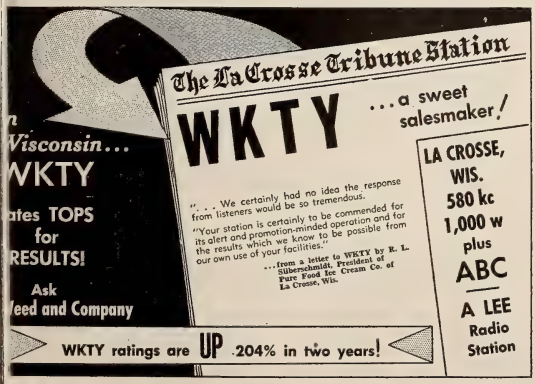
The advertising impact of the particular kind of media affected the rate per person.

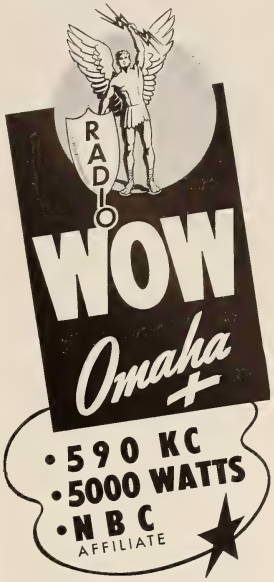
The effect, the impact of television as an advertising medium, was believed to be as great and probably greater than any other media since both eye and ear were assailed simultaneously. This was a fine theory, but it did not give any logical basis for establishing the rate.

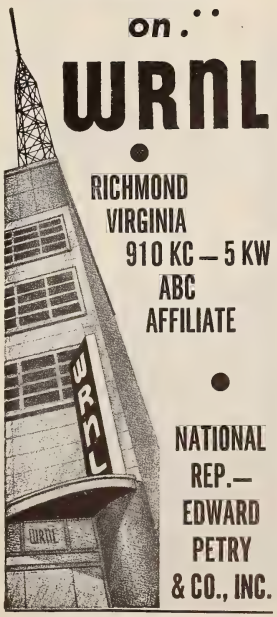
The measuring stick finally adopted would be applicable in any city where some one location is markedly superior to any other (or can be made so by tower construction) for television broadcasting. First a determination is made of the amount of rent which could be charged for any of the several locations in the city which could function with passable success if the one prime location did not exist. In doing this, strong reliance is placed on conventional real estate rental formulas.

Having obtained this base rent, it is necessary to determine the premium rent to be added to it as the prices for the superiority in audience and picture which the one best location alone can give. To measure this the actual population within range of both the best and the ordinary locations is determined, and the degree of actual and potential saturation with television receivers worked out. By applying all the principles discussed earlier in this article which limit the audience of a TV station broadcasting from an ordinary or inferior location, both close-in and at a distance from the broadcasting antenna and comparing this to the potential performance from the best location, the extent of the superiority can be measured. Percentages of superiority can then be derived which can be valued. For

(Continued on page 104)







Antenna Location—The Big Decision

(Continued from page 103)

instance, in New York City it was found from tests made as to all previously existing stations that some reached with a satisfactory picture as little as 60% of the potential audience in the New York City area while the Empire State tower location approached the legendary 99 44/100% coverage.

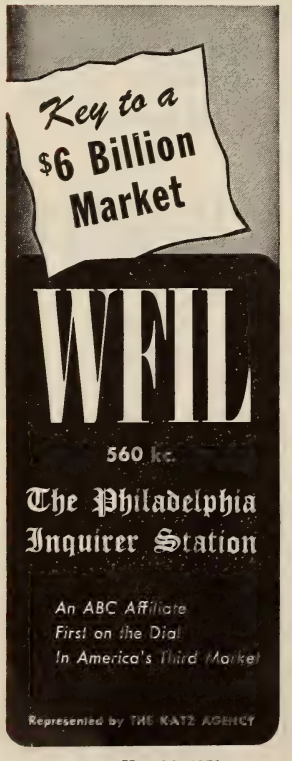
When this percentage of superiority was applied to the base rent figure it gave a dollars-and-cents value to the superiority which, if anything, was an understatement of the true value. The reasonableness of this figure can best be tested by dividing the dollars involved by the actual number of home receivers which can be reached at any given time *only* by the best location.

By any normal advertising rate standards the cost of reaching each additional home is tiny. It does not begin to tap the additional revenues which the best location enables the station to charge the advertisers. However, it does bring in very sizable sums to the building owner since each of the stations on the building receive the same advantage and properly pay the same rate. Best yet, it achieves the aim of the FCC to have stations compete with each other on the basis of the merits of their programs and not their respective ability to bring a clear picture to the particular home receiver.

This was not a problem peculiar to New York City nor was its solution of significance only in New York City. All of the basic premises exist in your city also—the limitations of television, the dollars-and-cents advertising demand for the largest possible TV audience, and the economy of a joint financing and joint use of the best possible broadcasting location. The great contribution of the Empire State television tower was in pointing the way, in proving that it could be done.

'Hizzoner' of WJXN

WJXN Jackson, Miss., has unofficial production and program man in Mayor Allen C. Thompson. Mayor Thompson, through taped recordings, makes monthly reports over WJXN from the zoo, water works and other places of community interest. Last fortnight, the mayor was to "cover" the annual conference of United States mayors in New York's Waldorf-Astoria. Program was to be a composite report from the Waldorf-Astoria with the mayor doing the announcing, engineering and production.



'FREE'

New FTC Order Increases Word Use Conflict

MOUNTING confusion over use of the word "free" in broadcast and published advertising claims appeared inevitable in agency, advertiser and station circles as a result of another controversial ruling issued by the Federal Trade Commission.

While broadcast continuities apparently are not directly involved in an order issued against Book-of-the-Month Club Inc., the decision pointed up anew the possible impracticability of an earlier FTC administrative interpretation.

The commission ruled May 16 that the word "free" as used in Book-of-the-Month advertisements is "false, misleading and deceptive." It also was revealed that three other similar complaints are pending before FTC.

Comr. Lowell B. Mason, dissenting in the 3-1 decision, sharply challenged the cease-and-desist order and charged that the Commission had set itself up "as a lexicographer with power to punish those who ignore our definitions." He claimed FTC had supplanted "usage with bureaucratic fiat."

This was the second instance in which FTC implemented its administrative interpretation with a firm order, though it indicated plainly that use of "free" depends upon individual cases as to whether it violates the deceptive practices statute. An appellate court affirmed the interpretation last November and the U. S. Supreme Court upheld the ruling by refusing last March to review the case [B•T, April 14].

Thus, in effect, use of the word must be sufficiently hedged with certain conditions and reservations as to make it inadvisable to incorporate in ad claims, some authorities felt. But again, it depends on the case.

In the Book-of-the-Month decision, FTC said that use of that or similar words "should be approached by applying to the representation made the same yardstick that should be applied to all advertising—'Is it true or false,'"

FTC challenged as "false and misleading" the club's claims that it offered books "free to new members" without charge or obligation. If the member decides not to purchase at least four books within a year, "payment for [two] books theretofore designated as 'free' is thereafter demanded by the respondent," FTC said. It also cited use of the term "book dividends."

Here is the tack FTC took on use of the word "free" in this instance:

In the present case the word "free" as used by the respondent in the sale and distribution of its books has the definite and absolute meaning of a gift or a gratuity given without charge, cost or condition. So used the word is unambiguous and does not have a secondary meaning. Its meaning cannot be altered or qualified by other words. It can only be contradicted and the total representation made through use of the word "free" is false.

Respondent contends that although the books may not be free the advertisements contain statements clearly disclosing those things which the customer must do in order to receive the so-called "free" books and that these statements neutralize any probability or possibility of deception. We are unable to agree.

The contention might have some merit if the other statements in the advertisements only qualified the word "free."

In [other] cases . . . qualifying words could be chosen which would eliminate the deceptive representation and leave standing the truthful one alone. In the present case, however, the other statements in the advertisements do much more violence to the word "free" than merely qualifying it. The word "free" as used by the respondent makes a single representation and, being untrue, cannot be qualified; it can only be contradicted. A statement in advertisement which is totally fa cannot be qualified or modified.

FTC pointed out that befc members are entitled to recei "free" books, they must enroll the Book-of-the-Month Club a buy four books within a year, wi profit to the respondent. Hen they are "not gifts or gratuities without cost to the recipient."

Comr. Mason, harking back 1948 and the commission's stat ment of policy, held that "a simp order based on deception will n stand up on appeal" and that FT attorneys earlier agreed that t ads "were accurate in their e tirety."

He likened the order to one co demning selling of merchandise Saturday and reflected:

"A rule limiting what may done on Saturday is no more val than a rule limiting what may done with the word 'free' unle there is factual support in a reco before the commission to give jurisdiction over the days of t week or over the definitions of su qualitative words as in the insta case."

As a result of FTC's Janua 1948 statement, "which took 2 words to explain what one wo meant," nobody "has any mor certainty as to how free is 'free,' Comr. Mason said. Noah Webste dictionary records 24 separate us of the word, he added, noting:

"From now on, Webster's is o and the Federal Trade Commi sion's unabridged is in."

WJOC ELECTIONS

Kane Succeeds Layma

HAROLD P. KANE was name president of Air Waves Inc., ow er-operator of WJOC Jamestow N. Y., and general manager of t station, at a board of directo meeting May 19. Mr. Kane forme ly was corporation vice presider and WJOC sales manager.

John C. Walters was electe board chairman. Others electe were Grant J. Gruel and James Monagle, vice presidents; Fre erick E. Davis, treasurer, and D Clyde L. Wilson, secretary. Harr E. Layman, former president-ge eral manager, resigned because ill health, WJOC reported.

Employment Agency — Employment Agency

ENGINEERS — *First - Second Phone*

Applications accepted for *Immediate* Placement in Thirty-Three States

NEWSCASTER—PROGRAM DIRECTOR—ANNOUNCERS
MANY COMBINATION

One Week's salary when placed, the only fee.

WRITE:

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York

PL 5-1127 — E. C. Lobdell, Licensee

POLITICOS VIE
Candidates on KFRO Panel

A NOVEL forum program featuring all candidates for the third U. S. Congressional district was broadcast by KFRO Longview, Tex., May 17. Titled *How Do You Stand, Future Congressman?*, the program was offered to other radio stations in that district and aired as a public service feature. The eight participants were candidates for the post vacated by Rep. Lindley Beckworth (D-Tex.), now campaigning for the U. S. Senate.

Listeners, newspapers and others were invited to send in written questions asking the candidates where they stand on important issues. County Democratic Chairman H. O. Gossett Sr. served as moderator on the unrehearsed program.

MISSOURI LAW
Guards Radio-TV on Libel

LIBEL protection for Missouri radio and TV stations during uncensored political talks was provided last week when Gov. Forrest Smith signed legislation he originally had planned to veto.

Gov. Smith said he changed his mind about the veto after conferring with Missouri station spokesmen and studying FCC regulations barring station censorship of political speeches. The legislation was sponsored by Sen. Richard J. Hamier, Democratic majority leader, and was sought by radio and TV operators in the state.

An emergency clause made the act effective when signed. Gov. Smith said he had planned to veto the bill on the ground it would encourage "character assassinations". Passage was sought in part as the result of protests against radio and TV speeches in the 1950 campaign by candidates of the Christian National Party, described by the St. Louis *Post Dispatch* as a so-called "hate" group operating in Missouri.

COMMENDATION was received by WTIC Hartford from Rau-Locke American Legion Post, Hartford, for "excellent public service" in presenting the Frederic W. Ziv Co. series, *I Was a Communist for the F.B.I.*

WDUZ
A B C NETWORK
and GREEN BAY, WIS.

MORE NATIONAL AC. COUNTS USE WDUZ THAN ANY OTHER 250 WATT STATION IN WISCONSIN. (LIST ON REQUEST.)

BEN A. LAIRD, PRES.
CALL JOHN E. PEARSON CO.



NEW JERSEY Broadcasters Assn. officials greet FCC Comr. Rosel H. Hyde at group's spring meeting in Atlantic City [B•T, May 12]. L to r: Fred Weber, owner of WFPG Atlantic City, member of NJBA advisory committee; Thomas B. Tighe, general manager of WJLK Asbury Park, NJBA secretary-treasurer; Comr. Hyde; Paul Alger, general manager of WSNJ Bridgeton, association president; Phil Gravatt, Atlantic City commissioner; Harry Goodwin, general manager of WNJR Newark, member of NJBA advisory committee.

On All Accounts

(Continued from page 12)

vertising man, he was converted to the concept of advertising over a period of years in discussions with family business associates and friends. After graduation from Brown U. in 1932 and two years at Northwestern U.'s schools of law and commerce, he quit to get his start in advertising and in radio.

Two years later, when he was sales manager, he sold his stock in WROK and invested the money in the Presba & Fellers agency. His father, a black-and-white man, was therefore outnumbered by his son and Mr. Fellers, both dogmatic devotees of broadcasting.

Subsequently, Mr. Presba has balanced media within the agency so that about 50% of the billings go to radio and TV and 50% to other media. Broadcast accounts include Book House for Children, Olson Rug Co., Keeley Brewing, Flex-O-Glass Mfg. and Orleans and Hi-Life dog food. Although he works on all accounts, Mr. Presba is most interested in merchandising and marketing.

A native Chicagoan, he lives in North Shore Winnetka with his wife, the former Jean Countryman of Rockford, and their children, Paula, 11, and David, 6. He is a trustee of Brown U. and a director of the Brown Club of Chicago, a member of Psi Upsilon fraternity and a trustee of the N.U. chapter.

Fond of fishing, he prefers the fresh water variety, but on an office wall has a sailfish which came within two ounces of setting the small sailfish record at Ft. Lauderdale. Mr. Presba and his family spend much of the summertime at Pelican Lake in northern Minnesota, but—to maintain a firm cleavage between pleasure and business—he takes clients fishing in northern Michigan to the North Woods Club.

John P. Keating

JOHN P. KEATING, 75, vice president and production manager of The Journal Co., Milwaukee, licensee of WTMJ-AM-TV, died Tuesday as a result of a cerebral hemorrhage. He had served as a vice president and director since 1939. Survivors include his wife and two sons.

NEBRASKA MEET
AP Group Names Slate

NEBRASKA Associated Press Radio Assn., meeting jointly with Nebraska Assn. of Radio News Directors, named Walt Kavanagh, news director of KOWH Omaha, as chairman; Jack Rogers, KBRL McCook, vice chairman, and E. E. Makiesky, correspondent supervising AP radio operation in Nebraska, as secretary.

Mr. Makiesky said each AP member station has contributed news to AP files and that contributions exceeded those of the previous year. He said KBRL ranked among the nation's top ten AP news contributors.

KEAR Seeks 10 kw

APPLICATION for a power increase from 1 to 10 kw is to be filed with the FCC by KEAR San Mateo, Calif., the station reported last week. The San Francisco Bay area outlet, on 1550 kc, said the power boost would increase its daytime audience by nearly a million persons. The station specializes in "good music" programming.



Use the **Broadcasting Marketbook** —the only fact book designed expressly for the buyer of time.

Over a quarter billion dollars of spot and network radio and TV is placed by buyers of time who use the MARKETBOOK daily. Nowhere else can they find the copyrighted "Spot Rate Finder" which enables them to compute in minutes preliminary estimates of spot campaigns. Or county-by-county breakdowns of essential radio facts, census figures, marketing maps, state market indicators, etc.

It's only between the covers of one book—the MARKETBOOK —and it's the only book built to help you sell time.

Reserve space now to assure position near your own listing . . .

BROADCASTING TELECASTING MARKETBOOK

DEADLINE, 1952 EDITION, JULY 20
PUBLISHED MID-AUGUST

May 15 Applications . . .

ACCEPTED FOR FILING

License for CP

WMFC Monroeville, Ala. — Requests license for CP, as mod., which authorized new AM station.

WPNX Phenix City, Ala.—Requests license for CP which authorized new AM station and to change studio location.

Extension of Completion Date

WIMS Michigan City, Ind.—Requests mod. CP, which authorized power increase, change hours of operation and DA-N, for extension of completion date.

WSAY Rochester, N. Y. — Requests mod. CP, which authorized power increase and change from DA-DN to DA-N, for extension of completion date.

License Renewal

Following stations request renewal of license:

KAGH Crossett, Ark.; KWAK Stuttgart, Ark.; WWCO Waterbury, Conn.; KEYY Pocatello, Idaho; WTAX Springfield, Ill.; WGBF Evansville, Ind.; KIUL Garden City, Kan.; WKAY Glasgow, Ky.; WKLO Louisville, Ky.; KANE New Iberia, La.; WCOU Lewiston, Me.; WOCB Hyannis, Mass.; WMFG Hibbing, Minn.; KWOS Jefferson City, Mo.; KNEM Nevada, Mo.; KFOR Lincoln, Neb.; WJTN Jamestown, N. Y.; KDLR Devils Lake, N. D.; WWON Woonsocket, R. I.; WDOD Chattanooga, Tenn.; WBIR Knoxville, Tenn.; WFAA-TV Dallas; KOTV (TV) Tulsa; WMCT (TV) Memphis; WPTZ (TV) Philadelphia; WOW-TV Omaha, and WOAI-TV San Antonio.

TENDERED FOR FILING

To Change Location

WILD Birmingham, Ala. — Requests mod. CP to change trans. and studio locations from 3427 27th Ave. North to Pimson Highway, near Birmingham, ½ mi. N. of radio range station.

APPLICATION RETURNED

WCHV Charlottesville, Va. — RETURNED application for renewal of license.

May 16 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WILS Lansing, Mich.—Requests mod. CP, which authorized D power increase and change from DA-N to DA-DN, to make changes in DA.

FM—103.5 mc (Ch. 278)

WFMT (FM) Chicago—Requests mod. CP, as reinstated, which authorized new FM station, to change frequency from 105.9 mc (Ch. 290) to 103.5 mc (Ch. 278).

Change Location

WMOU Berlin, N. H.—Requests CP to change trans. location.

Site Approval Sought

KSGA Redmond, Ore.—Requests mod. CP, which authorized new AM station, for approval of trans. and studio locations.

License Renewal

Following stations request renewal of license:

WTWA Thomson, Ga.; KVNI Coeur d' Alene, Idaho; WCRW Chicago; WEBQ Harrisburg, Ill.; WSDR Sterling, Ill.; WFBM Indianapolis, Ind.; KICD Spencer, Iowa; KAKE Wichita, Kan.; WCPM Cumberland, Ky.; WFTM Maysville, Ky.; WJBW New Orleans, La.; KFMO Flat River, Mo.; KELK Elko, Nev.; KAVE Carlsbad, N. M.; WRTA Altoona, Pa.; WHUM Reading, Pa.; WBAX Wilkes-Barre, Pa.; WSOK Nashville, Tenn.; WATO Oak Ridge, Tenn.; WSKI Montpelier, Vt.; KGY Olympia, Wash.; WGCM-FM Gulfport, Miss., and WJAC-TV Johnstown, Pa.

Extension of Completion Date

WJHL-FM Johnson City, Tenn.—Requests mod. CP, which authorized new FM station, for extension of completion date.

TENDERED FOR FILING

AM—550 kc

WHIM Bloomsburg, Pa. — Requests CP to change frequency from 690 kc to 550 kc, decrease power from 1 kw to 500 w with DA-DN and change trans. location.

AM—960 kc

WHAK Rogers City, Mich.—Requests CP to increase power from 1 kw to 5 kw.

AM—1330 kc

KWPM West Plains, Mo.—Requests CP to change frequency from 1450 kc to 1330 kc, increase power from 250 w to 1 kw-D, 500 w-N, and install DA-N.

May 19 Applications . . .

ACCEPTED FOR FILING

AM—980 kc

KSGM Ste. Genevieve, Mo.—Requests CP to increase D power from 500 w to 1 kw and change from DA-DN to DA-N.

FM—88.3 mc (Ch. 202)

KSDA (FM) San Diego, Calif.—Requests CP to change frequency from 91.7 mc (Ch. 219) to 88.3 mc (Ch. 202).

Change Location

WILD Birmingham, Ala. — Requests mod. CP, which authorized change in frequency, power increase, install DA-N and change trans. and studio locations, to change trans. location from Tarrant City, Ala., to Birmingham, and change studio location from 3427 27th Ave. North to Pimson Highway, near Birmingham, ½ mi. N. of radio range station.

License Renewals

Following stations request renewal of license:

KHOZ Harrison, Ark.; KTHS Little Rock, Ark.; WFOY St. Augustine, Fla.; WGGA Gainesville, Ga.; WJPS Evansville, Ind.; WFKY Frankfort, Ky.; WPKE Pikeville, Ky.; WCEM Cambridge, Md.; KXLJ Helena, Mont.; WSOC Charlotte, N. C.; KRXL Roseburg, Ore.; KGBS Harlingen, Tex.; KXOX Sweetwater, Tex.; WIBU Poynette, Wis.; WJMC Rice Lake, Wis.; WOBT Rhinelander, Wis.; WBAP-TV Fort Worth, Tex.; WNBT (TV) New York; KEYL (TV) San Antonio, and WFIL-TV Philadelphia.

APPLICATIONS RETURNED

WTCH Shawano, Wis. — RETURNED application for license to cover CP which authorized change from D to unl. and DA-N.

Following stations' requests for renewal of licenses were RETURNED:

WULA Eufaula, Ala.; WCOV Montgomery, Ala.; KHUM Eureka, Calif.; WIOU Kokomo, Ind., and KVSO Ardmore, Okla.

May 20 Decisions . . .

BY FCC BROADCAST BUREAU

Locations Approved

KPLN Camden, Ark.—Granted mod. CP for approval of ant., trans. and main studio locations.

WPDR Portage, Wis.—Granted mod. CP for approval of ant., trans. and studio locations.

Granted Changes

WNBF-TV Binghamton, N. Y.—Granted CP for ant. and equipment changes; ant. 820 ft. above average terrain.

Extend Completion Date

WPMJ-TV Milwaukee, Wis.—Granted mod. CP for extension of completion date to 12-1-52.

KPPC Pasadena, Calif.—Granted mod. CP for extension of completion date to 10-5-52.

To Change Name

KMMJ Grand Island, Neb.—Granted mod. license to change name to Town & Farm Co. Inc.

ACTIONS ON MOTIONS

By Comr. Edward M. Webster

WHIL Medford, Mass., and WMEX The Northern Corp., Boston, Mass. — Dismissed as moot (1) petition of WHIL requesting reconsideration of action granting WMEX's application for renewal of license without hearing; (2) petition for clarification, amendment and enlargement of issues; and (3) motion of WMEX to dismiss foregoi petitions.

Garden State Bcstg. Co., Atlant City, N. J.—Granted petition for lea to amend its application to submit adc tional programming and engineerir information.

WOBT Rhinelander, Wis. — Grant petition for leave to amend its applic tion to reflect changes in officers, dire tors and stockholders.

KCIJ Shreveport, La.—Granted pet tion to accept late filing of reply exceptions re its application.

Suburban Bcstg. Co., North Seattl Wash.—Granted petition only insofar it requests dismissal of its applicatio said application for CP dismissed.

By Hearing Examiner Fanney N. Litv

Azalea Bcstg. Co., Mobile, Ala. Granted petition for leave to amend i application to specify site and to sho new coverage data for pertinent fie intensity contours; said application amended removed from hearing docke

By Hearing Examiner J. D. Bond

KGBS Harlingen, Tex.—Granted mo tions to correct transcript in re application.

By Hearing Examiner Elizabeth C. Smith

Desert Radio & Telecasting Co., Pal Springs, Calif. — Granted petition fo continuance of hearing re its applica tion from May 14 to May 28 in Wash ington.

May 20 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

WHAK Rogers City, Mich.—CP in crease power from 1 kw to 5 kw an install new trans.

AM—1330 kc

KWPM West Plains, Mo.—CP t change frequency from 1450 kc to 133 kc, increase power from 250 w to 50 w-N, 1 kw-D, install new trans. an DA-N.

License for CP

KTMS Santa Barbara, Calif.—Licens for CP install new trans.

KUBC Montrose, Col.—License t cover CP install old main trans. as aux trans. to be operated on 1260 kc 250 DA-N.

Extension of Authority

First Baptist Church, Pontiac, Mich —Extension of authority to transmi programs to CKLW Windsor beginin 9-13-52.

Modification of CP

WARN Fort Pierce, Fla.—Mod. C new AM station for approval of ant trans. and studio location.

To Change Antenna

WAYS Charlotte, N. C.—License t cover CP for changes in DA.

To Change Location

WELC Welch, W. Va.—CP install ne trans. and move trans. and studi location.

Modification of CP

WGAR-FM Cleveland—Mod. CP ne FM station to change ERP from 20 kw to 30.8 kw, ant. height above averag terrain from 500 ft. to 414.62 ft. an specify trans. location and ant. system

License Renewal

Following stations request renewa of license: WMCR (FM) Kalamazoo

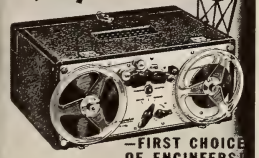
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Units can be combined for studio operation of portable equipment.



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Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

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FCC actions



MAY 15 THROUGH MAY 22

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 111.

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Custom-Built Equipment
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Telephone District 1205
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INTERNATIONAL BLDG. DI. 1319
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John A. Moffet, Associate
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ch.; KRLD-TV Dallas, Tex.; WDEL-TV Wilmington, Del.; WGAL-TV Lancaster, Pa.

APPLICATIONS RETURNED

WHBO Sulphur Springs, Fla.—RETURNED application for voluntary assignment of license to Sulphur Springs Stg. Co.

KBMY Billings, Mont.—RETURNED application for mod. CP for change in frequency etc., to change trans. and studio location, install DA-N and new trans.

May 21 Applications . . .

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KROY Sacramento, Calif.; KWEI Weiser, Ida.; WSBC Chicago; WSAL Logansport, Ind.; WLBJ Bowling Green, Ky.; WINN Louisville; WSFC Somerset, Ky.; WATT Clam Lake Township, Mich.; WGCM Gulfport, Miss.; WKBR Manchester, N. H.; WATN Watertown, N. Y.; WJNC Jacksonville, N. C.; WRAL Raleigh, N. C.; WBBW Youngstown, Ohio; KWRC Pendleton, Ore.; WKDK Newberry, S. C.; WBEJ Elizabethton, Tenn.; WEKR Fayetteville, Tenn.; WJJM Lewisburg, Tenn.; WSSV Petersburg, Va.; KXLE Ellensburg,

(Continued on page 111)

THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
*Member AFCCE **

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

First class salesman wanted by AM-FM station in south Atlantic state. Must be reliable, industrious, sober. Don't expect a world beater but a plugger. All type accounts including department stores. Box 235P, BROADCASTING • TELECASTING.

Salesman—Experienced for network station in southwest 5 kw. TV application. Liberal draw against commission. Send full details and references to Box 236P, BROADCASTING • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 252P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in highly competitive southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Do not send audition until requested. Box 253P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer with first class ticket. Starting pay $75 for experienced man. Pennsylvania independent. Box 66P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Combo first phone-announcer wanted, some experience preferred but will train beginner. Pleasant surroundings, congenial staff. Upper midwest. Box 172P, BROADCASTING • TELECASTING.

Combination announcer/engineer needed immediately for permanent position in Carolinas. Give full details including salary and phone number. Box 178P, BROADCASTING • TELECASTING.

Wanted, combination announcer-engineer: Need good announcer with ticket for midsouth 1kwatt independent. Will accept inexperienced man if announcing quality is high. 41 hours, evening shift. Excellent working conditions, good pay. All information first letter. Replies confidential. This is a permanent opportunity. Box 221P, BROADCASTING • TELECASTING.

Experienced announcer for southeast net affiliate with television application. All details, disc, first letter. Box 224P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Permanent position for good man with Iowa independent. Send picture, qualifications and audition. Box 237P, BROADCASTING • TELECASTING.

Announcer-engineer, accent announcing, $70.00 start. Contact Manager, KDKD, Clinton, Mo.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Announcers with first class licenses. Experience desirable but ability and other qualifications more important. Send audition tape, details and references by air mail to KMVI, Wailuku, Maui, Hawaii.

Announcer immediately, 250 watter. Experience preferred, not essential. Will take men from radio school. Salary commensurate with ability. Call, write or wire Coy Palmer, 1100, KPDN, Pampa, Texas.

Help Wanted (Cont'd)

Hurry—No ticket. Steady announcer, good voice. Heart of hunting-fishing country. Good housing. Air mail disc, photo, KPRK, Livingston, Montana.

Announcer, announcer-salesman. Top salary. Audition, photo, particulars to Larry Filkins, KSCB, Liberal, Kansas.

Experienced announcer - continuity writer, strong on news commercials and DJ shows. Send representative 15 minute commercial newscast and 15 minute commercial DJ tape, photo, reference names and experience record. KTFI, 5000 watt NBC affiliate, Twin Falls, Idaho.

Announcer, first phone, clean, moral, not smoke, or drink, for independent regional, send disc, photo, resume to H. E. Smith, WAVL, Apollo, Penna.

Hillbilly morning man wanted. Experienced. Sober. Congenial. Send audition. WGOV, Valdosta, Georgia.

Immediate opening for announcer-engineer. Must be neat, honest and sober. Emphasis on announcing. Salary ranges from $70.00 to $80.00 for 42 hours, depending on how good you are. Call or wire Radio Station WMNC, Morganton, N. C.

Network station, TV application has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Mississippi.

Engineer-announcers combo (3) new station. Modern, apartments for personnel, reasonable wages. Station daytime only. Please send disc or tape and resume, photo to H. Tom Morris, WNCA, Box 212, Siler City, N. C.

Wanted—First class combination man. Starting salary commensurate. $55. forty hour week. Phone 700, Radio Station WNVA, Norton, Va.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. WPIC, Sharon, Pa.

Wanted: Announcer with first class phone ticket. Will pay $75.00 for 40 hours. Announcing must be good. Apply in person if possible. Disc. Joe Phillips, WSSO, Starkville, Mississippi.

Technical

Opening transmitter operator with first class license. No announcing. Permanent. Texas. Box 111P, BROADCASTING • TELECASTING.

First phone combination man, small Florida station. Salary adequate, fishing good. Box 182P, BROADCASTING • TELECASTING.

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Southern regional needs 1st class engineer. AM and FM operation. Application for television. Excellent engineering facilities. Convenient to bus lines. Write, giving full details of experience with references. Box 203P, BROADCASTING • TELECASTING.

5 kw Wisconsin station needs engineer, first phone, experience unnecessary. Box 222P, BROADCASTING • TELECASTING.

Have immediate opening for first class radio operator. Box 233P, BROADCASTING • TELECASTING.

Combo man, first ticket. No experience needed. Starting pay $330 monthly. Unusual opportunity for advancement. Write Box 255P, BROADCASTING • TELECASTING or phone evenings, Washington, D. C., Columbia 1965.

Northwestern 5 kw NBC affiliate will hire capable man to work control room while studying for ticket. Box 223P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Combo man 1st phone emphasis announcing, nearby Detroit, progressive increases, overtime, high earnings, ideal conditions, car necessary. Rush audition tape, background information. Radio 2355-Guardian Bldg., Detroit.

Will have opening first class announcer-engineer, 250 fulltime. College city, 10,000. Permanent, excellent conditions. Start $65. KAYS, Hays, Kansas.

Operator, first class license, bachelor apartment free. Station is TV applicant. KCOM, Sioux City, Iowa.

Engineer with first phone license. Willing to learn announcing. No experience necessary, KENA, Mena, Arkansas.

A small station in Hawaii is still looking for the right man for a chief engineer. Experience as chief essential. Announcing ability required. Send details, audition tape and references to KMVI, Wailuku, Maui, Hawaii by air mail.

Wanted—Two engineers. No experience necessary. WHNC, Henderson, North Carolina.

WHOC, Philadelphia, Mississippi, has immediate opening for engineer willing to learn announcing.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Immediate opening for first class ticket holder. Will accept beginner. Will pay higher wage for combo man. Expanding southern New England market. 250 watt, daytime. Independent. WLAD, Danbury, Connecticut.

Want first class engineer. Day work. Mutual affiliate. WPKY, Princeton, Ky.

Engineer with first class license. Willing to learn announcing. WREL, Lexington, Virginia.

Engineer. Experience unnecessary. Paying up to $55 for 40 hours, five days. WSIC, Statesville, N. C.

Immediate opportunity — Experienced transmitter engineer with supervisory qualifications. WSTC, 270 Atlantic Street, Stamford, Conn.

Immediate opening for first phone license. No experience needed. Car required. Contact Chief Engineer, Radio Station WTNS, Coshocton, Ohio.

Engineer, first class. Immediate opening. Previous experience not essential. Contact James Trewin, Station Supervisor, WVCV, Cherry Valley, New York.

Production-Programming, Others

Wanted—Illinois network station desires copywriter with ideas, male or female. Box 133P, BROADCASTING • TELECASTING.

Continuity writer. Woman. Submit complete resume experience, background, references, picture. Established ABC local market 25,000. KWNO, Winona, Minnesota.

Immediate opening for male or female copywriter, some experience. Send complete data to WNBZ, Saranac Lake, New York.

Television

Announcers

Announcer-MC for nation's first 50,000 watt TV station. Detailed experience and photo first letter. Prefer age bracket 28-35. Station located midwest. Box 142P, BROADCASTING • TELECASTING.

Situations Wanted

Unusual—Original! Mr. Mrs. t planning tour around U. S. Will rec their adventures on-the-spot, send tapes to you on fifteen minute, thre week basis. Starts this June. W today. Box 210P, BROADCASTIN TELECASTING.

Managerial

Successful, local sales minded mana desires change to bigger market or k watt daytime station. If you are lo or breaking even, contact this 32 y old experienced local station mana and start making money. Reply 99P, BROADCASTING • TELECA ING.

Manager same station 12 years, des change for better opportunity. 130P, BROADCASTING • TELECA ING.

Former station owner wants to get b to work. Manage, sell, program, wr announce. 32, married, top rec Have made money for others (and s in 13 straight years radio. South TV preferred. Make an offer and call or see you. Box 154P, BRO CASTING • TELECASTING.

Manager available on 30 day not Six years experience, 31, marr family man, sober, reliable, good ref ences. Came up through the ra Four years at present location. 225P, BROADCASTING • TELECA ING.

Manager-commercial manager. 18 ye experience. As business consultant stations, my methods have pro profitable. 39 years of age. Excell references. Seeking permanent po tion in New England. Box 23 BROADCASTING • TELECASTING.

Background of 10 years including m agerial experience both radio and te vision. Prefer good secondary mar operation with TV now or in futu Sales and programming knowhow. Ea thirties, family man. Start $8500. F cellent references. Box 246P, BROA CASTING • TELECASTING.

Station or commercial manager AM TV southeast. Take complete cha all phases station management. So 5 year merchandising background w major manufacturer. AM and TV co mercial experience. College gradua Box 269P, BROADCASTING • TEL CASTING.

Salesmen

Salesman—TV-radio—3 years in sales years with networks — $8000. Go agency contacts. Box 258P, BROA CASTING • TELECASTING.

Salesman-announcer. Available sh notice. Details by return mail. B 264P, BROADCASTING • TELECAS ING.

Experienced, large TV and small ma kets. Young, college man. Creati selling. Earning $7-$8 thousand. See ing change. Box 266P, BROADCAS ING • TELECASTING.

Announcers

Staff announcer—two years experien news DJ, remotes, sales board oper tion. Employed. Prefers upper mi west. College and radio school. Di available. Box 122P, BROADCASTIN • TELECASTING.

Announcer, one year experience in a phases. Good references. Availab June 9th. Box 159P, BROADCAS ING • TELECASTING.

Metropolitan stations: Announcer, e perienced all phases; authoritati news voice. Now program direct Available for personal interview June. Box 191P, BROADCASTING TELECASTING.

Station break—a break for some st tion! Young announcer desires pos tion with topflight station, adept news, disc jockey and play-by-pla control board operation, 3 years expe ence, draft exempt, free to travel. Bo 211P, BROADCASTING • TELECAS ING.

Young vet, SRT graduate, fourte months indie experience. What ha you? Box 216P, BROADCASTING TELECASTING.

Young announcer, capable of ad libbi anything. You name it, I can sell Fine voice, draft exempt. Photo an disc on request. Box 220P, BROAD CASTING • TELECASTING.

Situations Wanted (Cont'd)

p sportscaster, six years experience. ay-by-play baseball specialty. Want A baseball or college football and sketball. Married, 31, family man, llege degree, sober, four years pre- nt location. Box 226P, BROAD- STING • TELECASTING.

orning man with proven record of rsonalized sales appeal plus the ooper to back it up. Also experi- ced in all phases of special events oadcasting, man-on-the-street, audi- ce participators and MC work. mily man with top references. If u are looking for a personality to at your competition, for details and sc write Box 227P, BROADCASTING TELECASTING.

ere's a top man qualified for best an- uncing job. Immediate. Box 229P, ROADCASTING • TELECASTING.

nnouncer, 26, married, draft exempt, ur years experience, all phases, pres- tly employed. Box 242P, BROAD- STING • TELECASTING.

ve years experience, staff, sports an- uncing. Three years at present sta- n. Available on two weeks notice. efer upper midwest. Auditions and formation upon request. Box 244P, ROADCASTING • TELECASTING.

st morning man, MC live shows, ws, sports. Sober no floater. Big arket with good station. I can sell d build audience. Seven years, good st. Box 245P, BROADCASTING • LECASTING.

egro, three years experience, desires ff. Good straight announcer, DJ, ngle. Draft exempt. Disc available. ox 248P, BROADCASTING • TELE- ASTING.

nnouncer, single, draft exempt, seeks rmanent position in southern states. orida area preferred. Tape, data on quest. Box 251P, BROADCASTING • LECASTING.

egnant stations attention! Growing ations need growing talent. An- uncer, 28, married, AB Degree, de- es opportunity in smaller community. ears experience in theatres, cabarets, dio and television as performer, MC, oducer, announcer. Knowledge ench, Italian, Spanish. Presently with BC, New York. Resume available. ox 256P, BROADCASTING • TELE- ASTING.

Sh pnotch play-by-play sportscaster de- es change. Available immediately. efer mid-southwest. Baseball, foot- ll, basketball, etc. Will travel. Box OP, BROADCASTING • TELECAST- G.

aff announcer—Can punch or purr, ow jazz, pops, classic. Handle board d write copy. Experienced. Disc. x 263P, BROADCASTING • TELE- ASTING.

od experienced staff announcer, com- rcials, DJ, news, personality, con- entious. Box 265P, BROAD- ASTING • TELECASTING.

chance to advance. Young announcer. lling to travel. Disc jockey, news, oduction. Call or write Brad Bull- d, 1691 Nelson Avenue, New York N. Y. CY 9-3317.

nouncer—Thorough knwledge all asses radio. Good voice, good sell, ong news. Midwest preferred. Mar- d, draft exempt. Tell your story, l your story with Dave Jones, 1626 Summerdale Ave., Chicago 40, Il- ois.

ief announcer with now defunct net- rk looking for large progressive sta- n—preferably TV. 7 years experi- ce, college degree. Write Bill Slatter, Homochitto Street, Natchez, Missis- pi.

nouncer—Operate board, experience New York station. Free to travel. aft exempt. Disc on request. W. V. ahr, 630 Gramatan Ave., Mount Ver- n, New York.

perienced sportscaster. Four years perience. Play-by-play all major orts, including re-creation baseball. ung married veteran. Available im- diately. Excellent references. Bill dt, 101 South Belmont, Wichita, nsas.

Technical

gineer, first phone. 1½ years ex- ience. Single, will travel. Mini- m $60. Available immediately. Box P, BROADCASTING • TELECAST- G.

ief 4 years, 12 years in radio, ex- ienced design, construction of AM, operations. Desire connection as ief small progressive station. Box P, BROADCASTING • TELECAST- G.

gineer, 12 years experience, married, fer housing facilities. make offer. 213P, BROADCASTING • TELE- STING.

Situations Wanted (Cont'd)

Can offer you six years combination experience plus selling ability. Now chief, prefer midwest. What can you offer? Box 214P, BROADCASTING • TELECASTING.

4 years broadcasting, 10 radio, to and including 50 kw, construction 3 stations, age 31. Desire permanent position midwest. Presently employed. Available June 7. Box 219P, BROADCASTING • TELECASTING.

Engineer, first phone. Car. Inexperienced. Prefers New York vicinity. Others accepted. Box 230P, BROADCASTING • TELECASTING.

First phone—looking for right deal. 3 years promises, want a future. Experienced all phases, emphasis selling. Interested small station, small town. Mostly sales, some engineering or combo. Understand small station. Non-alcoholic, veteran, car. Wife stenotypist. No cheap combo deals please! Box 240P, BROADCASTING • TELECASTING.

1st phone license. Radio-television grad. Now employed. Some experience. Box 243P, BROADCASTING • TELECASTING.

Summer job. College student. First phone, experience transmitter and control room. Vicinity New York City or New England. Box 564, Williamstown, Mass.

Production-Programming, others

Team — Husband DJ or staffman, thoroughly experienced all phases. Wife—Girl Friday, continuity. Box 123P, BROADCASTING • TELECASTING.

Excellent newscaster! 10 years experience. Past 3 years night news editor 50 kw CBS affiliate. Degree political science and radio production. Veteran, Married, 2 children. Desire position midwest. $6,000 minimum. Box 228P, BROADCASTING • TELECASTING.

Program director-announcer-salesman, fully experienced in all departments. Presently employed in large market in midwest. Dependable, able to assume full responsibility. References. Family man. Box 238P, BROADCASTING • TELECASTING.

Need program director, sports-news announcer? Six years all phases. Excellent voice. College graduate. Family. Box 239P, BROADCASTING • TELECASTING.

PD, news, publicity or continuity chief in Pacific Northwest or Rocky Mountain area. Eleven years experience. Presently PD. Excellent references. 29. Box 249P, BROADCASTING • TELECASTING.

PD, news, publicity or continuity chief fully qualified. Box 250P, BROADCASTING • TELECASTING.

Experienced femme copywriter; Not everybody can write good copy. I can. Not everybody can handle sponsors. I can. Anybody can work for peanuts. I can't. Box 254P, BROADCASTING • TELECASTING.

Program director and/or continuity director. Nearly seven years experience. Program director 250 watt daytimer and 5 kw Mutual affiliate. Continuity director another 5 kw Mutual affiliate. Air work desired but not essential. Box 257P, BROADCASTING • TELECASTING.

Continuity writer, draft exempt, excellent references. Progressive station anywhere. Box 262P, BROADCASTING • TELECASTING.

Program director, DJ, versatile, aggressive and resourceful. Create shows and promotions. Interested solid organization with future. Married. Available immediately. Box 267P, BROADCASTING • TELECASTING.

Staff librarian-staff organist-music director, now with ABC affiliate six years, interested AM-TV operation. Licensed 16 MM operation. Age 44, married, own car. Write or wire Larry Miller 417 Hill St., York, Pennsylvania.

Television

Managerial

Radio manager with thirteen years experience in successful selling, announcing, writing and managing all phases is interested in position with southern television station or radio station with definite TV plans. Strong on sales, valuable on all-round station operations and like to work hard. Best references. Will consider all offers and will phone or visit promising possibilities. Box 155P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Looking for the "right man" to set up and operate your new TV outlet? I have solid background in TV management, planning, operation and programming, plus excellent engineering and personnel contacts. Now in successful TV operation. Worthwhile national agency and network connections. Let's talk it over. Box 241P, BROADCASTING • TELECASTING.

Announcers

Double threat man for TV. Qualified makeup artist with three years announcing. Desire western location but not necessary. Box 261P, BROADCASTING • TELECASTING.

Technical

Radio-TV engineer. Married, settled. Wide AM-FM-TV experience which includes TV construction transmitter, antenna, studios, remote unit through proof of performance. Administrative ability. Available immediately. Write Box 157P, BROADCASTING • TELECASTING.

Production-Programming, others

Radio-TV advertising, programming executive. Experience, knowledge, ability. Want responsibility, confidence. Box 161P, BROADCASTING • TELECASTING.

For Sale

The best in complete tower sales and service by the south's largest tower erection company. Will sell or buy your used towers, erect or service your towers. A.A.A. Tower Company, Inc., Box 898, Greenville, N. C.

Stations

Midwest station. 500 w. Good dial position. Agricultural area. $52,500. Box 218P, BROADCASTING • TELECASTING.

For sale: Established successful Ohio station. Full or half interest available. Box 156P BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. Priced from $15,000 to $750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Complete 1 kw Collins package. Brand new 20V1 transmitter and all associated gear including two turntables with console. Two-200 foot towers. All equipment still in original carton purchased during the past ten months. **Write for listing.** Available immediately. Box 83P, BROADCASTING • TELECASTING.

FM transmitter, 1 kw General Electric, type BF-1-A, complete with FM station monitor. Excellent condition. Appearance like new. Box 158P, BROADCASTING • TELECASTING.

For sale: New-crated with instruction books (4) Raytheon RIT-10 monitor amplifiers formerly $150.00. Now $65.00 each. Box 212P, BROADCASTING • TELECASTING.

For sale, several used 250 watt AM transmitters. Excellent condition and crated for shipment. Box 217P, BROADCASTING • TELECASTING.

150,000 feet #10 Copperweld ground radial wire. Immediate delivery. Box 234P, BROADCASTING • TELECASTING.

Slightly used but in good condition, three RCA TA5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

.040 x 1⅛" x coils bonding copper strapping, approximately .156 pound to the foot, @ .55¢ per pound, F.O.B. Chicago, Ill. J. L. Clark Metals Co., 2108 S. Ashland Ave., Chicago, Ill., Haymarket 1-4533.

Collins 8 ring FM antenna, $2500.00. Fisher 300 ft. guyed tower (with base insuator, lighting equipment and photoelectric control equipment) $3000.00. 250 ft. 3⅛ in. coaxial line, $620.00. Two Fairchild turntables, $250.00 each. Harvey FM receiver, $250.00. All prices F.O.B. Wabash, Indiana. For details, write Syndicate Theatres, Inc., Franklin, Indiana.

(Continued on next page)



STOP SEARCHING!

START EARNING!

PERMANENT INCOME, SECURITY and INDEPENDENCE can be yours thru EXCLUSIVE FRANCHISES being granted NOW to responsible parties in Cities, Trade Areas and States for sensationally successful KILL-KOTE, the miraculous and revolutionary INSECTICIDE PAINT.

KILL-KOTE proven for over five years in California and tropical Countries. KILLS FLIES, MOSQUITOES, FLEAS, ANTS, ROACHES, MOTHS, BEDBUGS, LICE, SPIDERS, MITES, WASPS, GNATS, and other INSECT PESTS IN HOMES, BARNS, HOTELS, MOTELS, AND RESTAURANTS, CANNERIES, BAKERIES, and countless other Industrial concerns for periods of *SEVERAL YEARS FROM ONE APPLICATION.*

KILL-KOTE THE ODORLESS, LEADFREE, WONDER PAINT, in white, clear and six pastel colors, is registered with the Departments of Agriculture in the United States and Canada, it is harmless to humans, animals, and fowl, it is washable and can be applied with roller, spray, or brush.

* * * NEW SALESMEN HAVE AVERAGED $50.00 PER DAY FIRST WEEK OUT * * *

Territory has been granted in Eastern Canada, Western New York, Florida, Georgia, Wisconsin, Illinois, Missouri, Ohio, and Iowa, and is going fast. We will assist in every way possible in setting up your organization, advertising, and the President and General Manager of a Nationally known Brewery just left a $25,000.00 a year job to become our Merchandising Manager. *BECAUSE HE HAD USED KILL-KOTE IN HIS GRAIN STORAGE ROOMS FOR TWO YEARS AND SEEN IT ELIMINATE INSECTS AND COBWEBS WHICH HAD BEEN A VERY SERIOUS PROBLEM.* Another man who had used it in a large hotel of which he had been manager, and who had been on the Governors Board of the American Hotel Association, is now our National Hotel and Institution Manager *BECAUSE HE SAW IT WORK.*

The financial worries of our Distributors may well be ended for life, because we have a non-competitive product with practical and widespread demand. Let us show you how, after the most rigid investigation you care to make, it is entirely possible with a moderate investment for a KILL-KOTE EXCLUSIVE FRANCHISE to become as valuable as those for other Nationally Advertised Brands.

KILL-KOTE definitely offers a ground floor opportunity, for a man with sales and organization ability, good character, and references who can invest moderately in a business with unlimited potential for expansion and profit. ACT NOW * and write, wire, or telephone 3-5311 for complete details and a personal interview in confidence if desired.

INSECTICIDE PAINT CO.

225 Main St., Peoria, Ill.

EDGAR L. BILL

MERLE V. WATSON

National Representatives

For Sale (Cont'd)

One Western Electric 353-E-1 one kw AM transmitter now in operation. Also, two Western Electric model 451A-1 250 watt transmitters. Available immediately. Write or wire United Broadcasting Co., 8th & I Sts., N.W., Washington, D. C., att: Mr. Snowberger, Chief Engineer.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Equipment wanted: Complete for 1 kw station including 185' guyed tower. Box 215P, BROADCASTING • TELECASTING.

One kw AM transmitter not over two years old. Send full details and lowest cash price. Box 260P, BROADCASTING • TELECASTING.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

We have:

1. Money
2. Local Ownership
3. Outstanding principals, tops in this community
4. Knowhow
5. Good chance of getting grant

We don't have:

1. Broadcast experience
2. Ownership-management intergration

We want:

One or two associates, persons of unquestioned character and qualifications, with important broadcast experience—preferably in TV—to participate in ownership and management. Initial investment required (about 1/20th of costs attendant on prosecuting application, hearings). Additional $25,000 investment if CP granted. Prefer person who can devote substantial time and take residence in area.

BOX 232P,
BROADCASTING •
TELECASTING

Television

Managerial

TV STATION MANAGER WANTED

A group of prominent local citizens, not associated with any existing TV or radio station, are applying for a VHF TV station in one of the large southern metropolitan markets. We need a part-time man with all-around TV experience who can coordinate matters for us, help us in our programming proposals and give us general advice—over and above that which we are now receiving from our Washington lawyers and consulting engineers.

The right man would receive not only compensation but a stock interest as well. Upon the grant of the application he would become the Station Manager. In replying, give all pertinent information and particularly your TV experience. Replies held in confidence.

BOX 268P,
BROADCASTING • TELECASTING

Situations Wanted

Announcers

DISC JOCKEY

(with first class license)

Experience—net, indie AM and TV. Available immediately for personal interview as DJ personality.

BOX 247P,
BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Miscellaneous

wanted

A LINE OF OPEN-END AND PACKAGE TRANSCRIPTIONS AND TV FILM TO SELL.

BOX 168P,
BROADCASTING • TELECASTING

CREDIT EASING

Set Sales Stimulat Termed Varied

CREDIT requirements for installment purchases of radio-TV sets, ho hold appliances and new automobiles began to crystallize last wee the wake of demands for abolition of all price controls.

On the basis of reports from manufacturers and dealers, receiver appliance sales had perked up slightly in many markets, while the new car business noted a generally sizeable upswing—with advertising playing a major role at the dealer level.

Opinion remained divided, however, on the degree to which the nation's manufacturers and dealers had taken advantage of the government's suspension of Regulation W in easing credit curbs on long-term purchases [B•T, May 12].

Dealers varied in their price policy from no down payment to 10% down, usually with a maximum of 24 months to pay, on receivers, washing machines, refrigerators and other consumer goods. Previous terms by the Federal Reserve Board called for 15% down and 18 months maturity.

Controversy over the board's action and demands by business groups for suspension of all price controls characterized last week's developments. Former Sen. Francis J. Myers (D-Pa.) charged that FRB "leaked" word of its move 24 hours in advance, permitting some business firms to "jump" their competitors in advertising easier terms. He urged Congress to strip the board of standby authority to re-impose curbs.

While dealers and distributors found themselves caught in the controversy between "easy credit" and a retention of the "status quo" on terms for appliances, the Senate Banking and Currency Committee preserved the Federal Reserve Board's authority to reinstate restrictions, with cutoff date of March 1.

At the same time, the Office of Price Stabilization noted FRB's action and proceeded with preparation of tailored regulations for price ceilings in the radio-TV set industry.

At least one set manufacturer went on record for abolition of controls by OPS. In an earlier statement, Ross D. Siragusa, president and board chairman of Admiral Corp., commented:

"The lifting of Regulation W . . . should act as a powerful medicine to improve the general health of the appliance business. The elimination of credit controls at this time should prevent a log jam of television receivers, refrigerators and other electrical products from piling up in retail outlets throughout the country.

"While this is a move in the right direction, I believe the next logical step should be the removal of OPS price controls in fields which obviously no longer need them. For example, in the highly competitive, mass production television industry, retail prices have been anywhere from $50 to $100 below OPS ceiling prices for about a year."

★

Inventories of receivers been substantially reduced, ever, since last fall, with pro tion backlog now down to a no level of 60 days.

There appeared to be little p pect, however, that the age would decontrol radio and tel sion sets at this time. OPS h to promulgate ceilings somet by July 1. Rules would go retailers and wholesalers—ac the board.

Still and all, with dealers competitively between two sch of thought on credit terms, the p pect seemed bright for a poten multi-million plus in natio regional and local advertisin with actual sales jumps varying particular markets on the basi competitive conditions and products involved.

Among reports given by ma facturers and dealers last w were these:

Westinghouse Electric Corp.—TV ceiver output is "gradually" increa and production of electric roasters 40%. Inventories are about normal the current volume of business— considerably from a year ago and 100% greater than two years ago.

General Electric Co.—Reports h inventories of refrigerators and freezers, and cutbacks in employm with appliance plant at White Pla N. Y., on a three-day week du May.

Alan Radio & Appliance Co., Chic —Now advertising "no money do on some goods and 10% down others.

Neuman's Radio & Electric Co., P land, Ore.—Attributes about half recent sales to suspension of cu which "gave some life to a very ging business."

Largest sales boost was repor by auto dealers, offering te varying from 25% down to 3 down over a two-year period, stead of the 18 months prescri by the reserve board. Early budget increases were chiefly the dealer level and are not pected to be reflected nationa until early 1953.

Conservative thinking recko prospects were in line with se ments expressed by James Shouse, board chairman of Cros Broadcasting Corp. and vice pr dent of Avco Mfg. Co. That re tion was this: John Q. Public been conditioned to restrictions consumer durables and is in mood to buy—regardless of e credit.

In this category fall home fu ture firms and automobile deal There were published reports t a variety of such home furnish stores would adhere to restrict terms despite competition fr "easy credit" stores.

HELP WANTED

Experienced girl or man copywriter for continuity department. Air mail full details of experience and references along with photo to Radio Station WONE, Dayton, Ohio.

Can You Use *$150,000.00-$200,000.00* to Solve Your TV Problem?

The Blackburn-Hamilton Company has an investor who will put between $150,000.00-$200,000.00 into a corporation to apply for TV in a medium to major sized market and will take a minority position of 40% to 45% when the grant is made. This investor has asked that we do the contact work for him and develop a definite proposal. He will not take an active part in management but wants to make a good investment. May we have your problem on financing and see if we can come up with a solution. All inquiries and discussions are, of course, in strict confidence.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FCC Actions

(Continued from page 107)

ash.; WTIP Charleston, W. Va.; FBM-TV Indianapolis; WHAS-TV ouisville; WICU (TV) Erie, Pa.; SM-TV Nashville; KPRC-TV Houston.

TENDERED FOR FILING

AM—1150 kc

WRNO Orangeburg, S. C.—CP to hange frequency from 1450 kc to 1150 c, increase power from 250 w to 500 -N, 1 kw-D, install new trans. and A and change trans. location.

Change Hours

WCAT Rapid City, S. D.—Mod. of license to change hours from 11 a.m. to p.m. to 12:30 p.m. to 1 p.m. MST.

APPLICATION RETURNED

WAIN Columbia, Ky.—RETURNED pplication for renewal of license.

May 22 Decisions . . .

BY COMMISSION EN BANC

Granted License Renewals

Following stations granted renewal of censes for regular period:

WEMP - FM Milwaukee; KBTM - FM nnsboro Ark.; KCLE-FM Cleburne, ex.; KFGQ-FM Boone, Iowa; KRMD-M Shreveport, La.; KSJO-FM San se, Calif.; WBEC-FM Pittsfield, Mass.; BUY-FM Lexington, N. C.; WCHA-M Chambersburg, Pa.; WCHI Chicago eights, Ill.; WJLK-FM Asbury Park, J.; WOCB-FM New Bedford, Mass.; SRS-FM Cleveland Heights, Ohio; MUS - FM Muskogee, Okla.; KCIL ouma, La.; KDAS Malvern, Ark.; FAA Helena, Ark.; KJEF Jennings, a.; KLFY Lafayette, La.; KLRA Little ock, Ark.; KNBY Newport, Ark.; OSY Texarkana, Ark.; KOTN Pine luff, Ark.; KRUS Ruston, La.; KUOA loloma Springs, Ark.; KXAR Hope, rk.; WDSU New Orleans, La.; WELO upelo, Miss.; WIKC Bogalusa, La.; JDX Jackson, Miss.; WJPR Greenille, Miss.; WLAU Laurel, Miss.; MPA Aberdeen, Miss.; WPMP Pascagoula, Miss.; WVIM Vicksburg, Miss.; CID Cleveland, Miss.; WLOX Biloxi, iss.; KRLW Walnut Ridge, Ark.; ALB Alexandria, La.; KBTM Jonesboro, Ark.; KFPW Fort Smith, Ark.; SLO Opelousas, La.; KVOL Lafayette, a.; KWEM West Memphis, Ark.; CMA Corinth, Miss.; WHSY Hattiesburg, Miss.; WSSO Starkville, Miss.; AZF Yazoo City, Miss.; KCON Conway, Ark.; KXRJ Russellville, Ark.; RBC Jackson, Miss.; WVMI Biloxi, iss.; KLIC Monroe, La.; KMFM Monroe, La.; WRFM Hattiesburg, Miss.; IBR Baton Rouge, La.; WRJW Picayune, Miss.; WTIX New Orleans, La.; RSW Seattle, Wash.; KOZY Rapid ity, S. D.; KRKL Kirkland, Wash.; AIR-FM Winston Salem, N. C.; WEQR oldsboro, N. C.; WIAM Williamston, C.; KOTV and KA-5767 Tulsa, Okla.; PF-TF Binghamton, N. Y.; KEA-80, EB-53 and KA-4511, auxiliary stations Bremer Broadcasting Corp., Newark, J.; WKTV Utica, N. Y.; WOR-TV id auxiliary stations KA-4225, KA-05, New York; KMTV Omaha, Neb.; OW-TV and auxiliary stations KA-27, KA-4828 Omaha, Neb.; KEA-91, A-4851 and KA-6058, auxiliary stations Stromberg-Carlson Co., Rochester, Y.; WBEN-TV and KA-4856, Buffalo, Y.; WDEL-TV and KA-4857 New Orans, La.; WKY-TV and auxiliary stations KA-4861, KA-4852, KA-9901 Oklaoma City, Okla.; KA-4829 and KA-4830, xiliary stations of Meredith Syracuse elevision Corp., Syracuse, N. Y.

Temporary License Renewals

Following stations granted temporary xtension of licenses to Sept. 1, 1952: KDRS Paragould, Ark.; KWCB Searcy, Ark.; KWHN Ft. Smith, Ark.; GVM Greenville, Miss.; WHQC Philelphia, Miss.; WFMB (FM) Maycodan, C.; KJBS San Francisco; KSAN San ancisco; KVSM San Mateo, Calif; AAF (FM) Chicago; WBNX New ork; WGPA Bethlehem, Pa.; WRIB ovidence, R. I.; WWPB-FM Miami; CMO-FM Kansas City; KRKD-FM Los ngeles; KXOK-FM St. Louis; WBNY-M Buffalo; WEAW Evanston, Ill.; FMF Chicago; WGHF New York; GTR Paxton, Mass.; WKJF Pittsrgh, Pa.; WKRC-FM Cincinnati; LDM Oak Park, Mich.; WLRD Miami e a c h ; WLYN-FM Lynn, Mass.; MMW-FM Meriden, Conn.; WMOR icago; WNAV-FM Annapolis, Md.; PLH-FM Huntington, W. Va.; WTOA enton, N. J.; WWDC-FM Washington, C.; KLPR Oklahoma City; KMJ-FM esno, Calif.; KPRO Riverside, Calif.; REO India, Calif.; KYOR Blythe, lif.; WACR Columbus, Miss.; WFMN Alpine, N. J.; WIBG Philadelphia; WGY Schenectady, N. Y.; WIMS-FM Michigan City, Ind.; WMGM and aux. and WMGM-FM New York; WNDR-FM Syracuse, N. Y.; WSMB-FM New Orleans; KBMW Breckenridge, Minn.; KBOK Waterloo, Iowa; KBYR Anchorage, Alaska; KHBR Hillsboro, Tex.; KVVC Ventura, Calif.; WLOA Braddock, Pa.; WREX Duluth, Minn.; WNDB - FM Daytona Beach, Fla.; WHNC-FM Henderson, N. C.; WSYB Rutland, Vt.; KEPH (FM) Ephraim, Utah.

WKFM Roanoke Rapids, N. C. — Granted temporary extension of license to August 1, 1952.

To Increase Power

KBUC Corona, Calif.—Granted CP to increase power from 500 w unl. on 1370 kc, to 1 kw-LS, 500 w-N, DA-N.

To Change DA

KICA Clovis, N. M.—Granted CP to make changes in DA; cond.

Denied WELS Petition

WELS Kinston, N. C.—By order, denied petition of WELS for reconsideration of Commission's action of June 27, 1951, in designating for hearing its application for transfer of control; further ordered that WELS application for renewal of license be designated for hearing in consolidated proceeding with application for transfer of control; amended order of June 27 by deleting issues Nos. 3 and 6 and substituting therefor new issues Nos. 3 and 6 and adding issues Nos. 7 and 8.

Remote Control FM

WVBT Bristol, N. Y.—Granted extension of special temporary authority to operate FM station by remote control from FM broadcast station WVCN De Ruyter, N. Y., for period ending Dec. 1, 1952.

To Remain Silent

WSRK Shelbyville, Ind.—Granted authority to remain silent for additional 60-day period from May 9, 1952, pending financial reorganization.

Extended STA

WFMN and KE2XCC (Edwin H. Armstrong) Alpine, N. J.—Granted extension of special temporary authority for period ending Aug. 1, 1952, to suspend regular program service of WFMN and to operate experimental station KE2XCC using its regularly licensed equipment, power and emission on additional frequency of 93.1 mc for providing FM program service and to rebroadcast over station KE2XCC transmissions of FM stations WJLK-FM Asbury Park, N. J., WGPA-FM Bethlehem, Pa. and WNYC-FM New York.

FM Channel Change

Commission proposed to amend Revised Tentative Allocation Plan for Class B FM stations by adding Ch. 279 to Berlin, N. H., and transferring Ch. 273 from Jasper to Birmingham, Ala. Interested parties may file comments on or before July 1, 1952.

WATV (TV) Transmitter Location

WATV (TV) Newark, N. J.—Granted mod. CP to change TV trans. location from Newark to Empire State Bldg., New York City, increase ant. height to 1190 ft. and reduce power to 3.4 kw vis., 3.4 kw aur., on Ch. 13; studio to remain in Newark, conditioned on final determination in TV proceeding.

FCC roundup



New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MAY 22

	On Air	Licensed CPs	Appls. Pending	In Hearing
AM Stations	2,350	2,328	328	217
FM Stations	633	581	10	8
TV Stations	108	97	11	549

(Also see Actions of the FCC, page 106.)

Docket Actions . . .

Anadarko, Okla.—Caddo Bcstg. Co. FCC announced initial decision looking towards grant of 1250 kc with 500 w D. Simultaneously, FCC denied application of Lawton-Ft. Sill Bcstg. Co. for 1250 kc with 1 kw D, 500 w N. Mr. Allen is owner of Caddo Bcstg. Co. and is Chickasha, Okla., real estate and insurance agent. Estimated construction cost $21,500, estimated monthly operating cost $4,018, monthly revenue $7,965. Decision May 19.

Thibodaux, La.—Delta Bestrs. Inc. FCC Hearing Examiner James D. Cunningham issued initial decision looking towards grant of 630 kc with 500 w D. Simultaneously, Examiner Cunningham denied application of Charles Wilbur Lamar Jr. to change KCIL Houma, La., from 1490 kc with 250 w, unl., to 630 kc with 1 kw unl., DA-DN, and change transmitter site. Decision May 9.

Non-Docket Actions . . .

TRANSFER GRANTS

WFEC Miami, Fla.—Granted assignment of license from Howard D. Steere to David Haber for $40,000 ($10,000 already paid). Mr. Haber owns 50% of various taxicab companies, including Cathedral Fleet Inc., Alpine Cab Co., Crescent Cab Corp. and Phil-Mat Cab Corp., New York City. He also has interest in various other automotive enterprises. Granted May 22.

WCNT-AM-FM Centralia, Ill.—Granted assignment of license from WCNT Inc. to Southern Illinois Bcstg. Corp. for $150,000. Principals in assignee are Grace S. Rogers and C. W. Rogers (mother and son), who have interest in Rogers Theatres Inc., Cairo, Ill., R. G. R. Theatres, Blytheville, Ark., Rogers Investment Co. and Grace S. Rogers Corp. Granted May 22.

New Applications . . .

AM APPLICATION

Punxsutawney, Pa. — Punxsutawney Bcstg. Co., 1540 kc, 1 kw daytime. Estimated construction cost $18,435, first year operating cost $35,000, revenue $42,000. Principals include Sheridan W. Pruett (52%), proprietor of Pruett Auto Service & Coal Co., Bluefield, W. Va.; Andrew C. Mac Cumbee (26%), sales engineer for Bearing Service Co., Pittsburgh, Pa., and Charles M. Erhard Jr. (22%), salesman-announcer for WHIS Bluefield, W. Va. Filed May 16.

FM APPLICATIONS

McComb, Miss.—Southwestern Bcstg. Co. of Mississippi, 102.5 mc (Ch. 273), ERP 400 w, ant. height above average terrain 178 ft., above ground 223 ft. Estimated construction cost $2,575, first year operating cost $5,000, revenue $7,500. Applicant is licensee of WAPF McComb. Filed May 16.

TRANSFER REQUESTS

Listed by States

KDAC Fort Bragg, Calif.—Assignment of license from Charles R. Weller, receiver pendente lite of Mendocino Coast Bcstg. Co., to Edward Mertle, for whom Court judgement has been granted following conclusion and settlement of partnership litigation, during which time Superior Court of Mendocino County appointed Mr. Weller receiver pending final Court disposition of case. Mr. Mertle is owner of Golden West Hotel, Fort Bragg, and Welcome Inn Restaurant & Bar, Fort Bragg.

KELF Red Bluff, Calif.—Assignment of license from Tehama Bcstg. Co. to Hal K. Shade for cancellation and release of Tehama Bcstg. Co.'s obligations. At close of sale, Mr. Shade shall pay Russell G. Frey, holder of Tehama Bcstg. Co.'s promissory notes, $27,500, of which $5,000 shall be paid at close of agreement and remainder at $150 monthly for not more than five years. Mr. Shade owns 30% of KNPT Newport, Ore., and is general manager of H. W. Critchlow Co. (syndicated radio sales), Red Bluff, Calif.

WBIB (FM) New Haven, Conn.—Assignment of license from the Church Court Co. to the Colony Bcstg. Corp. through stock transfer; same individuals to continue to hold proportionate shares of stock. No actual change of ownership or control; no monetary consideration.

WRDW Augusta, Ga. — Transfer of negative control from A. M. Woodall to W. R. Ringson, E. D. Black and E. G. McKenzie through sale of 15% of Mr. Woodall's 40% stock interest to Messrs. Ringson, Black and McKenzie, who now have 20%, for $10,000 from each. After transfer each stockholder will have 25% interest.

KANE New Iberia, La.—Assignment of license from New Iberia Bcstg. Co. to new partnership including Dierrell Hamm (new partner) and George H. Thomas, James J. Davidson and Daniel H. Castille (old partners). Mr. Hamm will pay $12,000 for 10% interest. He has been manager of KANE since 1948.

WUST-AM-FM Bethesda, Md.—Transfer of control from Harold S. Russell, Parker W. Jones, Willard D. Egolf and Carl J. Batter, who each hold 25%, to same group, except that Mr. Egolf's stock is retired, Mr. Jones stock is decreased to 0.46%, Messrs. Russell and Batter's stock is increased to 40.57% each and new stockholder, W. Parker Jones, acquires 18.40% interest. W. Parker Jones is Washington attorney.

WSOO Sault Ste. Marie, Mich.—Transfer of control from Vernon W. Aikins, deceased, to Otto B. McNaughton and Sherwin Overholt, executors of estate of Mr. Aikins. No monetary consideration.

WDVA Danville, Va.—Transfer of license from John S. Meade to Virginia-Carolina Bcstg. Corp., through transfer of 22% of Mr. Mead's 52% interest. Transferred will be 3,550 shares, of which 2,150 shares will be transferred to other stockholders and remaining 2,150 shares will be transferred to Harry Meade and John S. Meade, Mr. Meade's sons.

KBYR Anchorage, Alaska—Assignment of license from Forrest Hysom, receiver, to Keith Capper, receiver for himself. No monetary consideration.

We keep banging away . . .



because it's true . . .

KWK is the radio buy in St. Louis!

KWK's LOW—low cost per 1000 radio homes delivered makes it a real rootin', tootin' radio buy!

Your Katz man has all the facts corralled . . . and backed up by Pulse reports.

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

List of Cities

(Continued from page 94)

Line Position	Location	1950 Population	Distance to nearest TV station
674	Spencer, Iowa	7,446	102
675	Douglas, Ga.	7,428	118
676	Humboldt, Tenn.	7,426	69
677	Rawlins, Wyo.	7,415	252
678	Leesburg, Fla.	7,395	108
679	Grenada, Miss.	7,388	95
680	Williston, N. D.	7,378	542
681	St. Johnsbury, Vt.	7,370	144
682	Crookston, Minn.	7,359	248
683	Kelso, Wash.	7,345	102
684	Portage, Wis.	7,334	86
685	Fairfield, Iowa	7,299	88
686	Conroe, Tex.	7,298	40.5
687	Enterprise, Ala.	7,288	161
688	Stuttgart, Ark.	7,276	107
689	Eagle Pass, Tex.	7,276	128
690	Belle Glade, Fla.	7,219	70
691	Crystal City, Tex.	7,198	97
692	Mount Airy, N. C.	7,192	54
693	Concordia, Kan.	7,175	166
694	Lancaster, S. C.	7,159	45
695	Stephenville, Tex.	7,155	65
696	Laurinburg, N. C.	7,134	92
697	Liberal, Kan.	7,134	210
698	Starkville, Miss.	7,107	118
699	Somerset, Ky.	7,097	100
700	Iola, Kan.	7,094	93
701	Aiken, S. C.	7,083	123
702	Sturgeon Bay, Wis.	7,054	125
703	Bonham, Tex.	7,049	68
704	Canton, Miss.	7,048	173
705	Glasgow, Ky.	7,025	77
706	Silver City, N. M.	7,012	188
707	Camden, S. C.	6,986	78
708	Hazard, Ky.	6,985	85
709	Marion, Va.	6,982	110
710	Storm Lake, Iowa	6,958	91
711	Brenham, Tex.	6,941	68
712	Shenandoah, Iowa	6,938	46
713	Thief River Falls, Minn.	6,926	258
714	Cookeville, Minn.	6,924	70
715	Anacortes, Wash.	6,918	62
716	Magnolia, Ark.	6,918	207
717	Saranac Lake, N. Y.	6,913	99
718	Kermit, Tex.	6,912	300
719	Eufala, Ala.	6,906	138
720	Rice Lake, Wis.	6,898	80
721	Pauls Valley, Okla.	6,896	60
722	Nebraska City, Neb.	6,872	41
723	Valley City, N. D.	6,851	269
724	Maryville, Mo.	6,834	85
725	Marion, S. C.	6,834	124
726	Henderson, Tex.	6,833	123
727	Tifton, Ga.	6,831	143
728	Lamar, Col.	6,829	302
729	Grinnell, Iowa	6,828	53
730	Lake Wales, Fla.	6,821	167
731	Fort Valley, Ga.	6,820	90
732	Arkadelphia, Ark.	6,819	197
733	Lebanon, Mo.	6,808	143
734	Brigham, Utah	6,790	58
735	Alamogordo, N. M.	6,783	155
736	Greenville, Ala.	6,781	116
737	Toccoa, Ga.	6,781	79
738	Loveland, Col.	6,773	358
739	Elberton, Ga.	6,772	90
740	Jackson, La.	6,772	98
741	Prescott, Ariz.	6,764	77
742	Kosciusko, Miss.	6,753	147
743	Big Rapids, Mich.	6,736	62
744	Estherville, Iowa	6,719	114
745	Little Falls, Minn.	6,717	91
746	Falfurrias, Tex.	6,712	150
747	Tuskegee, Ala.	6,712	97
748	Picayune, Miss.	6,707	46
749	McMinnville, Ore.	6,635	170
750	Mexia, Tex.	6,627	78
751	Breckenridge, Tex.	6,610	96
752	Welch, W. Va.	6,603	75
753	Lewistown, Mont.	6,573	448
754	Morenci, Ariz.	6,541	156
755	Littlefield, Tex.	6,540	256
756	Coleman, Tex.	6,530	142
757	Red Oak, Iowa	6,526	41.5
758	Winslow, Ariz.	6,518	131
759	Quincy, Fla.	6,505	185
760	Alva, Okla.	6,505	109
761	Atlantic, Iowa	6,480	49
762	Petoskey, Mich.	6,468	180
763	West Point, Miss.	6,432	110
764	Devils Lake, N. D.	6,427	244
765	Lead, S. D.	6,422	450
766	Globe, Ariz.	6,419	75
767	Batesville, Ark.	6,414	109
768	Fairbury, Neb.	6,395	101
769	Harriman, Tenn.	6,389	128
770	Canon City, Col.	6,345	245
771	Mount Pleasant, Tex.	6,342	109
772	Alexandria, Minn.	6,319	122
773	Monahans, Tex.	6,311	301
774	Benton, Ark.	6,277	159
775	International Falls, Minn.	6,269	247
776	Newport, Ark.	6,254	88
777	El Campo, Tex.	6,237	64
778	Carroll, Iowa	6,231	64
779	Fort Payne, Ala.	6,226	88
780	Dover, Del.	6,223	45
781	Falls City, Neb.	6,203	86
782	Holdenville, Okla.	6,192	70
783	Anadarko, Okla.	6,184	54
784	York, Neb.	6,178	91
785	Brownfield, Tex.	6,161	279
786	Nogales, Ariz.	6,153	161
787	Franklin, La.	6,144	88
788	Columbia, Miss.	6,124	92
789	Ukiah, Calif.	6,120	105
790	Cedar City, Utah	6,106	210
791	Hendersonville, N. C.	6,103	75
792	North Bend, Ore.	6,099	303
793	Statesboro, Ga.	6,097	148
794	Hinton, Wva.	6,075	68
795	Conway, S. C.	6,073	156
796	Decorah, Iowa	6,060	132
797	South Boston, Va.	6,057	65
798	Murray, Ky.	6,035	90
799	Houlton, Me.	6,029	301
800	Searcy, Ark.	6,024	108
801	Grand Rapids, Minn.	6,019	157
802	Price, Utah	6,010	100
803	Georgetown, S. C.	6,004	168
804	Hugo, Okla.	5,984	113
805	Lexington, Va.	5,976	105
806	Belfast, Me.	5,960	170
807	Brady, Tex.	5,944	130
808	Crockett, Tex.	5,938	110
809	Burley, Ida.	5,924	158
810	Marshall, Minn.	5,923	132
811	Dalhart, Tex.	5,918	238
812	Woodward, Okla.	5,915	122
813	Sparta, Wis.	5,893	138
814	Lebanon, Ore.	5,873	212
815	Covington, Va.	5,860	123
816	Marianna, Fla.	5,845	208
817	Springdale, Ark.	5,835	102
818	Vidalia, Ga.	5,819	142
819	Ajo, Ariz.	5,817	93
820	De Ridder, La.	5,799	149
821	Detroit Lakes, Minn.	5,787	181
822	Hinton, West Va.	5,780	98
823	Abilene, Kan.	5,775	140
824	Pulaski, Tenn.	5,762	68
825	Millinocket, Me.	5,755	253
826	Tell City, Ind.	5,735	56
827	Pierre, South Dak.	5,715	308
828	Cheboygan, Mich.	5,687	200
829	Deming, N. M.	5,672	104
830	Emporia, Va.	5,664	72
831	Gonzales, Tex.	5,659	62
832	Winnfield, La.	5,629	204
833	Oakdale, La.	5,598	163
834	Walsenburg, Colo.	5,596	204
835	Cairo, Ga.	5,577	168
836	Harrison, Ark.	5,542	160
837	Vinita, Okla.	5,518	57
838	Morrilton, Ark.	5,483	162
839	Wildwood, N. J.	5,475	72
840	Ely, Minn.	5,474	211
841	Vandalia, Ill.	5,471	60
842	Frederick, Okla.	5,467	120
843	Montevideo, Minn.	5,459	124
844	Fayetteville, Tenn.	5,447	69
845	Lawrenceburg, Tenn.	5,442	69
846	Algona, Iowa	5,415	82
847	Elko, Nev.	5,393	198
848	Prairie du Chien, Wisc.	5,392	110
849	Princeton, Ky.	5,388	90
850	Hobart, Okla.	5,380	98
851	Alamosa, Colo.	5,354	168
852	Vermillion, S. D.	5,337	118
853	Fort Morgan, Colo.	5,315	410
854	Ballinger, Tex.	5,302	171
855	Louisville, Miss.	5,282	132
856	Alpine, Tex.	5,261	318
857	Glendive, Mont.	5,254	560
858	Guntersville, Ala.	5,253	67
859	Hancock, Mich.	5,223	166
860	Newport, Vt.	5,217	181
861	Jasper, Ind.	5,215	68
862	Hereford, Tex.	5,207	238
863	Athens, Tex.	5,194	68
864	Blackfoot, Ida.	5,180	166
865	Pikeville, Ky.	5,154	62
866	Madison, S. D.	5,153	200
867	Brewton, Ala.	5,146	158
868	Wahpeton, N. D.	5,125	186
869	Lake City, S. C.	5,112	126
870	Manistique, Mich.	5,086	213
871	Angola, Ind.	5,081	59
872	Logan, W. Va.	5,079	44
873	Lexington, Neb.	5,068	199
874	Hot Springs, S. D.	5,030	410
875	Demopolis, Ala.	5,004	90
876	Montrose, Col.	4,964	245
877	West Plains, Mo.	4,918	151
878	Kellogg, Ida.	4,913	294
879	Red Bluff, Calif.	4,905	166
880	Grafton, N. D.	4,901	307
881	Lampasas, Tex.	4,869	113
882	Gladstone, Mich.	4,831	197
883	Harlan, Ky.	4,786	118
884	Monnett, Mo.	4,771	126
885	Guymon, Okla.	4,718	232
886	Goodland, Kan.	4,690	340
887	Clanton, Ala.	4,640	45
888	Richland Center, Wis.	4,608	126
889	Calais, Me.	4,589	270
890	Ephrata, Wash.	4,589	131
891	Quanah, Tex.	4,589	156
892	Hot Springs, N. M.	4,563	140
893	St. George, Utah	4,562	271
894	Salida, Col.	4,553	243
895	Jerome, Ida.	4,523	189
896	Farmington, Mo.	4,490	58
897	Pearsal, Tex.	4,481	52
898	Larned, Kan.	4,447	205
899	Fort Stockton, Tex.	4,444	182
900	Perryton, Tex.	4,417	195
901	Jasper, Tex.	4,403	121
902	Farmville, Va.	4,375	53
903	Socorro, N. M.	4,334	78
904	Miami, Ariz.	4,329	68
905	Norton, Va.	4,315	102
906	Coolidge, Ariz.	4,306	46
907	Hebbronville, Tex.	4,302	145
908	Swainsboro, Ga.	4,300	142
909	Southern Pines, N. C.	4,272	65
910	Sandpoint, Ida.	4,265	275
911	Rexburg, Ida.	4,253	208
912	Richfield, Utah	4,212	140
913	Worland, Wyo.	4,208	305
914	Coconino, Ariz.	4,181	44
915	Riverton, Wyo.	4,142	238
916	Delta, Col.	4,097	245
917	Leadville, Col.	4,081	312
918	Iron River, Mich.	4,048	210
919	Preston, Ida.	4,045	90
920	Payette, Ida.	4,032	339
921	Sidney, Mont.	3,987	615
922	Weiser, Ida.	3,961	347
923	Jamesonville, N. C.	3,960	155
924	Wadena, Minn.	3,958	138
925	Boulder City, Nev.	3,903	218
926	Rogers City, Mich.	3,873	190
927	Cody, Wyo.	3,872	297
928	Thatcher, Wyo.	3,863	59
929	Colby, Kan.	3,859	322
930	Houghton, Mich.	3,829	265
931	Glasgow, Mont.	3,821	580
932	Littleton, N. H.	3,819	136
933	Powell, Wyo.	3,804	319
934	Bisbee, Ariz.	3,801	188
935	Deer Lodge, Mont.	3,779	490
936	Safford, Ariz.	3,756	142
937	Mobridge, S. D.	3,753	453
938	Van Buren, Me.	3,733	258
939	Cut Bank, Mont.	3,731	475
940	Laurel, Mont.	3,663	370
941	Emporium, Pa.	3,646	88
942	Henderson, Nev.	3,643	210
943	Farmington, N. M.	3,637	145
944	Marfa, Tex.	3,603	140
945	Eloy, Ariz.	3,580	58
946	Ahoskie, N. C.	3,579	58
947	Ely, Nev.	3,558	190
948	Belle Fourche, S. D.	3,540	461
949	Lordsburg, N. M.	3,525	208
950	Clayton, N. M.	3,515	214
951	Campbellsville, Ky.	3,477	65
952	Sturgis, S. D.	3,471	440
953	Clifton, Ariz.	3,466	159
954	Broken Bow, Neb.	3,396	192
955	Newcastle, Wyo.	3,395	445
956	Lander, Wyo.	3,349	215
957	Kingman, Ariz.	3,342	153
958	Dillon, Mont.	3,268	310
959	Whitefish, Mont.	3,268	378
960	Winner, S. D.	3,252	247
961	Torrington, Wyo.	3,247	406
962	Yreka, Calif.	3,227	272
963	Floydada, Tex.	3,210	142
964	Green River, Wyo.	3,187	137
965	Wallace, Ida.	3,140	299
966	Lovington, N. M.	3,134	241
967	Gooding, Ida.	3,099	206
968	Rupert, Ida.	3,098	154
969	Burns, Ore.	3,093	320
970	Carson City, Nev.	3,082	170
971	Craig, Col.	3,080	222
972	Emmett, Ida.	3,067	317
973	Shelby, Mont.	3,058	490
974	Fort Kent, Me.	3,001	353
975	Bad Axe, Mich.	2,973	99
976	Rugby, N. D.	2,907	397
977	Thermopolis, Wyo.	2,870	270
978	Winnemucca, Nev.	2,847	298
979	Vernal, Utah	2,845	125
980	Alturas, Calif.	2,819	273
981	Grand Coulee, Wash.	2,741	159
982	Red Lodge, Mont.	2,730	332
983	Hamilton, Mont.	2,678	390
984	Buffalo, Wyo.	2,674	361
985	Bar Harbor, Me.	2,572	195
986	Dover-Foxcroft, Me.	2,566	209
987	Wolf Point, Mont.	2,557	592
988	Douglas, Wyo.	2,544	361
989	Lovell, Wyo.	2,508	332
990	Thomasville, Ala.	2,425	121
991	Fallon, Nev.	2,405	226
992	Harvey, N. D.	2,337	374
993	Holbrook, Ariz.	2,336	143
994	Hardin, Mont.	2,306	406
995	McGill, Nev.	2,297	178
996	Wheatland, Wyo.	2,286	370
997	Polson, Mont.	2,280	382
998	Bottineau, N. D.	2,268	431
999	Greybull, Wyo.	2,262	322
1000	Gillette, Wyo.	2,191	406
1001	New Rockford, N. D.	2,185	337
1002	Williams, Ariz.	2,152	122
1003	Carrington, N. D.	2,101	331
1004	West Branch, Mich.	2,098	108
1005	Lusk, Wyo.	2,089	407
1006	East Tawas, Mich.	2,040	120
1007	Lisbon, N. D.	2,031	239
1008	Hawthorne, Nev.	1,861	210
1009	Lovelock, Nev.	1,604	267
1010	Tonopah, Nev.	1,375	270
1011	Calumet, Mich.	1,356	270
1012	Carlin, Nev.	1,203	215
1013	Yerington, Nev.	1,157	191
1014	Goldfield, Nev.	336	248

APPENDIX B
GROUP B-1

Line Position	Location	1950 Population	Number Services	Distance to Nearest
1	Bridgeport, Conn.	158,709	1	18
2	Canton, Ohio	116,912	1	35
3	Fall River, Mass.	111,963	1	20
4	Reading, Pa.	109,320	1	27
5	New Bedford, Mass.	109,189	1	27
6	Allentown, Pa.	106,756	1	39
7	Waterbury, Conn.	104,477	1	10
8	Harrisburg, Pa.	89,544	1	32
9	New Britain, Conn.	73,726	1	20
10	Racine, Wis.	71,193	1	16
11	York, Pa.	59,953	1	21
12	Kenosha, Wis.	54,368	1	36
13	Jackson, Mich.	51,088	1	35
14	New Castle, Pa.	48,834	1	39
15	Battle Creek, Mich.	48,666	1	18
16	Anderson, Ind.	46,820	1	33
17	Meriden, Conn.	44,088	1	10
18	High Point, N. C.	39,973	1	13
19	Portsmouth, Ohio	36,798	1	39
20	Fort Lauderdale, Fla.	36,328	1	25
21	Everett, Wash.	33,849	1	25
22	Marion, Ohio	33,818	1	39
23	Belleville, Ill.	32,721	1	14
24	Alton, Ill.	32,550	1	20
25	Amsterdam, N. Y.	32,240	1	22
26	Ashland, Ky.	31,131	1	15
27	Massillon, Ohio	29,594	1	35
28	Kannapolis, N. C.	28,448	1	25
29	Lebanon, Pa.	28,156	1	25
30	Bremerton, Wash.	27,678	1	10
31	Norman, Okla.	27,006	1	25
32	Washington, Pa.	26,280	1	25
33	Burlington, N. C.	24,560	1	15
34	Rock Hill, S. C.	24,502	1	25
35	Gloversville, N. Y.	23,634	1	35
36	Butler, Pa.	23,482	1	28
37	Lawrence, Kan.	23,351	1	35
38	Gastonia, N. C.	23,069	1	2
38	Shawnee, Okla.	22,948	1	36
40	Leavenworth, Kan.	20,579	1	25
41	East Lansing, Mich.	20,325	1	3
42	Meadville, Pa.	18,972	1	32
43	Columbus, Ind.	18,370	1	32
44	Okmulgee, Okla.	18,317	1	35
45	Dunkirk, N. Y.	18,007	1	37
46	Statesville, N. C.	16,901	1	36
47	Shelby, N. C.	15,508	1	25
48	Hickory, N. C.	14,755	1	33
49	St. Augustine, Fla.	13,555	1	32
50	Murfreesboro, Tenn.	13,052	1	30
51	Sapulpa, Okla.	13,031	1	14
52	Cleburne, Tex.	12,905	1	32
53	Elizabeth City, N. C.	12,685	1	39
54	Bedford, Ind.	12,562	1	22

When It's **BMI** *It's Yours*

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BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

REACHES 93,217 RADIO FAMILIES **WEOK** POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC

Position	Location	1950 Population	Number Services	Distance to Nearest TV Station
5	Mt. Vernon, Ohio	12,185	1	39
6	Boone, Iowa	12,164	1	12
7	Shelbyville, Ind.	11,734	1	27
8	Newton, Iowa	11,723	1	39
9	El Reno, Okla.	10,991	1	28
10	Guthrie, Okla.	10,113	1	21
11	Weatherford, Tex.	8,093	1	32
12	Lebanon, Tenn.	7,913	1	30
13	Gallipolis, Ohio	7,871	1	33
14	Lebanon, Ind.	7,631	1	25
15	Webster City, Iowa	7,611	1	34
16	Atrisco-Five Points, N. M.	7,367	1	5
17	Williamsburg, Va.	6,735	1	37
18	Springfield, Tenn.	6,506	1	27
19	Rosenburg, Tex.	6,210	1	27
20	Olathe, Kan.	5,593	1	20
21	Claremore, Okla.	5,494	1	25
22	Festus, Mo.	5,199	1	28
23	Gallatin, Tenn.	5,107	1	28
24	Belen, N. M.	4,495	1	32
25	Pryor Creek, Okla.	4,486	1	39.5
26	Covington, Tenn.	4,379	1	30
27	Lowell, Mass.	97,249	2	19
28	Lawrence, Mass.	80,536	2	20
29	Springfield, Ohio	78,508	2	32
30	Bethlehem, Pa.	66,340	2	36
31	Richmond, Ind.	39,539	2	35
32	Auburn, N. Y.	36,722	2	25
33	Nashua, N. H.	34,669	2	30
34	Clinton, Iowa	30,379	2	25
35	Ithaca, N. Y.	29,257	2	39
36	Bessemer, Ala.	28,445	2	10
37	Michigan City, Ind.	28,395	2	39
38	Oswego, N. Y.	22,647	2	25
39	Muscatine, Iowa	19,041	2	25
40	Bridgeton, N. J.	18,378	2	35
41	Batavia, N. Y.	17,799	2	32
42	Piqua, Ohio	17,447	2	32
43	Kewanee, Ill.	16,821	2	32
44	Fremont, Neb.	14,762	2	31
45	Napa, Calif.	13,579	2	34
46	Talladega, Ala.	13,134	2	39.8
47	New Braunfels, Tex.	12,210	2	30
48	Terrell, Tex.	11,544	2	27
49	McKinney, Tex.	10,560	2	32
50	Seguin, Tex.	9,732	2	33
51	Sylacauga, Ala.	9,606	2	38.5
52	Jasper, Ala.	8,589	2	36
53	Stillwater, Minn.	7,674	2	18
54	Madison, Ind.	7,506	2	39.4
55	Northfield, Minn.	7,487	2	36
56	Tooele, Utah	7,269	2	28
57	Hastings, Minn.	6,560	2	22
58	Elizabethtown, Ky.	5,807	2	39
59	Akron, Ohio	274,605	3	18
60	Worcester, Mass.	203,486	3	30
61	Trenton, N. J.	128,009	3	28
62	Pontiac, Mich.	73,681	3	19
63	Brockton, Mass.	62,860	3	20
64	Lorain, Ohio	51,202	3	26
65	Ann Arbor, Mich.	48,251	3	31
66	Newark, Ohio	34,275	3	33
67	Lancaster, Ohio	24,180	3	30
68	Denton, Texas	21,372	3	30
69	Marietta, Ga.	20,687	3	10
70	Cortland, N. Y.	18,152	3	24
71	Griffin, Ga.	13,982	3	36
72	Waxahachie, Tex.	11,204	3	26
73	Petaluma, Calif.	10,315	3	33
74	Newnan, Ga.	8,218	3	37
75	Cartersville, Ga.	7,270	3	34
76	Port Chicago, Calif.	3,290	3	28
77	Gary, Ind.	133,911	4	22
78	Hammond, Ind.	87,594	4	23
79	Joliet, Ill.	51,601	4	31
80	Aurora, Ill.	50,576	4	36
81	Elgin, Ill.	44,223	4	33
82	Waukegan, Ill.	38,946	4	35
83	Hamilton-Middletown, Ohio	91,646	5	20
84	Frederick, Md.	18,142	5	36
85	Asbury Park, N. J.	17,094	6	33
86	Paterson, N. J.	139,336	7	12
87	Stamford-Norwalk, Conn.	123,753	7	31
88	New Brunswick, N. J.	38,811	7	25
89	Corona, Calif.	10,223	7	37
90	Annapolis, Md.	10,047	7	25

GROUP B-2

Position	Location	1950 Population	Number Stations
1	Albany-Schenectady-Troy, N. Y.	299,091	1
2	Grand Rapids, Mich.	176,515	1
3	New Haven, Conn.	164,443	1
4	Utica-Rome, N. Y.	143,213	1
5	Erie, Pa.	130,803	1
6	Wilmington, Del.	110,356	1
7	Lansing, Mich.	92,129	1
8	Binghamton, N. Y.	80,674	1
9	Greensboro, N. C.	74,389	1
10	Lancaster, Pa.	63,774	1
11	Johnstown, Pa.	63,232	1
12	Kalamazoo, Mich.	57,704	1
13	Bloomington, Ind.	28,163	1
14	Ames, Iowa	22,898	1
15	Dallas, Tex.	434,462	2
16	Louisville, Ky.	369,129	2
17	Birmingham, Ala.	326,037	2
18	Dayton, Ohio	243,872	2
19	Davenport, Iowa-Rock Island-Moline, Ill.	160,656	2
20	Philadelphia, Pa.	2,071,605	3
21	Detroit, Mich.	1,849,568	3
22	Baltimore, Md.	949,708	3
23	Cleveland, Ohio	914,808	3
24	Cincinnati, Ohio	503,998	3
25	Columbus, Ohio	375,901	3
26	Atlanta, Ga.	331,314	3
27	Chicago, Ill.	3,620,962	4
28	Washington, D. C.	802,178	4
29	New York, N. Y.	7,891,557	6
30	Los Angeles, Calif.	1,970,358	7

GROUP B-3

Line Position	Location	1950 Population	Number Services	Distance to Nearest TV Station
1	Des Moines, Iowa	177,965	1	28
2	Hartford, Conn.	177,397	1	30
3	Tacoma, Wash.	143,673	1	23
4	San Jose, Calif.	95,280	1	38.5
5	Winston-Salem, N. C.	87,811	1	23
6	Altoona, Pa.	77,177	1	28
7	Petersburg, Va.	35,054	1	22
8	Mesa, Ariz.	16,790	1	14

GROUP B-4

Line Position	Location	1950 Population	Number Services	Number Stations
1	St. Louis, Mo.	856,796	1	1
2	Pittsburgh, Pa.	676,806	1	1
3	Buffalo-Niagara Falls, N. Y.	671,004	1	1
4	Milwaukee, Wis.	637,392	1	1
5	Houston, Tex.	596,163	1	1
6	New Orleans, La.	570,445	1	1
7	Seattle, Wash.	467,591	1	1
8	Kansas City, Mo.	456,622	1	1
9	Indianapolis, Ind.	427,173	1	1
10	Memphis, Tenn.	396,000	1	1
11	Norfolk-Portsmouth-Newport News, Va.	335,910	1	1
12	San Diego, Calif.	334,387	1	1
13	Rochester, N. Y.	332,488	1	1
14	Toledo, Ohio	303,616	1	1
15	Miami, Fla.	249,276	1	1
16	Oklahoma City, Okla.	243,504	1	1
17	Richmond, Va.	230,310	1	1
18	Jacksonville, Fla.	204,517	1	1
19	Tulsa, Okla.	182,740	1	1
20	Nashville, Tenn.	174,307	1	1
21	Charlotte, N. C.	134,042	1	1
22	Phoenix, Ariz.	106,818	1	1
23	Albuquerque, N. M.	96,815	1	1
24	Huntington, W. Va.	86,353	1	1

GROUP B-5

Line Position	Location	1950 Population	Number Services	Number Stations
1	Ogden, Utah	57,112	2	0
2	Provo, Utah	28,937	2	0
3	Fort Worth, Tex.	278,778	3	1
4	Providence, R. I.	248,674	2	1
5	Minneapolis-St. Paul, Minn.	833,067	2	2
6	Boston, Mass.	801,444	3	2
7	San Antonio, Tex.	408,442	2	2
8	Omaha, Neb.	251,117	2	2
9	Salt Lake City, Utah	182,121	2	2
10	San Francisco, Calif.	1,159,932	3	3

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 West Fourth Street, New York 14, N. Y.

Goldstein to CBS-TV

JACK GOLDSTEIN has been named manager of special projects in the CBS-TV Public Relations Department where he will handle star buildups, special program projects, premieres and other special functions, David J. Jacobson, department director, announced Wednesday.

CHICAGO SHOWS

Ad Club Selects Best

DERBY Foods' *Sky King* and the City National Bank and Trust Co.'s *Impact* on WENR-TV Chicago were chosen by the Chicago Federated Advertising Club as the best new television shows created there during the year.

Awards were presented at the annual banquet Thursday night to local and network winners in each of four radio and three television categories. The best radio shows developed during the year were *Arbogast* on WMAQ (NBC) and *Down You Go*, a Mutual network feature from WGN. Agency for Derby Foods is Needham, Louis & Brorby, Chicago. Writers on *Arbogast* are Robert Arbogast and Pete Robinson, with Homer Heck as producer. Louis Cowan packages *Down You Go*.

In the juvenile class, *Super Circus* on ABC-TV, sponsored by Canada Dry gingerale and Mars candy, was cited as the best network TV feature, while *Kukla, Fran & Ollie* on NBC-TV, sponsored by RCA Victor, won the citation in the general class. *Breakfast Club*, sponsored by Swift & Co. through McCann-Erickson, both Chicago, was the leading radio network feature.

Other award winners and their classes:

Radio, local programs—*The Patrick O'Riley Show*, **Old Gold cigarettes, WBBM, produced by Jerry Lee and written by Arthur Thorsen. Honorable mentions in this group went to** *Unshackled*, **sponsored on WGN by Pacific Garden Mission and written, produced and directed by Eugenia Price, and the WLS** *National Barn Dance*, **sponsored by Phillips Petroleum Co.**

The Untouchables, **aired on WBBM, earned the winning citation in local special features, and was written by Perry S. Wolff and directed by Thomas A. Bland. Honorable mention went to** *Hello Sucker*, **aired on WMAQ as a public service feature, written by Madeleine Peters, produced by Judith Waller and directed by John Keown.**

Top commercial radio announcement went to General Mills for its *Kixie-Nixie*, **produced by Tatham-Laird agency and written by Howard W. Rapport. Honorable mentions included Realemon-Puritan Co., for Realprune, through Schwimmer & Scott agency and written by John Cole. Standard Oil of Ind., through McCann-Erickson agency, written by Jim Shelby, Bill Hagerman and Dick Slade, and to the Toni Co. for White Rain, through Tatham-Laird, written by Dan Ryan.**

Leading local TV shows were *King Calico*, **in the juvenile class, on WENR-TV;** *Impact*, **for news, sponsored by the City National Bank & Trust Co. on WENR-TV through George H. Hartman & Co., and** *WGN-TV Sports*.

Honorable mention in network programs went to *Zoo Parade*, **sponsored on WNBQ (NBC) by the Quaker Oats Co. and written by Don Meier.**

Winning commercial TV spot was the Mystik Adhesive Products account, for Mystik tape, through George H. Hartman agency and produced by Sarra Inc. in the 20-second class. One-minute film spot citation went to the Toni Co. for White Rain, placed through Tatham-Laird and written by Alice Westbrook. Honorable mentions included Swift & Co., for Brookfield dairy products through McCann-Erickson, written by Jim Shelby, Patricia Burns and Jerry Birn; Santa Fe Railway, Leo Burnett agency; Standard Oil of Ind., for Permalube motor oil, through McCann-Erickson with writers Jim Shelby and William Hagerman, and to WNBQ for a live station break.

WOR SCHEDULES

Third Business Show

WOR New York last week scheduled its third sponsored show with a business format, *Today's Business*, 7:15-7:20 p.m. Mon-Fri. starting today (Monday), to be sponsored three days a week by Bache & Co., investment brokers. A general roundup of business and financial news and important market quotations will be given by WOR commentator Henry Gladstone, who also conducts *Your Investment Dollar;* noon to 12:15 p.m. Sunday, sponsored by United Business Service.

The third program, *Your Money at Work*, 10:15-10:30 p.m. Sunday, is sponsored by Kidder, Peabody & Co. for its mutual funds.

Tracing Interference

STORY in layman's language of how FCC traces illegal broadcast stations and other sources of spectrum interference is told by George S. Turner, chief of the Commission's Field Engineering and Monitoring Bureau, on current *Crusade Against Crime* program, taped series aired over 12 stations in the east and midwest [B•T, May 12]. Major sources of radio-TV set interference are electrical devices and appliances in the home, Mr. Turner reported. Diathermy and industrial radio devices run a close second, he said. Complaints should be sent to FCC only after all local means to check and eliminate interference have been exhausted, the Commission official suggested.





at deadline

WEBSTER SEES SLOW ACTION ON TV

TV APPLICATION processing and final action will be slow, FCC Comr. E. M. Webster was to tell Indiana Broadcasters Assn. Saturday morning, according to talk released Friday. Reasons: (1) Expected 1,000 applications by July 1, (2) limited staff, (3) no money to hire more help and (4) demands of many other vital services precludes use of non-broadcast staff. IBA sessions were held May 23-24 at WIRE Indianapolis studios.

Reminding that FCC non-TV workload also has been mushrooming during rush to complete Sixth Report lifting freeze, Comr. Webster noted there are only 61 professional staff people at FCC to handle all broadcast processing, of which TV has only 13 (six engineers, two each lawyers and accountants, three secretaries). It will take four times total employes in TV whole year to process 1,000 applications estimated by July 1. Even all seven hearing examiners can't work on TV, he said, even though 500 bids are seen falling into 200 hearings. He sees no more than 60 to 70 TV hearings during next fiscal year.

James O. Luce, of J. Walter Thompson Co., New York, said broadcasters should develop a standard method of measuring station audience. He urged stations interested in getting national spot business to tell their market story, provide concise and complete data and show characteristics of their markets.

Joseph M. Kittner, assistant chief of FCC Broadcast Bureau, and Wray Fleming, Indianapolis attorney and IBA counsel, debated political broadcasting questions. Panel on local sales was moderated by Robert D. Enoch, WXLW Indianapolis. Taking part were Gene Vaughan, WFBM Indianapolis; Ray Baker, WSAL Logansport; Glenn VanHorn, WTTS Bloomington, and Josiah Autenrieth, WKAM Warsaw.

IBA President O. E. Richardson, WASK Lafayette, opened meeting Friday. Two-day session was to wind up Saturday afternoon with visit to Indianapolis Speedway.

CENSORSHIP DANGER SEEN IN HOUSE RADIO-TV PROBE

CENSORSHIP overtones will make House probe of radio-TV programs difficult, according to Chairman Orren Harris (D-Ark.), of new Crosser subcommittee to probe sound and sight media (see story, page 29). Rep. Joseph F. O'Hara (R-Minn.), also subcommittee member, said "quite a few" Congressmen feel some national advertisers are sponsoring programs which weaken moral fibre of nation.

Chairman Harris said thorough hearings will be held on both good and bad side of programming, noting complaints about early-hour scheduling of crime shows. Investigation is important because nearly every home has radio and TV homes are increasing, he said, adding subcommittee would have to carry out House order to study programs for "immoral or offensive" material.

Speaking on Thursday night ABC *News of Tomorrow*, he asserted that if Congress had not decided to investigate, FCC would have been forced to do it. He continued, "Many advertisers find it profitable to sponsor shows the whole family can watch or listen to."

CBS-TV PRICES STEADY

NO PRICE increases for any CBS-TV production facilities or services, despite increased costs "on just about everything involved," was word of Fred M. Thrower, vice president in charge of network sales, to clients and agencies Friday. "The reason CBS Television is able to continue holding the price line on its production facilities and services," Mr. Thrower said, "is that the network has kept hammering away at finding short cuts and streamlining operations with just one thing in view—to give advertisers the topmost quality at the lowest production cost."

Business Briefly

(Continued from page 5)

tisers to switch from defunct Liberty Broadcasting System to another network is Pequot Mills which is placing its *Paula Stone Show* on Mutual effective around July 1. Agency, Jackson & Co., N. Y.

GENERAL MILLS HILLBILLY ● General Mills through Dancer-Fitzgerald-Sample, N. Y., understood to be interested in buying 45 minutes of new hillbilly program on ABC radio. Network would include non-TV markets only.

PLANTERS RENEWS ● Planters Nut & Chocolate Co., Wilkes-Barre, Pa., renews participation in *Lucky U Ranch* radio program for 13 weeks over ABC Pacific Coast Radio network. Agency, Raymond R. Morgan Co., Hollywood.

WTCN SALE FILED

FORMAL BID filed at FCC Friday for approval of $325,000-sale of WTCN Minneapolis-St. Paul by Mid-Continent Radio-Television Inc. to former U. S. Ambassador to Cuba and Australia Robert Butler and associates [B•T, April 21]. Sale contingent on approval of merger of CBS' WCCO there with Mid-Continent's WTCN-TV [B•T, March 10].

LOW COST TV FORMULA

LOW COST local programming at WDTV (TV) Pittsburgh was outlined Friday afternoon at BMI TV clinic Chicago, by Harold C. Lund, general manager, and A. Donovan Faust, assistant general manager. Their recommendations for keeping expenses down: Use strip programming; backdrops are cheaper than flats, and latter when used can be painted with washable paint for re-use; schedule all live programming in eight hour period so second camera crew unnecessary; pay good salary to well-trained film director, who can save thousands of dollars; use permanent sets for standard shows; hire talent which is versatile and can do several things; hire TV performers who can sell as well as be likable and believable; pay one higher salary to do work of more than two lower-priced people.

PEOPLE..

BARRETT C. DILLOW, Alexander Smith In to McCann-Erickson, N. Y., as account exec tive for Congoleum-Nairn Inc.

EDWARD K. (TED) PRICE, formerly WP (TV) New York engineer, named associa director in programming department.

SYDNEY G. WALTON, vice president, Mats Navigation Co., San Francisco, to Kenyon Eckhardt, as vice president in charge of K&E San Francisco office.

SAMUEL GILL, account executive with Ca S. Brown Co., N. Y., to Harry B. Cohen Ad that city, as director of media and research.

JAMES BONFILS, formerly with KSD-TV S Louis, appointed account executive in St. Lou division and EVERETT JARRETT has bee named to same post in Cleveland division Ziv Television Programs, according to Frida announcement from film distributor-produce

ALFRED L. PLANT, senior account executiv Federal Adv., N. Y., to account executive staf Grey Adv., same city.

THEATRE OWNER TELLS OF B&K NEGOTIATIONS

ARTHUR SASS, principal partner in Alam Theatre, Chicago, testified Friday at FCC ABC-United Paramount Theatres merger hea ing (see early story, page 28) that Balaban Katz, through subsidiary company, threatene to build competing first-run theatre near Alam Theatre unless it got 25% interest in Alam For its interest, Mr. Sass said, B&K promise to provide good films and act as managemer consultants. Agreement made in 1925, Mr. Sas said, was in effect until 1930 when stock i theatre operating company was sold to B&K However, under provision in pact with B&K Alamo Theatre was returned to Mr. Sass i 1933 when Paramount Pictures, parent com pany to B&K, was having financial trouble Mr. Sass filed $1,900,000 anti-trust suit agains five major motion picture companies, and als B&K, last June.

RADIO NEWSMEN URGED TO BACK VOTE CAMPAIGN

RADIO newsmen have responsibility of edu cating public on issues involved in comin elections, presenting them honestly and fairly Robert K. Richards, NARTB public affair director, said Friday in address to Harrisburg Pa., meeting of Pennsylvania-Delaware Al Radio Assn.

NARTB is participating with Advertisin Council and American Heritage Foundatio in nationwide "Register and Vote" campaign "We have sold soap and cereal, automobiles home appliances, insurance, ideas, services good causes," Mr. Richards said. "Certainly we can sell citizenship." He cited poor votin record in 1948 Presidential election.

THORPE IS FAB PRESIDENT

GEORGE THORPE, WVCG Coral Gables, Fla elected president of Florida Assn. of Broad casters at Miami Beach meeting, held at Roya York Hotel. Other officers elected were P Herschel Graves, WTAL Tallahassee, first vic president; Jerry Stone, WNDB Daytona Beach second vice president; John Browning, WSB Sarasota, secretary-treasurer. William T. Stub blefield, NARTB station relations director addressed meeting on federal legislation of in terest to broadcasters.



Meet your BEST CUSTOMER

Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer.

One-tenth of all these prosperous prospects for your product live in WLW-Land—One-tenth of America. The best way to reach them is by Radio . . . and the most effective and economical radio in this area is WLW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.

WLW The Nation's Station

WLW
1922 . 1952
30th year

NEW YORK

BOSTON





CHICAGO

DETROIT

weed and company

RADIO AND TELEVISION STATION REPRESENTATIVES

SAN FRANCISCO

ATLANTA

HOLLYWOOD



JUNE 2, 1952 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Radio Affiliates Meet With CBS
Page 23

Radio Relief Seen Miller Tax Bill
Page 23

Victorious Transit Radio to Expand
Page 25

House Unveils Plan Program Probe
Page 28

TELECASTING
Begins on Page 59

21ST year

The Newsweekly of Radio and Television.

"TONIGHT'S NEWSREEL" on WOR-tv, channel 9

delivers an average of 442,900 commercial impressions per week... for only 85¢ for 1,000 viewers per minute of commercial.*

*Based on May, 1952 Telepulse Ratings

Channel 9 — New York's lowest cost tv station — offers advertisers a unique buy, "Tonight's Newsreel."

The only continuous newsreel on New York television, this show delivers...

New York's late-evening news audience
Newsreel goes on at approximately 11:00 P.M. following Main Event on Sports.

Audience turnover
It runs over and over, exactly like a newsreel theatre . . . delivering a new audience with each run.

Commercial impact
"Tonight's Newsreel" delivers 442,900 commercial impressions per week.

Low cost
Single sponsorship costs only 85¢ per 1,000 viewers per minute of commercial . . . or 12 viewers per penny!

WOR-tv channel 9 1440 Broadway, N.Y.



Bulova DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . **WMBG WCOD WTVR**

For more than 20 years, the Bulova Time Signal (on radio and now TV too) has helped regulate America's daily activity. Behind this vital service is the genius of a man who coupled American skill and technology to build, in a handful of years, the world's foremost watch firm. Bulova knows his business well.

Havens & Martin, Inc. Stations (serving the rich Virginia markets centering around Richmond) know broadcast advertising. Together they comprise Richmond's one and only complete broadcast institution. Advertisers know the value of telling their story via the First Stations of Virginia



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin, Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

Salesmaker for the Nation's Smokers

For twelve years Prince Albert's Grand Ole Opry via NBC has played a dominant role in keeping the tidy red pocket tin out in front as the favorite tobacco for smokers of pipes and "makin's" cigarettes.

Prince Albert's Grand Ole Opry originates at WSM, employs WSM talent exclusively, is an integral part of that 26 year old, four hour long Grand Ole Opry which has, virtually single handedly shifted the musical center of gravity to Nashville... Music City, USA!

WSM *Nashville 650*

CLEAR CHANNEL — 50,000 WATTS

IRVING WAUGH, *Commercial Manager*
EDWARD PETRY, *National Representative*



blished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KNOT HOLE GANG





On the evening of May 7, more than 1250 youngsters—some of whom are pictured above—were in the stands at Lancaster's Stumpf Field for the first "Knot Hole Gang" night. As guests of WGAL and WGAL-TV, they were watching the Lancaster Red Roses, of the Inter-State League, play ball. These youthful baseball fans are entitled to attend fifteen admission-free games during the 1952 season.

The "Knot Hole Club" had its inception on WGAL and WGAL-TV a few weeks ago. Youngsters under fourteen were invited to join the club. After only two programs, over 1,000 had enrolled —and the membership list is now in excess of 10,000.

The "Knot Hole Club" meets at WGAL and WGAL-TV every Saturday morning. Members of the club participate in all programs. The stations' Sports Editors preside, and guests from the Inter-State League and elsewhere are on hand to answer the boys' baseball questions.

A Steinman Station
Clair R. McCollough, Pres.

WGAL AM TV FM *Represented by*
ROBERT MEEKER *Associates* New York Chicago San Francisco Los Angeles



at deadline

CLOSED CIRCUIT

ETITIONS for reconsideration of FCC's exosive rule on rebroadcasts which would force ations denying rebroadcast rights to so otify FCC within 10 days, with their licenses a line, will be filed forthwith, it's learned. mong those to petition understood to be ARTB and two or possibly more networks. xpected result: rescinding or sharp modificaon of mischievous order [B•T, May 19].

WORKS is deal which may see NBC's 27-ear-old KOA Denver go to Bob Hope and enver Mayor Quigg Newton for approxiately $2.25 million, with Hope-Newton also opeful of early entry into TV. (TV-less enver heads FCC's priority list for new staons.) NBC officials say only that they've had any offers to buy KOA, including Hope-New-n's in past, have never considered it for sale, ill haven't made up minds to dispose of it. f mind-change now ensues, network's longanding desire for KMPC Los Angeles may e factor.

OW THAT Supreme Court has ruled transit adio is constitutional, way is clear for FCC ction on issues stemming from specialized es of FM, such as Functional Music, Muzak, orecasting and other "beep" services. Comission sentiment apparently favors specialed uses but indications are formal hearing ill be held to establish record, particularly ecause of divergent viewpoint. Another fac-r, not originally in FM proceedings, is that f subscription television (Phonevision, Skiaron, Telemeter). Arguing for hearing on M services is question of whether station and ponsor identification rules are complied with nd whether special rules would have to be ritten to accommodate such services.

S MEANS of stabilizing radio network inustry, top executives of at least one network elieve new rate structures should not only ring base rates down substantially but also nclude discount patterns so attractive as lmost to compel sponsors to stay on air 52 eeks a year. Summer hiatus tradition which ow creates operational problems for networks nd adds to overhead would thus be avoided.

VILL HIGH television costs prevent developent of television networking on pattern simir to radio networking? At least one imporant TV network thinks so and is making erious plans for network operation wholly ifferent from that which has obtained in adio. What may evolve is structure not unke that of magazines, with network providng full programming service and selling sponorship on participating basis throughout. lost sponsors would not buy fall full prorams but only commercial announcements o be fitted into program schedule, as magazine dvertisers buy run-of-the-book pages or maller space.

UTH JONES, print supervisor at Benton Bowles, N. Y. and Jean Lawlor, timebuyer, ave resigned. Fred Apt will take over Miss ones' duties while Don Quinn is resigning

(Continued on page 6)

ADVERTISING COUNCIL APPOINTMENTS MADE

NILES TRAMMELL, NBC board chairman, named chairman of Radio and Television Committee of Advertising Council for 1952-53, Howard J. Morgens, Procter & Gamble advertising vice president and council chairman, is announcing today (Monday). Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), appointed vice chairman of committee.

Other appointments: Philip L. Graham, publisher, *Washington Post* (WTOP-AM-TV Washington), and Lee H. Bristol, president Bristol-Myers Co., to be chairman and vice chairman, respectively, of council's executive committee; Fairfax M. Cone, president, Foote, Cone & Belding, and Samuel C. Gale, vice president and director of advertising and public services of General Mills, to be chairman and vice chairman of planning committee; Edgar Kobak, owner of WTWA Thomson, Ga., and Harold B. Thomas, to be chairman and vice chairman of promotion committee.

William R. Baker Jr., president, Benton & Bowles, and Howard M. Chapin, marketing manager Birds Eye Div. of General Foods, chairman and vice chairman of campaigns review committee; Charles G. Mortimer Jr., General Foods Executive vice president, and Henry G. Little, Campbell-Ewald Co. executive vice president, chairman and vice chairman of nominating committee; Leo Burnett, president Leo Burnett Co., and Theodore L. Bates, partner in Ted Bates & Co., chairman and vice chairman of sponsorship committee; James W. Young, senior consultant, J. Walter Thompson Co. and radio-TV consultant to Ford Foundation, and Chester J. LaRoche, president C. J. LaRoche & Co., chairman and vice chairman of round-table committee; Stuart Peabody, assistant vice president, Borden Co., and Albert E. Winger, board chairman, Crowell-Collier Pub. Co., chairman and vice chairman of government relations committee.

ZINK, SOLOMAN PROMOTED

ALBERT G. ZINK and Henry M. Soloman have been appointed to new managerial positions in General Electric broadcasting stations Dept., R. W. Welpott, manager of stations operations, announced Thursday.

Mr. Zink, supervisor of programs for WRGB (TV) Schenectady since 1947, has been named manager of programs for all stations: WGY and WGFM (FM) Schenectady, as well as WRGB. Mr. Soloman, administrative assistant to WGY-WRGB stations manager since 1947, has been promoted to manager of finance.

RADIO PULLS BEST

WROL KNOXVILLE, Tenn., claimed Thursday to have proved radio's pulling power all over again. Newspaper ads, circulars inserted in grocery bags, movie trailers and WROL announcements were used by refrigerator manufacturer and a grocery chain to publicize their three-day cooking school. Results were that 6,000 women attended overflow classes, with 69.2% reporting they had heard about school by radio—WROL.

BUSINESS BRIEFLY

PET MILK CO. BUYS EDWARDS ● Pet Milk Co., St. Louis, to sponsor *Truth or Consequences*, featuring Ralph Edwards, as summer replacement for *Fibber McGee and Molly* on NBC Radio, starting June 17 (Tues., 9:30-10 p.m. EDT). Agency, Gardner Adv. Co., St. Louis.

BIDS FOR KUKLA ● Four or five advertisers are understood to be bidding for sponsorship of *Kukla, Fran & Ollie* in its new time slot next fall, half-hour weekly (Sunday, 6:30-7 p.m.) on NBC-TV. Network also about to sign new sponsor for its *Dragnet* (Thursday, 9-9:30 p.m.).

SUMMER REPLACEMENT ● Block Drug Co. (Amm-i-dent) will sponsor *Blind Date* as summer replacement for first half-hour of *Your Show of Shows*, effective June 7 (NBC-TV, Sat., 9-9:30 p.m.). Agency, Cecil & Presbrey.

AMANA ON MUTUAL ● Amana Refrigeration Co. (food freezers and refrigerators), Amana, Iowa, through Maury, Lee & Marshall, N. Y., to sponsor Mon.-Wed.-Fri. *Paula Stone Show* on Mutual network, effective June 9. Program to be heard 2:30-2:45 p.m. EDT in eastern areas, other times in other zones.

FURNACE FIRM ON RADIO ● Holland Furnace Co., Holland, Mich., enters network radio July 13 with *King Arthur's Roundtable* with Arthur Godfrey on 148 CBS stations for

(Continued on page 94)

McLENDON GIVES NAME TO NEW NETWORK

GORDON McLENDON, president of suspended LBS, late Thursday announced formation of McLendon Broadcasting System. New network, composed of 26 stations, will begin operation June 7, Mr. McLendon said. Although none of stations have signed contract, Mr. McLendon said he had verbal agreements with all. Los Angeles feeder station expected to be announced early this week. Network incorporated in Los Angeles.

At first, programming will be limited to three hours of re-created baseball and half-hour of news and commentary, reported Mr. McLendon, adding that he planned to expand programming to 12 hours by Oct. 1.

Mr. McLendon is president of new network; Ben Paschall, former LBS West Coast vice president, is vice president of new firm.

Plans are afoot, Mr. McLendon revealed, to join with another new network now forming in Southwest. LBS suspended operations May 15 [B•T, May 19]. Formation of several regional networks was being considered [B•T, May 26].

RUSSELL NAMES JOHNSON

SEN. EDWIN C. JOHNSON (D-Col.), chairman of Interstate & Foreign Commerce Committee, named by Sen. Richard B. Russell (D-Ga.) to manage his campaign for Democratic Presidential nomination.

for more AT DEADLINE turn page



at deadline

EVANSVILLE COULD HAVE MORE TV, SAYS JONES

EVANSVILLE (Ind.) could have three VHF TV channels instead of one as allocated by FCC if channels were spaced 155 miles apart rather than 250, FCC Comr. Robert F. Jones said last week. Comr. Jones spoke at Evansville Sales Executive Club dinner meeting.

Reiterating his lone dissent on allocations plan [B•T, May 26], Comr. Jones argued again for closer spacing. He charged FCC "has approached television with its experience in radio and is, therefore, driving with a rear-view mirror."

TRIBUNE STAFFERS HELP ABC COVER CONVENTIONS

NEWS EXPERTS from *New York Herald Tribune* to participate in ABC Radio-TV reportorial and analytical coverage of both national political conventions, Thomas Velotta, ABC vice president, announced Thursday. Leading editorial personnel of New York publication assigned to ABC radio and television work—to be sponsored by Admiral Corp.—include Frank Kelley, national editor; Bert Andrews, head of Washington bureau and his assistant Jack Steele; David McConnell and Don Irwin, both of the paper's Washington office; John O'Reilly, humorist and feature writer; Robert J. Donovan, White House correspondent; Judith Crist, feature writer; Murray Snyder, legislative correspondent, and Richard L. Tobin, radio and television director. ABC also to assign its own top newsmen and commentators, to be headed by John Daly.

EFFECT OF COURT RULING IN AGENCY CASE EXPLAINED

NEIL P. CULLOM, counsel for defendants in case of Duane Jones Co. against nine of its former officers and Frank J. Burke and Manhattan Soap Co. (early story, page 24), said Thursday:

"The appellate division yesterday sustained the sufficiency of the complaint in the above case. The court wrote no opinion. The effect of this decision is simply as a matter of form the complaint's sufficiency has been upheld. The court expressed no opinions as to any principle of law or issues of fact, as asserted by the attorney for Mr. Jones, and there is a vast difference between what a plaintiff may allege in a pleading and proof in a trial."

RCA VICTOR ON WIND

RCA Victor Distributing Corp., Chicago, one of 50 distributors to use factory co-op funds for local radio this summer, has purchased half-hour Sunday night show on WIND Chicago for 13 weeks from June 8. Spots will be used also in campaign to plug leading popular records. Al Paul Lefton Co. Inc., New York is agency.

TV TUBE SALES DROP

SALES of TV picture tubes to set makers in April totaled 270,781 tubes valued at $6,074,540 compared to 370,206 units valued at $8,582,538 in March and 278,955 units valued at $6,869,181 in April year ago, according to Radio-Television Mfrs. Assn. Sales of receiving tubes in April totaled 26,247,258 units compared to 35,883,627 tubes in same 1951 month.

In this Issue—

CBS Radio affiliates will meet with top CBS executives July 1-2 in New York to figure out what is to be done about network radio. The meeting is called by nine prominent affiliates, but CBS management agrees to attend. The nine sponsors of the conference urge all affiliates to be there, for the situation in radio network business "offers cause for great concern." *Page 23.*

Broadcast Advertising Bureau's executive committee approves $600,000 budget for the bureau for the next 10 months. Included is a $15,000 appropriation to help pay for the Advertising Research Foundation's important study into radio measurement services. *Page 27.*

Transit Radio Inc., whose operations are declared constitutional by the U. S. Supreme Court, plans ambitious expansion. Officers and directors will meet tomorrow to figure out how to expand nationally. *Page 25.*

House investigators will begin to look into radio-television morals tomorrow. Chairman Harris of the investigating committee wants to keep the probe "within bounds," though he doesn't make clear what those bounds are. Lead-off witness will be Rep. Gathings who introduced the resolution calling for the investigation. *Page 28.*

Soap companies are in a lather buying broadcasting time. Here's a roundup of new radio and television purchases by such big spenders as Procter & Gamble, Lever Bros. and Colgate-Palmolive-Peet. *Page 25.*

Senate Appropriations Committee okays bigger budget for FCC to finance processing of TV applications and hasten development of television. If the appropriation goes through, the Commission can gain 15 examiner teams. *Page 61.*

New tax bill introduced in the House promises radio broadcasters who also operate other businesses a chance for some relief in excess profits taxes. *Page 23.*

FCC's Sixth Report (the TV thaw) is challenged by KVOL-AM-FM Lafayette, La., which petitions FCC for rehearing or reconsideration of final assignments to Lafayette. *Page 62.*

Radio and television paid $23 million to American Federation of Musicians members in 1950, according to a new AFM report. *Page 30.*

Upcoming

June 3-5: Public hearing, House Commerce subcommittee investigation of "immoral" radio and TV programs, 10 a.m., Room 1334, New House Office Bldg., Washington.

June 5-6: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 5-6: NARTB TV Code Review Board, Washington.

June 8-11: Adv. Federation of America, Waldorf-Astoria, New York.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

from Pedlar & Ryan to join Benton & Bow timebuying staff.

EFFECT of decision of U. S. District Ju Herbert Christenberry last week in New leans, holding *Times-Picayune* Publishing was in violation of anti-trust act by requir advertisers to buy space in combination morning and afternoon papers, expected bring mild business windfall to radio. C bination rates are used by more than morning and afternoon newspapers under jo ownership. If decision is sustained, this wo release money heretofore spent in forced tie advertising to other media, and with radio a TV in position to reap most of harvest, b national and local.

CBS BOARD Chairman William S. Paley w wind up his government assignment as cha man of President's Materials Policy Comm sion on or about June 23 and will return f time to his CBS duties. He's now in fi draft of report to President Truman and devoting about one day per week to his Wa ington task which began January, 1951. H already booked to participate in radio netw problems at CBS affiliates conference cal for July 1-2 (see story page 23).

PETRO Assoc. of Wyoming considering fi minute radio news programs in numerous m kets for one-week test, to promote investme in 48-acre oil leases in Wyoming. If succe ful, radio will be used indefinitely. Listene will be asked to invest money in lease; if vested land strikes oil, investor profits. H. Lifton Assoc., N. Y., is agency.

FRANK K. WHITE, former MBS preside who joins NBC June 10 in executive capaci slated for election to NBC vice presidency next upcoming meeting of NBC board. H assignment not indicated but could be over trouble-shooting, with first mission, as a nounced, coordination of TV film syndicati operations.

CHEERFUL hopes expressed by some tw score mid-Atlantic stations interested in ne Washington-keyed program wire proposed Peoples Broadcasting Co. stations (WOL Was ington, WRFD Worthington, Ohio). Statio meet in Washington Thursday-Friday to di cuss regional project growing out of Liberty suspension.

R. MORRIS PIERCE, on leave as president WDOK Cleveland, is completing round-th world trip of all Voice of America constru tion projects embodied in so-called "Ring-Plan He returns within fortnight to prepare h final report, after which he will resume a sociation with WDOK.

TIME REQUESTS

OFFICIALS of three radio-TV networks we meeting independently Thursday afternoon consider requests from Presidential campaig ers Estes Kefauver and Robert Taft for ne work time comparable to that scheduled f Gen. Dwight D. Eisenhower's Abilene, Kan speech Wednesday. Answers were not expecte until this week, but it was generally assume negative replies would be given, probably o basis that General's welcome is of nation interest and his speech of military importanc Only network unruffled was DuMont whic late Thursday, had not scheduled Abilene even

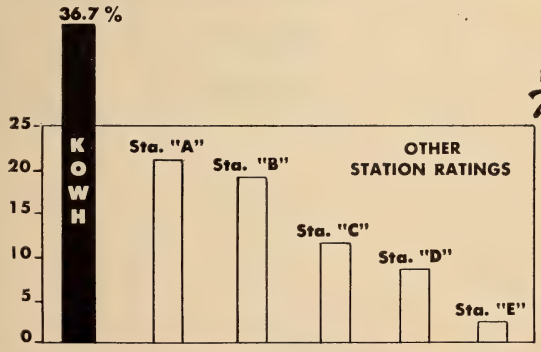
for more AT DEADLINE see page 94

All It Took was a Snowball...



. . . Thrown by a colonial urchin, to spark a chain reaction that terminated with the "shot heard 'round the world" on Boston Commons.

History records, too, another eventful snowballing — the growth of radio KOWH to a position of dominance in the Omaha, Council Bluffs area. Hooper tells the story . . . evident in the chart below of the KOWH share-of-audience averaged for 8 A.M. - 6 P.M., Monday through Saturday, October, 1951, through March, 1952.



- *Largest total audience* of any Omaha station, 8 A. M. to 6 P. M., Monday through Saturday! (Hooper, Oct., 1951, thru March, 1952.)

- *Largest share of audience,* in any individual time period, of any independent station in all America! (Oct., 1951, thru Febr., 1952.)

Represented Nationally By
The Bolling Co.

Kowh
OMAHA

"America's Most Listened - To Independent Station"

"Go North, young man, go North!"

Wise men are heading North today—to the land of the aurora borealis, to prosperity, to Canada. For Canada is the United States' best customer abroad.

Yes, Canada buys 20% of everything made in the United States that's sold abroad—and pays CASH, too! As a new market for you, Canada is unsurpassed.

Geographically, Canada is your next door neighbour.

Industrially, she leads the world in numerous things. For instance, Canada is the world's largest producer of—

Nickel
Radium
Platinum
Asbestos
and
Newsprint . . .

56% of the world's newsprint was produced by Canada in 1949.

It's these natural resources that have helped to make the Canadian dollar worth 1% more than the U. S. dollar—a hard fact in support of the statement that Canada is a profitable market for *you*.

But—how to reach it?

Radio is the answer. It's easy enough to reach the densely populated centers. But that leaves 41.5% of Canada's total retail sales market untouched: an area that accounted for $3,622,465,000 in retail sales in 1949. In this rural market Radio can give you a better sales performance than any other medium—*plus* high performance in the "High Density" areas.

For 94% of ALL Canadian homes have a radio!

And

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St., West, Toronto.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

Agency Beat	12
Aircasters	54
Allied Arts	57
Editorial	50
FCC Actions	86
FCC Roundup	91
Feature of Week	20
Film Report	78
Front Office	52
New Business	16
On All Accounts	12
On the Dotted Line	40
Open Mike	18
Our Respects to	50
Programs, Promotion, Premiums	85
Strictly Business	20
Telestatus	73
Upcoming	38

TELECASTING Starts on page 59

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

May 31, 1952

To the PRESS and RADIO:

Subject: ONE WAY TO HAVE BETTER ROADS

Everybody wants good roads -- and having them means protecting the roads we have, as well as improving them.

That's why everybody has an interest in the results of a series of road tests conducted for eleven state highway departments on a paved highway in Maryland which is typical of many thousands of miles in the United States.

These tests demonstrated scientifically that there is a basic and inescapable relationship between the strength of a roadway and the weight of the vehicles which it can carry without costly damage and deterioration.

In fact, as the weight of the heavier vehicles increases, the amount of damage done increases in far greater than direct proportion. In the Maryland tests, an increase in single axle weights from 18,000 pounds to 22,400 pounds caused more than six times as much cracking in pavement laid, in both cases, on subsoil of the same character. And raising tandem axle weights from 32,000 pounds to 44,800 pounds on the two axles caused more than twelve times as much cracking in pavement laid on soil of the same kind in both cases.

This is one reason why highway engineers are so concerned that highways and bridges be protected from abuse and overloading, which means heavy damage and added costs. These costs must be borne by general taxpayers and by all motorists who use the highways.

Fortunately, the steel highways of the railroads are built to take the heavy loads of the nation's commerce, and their maintenance and repair do not cost the taxpayer a single penny.

Sincerely yours,

William T. Faricy

SELL THE HEART OF THE NORTH

OVER **KFYR** BISMARCK, TH

"Unique" is merely a statement of fact in any description of KFYR Bismarck. It has a greater coverage area than any other station in the country, regardless of power—encompassing 1,000,000 people in North and South Dakota and sections of Montana, Wyoming and Nebraska, and 850,000 in Canada. It serves many cities exclusively and completely dominates a large group of others. In fact, there is no other outlet of such power and advantageous wave length within its entire coverage area.

KFYR is the favorite station among the majority of listeners in this huge segment of the Northwest—a top rank borne out by every independent survey. KFYR features splendid network, spot and local programming, but it is actually far more than just a medium of entertainment. Since there are relatively few daily newspapers in the area, KFYR is in a unique service position as the immediate source of news, weather reports, farm news and other vital information.

As a radio buy, KFYR becomes still more important in light of the purchasing power of its audience. Since the war, North Dakota has reached an all-time high in agricultural production, with industry and mining keeping pace. Just one example of this market's prosperity is the $53,000,000 spent each year on groceries alone.

John Blair & Company, exclusive representatives of KFYR for 13 years, has filed one example after another of how KFYR has translated the loyalty and spending power of its listeners into success stories for advertisers. For actual case histories on products in your field—all produced *at low cost* over KFYR—call your John Blair man today!



KFYR's Master Control Room which, like all of this s tion's facilities, represents the newest in scientific planni



Commercial Manager **BOB MacLEOD** consults wit Program Director **CAL CULVER.** The intricate progra board in background, which shows details of four week programs, slides electrically between their offices.



KFYR's unique Studio A is considered one of the finest small auditorium studios in the nation. Expandable stage can accommodate a cast of over a hundred.

WEST THE JOHN BLAIR WAY

HOME RADIO STATION OF TWO STATES



KFYR transmitting plant 15 miles east of Bismarck. Higher tower is the highest narrow-base, self-supporting tower in the world. North Dakota's skyscraper capitol building at Bismarck, photographed to the same scale, shows the tremendous size of the main tower.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

JOHN BLAIR & COMPANY specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts . . . as specialists in selling via spot radio.



F. E. FITZSIMONDS, Station Manager of KFYR.

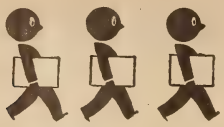


TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



agency

JOHN L. McQUIGG, vice president-manager, Geyer, Newell & Ganger Detroit, to Lennen & Newell [B•T, May 26] as vice president in charge of Detroit office and member of board of directors.

JOHN T. McHUGH, CHARLES M. HARRISON and HARRY KULLEN elected vice presidents of Joseph Katz Co., Baltimore. EDGAR KASSAN, ROLAND BRAVE, STANLEY BLUMBERG and GRAYDON WALKER named to plans board. ROBERT G. SWAN, radio-TV head, promoted to vice president and director of radio-TV.

EDWARD MacDONALD, Hearst Adv. Service, N. Y., to research department, Young & Rubicam, that city, as head of media research.

FLORENCE KATZ, Leland K. Howe Assoc., to Emil Mogul Co., N. Y., as assistant radio-TV timebuyer. MORT WYNER, *Television Magazine*, to agency's executive staff and HAROLD MALK appointed junior account executive.

A. J. CASON, Sears, Roebuck & Co., Chicago, to Kenneth B. Butler & Assoc., Mendota, Ill., as copy writer and account executive.

DONALD H. JILSON, technical copy writer, Leeds & Northup Co., Phila. to Richard A. Foley Adv., that city.



on all accounts

"THERE are no generalizations in the advertising business," says Maurice Belmont Ver Standig, president of Washington's M. Belmont Ver Standig agency.

"Any advertising man who tries to pass along broad statements as to how to handle a new client is just talking," Mr. Ver Standig declared.

"You just don't know how best to handle a new client's advertising until after you've made a lot of tests. We assume nothing," he stated.

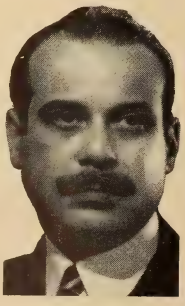
"A rule we adhere to, something we try to insist on is that 5% of the total advertising budget of a client be spent on research — continuing research," Mr. Ver Standig added. "I can say that all of the 30 accounts that we have now abide by that rule."

Mr. Ver Standig said that annual advertising budgets of his agency's clients total $1,140,000 of which an estimated $320,000 is spent in broadcast media. Several direct mail accounts are numbered among his clients.

"What I mean when I say that we do not assume anything," explained Mr. Ver Standig, "is that we simply don't know which medium would be best for our client's product until we do a lot of testing. Even when a particular campaign worked well for a similar product, we still don't assume that it will sell best for our client's product.

"Starting from scratch, we try to find out what would be best for our client before deciding on any approach—and that's why we have that 5% rule."

While Mr. Ver Standig does not feel that the past is necessarily the prologue of the future, he does not ignore methods which have proved successful. Far from it.



Mr. VER STANDIG

Within arm's reach of his desk he has a 10,000-card file containing "abstracts" of success stories. These are studied as guideposts.

But, he emphasized, successful campaigns of the past are only guideposts, and "we still don't know until we've tested the market what the best approach would be."

Mr. Van Standig said also that his agency follows through with marketing and salesmanship clinics. We want to make sure that a customer is treated right once he is attracted by our advertising, he explained. His agency is now com-

(Continued on page 56)

beat

ROBERT E. MATTHES, radio-TV director, Bozell & Jacobs, Minneapolis, to Wright & Assoc., Chicago, as radio-TV writer and producer.

ROBERT LONG, TV-film staff, Schwimmer & Scott, Chicago, to Buchen Co., that city, as radio-TV director.

MARY BREWSTER BRADY, Dancer-Fitzgerald-Sample, N. Y., to copy staff, Doherty, Clifford & Shenfield, same city.

HAROLD BREITNER, copy writer, Hicks & Greist Inc., N. Y., promoted to account executive.

MAJ. JIM PATTERSON, USAF, TV copy writer, J. Walter Thompson Co., L. A., named executive producer, Video Production Squadron, Burbank, Calif.

BERGLIETTE BOE, formerly manager of radio department, Roy S. Durstine Inc. and assistant radio director, MacFarland, Aveyard & Co., Chicago, to radio department of Needham, Louis & Brorby, that city.

ROBERT L. GARRISON, DONALD P. DAVIS, VIC CANEVER and **JACK F. WORTH,** to creative and copy staff, D. P. Brother & Co., Detroit.

JAMES S. LITTLE, former office manager, Charles Dallas Reach Co., N. Y., to Al Paul Lefton, Phila., in executive capacity.

EMMETT C. McGAUGHEY, executive vice president, Erwin, Wasey & Co., L. A., named a city police commissioner.

KENNETH C. RING named executive vice president at William Hart Adler Inc., Chicago.

WES ECOFF, Ecoff & James Inc., Phila., elected chairman of city's chapter of American Assn. of Adv. Agencies. Other officers are **EARLE A. BUCKLEY,** The Buckley Organization, vice chairman; **SIDNEY THAYER,** Aitkin-Kynett Co., third secretary-treasurer, and **GEORGE BARNARD,** Aitkin-Kynett, and **J. M. KORN,** J. M. Korn & Co., governors.

DAVID W. ARCHIBALD, research and sales analysis staff, Gray & Rogers, Phila., promoted to assistant research director. **VINCENT BENEDICT** promoted from associate art director to head of art department.

RICHARD SCHOCK, Richard A. Foley Adv., Phila., to copy staff, Geare-Marston, that city.

SCHRAM Co., Chicago, has moved to larger offices in State-Madison Bldg., 22 W. Madison St.

IRVING GOULD rejoins Lavenson Bureau, Phila., as art director.

PAUL MATHISON, H. M. Gross Adv., Chicago, to Phil Gordon agency, that city, as art director.

CHARLES L. DUBISSON, Congoleum-Nairn, to Hicks & Greist, N. Y., as account executive.

DAVID S. NORTH to press department, Ted Bates & Co., N. Y.

JOHN FALKNER ARNDT & Co., Phila., moves to own building at 160 N. 15th St., that city.

ROBERT W. MAERCKLEIN Adv., Milwaukee, and **CARL NELSON Inc.,** have merged under name Maercklein-Nelson Adv., Milwaukee.

DONALD F. SIMCOX, director of Contemporary Art Assn., to J. Robert Mendte Inc., Phila., as creative head of art department.

H. I. ORWIG, vice president, Buchen Co., Chicago, will discuss export advertising at National Industrial Adv. Assn. meeting in Chicago, June 30-July 2.

CORNWELL JACKSON, vice-president, J. Walter Thompson Co., L. A., and **MRS. JACKSON (GAIL PATRICK),** associate producer, *Perry Mason* TV film series for Bing Crosby Enterprises, vacationing in Honolulu.



Into their homes (and into their hearts) for over 20 years!

Sally Work has been broadcasting for WBEN Buffalo ever since the station opened. And her phenomenal success can be summed up in one word: confidence. Sally goes into Buffalo homes and into the hearts of housewives with her friendly, informal afternoon show. And sales-wise, Sally has what we call "cushioned drive". She's honest, down-to-earth, convincing but never overbearing. It's the kind of personal selling that appeals to women. And the list of Sally's success stories prove it. Red Heart Dog Food, Nescafe, Borden's Starlac, Gerber's Baby Foods . . . these and scores of other products were first introduced to Buffalo women by Sally Work. So if you want a sincere selling job done on your product, Sal's your gal. 150 word participations are available Monday thru Friday. Check with Petry for details.

Sally Work 1:30-2 P.M. Mon. thru Fri.

WBEN

NBC BASIC — BUFFALO



Some girls have all the charms



You've got to hand it to Joan Edwards. She's been a charmer ever since she first trod the boards as a young protégée of her famous Uncle Gus. Nowadays, she's getting new bouquets for showmanship—*and salesmanship*—on her new song-and-story show on WCBS, Monday through Friday mornings at 9:30.

- ***She charms critics.*** Billboard says, "It's as tho' the chanter, having fed her family, sent her hubby off to work and the kids to school, has called in the gals to chat and play records. And she does it all very pleasantly and capably."

She charms listeners. According to her first Pulse,* Joan's bright-as-sunlight personality and friendly program *attracted more listeners than any other New York network station participation program.* In fact, every morning housewives in more than 150,000 homes accept her warm invitation to "Come on over to my house."

She charms advertisers. Variety says: "She delivers her plugs with a cozy touch." But just hear those "plugs" and you'll realize they're socked across with all the skill of a star born and bred in big-time show business. (Participations were 50% sold out before her first program!)

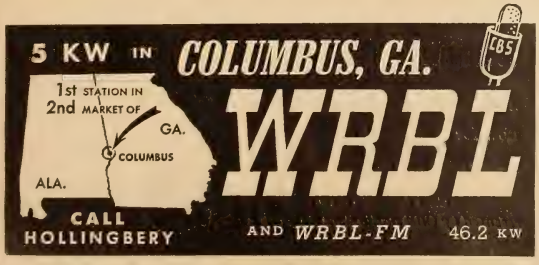
Want to charm customers? Call us and sign up now for a low-cost participation on WCBS' Joan Edwards Show.

CBS Owned • New York
Represented by CBS Radio Spot Sales
WCBS

**March 1952*



Top Hooper, top coverage, top merchandising support means WRBL leads ALL media in delivering the booming Columbus market. In 1951 Columbus showed a 10% POPULATION INCREASE; 10.5% RETAIL SALES INCREASE: 16.5% INCREASE in Effective Buying Income. WRBL delivers 18.7% MORE COVERAGE than all other media in the Columbus 26 county trading area. For complete coverage at the lowest cost per thousand contact WRBL or Hollingbery.



new business

Spot • • •

GENERAL FOODS, N. Y. (Instant Maxwell House coffee), placing saturation spot radio campaign in limited number of markets using as many as 50 spots weekly June 16-27. Agency: Benton & Bowles, N. Y.

GILLETTE Co., N. Y., to sponsor radio-TV coverage of Belmont stakes races next Saturday over NBC networks, 4:30-5 p.m. EDT. Agency: Maxon Inc., N. Y.

PLANTERS NUT AND CHOCOLATE Co., Wilkes-Barre, Pa., renews *Lucky U Ranch* on 25 ABC Pacific radio stations, 12:30-1 p.m. PDT Mon. through Fri. from May 19 for 13 weeks. Agency: Raymond R. Morgan Co., Hollywood.

SIGNAL OIL Co., L. A., (petroleum products), renewed *The Whistler* on 21 CBS Pacific and Mountain radio stations, for 10th year, Sun., 7:30-8 p.m. PDT for 52 weeks from June 1. Agency: Barton A. Stebbins Adv., that city.

ARMOUR & Co., Chicago, renews *Gene Autry Show* for 26 weeks on KSD-TV St. Louis and WBAP-TV Ft. Worth, Tex. Company also signs for 26 weeks of same CBS-TV film sales package. Agency: Foote, Cone & Belding, Chicago.

Network • • •

ALUMINUM Co. of America, Pittsburgh, to sponsor *It's News to Me* with John Daly on CBS-TV for nine weeks effective July 6 as summer replacement for Edward R. Murrow's *See It Now*. Agency: Fuller & Smith & Ross, Cleveland.

UNION OIL Co., L. A. (Royal Triton motor oil), began *Royal Triton Baseball Roundup* on May 26 on 319 ABC radio stations including outlets in Alaska and Hawaii. Program is aired 5:55-6 p.m. EDT Mon. through Fri. for 18 weeks. Agency: Foote, Cone & Belding, L. A.

REXALL DRUG Co., L. A., started sponsorship of *Doris Day Show*, 7:30-8 p.m. EDT Sun., CBS Radio, effective yesterday (Sunday) as summer replacement for *Amos 'n' Andy*. Agency: BBDO, L. A.

GENERAL MILLS Inc., Minneapolis (Wheaties, Gold Medal flour), renews *Trouble With Father* on ABC-TV, Fri., 7:30-8 p.m. EDT for 52 weeks from June 6. Agency: Dancer-Fitzgerald-Sample, Hollywood.

CAT'S PAW RUBBER Co., Baltimore (heels and soles), to sponsor alternate Sunday telecasts of *Quiz Kids*, 4-4:30 p.m. EDT, CBS-TV Network, effective Sept. 14. Agency: S. A. Levyne & Co., Baltimore.

Agency Appointments • • •

WISSAHICHON YARN Co., Jenkintown, Pa., appoints Lee Ramsdell & Co., Phila., for Wyco wool and nylon hand knitting yarn. GERALD F. SELINGER is account executive.

LURR PRODUCTS Corp. (Lurr insecticide), names Rand Adv., N. Y. Radio and television will be used.

CLARK-HOPKINS EQUIPMENT Corp., EDMAR COMMUNICATIONS Co. and L. GOLDSTEIN'S SONS Inc., appoint Advertising Assoc., Phila.

FREEZERATOR Inc. appoints Fien & Schwerin, Phila., for radio, TV and newspaper campaign in that city and Washington, D. C.

Adpeople • • •

HOWARD GORMAN, associate advertising manager, Gaines (dog food) Div., General Foods Corp., N. Y., promoted to sales and advertising manager succeeding DONALD S. HARRIS now on special assignment. C. D. EWART, Gaines advertising assistant, named assistant to Mr. Gorman with V. B. WARD Jr. replacing Mr. Ewart.

REX BUDD, advertising manager, Campbell Soup Co., to receive Dr. Herbert W. Hess-Dr. J. Russell Doubman award of Merchandising Assn. at annual dinner at Houston Hall, Phila.

JAMES J. NICHOLS, currently with U. S. Navy, returns to Certified Grocers of Calif., L. A., as advertising manager, after discharge.

THE JOURNAL COMPANY

announces the appointment of

THE HENRY I. CHRISTAL CO., New York, Chicago,

as national sales representative

for radio station

WTMJ

THE MILWAUKEE JOURNAL STATION

★

Effective June 1, 1952

open mike



'Remarkable Statement'

EDITOR:

Usually, when perusing your interesting magazine, at expense of management, I presume that your information is documented. Can this be true of the remarkable statement in recent CLOSED CIRCUIT that "cameramen and other unionized personnel" are responsible for "bosom shots" and "off-color gags" . . . ?

V. J. Hultman
Engineering NBC
Hollywood, Calif.

[EDITOR'S NOTE: Point was made during Code writing session. Pointers identity trade secret. Sorry.]

* * *

'Just Unique'

EDITOR:

I guess we're just unique.

At any rate your editorial, "Legalized Larceny," [B•T, May 19] makes the startling statement that "There's hardly an independent in the country that wouldn't go major network if it could." Gentlemen, here is one independent where all of us would just as soon take strychnine as go major network . . .

First . . . our listeners would desert us by the thousands if we swapped our friendly, informal, living local programs for the highly emotional soap operas, whodunits and other trash that makes up such a large percentage of network fare . . .

Economically it would be sheer lunacy to swap time for which we are being paid 100 cents on the dollar to a network which would pay us at most about 30 cents . . .

And should I mention rates? Ours have been raised three times in three years and there is not a single under-the-table deal in the house. . . .

L. O. Fitzgibbons
Owner-Manager
WBEL Beloit, Wis.

* * *

Standard Equipment

EDITOR:

I have been in Europe for approximately eight months now and did not realize in six years of station management just how important your publication is to the industry. It is as standard a piece of equipment in a station as a remote amplifier, a master program schedule, or continuity paper. Twice a month now for eight months I begin to think, "I must look at BROADCASTING and see what's happening in the industry," but, alas! No BROADCASTING. Your prompt attention to this order will be greatly appreciated from the former manager of WTAW, KTLW, KHIT, KIOX, and former staff man of WOAI-WOAI-TV.

W. R. Pierre
Hdq. Trust
APO 209
c/o PM, New York

* * *

Salik's Rebuttal

EDITOR:

In the always stimulating OPEN MIKE section of your issue for May 12, I read with particular interest the letter from Howard W. Davis, General Manager of KMAC-KISS (FM) in San Antonio, Tex. My friend, Howard, took exception to our double-spread in the April 21 BROADCASTING • TELECASTING in which we claimed KCBQ is "first in audience in the nation's fastest-growing major market." Specifically Howard stated that the San Antonio "metropolitan area" had grown faster in the past ten years than the San Diego "metropolitan area."

I hate to do this—particularly to my former home-town of San Antonio—but, facts are facts even in Texas.

The preliminary U. S. Census for 1950 lists the following figures for the Standard Metropolitan Areas (as defined by the Bureau of the Budget) for our two cities:

	1940	1950	% of Increase
San Antonio	338,176	496,090	46.7
San Diego	289,348	545,967	85.2

The J. Walter Thompson Advertising Agency used identical figures in their excellent booklet, *The Cream of Your Market*, again deriving their information from the U. S. Census of 1950. They divide the nation's top 162 markets as follows:

A—8 markets over 2,000,000
B—35 markets from 450,000 to 2,000,000
C—72 markets from 150,000 to 450,000
D—47 markets from 150,000

Again, in their booklet, the percentage of increase is 85.2% for San Diego as compared to 46.7% for San Antonio. Incidentally, their breakdown also shows that San Diego has grown faster in the past ten years than has any market in the A group, any market in the B group (which includes both San Diego and San Antonio), any market in the C group, and amazingly any market in the D group except one.

I think the figures Howard used were correct for "City Markets" rather than for the Standard Metropolitan as defined by the Bureau of the Budget. (San Diego County in our case, Bexas County for San Antonio). I'm sure that Howard would agree with me that one of radio's many advantages is that our medium, unlike others, does not

(Continued on page 58)

WLOF NEWS
INCREASES AUDIENCE
250%

When the Hooper Study of January-February, 1951 revealed that a network woman commentator on WLOF at 12:00 til 12:15 Noon, Monday thru Friday, had a Hooper Rating of 2.0; and a Share-of-Audience of 10.9, it was yanked from the air. The replacement was WLOF's own Production of "Front Page News" as reported by Paul Marlowe. These concise, hard-hitting, news broadcasts keyed to the interests of Orlando and all of Central Florida built an amazing following in a few short months. The October-November, 1951 Hooper Report discloses that Paul Marlowe's FRONT PAGE NEWS has a Hooper Rating of 7.0. This is a 250% INCREASE IN AUDIENCE. This WLOF News program has a 23.5 Share-of-Audience, representing a 115% Increase in Share-of-Audience. AND IT'S STILL BUILDING!

Radio Sets-in-Use jumped from a 15.7 in January-February up to a 29.8 in October-November, 1951. RADIO'S IMPACT IS GROWING in ORLANDO, FLORIDA.

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

WLOF

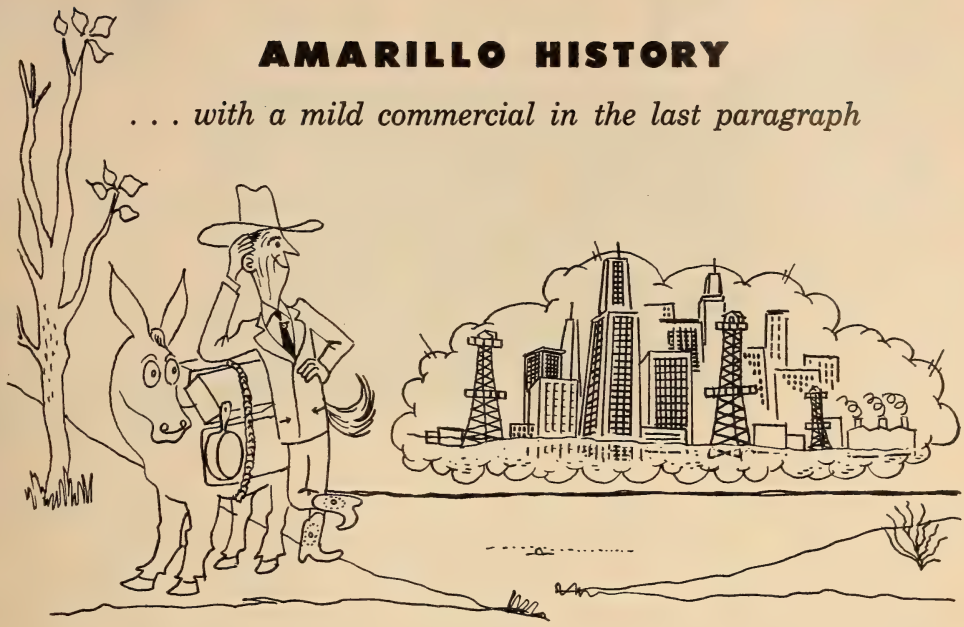
"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

AMARILLO HISTORY

. . . with a mild commercial in the last paragraph



AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Wholesale and shopping center for an 83-county, 2-million-person area, Amarillo is close to the stuff an advertiser looks for when he wants business. KGNC, *which completed its 30th year of broadcasting last month,* is almost half as old as Amarillo. The only NBC station in a diamond pointed by Denver, Albuquerque, Dallas, and Oklahoma City, KGNC offers its listeners regional and national programming on its 10,000 watt signal . . . and its advertisers the chance to meet Panhandle hospitality and loyalty.



710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

"Operation Heat Wave"



The hottest thing in town these days, outside of Washington's famous summer weather, is WRC's "OPERATION HEAT WAVE." For the first time, WRC is affording its advertisers a chance to make the heat pay off. . . .

If you're selling a seasonal product that moves best when the sun is hottest, here's your chance to buy radio spots in Washington on those "fair and warmer" days only—and save and save in the bargain.

WHEN: From May 25 through September 25.

WHAT: 20-second station breaks.

WHO: Seasonal hot weather products *only*, such as fans, bathing suits and sun tan lotion. (Products subject to WRC acceptance).

COST: It's lower than you think!

For complete details on how to stretch your radio dollars in the Washington market during the summer months, contact the New York office of NBC Spot Sales or the WRC Sales Department.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

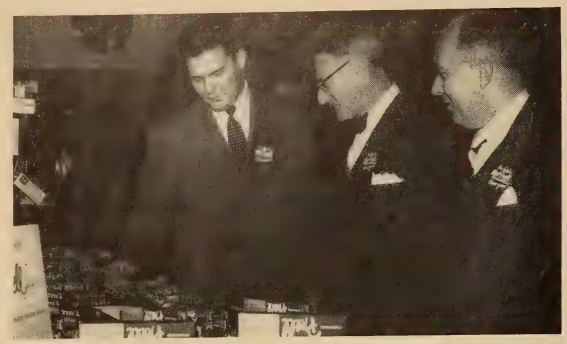
FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week



L to r: Mr. Dixon; W. L. Snyder, Drug Products Div., Procter & Gamble, and L. S. Lavezzi, Mgr., Kress store.

* * *

IN AN unusual feat, Prell Shampoo last week filmed a television commercial featuring the Prell comparison test as it was conducted in a busy store—Kress on Fifth Avenue in New York—before the public.

The commercial is the first in a series of TV films to be staged at well-known locations throughout the country.

Announcer Bob Dixon, with the aid of four models, conducted the questioning by stopping customers at random and asking:

"Which side of this girl's hair looks more radiant?"

Each girl's hair was parted down the middle—one half shampooed with the new Prell and the other half with another leading brand. A camera was focused on the group to catch shoppers' answers. The film is that actually used in the TV commercial. Of the 12 women solicited, recorded and filmed, 11 liked the Prell side and the 12th was indifferent.

Don Weill, account executive of Benton & Bowles, agency for Prell, was the guiding idea-man behind the TV venture.

strictly business

LIFTING of the TV freeze will mean greatly increased use of film programs, according to Aaron Beckwith, sales director of United Television Programs, distributor of TV films, who has already watched his sales volume quadruple itself in the past year.

Some of his reasons: More stations will mean greater competition and local managers will seek improved programming; stations unable to receive network service will turn from costly local five shows to less expensive film; national advertisers are even now turning from network to national spot advertising on film to stretch their already taut TV budgets.

An amiable man with a friendly voice, Mr. Beckwith contends that his best salesman, responsible for 75% of each sale, is the product itself. His company handles such programs as *Big Town*, now produced on film for simultaneous distribution by Lever Bros. and non-competing advertisers in other cities; all Bing Crosby Enterprises' TV output; *Durocher and Day*

(Continued on page 55)



Mr. BECKWITH

CLEVELAND

WSRS

"The Family Station"

CLEVELAND'S ONLY *NEWS STATION* ON THE AIR *24 Hours daily around the clock*

WSRS

●"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR AROUND THE CLOCK

On the air 24 hours daily

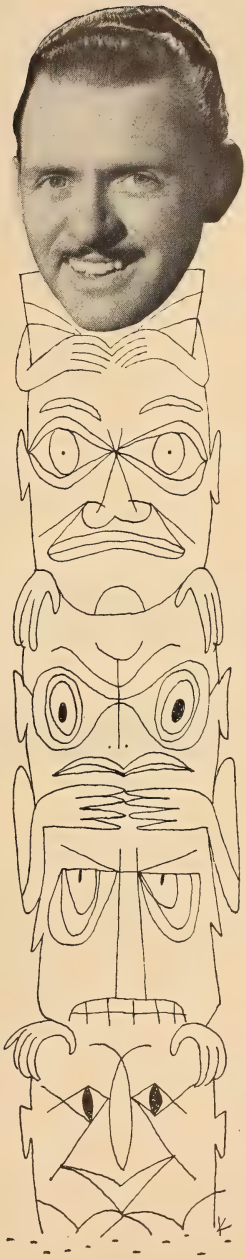
"The Family Station"

WSRS

CLEVELAND

NAT'L REP. FORJOE & CO.

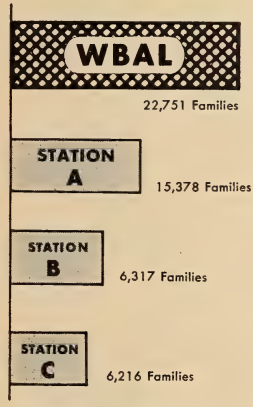
"High Man On the ARB Poll"



THE AL ROSS SHOW

6:00 to 9:30 A.M. Monday Thru Saturday

ARB* COMPARATIVE FIGURES ON TOTAL FAMILY LISTENERS



35% *More* Family Listeners On WBAL Than 2nd Closest Station

* *Total Area ARB, 7AM-9AM, Oct.-Nov. 1951*

The chart at the left tells the story. Survey after survey shows Al Ross way out front in all morning programs. American Research Bureau proves the Al Ross show gives you at least 35% more Families.

And there's a good reason why Al is so popular. He has a way with him . . . a different style of announcing songs . . . a different way of giving with the commercials.

And here's another reason why the "big pay off" is on WBAL *BALTIMORE* . . . the station with the big 50,000 watt power—WBAL, the NBC affiliate.

Let Us Tell You Why The "AL ROSS SHOW" Has the Lowest-Cost-Per-Thousand in Baltimore in the Morning!

WBAL

50,000 WATTS • NBC IN MARYLAND

Nationally Represented by EDWARD PETRY & CO.

NORTH CAROLINA is the South's No. 1 STATE

North Carolina's NumberONE SALESMAN

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF

also WPTF FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM AND EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER
GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

Vol. 42, No. 22 JUNE 2, 1952

CBS RADIO RATE TALKS

Affiliates Call Meet With Network

By EDWIN H. JAMES

A GROUP of prominent CBS Radio affiliates last week arranged for and invited other stations of the network to a two-day conference on the current radio network crisis. Top CBS executives have agreed to participate.

Copies of a telegram signed by the group were sent out Wednesday night to all CBS Radio affiliates and the meeting set July 1-2 in New York's Ambassador Hotel.

William S. Paley, chairman of the board of CBS; Frank Stanton, president; Adrian Murphy, president of CBS Radio, and other high CBS executives will be present. Mr. Stanton is cutting short a European vacation to attend the meeting.

Those signing the telegram were Kenyon Brown, KWFT Wichita Falls, Tex.; Victor Sholis, WHAS Louisville; William Quarton, WMT Cedar Rapids; John E. Fetzer, WKZO Kalamazoo; Saul Haas, KIRO Seattle; John F. Patt, WGAR Cleveland and WJR Detroit; Ray Herndon, KTRH Houston; Hulbert Taft, WKRC Cincinnati, and George B. Storer, WGBS Miami, WAGA Atlanta, WMMN Fairmont, W. Va., and WWVA Wheeling, W. Va.

Realistic Discussion

Sponsors of the conference said they wanted made clear that it was intended as a realistic discussion of the deteriorating situation in radio network operations. It was not called in a spirit of antagonism, they emphasized.

In the telegram, however, they said the state of radio network business "offers cause of great concern."

Although the telegram was no more specific than that in regard to the cause of the meeting, it was plain to all that the sponsors of the conference were worried by the prospects of another round of network radio rate reductions.

By last week it had become an open secret that CBS Radio was seriously considering a substantial reduction in nighttime rates. All that remained to be settled was the question of how much to cut them. The question of when to invoke the reductions had been pretty well decided: As soon as the CBS top executives agreed upon the amount of the cut.

learned last week that CBS management had made up its mind it could not go into the fall season without a rate cut deep enough to set prices below the depressed levels at which network business lately had been conducted in under-the-table deals.

Only by falling back to a fixed price level of this order can radio network business be stabilized, these CBS executives believe. And their opinion coincides with that held by the management of NBC, it is known.

Having twice been thwarted by affiliate opposition when it tried to take the lead in imposing rate adjustments, NBC has adopted the strategy of awaiting a CBS Radio cut before, as it cannot fail to do, following with its own.

It was in recognition of this anticipated sequence that the idea for a meeting of CBS Radio affiliates first arose. Although wholly independent of the All-Radio Affiliates Committee, the action last week of the CBS affiliates group was a logical outgrowth of an Affiliates Committee meeting a fortnight ago [B•T, May 26].

At that meeting, the Affiliates Committee expressed "grave concern" over the general radio network situation, but refrained from any joint action. There is little activity the Affiliates Committee can undertake as a group because of the danger of running afoul of anti-trust laws.

Decided To Confer

The Affiliates Committee did say, however, that its members had decided individually to confer with their respective networks on the difficult questions facing radio network business.

Of the signatories to last week's telegram to CBS Radio affiliates, three are members of the All-Radio Affiliates Committee, Messrs. Brown, Storer and Patt. One other, Mr. Sholis, was present as a guest at the Affiliates Committee meeting a fortnight ago, however.

Although it was not called at their suggestion, CBS executives were said to be favorably disposed toward the July 1-2 meeting.

It is known some high CBS officials feel the time has come to present CBS Radio affiliates with a comprehensive situation report detailing the radio network's difficult position in the face of what amounts to a buyers' strike against network radio at present prices.

This position may not be easy to explain, since many if not most CBS Radio affiliates—including those in television markets—are said to be doing well in both local and national spot sales.

These affiliates find it hard to believe national advertisers are willing to buy spot radio but not network radio. They find it especially hard to understand when the advertisers are buying heavily in radio spot in television markets and, on some stations, at spot rates which prevailed before the network radio rate cuts of a year ago and which have not dipped a cent since.

In the opinion of some CBS Radio

(Continued on page 36)

RADIO TAX RELIEF

Offered in Miller Bill

A SIMPLE dollar-and-cents objective to benefit a number of radio station operators, weary-eyed from puzzling over high rates in the Excess Profits Tax Act, underlies a rather complex bill introduced in the House last week.

The bill was authored by Rep. William E. Miller (R-N.Y.) and was referred to the tax-writing House Ways and Means Committee.

Its significance is clear-cut for it would:

Give the radio licensee, who also operated some other type of business or businesses in the years 1947-1949, an opportunity to separate his radio earnings from his other business ventures for a breakdown for tax purposes.

Where this could be profitable for the broadcaster in the category described can be readily seen. For if the broadcaster lost money in getting his radio property on an even keel, revenue-wise, his so-called base period—1947-1949—would be adjusted accordingly.

Thus, the broadcaster could apply his losses at a rate to be determined by an (radio) industry rate of return to his other business income to obtain his average base period income.

A section of the bill would provide that relief would be retroactive to the period starting with July 1, 1950.

As is the unwritten effect of the Excess Profits Tax, the business which can show a higher base period can later show a less lop-sided earnings sheet in the subsequent years.

Exemptions Granted

The bill specifically excludes from its provisions those AM broadcasters who also operated TV prior to Jan. 1, 1951.

The Excess Profits Tax Act already contains a relief section for TV broadcasters, who were in business early, but who lost money.

The TV formula generally permits radio owners who operated television to apply their earnings to an individual rate of return or an industry rate, whichever is the more favorable.

It was learned that Rep. Miller introduced his bill upon request. According to sources in the House, the legislation was spurred by "some seven newspapers who own radio properties."

This source disclosed that the newspaper owners were ones who had purchased their way into radio early in the post-war era by acquiring FM stations only. It was claimed that these owners lost money in operating these stations until they later "acquired AM properties."

However, it must be noted that the relief would be afforded to not only the newspaper owner of a radio property but also any other licensee who has other business intrests.

A tricky law for the layman, the Excess Profits Tax provisions can penalize such business owners because losses generally written off on a losing proposition to a profitable enterprise makes the latter base period much lower. In turn, when the losing operation becomes profitable, the overall jump in profits becomes gravy percentage-wise for the government.

A similar situation formerly existed in the TV broadcaster's situa-

(Continued on page 38)

ZUZULO NAMED

As MBS Press Chief

FRANCIS X. ZUZULO, press information manager for Mutual, last week was promoted to director of press information, with responsibilities including supervision of the network's publicity offices in Chicago, Washington and Hollywood as well as New York, and operation of the department's regular services to affiliates and editors throughout the nation.



Mr. Zuzulo

The appointment was announced Tuesday by Vice President Robert A. Schmid. It followed the resignation of Dick Dorrance, who is establishing the promotion firm of Dorrance & Co., New York [B•T, May 26].

Mr. Zuzulo has served the Mutual press department in a number of capacities since joining the network in August 1944. He was business news editor before being named manager of the press division.

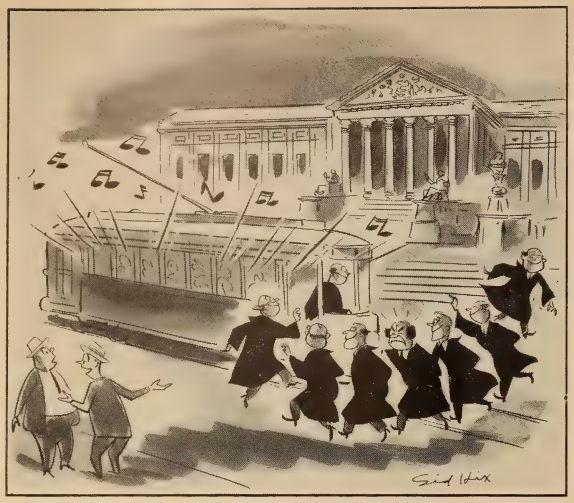
Before joining Mutual, he served with the United Press in Kansas City and New York, and with MacFadden Publications. During the war he served overseas as an army captain for three years prior to medical discharge for wounds in June 1944. He is a graduate of the U. of Missouri School of Journalism.

MBS Signs Motorola

MOTOROLA Inc., Chicago (radio and TV sets), will sponsor *True Detective Mysteries* on alternate Sundays over MBS, 5:30-6 p.m. EDT, beginning July 13. The company will alternate sponsorship with Williamson Candy Co. (Oh Henry candy), which has signed a recent renewal contract. Agency for both sponsors: Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

Johnny-on-the-Spots

GENERAL Manager Lawrence A. Reilly of WTXL West Springfield, Mass., is guffawing over an item which appeared in the *Springfield Sunday Republican* about the Memorial Super Market's two-hour special sale which moved nearly 20,000 items of canned goods and packages at a flat 10% reduction in price, and which the newspaper reported "had no advance advertising." Joker is, according to Mr. Reilly, that the grocery market bought spot announcements starting in mid-afternoon telling of the sale, with the result that more than 500 housewives flocked to the sale, pulled by radio alone.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"They voted seven-to-one in favor of transit radio."

ABC ADDS SEVEN

Affiliates Total 330

SIGNING of seven new affiliates by ABC bringing the total to 330, was announced last week by William Wylie, ABC radio stations director.

The group includes three California stations owned by the Broadcasting Corp. of America: KYOR Blythe (1450 kc, 250 w), managed by Lyle Schuman; KROP Brawley (1300 kc, 1 kw day and 500 w night), managed by John Chandler, and KREO Indio (1400 kc, 250 w), managed by James Tracewell.

KOWB Laramie, Wyo. (1340 kc, 250 w), owned by Snowy Range Broadcasting Co. and under the managership of Lynn Smith, also is joining the ABC network, while the following commenced affiliation yesterday (Sunday):

KANE New Iberia, La. (1240 kc, 250 w), owned by New Iberia Broadcasting Co. and managed by Dierrell Hamm; WGYV Greenville, Ala. (1400 kc, 250 w), owned by Greenville Broadcasting Corp. with W. J. Miller Jr. as manager; and WKSR Pulaski, Tenn. (730 kc, 150 w day), owned by Richland Broadcasting Co. and managed by Virgil Trimm.

ROBERTS TO ABC

As Central Radio Head

DON ROBERTS. vice president in charge of new business for Sullivan, Stauffer, Colwell & Bayles, New York, has been appointed director of ABC radio's Central Div., effective yesterday (Sunday), succeeding Edward G. Smith, resigned [B•T, May 26].

Prior to association with SSC&B, Mr. Roberts was western sales manager for CBS' Chicago office, and before that served five years as radio account executive with NBC in New York.

DON LEE SIGNS

General Mills to Show

GENERAL Mills Inc., Minneapolis (Sperry Div.), will start *Breakfast News with Sam Hayes* on 45 Don Lee Pacific Coast radio stations, 7:45-55 a.m. (PDT) Monday through Saturday, for 52 weeks beginning today (Monday).

The firm formerly broadcast a program on NBC radio for 13 years. The agency is Dancer-Fitzgerald-McDougal, San Francisco.

Each of the stations will follow the program with five-minute local news broadcasts. First contract to be signed is with Norris-Thermador Corp., Los Angeles (bathtubs, sinks, electric ranges), starting *7:55 Local* on KHJ Hollywood for 13 weeks beginning today (Monday). The agency is West-Marquis Inc., that city.

KLAUS MOVED UP

To WERE Cleveland Head

CLEVELAND Broadcasting Inc. board of directors last Tuesday announced the appointment of Richard M. Klaus as general manager of WERE Cleveland.



Mr. Klaus

Mr. Klaus joined the WERE sales staff in February 1950 as assistant sales manager. He also was with WHBC Canton, Ohio, and WJW Cleveland, before coming to WERE. A graduate of the U. of Michigan, he served five years in Navy Communications during World War II and was discharged as lieutenant commander.

Mr. Klaus recently became the father of a son, Robert Alan.

JONES SUIT

Appellate Affirms Sufficiency

THE APPELLATE division of the New York State Supreme Court has unanimously affirmed the decision of the Supreme Court upholding the sufficiency of the complaint filed by Duane Jones Co. against nine of its former officers and directors, and Frank J. Burke and Manhattan Soap Co.

The complaint alleged a conspiracy on the part of the defendants to force Duane Jones, chairman of the company, to sacrifice his stock in the company, under threat that the nine officers and directors would take the clients and personnel, turn the key in the door and shut up the business. When Mr. Jones refused to sell his stock, the defendants, it is alleged, proceeded to carry out their threats.

The Duane Jones complaint, whose sufficiency was sustained twice by the Supreme Court before being taken to the appellate division, seeks recovery of $3,500,000 from the defendants; an accounting of profits and the impressment of a trust in favor of Duane Jones Co. upon the stock of Scheideler, Beck & Werner Inc., which was formed by some of the defendants to take over the Duane Jones business.

The defendants have been given ten days to answer and the trial is expected to be held early in fall.

O'NEIL ELECTED

To Ad Council Board

ELECTION of Thomas F. O'Neil, president and board chairman of Mutual, to succeed former MBS president Frank White on the board of directors of the Advertising Council was announced Friday by chairman Howard J. Morgens, Procter & Gamble vice president in charge of advertising.

Mr. O'Neil, whose MBS presidency became effective June 1, is a vice president and director of General Tire & Rubber Co. He entered the radio industry in December 1947 as vice president and director of the Yankee Network. In the following February, he became a member of the Mutual Network's board of directors, to be elected chairman three years later. He is also president of Thomas S. Lee Enterprises, owned 90% by General Tire and 10% by Macy's and consisting of the Don Lee Network, the Yankee Network and WOR-AM-FM-TV New York. Lee Enterprises also owns 59% of Mutual.

Fineshriber Named

APPOINTMENT of William H. Fineshriber Jr. as MBS member of the NARTB Radio Board was announced last week by NARTB President Harold E. Fellows. Mr. Fineshriber is executive vice president and a director of MBS. He replaces Frank White as MBS member of the association board, Mr. White having resigned as MBS president to join NBC.

TR PLANS EXPANSION

SCOTUS Victory Paves Way

TRANSIT RADIO Inc., FM-sired and newest of the national media, is working on plans to spring out of its litigation limbo into full stature with other major advertising industries.

Armed with a 7-1 U. S. Supreme Court decision, officers and directors of Transit Radio have scheduled a Tuesday morning meeting in Cincinnati to lay plans for the delayed expansion into a nationwide operation, according to Hulbert Taft Jr., board chairman. Mr. Taft is president of WKRC Cincinnati.

Key figures with Mr. Taft are R. C. Crisler, TR president; Ben Strouse, of WWDC Washington, vice president; Tom O'Neil of General Tire radio properties, and W. M. O'Neil, WJW Cleveland; Chet Thomas, KXOK St. Louis. E. K. Hartenbower, KCMO Kansas City, was expected to attend along with several others interested in transit.

Plans In The Offing

While nothing will be decided prior to the meeting, Transit Radio's backers envision sales offices in New York and Chicago. Present headquarters are in Union Trust Bldg., Cincinnati. At one time Transit Radio was represented nationally by H-R Representatives Inc.

Once enjoying a take of $20,000 a month from national advertisers using the service supplied bus companies via FM stations, Transit has operated for well over a year with a total of about 3,600 radio-equipped vehicles compared to a peak of 4,600. At present about 18 national advertisers are buying transit, the litigation having caused many others to drop out.

Shortly after the Supreme Court's decision was announced last Monday, sporadic inquiries started coming from national sponsors showing renewed interest.

One of the main jobs facing Transit Radio Tuesday will be formation of a sales organization. Up to a few months ago H-R Representatives Inc. had serviced Transit Radio.

Then there will such problems as new capital and new station-transit tieups to expand the medium from a dozen cities to a nationwide operation.

Threats of continued organized effort to block transit programming were heard last week. Among those taking this position were Paul M. Segal, attorney, of Segal, Smith & Hennessey, who argued the anti-transit radio case in the Supreme Court, and the National Citizens Committee Against Forced Listening.

Mr. Segal said, "Murder, arson and the torture of little white mice are all wicked. But none of them violates the Constitution of the United States. The Supreme Court has now held that regardless of whether transit radio is good or bad, it just doesn't happen to be unconstitutional. This does not mean that transit radio will be permitted to go forward. The constitutionality attack was just one attempt."

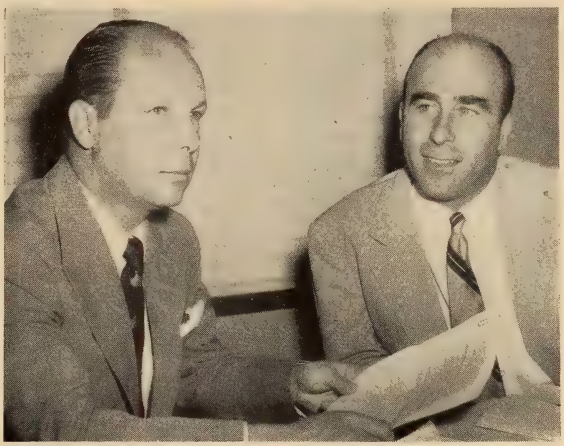
The case was argued in Supreme Court last March 3 [B•T, March 10]. Appearing on behalf of Washington Transit Radio Inc., Public Utilities Commission (District of Columbia) and Capital Transit Co. was Attorney W. Theodore Pierson, of Pierson & Ball.

Originally the U. S. Court of Appeals for the District of Columbia had held that transit broadcasts deprived objecting riders of their liberty without due process of law [B•T, June 18, 11, 1951]. The highest court did not accept this ruling, holding that the D. C. Public Utilities Commission was within its rights in permitting radio programming for buses operated in the nation's capital.

If TR goes ahead with a rapid expansion program it will encounter some delay in providing equipment for buses and trolleys. TR has a supply of antennas in stock but no receivers. It is believed receivers could be obtained without difficulty, once an actual demand appears.

The status of transit radio at the FCC, along with other types of special FM services, is somewhat cloudy. The Commission had raised the question of legality of the "beep" signal used for switching talk programming. Four functional music outlets were cited [B•T, May 31, 1951]. They have asked FCC to hold a general rule-making hearing so the issues might be clarified on an industrywide basis. Fate of storecasting also

(Continued on page 92)



MOST interesting thing they've read in years, Ben Strouse (r), WWDC Washington, and W. Theodore Pierson, radio attorney, agree as they peruse the transit radio decision.

SOAP ACCOUNTS

Expand Fall Radio-TV Shows

By FLORENCE SMALL

THE SOAP companies, whose ranks include the largest single advertiser in radio and television, will be more active this fall in television and radio than ever before in their history. That was the finding of a BROADCASTING • TELECASTING spot check made last week.

As prime mover in this expansion, Procter & Gamble, Cincinnati, which last year spent nearly $25.75 million for network radio-TV time alone, has added a television version of *Welcome Travelers* daytime strip on NBC-TV, augmenting its recent early morning radio purchase (9:30-10 a.m. on NBC), plus a new half-hour on NBC-TV (Sunday, 7-7:30 p.m.), into which the *Red Skelton Show* will be moved from its present 10-10:30 p.m. Sunday time [B•T, May 26].

Latter time period will be retained by P&G and a new film show called *The Doctor* will be starting in August for the firm's Camay soap. In addition, P&G will place a TV version of its *Guiding Light* (CBS Radio daytime strip) in its 2:30-45 p.m. period on CBS-TV succeeding *First One Hundred Years*. The firm's 16 other radio programs as well as its TV shows, such as *Those Two* (NBC-TV strip) and *Beulah* (ABC-TV, weekly hour-hour), are slated to continue for next fall.

Colgate-Palmolive-Peet, which will be spending about $26 million in time and talent in radio and television, last week bought, in addition to its already impressive list of radio and TV shows, a TV film version of *Mr. and Mrs. North*. Company is planning to place the half-hour program, once a week, on a spot basis across the country instead of using a network. Sherman & Marquette, New York, is the agency.

'Biggest In History'

The present radio-TV lineup is "the biggest in the company's history and the most effective," Les Harris, director of radio-TV for Colgate - Palmolive - Peet, told BROADCASTING • TELECASTING.

The firm is expected to renew its sponsorship of *Colgate Comedy Hour* Sundays on NBC-TV and will definitely continue with its *The Big Payoff* (NBC-TV), *Strike It Rich* (five times weekly strip on CBS-TV), plus a nighttime half-hour (also CBS-TV).

In radio, Colgate-Palmolive-Peet last week renewed the five-minute Louella Parsons strip for another quarter on CBS Radio. In addition, the firm will continue with its radio schedule of *Mr. and Mrs. North* on CBS Radio, *Our Miss Brooks* on CBS Radio, *Bob and Ray* on NBC and *Strike It Rich* on NBC.

Lever Brothers, New York, whose overall radio-TV budget is estimated slightly higher than that of C-P-P, has added 7:45-8 p.m. Tuesdays and Thursdays (on CBS-TV) for its Chlorodent toothpaste but will drop the radio version of *Big Town* on CBS Radio (Wednesdays, 8-8:30 p.m.), although the TV budget for *Big Town* expanded by switching from live to film.

The newest buy for Chlorodent will start with a program produced by J. Walter Thompson Co., New York, featuring a top vocalist weekly, with the most effective personality to be picked out of the summer group for a permanent fall show.

Lever Brothers, instead of taking a 13-week hiatus for its *Lux Radio Theatre*, will remain off for only eight weeks, meanwhile substituting two CBS Radio house shows, *Broadway Is My Beat* and *Romance* (Mondays, 8-9 p.m.) during the five summer weeks. In the fall, the Lever radio lineup will include, aside from *Lux Radio Theatre* (CBS Radio), *Aunt Jenny* (CBS Radio), *House Party* (CBS Radio) and a simulcast of part of the Arthur Godfrey morning show (CBS Radio and TV). In television, Lever will continue to sponsor *Lux Video Theatre* (CBS-TV), *Big Town* (CBS-TV) and *Hawkins Falls* (strip on NBC-TV).

1898 Walter C. Evans 1952



WALTER C. EVANS, 53, for three decades one of the leading figures in the electronics industry, died shortly after 4 a.m. Wednesday in Johns Hopkins Hospital, Baltimore.

Distinguished persons from all branches of electronics and manufacturing were to join Westinghouse Electric Corp. and Westinghouse Radio Stations Inc. executives and high government officials at funeral services to be held at 11 a.m. today (Monday) in Tickner's funeral home, North and Pennsylvania, Baltimore.

Burial was to be at 1:30 p.m. today at Arlington National Cemetery, with full military honors.

Since last April, when Mr. Evans' health limited his business activity, he had remained at his home in the Eastport section of Annapolis, Md. He had relinquished active duties in three Westinghouse Electric Corp. industrial divisions but continued as vice president of the parent concern and president of the radio-TV station organization.

Last Monday his illness became critical. He was taken to Johns Hopkins Hospital, Baltimore, but began to sink rapidly.

For many years Mr. Evans lived in the Annapolis area, having never lost his love for the water and his interest in boats. Until this spring he lived in a home built on a barge anchored at the shore line, moving into a house ashore just a month ago.

Industry Pays Homage

As word of his critical illness and then his death spread last week tributes and messages of sympathy came from all over the nation.

In the Westinghouse organization he was known as an active, brilliant and exacting executive. Many electronic developments bear signs of his engineering and administrative genius. He remained "fiercely loyal to people with whom he worked," according to fellow executives.

Walter Evans, like many in the Westinghouse organization, rose to high executive stature from the engineering ranks. As a boy of 15 he attracted wide attention in the Chicago area by making a sending and receiving radio unit that induced a newspaper to publish an entire radio supplement. Not interested in his father's railroad supply business, he kept puttering with radio gear and became a Great Lakes ship radio operator at 16.

During World War I he served in the Navy, becoming an instructor at the Naval Radio School at Harvard. Later he served as radio operator aboard a sub chaser.

After the war he resumed college education at U. of Illinois where he was a roommate and fraternity brother (Chi Psi) of E. R. Borroff, now general sales manager of Westinghouse Radio Stations. At one point the young radio man interrupted his electrical engineering studies to ship out as operater on an oil tanker.

After his studies at U. of Ilinois he served as operator for Marconi Co., RCA and United Fruit Co., supervising the first radio telephone installation on an American merchant ship for the last-named line.

He was operator on the ill-fated steamer *Eastland* but was transferred to another ship just a week before it sank with loss of hundreds of lives.

Joining the new KYW Chicago in 1921, he helped engineer one of the earliest midwestern stations carrying regular broadcast service. In 1922 he was appointed chief engineer and four years later was named KYW general manager.

In Charge of WRS

By 1932 Mr. Evans had been placed in complete charge of all Westinghouse radio stations. The following year, his duties were expanded to include all Westinghouse radio manufacturing activities as well as broadcasting, with responsibility for development, manufacture and sales of radio broadcasting and communications equipment.

He was elected a director of Westinghouse Radio Stations in 1936, rising to a vice presidency in 1939 and assuming the presidency in 1947.

With election to vice presidency of the parent corporation in 1942, he was in charge of the X-Ray and Electronics Divs. in Baltimore. One of his feats was to increase production 120 times to produce over $400 million worth of radar and allied electronic gear for the military.

The wartime achievements brought him Certificates of Appreciation from both the Army and Navy for "his contributions in connection with the development and production of radio and radar equipment during World War II." He organized the Westinghouse Television & Radio Division in 1945, directing this radio-TV receiver operation during its formative years.

Mr. Evans was named chairman of the International Broadcasting Committee of the Defense Communications Board in 1941. In the previous decade, he had taken leaves from Westinghouse at government request to serve as industry technical adviser to the State Dept. at the Madrid and Cairo international telecommunication conferences.

He was a Fellow of the Institute of Radio Engineers; director of Broadcast Music Inc.; director of Radio-Television Mfrs. Assn., and member of Army Ordnance Assn., American Society of Naval Engineers, Chi Psi, and Tau Beta Pi honorary engineering fraternity.

Surviving are Mrs. Evans, the former Lee Huddleson; a son, Chuck; a daughter, Mrs. Barbara Jean Bixbee, and a grandchild, son of Mrs. Bixbee. His two children are by his first marriage to the former Jean Burtis, who survives.

MOFFET QUITS FOSS

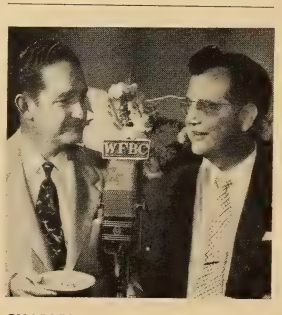
Joins Russell P. May Firm

JOHN A. MOFFET, 37, has left the post of vice president with William L. Foss Inc., Washington, to become an associate in the firm, Russell P. May, Radio Consulting Engineers, Washington.



Mr. Moffet

Mr. Moffet had been with the Foss firm since November 1945 when he was discharged from active duty with the Air Force. During War II, he served first with the Army Signal Corps, finally as an Air Force captain in the European theatre. Mr. Moffet was graduated from Swarthmore College in 1937, receiving an engineering degree with honors. With Mrs. Moffet and their two children, he lives in Arlington, Va.



CHARLES H. CRUTCHFIELD (1), vice president and general manager, WBT-AM-FM and of WBTV (TV) Charlotte, joined B. H. Peace Jr., president, WFBC-AM-FM Greenville, S. C., in sampling WFBC's 19th anniversary cake, May 20. Mr. Crutchfield was program director when the station first went on the air.

FRITCHEY NAMED

As Truman Assista

CLAYTON B. FRITCHEY, Dep of Defense public information chie was appointed last Tuesday as a ministrative assistant to the Pres dent with an annual salary of $15 000 [B•T, May 26]. He will a sume his new responsibilities som time this week.

The White House announcemen did not specify the nature of M Fritchey's duties, but it was pr sumed he would devote himself responsibilities of a political na ture. Nor did Joseph Short, Whit House radio-press secretary, elab orate on the announcement.

Mr. Fritchey thus joins a Whit House contingent of administrativ assistants comprising David Bel Donald Dawson, David Lloyd an David Stowe. Table of operation calls for six such posts, althoug they rarely have all been filled a any one time.

Mr. Fritchey has been OPI di rector for the Defense Dept. sinc November 1950 and previously wa editor of the *New Orleans Ite* (no radio-TV affiliation). He als was with the *Baltimore Post* an the *Cleveland Press* during the '30s He succeeded Osgood Roberts in th defense information post. His suc cessor in the Pentagon was not an nounced.

During Mr. Fritchey's tenure i the Defense Dept., military OP activities were a target of scathing Congressional criticism. This wa manifested in the form of charge by Rep. Edward F. Hebert (D-La.) probing "waste" in the Pentagon and House action slashing OP funds from $1,250,000 to $312,000 Mr. Fritchey received an annua salary of $14,800 while OPI direc tor.

SARNOFF LAUDED

As 'Father of Year'

BRIG. GEN. DAVID SARNOFF chairman of the board of RCA, has been selected as the "Father of the Year" by the National Fathers Day Committee, composed of promi nent citizens of every state, it was announced last Tuesday.

Also included in the 1952 list ing of prominent parents were H. V. Kaltenborn, selected as radio father and Sam Levenson, named television father for 1952. Laraine Day and Leo Durocher were chosen as husband-and-wife team of the year.

Father of three sons, Gen. Sarnoff was commended for hav ing "boldly, unselfishly, and patri otically toiled as champion of 'freedom to listen' and 'freedom to look' in radio and television as a human right everywhere in the world."

The Father's Day Committee was organized in 1936 with head quarters in New York to encourage observance of the day throughout the United States, according to Alvin Austin, director, who said the group is financed only by con tributions.

BAB BUDGETS

For Radio Promotion, ARF Study

MEETING in the shadow of seemingly imminent network radio rate cuts, BAB officials approved last week a $600,000 budget for the radio promotion bureau during the next ten months. Budget provides for (1) a pro-radio advertising campaign, and (2) puts up radio's part toward an Advertising Research Foundation study of the audience measurement muddle [B•T, May 26].

A total of $15,000 was authorized toward the $25,000 which ARF has estimated the long-wanted evaluation of radio-television rating services will cost. The appropriation is subject to BAB approval of ARF's final plans for the study. ARF is expected to seek the rest of the $25,000 — TV's share — from the television division of NARTB.

Edgar Kobak, president of ARF and chairman of the BAB executive committee, estimated that ARF—which is composed of advertiser, agency and media members—can get the study under way within about 30 days after the money is available. How long it will take to complete the study is an unanswered question. Mr. Kobak thought it might take as much as six months.

Rating Service Study

The study of rating services—which ranks high in the desires of advertisers and agencies as well as broadcasters—would be calculated to measure the various radio and TV research techniques against each other, determine their respective strong points and limitations, and, insofar as possible, correct the current misuse of ratings. It is a problem pointed up repeatedly over the past two years.

For a national advertising campaign, designed to impress radio's values upon the public and both present and prospective advertisers, the BAB executive and financial committees set aside $50,000. This paid campaign is to be coupled with on-the-air and other promotion efforts by stations individually and tied in with BAB's other activities at both the local and the national levels.

Louis Hausman, CBS Radio administrative vice president, was named to pick a committee. This group, in collaboration with BAB authorities, will prepare and place the radio-promotion advertisements, starting around July 15. Major newspapers and trade publications in various fields will be used.

Charles C. Caley of WMBD Peoria, BAB's new board chairman, reiterated that he had no knowledge of any network's intentions with respect to radio rates. But he conceded that another round of network cuts—which have seemed increasingly in prospect in recent weeks—would make it "doubly hard" for BAB to succeed in its all-radio promotion campaign.

He denied, however, that there was any rate-move significance in the selection of Mr. Hausman of CBS Radio, which has run foremost in speculation about future rate reductions, to head BAB's pro-radio advertising committee. Mr. Hausman, he pointed out, has been an active member of the BAB promotion committee for more than a year.

No agency has been selected to handle BAB's advertising. Nor is it a certainty that one will be. But Mr. Caley thought it likely that one would be designated.

On the subject of rates, and efforts to prevent cuts, Mr. Caley said he felt BAB is taking "positive action" through its plans to advance acceptance of radio's stature as a sales medium.

Radio's Value

He said it was not now contemplated that radio's cost-per-thousand advantage over other media would be exploited, in the forthcoming advertising campaign, over other advantages of using radio as a sales tool. Indeed, he said, it is BAB's hope that radio's values—and ultimately its cost per thousand—may eventually be raised.

Mr. Caley pointed out that when it commenced operation in the spring of 1951, BAB had a budget of $157,000. After steady increases last year and this—with stations still being added at the rate of one a day—he said the membership fund as of June 1 would be $601,000, with 622 member stations, four networks, and several representation organizations and associate members.

By next Jan. 1, he said, it is expected that BAB will have 750 member stations and at least a $700,000 budget "to sell radio as the greatest mass medium in America."

Mr. Caley paid tribute to Mr. Kobak, first board chairman, for "helping us get off the ground" as an effective operating bureau.

Details of Expansion

He also pointed out that the BAB staff will be expanded from 21 persons to approximately 30 by July 1, with opening of a Chicago office and increases in the New York sales staff. Appointment of a head of the Chicago office is expected by around June 15, he reported.

Committemen and other participants in the Monday sessions included Messrs. Caley and Kobak; BAB President William B. Ryan, Vice President Kevin B. Sweeney and Local Promotion Director Jack Hardesty; William Quarton, WMT Cedar Rapids; H. Preston Peters, of Free & Peters; President Adrian Murphy and Vice President Hausman, CBS Radio; William H. Fineshriber Jr., executive vice president of Mutual; Joseph E. Baudino, Westinghouse Radio Stations (participating as an alternate for the late WRS President Walter Evans); Allen M. Woodall, WDAK Columbus, Ga.; Kenyon Brown, KWFT Wichita Falls; Gordon Gray, Goodwill Stations (alternate for President John F. Patt, chairman of the BAB finance committee).

U. S. Steel Renews

UNITED STATES Steel Corp., Pittsburgh, through BBDO, has renewed sponsorship of *Theatre Guild on the Air* on NBC Radio Network for 39 weeks starting in September.

'MORE THAN MEETS THE EYE'

CBS Radio to Unveil Promotion Film

A NEW film, designed to convey the meaning of its title, "More Than Meets the Eye," by presenting its message primarily via the sound track rather than by picture-matter, has been produced for CBS Radio as part of the network's promotion of AM broadcasting.

Scheduled to be shown to an invited audience in Hollywood today (Monday) and in New York next week, the film "is part of a long-term program to present radio's values graphically in a changing world of entertainment—to give sponsors, showmen, and audiences a fresh appreciation of its power and effectiveness," according to Adrian Murphy, CBS Radio president, who was to announce the film project today.

The business documentary, a 15-minute color film, uses animated semi-abstract art of the screen, with its meaning conveyed through sound effects, music composed by Wladimir Selinsky, and the narration of Robert Trout, CBS Radio news commentator. Purpose of the film is to demonstrate the meaning of sounds and to indicate their translation into network broadcasting.

Mr. Murphy was scheduled to unveil the production at a special West Coast showing in Hollywood's Ciro's restaurant today for some 400 radio and movie artists, advertisers, agency executives, and newsmen. Executive groups in the advertising industry are to see the film at the Museum of Modern Art in New York, June 9-11, and other special showings will be arranged in key markets throughout the country.

The film was produced for CBS Radio Network by United Productions of America, producers of the Academy-Award winning "Gerald McBoing Boing" short subject, in Burbank, Calif. Gordon Auchincloss directed the sound track, which was prepared by CBS Radio in New York before the animations were started on the West Coast.

Asks LBS Figures

REP. PATRICK HILLINGS (R-Calif.) last week confirmed that he has asked Gordon McLendon, Liberty Broadcasting System's president, for his present figures to support his charges that the Justice Dept. has been delinquent in prosecuting "baseball conspiracy" [B•T, May 26]. Rep. Hillings is active in a House subcommittee that will probe the Justice Dept. He also has expressed interest in getting major league baseball for the West Coast.

BAB SERVICES

New Retail Aids Listed

FIVE-POINT expansion of the retail services of BAB, designed to "equip the radio station salesman to sell and service retailers as well as any media salesman," was announced last Wednesday by BAB President William B. Ryan.

The new services were listed as:

(1) A monthly Sales Opportunities Calendar offering a retail sales idea for each day of the month. First calendar already has been distributed; they will go out 60 days in advance of the period for which sales ideas are suggested.

(2) Data on seasonal fluctuations in retail sales and advertising, to be distributed to BAB members under a contract signed last week with the George Neustadt Statistical Organization, whose data will be used. This will provide month-by-month sales curves on some 91 products handled by department stores, specialty shops, appliance dealers, and hardware stores.

(3) Compilation of product sales by months and by geographical sections, developed from Federal Reserve figures to show trends for departments in specialty shops and department stores as a supplement to the Neustadt service.

(4) A budget planning sheet for retailers, slated to appear this summer and designed to help retailers and stations plan monthly promotion programs systematically according to anticipated sales.

(5) A how-to-do-it book on radio advertising, intended for the local advertiser and scheduled for release by late fall.

Mr. Ryan said local business currently represents 42% of radio's total billings and "is becoming more and more important each month." He said "BAB will attempt this year to equip radio salesmen to plan retail advertising better and to widen the knowledge of retailers about radio through a greatly expanded program of retail sales helps."

He said that "lack of familiarity with radio prevents the local advertiser from achieving all the benefits of radio advertising."

HOUSE PROGRAM PROBE

Unveils Plans; Hearings Begin

By DAVE BERLYN

THE WIDELY publicized House investigation of so-called "immoral or offensive" radio and television programs got off to a quick start last week with hope expressed by its chairman that the reins will be kept tight.

Otherwise, House Interstate and Foreign Commerce Subcommittee Chairman Oren Harris (D-Ark.) warned that the probe could easily get out of bounds.

Chairman Harris expressed this view in a BROADCASTING • TELECASTING interview following a formal announcement of hearing plans of the subcommittee last Wednesday.

Public hearings begin tomorrow (Tuesday) at 10 a.m. in Room 1334 in the New House Office Bldg. in Washington.

Lead-off witness will be Rep. E. C. Gathings (D-Ark.), author of House Resolution 278 that set up the organization and objectives of the subcommittee probe. Other Congressmen "who desire to present their views" will be heard next.

Order of appearance of additional parties who have interest in the investigation are "representatives of civic groups and organizations," FCC and other federal agencies who may wish to testify, and "at the proper time, individual broadcasters and representatives of the broadcasting industry."

According to the formal announcement, "the subcommittee will undertake to study programming techniques, including the question of responsibility for and control over the content of the radio and television programs on the part of broadcasting licensees."

The announcement came after a closed door meeting of the seven-man committee. (For names and sketches of the full subcommittee see articles below.)

Rep. Harris outlined his views in even more concrete terms when questioned on the subcommittee's blueprint.

He said the subcommittee had decided to arrive at a certain "standard" in its investigation and that it was determined to "stay within bounds." The group, he said, wanted to concentrate on "specific instances and complaints" on programming.

The resolution, itself, is quite general. In its formal announcement, the subcommittee said the probe would be conducted within the terms of the resolution and cited that part which states the subcommittee shall:

. . . Determine the extent to which the radio and television programs currently available to the people of the U. S. contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption.

FCC will be asked to make available to the group "any complaints which the Commission may have in its possession in regard to radio and television programs," the subcommittee said.

A call for "witnesses who desire to appear" was issued, urging such persons "to make their wishes known promptly to the clerk of the House Interstate and Foreign Commerce Committee, Elton J. Layton. . . ."

Rep. Harris, asked whether the subcommittee will consider beer and/or wine advertising on radio or television in its study, answered that it would "if the advertising is part of the program." He also said so-called "drinking scenes" possibly would be considered if they are part of a program's content. He did not elaborate.

He said the subcommittee planned later to go into "canned programs" or "filmed programs." The group, he said, would question those "responsible" for the production of films.

Rep. Harris disclosed that radio-TV industry representatives would be asked in what manner "programs are established," what is the "conduct" of the broadcasting media's programming and "what code of ethics or standards" the industry follows.

The subcommittee at the present time does not plan to hold hearings in cities other than Washington, D. C., Rep. Harris said. No consideration has been given to Hollywood, New York or Chicago, as it had been reported in some publications.

Rep. Harris' views coincided with those he gave in an informal interview two weeks ago on ABC's *News of Tomorrow* when he asserted that if Congress had not decided to investigate, FCC would have been forced to do it [B • T, May 26]. As he did again last Wednesday, Rep. Harris had expressed concern that the probe stay within the confines of the Gathings Resolution. He had pointed to the danger of government censorship.

As the House swung into its plans to apply the investigator's magnifying glass to the radio-TV industry, renewed sparks of indignation flew in New York where Max Gilford, special counsel, National Society of TV Producers urged that East Coast TV film producers adopt and enforce their own production codes. He also pleaded for the producers to make their case known in Washington (see story, page 66).

BENTON COMMENT

Attacks House Probe

SEN. WILLIAM BENTON (D-Conn.), the lawmaker who would set up a review board to study radio and TV programming, gave out a special release last week on the House probe of programming.

The House investigation, he asserted, "is the wrong way to go about improving radio and TV programs." He continued:

It will be easy for the committee to show that TV is overloaded with crime programs. That's already been documented in various studies. But what's the next step? Should Congress pass a law forcing a censorship code on all programming? I hope and believe we won't find many members of Congress in favor of that—or many members of the Supreme Court.

The real problem is to encourage good programming in every legitimate way. That is an immensely complicated problem. It involves, among other things, the economics of broadcasting. The operation of educational stations could be one forward step. Closer cooperation between commercial stations and educational institutions would be a great forward step.

A system of subscription broadcasting which opens the opportunity to provide programs for countless minorities who today do not enjoy the advantages of broadcasting, would in my opinion be still another forward step and in my judgment the greatest of all.

These opportunities deserve continuous study by the best brains in the country. That is why I have proposed the establishment of a National Citizens Advisory Board on Radio and Television. These opportunities warrant the attention of the Congress and the FCC.

SEVEN MEN WHO MAKE UP PROGRAM STUDY UNIT

CHAIRMAN OREN HARRIS (D-ARK.)

LEGAL-trained Chairman Harris hurtled into communications prominence on Capitol Hill in the past few months. He assumed this role when the McFarland bill (S 658), only major communications legislation in Congress, cleared through the Crosser Committee. Rep. Harris was given the task of filing a report on the bill and appearing before the House Rules Committee. Decision of Rep. Lindley Beckworth (D-Tex.) to campaign for the Senate assured Mr. Harris the post of chairman of the radio-TV investigating subcommittee. Rep. Harris won his court spurs as a prosecuting attorney in Union County, Ark. He has been a lawyer since 1930. Ten years later, he was elected to the House where he has had uninterrupted service. He was born Dec. 20, 1903, in Hempstead County, Ark. A fellow Arkansas Democrat, Rep. E. C. Gathings, sponsored the resolution which set up the subcommittee. He is listed as a Baptist in the *Congressional Directory.*



Rep. Harris

REP. ARTHUR G. KLEIN (D-N. Y.)

AUTHOR of legislation in the House to permit radio and TV to cover House proceedings as well as committee hearings, Rep. Klein now finds himself second ranking Democrat investigating the media's "morality" in programming. Born in Gotham, Aug. 8, 1904, Rep. Klein received his bachelor of laws from New York U. Law School in 1926 and passed the state bar a year later. Government experience was gained from 1935 to 1941 as a staff attorney of the Securities and Exchange Commission. He is a senior member of Klein, Wikler & Gottlieb, New York; has been in the House since 1941.



Rep. Klein

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REP. F. ERTEL CARLYLE (D-N. C.)

A MEMBER of the House since 1948, Rep. Carlyle is from the law field. He was elected solicitor of the Ninth Judicial District of North Carolina in 1938, a post he filled until his election to Congress. He was born in Lumberton, N. C., on April 7, 1897, was graduated from the U. of North Carolina, served in the U. S. Navy in World War I and started his law practice in 1921. He is former chairman of the Robeson County Democratic Executive Committee, and has held posts in the American Legion. *Congressional Directory* lists him as a Baptist.



Rep. Carlyle

* * *

REP. HOMER THORNBERRY (D-TEX.)

A CITY government product, Rep. Thornberry has been a member of the House since November 1948. He was born in Austin, Tex., on Jan. 9, 1909. Receiving his B.B.A. and LL.B. degrees from the U. of Texas, he was admitted to the bar in 1936. He was a member of the Texas House 1937-1941, district attorney of the 53d judicial district of Texas 1941-42, and volunteered for service



Rep. Thornberry

(Continued on page 32)

WCAU CENTER

300 Attend Opening Of $3 Million Plant

GRAND OPENING of WCAU-AM-FM-TV Philadelphia's new radio and television center, built at an estimated cost of $3,000,000, took place last Tuesday with 300 leaders of the broadcasting industry and civic and allied fields attending ceremonies highlighted by addresses from major figures of the radio-TV trade.

Present for the opening of the ultra-modern WCAU center were outstanding members of the trade press, advertising agency executives, sponsors and civic, business, educational and religious leaders. Featured speakers were Vice Chairman Rosel H. Hyde of the FCC; Maj. Robert McLean, president of man of WCAU and president of the man of WCAU and president of the Associated Press; Justin Miller, chairman of NARTB; William S. Paley, chairman of the board of CBS, and Donald W. Thornburgh, president and general manager of the WCAU stations.

WCAU, licensed in 1921, is a subsidiary of the *Philadelphia Bulletin*, and operates with 50 kw on 1210 kc. Its FM outlet was licensed in 1941 and its TV outlet in 1948. It is an original CBS affiliate.

Miller Address

Judge Miller told the dedication audience the opening was significant in "many ways."

"It is significant not only as showing the history of broadcasting through the history of this station . . . from the time when WCAU was a 250-watter back in 1922, a 50,000-watter in 1932, a television station in 1948, and now dedicating this last word in television facilities. But it is also significant in showing the potential of television, and the happy relationship of television, newspapers and radio.

"I hope," said Judge Miller, "that the representatives of the Federal Communications Commission who are here will feel happy in the decision that Commission made several years ago in permitting the joint cooperation of newspapers and broadcasting." He described as "well expressed" WCAU's new motto, "Speaking for Freedom."

CBS Chairman Paley, himself a native of Philadelphia, told listeners that "Philadelphians have cause to be very proud of this structure. And so has everyone in broadcasting, for—more than anything it represents past accomplishments which deserve the highest praise and a faith in the future which gives encouragement and incentive to us all."

Mr. Paley called the WCAU center "the finest thing of its kind in the country."

"We at CBS are very proud of the happy association we have had with WCAU for the past 25 years," he said. He praised past and present figures dominant in WCAU's history, including Leon Levy and his brother, I. D. Levy, "who managed WCAU's destinies for many years"; Robert and William McLean of the *Evening Bulletin*, and Richard Slocum, *Bulletin* general manager, together with WCAU President Thornburgh.

Mr. Thornburgh, in his speech of welcome, summed up the popularity of WCAU radio and TV programs and enumerated seven awards received by WCAU for 1951, adding, "We are proud of the fact that no other station in the United States has ever succeeded in winning all of these important awards in any one year."

He said 1950 and 1951 represented WCAU's two best years in radio sales volume, and that WCAU-TV led all other TV stations in the "last four Rorabaugh quarterly reports" in total advertising accounts. He praised Charles Vanda, vice president in charge of TV, for programs "well accepted locally" and for the station's origination of as many as six programs a week on CBS-TV. "Only Hollywood and New York originate more," he said.

The 1951 awards to WCAU radio and television programs for 1951 were:

George Foster Peabody award for *What in the World*, TV program broadcast in conjunction with the U. of Pennsylvania.

The Alfred I. DuPont award and $1,000 for best large station public service programs—in radio and television.

Ohio State's American Exhibition for Educational Radio and Television Programs—radio certificate for *Freedom Revisited*, historical series of radio.

Ohio State's American Exhibition for television for best children's entertainment program, *Big Top*, circus program originated at Camden convention hall.

Variety award for station originating best television programs for network.

Freedom Foundation award for radio program, *Freedom Revisited*, for the third successive year.

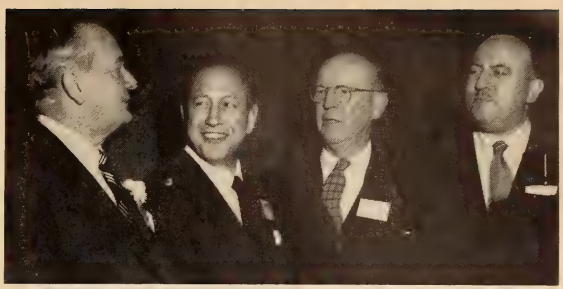
National Federation of Woman's clubs for best children's entertainment in TV, *Big Top*.

Mr. Thornburgh also had praise for John C. Leitch, vice president and director of engineering, for performing "herculean" engineering tasks.

"The culmination of our efforts came in the transfer to the new center last week when television was moved on Sunday night between midnight and 8 a.m., and radio the following Friday night instantaneously, both without loss of a program and without a facility failure of any sort.

"Our new motto, 'Speaking for Freedom,' expresses our hope that we can disseminate this service from the birthplace of freedom in the truly American way," he said.

FCC Comr. George Sterling and Benedict P. Cottone, FCC general counsel, were among those present at the WCAU dedication.



Congratulations go to WCAU President Thornburgh (l) from (l to r) CBS Board Chairman Paley, President Robert McLean and General Manager Slocum of the Philadelphia Bulletin.



Greetings from the FCC are extended to WCAU President Thornburgh (second from left) at WCAU center dedication. Left to right, FCC Comr. Sterling, Mr. Thornburgh, FCC Vice Chairman Hyde and FCC General Counsel Cottone.

'What Radio Needs . . .'

CBS BOARD Chairman William S. Paley told the audience at dedication of WCAU's new radio and TV center last Tuesday that before entering radio he was in the cigar business in Philadelphia in 1927 when a WCAU salesman sold him a "bill of goods," including "a 24-piece orchestra, a choral group, a male singer, girl singer, emcee, guest artist, plus the time period—one hour per week—all for $50," for sponsorship. Mr. Paley said he knew so little about radio it took him a long time to understand why La Palina cigar distributors in such places as Denver, Salt Lake City and Seattle weren't able to hear the program from WCAU. "About a year and a half later the world lost a pretty good cigar maker and gained a very frightened broadcasting man," he said.

KING HEADS KWBW

New Building Planned

NEW general manager of KWBW Hutchinson, Kan., is Harold E. King, Mrs. Bess Wyse, president, announced last week. Mr. King will have complete direction of station personnel and policies, she said.



Mr. King

Formerly manager of WTTH Port Huron, Mich., Mr. King has managed stations over several years in Kentucky, Oklahoma and Michigan. Beginning in radio in his home state, Florida, he received early experience at such stations as WMBR Jacksonville and WORZ Orlando. An NBC affiliate, KWBW plans to erect a large new radio center building in Hutchinson.

RWG STRIKE

Network Move Planned

RADIO Writers Guild National Executive Committee was to meet over the weekend in Los Angeles to coordinate plans for a strike against the NBC, CBS and ABC radio networks and to consider reorganization, scheduled for discussion by the Authors League of America in New York, June 13-15.

Strike discussions will center on coordinating the New York, Chicago and Hollywood locals, according to Eastern Regional Vice President Ira Marion who left Thursday to confer with Milton Merlin, RWG president; Larry Marks, West Coast vice president, and Tom Koch, midwest vice president. Reorganization of RWG pivots on television jurisdiction, subject of dispute between the union and its parent ALA last December, at which time the ALA announced that it would convene with radio and screen writers units and other interested parties to iron the problem out.

MUSICIANS

AFM Lists '50 AM-TV Employment

EMPLOYMENT survey of radio and television, made by the American Federation of Musicians, indicated that $23,058,317 was paid AM-TV musicians during 1950, of which less than $3 million was spent by television.

Survey is part of the report from James C. Petrillo, AFM president, to be presented union members when they hold their 55th annual convention in Santa Barbara, Calif., starting June 9. It indicates that many stations used their staff musicians for both AM and TV performances, so that "it was impossible to determine just how much of this money was allocated to television."

Television report, based on the figures of 60 AFM locals which had jurisdiction over the 107 TV stations in operation during 1950, indicated that many TV stations had little or no employment for local musicians; the major portion of the work was focused in three markets. New York musicians were paid $1,598,217; Los Angeles, $493,119; Chicago, $290,270, and all other 57 locals, $395,553, to make the total $2,777,159. An additional $94,989 was reported as paid to musicians making films exclusively for TV.

The total of $20,186,168 reported for radio employment covered both staff and commercial work in the United States, Canada, Hawaii and Puerto Rico, with staff employment in the United States accounting for almost $13 million.

Breakdown Listed

Breakdown of staff employment in the United States was as follows: 1,929 men worked for 50-52 weeks on 305 stations to gross $10,073,272; 31 men worked from 40-49 weeks on six stations to gross $79,825; 36 men worked from 30-39 weeks on nine stations to gross $54,799; 216 men worked less than 30 weeks on 60 stations to receive $2,572,916; miscellaneous employment—such as extra conductors, musicians, copyists, overtime wages, etc.—amounted to $2,572,916. It was noted that 57 of the 437 stations which employ AFM musicians do so on a single engagement basis only.

Staff employment in Canada totalled $897,652 and in Hawaii, $4,390.

Commercial employment — paid for by sponsors or advertising agencies and separate from station staff work—totalled $4,733,574 for the four major radio networks during 1950. This total was for the employment of 124 leaders and 2,519 men who worked on 194 sponsored programs for an aggregate of 12,700 broadcasts.

Breakdown of commercial broadcasting employment by city was as follows:

New York—82 sponsored programs, broadcast 7,086 times, cost $1,670,531 for musicians' salaries; Los Angeles—85 sponsored programs, broadcast 4,664 times, cost $2,625,458; Chicago—16 sponsored programs broadcast 484 times cost $36,728; San Francisco—one sponsored program broadcast 18 times cost $45,593; Nashville—three programs broadcast 156 times cost $35,464. Traveling bands, playing on seven programs broadcast 292 times, earned $319,800 in salaries.

"A more exact picture" of commercial broadcasting, the report said, is indicated by the figures that 2,519 musicians, conducted by at least 124 leaders, sponsored by 194 agencies or companies, played for a total of 12,700 commercial broadcasts.

Commercial fees in Canada totalled $722,258; in Hawaii, $1,250, and in Puerto Rico, $7,050.

Although AFM is generally acknowledged as one of the most powerful unions and one which offers fullest protection to its members, President Petrillo still has a major problem in finding employment for members who do not live in major cities. Of the 585 locals which reported on staff radio employment, 351 said there was none, and television employment, as previously stated, was practically limited to three production centers.

But in spite of the centralization of broadcasting employment, it was evident from the survey that this is the major income course for musicians. Theatre work in vaudeville, Broadway shows, operas and burlesque totalled $6.5 million; phonograph recordings paid about $2.5 million; electrical transcriptions gave another $2 million; and symphony employment proved limited by the concert season, with complete operating costs—including non-musical expenses—for 31 major orchestras estimated at $11 million.

Report also announced that traveling orchestras, playing for transcontinental commercial radio programs, would receive a 15% increase effective Sept. 1, with a $43.70 minimum for a 30-minute program.

Mr. Petrillo also proposed amendments to include television in the union by-laws, most notably articles 7 and 23 where "and/or television" is to be inserted with most references to "radio."

The four-day AFM convention is expected to attract some 1,100 delegates from about 700 locals in the United States and Canada, with sessions to be highlighted by the president's report, a talk by California's Gov. Earl Warren, and entertainment by the Bob Hope radio troupe and the Les Brown orchestra.

HILL COVERAGE

Media Report Issued

A SEMI-AUTHORITATIVE indicator as to the extent of radio and TV coverage of congressional committee proceedings is available on Capitol Hill.

Media coverage has been assuming greater importance, following a ban clamped on House committee sessions last February by Speaker Sam Rayburn (D-Tex.). A fortnight ago, Sen. Pat McCarran (D-Nev.) proposed that the Senate do likewise [B•T, May 26].

Rep. Rayburn's decision barred newsreels as well as broadcast media. Sen. McCarran's resolution would prohibit still photographs in addition to these media.

Now, the Senate committees themselves determine whether their hearings will be open to newsreels, radio and TV. Resolutions pend in the House to amend the rules and thus set up similar procedure as exists in the Senate. An author of one of these measures is George Meader (R-Mich.).

When the Congressman made his proposal in the wake of Mr. Rayburn's ban, Rep. Meader promised to have prepared a report on congressional committee coverage.

That report has been received by the Congressman from the Library of Congress. Compilation was headed by W. C. Gilbert, acting director of the Legislative Reference Service.

Summary of those findings follows:

House Armed Services Committee—TV and newsreels permitted on 12 days of hearings on the probe of the B-36 bomber program (81st Congress).

House Banking and Currency Committee—Use of television and newsreels restricted.

House Foreign Affairs Committee—Policy not to permit radio, newsreel or television cameras during hearings. There may have been some exceptions to this rule.

House Interstate and Foreign Commerce Committee — Televised hearings of investigation of air crashes at Newark Airport during February 1952.

House Judiciary Committee—Use of TV restricted.

House Un-American Activities Committee—Hiss-Chambers hearings were telecast on 21 hearing days (1948). Motion-picture industry investigations in Los Angeles telecast five hearing days in 1951. "Restrictions have been placed on the use of television and newsreel cameras. The present policy is that television and newsreel cameras are restricted during committee hearings. This decision was made in order to insure proper decorum."

Studying GI Bill

House Select Committee, studying GI bill of rights program—Two hearings (December 1950) in Dallas, three in Harrisburg, Pa., (1951), two in Philadelphia (1951), one in Memphis (1951) and one in Nashville (1951), covered by newsreels. A Murfreesboro, Tenn., hearing August 1951 broadcast. Two hearings held in December 1951 covered by newsreels and recorded. Some newsreel films shown on TV.

House Select Committee, probing Katyn Forest Massacre—Plans to telecast Chicago hearings March 13 and 14, 1952, rescinded after Mr. Rayburn's announcement. Four hearing days, the month before, covered by newsreels.

Senate Appropriations Committee—Respective subcommittees have discretion on use of TV and newsreel cameras. Some filming made on armed services appropriation bill when government agency heads appeared in February 1952.

Senate Armed Services Committee—Universal military training hearings March 30 to April 2, 1952 telecast. Twelve hearing days on sending ground forces to Europe telecast in early 1951.

Senate Banking and Currency Committee—Three hearing days in summer of 1950 devoted to Defense Production Act telecast as were two hearing days on same act in March 1952. Though no records were kept, there have been other instances of television and newsreel cameras used.

Senate District of Columbia Committee—Crime investigations on TV telecast on 11 hearing days in 1952. [There were broadcasts and recordings]. Witness could request TV restriction.

Senate Expenditures Committee's Subcommittee on Investigations—On loyalty program in government, newsreel cameras covered at least seven hearing days in 1948. Subcommittee must authorize radio, TV and newsreels of witness testifying.

Senate Foreign Relations Committee—Thirty-one hearing days of State Dept. employe loyalty probe telecast and covered by newsreel cameras in 1950. Twelve hearings telecast and filmed in 1951 on sending troops to Europe. On Mutual Security Act, 11 days of hearings on TV and filmed in 1951. Same coverage on three days of hearings on St. Lawrence seaway. No restrictions on TV in this committee.

Senate Interstate and Foreign Commerce Committee—Portions of hearings on gambling information legislation filmed (April 17 through May 4, 1950).

Senate Judiciary Committee—On control of subversive activities four hearing days of May 1948 were on newsreels but restrictions placed on TV or newsreels during 1952 probe of Institute of Pacific Rela-

(Continued on page 93)

Yankee Ingenuity and Radio...

. . . Combine for McWhirr's Broadcast Success



RADIO has helped make the 75-year-old R. A. McWhirr Co. a Fall River, Mass., institution. Not only is this department store one of the most successful in New England, it has set somewhat of a record for longevity. It has used the same program on the same station, WSAR Fall River, for 25 years and the same m. c. for 21 years. Success stories are numerous. For example, station management recalls a Christmas shipment of electric trains. Announcement went on the show which closed at 1 p. m., and the last train was sold less than an hour later. Through its half-hour program, "Musical Parade and Shopping News," the store uses radio to popularize its personal shopping service—now one of its most successful departments.

RADIO has produced "real results" for R. A. McWhirr Co., Fall River, Mass., department store, says Richard M. Thompson, president and treasurer.

Mr. Thompson's statement is backed by a record of radio use that probably is unprecedented in broadcasting annals.

For McWhirr has used the same program on the same station, WSAR Fall River, for 25 years. The same m.c. has presided over the program for 21 of those years.

The department store, one of the largest and most successful in its area, this year celebrated its 75th anniversary.

Twenty-five years ago, the store decided to try radio advertising for two reasons: First, the management felt that as a progressive city Fall River should have a radio station and it wanted to lend support. Second, the store knew advertising on radio would supplement its printed ads and lend a progressive touch to the entire advertising program.

It decided to use 12:30 to 1 p.m., Monday through Saturday, on WSAR, with format including popular music on records and informal comment. The commercials were included, just as informally, in the comment. Title was, and still is, *Musical Parade and Shopping News.*

At first, WSAR personnel handled the program but the store used its department heads to tell about merchandise in their departments that they felt would interest listeners.

In this capacity, Eddie Burke first appeared. As manager of the store's automotive department he was asked by the management to deliver a one-minute commercial. He was, he says now, "scared to death." He approached the microphone with fear and trembling and blurted out something about a hand-jack.

But that first announcement proved effective and Mr. Burke was called on several times in the next few months. Mike fright soon vanished and he began enjoying the chore. Four months after his first appearance Eddie Burke took over the program.

In 1931, WSAR was a single room. Mr. Burke had no helper and the choice of records for the daily show was limited. To complete the popular music show and avoid daily repetition he dipped into semi-classics and ballads. But variety was the format then, just as it is today.

McWhirr always has made good use of the program and certain items are featured on it exclusively from time to time. Success stories are numerous. Station management recalls one was a Christmas shipment of electric trains. Announcement went on the show that closed at 1 p.m. and the last train was sold before 2 p.m. the same afternoon.

The store used the radio to popularize its personal shopping service—now one of its most successful departments. Mr. Burke keeps his commercials informal and easy, seldom using prepared copy.

Merchandise sold by the store is not the only thing popularized by the program. Many hit tunes that have swept the country received their first "airing"—at least for the New England area—over *Musical Parade.*

The "Beer Barrel Polka" was one such tune. Eddie heard it for the first time in a New York recording house as played by a foreign orchestra and was so impressed he persuaded the firm to let him have a copy. The record started a clamor for polkas in the city that is still going on and he includes one in each day's program.

Eddie Burke's "coming of age" over WSAR was celebrated by both the station and department store. The 21st anniversary broadcast brought floods of mail, some from adults who remembered hearing his program as children.

This daily repetition of the program at the same time year after year is credited by the McWhirr Co. with much of its success.

In a letter to WSAR, Mr. Thompson pointed out:

. . . For a while in the beginning the results of radio advertising were not positive but we were satisfied that it had definite institutional value.

However, as time went on it soon became apparent that the daily repetition of our program was producing real results and today we believe there is no doubt but that our noon hour program with its familiar theme song is a "Fall River institution."

For most of the 25 years we have had a member of our own organization prepare the program and do the broadcasting, not that WSAR could not have done it expertly and well, but to give it a personal touch.

We are thoroughly convinced that radio broadcasting to be most effective should be continuous and that the station doing the broadcasting must pursue a policy that creates the confidence in its listeners that the managers of the station are responsible and accurate.

At the eventful moment in the history of our company we wish to thank WSAR for its cooperation and the fine service it has given to one of its oldest patrons.

Mr. Burke, as Mr. Thompson points out in his letter, is still an employe of the McWhirr Co. He long since has been relieved of his responsibilities as head of the automotive department and his principal duties are preparation and management of the program. At other times, he serves as a floorman at the department store, where he keeps a close personal contact with friends made for the store and himself during 21 years on the air.

Availabilities Sought

RADIO and television were so successful in a one-month media test for Rayco Mfg. Co., manufacturers of auto seat covers, in New York and five other markets, that the firm is currently seeking time availabilities for a radio and TV campaign in 34 top major markets. Company has used *Front Page Detective* on the DuMont TV Network (Fri., 9:30-10 p.m.) and a radio spot schedule on WHDH Boston. Emil Mogul Co., New York, is the agency.



DOUBLE congratulations go to Earl C. Reineke (r), founder-president and general manager of WDAY Fargo, N. D., from Niles Trammell, NBC board chairman, for WDAY's 30th year on the air and for its record of top Hooperatings on NBC for 1950, 1951 and 1952.

MEDIA FREEDOM

Admen Must Fight—Fellows

ADVERTISERS must join with the nation's free media to block attempts to set up government controls over freedom of speech, Harold E. Fellows, NARTB president, told the Massena, N. Y., Chamber of Commerce last Monday.

"Are you, as advertisers, to be told what programs you can or cannot buy to promote the sale of your goods and services?" he asked. "Or are you to be told what you can or cannot say? Opposition to such proposals is not a selfish fight for the interest of our industry alone. It goes to the very basic freedoms of every citizen in America."

Mr. Fellows told the business men they "belong with us in this fight," through associations and through influence brought to bear personally on their Congressmen and Senators. He told advertisers they would be "investing not only in your own economic improvement, but in your freedom to seek such improvement."

In an address Tuesday to the Watertown, N. Y., Kiwanis Club, Mr. Fellows said "judgment, program tastes, preferences and economic decisions affecting broadcasting, under our American system, belong to the people—all of the people, and not to the government."

He issued a warning against those who would "place governmental halters on the inestimable power of radio and television."

Mr. Fellows said there are convincing arguments in favor of "boards of experts to decide for Mr. and Mrs. John Q. Public what they should and should not see and hear. In stating this, let me quickly add that I do not accept the counter theory that there should be a haven of security from justifiable criticism toward those of us who have programming responsibilities that reach into the very hearthsides of the country.

"Quite the contrary, it is my firm conviction that any whose stewardships over broadcast frequencies reflect continuing mediocrity and downright shabbiness are wantonly wasting their greatest economic resources—the support and confidence of the public."

WDAY CEREMONIES

Mark Start of 31st Year

WDAY Fargo, N. D., entered its 31st year last week following a weeklong 30th anniversary celebration climaxed by a WDAY managed and sponsored band festival in which 45 high school bands from three states participated.

An estimated 20,000 persons watched a two-mile two-hour parade, ending with a massed band concert under floodlights at the football stadium. Lt. Col. William F. Santelmann, director of the Marine Corps Band, directed the 45-band concert, which is to become an annual event.

Walter O'Keefe, comedy quizmaster of NBC's *Double or Nothing*, played to a packed house during the anniversary. The comedian directed the grand finale of the Phillips 66 *Talent Parade* broadcast.

Founder, president and general manager of WDAY is Earl C. Reineke. Other officers include Jack Dunn, station manager; Tom Barnes, sales manager; Ken Kennedy, program director, and Roy C. Pedersen, sales promotion manager.

Seven Who Make Up Program Study Group

(Continued from page 28)

ice in the armed forces in World War II. He returned to law practice in Austin, was a member of its City Council from 1946 to 1948 and served as mayor pro tem in 1947-48.

* * *

REP. JOSEPH P. O'HARA (R-MINN.)

TOP GOP member on the subcommittee, Rep. O'Hara is a veteran Congressman having served in the House more than 10 years. Of late, he has been in the news for his sponsorship of a bill to give the broadcaster the right to censor political candidates' talks on the airwaves. He has also expressed interest in the McFarland bill (S 658). As are the other six members of the subcommittee, Rep. O'Hara is of the legal profession. He was born in Tipton, Iowa, on Jan. 23, 1895, and received his legal education at Inns of Court in London and at Notre Dame U. where he was given his LL.B. degree. He served in World War I for 27 months. As a lawyer, Rep. O'Hara specialized in trial work and was county attorney at McLeod County in Minnesota before elected to Congress.



Rep. O'Hara

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REP. J. EDGAR CHENOWETH (R-COL.)

REP. CHENOWETH has served eight years in the House, terms concurrent except for two years of the 81st Congress when he had been defeated for re-election. A former county judge for the Third Judicial District of Colorado, Rep. Chenoweth was chairman of the state's Republican Central Committee until nominated for Congress. He began his law practice in 1926 in Trinidad, Col., where he was born on Aug. 17, 1897. He was graduated from the U. of Colorado, worked for a railroad, an oil company and a supply house, while studying law in his spare time. He was an assistant district attorney before becoming a judge. He is listed as a Baptist in the *Congressional Directory*.



Rep. Chenoweth

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REP. HARMAR D. DENNY JR. (R-PA.)

BORN in Allegheny, Pa., on July 2, 1886, the great-grandson of a member of the House, Rep. Denny, after obtaining his law degree from the U. of Pittsburgh Law School, and serving in both World War I and II, is a so-called "freshman" member of the House. He is serving his first term. A bomber pilot in the First World War, Rep. Denny was in the Air Corps in the Second World War, and is a commissioned lieutenant colonel in the Air Force (retired). He is a member of Session, First Presbyterian Church of Pittsburgh. Early in his career, he was an attorney-at-law and investment counsellor. He was chairman of the Advisory Committee of Denny Properties.



Rep. Denny

CONVENTIONS

NBC Plans Programs; CBS Names Directors

THIRTY-SIX hours of special pre-convention programming are planned by the NBC networks, William R. McAndrew, director of NBC convention coverage, announced last week.

The public service programs, intended as a climax to NBC reports on primary elections and as a prelude to the actual conventions, will include profile reports of leading candidates, explanations of convention mechanics, and reviews of the party meetings in Philadelphia four years ago. The network plans a total of 60 hours of radio and television broadcasts during the conventions themselves, to be sponsored by the Philco Corp.

NBC installation of $1.5 million worth of equipment in the International Amphitheatre, site of both Republican and Democratic conclaves, is to be completed by July 3, four days before Republican delegates begin their meetings, Mr. McAndrew said. Democrats will convene July 21.

The network has obtained Polaroid land cameras, which deliver developed pictures within one minute, as a supplement to live and film TV coverage and has hired a complete photo laboratory to process the thousands of feet of motion picture films expected to be shot daily. A teletype communications system will link all NBC stations directly with the network's convention headquarters, where the director's office is also being equipped with radio and TV monitors to allow for checks on what other networks are broadcasting at a given moment.

CBS-TV network meanwhile announced that a total of five directors have been assigned, probably for the first time ever, to a single television job: convention coverage, to be sponsored on CBS-TV by Westinghouse Electric Corp.

"It'll take teamwork unprecedented in the history of television, smoother coordination than any show ever put on the air," Sig Mickelson, director of news and public affairs, said.

Instead of the usual four or five cameras assigned to a major TV program, the CBS-TV convention crew will work with a total of 17—often operating simultaneously. Four of the five directors will supervise groups of cameras, selecting the best scenes for transmission to the master control room where final selection of the one scene to be transmitted to the audience will be made by Don Hewitt, CBS-TV news veteran. Mr. Hewitt's current assignments include *See it Now*, *Douglas Edwards and the News* and *Presidential Timber*.

Franklin Schaffner, currently alternating director of *Studio One*, will be assigned to cover eight of the cameras, those which will be operated as a pool by the various networks alternately. News directors Ted Marvel and Vince Walters had been designated as directors for six other cameras to be located in special CBS-TV studios, three each in the amphitheatre building and the CBS-TV headquarters in the Conrad Hilton Hotel. Byron Paul will direct the remaining three cameras.



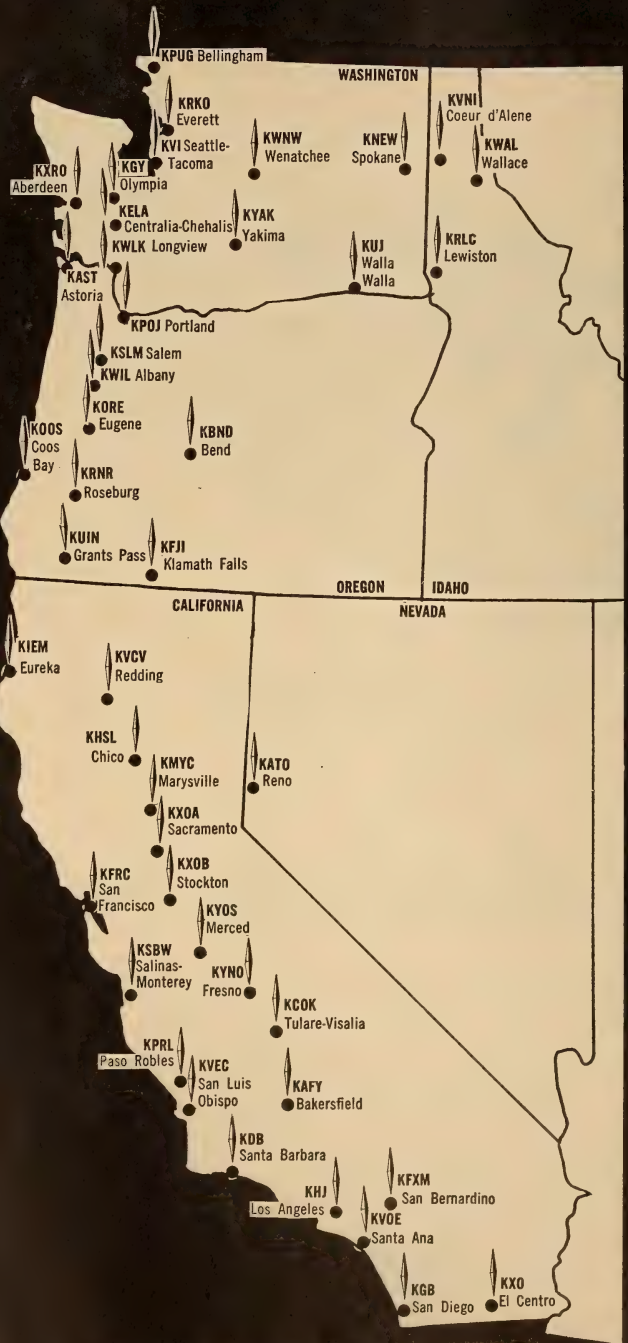
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Baltimore merchants go for WITH the way bees go for honey. They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more *buying* listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why *WITH carries the advertising of twice as many local folks as any other station in town!*

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Says Mr. Boggs . . .

"We find AP News is a solid source for network sales and satisfied clients. For example, one of our current news sponsors has renewed his network contract for sixteen consecutive years . . . another for eleven years . . . a third for nine years! Sponsors know that AP newscasts on the Don Lee Network reach large and

Hundreds of the country's finest stations announce with pride "THIS STATION IS A MEMBE

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CONELRAD PLAN *Discussed With N.Y. Radiomen*

TO EXTEND the effectiveness of the Conelrad air raid alert plan for radio, the U. S. is working with representatives of Canada and Cuba and also expects to come to an agreement with Mexico in the near future, FCC Comr. George E. Sterling told New York area broadcasters Wednesday.

At the same meeting, one of a series of regional sessions being held to discuss the Conelrad plan with broadcasters, Audio-Visual Director Jesse Butcher of the Federal Civil Defense Administration reported that meetings will be set up within a few weeks with all segments of the industry to discuss the handling of programming during Conelrad operations in an air emergency.

"There is devolved on FCDA the responsibility of programming during Conelrad operations," Mr. Butcher declared. "Now that most of the technical problems have been determined by the various government agencies involved, very shortly we shall consult with the broadcasting industry, NARTB, networks, local stations, and others identified with the medium" in order to get "their counsel and suggestions along with our people on just what this programming should be."

Comr. Sterling reported that the more than 1,200 radio stations currently enlisted in the plan have spent approximately $1.5 million on it. Both he and Mr. Butcher lauded the cooperation of broadcasters, Comr. Sterling asserting that without it "the plan would have been a dismal failure." Mr. Butcher re-emphasized that in event of air attack upon the U. S., "radio will be the major medium of communication in instantaneously and continually bringing information and instruction to the people of the nation."

Prevents 'Homing'

The Conelrad plan (technically, the control of electro-magnetic radiations) is designed to provide a means of emergency communication while at the same time keeping enemy planes from "homing" to targets on stations' signals. It provides that, upon signal from the air division commander, stations will switch frequency to either 640 or 1240 kc. They will operate in local "clusters," with the stations within each cluster alternating operations systematically, so that only one is broadcasting at a given time.

Comr. Sterling described the last nation-wide Conelrad test, conducted April 26, as "successful," providing good navigation deception and ground coverage but still leaving room for improvement [B•T, April 28].

Referring to negotiations with adjacent nations, he pointed out that "no plan of operation could be successful [in time of attack] without the participation of our neighboring countries," and added: "An exchange of notes has been made with Canada and Cuba and our staff is working in collaboration with their government representatives concerned. We expect to work out an agreement with Mexico shortly."

To those concerned about enemy use of non-broadcast sources of electro-magnetic radiation for target-finding, Comr. Sterling gave assurances that "counter-measures are being provided against all methods of electronic navigation."

He also said it was expected that the Conelrad plan — developed under FCC guidance at Air Force request—will be given final approval of the Secretary of Defense and the National Security Resources Board "within a few days." It already has been approved by the Air Defense Command and the Dept. of the Air Force.

The New York meeting, attended by some 75 radio and civil defense representatives, was preceded by a similar one in Philadelphia and was followed by a session in Boston Friday. A meeting for Maine broadcasters is slated today (Monday) at Portland. Comr. Sterling, a native of Maine, noted that broadcasters of that state have not yet enlisted in Conelrad and expressed hope that as many as possible would be on hand to discuss the importance of the plan and its mechanics.

FCC personnel accompanying him at the meetings included Ralph Renton, who is serving as national supervisor for Conelrad's development, and Prose Walker, zone supervisor.

Comr. Sterling reported that FCC has a Conelrad coordination engineer in each air division—a total of 11—and a zone supervisor in each of the three air defense force areas.

CBS Radio Talks

(Continued from page 23)

affiliates, including some of those who signed last week's telegram, another radio network rate cut cannot be expected to solve anything and may succeed only in leading eventually to yet another cut, as would seem to have been the case with the reductions of last year.

"Where do you stop?" one prominent affiliate asked last week. "I don't think anybody has the answer."

This broadcaster also said the under-the-table business practice was present on the station level. He said he had refused to make concessions or deals below card rates, although competing stations in his community had done so.

He admitted that by sticking to his card he had "undoubtedly lost some business" but that overall he had kept far more than he lost. He saw no reason why this same practice could not be followed on a network basis.

Text of the telegram sent to all CBS Radio affiliates by the nine broadcasters follows:

The undersigned feel that the current network radio situation offers cause for grave concern. As affiliates of the leading radio network we believe that a meeting to acquaint all CBS affiliates with the current situation is desirable. Accordingly we have scheduled a meeting at the Ambassador Hotel, July first and second.

Please be prepared to devote at least two days of your time to this problem. We have invited CBS officials to be present during the second day of the meeting and have been informed by Herbert Akerberg [vice president in charge of station relations, CBS Radio] that a representative group, including Chairman of the CBS, William S. Paley, Frank Stanton and Adrian Murphy will attend.

In order to secure room reservations for you at the Ambassador or elsewhere if desired, must have your acceptance immediately. We urge your attendance in your own best interests and we request you wire acceptance in care of George B. Storer, Storer Broadcasting Co., 488 Madison Ave., New York City.

'BLACKLISTING' *KOWL Files Reply To ACLU*

KOWL Santa Monica, Calif., told FCC last week it stood on solid ground in cancelling the program contract of Rev. Clayton Russell in October 1950 because of his alleged associations with Communists. The station made its contention in a reply to the "blacklisting" complaint of the American Civil Liberties Union which also had cited WPIX(TV) New York and NBC, ABC, DuMont and CBS [B•T, April 14].

Arthur H. Croghan, KOWL president and manager, informed FCC:

We will not permit Communists or persons who are sympathetically identified with Communists or Communistic organizations to use the facilities of Station KOWL and we shall do everything in our power to prevent any Communistic utterances over the station.

We believe this to be good Americanism and we do not believe that the Commission or any other agency of our government will rule otherwise.

If we be wrong it will, of course, be up to us to determine whether we want to subvert our ideals or discontinue the broadcasting business.

ACLU's petition requested the Commission to conduct a general investigation into blacklisting in radio and television, as charged in a newly published book by ACLU board member Merle Miller titled *The Judges and the Judged.* The organization requested the Commission to consider adopting rules to ban the practice.

ACLU specifically asked FCC not to renew the licenses of the defendants until they take an oth against discrimination because of actual or alleged associations or beliefs, past or present, and agree to insert a similar no-blacklist clause in contracts dealing with programs prepared by advertisers or agencies.

ACLU contended the blacklisting practice stemmed from listing of names in the anti-communist publications *Red Channels* and *Counterattack.*

Filed by the Washington law office of Eliot C. Lovett, KOWL's reply explained that Rev. Russell's contract, made in May 1949, contained a provision which reserved to KOWL the right to reject or cancel "any and all contracts with Advertiser, or refuse to broadcast any part of or all of any programs which do not, in the opinion of the Broadcaster, maintain a quality and character creditable alike to the Broadcaster and Advertiser. . . ." This provision is contained in all KOWL contracts, the reply noted.

The reply explained that in a newspaper story concerning the termination of the contract, a station employe was quoted to the effect that Rev. Russell's program was stopped because his name was found "in several lists of persons supposed to be friendly with Communism" but "we have watched his speeches closely and he has never uttered a word that could be objected to and we do not think he is a Communist."

KOWL explained that because of this quotation, it was sued for libel by Rev. Russell in May 1951 but the case was dismissed and never refiled. The suit for $100,000 damages, KOWL said, was "predicted upon the erroneous supposition that KOWL is a common carrier."

In his conclusion, however, Mr. Croghan told the Commission:

If we had had any knowledge of Rev. Russell's Communistic associations when he approached us for time on KOWL we would certainly have refused to sell to him. Not until the late summer of 1950 did we become suspicious. Paul R. Snider, our Program Director, reported that he listened to several of Rev. Russell's Sunday programs when he was in the control room; that Rev. Russell made no attempt to preach but endeavored primarily to arouse Negroes to action; that, shortly after Paul Robeson had been cited by a Congressional Committee for un-American activities, Rev. Russell devoted his program time to extolling the virtues of Robeson, stating that he represented the colored people and that if he were persecuted all Negroes would be persecuted.

When a rally was held in Los Angeles for Paul Robeson Rev. Russell appeared on the platform and it is common knowledge that he was active in making Robeson's appearance possible. Of course, Paul Robeson is an acknowledged Communist.

Then I found Rev. Russell's name in "Red Channels." Thereupon I checked three different sources, one of which was the Sheriff's office of Los Angeles County, which had a large file on Rev. Russell that clearly showed that he was closely identified with Communistic organizations. Another source, namely, Senator Jack B. Tenney, of the California Legislature, had a file that also showed that Rev. Russell consistently followed the Communist Party Line. (See the Senate Committee's report for 1948, pp. 183, 215, 252, and 375.) Similar information was disclosed in the files of "Alert," which is a weekly report published in Los Angeles on Communism.

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Even though you can't BUY experience, you can HIRE it and it pays dividends.

Radio Tax Relief

(Continued from page 23)

tion. If he lost money in days of pioneering in the new field, he was more than likely the money-maker starting in 1950. The differences between 1950 and 1951 to the base period of 1947-1949 in earnings were great enough to make a comparative difference in the amount of money he would have had to pay Uncle Sam.

Subsequently, a relief provision was written into the Excess Profits Law in the 82d Congress. It was hailed as a victory for the industry [B•T, Oct. 15, 1951]. By the same token, the Miller bill could prove a variable windfall for the licensee who owns radio along with other businesses.

The bill was introduced with nary a murmur last Monday. Just how much chance the bill would have this session of Congress was doubtful. Lawmakers are not willing to change the tax law this year. In any event, Rep. Miller could be expected to re-introduce the measure early next year.

It adds a subsection (e) to Sec. 459 (which contains the TV relief section) of the Internal Revenue Code. It reads as follows:

"(e) RADIO BROADCASTING COMPANIES.—

"(1) In the case of a taxpayer, engaged in the business of radio broadcasting throughout a period beginning during, but not prior to, the 36-month period ending on the last day of its base period, and ending with the close of the taxable year, and not engaged in the business of television broadcasting prior to January 1, 1951, the taxpayer's average base period net income computed under this subsection shall be computed as follows:

"(A) If the taxpayer was engaged during its base period in any business or businesses other than radio broadcasting, by computing the average base period net income under section 435 (d) for such other business or businesses (determined without regard to income deductions, losses, or other items attributable to the radio broadcasting business).

"(B) By multiplying such part of its total assets (as defined in section 442 (f)), for the last day of its base period as was attributable to the radio broadcasting business by the base period rate of return determined under section 447 (c) for the industry classification which includes radio broadcasting. The amount so computed shall be reduced by an amount equal to such portion of the total interest paid or incurred by the taxpayer for the period of 12 months following the close of its base period, as is attributable to its radio broadcasting business.

"(C) By adding the amount computed under subparagraph (B) to the amount, if any, computed under subparagraph (A).

"(2) RULES FOR APPLICATION OF SUBSECTION.—

"(A) For the purpose of section 435 (a) (1) (B), an average base period net income determined under this subsection shall be considered an average base period net income determined under section 435 (d); but in computing the base period capital addition under section 435 (f), the computations under such section shall be adjusted, under regulations prescribed by the Secretary, so as to exclude therefrom items attributable to the radio broadcasting business.

"(B) If any part of the total assets referred to in paragraph (1) (B) were acquired, directly or indirectly, through the use of assets attributable at any time during the base period to a business of the taxpayer other than radio broadcasting, the amount determined under paragraph 2 (A) shall be properly adjusted by eliminating from the excess profits net income (computed for the purpose of paragraph 2 (A)) for each month prior to such acquisition, such portion thereof as is attributable to the assets used, directly or indirectly, for such acquisition. For the purpose of this subparagraph, the excess profits net income for any month shall be attributed to such assets on the basis of the ratio, as of the beginning of the day of the acquisition, of such assets to total assets (as defined in section 442 (f)) determined without regard to assets attributable to the radio broadcasting business.

"(C) The Secretary shall by regulations prescribe rules for the application of this subsection, including rules for the computation of the taxpayer's net capital addition or reduction.

"(3) APPLICATION OF PART II.—

"The Secretary shall prescribe regulations for the application of part II for the purpose of this subsection in the case of an acquiring corporation or a component corporation in a transaction described in section 461 (a) which occurred prior to the close of the base period of the acquiring corporation and the respective component corporations."

SEC. 2. TECHNICAL AMENDMENT.—Subsection (e) of section 459 is hereby designated as subsection (f).

SEC. 3. EFFECTIVE DATE.—The amendments made by this Act shall be applicable with respect to taxable years ending after June 30, 1950.

WIVI Starts

WIVI Christiansted, St. Croix, Virgin Islands, began operations at 6:30 a.m. May 15. WIVI has appointed Pan American Broadcasting Co. as its exclusive international representative. Operating with 250 w on 1310 kc, station is under supervision of General Manager Edward M. Vickers, who also serves as technical supervisor.



NEWLY-ELECTED officers of the Indiana Radio Newsmen at their meeting May 23 coincident with Indiana Broadcasters Assn. sessions, at WIRE Indianapolis are (l to r) Phil Haines, WTRC Elkhart, 1st vice president; Ruth Dunagin, WFIU Bloomington, treasurer and editor of the IRN Bulletin; Howard Stevens, WBOW Terre Haute, president, and Spencer Danes, WKBV Richmond, secretary.

upcoming

June 2: BAB Sales Clinic, Portland, Me.

June 3-5: Public hearings on House Commerce subcommittee investigation of "immoral" radio and television programs, 10 a.m., Room 1334, New House Office Bldg., Washington.

June 4: BAB Sales Clinic, Boston.

June 5: BAB Sales Clinic, Providence.

June 5-6: Kentucky Broadcasters Assn. semi-annual meeting, Seelbach Hotel, Louisville.

June 5-6: NARTB TV Code Review Board, NARTB hdqrs., Washington.

June 6: BAB Sales Clinic, Hartford.

June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.

June 12-13: NARTB Radio Board, NARTB hdqrs., Washington.

June 16: BAB Sales Clinic, Philadelphia.

June 16-17: American Marketing Assn., conference, Netherland Plaza Hotel, Cincinnati.

June 16-17: National Assn. Radio Farm Directors, spring meeting, Raleigh Hotel, Washington.

June 16-19: National Advertising Agency Network, annual management conference, Skytop Lodge, Skytop, Pa.

June 18: BAB Sales Clinic, Baltimore.

June 18-20: FTC hearing on proposed radio-TV trade practice rules, Federal Trade Commission Bldg., 6th & Pennsylvania Ave., N. W., Washington.

June 19: BAB Sales Clinic, Washington.

June 19-20: North Carolina Assn. of Broadcasters convention, Nag's Head, N. C.

June 20: BAB Sales Clinic, Richmond, Va.

June 20-21: Communications Institute, Bowling Green State U., Bowling Green, Ohio.

June 22-26: Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 29-July 2: National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

June 30: BAB Sales Clinic, Syracuse.

July 1: BAB Sales Clinic, Buffalo.

July 1: FCC to commence TV application processing.

July 3: BAB Sales Clinic, Pittsburgh.

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

WSB LIMITS

Opined by NARTB's Doherty

WAGE Stabilization Board should devote its functions only to employe relations "which bear upon the inflationary picture, and its regulations and decisions should require prior approval of the nation's Economic Stabilizer.

These opinions were offered to the House Education and Labor Committee in Washington last Wednesday by Richard P. Doherty, industry member of the WSB and NARTB Employe-Employer Relations director. The committee held hearings on a resolution (H Res 532) authorizing a probe of WSB policies as an outgrowth of the steel wage dispute.

"A further pressure of rising labor costs has the grave potential danger of generating a very real recession in business activity," Mr. Doherty warned, in reviewing board practices. He charged that WSB had been evaluated without regard to the "real and far-reaching impact . . . upon collective bargaining procedures of the nation," of which, he said, the board is the "architect."

Mr. Doherty personally felt that wage stabilization should be consigned to "the deep freezer" or, failing that, be subject to scrutiny of a congressional "watchdog" committee. In any event, it should be deprived of "autonomous rights to act in the area of national stabilization designed for the good of all the people. . . ."

As an example, Mr. Doherty noted that WSB rules and regulations are universally accepted by unions and workers as "indicating minimum available floors." Union security does not fall within the board's bailiwick, he added.

Wages of radio-TV and other industries are subject to board jurisdiction under current economic controls legislation.

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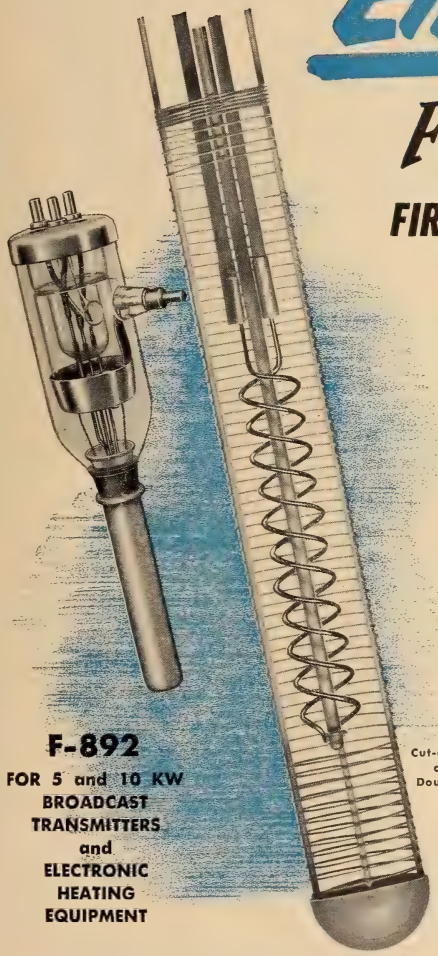
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Double Helical Filament

- **Does away with BOWING!**
- **Greatly increases tube LIFE!**



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FOR 5 and 10 KW BROADCAST TRANSMITTERS and ELECTRONIC HEATING EQUIPMENT

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ANOTHER important Federal *"First"* is the new Double Helical Filament—for Federal's re-designed F-892!

The design has been completely checked and subjected to numerous filament cycling tests equivalent to two years' operation in normal broadcast equipment.

One tube filament was cycled 1500 times—1000 times with the starting current *twice* rated, and 500 times with the starting current *four* times rated—*without movement or distortion!*

Wound through 360° for mechanical stability and carrying opposing electrical fields which provide improved electrical stability, the F-892's Double Helical Filament definitely eliminates *bowing*—one of the primary causes of filament-to-grid shorts. For proof, all F-892's now in the field are still in service!

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BARTON A. STEBBINS (seated) of Los Angeles agency bearing his name, renews Signal Oil Co. sponsorship of *The Whistler* on 21 CBS Pacific and Mountain stations. Standing (l to r): H. K. Carpenter, network acct. exec.; William Shaw, CPN mgr.; Edwin W. Buckalew, CPN asst. gen. mgr. for sls.

SMILING after sponsorship renewal are (l to r) Ralph M. Barker, star of WCOP Boston's *The Old Salt;* Ed Shea, media dir., James Thomas Chirurg Co., Rudy Bruce, adv. mgr., New England Coke Co.

MORRY AXELROD, mdse. dir., Thrifty Drug Stores, signs for $75,000 spot campaign on KLAC Hollywood. Standing (l to r): Don Breyer, exec. v. p., Factor-Breyer, L. A., and Larry Buskett, KLAC sls. mgr.





W. A. AVERY (seated) of W. T. Grant Co., signs for KXYZ Houston's *Bill Roberts' Town Crier of the Air.* Standing (l to r): Bill Roberts, prog. star; Ted Hills, KXYZ mgr., Fred Presley, Grant adv. mgr.

LLOYD FRIEND, exec. dir., Mid-South Milk Producers Assn., arranges for *Dugout Dope* and baseball scorecast over WHBQ Memphis. Frank Willis, WHBQ acct. exec., witnesses signing.





COMPLETING Cleveland transfer of *Ohio Story* to WGAR are (seated, l to r) Nelson Olmstead, prog. narrator, and L. L. Evert, asst. to v. p., Ohio Bell Telephone Co., sponsor; standing (l to r): Mannie Eisner, WGAR sls. rep.; Bob Dailey, McCann-Erickson acct. exec., and John B. Garfield, WGAR sls. mgr.



'SEIZURE POWER' *McCarran Moves to Test Truman Claim*

A CONGRESSIONAL move to test President Truman's contention that he has "inherent power" to seize private property—both disclaimed and reiterated since mid-April by the Chief Executive—was gathering steam on Capitol Hill last week.

It was plain that, while the Supreme Court had not yet announced its decision in the steel seizure case, some members of both the Senate and House were disturbed over the far-reaching implications of Mr. Truman's statements.

The basic underlying issue since the seizure threat was first raised by Mr. Truman at his April 17 news conference is whether the President may, under certain circumstances, seize radio-TV, press and other private property under the Constitution.

To crystalize the controversy, Sen. Pat McCarran (D-Nev.), chairman of the powerful Senate Judiciary Committee, last Monday introduced a resolution (S J Res 158) which would specifically prohibit such seizure by Constitutional amendment.

Extent of Proposal

The McCarran proposal, which was referred to his own committee, would amend the Constitution to provide that "the executive power of the United States shall not be construed to extend at any time to any taking of private property other than in a manner prescribed by law."

Committee authorities acknowledged that this would embrace all "private property" including radio, television and press industries of communications not falling within the realm of public utilities.

Sen. McCarran, in stating his proposal, explained:

> The purpose . . . is to eliminate not only all doubt, if doubt there be, but also all argument over the question of whether the President has any right, inherent or otherwise, to seize an industry, or any other private property, when he has not been authorized to do so by a law passed by the Congress.

Sen. McCarran said no question could arise as to inherent powers if his amendment were adopted by two-thirds of the Senate and House and ratified by the legislatures of three-fourths of the states. He said he is hopeful for committee action in "the near future" and that he would strive for Senate consideration "at the earliest possible date."

The Nevada Democrat explained there is need beyond the present steel case for a "desirable safeguard at any time, for it can never be foretold whether some future President might not be or become despotically inclined, power mad, careless of individual liberties, contemptuous of the Constitution, excessively military minded or otherwise inclined to the usurpation of power."

In the immediate instance, it would be "clearly necessary" if the Supreme Court rules in favor of the steel industry seizure, he added. Government could seize industries in labor disputes only if Congress gave power by law.

Sen. McCarran felt his resolution would not bind the President's exercise of powers in a given emergency but would prohibit him from seizing industry *per se*—"at any time"—without statutory authority.

The question of seizure is perhaps less academic for newspaper publishers as quasi-public institutions than for radio-TV station owners licensed within the structure of the Communications Act. But again, fear has been raised that the President could seize stations short of a war-type emergency—viz., in a labor dispute or under other conditions.

The question with respect to radio-press seizure initially was raised last April by Col. J. Hale Steinman, co-publisher of the Steinman newspapers (which own radio-TV properties). Mr. Truman said that under certain circumstances the President must act in the best interest of the country. On April 24, he denounced as so much hooey any idea as to whether he could seize stations and newspapers. But again, at his May 22 news conference, he said he felt he had inherent power of seizure over industry.

Provisions for Seizure Cited

Radio and TV stations under Sec. 606 (c) of the Act are subject to seizure upon Presidential proclamation "that there exists war or threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States."

The Communications Act was revised last October and implemented with an Executive Order in December. Seizure is spelled in the provision to authorize "use or control" of any station by a government agency.

What is not generally known is that a disclaimer of inherent powers was attached to the Emergency War Powers Act as first extended last April to June 1 and again last week to June 15. Sense of the original rider is that nothing in the act shall be construed as providing authorization for seizure of private property—strictly aside from the Constitutional question.

Both the Senate and House Judiciary Committees rejected more definitive initial proposals along that line and sent the legislation (S J Res 156) to the White House to meet the June 1 expiration deadline. Intent to consider this proviso in a Constitutional light is promised before the Act is extended again beyond June 15.

Speaking of Brand New!



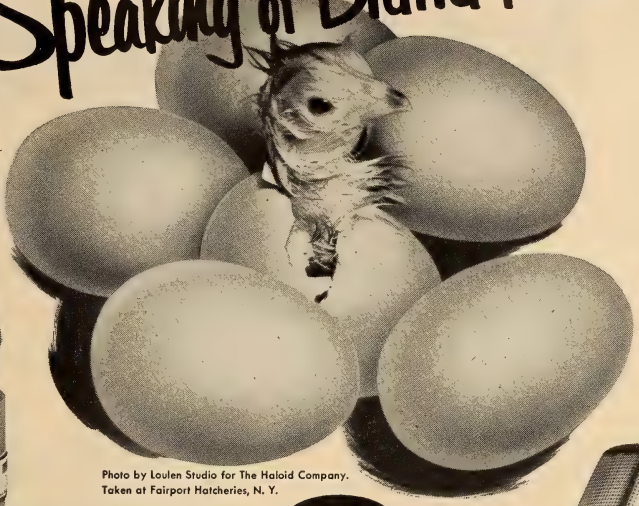


Photo by Loulen Studio for The Haloid Company.
Taken at Fairport Hatcheries, N. Y.

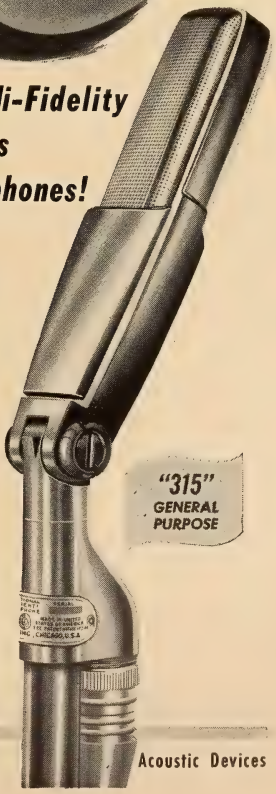
Here Are the NEW SHURE Hi-Fidelity Slender "300" Series Bi-Directional Gradient[1] Microphones!

Here are the finest of all the "slender" microphones yet produced. They combine the best features of conventional velocity microphones with an advanced acoustic design. Here, indeed, are high-fidelity microphones which deserve superlative descriptions because of their outstanding performance and remarkable ruggedness.

The "300" Series are multi-impedance velocity microphones of such a high order that they belong in a class by themselves! They provide a Bi-Directional pickup pattern—permitting greater performer freedom (performers can stand at a 73% greater distance from the microphone!). The "300" and "315" will pick up voice and music from front and back—yet discriminate against unwanted noises from the sides. They reduce reverberation and pick-up of distracting random noises by 66%!

The Model "300" is a miniature high-fidelity Gradient[1] Microphone with exceptionally smooth peak-free response—40 to 15,000 c.p.s.—specially designed to meet the exacting requirements of TV and radio broadcasting. Its Bi-Directional Polar pattern is effective over a broad frequency range.

Model "315" General Purpose is similar in size, design and technical features to the Model "300," and is finished in a rich, soft chrome. It is ideal for those numerous public address applications where its streamlined design and striking beauty lend dignity and prestige to any setting in which it is used. Its Bi-Directional pickup pattern is extensive over a broad frequency range (50 to 12,000 c.p.s.). It permits the sound system to be operated at a level almost 6 db higher than is possible with non-directional (omni-directional) microphones!



IMPEDANCE TABLE	OUTPUT LEVEL
L—35-50 ohms	58.7 db below 1 Milliwatt per 10 microbar signal
M—150-250 ohms	59.5 db below 1 Milliwatt per 10 microbar signal
H—High	57.0 db below 1 volt per microbar

MODEL	CABLE	CODE	LIST PRICE
"300"	20 ft.	RUDOW	$125.00
"315"	20 ft.	RUDOX	$ 75.00

Shure Patents Pending

SHURE BROTHERS, Inc. ☆ Manufacturers of Microphones and Acoustic Devices
225 West Huron Street, Chicago 10, Illinois • **Cable Address: SHUREMICRO**

And now the HPL is in

June 2: CBS Radio's big 50,000-watt affiliate in Charlotte, WBT, becomes the twelfth station to broadcast locally the most sales-effective participating program in all broadcasting—The Housewives' Protective League.

Starting today, WBT (which has a greater audience in Charlotte than all other stations combined and virtually no competition from other Charlotte stations throughout the rest of its 62-county-unit area) carries the daily HPL programs throughout a sales territory where 562,860 well-to-do radio families live and listen... and where last year retail sales added up to a walloping $1,712,165,000!

Now, with the addition of WBT, you can buy The Housewives' Protective League on twelve big stations (each of which has the largest average audience in its area), or on any one or any combination of these stations. All together, they cover 16,351,650 radio homes (38.8% of the nation's total), and $60,480,583,000 worth of retail sales (40% of the nation's total).

Ironclad proof of the HPL's ability to sell *your* product lies in the partial list of advertisers (right) who have used the HPL in recent months. Their success is the reason the HPL is known far and wide as *"the program that sponsors the product—the most sales-effective participating program in all broadcasting."*

For information about the HPL, call the stations, their national representatives or...

THE HOUSEWIVES' PROTECTIVE LEAGUE

485 Madison Ave., N.Y. (Plaza 5-2000)—Columbia Square, Los Angeles (Hollywood 9-1212)

Sources: Sales Management, May 1952; BMB, 50-100% daytime audience area; Pulse of Charlotte

the Carolinas ...on WBT!

The HPL Markets:

BOSTON *5,000-watt WEEI*	**PHILADELPHIA** *50,000-watt WCAU*
CHARLOTTE *50,000-watt WBT*	**RICHMOND** *50,000-watt WRVA*
CHICAGO *50,000-watt WBBM**	**ST. LOUIS** *50,000-watt KMOX*
LOS ANGELES *50,000-watt KNX*	**SAN FRANCISCO** *50,000-watt KCBS*
MINNEAPOLIS *50,000-watt WCCO*	**SEATTLE** *50,000-watt KIRO*
NEW YORK *50,000-watt WCBS*	**WASHINGTON** *50,000-watt WTOP*

All stations are represented by CBS Radio Spot Sales except KIRO, which is represented by Free & Peters Inc. *The Paul Gibson Show

AMONG THE ADVERTISERS WHO HAVE USED THE HPL IN RECENT MONTHS:

Admiracion Shampoo
Allstate Insurance Co.
Allied Molasses Co., Inc.
All Sweet Margarine
American Chicle Co.
American Safety Razor Corp.
American Security & Trust Co.
Asbeston Ironing Board Covers
Avco Manufacturing Corp.
B in B Mushrooms
B & M Baked Beans
Bamby Bread
Birds Eye
Blue Coal
Bon Ami
Bondgards Creamery
The Borden Company
Bosco
Boston Globe
Brick's Social Club Mince Meat
Briggs & Co. Frankfurters
Brisk
Capitol Frito Co. Corn Chips
Centennial Flour
Cheer
College Inn Food Products Co.
Country Squire Turkeys
Dennison's Chili and Catsup
Diet Delight
Dining Car Coffee
Dodge Division, Chrysler Corp.
Doehla Greeting Cards, Inc.
Doeskin Tissues
Downyflake Waffles
Drano
Dromedary Mixes
Early California Olives
Economy Cup Coffee
Embassy Dairy
Empire Crafts Silver Plan
Fels & Company
First Federal Savings & Loan
Fleischmann's Yeast
Florida Citrus
Ford Motor Co.
Franilla Ice Cream
G. Washington Coffee
Galbraith's Lumber
Gaymont Lab. Yogurt
General Electric Co., Lamps
Gibbs & Company
Gill's Hotel Special Coffee
I. J. Grass Noodle Co., Inc.
Griffin Shoe Polish
H-O Oats
Habitant Soup Co.
Handi Food Products Co.
Hellmann's Mayonnaise
Henacres Poultry Farm
Hillman Minx
Hills Bros. Coffee
Hires Root Beer
Holiday Brands Soluble Coffee
Holiday Magazine
Home-Style Frozen Waffles
Hood Rubber Company
Hood's Milk Co.
Hot Shoppes
Hoyt Brothers Pie Mixes
International Harvester Co.
Iodent Tooth Paste
Interwoven Stocking Co.
Jelke's Good Luck Margarine
Jerman Brothers, Inc.
Herb Jones Scouring Cloth
Joy Hosiery Mills
Juice Industries
Ken-L-Products Dog Food
Kenu
Kiplinger Letter
Krey Packing Co.
La Choy
La France
Ladies' Home Journal
Lava Soap
Libby, McNeill & Libby
Lion Brand Paints
Lite Soap
Look Magazine
Lyon Van & Storage Co.
Marcel Paper Mills, Inc.
Frank Mann Potato Chips
McCrory's Stores, Inc.
Metropolitan Federal Savings
Metropolitan Poultry Co.
Milani Foods Salad Dressings
Milnot
National Biscuit Co.
Nestea
Nucoa
O-Cel-O Sponges
Olson Rug Co.
Ottenberg's Bakers
Pal Orangeade
Pepsi-Cola
Pequot Mills
Peter Paul, Inc.
Pevely Dairy Products
Philadelphia Dairy Products
Pioneer Laundry
Plymouth Rock Gelatine
Rayex
Realemon
Red Devil Soot Remover
Reddi-Wip
Rockingham Poultry Co.
Sandwick's Candies
Sanitary Rug Co.
Scribbans-Kemp Biscuits
Sears Roebuck & Co.
Seaside Lima Beans
Seven-Up
F. H. Snow Canning Co., Inc.
So Good Potato Chip Co.
Sofskin Creme
Spandy
Stokely-Van Camp, Inc.
Sunkist Lemons
Sure-Jel
Swans Down Flour
Sweetheart Soap
Swift & Company
Teddy's Sea Food
Tide
Tip-Top Bread
Tip Top Orange Juice
Toucans Juices
Trend Detergent
U. S. School of Music
Universal Trading Children's Records
Vess Beverages
Washington Flour
Washington State Apple Advertising Commission
Washington State Fruit Commission
Western Beet Sugar Producers
Whirlpool Washers
White Star Tuna
Whiting's Milk
Wilbert's Wax
Wilkins Coffee
Wilson's Evaporated Milk
Windex
Woodward & Lothrop
Youngstown Kitchens
Yuban Coffee
Zenith Hearing Aids

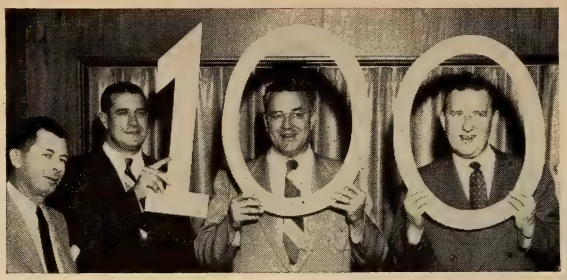
DEFENSE ORDERS

Rep. Brown Hits Policy

CURRENT military procurement policy of channeling defense contracts to key industries on the basis of local employment needs rather than lowest bids drew Congressional censure May 22.

Rep. Paul Brown (D-Ga.) served notice that members of the southern bloc in Congress would wreck economic controls legislation if necessary to forestall the practice in the apparel industry. Other industries were not mentioned, but the practice has been followed in electronics and elsewhere by military authorities since former Defense Mobilizer Charles E. Wilson first announced it last year.

Congressman Brown and others protested on grounds southern industries would suffer because of the procurement policy.



WCCO Minneapolis-St. Paul aired its 100th remote broadcast from Lewisville, Minn., 115 miles from its studios. Show, *Our Own Bob*, originated in Our Own Hardware store. Happy to have overcome engineering headaches of the long remote are (l to r) Steve P. Duffy, president-general manager, Our Own Hardware Co.; Phil Lewis, WCCO assistant sales manager; Bob DeHaven, star of show, and Art Lund, radio-TV vice president, Campbell-Mithun Adv.

Advertisement

Printers' Ink Puts "Spotlight" on Spots

Our June 27th issue will carry a major editorial report, telling why "Spots" are so productive -- and how to use them.

Now, because Spot Radio is commanding increased attention by advertisers and agencies, AND is being used by thousands of local advertisers, our editors traveled far and wide interviewing advertisers throughout the country to obtain the material used.

Actual case histories that show how Spot Radio is now helping to sell coffee, tractor brakes, shirts, beer, varnish, sewing lessons, fly killers, beans and a host of other products and services, are included in this up to the minute report.

Some of the "Spot" features of this article give you the facts on—The Growth of National Spot Radio Volume, Why National Advertisers are using Spot Radio, Different Types of National Spot Radio, How Spot Radio Fits Into the Complete Advertising Program, and Sales and Advertising Programs That Spot Solves Best.

This is an issue that should carry the story of your market and your station, because of our total audience of 23,309 readers, more than two-thirds are buyers of advertising—Sales managers, regional managers, advertising managers, and top management who give the final O.K. to agency executives who buy literally thousands of Spot Radio Programs in all parts of the country.



Bob Kenyon

Closing date for this issue is June 17, so please wire, write or phone us your reservation today.

	Rates	Width	Depth
Two-page spread	$1,040	15"	10"
Full page	520	7	10
Two-thirds page	365	4⅝	10
One-half page	275	4⅝	7½
One-third page	185	2¼	10
One-sixth page	95	2¼	4⅞

(Standard Colors: $125 per color extra)

Contract advertisers receive the benefit of frequency discounts, of course.

The dates again: Closing date—June 17; publication date —June 27.

ROBERT E. KENYON, JR.
Advertising, Director

Printers' Ink • 205 East 42nd Street, New York 17, N. Y. Chicago • Pasadena • Atlanta • Boston • London

FTC RULES TALK

Appliance Groups to Meet

REPRESENTATIVES of major radio-TV appliance trade groups are expected to attend a three-day conference June 18-20 tentatively set by the Federal Trade Commission for discussion of trade practice rules proposed by the special All-Industry Committee [B•T, May 12].

Among organizations expected to send representatives are the National Electronics Distributors Assn., National Television Dealers Assn., National Assn. of Cathode Ray Tube Mfrs., and National Appliance & Radio Dealers Assn. Officials of Radio-Television Mfrs. Assn. and individual firms also will attend.

The commission has set aside three days, rather than one, with the hope industry segments can agree on radio-TV trade practice rules drafted by the committee. Paul Butz, FTC Trade Practice Bureau chairman, will preside.

FTC then will prepare a final draft and set a hearing at which any group may appeal the final rules. FTC authorities held out the possibility rules may be adopted by this fall or early 1953. The rules would extend radio practices to television, with certain modifications.

Brightman Named

SAMUEL C. BRIGHTMAN, former newspaper correspondent and radio newsman, has been named publicity director for the Democratic National Committee. Appointment of Mr. Brightman, who has been serving as acting publicity director since the resignation of Charles Van Devander last month, was announced last Tuesday by National Chairman Frank E. McKinney. Mr. Brightman formerly was Washington correspondent for the Louisville *Courier-Journal* (WHAS-AM-TV) and also was on the news staff of KSD St. Louis, the St. Louis *Star-Times* and the Cincinnati *Post*.

CBC APPROVALS

Board of Governors Issues

FOURTEEN Canadian stations were recommended for stock transfers and two to be licensed for emergency transmitters. Actions were taken at the May meeting of the Canadian Broadcasting Corp. board of governors held at Quebec City, May 16. Emergency transmitters were recommended for CHLP Montreal, 250 w, and CJON St. John's, Newfoundland, 100 w. Transfer of the license of CHUB Nanaimo, was necessitated with control changing from George Randall to Standard Broadcasting Co. Ltd., in which the Vancouver *Sun* has some interest.

CJNT Quebec, changed hands from Goodwill Broadcasters of Quebec Inc., to H. Bouffard, J. M. Dessureault and Jean-Paul St. Laurent, all of Quebec, holding equal shares. CKXL Calgary, changed hands, with Fred Shaw, formerly of CFAC Calgary, and C. E. Chesher, Calgary, obtaining majority control.

Other stations whose applications for share transfers were recommended included CKOM Saskatoon, CHNC New Carlisle, CKLN Nelson, CKOK Penticton, CJOB Winnipeg, CFAR Flin Flon, CJBR Rimouski, CKNB Campbellton, CKRS Jonquiere, CKBW Bridgewater, and CJLS Yarmouth.

Inaugural Plans Begin

FIRST marks of organization for arrangements committee on Capitol Hill for inauguration of the U. S. President-elect next January are under way. House Speaker Sam Rayburn (D-Tex.) has appointed himself, Majority Leader John McCormack (D-Mass.) and Joseph Martin (R-Mass.), the minority leader, as the House members to serve jointly with three Senators already appointed by Vice President Alben Barkley. The Senators are Carl Hayden (D-Ariz.), probable chairman, Majority Leader Ernest W. McFarland (D-Ariz.) and Styles Bridges (R-N. H.), the minority leader. Work on stands and temporary seating arrangements should be under way by fall.

WSNY BACK PAT

Given for Safety Work

CONGRATULATIONS have gone to WSNY Schenectady, N. Y., from the city's mayor, city manager and President Bob Hanna of the Schenectady Chamber of Commerce, upon the station's receipt of a public interest award from the National Safety Council for "exceptional service to safety" [B•T, April 28].

According to Winslow Leighton, WSNY president and general manager, its *Van de Car & the News* program was largely responsible for the award. The station ran an appreciation ad in the local city newspaper May 5, noting also its awards in *Billboard* magazine's competition. Mr. Hanna is broadcasting manager for GE's WGY WGFM (FM) and WRGB (TV) Schenectady.

This is the Hallmark of the Ideal Insulation

SINCE 1919

MYCALEX

THE INSULATOR

TRADE MARK REG. U.S. PAT. OFF.





FOR ALL FREQUENCIES

Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage — including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.

INJECTION MOLDED GRADES

MYCALEX 410

Mycalex 410 is approved fully as Grade L-4B under National Military Establishment Specification JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0015
Dielectric Constant, 1 megacycle	9.2
Loss Factor, 1 megacycle	0.014
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	$1x10^{15}$
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

MYCALEX 410X

Power Factor, 1 megacycle	0.012
Dielectric Constant, 1 megacycle	6.9
Loss factor, 1 megacycle	0.084
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	$5x10^{14}$
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

Mycalex 410X can be injection molded, with or without metal inserts, to extremely close tolerances.

MACHINEABLE GRADES

MYCALEX 400

Mycalex 400 is approved fully as Grade L-4A under National Military Establishment Specification JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0018
Dielectric Constant, 1 megacycle	7.4
Loss Factor, 1 megacycle	0.013
Dielectric Strength, volts/mil	500
Volume Resistivity, ohm-cm	$2x10^{15}$
Arc Resistance, seconds	300
Max. Safe Operating Temp., °C	370
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

MYCALEX K-10

Dielectric Constant, 1 megacycle	10.6
Q Factor, 1 megacycle	300
Loss Factor, 1 megacycle	0.034
Dielectric Strength, volts/mil (0.10 in. thickness)	270
Fractional Decrease of Capacitance with Temperature Change	0.0056
Fractional Increase of Capacitance with Temperature Change	0.0076

Mycalex K-10 conforms fully to Grade HIC5H4 under National Military Establishment Specification JAN-1-12.

LOW-LOSS MINIATURE TUBE SOCKETS



ECONOMICAL—Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

AVAILABLE IN TWO GRADES—Mycalex 410 fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L." Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

WRITE TODAY ON YOUR LETTERHEAD FOR ILLUSTRATED LITERATURE, OR SEND BLUEPRINTS FOR ESTIMATES — NO OBLIGATION

MYCALEX K embraces an entire series of capacitor dielectrics, each with specific characteristics. These can be supplied on special order in sheets 14"x18" in area and from 1/8" to 1" in thickness, also available in rods. MYCALEX K can be machined to close tolerance or molded.

MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.

BBB REPORT

Notes Set Inquiries

ADVERTISING, merchandising and servicing of television sets continued to be the largest problem for the Better Business Bureaus during 1951, an annual report has indicated.

Of 80,548 communications to the bureaus about television, 53% were complaints, with the greatest number occurring early in the year, President Victor H. Nyborg reported. Nearly half the inquiries and complaints received by the collective bureaus during the year pertained to merchandising, he said, and 12% of these referred to TV sets, a percentage matched only by construction inquiries. Radio and music were the subject of 2% of the merchandise communications.

In terms of services rendered by the bureaus, television rose from seventh place in 1950 to third place in 1951 with some 80,548 consumers contacting the bureaus with questions. In this category, television was superseded—by numbers of calls but not necessarily number of complaints—by home construction and solicitations.

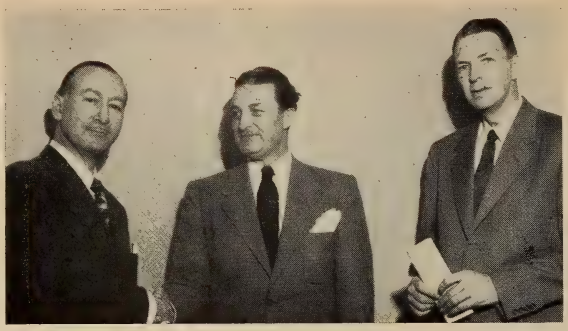
Most common TV complaint was that long delays were suffered by consumers in waiting for their sets to be serviced, which servicemen attributed to unavailability of replacement parts and tubes. The Better Business Bureaus appointed a service committee which, meeting with a counterpart from the Radio-Television Mfrs. Assn., evolved procedures for handling consumer complaints on a national level. Both groups also agreed to sponsor an educational booklet, explaining factors in purchasing and servicing a TV set, which will be distributed by RTMA and the Better Business Bureaus upon publication this year.

Progress was also reported for the bureaus' "Truth in Advertising" campaigns, under which almost 8,000 advertisements of the millions scanned required corrective action. Of those, 207 were referred to law enforcement bodies for further action, with the ultimate result that questionable ads decreased by about 8%. Mr. Nyborg said that legitimate advertisers did a better job of maintaining accuracy throughout the year, that consumers became more critical, and that media continued to cooperate in building higher advertising standards.

Publicity and education campaigns of the bureaus used a total of 2,492 radio spot announcements, 575 radio programs and 111 television shows last year, it was noted.

Advertiser Tie-in

A WASHINGTON, D. C., appliance dealer is using a radio station to promote the sale of TV sets—and programs on a television station in the same city. The arrangement involved a tieup among Phillips radio-television store, WTOP-TV and WWDC Washington, as well as the agency, Cohen & Miller. Phillips, which sponsors half of Washington Senator baseball broadcasts on WWDC, uses commercials mentioning WTOP-TV shows to push its TV sets. TV stars and day and time of program are cited twice per game. Unusual tie-in is natural for Arch McDonald, WWDC baseballcaster, who also is WTOP sports director.



NEWSCASTER Henry Blanc (l) of *Today's News* on KPOJ Portland, Ore., greets Gerrit Vander Ende, president of Pacific First Federal Savings & Loan Assn., Tacoma, Wash., eighth largest such association in the country, which has purchased Mr. Blanc's noontime program for a special network in cities where the association has branches, including KPOJ, KPUG Bellingham, Wash., KJR Seattle, KTAC Tacoma and KORE Eugene, Ore. Ed Henry (r), KPOJ account executive, made arrangements through The Condon Co. Inc., Tacoma, the association's advertising agency.

FOUR JOIN AYER

Three in N. Y.; One Phila.

FOUR personnel changes in three departments of N. W. Ayer & Son, New York and Philadelphia, were announced by the agency last week.

J. J. Clarke, sales manager, Home Laundry Equipment Div. of General Electric Co., joins the plans-merchandising department in Philadelphia today (Monday); William F. Roseboom, former vice president of public relations firm of Davies, Emery & Roseboom, joins the public relations department in New York; Monica Geran, promotion editor of *Glamour* magazine, also moves into the New York public relations department today (Monday), and Robert Pavloff, director of Temple U. alumni fund and editor of *Alumni Review*, joins the copy department in Philadelphia, also Monday.

New WICH Building

WICH Norwich, Conn., is now operating from a new two-story concrete block structure near its transmitter on the outskirts of the city. John Deme, WICH general manager, announced the new sign-on time of 5:30 a.m. and that William E. Kelly, city's newly-appointed superintendent of recreation, has been signed to handle the 6-7:45 a.m. duties.

milestones...

► WBOW Terre Haute, Ind., is planning special programs to celebrate its 25th anniversary June 15. Many former KBOW personalities are to be featured through taped messages. WBOW also is conducting a "memory" contest, asking listeners to write a letter on the theme, "What I remember best about WBOW."

* * *

► EIGHTIETH anniversary is being celebrated by Albert Frank-Guenther Law Inc., New York, advertising agency, with trade distribution of brochure, "Eighty Years of Advertising." Firm recalls its start as two-man financial and transportation agency and expansion to all fields with annual billings of about $10 million. Over 160 people now staff headquarters office in New York and branches in Boston, Chicago, Philadelphia, Washington and San Francisco.

* * *

► RONALD DAWSON, radio-TV actor-writer, on June 3 observes his 25th anniversary in radio.

* * *

► GUSTAV A. BOSLER, NBC New York veteran employe who retires at the end of June and who was head of the network's model shop most of his 25 years with NBC, was honored at a surprise party May 23 by 200 fellow employes and friends and was presented with a 25-year NBC plaque. He has spent more than 40 years in communications.

* * *

► PROGRAM, *Meet the Press* (NBC radio, Sunday, 10-10:30 p.m.; NBC-TV, Sunday, 7:30-8 p.m.), will celebrate its seventh anniversary June 2. Martha Rountree and Lawrence E. Spivak, owners of the package, will mark the occasion by a "political supper" in Washington on that date to which various Presidential candidates have been invited along with other public figures.

* * *

►KATL Houston marked its fifth birthday on May 21. King H. Robinson, vice president-general manager, in an interview in the *Houston Press*, traced the station's increase from 1 kw to 5 kw and expansion of staff personnel from 19 to 31.

* * *

► WBEN-TV Buffalo was four years old May 14. No special observance was planned. During its first few weeks of operation the station was on the air 14 hours weekly and now is on more than 14 hours daily.

ADV. WRITEOFFS

HST Hits Media Campaigns

PRESIDENT Truman last Tuesday opened a new breach in the controversy over alleged practices whereby private companies use institutional advertising and write it off as deductible business expenses.

While the Chief Executive leveled his guns at electric power concerns, the attack recalls the move by Sen. Hubert Humphrey (D-Minn.), avowed administration supporter, to curb through government so-called "political" advertising as a deductible tax expense. This purpose also would be accomplished by raising newspaper ad rates to discourage "extravagant" advertising [B•T, April 21, 14, 7].

Mr. Truman, addressing the Electric Consumers Conference in Washington, D. C. last Tuesday, charged that private concerns were embarked on a "vicious campaign" to discredit public power projects as socialism—through radio and printed media. He said he might seek a probe to see whether the campaign violates the Federal Corrupt Practices Act.

They "are spending millions and millions of dollars on this campaign. They are sponsoring nationwide radio programs which cost many thousands of dollars every week. They are running full-page ads in the big magazines, month after month," the President said. Target of Mr. Truman's fire was the Kansas City Power & Light Co.

Mr. Truman also noted that a large advertising agency "actually boasted" that its technique was so successful that its "propaganda" was posted by church ministers.

KOMO Binaural

HAILED as "sensationally successful" was KOMO-AM-FM Seattle's May 18 broadcast to the public of binaural transmission over its AM and FM facilities on *Voices of the Northwest*, sponsored by the Seattle First National Bank and featuring the 41-member Adelphian concert choir of the College of Puget Sound, Tacoma. The airing was under direction of Stanton Bennett, chief development engineer for KOMO. Binaural broadcast also took place over WGN and WGNB (FM) Chicago May 22 at the annual Radio Parts Show and the Audio Fair [B•T, May 26].

more help
for busy media buyers

Publishers and station operators show increasing awareness of media buyers' problems

You who use Standard Rate and CONSUMER MARKETS as tools of your trade are thoroughly familiar with the *standard listings* of media statistics and market data.

But do you realize the extent to which publishers and station operators supplement the *standardized* data with *additional media information*—in the form of Service-Ads?

They are realistically aware of your need for information about things that make each station or publication *different* from its contemporaries —information that you cannot expect to find in the standard listings.

They know, too, that you don't always have the time you need to call in all of the media under consideration to get answers to all the questions that arise in the course of selection.

So, last year, approximately 1,050 publications, radio and TV stations used space in SRDS publications. They supplemented the information in their listings in Standard Rate (or their markets' listings in CONSUMER MARKETS) with Service-Ads that reminded buyers of the important *differences* about their media values that they've been registering through their promotion and their representatives' contacts. Thus they keep *wanted* information instantly available—on the spot—to help the busy media buyer buy.



s r d s



STANDARD RATE & DATA SERVICE, INC.

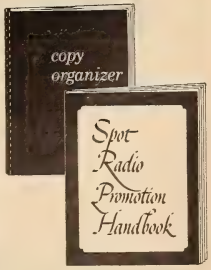
Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function



NOTE: To Station Managers

Service-Ads have become such a valuable part of SRDS publications that we want all advertising executives to know more about them. That's the story behind the advertisement reproduced here; appearing currently in *Advertising Agency* and *Printers' Ink*.

The information found in the SRDS monthly books and CONSUMER MARKETS is often the LAST WORD about your station and your market . . . the *last word* seen by agency men when they're under pressure; building a list or defending a list.

To help you make it the *last word* in effectiveness, SRDS has interviewed research and media men, account executives, time buyers, advertising managers. An analysis of their viewpoints, practices and needs is available in the "Spot Radio Promotion Handbook" (at cost: $1.00). Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, *"Copy Organizer for Service-Ads in Radio Rates & Data."* Available at cost, $1.00.

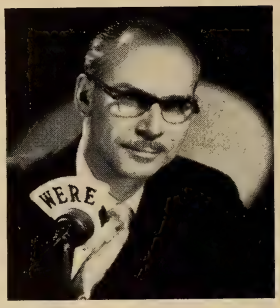
Walter E. Botthof

WALTER E. BOTTHOF, *Publisher*

WERE NEWS
TO NO



ROBERT WASS News Director... Special Events... fifteen years experience makes his news job *the most-listened-to* in Cleveland... 15 years (radio news)



WAYNE JOHNSO
Newscaster... "voice of the news" in Cleveland... 6 years (radio news)

17 Newscasts every da
Press & International N
Mobile Unit • Telephon

National Convention Coverage for Northeas

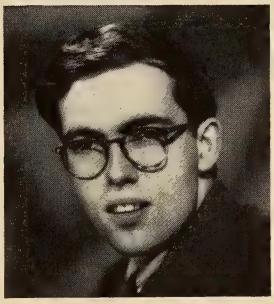
THE O. L. TAYLOR COMPANY • Nation

THE MUSIC • NEWS • SPORTS STATION FOR GREATER CLEVEL

SERVICE IS VITAL
RTHEASTERN OHIO



JERRY BOWMAN
Newscaster . . .
re-write man 15 years
(radio news)



BOB WEST
Reporter . . . Feature
Writer charge of
night news

• All news re-written & processed • Associated
vs Service • Police-Fire Dept. Radio
Beeper' system for on-the-air interviews.

ern Ohio Localized by the WERE News Staff.

Representatives

D . . . 5000 WATTS · 1300 KC

WERE
VITAL TO NORTHEASTERN OHIO

editorial

Walter Evans

WHEN WALTER EVANS passed on last Wednesday, radio lost an unsung hero. In the trade he was known and respected as the directing head of the Westinghouse stations—a blue ribbon list of well-operated outlets. But he left management—and the limelight—to his managers. He was content to remain in the background.

Among his friends and co-workers, Walter Evans was regarded as a modest, efficient, but very human boss. The prestige and the stature of the stations and the electronic plants he operated placed him in the top policy echelon of Westinghouse.

Like many others in radio, Walter Evans came up through the engineering ranks—first as a ship wireless operator, and then into station engineering. For two decades he directed Westinghouse radio operations. But what wasn't generally known is that he also operated the vast X-Ray and Electronic divisions, organized the radio and television manufacturing divisions, and, just two years ago established the Air-Arm division. He also found time to serve his government on special assignments and missions in telecommunications, here and abroad.

The whole story of Walter Evans' contributions to telecommunications may never be told. As to radio, the record shows he left it better than he found it.

Transit Green Light

THE FAVORABLE Supreme Court ruling on transit radio ought to assure a profitable future for this specialized broadcasting service.

Considering the extraordinary handicap of having the very constitutionality of their operation questioned, the transit broadcasters have, from all reports, done extremely well. It would seem clear that transit has established itself, against most discomforting opposition, as an effective advertising medium.

It remains now only for the transit broadcasters to straighten out the public relations problems confronting them. Though the Supreme Court's decision affirms the legality of transit-casting, it does not dispel the condition that brought the case about.

Transit-casting was victimized by such catchphrases as "captive audience." Such surveys as have been made indicate that objectors are a small minority of transit passengers.

All credit to those who carried the transit case to the highest tribunal after the stiff rebuff of the lower court. They can now move ahead on plans which were shelved because of the litigation and the hard fight against the medium by many powerful newspapers.

The sweeping 7-1 decision opens a new radio vista. It sanctions the birth of a new advertising medium. It affords the opportunity to a substantial number of FM broadcasters to earn a return on their investments.

But the court opinion merely affirms the constitutional right to broadcast music, news and commercials on public vehicles. The job of the transit-caster now is one of prudent management and operation. That means prudent programming. As always, the public is the final arbiter.

Dollars When They Count

WHEN a Senate committee petitions another Senate committee for funds for a government agency in an election year when the accent is on excruciating economy in government—that's news.

It happened a fortnight ago. Sen. Edwin C. Johnson's Interstate & Foreign Commerce Committee unanimously petitioned Sen. Burnet R. Maybank's subcommittee on Independent Offices Appropriations to give the FCC another $800,000 to hire people to expedite the licensing of new television stations. Last Wednesday, the Senate Appropriations Committee approved $600,000 more, specifically for TV. This is probably without precedent. It underscores again the high interest in Congress to get a nationwide television show on the road.

Even with 18 or 20 additional examiner teams, the outlook isn't too bright for prompt authorization of any substantial number of TV stations in desirable markets. That's because contests are indicated, notably for the VHF assignments, in virtually all major cities. Contests take months, sometime years.

There are those who feel the additional funds sought won't really expedite FCC action. They point to the past, when the FCC has been surfeited with appropriations. And that record discloses that the FCC procedures have slowed down inexorably, year after year. More staff lawyers meant more intermural discord, more paper-work and more delays.

That does not have to be. The revised McFarland Bill now pending in the House has, as its primary purpose, tightening up of FCC procedures. The Commission would be required to report to Congress on the status of cases not in hearing but pending after three months, and cases in hearing pending after six months. This measure already has passed the Senate. In revised form, it has been reported favorably by the House Interstate Commerce Committee and House passage is likely, despite continued sabotaging efforts by members of the FCC staff.

There's more involved in the resumption of TV licensing than service to communities which demand it, although that's reason enough. There's talk of an impending downward spiral in business. Some lines, notably consumer goods, are soft. Farm commodities are in a gradual decline. There are portents of a recession. Television's emergence could provide an anchor to windward against an impending economic storm. Sen. Johnson talks in terms of $3 billion as an "ultra-conservative" estimate of the business that would be stimulated in two years, if the FCC has the manpower to proceed full-tilt. Applicants, he states, will invest $250 million. Ten million people will invest more than $2 billion in sets. Thousands will be employed by manufacturers, wholesalers and retailers, totally aside from the vast expenditures for advertising.

Here another agency of government could pitch in. The Department of Commerce has the main function of stimulating and helping business. Could not some of its manpower and resources be geared toward expediting television's economic development? In the depression of the early '30's, radio proved just about the only depression-proof industry.

The first test is to see the FCC get additional funds for examiner teams. It then can have no valid excuse founded on shortage of manpower or funds. While all signs point to favorable action it still behooves applicants to let their delegations—in Senate and House alike—know of their avid interest.

our respects to:



EDWARD HOLLAND BRONSON

THOUGH all's relatively quiet around NARTB's TV department, where they're grooming the three-month-old Television Code for a career of activity, if not controversy, nobody's being fooled by the peaceful way most of the nation's civic, cultural and religious groups have reacted to the industry's manual of program and advertising behavior.

They know what's coming, and they'll be ready with what at the moment might be described as a semi-secret weapon—Ed Bronson, newly named NARTB director of television code affairs and a practical telecaster.

In a decade-and-a-half of radio, TV and government activity, Ed Bronson has been in some rough spots. One of the rougher incidents occurred during the war when he was at the Office of Censorship with responsibility for foreign-language programs originating domestically.

Everybody wanted to be a censor in those days, including the FCC and the Office of War Information. The competition got into proceedings of the special congressional committee investigating the FCC. With a clear Executive Order to back him up, Ed Bronson carefully observed testimony of the two competing agencies. He patiently listened and he patiently waited.

When the colloquy reached the usual double-talk and gobbledigook stage, Mr. Bronson couldn't stand it any longer and summed it up with this classic: "I'm getting weary of these excursions into the dialectics of the periphery." That stumped even the double-talkers, and Office of Censorship went about its job with powers intact.

This was a typical Bronson approach to a tricky situation. Often when the going gets tough he turns on a wry sense of humor. When trouble engulfs him, he takes a philosophical approach and sets out to see what can be done about the mess.

Mr. Bronson's main job at NARTB will be to serve as liaison executive on code matters with general public and interested organizations. That's his formal directive, a little double-talky in itself. Put into active terms, it means the finger is pointing at him as trouble-shooter to see that the code clicks.

He brings to the job a substantial reservoir of qualifications, having, among other things, directed a television station right from the cement-pouring stage; served, as noted, in a censorship capacity; managed a radio station, and finally, created a successful town-meeting

(Continued on page 53)

NBC's MEN IN THE NEWS: *Hicks*

"Something burning is falling through the sky..."

That something was a hit German plane. The time was D-Day, 1944. Speaking from a warship in the heat of the battle, George Hicks was making his masterful recordings of the greatest military action in history.

First to broadcast from a dirigible and from a submarine, Hicks is uniquely a broadcast reporter. He joined NBC in 1928, a year after network radio began.

From an eclipse of the sun seen in the Pacific to the funeral of George VI, George Hicks's dispassionate reporting has brought America to the scene of many of the historic events of our time.

Now in this vital election year Hicks and 100 other NBC men of news are assigned to cover the conventions and the elections as they've never been covered before.

The NBC News Center is pre-eminent in the field because of men like Hicks, Dreier, Warner, Godwin . . . because of its thousand-man news-gathering force . . . because regularly on radio and television, NBC broadcasts more hours of news than any other network.

Virtually everyone in America hears the news first on radio and television. They hear it while it *is* news. And the fact that the highest rated news shows on radio and television are NBC's means most people hear the news first and hear more of it from NBC.

NBC *radio and television*
a service of Radio Corporation of America



Photograph by RALPH STEINER

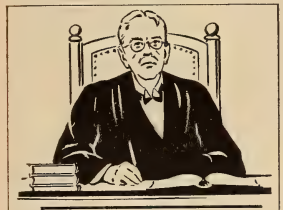
WORLD RELEASE

Firm Notes New Material

WORLD BROADCASTING SYSTEM Inc., New York, transcription library firm, last week announced that "one of the largest releases of new material in the history of World sales and program services" had been sent to 900 WBS subscribers as a special service to augment the firm's commercial program series.

Robert W. Friedheim, WBS general manager, explained that the releases include special programming material for company's new package, *County Fair*, starring Judy Canova, which will be released for broadcasting June 15, as well as material for established features such as *A Chapel by the Side of the Road* with Raymond Massey, *Freedom Is Our Business* featuring Robert Montgomery, the Dick Haymes show, the Three Suns and Lyn Murray shows. Sixteen different artist groups are represented including orchestras, singers, choral groups and instrumentalists.

As an additional aid to local radio sales, World Sales & Program Service has also released "World Sell Sounds," a sound effects feature designed to boost sales by "increasing the impact of commercials now on the air." Package presents material for time and weather lead-ins as well as special lead-ins for patriotic appeals, election and sports programs.



When judging the St. Louis Market, keep the evidence in mind!

You'll find KWK's LOW—low cost per thousand radio homes delivered makes...

KWK the radio buy in St. Louis!

Your Katz man has the entire St. Louis case in brief—with evidence based on Pulse reports.

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

front office



WILLIAM P. DIX Jr., assistant sales manager, WCBS New York, to WTAM Cleveland, as sales manager.

ALFRED A. BROWN, former sales manager of WWSC Glens Falls, N. Y., to sales staff, William G. Rambeau Co., N. Y., station representative firm.

FRANK CONWELL, general manager, KCIL Houma-Thibodaux, La., to WKRG Mobile, Ala., as administrative assistant to **KENNETH R. GIDDENS**, president.

HAL HUDSON, TV manager, and **BEN FEINER Jr.**, executive TV producer, both CBS Hollywood, named to handle TV department management and production activities, respectively, while **HARRY ACKERMAN**, vice president in charge of network programs, CBS-TV that city, vacations in Europe.

WILLIAM L. SNYDER, Forjoe & Co., Chicago, station representative, to Gill, Keefe & Perna, same city, as member of sales staff succeeding **HOWARD M. KEEFE**, who has resigned.

GEORGE W. CLARK Inc., Chicago, named by KOWL Santa Monica, as station representative in mid-western and eastern areas.

BYRON K. HARRIS, former traffic manager, WCPO-TV Cincinnati, to sales staff, WLWT (TV) that city.

JOSE E. CHAPA appointed general manager of KLVL Pasadena, Tex.

WALKER REPRESENTATION Co., N. Y., appointed station representative by WEAT Lake Worth, Fla.

SANFORD I. WOLFF, Chicago radio attorney and partner in Riskind & Wolff, moves June 1 to Suite 506, 134 N. LaSalle St. Telephone is FInancial 6-0787.

SEARS & AYER, N. Y., appointed national representative by WRAC Racine, Wis.

MARVIN ELLIN, producer, *Marvin Ellin's Block Party*, to permanent staff of WMAR-TV Baltimore in sales capacity.

Personals . . .

DANIEL W. KOPS, vice president-general manager, WAVZ New Haven, Conn., honored as "outstanding young man of Connecticut" at annual Junior Chamber of Commerce dinner May 24. . . . **W. J. WILLIS**, salesman, WKY-TV Oklahoma City, presented with distinguished service award by Oklahoma City Advertising Club.

HAROLD SODERLUND, commercial manager, KFAB Omaha, elected president of Omaha Advertising Club. . . . **THELMA KIRCHNER**, general manager, KGFJ Hollywood, vacationing in Honolulu.

JOSEPH L. TINNEY, vice president, WCAU-AM-TV Philadelphia, elected president of city's Poor Richard Club of Advertising Men. . . . **GERALD VERNON**, ABC-TV Chicago sales manager, vacationing in New England.

'Dr. Gallup' Bought

SIX additional markets have signed for George F. Foley's *Dr. Gallup*, syndicated pre-election radio series, it has been announced. They are: WWJ Detroit, WHK Cleveland, WGAN Portland, Me., WGUY Bangor, Me., KNX Los Angeles and KMOX St. Louis. A total of 122 stations now carry the political interview series. Station purchasers who announced sponsors last week were WEEI Boston, to Transducer Co., division of American Machine and Foundry Corp.; KPRC Houston, to Simpson-Gillman Pontiac Co.; WSBA York, Pa., to Carl Beasley Ford Co. and WGAN to N. T. Fox Lumber Co. and Utilities Distributor Co.

NEW WJBK UNIT

Peter Storer Is Director

ESTABLISHMENT of a sales promotion and merchandising department at WJBK-AM-TV Detroit, with Peter Storer as its head, was announced last week by Gayle V. Grubb, vice president and managing director of the stations.



Mr. Storer

Mr. Grubb said that "although WJBK has always cooperated with its advertisers in merchandising and promotion, the station feels the time has arrived to institute a more aggressive plan of dealer and distributor tie-ins." He said Mr. Storer was named manager of the new department because of "the outstanding success he achieved in the field of public service."

Mr. Storer will handle all of the WJBK-AM-TV merchandising activities, including tie-ins with voluntary and regional chains, point-of-sale displays, special promotions, and other devices to acquaint consumers with merchandise advertised on the WJBK stations.

A son of President George B. Storer of Storer Broadcasting Co., which owns the stations, the new WJBK merchandising and promotion manager became affiliated with the Storer organization in 1946, following graduation from the U. of Miami. He started with the company's WGBS Miami as control engineer, moving last September to WJBK as public service director. Under his direction, a number of educational broadcasts were arranged with Detroit and Wayne universities, and a broadcast series on the Detroit schools is currently in preparation in conjunction with *Life* magazine.

ECKO PRODUCTS Co., Chicago, last week reported net sales for first quarter of 1952 of $9,680,337 contrasted with $10,492,769 for the same period last year. Net profit this year was $690,424 or 79¢ per share on common stock.



NOW 5,000 WATTS

PRIMARY ONLY

813,896 Population
218,870 Homes
210,538 Radio Homes
$763,631,000 Total Sales

LANSING, MICHIGAN

SEE RAMBEAU - New York, Chicago, Los Angeles
IMPACT RADIO SALES, Detroit

Our Respects To

(Continued from page 50)

program that has an outstanding 14-year record.

When he arrived in Washington last week, Mr. Bronson was giving up the direction of WBNS-TV in his native Columbus, Ohio, a position he had held since 1949. His departure for NARTB's code operation moved the *Ohio State Journal* to call him "one of the best equipped men in the nation for the job." The *Journal* should know, because like WBNS-TV it is one of the Preston Wolfe radio-TV-newspaper properties.

Possibly the *Journal* was recalling some of the early journalistic feats of Ed Bronson, reporter. Around Columbus they still talk of a famous escapade at Ohio State U., before the vogue of bra and panty purloining. Reporter Bronson, long holder of an Ohio State degree, was assigned to cover a campus incident that involved such sporty tactics as egg-throwing and cab dumping.

A cop—one cop—arrived on the scene and alertly grabbed the first youth he saw. That, of course, was Reporter Bronson. Foiled, the officer called for help. A second cop arrived, but the duo couldn't swerve the persistent newsman from the path of duty. A third, a fourth, a fifth and finally a sixth officer joined the fray. The six-man army subdued their prey and hauled him off to jail as a rioter.

The law won the battle, but not the war. A few minutes later the intrepid reporter was back at the campus on a business-as-usual basis.

Ed Bronson obviously doesn't stop easily when he is on a mission. The new TV code assignment, however, is likely to put him in the middle of some of the fanciest crises he has ever met. At this point, according to an old crony, he is likely to halt all oratory with an observation of this sort, "Hold everything. Let's get down to the core of this thing and see if we can't work out a way of living together."

He has a deep conviction that the principles of the TV code are right, and believes it will work if goodwill and common sense are applied to its enforcement.

Ed Bronson was born in Columbus May 27, 1910, son of Hiram Bronson, long active in Ohio politics. The elder Bronson wrote the Ohio primary law back in 1906, a monument in political history. The family's political bent was maintained in a journalistic way when the son covered Ohio politics for Columbus papers.

At Ohio State U., the younger Bronson interrupted his career for a year to work as a blacksmith on a construction gang in West Virginia and California. Back in school, he became cub reporter on a local journal and finally news editor of the *Ohio State Lantern*, campus daily.

After college, he continued his reporting, moving into radio at WCOL Columbus in 1936. At WCOL, he served as continuity director and subsequently assistant general manager. With the outbreak of war, he became assistant to J. Harold Ryan of Storer Broadcasting Co., and then to John E. Fetzer, who succeeded Mr. Ryan as assistant director of censorship.

With end of the war, Mr. Bronson joined WJEF Grand Rapids, Mich., as station manager for Mr. Fetzer, the station's owner and now chairman of the NARTB Television Code Review Board. Anxious to enter TV, Mr. Bronson left WJEF in 1949 to aid in planning WBNS-TV, becoming station director when the station went on the air.

WBNS-TV, along with WBNS and WELD-FM, still carries the *Columbus Town Meeting* series started by Mr. Bronson 14 years ago at WCOL. It has been called one of the industry's leading public service programs at the local level and is incorporated under Ohio laws.

Mr. Bronson married Ann Fulton, a former Ohio newspaperwoman and pianist. Son Ted, 15, plays a trumpet and Mary Ann, 6, is following her mother's pianistic bent. Daddy Bronson likes golf and chess, and now loses frequent chess matches to Ted, an apt pupil.

CHNS

The Shortest Route
To Results in
This Area Is Via

HALIFAX NOVA SCOTIA

Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York

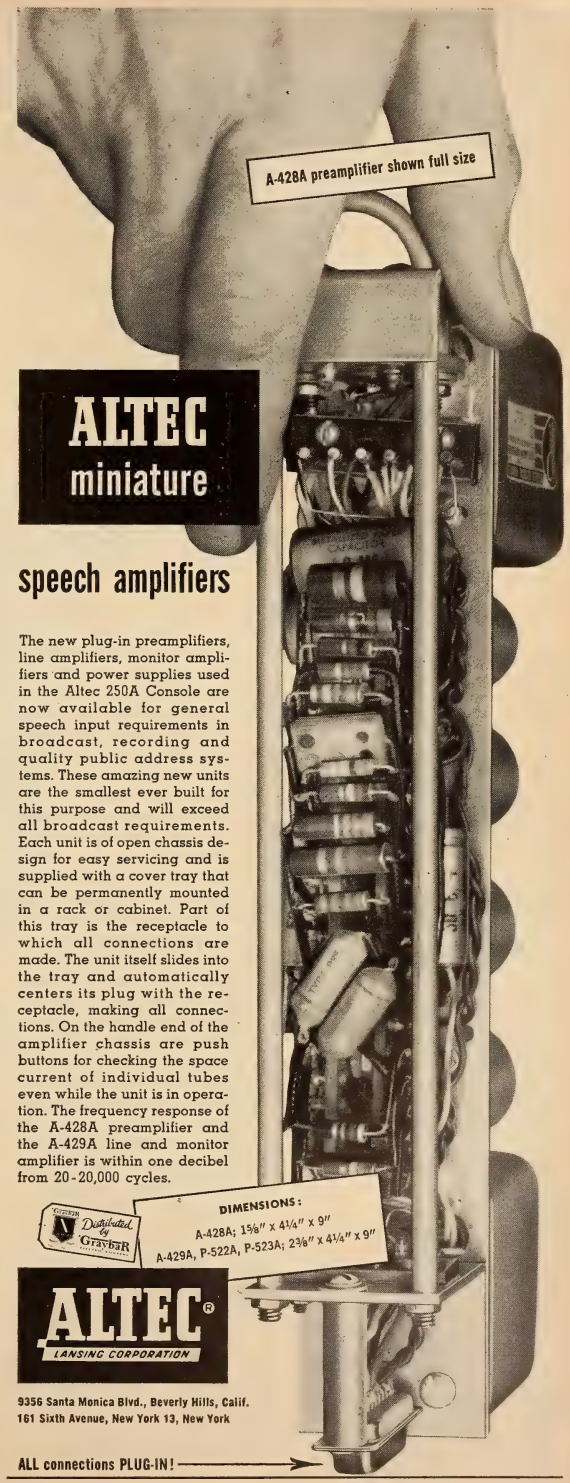
5000 WATTS
NOW!

'SELL' CHICAGO

New Group's Purpose

CHICAGO UNLIMITED, a nonprofit corporation, has been organized by a group of industry people for "sale" of Chicago as a production center to agencies, clients and networks, and for local and national promotion.

The group, which expects to sell at least $25,000 in stock its first year, includes John Weigel, announcer; Norman Lindquist, Atlas Films; James Jewell, Alan Fishburn and Stu Dawson, producers; Ray Jones, AFRA-TVA; Dan Collins, Chicago Federated Adv. Club; Geoffrey Bennett, RCA Victor; James Kellock, Wilding Pictures; Archie Levington, music publisher.



STUDENTS HONORED

By American U. Guild

TROPHIES were awarded to three radio-TV students last week at the fourth annual dinner of the American U. Radio-Television Guild at the National Press Club Auditorium, Washington. It was the first time the guild has made awards. Receiving citations were Harry Cullins, outstanding director of the year; Alice Peterson, outstanding actor-actress; Lionel Monagos, outstanding in leadership.

Principal speaker at the dinner was Caroline Burke, NBC producer. Among persons attending were Sen. Edwin C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee; Thad Brown, NARTB director of TV; Evelyn Freyman, executive secretary of AFRA; Dr. Franklin Dunham, U. S. Office of Education; FCC Chairman Paul Walker; Frank Folsom, RCA president.

Communications Jobs

CALL has been sounded by the Army Signal Corps for civilian instructors with various communications skills to man jobs at the Signal Corps Training Center at Camp Gordon. Salaries range from $3,795 to $5,060. Applications for civil service positions are obtainable at local post offices. Interested persons are asked to contact U. S. Civil Service Commission, Board of Examiners, Camp Gordon, Ga.

the WHLI long island story

In WHLI's rich, booming Nassau County

Food Sales-----$246,215,000

Automotive Sales-$134,850,000

More people listen to WHLI in the major Long Island market than to any other station

Data: Sales Management 1952 Survey of Buying Power; Conlan, February, 1952, Hempstead, L. I.

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N.Y.

PAUL GODOFSKY, PRES.

the voice of long island

REPRESENTED BY RAMBEAU

air-casters



PETER O. MOON, vice president-business manager, Functional Music Inc., Chicago, to WJJD that city, as program director.

GENE EDWARDS, announcer, WLIL Lenoir City, Tenn., to WIEL Elizabethtown, Ky., in same capacity.

HOWARD KEEGAN, former manager of WCFL Chicago, to NBC that city, as producer.

STAN BURN, announcer, WPAT Paterson, N. J., to announcing staff of WINS New York.

CHARLES ROBINSON, playwright, to CBS Television Network June 9 as producer-director-writer.

BILL GUY, formerly with WBAP-TV Ft. Worth, to WFMY-TV Greensboro, N. C.

DAVID WAITE, announcer, KOIN Portland, to WFOR Hattiesburg, Miss., as program director. **EARLE GARRETT**, WJRB Brookhaven, Miss., to WFOR as announcer.

STU WAYNE, WPEN Philadelphia, to WDAS that city, as disc jockey.

CARL TIBBETTS to announcing staff, WSB-TV Atlanta.

DON BADGER to promotion staff of KMTV (TV) Omaha.

BETTY BASKETTE, receptionist, KLRA Little Rock, Ark., transfers to promotion staff replaced by **BETSY LASTER**.

HANS CONRIED, who portrays Professor Kropotkin on CBS Radio *My Friend Irma*, assigned role in feature film, *Big Jim McLain*.

BEN OMAN, news and special events director, WJOY Burlington, Vt., to WORD Spartanburg, S. C., as announcer.

DON WINTHER, disc jockey, WTTM Trenton, N. J., appointed staff announcer.

DICK LANE, actor-m.c.-announcer, KTLA (TV) Hollywood, awarded Statuette of Achievement by Los Angeles County Board of Supervisors for his civic contributions.

JERRY RAKER, page boy, WPIX (TV) New York, named associate director.

ED WILSON, disc jockey, KWK St. Louis, presented with award for "outstanding service to the Psychiatric Aid Society" in that city.

JIM TODD, staff announcer, KHJ-TV Hollywood, to KFI Los Angeles, in similar capacity.

FRANK FLAGLER, WHDL Olean, N. Y., to WJJL Niagara Falls, as disc m.c. **GEORGE WALTON**, continuity director, KVOR Colorado Springs, Col., to WJJL as program director.

COLEY COWAN, announcer, WSAZ Huntington, W. Va., named production manager. **C. BOSWORTH JOHNSON**, WAJR Morgantown, W. Va., to WSAZ as announcer.

DICK WOOLLEN, ABC Chicago program manager, to KTTV (TV) Los Angeles, to work on development of new program ideas.

MARK SCOTT, sportscaster, KFWB Hollywood, assigned role in Universal-International feature film, *Willie and Joe Back at the Front*.

EDWARD F. DEVENNEY, ARNOLD H. KATINSKY and **LORIN ZISSMAN** to WIP Philadelphia on publicity, writing and special events staffs, respectively.

KATE SMITH, NBC radio-TV star, awarded "personality of the year" plaque at 22d annual Jamboree of Advertising Club of Washington D. C., fortnight ago.

BILL TAYLOR, m. c. of *Bill Taylor's Sunrise Serenade*, WOR New York, presented award for "commendable public service" by Veterans of Foreign Wars.

HARRY BABBITT, star of CBS Radio Pacific Network *Second Cup of Coffee Club*, recuperating from surgery following recent back injury.

BEULAH DONOHUE, *Woman's World* commentator, WTMJ-TV Milwaukee, received "professional woman of the year" award from city's Quoto Club, for contributions to community.

FRANK CARTER, WPEN Philadelphia announcer, father of girl, Andrea, May 17.

PATRICK McGUIRK, writer-producer, KCBS San Francisco, father of girl, Michele.

JIMMY WIDENERS, member NBC radio *Round-Up Time*, father of boy, James Paul, May 9.

FRANK ROWLAND, WHIO Dayton announcer, father of girl, Katherine.

ROBERT E. LEE, co-writer, NBC radio *Railroad Hour* and Ziv TV Programs' *The Unexpected* film series, father of boy, Jonathan Barlow, May 12. Mother is **JANET WALDO**, star of ABC radio *Meet Corliss Archer*.

News . . .

RALPH RENICK, WTVJ (TV) Miami news director, appointed chairman of TV news committee of National Assn. of Radio News Directors.

TED BENDER, formerly with WOR New York, to WMAY Springfield, Ill., on news and special events staff.

WILLIAM D. NIETFELD, KCBS San Francisco director of news, elected chairman of California Associated Press Radio Assn., replacing **LES MAWHINNEY**, news director, KHJ Los Angeles. **DICK JOY**, KFAC Los Angeles news chief, is vice chairman.

JACK GRIFFIN, news editor, KWK St. Louis, elected to membership in Sigma Delta Chi, national journalistic society.

AUSTIN SCHNEIDER to WNAX Yankton-Sioux City, S. D., as newscaster.

ANTHONY MARANO, sports director, WCTC New Brunswick, N. J., named director of news and sports to succeed **JOSEPH DEMBO**, now on news staff, NBC New York. **ROLAND KELLY**, sales representative WCTC, assigned to station's news staff.

JIM SCHLOSSER, news writer, WTMJ-AM-TV Milwaukee, father of boy, Daniel Scott, May 17.

BRUCE MacFARLANE, WGN Chicago news commentator, father of boy, David Bruce, May 16.

DICK WRIGHT, KHQ Spokane newswriter, father of girl, Patricia Ann, May 6.

NBC SIGNS HOPE

For Conventions Patter

BOB HOPE will do a daily five-minute light and humorous commentary on NBC radio-TV during the national political conventions at Chicago, according to the terms of an agreement worked out with NBC President Joseph McConnell by James Saphier, radio-TV agent for Mr. Hope. Neither party revealed financial arrangements, but the programs are to be offered for sponsorship.

Roger Price, New York night club and TV humorist, has been signed through Frank Cooper, Hollywood talent agent, for a similar series of broadcasts from Chicago on NBC radio-TV. Admiral Corp. will sponsor the series.

Don Lee Coverage

NOW available for sponsorship by western regional advertisers are Democratic and Republican national conventions broadcast over Don Lee Network, it was announced last week. Western regional outlet for MBS coverage, Don Lee will set up a five-days-a-week plan to be offered.

SERVICE

Twenty-five years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Strictly Business

(Continued from page 20)

sports feature; *Old American Barn Dance;* reruns of *Fireside Theatre* now called *Royal Playhouse; Movie Quick Quiz,* and *Hollywood Off Beat* with Melvyn Douglas.

Mr. Beckwith, who gives no middle name, was born March 29, 1914 in Rochester, N. Y., but considers his home town Buffalo, where his family moved shortly thereafter. He attended public grade and high schools there and worked as assistant advertising manager of the Rudolph Bros. jewelry chain in Syracuse for a year before starting at Syracuse U. in 1931.

Like many students in the depression era, Mr. Beckwith found he had to work his way through college. He spent his mornings in class and his afternoons working in advertising with the jewelry firm, and then went home to put on his tux and play with a dance band until 2-3 a.m.

"I kept my textbooks on the band stand," he recalls. In his extra time, he was a professor assistant, checking papers for $17 per month.

By the time he got his B.S. in business administration four years later, Mr. Beckwith had also won a top prize in a national intercollegiate advertising contest as well as membership in Alpha Delta Sigma, honorary advertising fraternity. His evaluation today of working through college is that it isn't as valuable in some cases as people think. "It's just too rough," he explains.

Syracuse Radio Graduate

Mr. Beckwith's college minor was radio and he is pointed out today as one of the first students of the Syracuse U. School of Radio where, he reports, he decided that broadcasting was the field for him. He introduced the jewelry firm to radio spot advertising and, in 1937, went into radio himself by joining the sales staff of WSYR Syracuse. After learning the full story behind the mike, he transferred to WAGE Syracuse in 1942 as assistant sales manager, commercial manager and program director, and established so notable a business reputation for himself that in 1951 he was invited to join UTP, sister company of Standard Radio Transcription Services.

He describes his station sales record today as the result of "idea stuff . . . I didn't try just to sell, I tried to create." He found that even a small station could have a big list of national advertisers if they were offered, for example, personalities, promotion and know-how.

As sales director, he has organized a national sales force, working out of UTP's three offices in New York, Chicago and Los Angeles, and expects to be busy the next few months visiting TV stations and applicants to get new program ideas for his company to distribute.

He is married to the former Mildred Brown of Scranton, Pa., whom he met in college, and they are the parents of a son, Kent, 12, and a daughter, Ellen, 7. The scores of his favorite sport, golf, go up or down, he reports, depending on FCC decisions.

WSVS Elects Officers

OFFICERS and directors were elected for 1952-53 during the sixth annual stockholders meeting of Southern Virginia Broadcasting Corp. (WSVS-AM-FM Crewe, Va.) in Richmond, Va. The board of directors elected the following officers: C. S. Willis, president; J. P. Quisenberry, first vice president; W. L. Willis Jr., second vice president; C. E. Wilson, secretary, and E. M. Schaubach, treasurer, New board includes these officers as well as O. B. Schaubach and C. E. Miller.

WFAA BIRTHDAY

Open House Scheduled

LISTENERS will be invited to inspect the facilities of WFAA Dallas June 23-29 when the station observes its 30th anniversary, according to Alex Keese, manager.

Mr. Keese said WFAA, owned by the Dallas *Morning News,* expects to spend several thousand dollars on exhibit spaces and remodeling and refurnishing for its week-long open house in a direct audience promotion slant, instead of holding special ceremonies.

The audience will be invited to participate in prize-drawings of sponsor's products and in a candid camera contest open to amateur photographers. The station's stars will be on hand to meet the public.

Mr. Keese said visitors will enter the station over the covered and decorated walk-way 10 stories above Jackson street and will see displays of the various technical devices used in the pioneer days of radio, following the growth of WFAA from a tent-enclosed studio area in the former Dallas *News* building to the 50 kw NBC, ABC and Texas Quality Network affilite it is today.

All broadcasts will be open to the public with special stage performances scheduled each half-hour day and night. Favors will be distributed by WFAA stars.

WACE Airs Korea Tape

WACE Springfield, Mass., claims a "first" for a broadcast to have been made May 25 of a 45-minute tape-recording of an Air Force jet pilot's plane being shot down in Korea 100 miles behind enemy lines. The tape includes sound of the explosion when the plane was hit, two-way communications with the pilot, who attempted to land his burning plane before finally bailing out and studio tie-in show with the rescued pilot.



ZIV CHANGES

Florsheim Promoted To Be Sales Manager

PROMOTION of Stanley C. Florsheim to sales manager of the Frederic W. Ziv Co., radio transcription organization, and the addition of four district account executives are being announced today (Monday) by Alvin E. Unger, Ziv vice president in charge of sales.

Mr. Unger said the company is undergoing a steady expansion which reflects a brightened local radio sales picture throughout the country.



Mr. Florsheim

New Ziv account executives are James R. Appel, in Delaware and eastern Pennsylvania; Sidney H. Price, in Syracuse and Ithaca; Earl R. Wooten, Arkansas and markets in northern Louisiana; and Edward L. Schultz in Northern Wisconsin and the northern peninsula of Michigan.

Mr. Florsheim, who joined Ziv in 1948 as an account executive and became eastern sales manager a year later, will make his headquarters in the company's Cincinnati office. Before joining Ziv he was director of advertising and sales promotion for the Adam Hat Stores, and also had served as director of cooperative programs and then merchandising director for ABC for four years. He previously had been an account executive with the Dan B. Miner agency in Los Angeles, and for 10 years was in the transcription business in Chicago in addition to spending seven years as a salesman for the W. A. Sheaffer Pen Co.

Mr. Appel was manager of the General Office Supply Co. in Lancaster, Pa., before joining the Ziv firm. He is former commercial manager of WGAL Lancaster, and also has served as manager of an office equipment and typewriter supply house, and before 1940 was department collector for the U. S. Internal Revenue Dept.

Mr. Price has been with Cramer-Tobias-Meyer, syndicated advertising services, for more than five years, and formerly operated his own photographic business in New York.

Mr. Wooten joins Ziv from the National Republic Lettergram program service, Washington, and formerly was with Chance-Vought Aircraft Co., Dallas. He also has operated his own retail and furniture and appliance store in Wichita, and is a former sales representative of KFBI Wichita. He will report to division manager Elmer Bieser.

Mr. Schultz has operated his own distributorships for Beltone and Telex hearing aids and formerly was with the Prudential Insurance Co. of Kankakee, Ill., and with the Chicago *Herald & American*. He will report to division manager William Nevin.

They know at home

MORE $$ VOLUME

IN LOCAL BUSINESS THAN ANY OTHER STATION IN TOPEKA!

WREN offers you

- top ratings
- wide coverage
- lowest cost per listener

WREN

5000 WATTS

ABC TOPEKA

Represented Nationally by Weed & Co.

COLUMBIA FESTIVAL

KHQ Plans Wide Coverage

KHQ Spokane has planned extensive coverage of the Columbia Basin Water Festival, May 22 through June 1.

Special programs include those by Glenn Lorang, farm director, who will air a show from a different Columbia River basin town during each of the 11 days. A special 10-minute documentary on the development of the Columbia Basin is being prepared by Mr. Lorang for the *National Farm & Home Hour*, May 31.

KHQ news department, head by Tal Tripp, news director, will write and produce a special feature entitled, *The New Pioneers*. Mr. Tripp estimated that KHQ newsmen have traveled more than 2,000 miles, taping interviews with early homesteaders, new settlers and other pioneers.

The New Pioneers will cover early days of the settling of the Columbia Basin, the construction of the Grand Coulee Dam, building of the network of irrigation canals and finally, the arrival of the water on the land this spring.

WEST central regional offices of RCA Victor have been consolidated in one building. New address is 340 Dierks Bldg., Kansas City, Mo.

On All Accounts

(Continued from page 12)

piling a salesmanship manual for a client.

Then each year, new tests are made so that planning may be kept current, Mr. Ver Standig said.

In addition to his advertising agency, this 37-year-old executive operates a researching organization. Letters in his files show that many top agencies use his research unit to come up with "fresh" ideas for their own clients.

As proof of the value of this constant testing, Mr. Ver Standig will point out that in the eight years that his agency has been in existance, there has been only a 1% loss of clients.

Mr. Ver Standig explained that he came to realize the value of testing and research when, beginning in the early 1930's, he bought and resold several small newspapers. "I would buy small papers with the idea of building them up, then reselling them," he explained. "I had to be careful where I invested money, so I did a lot of research beforehand."

Born in Massachusetts

Most of the newspapers with which Mr. Ver Standig dealt were in his native Massachusetts. Born in Boston, March 17, 1915, he attended Boston Latin high school, then was a special student at Harvard U. and Boston U.

He remained in newspaper work until 1942 when he began selling time for WWDC Washington. Then, in 1944, he founded his agency. At that time, his only employe was a parttime secretary, and he had only desk space in another organization's offices.

Today, the agency employs 10 persons in two floors. Mr. Ver Standig can draw much satisfaction from reviewing the past eight years. In 1950, he won the Silver Anvil Award of the American Public Relations Assn. and in 1951, one of the top awards of the Direct Mail Advertising Assn.

He is a member of the board of governors of both the Atlantic and Chesapeake Councils, American Assn. of Advertising Agencies, a fellow of the American Institute of Management, and belongs to the Advertising Club of Washington.

In 1940, he married the former Helen Van Stondeg, who worked in the classified ad department of the *Washington Daily News*. They have two children, John David, 5, and Joan Hope, 4. The Ver Standigs share their home with 14 animals, including dogs, ducks, a parrot and even a monkey!

He finds most of his relaxation in reading—his library numbers some 3000 volumes.

Most of the larger advertising agencies he considers just mass production centers. "We will never be a production line," he declared. "Testing built this agency. And we shall continue to operate that way —we prefer to know where we're going."

SEC ELECTIONS

Lipscomb Named President

CHARLES T. LIPSCOMB JR., president of Pepsodent Div., Lever Bros., has been re-elected president of the Sales Executives Club of New York for 1952-1953.

Other officers elected at club's annual meeting last week were:

Joseph L. Wood, assistant treasurer of Johns-Manville Corp., first vice president, Borden Co., second vice president; Peter F. Fullam, district sales manager, Carolina Absorbent Cotton Co., secretary, and James Werblow, Polygraphic Co. of America Inc., treasurer.

New members of the board of directors are as follows:

Fen K. Doscher, vice president of Lily-Tulip Cup Corp.; M. D. Finehout, special representative for Whitaker Paper Co.; Dr. Paul H. Nystrom, president, Limited Price Variety Stores Assn.; Charles R. Speers, vice president of American Airlines Inc.; Zenn Kaufman, merchandising director, Philip Morris & Co. Ltd.; Leo Nejelski, president of Nejelski & Co.; James C. Olson, partner, Booz, Allen & Hamilton; Philip Salisbury, general manager and editor of *Sales Management* magazine, and Al N. Seares, vice president of Remington Rand Inc.

GREEN GIANT Co., Le Sueur, Minn., reports a net profit of $1,724,928 for the year ending March 31. This equals 3.9% of the gross sales, an all-time high of $44,730,059. Dividend payments, at 80 cents per share, totaled $437,741.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

FTC STAFF FULL

Truman Names Carretta

PROSPECT that the Federal Trade Commission would be "at full strength" for the first time since January to tackle a heavy workload of cases during the summer appeared bright last week with action at the White House level.

President Truman nominated Albert A. Carretta, a Washington, D. C., lawyer and university instructor, to be a member of the commission for an unexpired term ending Sept. 26, 1954. The nomination is subject to Senate confirmation after expected approval by the Senate Interstate & Foreign Commerce Committee.

Mr. Carretta, a native of New York, is an instructor at the Georgetown U. School of Foreign Service. A lawyer by profession, he formerly was with the Securities & Exchange Commission, Office of Price Administration and the Navy Dept. He is a member of the Washington and Virginia bar associations.

Mr. Truman ended speculation on the FTC vacancy after urgent requests from the commission itself, which has been concerned over the prospect of the summer backlog and lack of funds.

FTC Chairman James Mead, former U. S. Senator from New York and attorney, and Comr. Stephen Spingarn made the request in a personal call on the Chief Executive early last month. Mr. Truman also was asked to request additional funds for FTC on behalf of its anti-merger work.

The commission has been functioning with four members since the death of Comr. William A. Ayres last January.

Part of the workload involves, indirectly, the commission's anti-deceptive practices activities touching on misleading radio, and other advertising representations. Monitoring of television continuities has been virtually non-existent, FTC has conceded.

President Truman thus appointed a Democrat to succeed Comr. Ayres, a former Kansas Congressman who was serving his third term at FTC when he died.

Roy Thompson

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

allied arts



DONALD G. FINK, editor of *Electronics* magazine, appointed a director of research operation at Philco Corp., effective June 1.

BARNARD M. DOVER, CBS-Columbia's project engineering department, named project engineer.

VIRGIL B. DAY appointed manager of employe and plant community relations at Receiver Dept., General Electric Co., headquartered in Syracuse.

T. M. DOUGLAS and **S. J. POWERS** appointed vice president and director vice president, respectively, Federal Telephone & Radio Corp., Clifton-Passaic, N. J.

HAROLD SUGARMAN, formerly of Universal, United Artists and Paramount international departments, announces opening of Duex Film Studios Inc., N. Y., to produce dubbed versions of foreign language feature films in English.

WARD L. QUAAL, director of Clear Channel Broadcasting Service, will address National Conference of Farm Bureau Editors at annual meeting June 2 in Atlantic City, on "Getting Your Story to the Public by Radio and Television."

Equipment . . .

GENERAL ELECTRIC Co., Syracuse, N. Y., announces production of new three-station UHF television translator for company's VHF receivers. Unit is designed for mounting inside TV cabinet without disturbing ability of receiver to tune in present 12 VHF channels.

SYLVANIA ELECTRIC PRODUCTS, Inc., Emporium, Pa., announces manufacture of new tube type 6AN4 designed for economical, high efficiency television tuner service. Unit permits use of one set of tubes and circuits for all TV services.

TELEVISION UTILITIES Corp., New Hyde Park, L. I., announces production of two "Private Eye" picture monitors designed for utility monitoring in studio and field operations. Monitor sizes range from 8 to 16 inches.

RCA VICTOR's tube dept., Harrison, N. J., announces availability of double-tier, four-section rack designed to consolidate major TV test instruments in single test location. Rack is available to radio service dealers and servicemen through RCA test equipment distributors.

WORKSHOP Assoc., Needham Heights, Mass., announces completion of new antenna pattern measuring range on site of Natick laboratory. Range will be used for measuring antenna radiation patterns over distance of 1,200 ft. and consists of transmitting tower and receiver where measuring is done.

Technical . . .

PETER F. GALLAGHER, WFIL-TV Philadelphia, to engineering staff, WCAU-TV that city.

WEATHER WARNINGS

Bureau Asks Follow-Up

WHILE paying tribute to radio and TV as savers of life and property, I. R. Tannehill, U. S. Weather Bureau, has asked that broadcasters "please present weather warnings verbatim without embellishment."

Mr. Tannehill, chief, Div. of Synoptic Reports and Forecasts, commented that "It would be difficult to estimate the savings in life and property that broadcast of warnings makes possible."

At the same time, Mr. Tannehill urged broadcasters to follow through when storm danger has passed particular communities. "Each release to radio and press from Weather Bureau offices strives to present the weather warning in as definite terms as is possible considering the weather conditions prevailing at the time.

"More and more attention is being given by local Weather Bureau offices to the second point, that of follow-up with 'all clear' notices when danger has passed. In this way the Bureau, with the help of the many radio and television outlets, hopes to improve its services to the public."

HITS PRICE PROPOSAL

Arnall Cites Dangers

PROTEST against a Congressional proposal to require the Office of Price Stabilization to raise ceiling prices to levels prescribed by laws in various states has been voiced by Price Chief Ellis Arnall.

Mr. Arnall advised the Senate Banking & Currency Committee and Chairman Burnet Maybank (D-S. C.) that its proposed amendment to the Defense Production Act "would raise ceiling prices substantially and unnecessarily." He added that the action would result in "very serious consequences" to the nation's economy, and that OPS does not generally override state statutes at present.

Legislation to restore "fair trade" retail price-fixing laws in 45 states, invalidated by the Supreme Court last year, has been passed by the House and now pends in the Senate. It would revive state laws intended to bar price-cutting on name-brand goods. Under those laws, a price agreement between one manufacturer and retailer was binding on all retailers in the state even if they had not signed the agreement.

NEW broadcast schedule has been announced for WMBI-AM-FM Chicago, Moody Bible Institute stations. AM outlet will broadcast 6 a.m. to 8 p.m.; FM from 6 a.m. to 9:30 p.m.

PERFECT TRACKING



..without tone arm resonance

● That's what you get with the versatile Gray Transcription Arms. Take your pick: There's the new specially designed—viscous damped—Gray 108-B Arm for all speed, all size records. There's the Gray 106-B Arm assuring fidelity of tone for every speed record. Both use GE or Pickering Cartridges.

● For highest tonal quality and new record reproduction from old records, use Gray Equalizers—preferred by leading broadcast stations.

● Remember — for professional broadcast equipment, Gray shows the way. Write for bulletins describing the above equipment.



GRAY RESEARCH

AND DEVELOPMENT CO., INC., 598 HILLIARD ST., MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—
Originators of the Gray Telephone Pay Station and the Gray Audograph



Robert Gilmore
President

PULSE METHOD

Claimed 90.5% Accurate

PULSE Inc. reported last week that the first of a series of tests of its aided-recall roster method of measuring radio audiences showed it was 90.5% correct and that it "very likely" was even better than that.

Pulse said it conducted the experiment in the metropolitan New York area in February, comparing "(1) what actually took place in the home with (2) results obtained when listening in the same home was checked later via the aided-recall technique." The findings, Pulse said, show its technique to be "highly reliable."

Interviewers visited homes between noon and 1 p.m., asking no questions about radio listening but, instead, asserting that they were conducting a survey to learn the make and model of various home appliances. Dial settings of radios in use thus were checked without the knowledge of the persons in the home. Then, following regular Pulse procedure, other interviewers revisited the sets-in-use homes between 4 and 5 p.m. to check on noon-to-1 p.m. listening.

When the memory responses obtained between 4-5 p.m. were checked against the dial settings observed during the noon-1 p.m. visits, Pulse said that "in 90.5% of the cases, the aided-recall technique produced results identical with those reported earlier by the observational method." The comparisons involved 370 homes in which a radio was on at the time of the noon-1 p.m. visit.

Pulse said that for two reasons "it is very likely that the proportion of correct aided-recall responses was even higher than 90.5%."

For example, it was explained, the accuracy of dial observations is limited by several factors, particularly the "bunching" of many New York independent stations in the same general area on the dial and the fact that, especially in older sets, "dial settings may bear no relationship to the frequency as commonly known." In homes where the radios were tuned to network stations the number of correct responses increased to 93.9%, Pulse said.

Additionally, the report asserted, the aided-recall technique reports "listening" whereas the observational method shows "tuning"—"there is no guarantee that, because the set was turned on between 12 noon and 1 p.m., the individual at home was actively listening."

Pulse said this test was the first of a number of experiments that "are planned and will be periodically reported to deal with the several other factors involved in audience measurement."

TOP RATINGS AGAIN . . .
In Latest Pulse Surveys!



KMTV Continues to Lead In Omaha Area

KMTV is again top TV station in the rich 130,000 set Omaha area. Latest Pulse figures (week of April 13, 1952) show that KMTV leads in 68 out of 100 nighttime (6-11 pm) quarter-hours —Monday thru Friday. This is BETTER than 2 to 1.

The survey shows that 4 of the top 5 multi-weekly programs telecast in the Omaha area are viewed over KMTV. Pulse also reveals that of the 5 leading once-a-week programs, 4 are carried by KMTV.

For the best in TV coverage of the rich Omaha area, contact Katz Agency or KMTV today.

KMTV CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY



KMA Dominates Vast Rural Midwest Area

Pulse figures released in January, 1952 for 23 rural Iowa, Nebraska and Missouri counties show KMA is the Most-Listened-To-Station during 234 quarter-hour periods through the week. This is more than all other radio stations heard in this area combined.

KMA's ½ millivolt area contains immense buying power. Total estimated retail sales for 1950 were $2,819,660,000 (Consumer Markets). 1950 census reports that total population in this area, which includes parts of Iowa, Nebraska, Missouri and Kansas, is 2,779,531. Farm population totals 732,500.

To get more concentrated coverage of this prosperous rural market, contact Avery Knodel or KMA today.

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by
AVERY-KNODEL, INC.

MAY BROADCASTING COMPANY

McHALE QUITS

Democrats Name Rawlings

RESIGNATION of Frank McHale as chairman of the Credentials Subcommittee of the Democratic National Committee and appointment of Calvin Rawlings of Utah national committeeman, to the post, have been announced by Chairman Frank E. McKinney.

Mr. McHale is a minority stockholder in Universal Broadcasting Co. (WISH Indianapolis, Ind.), holding 3% interest, according to FCC records last October. He recently was replaced as national committeeman by the Indiana Democratic State Central Committee, and resigned the subcommittee chairmanship because his term expires at the end of the Democratic National Convention. Mr. McKinney also is a minority stockholder and officer of Universal, of which he formerly was president.

U. OF DENVER

Sets National BMI Clinic

FIRST national BMI program clinic will highlight the sixth annual radio clinic on the U. of Denver campus in a series of radio-television events scheduled to last from June 23 to Aug. 22 as part of the university radio department's summer session program. Attendance of 100 is expected according to R. Russell Porter, UD radio department director.

Events include a television workshop, June 23-July 23 to be conducted by Noel Jordan and the annual radio clinic, July 24-Aug. 22, sponsored by Colorado Broadcasters Assn. which embraces: Broadcast Advertising Bureau clinic, July 29; television commercials workshop, July 24-26, conducted by Mr. Jordan; a three-day seminar on radio sales, July 30-Aug. 1, conducted by Maurice Mitchell, vice president and general manager of Associated Program Service.

GREENWICH PLEA

Asks FCC AM Action

APPEAL for separate FCC action on its AM application at Greenwich, Conn., has been filed by Greenwich Broadcasting Corp., operating WGCH (FM) since Dec. 6, 1948. The company applied for AM and FM jointly but the AM application was held up because of a conflict with a Norwalk applicant who soon withdrew.

The petitioner says its AM case has been lying around the FCC all this time, having been consolidated with World Wide Broadcasting Corp. cases (WRUL WRUS WRUW WRUX WRUA Scituate, Mass.), apparently because Walter S. Lemmon is an officer and principal stockholder in World Wide and Greenwich. Having lost $50,000 on FM while waiting for an AM grant, Greenwich asks that its AM petition be separated from the World Wide cases. Eliot C. Lovett, Washington counsel, filed the petition for Greenwich.

Open Mike

(Continued from page 18)

lose its effectiveness at the city limits, but covers and sells the entire marketable area.

Howard mentioned that the 1950 figures for thriving San Antonio did not include the military. Likewise, our 1950 figures did not include our Naval personnel in this, the largest Naval port of the United States (Norfolk stations please copy). Just to top it all off—the United States has just made a special census in San Diego and found our city population has increased 28% since the 1950 census!

I have fond memories of San Antonio, but the fact is—only KCBQ can truthfully say "the most-listened-to station in the *nation's fastest growing major market.*"

Charles E. Salik
President
KCBQ, San Diego, Calif.

PROMOTION STUNT

Brings Revolver in Ribs

HAZARDS of radio promotion were demonstrated when Larry Miller, control operator, WCSC-AM-FM Charleston, S. C., found himself facing a .38 calibre revolver.

Mr. Miller donned a dark cloak and a slouch hat and slinked



Mr. Miller in promotion costume.

through Charleston streets to promote WCSC's presentation of *I Was a Communist for the FBI*, a Frederic W. Ziv Co. production.

Mr. Miller entered a market, approached the cashier and asked to see the manager. Mr. Miller didn't know the store had been robbed three times in the past year. The cashier drew out a .38 calibre revolver and looked too serious for Mr. Miller's comfort. He quickly identified himself and decided that from now on he will stick to the intricacies of the control room.

NEW show on KFRC San Francisco, *Faces and Places*, gives detailed account of personalities and places in the news.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

JUNE 2, 1952

TELECASTING

IN THIS ISSUE:

...tra FCC Monies To Help TV
Page 61

Applicants Still Are Hesitating
Page 63

...quipment Needs Told to NPA
Page 64

...atest Set Count By Markets
Page 73

in our 7th year



IT'S NOT JUST SETS BUT SATURATION THAT COUNTS

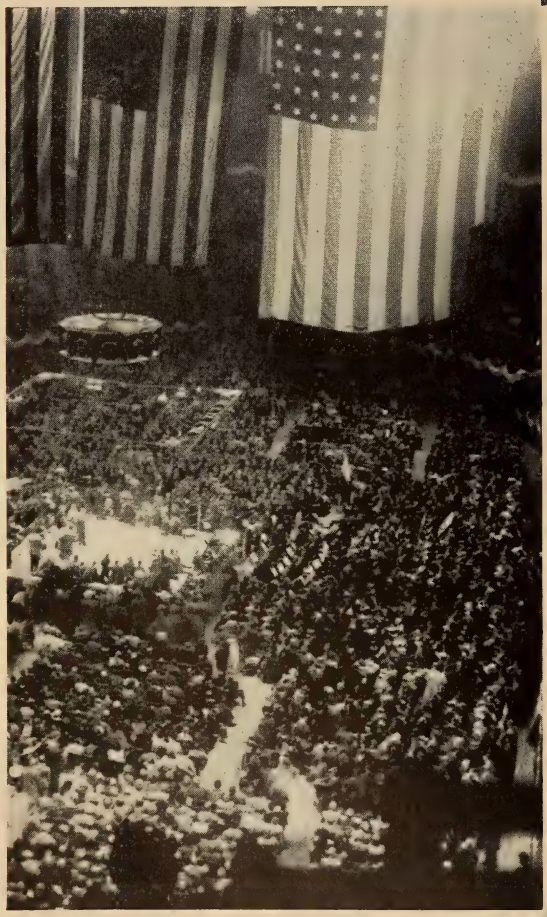
Why beam your message in a multiple station market where set count is high and actual coverage is low when here in the Billion Dollar, 174,000 set, Market of Toledo and Northwestern Ohio you get *saturation plus* on WSPD-TV.
A recent survey by the University of Toledo Research Department conclusively proved that 90% of the TV viewers in our area preferred WSPD-TV—98% of the sets are in operation in the evening, 3.7 average viewers per set,—and over 85% *stayed tuned* to WSPD-TV. Here's your captive audience at an amazingly low cost—phone Tom Harker or Katz for the rate on "Speedy"—the TV station that guarantees audience delivery to your commercial.

TV WSPD AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ

THE CABLE IS COMING!



THE COAXIAL CABLE ARRIVES IN HOUSTON

JULY 1st!

KPRC-TV will carry the political conventions and campaigns during this YEAR OF DECISION! The promise of complete coverage of these vital events has already SKYROCKETED the Great Southwest TV market.

A GIANT promotion and merchandising campaign backed by KPRC-TV, the Houston Post and TV dealers and distributors is underway! TV sets are SELLING LIKE HOTCAKES! By July 1, Houston's TV audience will be GREATER than ever before!

Arrival of the Coaxial Cable Coupled with KPRC-TV Coverage of This Year's Political Events Promises a Dynamic Medium for All Wide-Awake Advertisers!

Plan Your Summer Campaign to Coincide with Houston's Vast New Audience!

KPRC-TV

Channel 2 • Houston

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.

TELECASTING

JUNE 2, 1952

TV MONEY FOR FCC

$600,000 More Recommended

FCC's FUNDS future brightened considerably last week on Capitol Hill as the Senate Appropriations Committee approved additional money for the expressed purpose of processing TV applications [B•T, May 26].

The action came with these sidelights:

● Sen. Ed C. Johnson (D-Col.) said he thought the additional $600,000 for fiscal 1953 would be a "great help in overcoming the log-jam caused by the impossible freeze and its lifting."

● The Senate committee inserted in the Independent Office Appropriations Bill an amendment that would request FCC to investigate the possibility of initiating "fair and equitable" fees and charges "in connection with the licensing of television stations, in order that such work of the Commission may be made self-sustaining to the fullest extent possible. . . ."

The House recommendation of $6,108,460 for the operation of FCC in fiscal year 1953 (begins July 1, 1952 and ends June 30, 1953) otherwise was left intact. With the addition of $600,000 for TV, total budget suggested by the Senate committee amounts to $6,708,460, a figure that is $1,366,540 less than President Truman's recommendation and only $122,910 above the prior year's appropriation.

15 Team Gain

Sen. Johnson said that his quick estimate would be that the FCC stands to gain 15 examiner teams, which include hearing examiners, attorneys, engineers, accountants and clerk-stenographers.

Sen. Johnson and 11 other members of his 13-man Senate Interstate & Foreign Commerce Committee a fortnight ago formally petitioned the Senate Appropriations Subcommittee on Independent Offices to approve $800,000 for the purpose of relieving the TV application workload.

The Johnson Committee had estimated that each examiner team would require about $40,000. Thus, the Senator said, if the appropriations unit's recommendation is approved by Congress, FCC would benefit by 15 additional teams.

Sen. Johnson said he was "disappointed" that the group did not okay the full amount. But, he asserted, his committee's job is "to go to work now to see that we get the full amount approved on the floor of the Senate."

The Appropriations Committee approved the recommendations of its subcommittee, which is under the chairmanship of Sen. Burnet R. Maybank (D-S. C.).

Its mention of license fee charging would apply to TV licenses only. The committee in its report pointed to the 1952 Independent Offices Appropriations Act which authorized such assessment on a trial basis. The section which contained this reference was Title V.

FCC up to this time has not seen fit to go into the possibility of assessing charges or fees for servicing applicants. However, the Senate group's recommendation requests the Commission to study the question and to report back to the "respective legislative committees."

The committee said it approved additional funds when informed of the TV freeze lift that "will make possible 1,900 more stations in 1,200 more locations, whereas at the present time there are 108 television stations located in 66 communities."

A few days earlier, the Maybank Subcommittee released FCC's testimony of last April.

In data submitted to the subcommittee during the hearings, FCC Vice Chairman Rosel H. Hyde warned that even if the proposal of 20 more examiner teams be approved, "we would still not be current in the handling of television applications at the end of 1953." He also estimated that there would be a delay of about three months in filling the new positions.

FCC had predicted it would have 159 TV station CPs by June 30, 1952, 459 the same date in 1953.

Won't Go Far?

Another assertion by the Commission, raising doubts as to how far the $600,000 could go in improving the processing line, was made in its data supporting its request for restoration of funds cut by the House.

In its analysis, the Commission estimated that the correct figure for 20 teams to be $1,020,740. To arrive at this figure, the FCC, while accepting Sen. Johnson's estimates, added money needed for expenses such as travel, materials, supplies and office equipment.

Comr. Hyde said:

Even if we receive everything requested for us in the President's budget we would still, in television, wind up very substantially behind at the end of the 1953 year. For example, we would still have filed with the Commission approximately 635 applications that we would not even have reviewed in order to determine whether they could be granted. We would still have before us approximately 200 additional applications which had been reviewed but because of problems such as the existence of conflicting applications were in a hearing status.

Speaking of FCC's workload, Chairman Paul A. Walker told the subcommittee that the Commission "has now reached a point where in order to get out the large volume of work many things are done which store up trouble for us in the months and years ahead."

Paring Other Activities

Chairman Walker also asserted that if given the employes as suggested by Sen. Johnson, "I think we can handle the television matter."

FCC's data indicated that the Commission was paring other activities to a bone in order to handle television.

Speaking of July 1, when processing is slated to begin, FCC told the subcommittee that "three months hence, when we must begin to process applications, the Commission will be in the position of a man trying to empty Lake Michigan by dipping furiously with a teacup. The job will be tremendous."

The Commission noted that in addition to its TV problem, "the number of radio stations is increasing and will continue to increase." Therefore, FCC said, it expected rapidly mounting interference problems. These are becoming "more and more serious and the Commission is being given less and less staff to handle" them, it said.

Estimated number of AM stations in 1952 was 2,485, and in 1953 the figure would be 100 more as of June 30 of that year.

"The situation in our field-engineering and monitoring program is already acute," FCC asserted, and would become more so if the House cut was allowed to remain (which was the case).

50 MILLION TV SETS

Sarnoff Foresees In Five Years

FIFTY million TV sets and 1,500 stations within the next five years were predicted last week by Brig. Gen. David Sarnoff, RCA board chairman, when he spoke Wednesday at a Life Insurance Assn. of America meeting in Hot Springs, Va.

Noting that there are some 17 million TV sets and 108 outlets, Gen. Sarnoff said, "within the next five years, there will probably be 50 million television receiving sets and avout 1,500 television broadcasting stations with a potential viewing audience of 150 million persons." Every home equipped with a TV receiver will be within range of video transmission, he added.

Declaring that electronic contributions to health and life expectancy are tangible even now, he pointed out that both radio and television donate to well being by providing information, entertainment and relaxation. Television and its Vidicon tube have also been incorporated in the electron microscope, he explained, helping scientists to study live microbes without using identifying dyes or lights of germ-killing intensity.

"It is now feasible to combine the automatic devices which have been developed for radio-television to form a complete electronic accounting system for even the largest business organization," Gen. Sarnoff said. "Such a system would provide for the the translation, storage, computation, processing and printing of pertinent facts and information."

Explaining that these electronic systems can graduate from high-speed arithmetic to high-speed reading and writing too, he observed, "the information that we compress today on punch cards will be further compressed by storing the necessary figures and words on magnetic tapes which can be scanned at the speed of many thousands of words a minute."

REPORT LEGALITY

KVOL Petition Challenges

CONTAINING premises which challenge the basic legality of FCC's Sixth Report and Order lifting the TV freeze, a petition for reconsideration or rehearing was filed with the Commission last week by Evangeline Broadcasting Co., licensee of KVOL-AM-FM Lafayette, La. [B•T, May 26]. Evangeline Broadcasting is a TV applicant.

Filed by the Washington law firm of Arthur W. Scharfeld, the KVOL petition requests FCC to reconsider its Sixth Report and return VHF Channel 5 to Lafayette or "reopen the record for further hearing with respect to the allocation of television channels" there.

KVOL charges the Commission action, changing Channel 5 to Alexandria, La., instead of assigning it to Lafayette as proposed earlier, violates provisions of both the Administrative Procedure Act and the Communications Act.

KVOL contends the channel change "is illegal because the Commission did not give notice of such action as required by the Administrative Procedure Act."

The petition notes that the Third Notice of Further Proposed Rule Making of March 24, 1951, proposed to allocate Channel 5 to Lafayette along with UHF Channel 38. VHF Channels 11 and 13 were proposed for Alexandria.

"Petitioner did not file any comments against the proposed allocation of channels to Lafayette or Alexandria because it was satisfied with the proposed allocations," the petition states, continuing, "it did not file any comments in favor of the proposal for Lafayette because no person opposed the proposed allocation of channels to Lafayette."

FCC's Sixth Report, "purportedly based upon the record made in response to the said Third Notice," assigned UHF Channels 38 and 67 to Lafayette, "deleting VHF Channel 5 and assigning it to Alexandria . . . instead."

Quotes Reasons

The petition quotes reasons given in the Sixth Report for this action: In substance, VHF Channels 11 and 13 were removed from Alexandria in favor of larger Galveston, Tex., and Biloxi, Miss., under Zone III's 220-mile co-channel separation rule. Alexandria, left without VHF, is entitled to Channel 5 rather than Lafayette since former has "a somewhat larger population" (35,000) than the latter (34,000 pop.).

The petition argues that "the Commission's notice in this rule-making proceeding did not, directly or indirectly, give notice to interested persons (including petitioner) of the possibility that Channel 5 would not be assigned to Lafayette for the reasons invoked by the Commission. Nor could petitioner (or any other person) have anticipated reasonably that, without counter-proposals by any person or the Commission, the Commission might adopt a co-channel mileage separation for VHF channels in the Lafayette areas of 220 miles" and that this would result in the channel changes involved.

"As a matter of fact," the petition continues, "it would have been unreasonable for petitioner to have anticipated the result reached by the Commission in view of the Commission's express rejection of a 220-mile co-channel separation in the said Third Notice." FCC proposed 180 mile separation for VHF in that notice.

"Thus, the Commission not only failed to give notice of the possibility of the result it reached," the petition concludes, "but actually misled the petitioner to believe that the possible use of a 220-mile separation had been carefully considered and rejected."

KVOL further charges it was "denied adequate legal notice of the Commission's purposed allocation" to Lafayette "because of the failure of the Commission to adopt technical standards for television stations before requiring interested persons to plead to the Commission's proposed specific allocation table of assignments of channels."

KVOL also contends the change of Channel 5 to Alexandria on population basis alone is "arbitrary" and violates Sec. 307 (b) of the Communications Act. No evidence on the communities, their needs and natures were in the record, KVOL notes.

Another violation of the Act, Sec. 309 (a), is charged on grounds that KVOL is denied a hearing on its pending application for a TV station since requested Channel 5 has been removed.

The petition concludes:

What the Commission has done in this rule-making proceeding, therefore, is to prejudge the petitioner's application without giving it the opportunity of presenting, by means of its rightful hearing, all of the facts relevant to determining that the facilities requested by the petitioner would provide a fair, efficient, and equitable distribution of television facilities, and has decided on the basis of inadequate and partial information that Channel 5 should be used in Alexandria rather than in Lafayette. Thus, the Commission has violated the provisions of Section 307(b) and 309(a) by allocating television channels independent of specific applications and the Commission's Sixth Report and Order herein is, therefore, invalid, contrary to law, and unlawfully denies the rights accorded petitioner by Sections 309(a) and 307(b) of the Communications Act.

UHF-VHF BIDS

Ten Applications Filed

LAST WEEK saw more applications filed for new television stations with the FCC than during any other week since the one following the release of FCC's Sixth Report and Order [B•T, April 14].

There were three applications filed by TV stations which are required to change their frequencies, as provided in one part of the Sixth Report. And there were a total of ten new and amended applications filed, seven requesting VHF outlets and three seeking UHF stations.

Stations requesting a change in their channel assignments are WBRC-TV Birmingham, Ala., to move from Channel 4 to Channel 6; WKRC-TV Cincinnati, Ohio, to move from Channel 11 to Channel 12 and WHIO-TV Dayton, Ohio, to move from Channel 13 to Channel 7.

Three new TV applications were filed. They came from the Baptist General Convention of Texas, asking for Channel 6 in Corpus Christi; KFEQ St. Joseph, Mo., seeking Channel 2, and KTRE Lufkin, Tex. requesting Channel 9 [B•T, May 26].

Among the amended applications received was one from Eugene P. O'Fallon, president of KFEL Denver, for Channel 2. Two newspaper-owned radio stations amended their TV applications, too. These were WENY Elmira, N. Y., owned by the Gannett Co.'s *Elmira Star-Gazette*, for UHF Channel 24, and WDHN (FM) New Brunswick, N. J., owned by the *New Brunswick Home News*.

In Florida, four well-known Tampa businessmen announced that they plan to file for Channel 13 in that city. Organized under the name Orange Television Broadcasting Co., the company is headed by President Dave Falk, president of the Tampa Chamber of Commerce and of O'Falk's Store. Others are Vice President James W. Warren, vice president and general manager of the Tampa Coca-Cola Bottling Co.; Treasurer Jack Peters, vice president and general manager of the Bentley Gray Wholesale Dry Goods Co. and immediate past president of the Rotary Club, and Secretary Cody Fowler, attorney and former president of the American Bar Assn.

None of the four is financially interested in any other radio or newspaper properties in the Tampa area, although Mitchell Wolfson, president of WTVJ (TV) Miami, is a cousin of Mr. Falk.

television applications

Digest of Those Filed With FCC May 23 through May 28

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	26	13	40

* One applicant did not specify channel number.

Listed by States

† **DENVER, Col.—Eugene P. O'Fallon Inc.**, Ch. 2 (54-60 mc), ERP 56.5 kw visual; antenna height above average terrain 778 ft., above ground 200 ft. Estimated construction cost $364,500, first year operating cost $520,000, revenue $500,000. Studio location 546 Lincoln St., Denver. Transmitter location Lookout Mtn., East of Highway #68 next to Cody Monument Property, 39° 43′ 50½″ N. Lat., 105° 14′ 11″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of KFEL Denver. Principals include President **Eugene P. O'Fallon** (98%), general manager KFEL-AM-FM Denver and major stockholder of Electronic Network Inc., Muzak franchiser, Denver; Vice President **Joseph A. Myers**, Denver attorney, and Secretary-Treasurer **Frank L. Bishop**, assistant general manager of KFEL-AM-FM and vice president and treasurer of Electronic Network. Address: Albany Hotel, Denver 2, Col.

† **AUGUSTA, Ga.—The Georgia-Carolina Bcstg. Co.**, Ch. 6 (82-88 mc), ERP 18.6 kw visual; antenna height above average terrain 600 ft., above ground 450 ft. Estimated construction cost $88,000 (this does not include several major items of equipment already purchased and on hand; when first application was prepared in April 1950, applicant estimated construction cost at $103,000), first year operating cost $200,000, revenue $250,000. Studio and transmitter location 1305 Georgia Ave., North Augusta, 33° 30′ 27″ N. Lat., 81° 57′ 42″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co. Applicant is licensee of WJBF Augusta. Principals include President, Treasurer and General Manager **J. B. Fuqua** (94%); Vice President **D. M. Kelly** (4%), station manager, and Secretary **Steve Manderson** (2%), commercial manager. Address: Radio Station WJBF, P. O. Box 490, Augusta, Ga.

† **LAFAYETTE, Ind.—WFAM Inc.**, UHF Ch. 59 (740-746 mc), ERP 20.54 kw visual; antenna height above average terrain 372 ft., above ground 369 ft. Estimated construction cost $158,700, first year operating cost $75,000, revenue $75,000. Studio and transmitter location on McCarty Lane, Lafayette, 40° 23′ 40″ N. Lat., 86° 50′ 15″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Guilford Jameson, Washington. Engineer Harry C. Garba, WASK and WFAM (FM) Lafayette. Applicant is licensee of WASK and WFAM (FM) Lafayette. Sole owner is **O. E. Richardson**, who has no other business interests. Address: McCarty Lane, Lafayette, Ind.

† **DULUTH, Minn.—Red River Bcstg. Co.**, Ch. 3 (60-66 mc), ERP 25 kw

(Continued on page 66)

TV APPLICANTS HESITATE

New Filings Still Slow

WHERE is the avalanche of TV applications predicted following the lifting of the TV freeze?

"It's still getting underway."

"There's plenty of interest . . . up to expectations . . . we'll hit 1,000 bids by July 1 all right."

"It's coming, but it won't be quite as big as we guessed."

The question was put to a number of Washington radio-TV law firms last week and drew those typical answers. The exchange was prompted because only some 40 new and amended applications had been received by FCC six weeks after issuance of the Sixth Report, which finalized the revised allocation plan and set July 1 as the date on which the Commission will commence processing of applications [B•T, April 14].

Representing a fair range of opinion, the responses from the attorneys indicate:

● Most lawyers have large numbers of applications in preparation and so far have filed none or only a few.

● Delay for the most part is because of sheer detail and mechanics of preparation.

● Some are holding up filing until the last minute for "tactical purposes."

July 1 No Deadline

● Others noted July 1 "is no deadline" and since big stakes are involved, careful preparation is more important than early filing.

● Still others observed that some of their applicants are far down the processing lines on city priority listings, "so what's the rush?"

● Majority of applications in preparation represent existing broadcasters, part of whom have included persons new to radio in order to swing financing.

● There is a substantial "new money" minority among TV applications in preparation, although certain attorneys indicated greater interest than expected from newcomers to the industry while others reported less.

● Majority of attorneys contacted reported no big problem so far in obtaining informal clearance of tower sites with Civil Aeronautics Administration sources. One firm is filing final CAA approvals with its bid.

● Some broadcasters, who heretofore talked the big money of TV with ease, are "burning midnight oil" to make up their mind whether or not to take the plunge. "Now it's fish or cut bait," as one attorney put it.

● Reason for forced showdown is FCC's Sixth Report and processing procedure, several sources explained. Otherwise, they noted, many broadcasters would take their time to "see how things go" before deciding.

● Fear of UHF in couple of quarters was evidenced on part of both newcomers and experienced broadcasters in view of UHF priority or "push" by FCC (ghosts of FM days) and tenor of talks by Comr. Robert F. Jones, who dissented from Sixth Report [B•T, May 26, 5]. Greatest reluctance continues in intermixed VHF-UHF markets.

● A very few attorneys felt newcomers are hesitant to put investment capital into TV because of long delays seen for major markets. Since companies initially are set up on basis of stock subscriptions and loan commitments rather than pigeon-holing money itself, capital will be working elsewhere until needed, they noted.

● Most-often-heard reasons for slowness of newcomers to enter TV, where reluctance apeared, are fears of government regulation (FCC) and future of UHF and lack of know-how in field.

One law firm—not one of the biggest—reported 30 to 40 applications in preparation with none filed by that firm to date.

"There's plenty of interest . . . up to expectations," a principal partner said. The industry "will meet the 1,000 quota" expected by July 1, he predicted.

Within the past three weeks his firm received "10 to 12 new applications we hadn't planned before to file," he said. Most of these represented money new to broadcasting.

The same attorney has experienced no reluctance about UHF except in intermixed cities. In fact, he recalled, he has two UHF bids in preparation for cities of 10,000 population. The market areas to be served, however, include over 100,000 persons, he said.

The partner noted FCC's use of city rather than market populations in the city priority listings tends to make an area seem less desirable than it actually is.

Indication of the backlog of applications in preparation was given by the attorney when he observed in certain cases he has had to do considerable shopping to find consulting engineers able to take on his work. Same-city conflicts were chief reasons for refusals, he explained.

Spokesman for one large firm which devotes only part of its efforts to broadcasting reported a "healthy amount of new money coming into television," through bids by newcomers. This firm had advised all clients to wait until the end of the freeze to file applications and now has many in preparation.

"It will take a couple of months to do the job," he said.

Fear because FCC is "pushing UHF" was reported expressed by a few clients. FM history was recalled.

"There is some feeling that if they wait they can buy in later as cheaply as now," he observed, explaining, "some stations will need more financing."

Slow Filers

Another law firm's partner observed applicants are "slow getting data in," hence delay in filing. His firm feels it is more important to file an application that "really means something" than to be on file early. Some of those who rushed "had their applications bounce back," he noted.

Although his firm's applicants in the majority are established broadcasters, it does have some newcomers. A few broadcasters are expanding to bring in outsiders, too, he noted.

Principal in another law firm which devotes a majority of its time to radio-TV also reported "proper preparation" of applications is of greater concern than filing quickly.

"Without exception," he said, "all are broadcasters in this thing for keeps."

"July 1 is no deadline," the attorney noted, commenting that because of careful preparation anyone who "crosses swords" with any of his clients "will have a rough time, right on through the Court of Appeals."

He noted some difficulty in trying to keep up with the "shifting of the tide from one thing to another in interpretation of the new rules." He mentioned Sec. 3.613 concerning location of main studio: "The main studio . . . shall be located in the principal community to be served."

"Common sense tells you that means within the metropolitan area," he said, but "certain of the Commission staff have said it means within the city limits." Site hardships and added expenses would ensue in many cases, he noted.

Partner in another firm reported one newcomer to the industry plans to file applications, in which he would have minority interest, for some 11 cities. Same firm also may possibly file a similar group of applications for as many as nine cities.

He said his "strong applicants" have been urged to file early so as to let "others in their markets line up for the remaining channels."

A number of his firm's applicants now in AM radio, he said, have large outside business interests and hence will bring in considerable

(Continued on page 74)



STATION ENGINEERS at TV camera demonstration at RCA Labs., Camden, N. J., [B•T, May 26] are (l to r): Samuel Geise, WNAR Norristown, Pa.; Thomas Linxwiler, KWKH Shreveport, La.; Richard Ashenfelter, WCVS Springfield, Ill.; R. W. Caughey, WHP Harrisburg, Pa.; James Schultz, KQV Pittsburgh; N. L. Hobson, RCA; Robert W. Oliver, Pogue & Neal, Washington, D. C.; George Wetmore, WXKW Albany, N. Y.; H. C. Weber, RCA; Lt. Bert Fagan, U. S Navy, Washington, D. C.; Jack Jones, KWKH; Charles Brady, McIntosh & Inglis, Washington, D. C.; E. T. Griffith, RCA; Harold Dewing, WCVS; William Birchfield, WHAN Charleston, S. C.

ABC-UPT HEARING

Four Testify on Coercion

LAST WEEK's chapter in the lengthy ABC-United Paramount Theatres merger hearing before FCC continued detailed probing into past film distribution and theatre-ownership policies of Paramount and other major film producers [B•T, May 26].

Four more theatre owners testified. They alleged that the major motion picture companies would not rent them first run pictures, or would not rent any pictures, or tried to coerce them into a profit-sharing deal in return for good films.

The theatre operators claimed the situation changed for the better about the same time that the major motion picture firms entered into their consent decree with the Justice Dept. after the Anti-Trust Division's probe into the practices of the film companies.

On the stand were Donald B. Leverett, Overton, Tex.; Carl B. Knudson, Seward, Neb.; Mrs. Evelyn E. Anderson, Boone, Iowa, and Arthur Goldberg, Omaha, Neb.

The hearing being held before FCC Hearing Examiner Leo Resnick, seeks to determine, among other things, if ABC and United Paramount Pictures should be allowed to merge, if Paramount Pictures Corp. is qualified as a TV broadcast station licensee (it owns KTLA (TV) Los Angeles), whether Allen B. DuMont Labs. (WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh) is controlled by Paramount Pictures through its Class B stock holdings.

EQUIPMENT NEEDS

FCC Holds Key, NPA Told

FUTURE materials needs of the commercial broadcast equipment industry will depend upon the speed with which FCC licenses new TV stations, the government was advised last week.

At the same time, the National Production Authority announced that quotas of controlled metals for radio-TV sets will be pegged higher in the last half of 1952 to enable manufacturers to meet seasonal consumer demands.

Members of a Broadcast Transmitting Equipment industry group predicted that the first "heavy" batch of orders for station equipment is still more than a year away.

Manufacturers reported that even if some UHF licenses are granted by the Commission by year's end, their biggest problem would be technical difficulties in constructing station equipment. Many manufacturers already have placed orders for parts to build transmitters and related equipment.

Bottlenecks Prevail

Key components are still in short supply, with bottlenecks in both military and civilian production. Aside from components, rapid changes in military design and technical personnel shortages have posed a steady problem. Scarce components are transformers (especially audio), crystals, relays, small fractional horsepower motors, capacitors, cathode ray tubes.

With respect to engineering, some manufacturers reported they have enlisted foreign technicians (some DPs) from Europe. NPA promised to take action designed to speed personnel imports.

Diversion of technical industry help to military contracts has been a major factor in NPA's decision to retain most restrictions on mass production of colorcasting equipment. An amended order [B•T, May 12] was still under NPA study after being routinely circulated among government agencies last week.

On the receiving end, household radio-TV sets generally will fare much better during the third and fourth quarters than in April-June as well as other durable goods, with one exception—in copper brass mill and foundry products. Manufacturers may file supplemental bids for additional carbon steel or aluminum, however, to compensate.

Radio and TV receivers and other goods will receive varying allotments "depending on the possibilities of substituting less critical materials," NPA said.

Third quarter quotas are up for all materials used by set makers—5% for carbon and alloy steel and for copper wire mill, and 15% for aluminum. Set manufacturers are earmarked for a minimum of 20% on brass mill and foundry products. These increases are based on percentage use of the pre-Korean war base.

NPA pointed out that higher level of allotments starting July 1 will enable radio-TV manufacturers and others to meet seasonal demands, and that the third and fourth quarters are "the months of heaviest production" for them.

Bracketed with receivers for the same boost are TV and auto antennas (for replacement purposes), coin-operated phonographs, commercial recording discs and phonograph needles.

Increased allotments will be reflected in Christmas buying in established TV markets of new video receivers—either as initial purchases or as set replacements. Whatever additional demand may be created for sets in a potential handful of new markets by year's end also will be met with ease, industry authorities feel.

Last week's action is no more significant than that, although it might be a harbinger for materials in 1953 (see story page 89) when new VHF-UHF stations take the air in more prolific quantity. Of that outlook NPA Administrator Henry H. Fowler said last Wednesday:

> We must remember that the mobilization program is only half complete, and direct defense requirements for materials are still growing. . . . Authorization to many civilian industries will still be below their pre-Korean rate of use of the controlled materials, despite these welcome increases in allotments.

Assists on Atlass Bids

CHARLES GUGGENHEIM, chief producer of the Ford Foundation's fund for an adult education project experiment in educational television at WOI-TV Ames, Iowa, is working with Ralph Atlass in Chicago for seven weeks as a consultant for three television applicants. These will involve the stations in which Mr. Atlass, general manager of WIND Chicago, has an interest. In addition to WIND, stations are KIOA Des Moines and WLOL Minneapolis. Mr. Guggenheim, who worked for the Louis G. Cowan package firm and CBS, will assist in plans for TV operations.

ANTENNA TREND

Reported to NPA

TREND in TV antenna sales is from metropolitan to "fringe" areas, with a resultant increase in ratio of metal-to-antenna because of more bays or receiving units.

This "recent development" was reported to the National Production Authority by an Antenna Manufacturers Industry Advisory Committee last week. One producer reported a distributors poll showed sales of 39% in single-bay, 50% in two-bay and 11% in four-bay antennas.

About 15% of all antenna sales for television is for replacements, the industry group estimated. Members predicted this figure will rise with licensing of new UHF TV stations that will provide an additional market for antennas tuned to the new frequencies.

Manufacturers of TV antenna towers; commercial, industrial, military and home-type antennas (indoor, outdoor and built-in), and automobile radio antennas were represented at the meeting.

Disney TV Trailer

AS PROMOTION for its new feature film, *The Story of Robin Hood*, Walt Disney Productions plans telecasts of a quarter-hour trailer, *The Riddle of Robin Hood*, in 63 TV cities from June 15 through July. The TV trailer features behind-the-scenes production and research for completion of the full-length feature, and already has been released to schools.



NEWLY-ELECTED officers of the Television Assn. of Philadelphia for 1952-1953 are (seated, l to r): Martha Gable, WFIL-TV, board member; Arthur Borowsky, publisher, *TV Digest*, president; Ethyl Foster, secretary, and Gordon Walls, WCAU-TV, treasurer; standing (l to r) are Franklin Roberts, of W. S. Roberts Adv., vice president; Charles Vanda, WCAU-TV, chairman of the board of governors; Mort Farr, president, National Appliance Dealers of America, board member; Paul Phillips, of Aitken-Kynett Adv., board member; Andrew Keay, WFIL-TV, board member; Joe Cox, of J. Cunningham Cox Adv., board member, and Walter Erickson, Gray & Rogers Adv., board member.



DR. ALLEN B. DuMONT (l), president of Allen B. DuMont Labs. Inc., is decorated with the rank of Chevalier in the National Order of the Legion of Honor by French Consul-General Jean de Lagarde for Dr. DuMont's service to the Allied cause during World War II and his contributions to French and American commercial relations.

CONTROLS STAY

Senate Group Ducks Action

TO the new 83d Congress should fall the task of deciding whether wage, price, and other economic controls should be continued after March 1, 1953, the Senate Banking and Currency Committee recommended last week.

The committee filed majority and minority recommendations on the Senate floor last Wednesday for extension of the Defense Production Act, which expires June 30. Senate Majority Leader Ernest W. McFarland (D-Ariz.) called for an early show-down vote.

Chairman Burnet Maybank (D-S. C.) and his Banking Committee had voted earlier on various provisions of the Act. Last week the group issued its report while the House counterpart committee wound up hearings on similar legislation. It hopes to draft a bill this week.

Except for one instance—consumer credit controls were to be extended until June 30, 1953, instead of March 1, cutoff date on wages and prices — the Senate group adopted its tentative votes [B•T, May 26] and gave reasons for its actions.

The cost allowance formula (for advertising, selling, etc.) authored last year by Sen. Homer E. Capehart (R-Ind.) was not touched on greatly and appeared likely to survive any administration thrusts in Senate or House floor debate.

Ralph Rockafellow

RALPH ROCKAFELLOW, 54, director of advertising, publicity and promotion for Paramount Television Productions Inc., New York, died suddenly last Monday night. Before joining Paramount in 1948, he had been associated with several advertising agencies, including Young & Rubicam and Buchanan & Co. Surviving are his wife, Desiree; a son, Ralph Jr., and a daughter, Mrs. Richard Wayne.

Established — and Growing!



United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

BMI TV CLINIC

192 Attend Sessions At Beverly Hills

INSTEAD of classifying television an advertising medium and comparing its costs to those of other media, look upon it as a selling force and compare cost with other ways of selling.

This was the advice George L. Moskovic, manager, TV development, KNXT (TV) Hollywood, gave 165 broadcasters from 11 Western states and Hawaii in attendance at the Broadcast Music Inc. TV clinic held in Beverly Wilshire Hotel, Beverly Hills, May 26-27. Attendance jumped to 192 on the second day.

Mr. Moskovic told a Monday afternoon session that "Television, properly used, is not an expensive type of advertising; it's the cheapest form of mass selling ever known."

Donn Tatum, TV director, ABC Western Div., presided over the Monday morning session, at which Roger Clipp, manager WFIL-TV Philadelphia discussed *TV's Newsreel Operation.* Robert D. Swezey, executive vice-president, WDSU-TV New Orleans, spoke on "Every Town a Show Town, U.S.A. Yeah?"

Klaus Landsberg, vice-president and general manager KTLA Hollywood, told broadcasters at the Monday morning session that TV will augment rather than hinder radio.

Commending TV for establishing its own code of ethics, Gov. Earl Warren of California, principal speaker at Monday luncheon predicted the industry will "make life much richer for all."

Making no direct mention of the upcoming House "morals" probe of radio-TV programs, he voiced strong disapproval of censorship and emphasized there must continue to be a free press, radio and television.

Mayor Agrees

In agreement with the governor on TV potentialities was Los Angeles Mayor Fletcher Bowron, sharing honors at head table. He considers television "the greatest medium in the world."

Carl Haverlin, BMI president, was chairman at the luncheon session, with TV talent guest speakers Tim McCoy (KNXT) and Eddie Albert (KLAC-TV Hollywood) participating briefly.

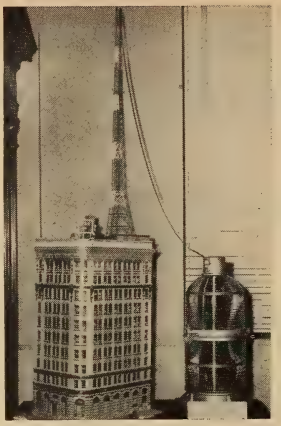
Afternoon schedule featured Mr. Moskovic on "Making TV Programs Pay for Advertisers" and Robert Purcell, director of operations KTTV (TV) Hollywood, discussing "Hidden Costs in TV Programming." Don Norman, general manager KNBH Hollywood, was chairman.

Wilbur Edwards, general manager, KNXT Hollywood, was chairman of Tuesday's opening session with speakers including Harold Lund, general manager WDTV (TV) Pittsburgh on "Low Cost Local Programming"; Charles F. Holden, assistant national director of television for ABC, New York, "Brass Tacks of TV Production" and Mr. Tatum, discussing "Participating & Film Programming."

Don Fedderson, vice-president and general manager, KLAC and KLAC-TV and president, Television Broadcasters of Southern California Assn., reported on that organization's formation, purpose and progress.

Richard Moore, general manager, KTTV, was chairman of the final afternoon session, with Philip G. Lasky, vice-president and general manager, KPIX San Francisco discussing "TV Plant Planning & Remodeling for Economy and Efficiency." Joe Coffin, research director, KLAC-TV, spoke on "TV Program Research Techniques."

Messrs. Clipp, Swezey, Lund, Holden and Lasky had spoken on the same subjects at previous BMI TV Clinics in New York and Chicago [B•T, May 26].



SCALE model of proposed TV tower and antenna installation of WSAV-TV Savannah, atop bank building. At right is a 300-millimeter Aviation Obstruction Electric Code Beacon, which would be installed atop the tower. WSAV's TV application is now pending before the FCC.

'IMMORALITY'

Self-Censorship Urged To Eastern Film Makers

"SELF control, not government control" is the answer to the House probe of allegedly "immoral" radio-TV program material, Max Gilford, special counsel to the National Society of TV Producers, Hollywood, said last week. He urged that East Coast TV film makers adopt and enforce their own production codes (see story, page 28).

But to combat the investigation, television producers—all of them—should make certain they and their opinions are represented in Washington, he advised, speaking Wednesday at a luncheon meeting of the National Television Film Council in New York.

Voicing opinions from the floor, Film Council members indicated they were not fully in agreement with the speaker, wondering if self-censorship is not an admission of guilt and questioning whether "the canons of good taste" can be put on paper. Mr. Gilford also was asked if he thought self-regulation had not been effected by the NARTB code, which, he answered, is "inadequate" in its handling.

"A lot of this [government investigation] comes from what they've seen in the past four months," he observed.

When the house voted to probe TV-radio program content [B•T, May 5, et seq.], "heartache and sleepless nights" were caused for just about everybody connected with the industry, Mr. Gilford said. This "government harassment of the entertainment medium" completely side-steps the FCC as the proper authority for such matters, and focuses on television as "a bad, bad boy—a new political target," he asserted.

The prime goal for producers should be to organize and assert themselves, something that Mr. Gilford said has been accomplished more fully on the West Coast than on the East Coast. West Coast producers formed their code three years ago, he noted.

"You should have a code," he urged. "We encourage the competitive existence of such a code as building the health of the industry." Any regulation could be enforced, he suggested, by granting to each production, a seal of approval, to be required by stations before any program is shown.

Some Film Council members urged that outright lobbying be extended, and one suggested TV producers "instead of being mollycoddled—as Hollywood has shown itself for 25 years," should face legislators and others in Washington with tremendous courage, "unafraid to explain film content or the conduct of their business."

Others, taking a more dubious stand, wondered what effect a producers' code would have since ultimate approval depends upon station-acceptance of the end product. While opposing the idea of censorship, Dr. Alfred N. Goldsmith, RCA consultant and honor guest at the luncheon, advised that the product relies upon the producer's own good taste, a matter that "can't be put on paper."

One producer questioned that there is even a market for good taste. Noting that film makers can produce profitably only so long as they respect public vogues, he said stations now are seeking "cops and robbers" productions, perhaps the very fare that has prompted a survey of program content.

Television Applications

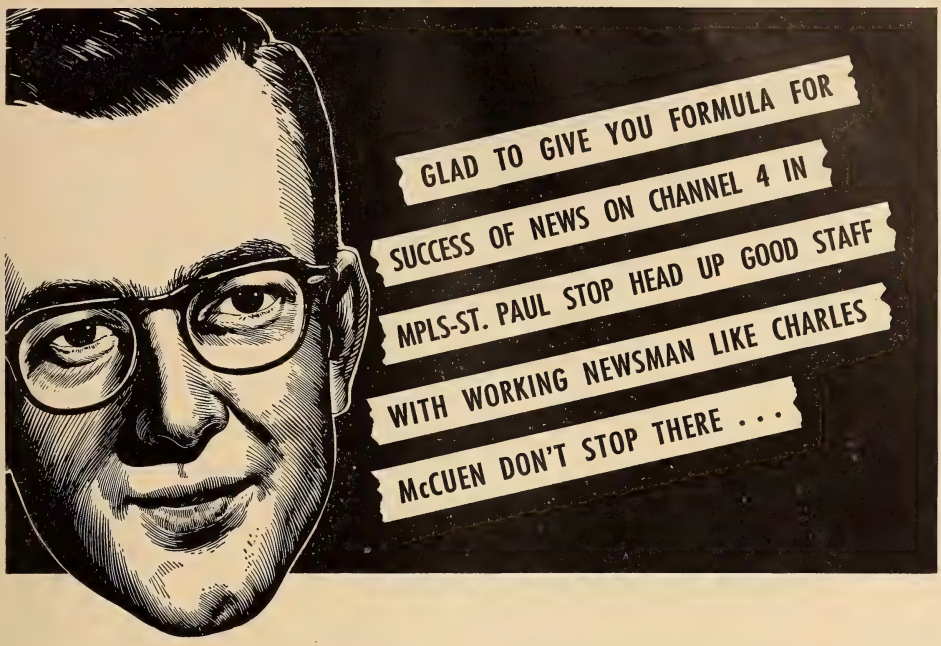
(Continued from page 62)

visual; antenna height above ave age terrain 814 ft., above ground 5 ft. Estimated construction cost $291 501, first year operating cost $288,00 revenue $332,000. Studio and tran mitter location Observation Road a 11th St., Duluth, 46° 47′ 08″ N. La 92° 07′ 15″ W. Long. Transmitte RCA, antenna RCA. Legal couns Segal, Smith & Hennessey, Washin ton. Consulting engineer Millard Garrison, Washington. Applicant licensee of KDAL Duluth. Principa include: President and Treasurer Da **ton Le Masurier** (70%), general ma ager of KDAL, 79% owner of WQU Moline, Ill., and until 1948 licensee KILO Grand Forks, N. D.; Vice Pres dent **Robert A. Dettman** (10%), chi engineer of KDAL, 8% owner WQUA and 10% owner of WIR Peoria, Ill.; Vice President **Od Ramsland** (10%), commercial ma ager of KDAL, 8% owner of WQU and 10% owner of WIRL, and **Charl Le Masurier** (10%), retired. Addres 218 Bradley Bldg., 10 East Superi St., Duluth, Minn. (Note: Origin application was filed after April but returned because it was submi ted on old forms. Since it already h been counted in total of applicatio tendered since the FCC Sixth Repo & Order [B•T, April 14], it will n be counted again.)

ST. JOSEPH, Mo.—KFEQ Inc., C 2 (54-60 mc), ERP 51 kw visual; a tenna height above average terra 809 ft., above ground 750 ft. Estim ed construction cost $428,389.98, fi year operating cost $176,376, first ye depreciation $57,877 (total cost $23 253), revenue $204,000. Studio a transmitter location 2/5 mi. east city limits on Faraon St. at 40th S 39° 46′ 12″ N. Lat., 94° 47′ 53″ Long. Transmitter RCA, anten RCA. Legal counsel Pierson & Ba Washington. Consulting engine George C. Davis, Washington. App cant is licensee of KFEQ St. Jose Principals include: President **Bart Pitts** (51%), president of The Journ Pub. Co., publisher of *Stock Ya Journal;* Vice President **Henry Bradley** (3%), president and direct of News-Press & Gazette Co., pu lisher of *St. Joseph News-Press* a *Gazette;* Secretary **J. Ted Brans** (1%), promotion manager of KFE Treasurer **Glenn Griswold** (1%), rector-treasurer and commercial ma ager of KFEQ, and **Arthur V. Bu rowes** (1%), managing editor *News-Press* and *Gazette.* News-Pre & Gazette Co. owns 43% of KFEQ I Address: KFEQ Bldg., St. Joseph, M

†NEW BRUNSWICK, N. J.—Ho News Publishing Co., UHF Ch. (668-674 mc), ERP 75 kw visual; a tenna height above average terra 452 ft., above ground 436 ft. Es mated construction cost $212,200, fi year operating cost $180,000, reven $200,000. Studio location 137 Chur St., New Brunswick. Transmitter l cation W. side State Highway #: ¼ mi. North of Raritan River, 4 29′ 42″ N. Lat., 74° 24′ 50″ W. Lo Transmitter DuMont, antenna RC Legal counsel Welch, Mott & Morga Washington. Consulting engineer M Intosh & Inglis, Washington. Applica is licensee of WDHN (FM) New Brun wick. Principals include Preside **Elmer B. Boyd** (58%), president a 89% owner of Colonial Homesit

(Continued on page 68)



. . . spend money—lots of it—for top men, the best equipment, plenty of film.

—and above all, give local news a real play! In the last four months here on Channel 4 we have used 60,000 feet of film on local news: and also 2000 still pictures!

Add to this, footage and wire pictures of National and International news and personalities. Supplement this with stories from the principal wire services . . .

Then edit! Good news men doing it!

In the not-so-good old days, well pitched tonsils and a personality who could rip and read were all you needed.

Now the News has to be good! Money, men, material and completeness make and hold news listeners on WTCN-TV.

If you want to pick up a news program with an established Pulse—one of McCuen's News Shows is temporarily open and is offered subject to prior sale. See our National Representatives or wire us for details and the price tag.

There's always more on Channel 4! WTCN

CBS • ABC • DUMONT (Affiliate)

TV CHANNEL 4

ST. PAUL
MINNEAPOLIS

Nationally represented by FREE & PETERS

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego's
1951 Increase
in
FREIGHT CAR
LOADINGS...
reflected the
accelerated
westward
movement of
rail traffic
which has
been evident
since the
start of
the Korean
war.

Wise Buyers
BUY-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550 - K.C.
John A. Kennedy, owner
Harold L. Chernoff, Gen. Mgr.
Represented by The Branham Co

Television Applications May 23-28

(Continued from page 66)

New Brunswick (real estate development), and vice president of Flako Products Corp., New Brunswick (food products manufacturing); Treasurer **Hugh N. Boyd** (18%); **Kathleen Boyd Martin** (15%), and **Ruth Boyd Talbot** (9%). Applicant publishes *New Brunswick Home News*, *Metuchen* (N. J.) *Recorder* and *Linden* (N. J.) *Observer*. Address: 127 Church St., New Brunswick, N. J.

† **ELMIRA, N. Y.—Elmira Star-Gazette Inc.**, UHF Ch. 24 (530-536 mc), ERP 19 kw visual; antenna height above average terrain 923 ft., above ground 442 ft. Estimated construction cost $215,100, first year operating cost $300,000, revenue $350,000. Studio location Mark Twain Hotel, Elmira. Transmitter location Green Hill Road, Southport Town, 42° 00′ 26″ N. Lat., 76° 49′ 18″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Bernard C. O'Brien, Rochester, N. Y. Applicant is licensee of WHEC Rochester, WDAN Danville, Ill., WTHT Hartford and WENY Elmira. All stock in applicant is held by Gannett Co. Inc., Rochester, N. Y., publisher of *Rochester Times-Union* and *Democrat & Chronicle*, *Albany Knickerbocker News*, *Utica Observer-Dispatch* and *Press*, *Newburgh News*, *Beacon News*, *Ithaca Journal*, *Ogdensburg Journal*, *Malone Telegram*, *Saratoga Springs Saratogan*, *Massena Observer*, *Elmira Star-Gazette* and *Advertiser*, *Binghamton Press*, all in New York; *Hartford* (Conn.) *Times*, *Plainfield* (N. J.) *Courier-News* and *Danville* (Ill.) *Commercial News*. Principals include: President **Frank E. Gannett**, who owns 33% of Gannett Co. Inc. stock; Vice President **Frank E. Tripp**; Treasurer **Herbert W. Crickshank**; Secretary **Lynn N. Bitner**; Director **Paul Miller**; Assistant Secretary **Clayton Gallagher**, and Assistant Secretary **Thomas V. Taft**. Frank E. Gannett Newspaper Foundation Inc. owns 66% of Gannett Co. Inc. stock. Address: 201 Baldwin St., Elmira, N. Y.

CORPUS CHRISTI, Tex. — Baptist General Convention of Texas, Ch. 6 (82-88 mc), ERP 100 kw visual; antenna height above average terrain 505 ft., above ground 496 ft. Estimated construction cost $368,345, first year operating cost $180,000, revenue $220,000. Studio and transmitter location on Highway #44, ½ mi. West of Violet, Tex., in Nueces County, 27° 47′ 07″ N. Lat., 97° 36′ 05″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KWBU Corpus Christi. Principals (of Baptist General Convention of Texas) include: President **Forrest Freezor**, First Baptist Church, Waco; First Vice President **E. H. Westmoreland**, South Main Baptist Church, Houston; Second Vice President **Arthur De Loach**, First Baptist Church, Odessa; Secretary **D. B. Smith**, San Antonio; Secretary **Roy L. Johnson**, Kingsville, and Secretary of Corporation **J. Earl Mead**, Cliff Temple Baptist Church, Dallas. Address: Baptist Bldg., Dallas, Tex.

LUFKIN, Tex.—Forest Capital Bcstg. Co., Ch. 9 (186-192 mc), ERP 11.3 kw visual; antenna height above average terrain 666 ft., above ground 522 ft. Estimated construction cost $223,-160.13, first year operating cost $125,-000, revenue $100,000. Studio location 114½ North First St., Lufkin. Transmitter location 1.4 mi. Northwest of Clawson, East of Highway #69, Angelina County, 31° 25′ 09″ N. Lat., 94° 48′ 02″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KTRE Lufkin. Principals include: President **R. W. Wortham Jr.** (32%), executive vice president and director of Southland Paper Mills Inc., Lufkin; Vice President **E. L. Kurth Sr.** (16%), president and general manager of Angelina County Lumber Co., Keltys, Tex., president of Southland Paper Mills Inc., Lufkin, president of Wills Point Lumber Co., Wills Point, Tex., Farmers-Merchants Lumber Co., Brenham, Tex., and Lufkin Amusement Co., Lufkin; **Henry B. Clay** (9.5%), general manager of KWKH Shreveport, La.; **William E. Antony** (9.3%), chief engineer KWKH, and partner and 25% owner of Bcst. Engineering Service, Shreveport (consulting engineers); **Mrs. Ola Thompson** (10%), stockholder in Angelina County Lumber Co., Keltys, Kurth Lumber Co., Jasper, Tex., and Lufkin Amusement Co., Lufkin; **L. A. Mailhes** (4.6%), general manager of *Shreveport Times* and eight other minority stockholders. Address: P. O. Box 701, Lufkin, Tex.

† **SAN JUAN, P. R.—Jose Ramo Quinones**, Ch. 4 (66-72 mc), ERP 54, kw visual; antenna height above aver age terrain 345 ft., above ground 33 ft. Estimated construction cost $244, 009.78, first year operating cost $125, 000, revenue $200,000. Studio an transmitter location 357 Ponce d Leon Ave., San Juan, 18° 28′ 04″ N Lat., 66° 05′ 40″ W. Long. Transmit ter RCA, antenna RCA. Legal counse Dow, Lohnes & Albertson, Washing ton. Consulting engineer Commercia Radio Equipment Co., Washingto Applicant is licensee of WAPA Sa Juan and permittee of WPAA Maya guez, P. R. Sole owner is **Jose Ramo Quinones**, owner of three Puerto Ric sugar cane farms and president o Puerto Rico Farm Bureau. Address Radio Station WAPA, P. O. Box 456 San Juan, P. R. (Note: Original ap plication was filed after April 14 bu returned because it was submitted o old forms. Since it already has bee counted in total of applications ten dered since the FCC Sixth Report Order [B•T, April 14], it will not b counted again.)

Existing Stations
Change in Channels

WBRC-TV BIRMINGHAM, Ala. — Birmingham Bcstg. Co., Ch. 6 (82-8 mc), ERP 100 kw visual; antenn height above average terrain 908 ft above ground 562 ft. Estimated cos of change $269,589, first year opera ing cost $240,000, revenue $365,00 Studio location 1727 Second Av North. Transmitter location Red Mt Transmitter RCA, antenna RCA. Leg counsel George O. Sutton, Washin ton. Consulting engineer George Davis, Washington. Application is fo change from Ch. 4, as required unde provisions of FCC Sixth Report Order [B•T, April 14].

WKRC-TV CINCINNATI, Ohio—Ra dio Cincinnati Inc., Ch. 12 (204-21 mc), ERP 316 kw visual; antenn height above average terrain 612 ft above ground 540 ft. Estimated cos of change $178,500. Studio locatio Times-Star Bldg. Transmitter loca tion Highland and Dorchester. Trans mitter GE, antenna GE. Legal counse Bernard Koteen, Washington. Engi neer George A. Wilson, WKRC-TV Application is for change from Ch. 1 as required under provisions of FC Sixth Report & Order [B•T, April 14

WHIO-TV DAYTON, Ohio—Miam Valley Bcstg. Corp., Ch. 7 (174-18 mc), ERP 200 kw visual; antenn height above average terrain 1,144 ft above ground 1,086 ft. Estimated cos of change $561,000. Studio locatio 1414 Wilmington Ave., Dayton. Ne transmitter location 3228 Germantow St., 39° 44′ 03″ N. Lat., 84° 14′ 50″ W Long. Transmitter RCA, antenna RC Legal counsel Dow, Lohnes & Albert son, Washington. Consulting enginee McIntosh & Inglis, Washington. Ap plication is for change from Ch. 1 as required under provisions of FC Sixth Report & Order [B•T, April 14

UPT DIVIDENDS

Extra Payments Indicated

EXTRA year-end dividends in addition to quarterly payments on stock of United Paramount Theatres were indicated as a company policy by president Leonard H. Goldenson last week. The new policy will enable UPT to meet the "substantial demands" for cash expected when it merges with ABC, it was stated.

Mr. Goldenson's statement was made as he announced a 25-cent dividend on all outstanding shares of common stock, payable July 18 to holders of record on June 27.

Indicating that year-end dividends would be paid as justified by earnings of the corporation, Mr. Goldenson observed that, since UPT business is conducted largely on a cash basis—with no substantial investments in inventories—dividends can be paid in greater proportion to earnings than under the usual business procedure.

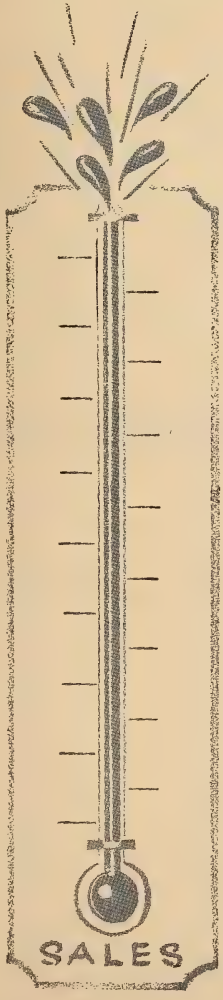
HAMILTON BUYS

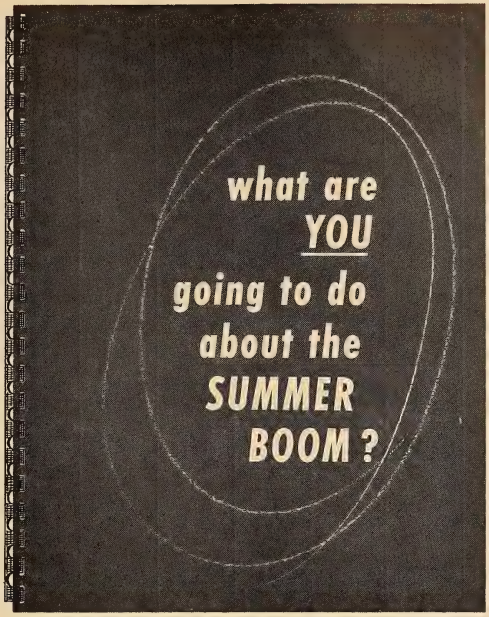
TV Series for 22 Cities

HAMILTON WATCH CO., Lancaster, Pa., has purchased a 13 half-hour untitled TV film series, produced by Gil Ralston, head of Screen Televideo Productions, Beverly Hills, for alternate week showing in 22 cities starting in mid-September. Stuart Reynolds Productions concluded negotiations.

Markets include: New York, Los Angeles, Chicago, Philadelphia, Pittsburgh, Detroit, Boston, Cincinnati, Cleveland, Baltimore, St. Louis, New Haven, Dayton, Providence, Washington, San Francisco, Milwaukee, Minneapolis, Buffalo, Schenectady, Binghamton and Lancaster.

FIRST coast-to-coast TV marathon will be staged by Milton Berle fo benefit of Damon Runyon Memoria Fund on NBC-TV beginning at noo June 7 and continuing through 10:3 a.m. June 8. Show will originate fro New York's Radio City.





Possibly you're tired of hearing about the extra money the consumer *could* spend but doesn't.

Maybe all you want is some *ideas* on how you can tap this summer's record potential—while at the same time meeting management's insistence on increasing profit margins by keeping sales costs low.

If so, we recommend that you read our new study,
"what are YOU going to do about the SUMMER BOOM?"
It includes an exclusive analysis of this summer's sales outlook combined with a plan for making *effective and economical* use of television in 8 major markets which account for over 50% of all U. S. television homes.

If you don't have a copy, call your NBC Spot Sales representative or write NBC Spot Sales, 30 Rockefeller Plaza, New York 20, and ask for
"what are YOU going to do about the SUMMER BOOM?"

NBC Spot Sales

30 Rockefeller Plaza, New York 20, N. Y.

CHICAGO CLEVELAND WASHINGTON
SAN FRANCISCO HOLLYWOOD
DENVER CHARLOTTE ATLANTA

representing **TELEVISION STATIONS:**

WNBT	New York
WNBQ	Chicago
KNBH	Los Angeles
WPTZ	Philadelphia
WBZ-TV	Boston
WNBK	Cleveland
WNBW	Washington
WRGB	Schenectady-Albany-Troy

COMPARATIVE NETWORK SHOWSHEET

TELECASTING

EVE

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Film*	*Man of the Week* L		General Foods Roy Rogers F
6:15				
6:30	*America's Town Meeting L & F*	Alcoa See It Now L	*The Week in Religion*	*Once Upon A Fence*
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	U. S. Rubber Royal Showcase L
7:15				
7:30	*Horizons* L & F	American Tobacco This Is Show Business L		Revere Meet the Press L
7:45				
8:00		Lincoln-Mercury Dealers Toast of the Town L		Colgate Comedy Hour C-P-P
8:15	*King's Crossroads* F			
8:30				
8:45				
9:00	*Foursquare Court* L	General Electric Fred Waring L	Clorets Chlorophyll Gum King Detect	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00		B.F. Goodrich Celebrity Time L		P&G Red Skelton Show L
10:15			Crawford Clothes They Stand Accused	
10:30	*Cinema-Scope* F	Jules Montenier What's My Line L		Bohn Alum. American Forum
10:45				
11:00	Carter Prods Drew Pearson L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
	Kellogg Space Cadet L			
	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L	General Foods Capt. Video	*Kukla, Fran & Ollie*
		Chesterfield Perry Como L		Vit. Corp. of Am., The Goldbergs L
	Film (alt. sp.) Bristol-Myers Mr. D. A. L	Lever Lux Video Theatre L	*Pentagon Washington*	P&G Those Two L
		Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Camel News Caravan L
	Washday Theatre F	Philip Morris I Love Lucy F		Crosley Speidel (alt. wks.) P. Winchell J. Mahoney
		Gen. Foods Instant Maxwell Coffee Swansdown Claudia L		Firestone Voice of Firestone L
	Film	Westing-house Studio One L Summer Theatre St. 6/23	Co-op Boxing from Eastern Parkway	Pearson Pharm. Lights Out L
	(No Net Service After 10 p.m.)	Longines Chrono-scope		Johnson Wax alt. with American Tobacco Co Robert Montgomery Presents
				Co-op Who Said That L

TUESDAY

	ABC	CBS	DuMONT	NBC
			General Foods Capt. Video	*Kukla, Fran & Ollie Those Endearing Young Charms*
	P&G Beulah F	Columbia Records News L Fatima Stork Club L		Chevrolet Dinah Shore L Camel News Caravan L
	Film	(Co-op) Feature Film	*Life is Worth Living Bishop Fulton J. Sheen*	*Youth Wants to Know* L
	Film		Curtis Publishing Co. Keep Posted	*Juvenile Jury* L
	United—Or Not? L	Schick Crime Syndicated (alt.) L Carter Prod City Hospt	Serutan Battle of the Ages	P&G Fireside Theatre
	On Trial L	Electric Auto-Lite Suspense L	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
		Block Drug Danger L	(TBA)	P. Lorillard Original Amateur Hour L
	(No Net Service After 10 p.m.)		DuMont Labs. What's the Story Walter Kiernan	Considine Mutual of Omaha

WED

	ABC	CBS
	Kellogg Space Cadet L	
	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobil News
		Chesterfie Perry Cor
	The Paul Dizon Show L	Pillsbury Toni (alt. Godfrey & His Friend L
		Liggett & Myers Godfrey & His Friend L
	Bayuk Cigars Ellery Queen L	Colgate Strike It Rich L
	Sterling Drug Mystery Theatre F	P. Lorillard The Web L
	Celanese Corp. Celanese Theatre (alt. wks.) L Co-op Wrestling L	Pabst Sales Co. Blue Ribbon Bouts L
		General Cigar Sports Spe
		Longines Chrono-scope

DAY

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	*Papa Bear's Newsreel* F	*In The Park* L		
12:15 PM	Sweets Co. Tootsie Hip-podrome L			
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L		
12:45				
1:00				
1:15				*The Nature of Things* L

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
		M-Th 10-10:15 CBS News*		*Prologue to the Future* F
		Lever-Rinso (M.thruTh) Godfrey		*Breakfast Party* L
		Your Surprise Store M-Th 10:45-11:15 am. F 10:30-11 am		*Mrs. U.S.A.* F
		Gen. Mills Hudson Bride & Gr'm		
		C-P-P (MWF) Strike It Rich L		*It's A Problem*
		P&G (Tu.& Th.) Egg & I L	*Woman's Club*	Prtcptng. Sponsors Ruth Lyons' 50 Club L
		Amer. Home All Products Love of Life	*Noontime News with Walter Raney*	
		P&G Search for Tomorrow	*Take the Break with Don Russell*	
				Premier Products Helene Curtis Inc Rumpus Room

SATURDAY

	ABC	CBS	DuMONT	NBC
				(No) Network Service)
		The Whistling Wizard		
	Ralston-Purina (Alt. wks. sponsorship) *Space Patrol* F	Brown Shoe Smilin' Ed McConnell F		
		National Dairy The Big Top L		
		Mr. I Magination L		

DAY

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	*TV Tot's Time* (excep WJZ-TV)
5:00	
5:15	Canada Dr Super Circu (alt. sp.) (5-5:30) L
5:30	
5:45 PM	

ING — FOR JUNE 1952

DAY

DuMONT	NBC
General Foods Capt. Video	*Kukla, Fran & Ollie* L
	The Goldbergs L
	P&G Those Two L
	Camel News Caravan L
Midway with Don Russell	(TBA)
Straw-fiers with Haymes	
	Krafts Foods Television Theatre L
	Where the People Stand L

THURSDAY

ABC	CBS	DuMONT	NBC
			Kukla, Fran & Ollie
		General Foods Capt. Video	*Those Endearing Young Charms*
General Mills Lone Ranger F	Columbia Records News		Chevrolet Dinah Shore L
	Fatima Stork Club		Camel News Caravan L
The Ruggles F	Carnation Burns Allen (alt.) L Ronson-Star of Family	*This Is Music*	DeSoto-Plymouth Groucho Marx F
Lorillard Chance of a Lifetime L	Blatz Brewing Amos 'n' Andy F	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L
Mr. Arsenic L	R. J. Reynolds Man Against Crime L	Gruen Playhouse (alt. wks.)	Fatima Dragnet F (alt. wks.) Gangbusters Chesterfield F
American Tobacco Meet the Champ L	Lever Rinso Big Town F		Ford Ford Festival L
	Philip Morris Racket Squad F	Wine Corp. of America Charlie Wild Private Detective	U.S. Tobacco Martin Kane
(No Net Service After 10 p.m.)	Carter Toni (alt.) Crime Photographer L	*Author Meets the Critics*	Standard Oil Wayne King

FRIDAY

ABC	CBS	DuMONT	NBC
Kellogg Space Cadet L			
		General Foods Capt. Video	*Kukla Fran & Ollie*
			The Goldbergs L
General Mills Stu Erwin F	GM-Oldsmobile News Chesterfield Perry Como		P&G Those Two L
			Camel News Caravan L
The Hot Seat L	General Foods Maxwell House Coffee Mama L	Mennen Co. Twenty Questions	*Curtain Call* L
(TBA)	R. J. Reynolds My Friend Irma	*Life Begins at Eighty*	Gulf Oil We, The People L
Packard Rebound (5 owned stations) F	Schlitz Schlitz Playhouse of Stars L	Old Gold Down You Go	American Cig. & Cig. Big Story L
Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka It's News To Me L		Campbell Playhouse F
	Pearson Pharmacal Police Story L	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports L
(No Net Service After 10 p.m.)	*Presidential Timber* L		Chesebrough Greatest Fights F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
Amend Co. Hail the Champ L Last 6/14			
Saddle Pal Club F	Lambert Pharmacal The Sammy Kaye Show L		*Mr. Wizard*
	Sylvania Beat The Clock L	*Pet Shop*	Manhattan Soap Miles Labs. (alt. wks.) One Man's Family L
Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser Ken Murray L Last 6/14 Co-op Film Show		Snow Crop Pet Milk Kellogg All Star Revue
	Pepsi-Cola All Around the Town Last 6/14 (Co-op) Feature Film		*Blind Date* L
Girls' Baseball L	*Songs For Sale* L	Co-op Wrestling from Chicago Jack Brickhouse	*Dance Party* L
			American Tobacco Your Hit Parade
		Boyle-Midway Sports Showcase	

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

IME

SUNDAY

CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		Hats In The Ring L
		(TBA)
		Midwestern Hayride L
oodyear reatest Story ver Told /22 only		*Fearless Fosdick* L
		Hallmark Sarah Churchill L
mp Unto ly Feet		Quaker Oats Zoo Parade L
		Derby Foods Sky King Thtr., F (alt. with) *Recital Hall* L
at in the World		

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	P&G First 100 Years L		
	Mike & Buff Show L		The Big Payoff CPP (M-W-F)
	G. Foods (W & F) Bert Parks* Cannon (Th) Give & Take off 6/12		*Johnny Dugan Show*
			Participating Sponsor Kate Smith Summer Show L
			Lever Hwkns. Falls L
			Gabby Hayes*
			Mars, C-P-P Welch, Klog. Int. Shoe Bauer & Blk. Standard Brands L Howdy Ddy

SATURDAY

ABC	CBS	DuMONT	NBC
			(TBA)
			(TBA)
			Co-op Rootie Kazootie L

Explanation: Programs in italics, sustaining; Time, EDT. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

CBS—1:30-2:30 p.m., Best Foods, General Electric, Qkr. Oats, Reynolds, Stokley-Van Camp, O'Cedar, Garry Moore Show.

*10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.

Gen. Mills sponsors The Bride & Groom MTuW at 11:15-30 a.m. and Fri. 11-11:30 a.m. Hudson Paper on Thurs. at 11:15-11:30 a.m.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

12-12:15 p.m., Mon., Wed., Fri., The Egg & I, sustaining.

3:30-4 p.m. Tues., Mel Torme, sustaining.

3:30-4 p.m., Mon. Bert Parks Show S.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic. Tu.-Thurs.—Fla. Citrus, Fri.—Docskin, 8:20-25 Mon.—Pure-Pak. Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

*Quaker Oats—Mon. & Fri.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

June 2, 1952 *Copyright 1952*

Let this Buckaroo Make a Buckforyou



Thar's gold in them thar Dayton tills when Uncle Bob Campbell hits the sales trail with a product. 'Cause a-pounding along in his tracks comes the biggest posse of junior grade cow waddies you'd ever want to round up.

Do those kids follow Uncle Bob? Listen! He's ramrod of the Lucky 13 Ranch—and that's the oldest, continuous daily TV show in these here parts. He started off 3 years ago with 15 minutes once a week, and in no time at all, requests for studio guest reservations blew it up to a daily one-hour show. Ever since, he's averaged about 28 kid guests per day *by reservation*—has over 2000 booked right now through the next 9 months. A while back when he was naming his pony, he got 1800 written suggestions the first week, 5400 in 6 weeks—with no give-away at all in the deal!

Campbell's an all-'round entertainer, musician and outdoorsman, making public appearances as well. His added on-the-spot live shows can put real muscle in merchandising. And as he ends his participating show with comments on good manners, proper living, safety and the like, he picks up plenty of parent support. Like majority of WHIO-TV studio shows, Lucky 13 Ranch commands great audience loyalty with mixture of entertainment and public service. Example: this will be fourth year show is used as vehicle for presenting Schoolboy Patrol Awards.

Better slap *your* brand on Lucky 13 Ranch pronto, podner. National Representative George P. Hollingbery Co. can give you all data.

CBS • ABC • DUMONT

whio-tv AM FM

DAYTON, OHIO

telestatus



Comedy Leads Pulse Program Type Survey

(Report 218)

TOP ten TV program types, according to Multi-Market TelePulse, for week of April 1-7 were released by The Pulse Inc., N. Y., last week as follows:

	Pgm. Avg. Rtg.
Comedy Variety	24.8
Boxing	21.9
Westerns	20.5
Talent	18.8
Comedy Situation	17.9
Drama & Mysteries	17.3
Kid Shows	11.1
Wrestling	9.9
Quiz-Audience Participation	9.3
Musical Variety	8.6

Evening programming (after 6 p.m.) took up 51% of all network time during the week surveyed in April, as compared to 47.8% in March. The total number of telecast ¼ hours dropped 3.5% from the March figure, but all of the leading program types except boxing increased in program average ratings.

* * *

Local TV Shows Slim In Small Cities Study

SCARCITY of local shows on television stations in smaller cities was indicated by a Scott Radio Labs Inc. survey which reported that less than an eighth of station time was devoted to local programs in 12 cities studied.

John S. Meck, president of Scott, said that of the 12 cities, two originated no local programs during the week studied and two others aired fewer than ten local shows. Only one station presented material of its own production, he said.

"People in the smaller cities are losing the full benefit of television through this lack of local-interest programming," Mr. Meck said. The survey reported that most local programs by the stations were broadcasting during the smaller-audience daytime hours.

* * *

'I Love Lucy' Tops Trendex For May 1-7

TRENDEX INC. top ten network TV program ratings for week of May 1-7 were released last week as follows:

1. I Love Lucy (CBS)	48.7
2. Talent Scouts (CBS)	42.6
3. Godfrey's Friends (CBS)	37.0
4. Fight of the Week (CBS)	36.4
5. Red Skelton (NBC)	33.1
6. Star Theatre (Berle) (NBC)	32.4
7. Fireside Theatre (NBC)	31.6
8. Your Show of Shows (NBC)	30.5
9. My Friend Irma (CBS)	29.3
10. What's My Line (CBS)	29.0

* * *

Toronto Teachers Study Children's TV Habits

FIRST survey of TV's effect on Toronto schoolchildren in Toronto public schools, taken by the Toronto Women Teachers' Assn., shows that children spend between 25 and 30 hours each week watching TV and spend about 25 hours in school. (Toronto is in a fringe TV area, receiving WBEN-TV Buffalo, 60 airmiles distant.)

Teachers expressed the opinion that children nurtured on TV will lose the desire to read and to create their own fun. The teachers, obviously alarmed at television's prospects, said the medium's power and influence will grow, not decrease. Whether that influence is for good or evil depends largely on the part played by intelligent, informed parents and educators, they concluded.

* * *

New Film Camera Focuses Varying Depths

PROMISING to revolutionize TV film commercials is new Hoge universal focus camera, exclusive use of which belongs to VIP Productions Inc., Hollywood, holder of patent.

Fourteen years in development, camera keeps foreground, middle-ground, background and even objects touching lens in simultaneous focus. First to order test TV film commercial is Young & Rubicam, that city, for Goodyear Tire & Rubber Co., whose recently completed two-minute experimental film utilizes cast of 15. Partners comprising VIP Productions are Lee Garmes, cameraman, Ralph Hoge, director and Robert Smith, writer.

Weekly Television Summary—JUNE 2, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	385,867
Binghamton	WNBF-TV	62,400
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	144,000
Boston	WBZ-TV, WNAC-TV	895,141
Buffalo	WBEN-TV	268,127
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,133,992
Cincinnati	WCPO-TV, WKRC-TV. WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	613,548
Columbus	WBNS-TV, WLWC, WTVN	277,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
Davenport	WOC-TV	110,700
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	113,034
Houston	KPRC-TV	141,000
Huntington-Charleston	WSAZ-TV	84,750
Indianapolis	WFBM-TV	235,000
Jacksonville	WMBR-TV	56,000
Johnstown	WJAC-TV	151,775
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	206,598
Lancaster	WGAL-TV	146,631
Lansing	WJIM-TV	93,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,252,184
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)-		
Brownsville, Tex.	XELD-TV	20,300
Memphis	WMCT	130,255
Miami	WTVJ	116,000
Milwaukee	WTMJ-TV	332,460
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	274,000
New Orleans	WDSU-TV	92,977
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	115,100
Oklahoma City	WKY-TV	129,437
Omaha	KMTV, WOW-TV	127,913
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,042,000
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	393,000
Providence	WJAR-TV	212,000
Richmond	WTVR	124,342
Rochester	WHAM-TV	144,000
Rock Island	WHBF-TV	99,952
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	76,652
San Antonio	KEYL- WOAI-TV	79,431
San Diego	KFMB-TV	133,250
San Francisco	KGO-TV, KPIX, KRON-TV	376,500
Schenectady-Albany-Troy	WRGB	209,800
Seattle	KING-TV	144,200
St. Louis	KSD-TV	398,000
Syracuse	WHEN. WSYR-TV	177,581
Toledo	WSPD-TV	174,000
Tulsa	KOTV	101,754
Utica-Rome	WKTV	363,543
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	70,000
Wilmington	WDEL-TV	114,870

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 17,156,576

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST TELEVISION MARKET...

Southwest DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

166,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by The BRANHAM Company

TV Applicants Still Hesitate

(Continued from page 63)

new money to the field.

Another firm which devotes substantially all of its time to radio-TV reported its applicants are divided "about half and half" between newcomers and established broadcasters. Some of the newcomers have theatre interests, a partner stated.

Firm plans to file "15 or 18 applications by July 1," he said, noting about a "5% drop off in potential applicants in the past six weeks."

Reasons for the withdrawals he observed are lack of money, no cable to provide network service and, in one case where two UHF channels are available, the mutual consent "to wait and watch" by the only two potential applicants there.

Commenting that because of foreseeable processing delays there is no need to rush applications, the attorney said it is taking longer to prepare bids for newcomers than existing broadcasters because the former are less familiar with the procedures and requirements.

A Washington partner of another large law firm sees the flood of applications coming, but "fewer than 1,000 and not all by July 1." Reasons for delays he cited include "sheer physical work," holding of some bids "so as to not tip our hand to competitors" and hesitation by those who now must decide whether to spend large sums in TV plunges.

He also noted "the Commission won't get down the processing lines to some of our cities for a year and a half, so why rush?"

"The Commission now has six freezes instead of one," he commented regarding the temporary processing procedure and city priority listing.

Another attorney, heading his own private office, commented, "I should file now and let people take pot shots at my people?" The strategy is to wait until the last possible minute, he said, noting that in the meantime "we could get more money maybe" for some applicants to strengthen their competitive position.

This practitioner sees "lots of new money" coming into TV "because the existing boys can't do it."

"You will have to go to New York and Boston," he predicted, to get the amounts of money TV will demand.

Asked what has happened to the promised TV land rush, spokesman for another major radio-TV law firm responded:

"It's still underway. . . . There is no indication of any withdrawal of interest."

He predicted the applications will start flowing in this month.

For his firm, details of preparation have slowed up filing, he said. For instance, long-standing AM broadcasters are being asked to file certified copies of their articles of incorporation. Securing of sites has been hard because sites chosen under the old allocation plan are, in many cases, no good under the new plan, he said. CAA approval hasn't been too much of a problem, however, the attorney commented.

Four-fifths of his firm's applicants are existing broadcasters, he estimated.

One attorney representing a good-sized firm in the radio-TV practice observed many broadcasters have been having a difficult time reaching decisions on height and power combinations while several can't make up their minds about "that $400,000-500,000 staring them in the face."

No Waiting Policy

The spokesman said his firm's policy is not to wait on filing once bids are ready.

"We prefer to make our channel preferences known," he said.

Three-fourths of the applications being readied by his firm are from present broadcasters, he said.

A Washington attorney of another major law firm estimates "the same rush as predicted."

As a rule, his firm does not plan to hold any applications once prepared, he said. Some of the existing broadcasters represented are bringing in new capital to meet TV's costs, he noted.

Another attorney who heads his own office commented that the FCC plan is "pushing stations" into TV.

"Broadcasters want to wait and file when ready," he said. "There is a lot of money to spend in television and all of them don't have it."

His firm does not represent any newcomers to TV alone, although some existing broadcasters "are bringing in some new people" in order to meet capital requirements.

Partner in another firm also sees the FCC plan "forcing some to decide now about entry into TV" while it already has caused "others to pull out now as costs are too high."

Generally, applicants "are most enthusiastic," he reported, although a few plan to wait and see if they can "buy in later when the industry becomes stabilized."

His firm, representing mostly all active broadcasters, plans to get as many as possible of its applications on file by July 1.

However, another practitioner heading his own office, reported his plans generally to hold off applications until the last minute as a competitive tactic. A third of his bids represent newcomers to broadcasting, he estimated, "a little more than he had expected."

"They have plenty of money and there is no worry about letters of credit and the such," he observed.

One Ohio UHF applicant, however, has withdrawn as a result of Comr. Jones' talk in Columbus, Ohio, which cited UHF problems. Certain others, the attorney said, plan to wait and "buy a TV station off the auction block" because some grantees won't have enough money to carry through.

TALL TOWERS

Study Groups Continue

NEW SUPPORT was given last week for the "status quo" in procedures for clearance of antenna towers and processing of applications on a case-to-case basis before regional airspace subcommittees as now provided in Part 17 of FCC's rules.

A working group of the industry-government "ad hoc" committee studying the height and site problem of tall TV towers reported that it felt present procedure is satisfactory, indicating it would be impractical to adopt arbitrary criteria, limiting airspace subcommittee action to mechanical grants or denials without consideration of local factors. [B•T, May 6]. In an earlier meeting of the ad hoc group, it had also been pointed out no fixed criteria are needed other than Part 17 because cooperation between aviation interests and broadcasters has been effective in resolving innumerable cases and each case is unique, hence requiring individual expert consideration under present procedures.

Next meeting of the ad hoc group has not been set. Reports of the four working subcommittees are to be codified for submission to the committee of FCC Comr. E. M. Webster and CAA Deputy Administrator Fred B. Lee. Ultimately, another meeting of the large industry-government committee considering the problem will be closed to consider the reports of the ad hoc groups. Earlier major session was in April [B•T, April 28].

One of the ad hoc subcommittees seeks to determine the potential magnitude of the tall towers problem, that is, how many cases exist and may develop which involve tower proposals that might constitute air navigation hazards. Channel assignments to the various cities and tower height specifications given in FCC's Sixth Report provide a guide for the study.

FACTOR-BREYER Inc., L. A., has re signed advertising account of Thrift Drug Stores Inc., that city. Dan E Miner Co., that city, co-servicer of ac count, will handle entire account wit exception of vitamin products.



Call them geographic and economic, if you like. Or, more aptly, country-wide and industry-wide.

Everywhere radio-television people live, you're likely to find BROADCASTING • TELECASTING. And . . . anywhere men and women get together, weighing the best possible schedules for broadcast advertising—you'll find the red and white cover of BROADCASTING • TELECASTING.

There's the dimension of time, too—the 21 productive years in which BROADCASTING • TELECASTING has built its reputation as the *only* voice of the radio-television industry.

As an advertising medium
BROADCASTING • TELECASTING
speaks well for you.

21 productive years of . . .

BROADCASTING
TELECASTING


Five Kilowatt
KLYSTRON
For UHF-TV
High power over the entire
Ultra High Frequency television
range is now practical through another
Eimac contribution to electronic progress.
Eimac
TUBES
The Power for TV
EITEL-McCULLOUGH, INC.
SAN BRUNO, CALIFORNIA
Export agents: Frazar & Hansen, 301 Clay St., San Francisco, California

will your sales go up this summer?

People go on doing in summer largely what they were doing in winter – eating, working and *buying*. Yet a tradition has grown up of suspending or curtailing advertising activity during the hot-weather months. With the advent of television, it was clear that a complete re-appraisal of summer advertising practice was called for.

NBC therefore resolved last summer to conduct a survey – as accurate as science and logic could make it – of the summer marketing potential. Alongside are outlined the highlights. As applied to this summer, the picture is even brighter for viewers and advertisers

A copy of "Summer Television Advertising"—NBC's comprehensive research survey—awaits you for the asking.

alike – for the number of sets in use will have increased from 13,093,600 last July to an estimated 17,800,000 in July 1952. And the political conventions will stimulate more viewing than ever before.

Averaging the findings on 52 different brands, the TV summer advertisers reaped 28.1% more sales among viewers than among non-viewers . . . won just under 46,000 extra customers per month in New York alone.

94.8% of TV families are available during the average summer week. Watching television is, by far, the favorite summer activity in TV homes.

The average TV family is away for only 4½ days each summer. In August, the TV owner spent an average of nearly two hours a day in front of his set – or more time with TV than with all other media combined.

And – 91.2% of both owners and non-owners alike recalled most clearly advertising on television.

Whereas in January 1951 it cost the average TV advertiser 5 cents to bring in a new customer, in August it cost only 4 cents.

Of the 52 brands studied, 21 came on television for the first time last summer, and 31 continued into summer from their winter TV campaign. The "new" brands garnered an average of 38,200 new customers in the New York area alone every month – but the "stay-on" brands did even better, with an average of 51,000 extra customers per month. As stated above, the over-all average for both kinds was 45,900 extra customers each summer month.

You're in business twelve months a year: now, with television's aid, your summer sales can be as high – *or higher* – than your winter's! More NBC advertisers are staying with us this summer than ever before. More than 70% of NBC evening network sponsors plan to continue their TV advertising throughout the hot-weather months. For both large and small advertisers, however, there are still a limited number of availabilities and proven show properties . . . and a special low-cost plan for the coming summer.

Your NBC salesman will be glad to give you full information about them. Phone NBC-TV Sales in New York, Chicago, Detroit or Hollywood today.

NBC summer television

POP. 70,000,000

A Service of Radio Corporation of America

film report

RIGHTS to the title, *Calling All Cars*, acquired by **Gene Autry's Flying A Pictures**, Hollywood, for a projected radio and TV film series, will take the firm out of a strictly western classification.

The title headed a CBS Radio Pacific Coast program from 1937-45 for Richfield Oil Corp. whose agency, Hixson & Jorgensen Inc., concluded the deal with Flying A.

The TV series will start upon completion of the scripts. Prepared audition discs for the radio series, starring **Lamont Jackson** and **Jack Moyles**, are being given agencies and networks. **William Burch**, producer-director of CBS Radio's *Gene Autry Show*, has performed similar duties from scripts co-written with **Richard Carr.**

The firm has completed 52 half-hour westerns for television starring Mr. Autry, 52 half-hours in the *Range Rider* series and is currently filming 52 half-hour *Annie Oakley* westerns.

* * *

Already completed by **Hal Roach Jr.**, Culver City, is the pilot film of a half-hour CBS-TV film series, *Passport to Adventure*, with **Caesar Romero** portraying an American diplomatic courier. **Roy Kellino**, British feature film director now in Hollywood, directed from a script by **Robert Dennis.** In production is the pilot to *The Dramatic Hour*, an hour-long TV film series.

* * *

In a deal similar to their ABC-TV *Troubles With Father* series, **Hal Roach Jr.** and **Roland Reed Productions**, Culver City, are filming 12 half-hours in *My Little Margie* series as the summer replacement of CBS-TV *I Love Lucy* series for **Philip Morris & Co.** and its agency, **Biow Co.** The series, a light sophisticated comedy, features **Charles Farrell**, early motion picture star, and **Gale Storm**, young film actress, with **Hal Yates** directing from scripts by **Frank Fox** and **George Carleton Brown.**

Messrs. Roach and Reed receive $10,500 per film and retain all resale rights unless Philip Morris decides to continue the series. *I Love Lucy* was budgeted at $25,000 per film.

* * *

Because of a similarity in names with another company, **Pennant Productions**, Hollywood, has changed to **Pennant Television Productions Inc.**

Capitalization from original $200,000 to $1,000,000 has also been increased, according to **Edward Woodworth**, president. He explained additional funds were necessary in cooperation setup to provide money for the initial TV film series *Date with Destiny*, scheduled to start next month, and a new group of films titled *Fiction Theatre.*

* * *

Production . . .

General Foods Corp., New York (Swans Down products), will start *Our Miss Brooks* on CBS-TV this fall in addition to CBS Radio. Filming will begin July 1 at **Desilu Productions**, Hollywood, with **Eve Arden**, star of the radio version, recreating Connie Brooks for TV. **Robert Rockwell** will portray Mr. Boynton, replacing **Jeff Chandler** of radio series, whose motion picture contract precludes TV appearances. **Young & Rubicam Inc.**, Hollywood, is General Foods agency.

* * *

Procter & Gamble Co., Cincinnati (Ivory soap, Crisco, Duz, Lilt), starts *Boss Lady*, a TV film series, on NBC-TV, Tues., 9-9:30 p.m. (EDT), for 13 weeks from July 1 as summer replacement for *Fireside Theatre.* **Lynn Bari** is featured [B•T, May 12]. **Jack Wrather Television Productions**, Hollywood, has completed six of scheduled 13 films.

* * *

Screen Gems Inc., Hollywood, completing half-hour TV film, *Samuel Morse*, for **duPont.** Film actors **Eduard Franz**, **Don Gibson** and **Tom Brown Henry**, are featured with **Jules Bricken**, producer-director.

* * *

William F. Broidy Productions, Hollywood, has started a new half-hour color TV film adventure series, *The Phantom Pirate*, shooting exteriors on and from a 100 foot boat, *The Avenger*, in the vicinity of Catalina Island. Starred in the title role is **Robert Stack**, film actor. **Frank McDonald** is directing with script writers **Bob Bailey** and **Hugh King** acting as associate directors. **Cass Duchow**, illustrator and book designer for the Anderson-Ritchie Press, Los Angeles, has designed costumes and will create pirate designs for a merchandising tie-in campaign. **Wesley Barry** is producing with Mr. Broidy, who is the executive producer.

* * *

Breakston - Stahl Productions, Hollywood, will produce 26 half-hour TV color film series, *Safari Bill*, on location in British East Africa and the Belgian Congo. The films, produced simultaneously with a feature picture, will get under way around June 18 and be ready for fall release by **United-Artists. George Breakston** and **C. Ray Stahl** will co-produce-direct from scripts by Mr. Stahl. Featured in the cast are **Richard Denning** and **Martha Hyer** (Mrs. Stahl). Associate producer is **Irene Breakston** with **John R. Carter** named technical executive.

* * *

With the signing of **Charles Winninger**, stage-screen actor as star, **Bing Crosby Enterprises**, Culver City, starts a new half-hour light comedy TV film series, *Those Were the Days.* Story-line was created by **Richard Dorso** and **Bernard Girard**, serving as co-writers-producers with the latter directing. Featured in cast are radio-film actors including **Arthur Q. Bryan, Ted Thorpe, Howard Erskine** and **Doris Singleton. Lucien Andriot**, the firm's cameraman on *Rebound* series, assigned to similar duties on *Those Were the Days.*

* * *

Sarra Inc., Chicago, has completed two industrial safety films for the **National Safety Council**, same city. Films are being telecast. They concern freight handling and safety "IQs".

* * *

Negotiations are underway between **Forrest Judd**, independent film producer, and **Ernest Haller**, cinematographer, for production of half-hour color TV film series, as yet untitled, to be filmed in India.

Film People . . .

Ruby Rosenberg, production manager for **Don Sharpe Enterprises**, Beverly Hills, has been named first vice-president of Unit Production Managers Guild.

* * *

Michael Luciano, film editor for Revue Productions, Hollywood, goes to **Adrian Weiss Productions**, Los Angeles, as film editor for *Craig Kennedy, Criminologist* TV film series. Production on three more half-hour films started last week.

* * *

Jay Novello, Hollywood radio actor, has been signed by **Phillips Lord Productions**, North Hollywood, to play the part of Willie Sutton in three films in NBC-TV *Gangbusters* series.

* * *

Billy Gray, young film actor, signe by **Gene Autry's Flying A Productions**, Hollywood, to portra Annie's kid brother, Tagg, i *Annie Oakley* TV film series.

WTVN (TV) CENTER
Opened Last Wee

WTVN (TV) Columbus' new tel vision center, which opened la week, is the largest and mos complete TV facility in Ohio, a cording to Edward Lamb, presiden

The TV station's new window less building contains three studio for live production and a liv film studio, the main studi 50 x 50 ft. and the smalle studios, 20 x 30 ft. each, with central control bridge lookin down into all studios and the fil room. Mr. Lamb's properties in clude WICU (TV) Erie, Pa., an the *Erie Dispatch;* WTVN (TV WTOD WTRT (FM) Toledo an WHOO-AM-FM Orlando, Fla.

Mr. Lamb said five air condition ers serve the building with th first floor containing offices an studios, dressing rooms and wor areas; the second housing spo sors' rooms, the president's offic and a small suite of rooms, and th basement area containing a sta recreation room, heating facilitie and additional dressing rooms.

Basic plans for the building we drawn up by Mr. Lamb after personal tour of other station New studio and control equipme have been installed, he said, wit the staff increased in all depar ments and more plans in the makin for a further staff increase.

5% FORMULA HALT
To Be Asked by AFM Loc

AMERICAN Federation of Mus cians executive board, which mee today (Monday) in Hollywood a a preliminary to the union's n tional convention this Friday i Santa Barbara, will be asked b Los Angeles Local 47 executive to repeal or modify the 5% we fare fund formula imposed on T film producers.

The Los Angeles musicians co tend the fund setup, to which T film producers must contribut prevents musicians from gettin work because it discourages film ing of video shows with live musi An appeal with petitions fro Local 47 was made to James Petrillo, AFM president, in ear May at which time he promise to take the appeal under advis ment and consult with the nation board [B•T, May 12].

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EORGE B. STORER Jr. (l), managing rector of KEYL (TV) San Antonio, id Miller N. Babcock, commercial anager, WGBS Miami, managed a ttle fishing at Key Largo during a eeting of the Storer Broadcasting Co. [B•T, May 19].

KNXT RATES

ffers Daytime 45% Discount

EW RATE CARD which allows 45% discount to all sponsors buyig nine or more daytime spots per eek was announced last week by NXT (TV) Los Angeles station f the CBS-TV network, effective esterday (Sunday).

Object of the plan, according to eneral Manager Wilbur Edwards, to get more spot advertisers into aytime TV, although nighttime pot clients will be permitted to ombine their spots or participaion figures in order to qualify for he deduction.

"Local daytime video programing is considerably ahead of sponor interest," he said, "and the new ate structure is designed to lure ther current and new advertisers n the basis of larger audience and avorable cumulative repetition." he new discount is also expected o be called into play by sponsors f saturation campaigns.

WCBS-TV Discount

The network's New York station, WCBS-TV, announced a similar iscount on daytime announcenents, with 12 set as the weekly inimum [B•T, May 19]. KNXT vas described as the only TV outet in Los Angeles to openly pubicize the percentage discount—pplicable after other deductions—o that all advertisers could particiate on an equal basis.

Mr. Edwards also announced hat, without changing basic rates, KNXT has reclassified its time segnents, also effective June 1. A new lassification—Class D—has been esignated from sign-on until noon, t a $300 hourly base rate, The new ime classifications are as follows: Class A, Sunday through Saturday, 7-10:30 p.m.; Class B, Monday hrough Saturday, 6-7 p.m., Sunlay, 5-7 p.m., and daily, 10:30-11 .m.; Class C, Monday through Satrday, noon to 6 p.m., Sunday, noon o 5 p.m., daily, 11 p.m. to midight; Class D, daily, all other imes.

26 MILLION SEE 'ASIA' FILM

35 Stations Show TV Documentary

RESISTANCE to Communist aggression in Asia is the subject of *Truth Shall Make Men Free*, a 13-minute documentary film which has been shown to an estimated 26 million television viewers in 25 U. S. metropolitan areas.

The Committee for Free Asia Inc., San Francisco, which is distributing the film, made by Palmer Pictures Co., San Francisco, said 53 showings already have been made by 35 stations since mid-February this year and that a total of 78 (or 72%) of the nation's 108 TV stations have requested the film.

The film depicts work by Asian and American newsmen, radio veterans, labor leaders, students, teachers and others to organize their own privately operated machinery in a drive against Communist aggression in Asia.

Alan Valentine, former president of the U. of Rochester and now president of the Committee for Free Asia, said the film has been distributed to 75 stations, with three requests still not filled because of the unexpected demand. He commended TV stations for helping to "bring to Americans . . . a deeper appreciation of the problems of Asia and of its people."

He said some stations have shown repeat performances.

NATIONAL Bank of Washington (D. C.) began sponsorship of *Your Commissioners' Report* last week. Program on WMAL-TV is presented to acquaint people of nation's capital with operation of city's government.

SENATE STUDIO

Sought in Ferguson Bill

SEN. HOMER FERGUSON (R-Mich.) has introduced a bill (S 3216) in the Senate that would permit the building of a television studio on the east gallery floor of the Senate wing. It would be maintained by the Senate Radio-TV Correspondent's Gallery.

The bill would authorize the spending of such funds as necessary for the studio's construction.

Sen. Burnet R. Maybank (D-S.C.) co-sponsored the measure. Harold D. McGrath, superintendent of the Senate Radio-TV Gallery, said five film units currently operate in the gallery. An average two forum, 10 TV film and 18 radio shows originate there. Increased activity, he noted, had necessitated the request for more space. The bill was referred to the Senate Rules and Administration Committee.



I DREAMED I WAS A MILLIONAIRE IN MY ALEXANDER FILM SHORTS

"As a matter of fact, the way those dynamic short TV film commercials by Alexander have sent our sales soaring, that first million may not be so hard to get after all!"

There's good reason why Alexander film shorts are used by more than 27,000 clients. It's a matter of quality and impact . . . sales winning factors that Alexander has perfected through more than three decades of experience as the world's largest producer of film advertising. For the best in TV film commercials, rely on Alexander . . . the pacemaker in quality and service!

ALEXANDER FILM CO.

COLORADO SPRINGS

New York • Dallas • Hollywood • Detroit • San Francisco • Chicago

GLOBAL LINK

Seen for New York, London

PROPOSAL for a global TV link among nations of the North Atlantic Treaty Organization, with terminal points in New York and London, was brought to public attention in two stories appearing in the *New York Herald-Tribune* fortnight ago.

The project is one phase of a master global communications blueprint for radio relay systems, television networks, AM and FM broadcast stations and facsimile. It has been under study and implementation for the past year [B•T, April 7; Sept. 3; July 30, 23, 1951].

The TV project picked up momentum two months ago as a potential "Vision of America" with the revelation that foreign nations are being urged to adopt U. S. video standards and finance installation of equipment as in Japan.

After Sen. Karl Mundt (R-S.D.), a prime mover behind worldwide television, apprised the Senate of current developments last April with a series of articles, the plan was discussed by representatives of the State Dept., Defense Dept., the FCC and the National Bureau of Standards.

The immediate program, labeled NARCOM, envisions microwave relay stations from New York through Montreal to Newfoundland, where network would convert to VHF transmission and extend along the Labrador coast. From there, the signal would jump to Greenland, Iceland and other points, reverting to microwave for extension through the British Islands. Land water relay systems would have to be established before NARCOM could begin operation. Both the military and the State Dept. stand to benefit from it.

Relay stations would cost about $50 million, covering some 68 outlets, on the basis of AT&T figures, according to Maj. Henry F. Holthusen, lawyer, financier and consultant to the State Dept. and one of the planners. Cost of installing some 180 relay stations in the U. S. reportedly was about $85 million.

Plans for similar systems also are underway in Egypt, Turkey, Australia and the Philippines, it was reported. The NARCOM system embraces use of wide band, VHF and microwave relay equipment (using FM) at strategically-elevated points.

The *Herald-Tribune* quoted Maj. Holthusen as saying that if government financing is not forthcoming, private industry might show interest in sponsoring the inter-continental TV link. Some manufacturers and financing "sources" have made overtures in this direction, it was said.



DuMONT executives gathered at a farewell luncheon for Clarence G. Alexander (seated, 2d from l), the TV network's director of operations who resigned to take the same post with RHC-Cadena Azul, Cuba. L to r are (seated) Lynn Cleary, manager of sales service; Mr. Alexander; Chris J. Witting, DuMont's director and general manager, and Alice Guego, secretary to Mr. Witting; (standing) Norman W. Drescher, administrative assistant; Irwin Rosten, assistant to the director of operations; Gerald Lyons, director of publicity and public relations; Donald A. Stewart, film department manager; Joseph Hess, budgets director; Jack Bachem, assistant director of sales; Melvin A. Goldberg, director of sales planning and research; Leslie G. Arries Jr., assistant director of programming and production; Edward Kletter, director of merchandising and business development; Donald H. McGannon, administrative assistant; Ted Bergmann, director of sales; Richard E. Jones, manager, WABD (TV) New York, and Rodney D. Chipp, director of engineering.

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GE TV BOOKLET

Helps Station Planners

TO HELP prospective TV station operators prepare FCC applications and formulate basic construction details, General Electric is distributing a comprehensive technical booklet, *Television Station Planning*. Already delivered to Washington consulting engineers and attorneys, the booklet discusses station requirements, basic equipment combinations and integrated systems.

The material helps in choice of equipment for each installation "and is designed to give an overall awareness of the technical problems involved." GE will send the volume on request. Address GE at Onondaga County Savings Bank, Syracuse, or 777 14th St., N. W. Washington, D. C.

AP TV NEWS

Suspension Laid to Market

INDICATIONS that the new TV station market will not increas as rapidly as had been initiall expected were cited by the As sociated Press last week as it reason for suspending its just begun TV news service.

Suspension of the film servic was scheduled to occur Friday. Th film news was started April 1 and produced by Spotnews Produc tions Inc. for the AP which dis tributed it to television station A joint statement from the tw organdizations said:

"Uncertainties of the futur make it advisable to suspen operations until there can be clearer picture of the rapidity wit which new television stations wil come into existence. Indication are that there may be no appreci able expansion in the new statio market in the immediate future."

The daily quarter-hour news reel had been suscribed to, at th start, by seven AP member TV stations—KSD-TV St. Louis *(Post Dispatch)*, WDAF-TV Kansa City *(Star)*, WBAP-TV For Worth *(Star-Telegram)*, WTAR TV Norfolk *(Virginia-Pilot* an *Ledger-Dispatch)*, WCAU-TV Philadelphia *(Bulletin)*, WHAS TV Louisville *(Courier-Journal* an *Times)* and WBNS-TV Columbus Ohio *(Dispatch)*.

Domestic coverage was provide by cameramen and correspondent in 42 states, with added representa tives signed in other states an Alaska, Hawaii and Puerto Rico Correspondents in 44 countrie were slated to contribute foreig coverage.

Service was designed to be ex clusive to AP members, with TV stations, like radio outlets, eligibl for associate memberships in th press organization.

STATION KNXT (TV), KLAC-TV and KHJ-TV Hollywood, KECA-TV Los Angeles and KFMB (TV) San Diego awarded certificates of achievement by Armed Forces Radio Service, Hollywood, for telecasting *The Big Picture*, TV film series depicting role and mission of U. S. Army. Col. William Mason Wright Jr., USA, Commanding Officer AFRS, made presentations on respective programs last week.

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WLTV (TV) HEP
To All-Negro Variety TV

TV'S FIRST and only all-Negro variety program, claimed by WLTV (TV) Atlanta for its Saturday night features, *Golden Bells* and *TV Cabaret*, has paid off in commercial success and audience popularity, according to WLTV General Manager William T. Lane.

The program on May 17 gained national sponsorship after quietly debutting in February and being nurtured along by WLTV's production staff until it became a standout among live shows, he said.

Colgate-Palmolive-Peet, for Octagon soap, took over a quarter-hour of the 10-11:15 p.m. production. A second quarter-hour was taken cooperatively by Borden Co., Raleigh cigarettes, Luzianne coffee and Ballard & Ballard (flour), with the co-op group plugging a coupon-premium plan. Mr. Lane said a third national sponsor has contracted for another quarter-hour and an Atlanta appliance store has taken a fourth quarter-hour.

The program opens with the half-hour *Golden Bells*, featuring the "Five Trumpets," a gospel singing group, and guest singing groups from Negro churches in Atlanta and north Georgia. At 10:30, WLTV shifts to a second studio for the 45-minute *TV Cabaret*, conducted by m.c. Ray MacIver and featuring a five-piece blues band and a night club lineup of entertainers.

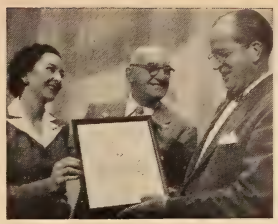
Mr. Lane said the program's commercial concept is to give national advertisers a direct vehicle of approach to the large Negro buying market of the Atlanta area.

NEW FILM FIRM
Lesser and Poe Open

OPENING of a new TV film distribution firm to be called Major Television Productions Inc., New York, was announced last week by Irving Lesser and Seymour Poe, co-directors of Producers Representatives of New York.

General sales manager of the new corporation is Maurie Gresham, who resigned as head of KLAC Los Angeles' TV distribution company. He will be headquartered in New York's RKO Bldg. Branch offices will be opened in Chicago, Atlanta, and Culver City, Calif.

Television and movie film properties to be distributed by the new corporation—with original cost estimated at $7 million, according to a Major spokesman—include four full-length motion picture films and nine musical films starring singer Bobby Breen. Firm is also offering 26 30-minute films titled "It's a Small World," and series of 26 "Thrilling Bible Dramas."



TV SERIES on "Let's Be Good Drivers" was telecast on *Woman's World* on WTMJ-TV Milwaukee. Shown receiving award for its presentation is Beulah Donohue, hostess on the program. R. G. Winnie (r), station manager, and R. C. Salisbury, director of safety division of Wisconsin Motor Vehicle Dept., inspect inscription.

Religious Program Hints

MINISTERS have been advised to watch such television performers as Arthur Godfrey and Dave Garroway in order to inject "spontaneity, friendliness, humor, and a warm open approachableness" into religious telecasts. This advice was contained in a 46-page booklet, published by—and available from—the Broadcasting & Film Commission, National Council of the Churches of Christ in the U. S. A., 220 Fifth Ave., New York 1, N. Y. Booklet was written by Rudy Bretz, TV consultant.

CONVENTIONS TV
Circuits To Be Ready

ALL UNDERGROUND TV circuits for the national conventions in Chicago will be installed by June 15, Illinois Bell Telephone Co. announced last week. Final microwave test was completed May 21 as engineers checked pickup facilities between the Amphitheatre at 43rd and Halsted Sts. and Merchandise Mart, feeder link between the convention site and NBC's WNBQ (TV).

Earlier tests at WGN-TV WENR-TV WBKB (TV) and the Conrad Hilton Hotel, convention headquarters for both parties, proved satisfactory, according to telephone company spokesmen.

TV Relay Grant

FCC granted authority May 20 to the Pacific Telephone and Telegraph Co. to convert a telephone "protection" channel between Sacramento, Calif., and Portland, Ore., to enable KING-TV Seattle to receive live network telecasts of the political conventions in Chicago [B•T, May 19]. Temporary microwave relay facilities, already authorized, will be used to relay the signal from Portland to Seattle, FCC was informed. The petition also indicated the program service would be fed to "television viewer locations" in Portland, which has no TV outlet. Cable cost was estimated at $70,000.

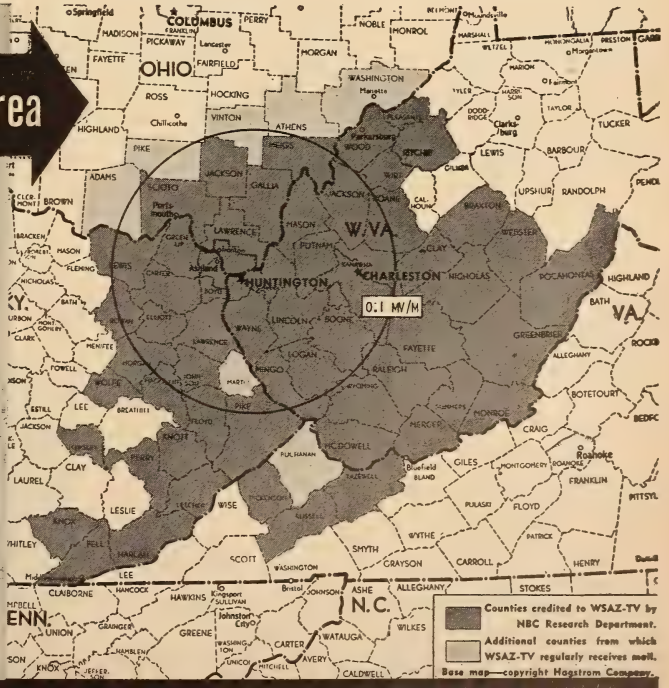
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NLRB REPORT

Raises Issues in Radio-TV Cases

OVER a year ago, an official of a large manufacturing plant questioned employes about their union buttons and lightly termed them a "pass to heaven." The National Labor Relations Board declined to accept the explanation that his statements were only "kidding remarks," and held them to be unlawful.

In Washington last week, the board issued its voluminous 16th annual report for fiscal 1951, covering some broadcast cases through early 1952, in which vital technical points emerged.

With the advent and growth of television and increasing demands for repeal or at least amendment of the Labor-Management Relations Act—the so-called Taft-Hartley Law—radio-TV broadcasters could profitably take more than a passing look at the board's decisions as a harbinger of things to come.

In the wake of NLRB's decisions over the last fiscal year, what are licensees' rights under current law and what course is the board likely to take in present and future cases involving station-union disputes?

Indeed, the labor agency has acted differently in comparable instances, when variable factors emerged, but some broadcasters have indicated more than minor confusion when confronted with complaints filed by various labor groups.

With the expansion of television, even the unions themselves—American Federation of Radio Artists, Television Authority, Screen Actors Guild, among others—have found their procedures and activities clouded with jurisdictional doubt.

The board's decisions in a number of radio-TV labor cases—and the underlying reasons given thereto—may dispel some of the fog, though this interpretation of its report is not intended to serve as a catch-all guide or indicative of bargaining unit trends in intra-union fights, such as between IBEW and NABET.

It is generally acknowledged among industry authorities that if the present administration prevails on Capitol Hill next year, a bid will be made to ease the Taft-Hartley law to the benefit of labor.

To what extent may NLRB extend its jurisdiction over radio stations?

Some time ago, the board made clear that network affiliation is not necessary to bring it within scope of interstate commerce. It implemented this conviction in cases involving WLEX Lexington, Ky., and WWOL Buffalo, N. Y. The criterion: Evidence of listeners and advertisers in other states.

KPAC Case Jurisdiction

The board may even extend its jurisdiction over a station operated by a college on an allegedly non-profit basis—such as KPAC Port Arthur, Tex. The board found here that the station actually operated "on a commercial basis for profit, although the profit went to a non-profit educational institution." The fact that the profits were channeled back to "cultural objectives" did not "alter the business character of the station's activities," NLRB ruled, adding that KPAC devoted nearly half its time to network shows.

Does the board have authority to "investigate the truth or falsity of non-communist affidavits?"

NLRB claims this responsibility rests with the Justice Dept. by statute and affirmed a prior ruling to that effect. It alluded to a labor case involving ABC.

What of cases wherein prior agreements are negotiated among licensees and unions and a rival union files a petition?

In the KMYR Denver case, the board ruled that if an employer and a certified union enter or renew a contract during the period between filing of a rival petition and the end of a certified pact with the existing union, the petition should be dismissed.

Is there an exception? Yes, where there is substantial evidence of a schism of employes from the certified union of such proportions that the bargaining relationship "has become a matter of extreme confusion and uncertainty." Then, the board orders an election before certification period ends.

In the case of William Penn Broadcasting Co. (WPEN Philadelphia), a board majority decided that an employer may continue bargaining with a union already established as majority representative "if a petition (from a rival union) raises no *valid* question of representation." The board made plain, however, they do so at their own risk and subject to unfair labor practices if the board later finds a valid question has been raised. The board overrode its trial examiner here and reopened the case.

What about the status of supervisory employes in television? The board made only one reference to this confusing problem.

Director Functions

In a case involving ABC, the board rejected the network's claim that a director does not "responsibly direct" actors' performances but that his directions are "suggestions, requests, cues." It held:

What would be a direction in another industry may be termed a "suggestion" in the field of television, but nevertheless it is the director's concept of the desired result that governs the response of the performer, regardless of the manner of communication.

In another instance—that covering WCAU Inc. (WCAU-TV Philadelphia)—the board credited TV broadcast directors with authority effectively to recommend the transfer or discharge of employes under their direction, though such an occasion has never arisen. Where alleged authority of employes with disputed status does not exist, they may be included in the bargaining unit.

What of parttime radio-TV employes—those who work in different departments?

Previously, in four such cases—KPAC, WCAU, WWEZ New Orleans and WMBR Jacksonville, Fla.—NLRB required employes to work 50% of their time within the unit to be eligible for voting. It later modified this ruling and held these employes should be bracketed with parttime help—those who work for other employers or who at times remain idle.

Where an employe's status is in doubt, he may vote subject to challenge—according to the decision in the WWOL Buffalo dispute.

Perhaps the most controversial and sensitive provision in the Labor-Management Relations Act is that governing interference with employes' rights—or so-called unfair labor practices.

The board has cited employers for interrogation of employes or applicants for employment, claims that union activity would result in economic detriment, "threats" of loss of employment, attempts to "influence" votes against the union and inducements to assist employes to withdraw from unions. NLRB stated:

"Consistent with past rulings the board has continued to hold that the questioning of employes by their employer *per se* violates Sec. 8 (a) (1) [of the act] when it concerns the following subjects: Employes union membership or activities; their attitude toward the union, or their desire for union representation; their voting intentions in a scheduled board election or their views concerning a sched-

(Continued on page 84)



WXYZ Detroit's *Jack the Bellboy* sales have been steadily mounting, as indicated by the above sales chart. Obviously pleased are WXYZ salesmen (kneeling, l to r) Doug Campbell and John Lyon. Standing are Joe Henry (l), ABC Spot Sales Dept. and Joe Molin, WXYZ.

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

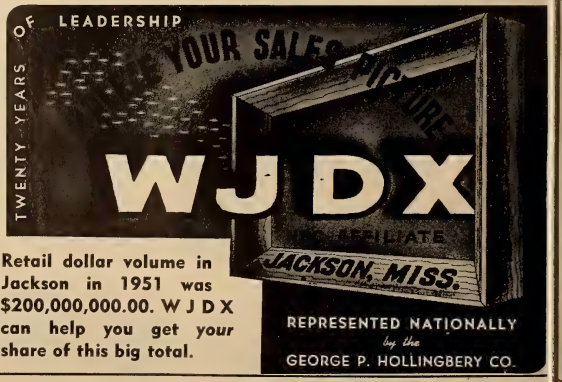
National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE
NBC Affiliate
570 KC

WSYR-AM-FM-TV
The Only Complete Broadcast Institution in Central New York



Retail dollar volume in Jackson in 1951 was $200,000,000.00. W J D X can help you get *your* share of this big total.

51 SET SALES

RTMA Reports Dealer Data

NEW statistical service started by the Radio-Television Mfrs. Assn. shows sales of radio sets to dealers by manufacturers during the calendar year 1951. RTMA will publish data quarterly, but reports will not include auto sets.

Reports for 1951 shows domestic sales of 7,588,810 home, portable and clock radios. New York State leads the list with 857,927 radios sold to dealers. Following are radio set sales to dealers for 1951:

State	Total
Alabama	126,287
Arizona	38,741
Arkansas	74,575
California	520,948
Colorado	84,692
Connecticut	88,632
Delaware	20,848
Dist. of Columbia	72,556
Florida	170,923
Georgia	169,096
Idaho	31,056
Illinois	448,572
Indiana	203,711
Iowa	127,423
Kansas	116,761
Kentucky	106,616
Louisiana	127,013
Maine	62,379
Maryland	100,193
Massachusetts	218,793
Michigan	299,940
Minnesota	131,868
Mississippi	72,265
Missouri	197,512
Montana	39,367
Nebraska	77,254
Nevada	9,221
New Hampshire	19,965
New Jersey	223,146
New Mexico	33,699
New York	857,927
North Carolina	181,338
North Dakota	44,608
Ohio	408,449
Oklahoma	108,574
Oregon	104,999
Pennsylvania	566,780
Rhode Island	37,493
South Carolina	74,612
South Dakota	41,400
Tennessee	141,865
Texas	404,190
Utah	39,015
Vermont	15,403
Virginia	119,724
Washington	141,779
West Virginia	97,499
Wisconsin	171,583
Wyoming	17,518

RE Iowa Meet

COMMUNICATIONS will be explored by top speakers during a one-day conference sponsored by the local section of the Institute of Radio Engineers in Cedar Rapids, Iowa, Sept. 20. Talks, exhibits, plant inspections and a banquet will highlight the session, to be held at the Roosevelt Hotel.



ARTHUR H. CROGHAN (l), owner-general manager of KOWL Santa Monica, Calif., accepts station's gift from Jim Coyle, sales manager, on the occasion of his 25th anniversary in radio. Package contained a traveling clock.

DISC CONTEST

WAVE Reports Record Vote

TO SUPPORT its contention that radio is alive and kicking in a two-TV station market, WAVE Louisville reports that a late evening amateur disc jockey contest just completed broke its own record for number of mailed-in votes.

The program, *Oertels' 92 Disc Contest*, aired Monday through Saturday from 10:15-11:30 p.m., wound up a 27-week series with a mail pull of 111,583 votes, compared to 93,095 letters for a 30-week contest last year.

Four grand prizes included all-expenses-paid weekend in Hollywood, week's vacation at the Hotel Biloxi on the Mississippi Gulf Coast, a week's vacation at Fontana Village, Fontana Dam, N. C., and $400 merchandise prize consisting of household furniture, radio and other appliances. Expense-paid trips were good for two people in each instance.

Contest was conducted by Bob Kay, who interviewed amateur disc jockeys. Latter spun platters of their choice and wrote and read their own copy and commercials. Winner was chosen each night from three participants by telephone and weekly winners were determined by mail. Grand championships were held every six or eight weeks.



EARS THAT HEAR

IN YOUNGSTOWN ARE EARS THAT BUY!

WBBW'S concentrated coverage is not wasted on cornfields. Here's pin point selling that falls on receptive ears, "buying" ears — right in a market that really counts.

WBBW — the new ABC affiliate in Youngstown — brings you . . .

Concentrated Coverage and No Waste Circulation

REP. FORJOE & CO. INC.



FAB MEET

New Membership High Reported by Floridans

LARGEST meeting in the history of the Florida Assn. of Broadcasters was held May 22-23 at Miami Beach with 169 broadcasters in attendance. Membership reportedly reached a new high with 73 of the state's 76 stations signed and 100% of the stations represented.

Main address was delivered by Maurice B. Mitchell, president of Associated Program Service, on "Radio Salesmanship." S. O. Ward, outgoing FAB president and president, general and promotion manager, WLAK Lakeland, taped the talk to be distributed to station staff members not present.

Florida's Gov. Fuller Warren made a special trip to address the broadcasters, telling them radio had played an important part in his administration. He said radio had been of greater service to him than any other medium for dissemination of news and publicity.

The Florida broadcasters adopted a new constitution and by-laws and elected officers (AT DEADLINE, May 26) to be installed July 1. Newly named to the board of directors were Eugene D. Hill, general and commercial manager, WORZ Orlando, and Tom S. Gilchrist Jr., general manager, WTMC Ocala.

Members of the board of directors and the membership were honored for services during the year by plaques presented to FAB President Ward and Secretary-Treasurer John B. Browning, general manager, WSPB Sarasota, by Maj. Garland Powell, director, WRUF Gainesville, at a banquet Thursday.

KBA SESSIONS

Two-Day Agenda Set

PROGRAM, sales and business sessions will highlight the semi-annual meeting of the Kentucky Broadcasters Assn. in Louisville, Ky. Thursday and Friday, J. W. Betts, WFTM Maysville, will preside as KBA president.

Meeting opens Thursday morning with registration at 9:30, followed by a business session and luncheon. Ken Sparnon, BMI, and Jean Thomas, originator of the American Folk Song Festival, will speak. Afternoon agenda calls for program-sales clinic, social hour and banquet, with Dr. R. Haynes Barr, president of the Kentucky Medical Assn., as guest.

Second business meeting and luncheon will comprise the Friday schedule, with Jack Younts, WEEB Southern Pines, N. C., as guest. Mr. Younts is secretary of the North Carolina Broadcasters Assn. Conference will be held at the Seelbach Hotel.

FM SET SURVEYS

Report High Percentage

TWO SURVEYS in Wisconsin and Illinois indicate a heavy concentration of FM receivers in homes.

A telephone survey of 500 families by the State Radio Council in Madison, Wis., indicates 42% of the area families have FM sets, with only 36% a year ago, 24.8% in 1950 and 18.4% in 1949. On the basis of the survey it is estimated there are 11,000 FM sets in Madison. The council operates a statewide network of six non-commercial FM stations, with two more under construction.

FM sets survey of homes represented by students from 297 families attending Carmi Township High School, Carmi, Ill., indicated 71.68% of homes contained FM receivers, according to Thomas S. Land, secretary and general manager, WROY-AM-FM Carmi. He said FM reception in the area is excellent, while claiming no AM station can be heard in the area at night.

New FM Speaker

A NEW type loudspeaker for FM reception was demonstrated for New York's Radio Club of America May 22. The loudspeaker is expected to retail for about $25 but reportedly is capable of matching performance of high-cost sound reproducing apparatus. Inventors Dr. Jordan J. Baruch and Henry C. Lang, of Massachusetts Institute of Technology Accoustics Lab., commented that the unit may be on the market by fall.

NEWS on KMBC-KFRM is TOPS...

. . . because KMBC-KFRM stays on 'top' of the NEWS!



And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets...the great Kansas City Primary trade area.

Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newscast availabilities.

KMBC of Kansas City
KFRM for Rural Kansas

• • • 6th oldest CBS Affiliate • • •

NLRB Report Raises Radio-TV Issues

(Continued from page 82)

uled board election; whether they had received solicitation letters from a union."

Among the stations that have found themselves involved on employes' rights are WATL Atlanta, Ga.; KVEC San Luis Obispo, Calif.; KWIN Ashland, Ore.

May a station licensee assist one union against another where the issue of communist domination arises?

The answer is no. In the Stewart-Warner case, NLRB ruled "the fact that the employer undertook to assist one union against another for patriotic reasons" does not "excuse a violation."

What is the extent of employes rights?

NLRB cited the case of WBT Charlotte, N. C. (Jefferson Standard Broadcasting Co.) in which it ruled that "employes were not protected in circulating a handbill attacking the quality of the employer's product." The handbill accused Jefferson Standard of providing "inferior and technically inadequate programs" through WBTV (TV). These tactics "were hardly less indefensible than acts of physical sabotage," and their discharges were lawful, the board stated.

At KFRM Kansas City, Mo., a shop employe was discharged—lawfully, the board decided—for referring to the employer's management and policies in profane and abusive language, in private and public places on the employer's premises.

Again in the Charlotte dispute, the board stressed that an employer is not required to negotiate with a union to settle unfair labor charges if he prefers to test the legality of his conduct at NLRB level.

In the WTAL and KDRO Sedalia, Mo. cases, the board ruled:

"Outright refusals to meet with the representative of a majority of employes for negotiations continue to occur, but alleged violations . . . more often take the form of a refusal to discuss or negotiate a particular matter." Some matters fall in the bargaining area, others don't. But it added:

"The filing of unfair labor practice charges does not relieve an employer of the continuing duty to bargain. Neither does a union's resort to a lawful strike. . . . The fulfilment of the obligation to bargain becomes doubly important during a strike."

With respect to bargaining in "good faith," the board noted that stations have been cited for "demanding radical changes at the 11th hour in negotiations." This the board took to be evidence of an insincere desire to reach agreement with the union. Other samples: "A sudden and unexplained shift in its bargaining position" and demand for a "much shorter contract."

Suppose a broadcaster invokes the free speech guarantees of the Constitution and promises employes greater benefits than they would otherwise obtain from a union?

Such speech is not "protected" and interferes with employes' rights, the board said.

Specifically, the first amendment was held not to protect statements made by Valley Broadcasting Co. (identified as licensee of WSTV Steubenville, Ohio) which allegedly sought to induce employes to accept benefits in individual agreements as a condition to their "abandonment of the union."

Despite their involvement in labor disputes no broadcasters were involved in petitions for injunctions during the year.

NLRB was confronted with its greatest workload in the 16 years of existence during fiscal 1951, which ended last June 30, with over 15,500 unfair labor practice and representation cases filed. Total of over 15,000 cases were closed and another 5,000 were still pending, the board reported.

In the wake of a law that upset the traditional labor advantage of the original Wagner Act but still retains appreciable benefits for unions, it will be noted that 79.1% (or 4,164) of all unfair labor practice charges were filed against employers, with formal complaints issued in 630 cases.

Other facts: Some 6,000 representation elections were held, with bargaining agents chosen in 73% of those instances. These agents represented 76% of those employes eligible to vote. Over $2 million was paid out to 7,000-plus employes in back pay during fiscal 1951 because of "illegal discrimination."

6,842-to-1 Return

JUST ONE WGY Schenectady announcement brought an avalanche of 6,842 letters and post card replies. Howard Tupper, WGY senior staff announcer, made the announcement on an unsponsored 7:05 a.m. *Weather Show.* Mr. Tupper asked listeners to tell him what value they placed on his weather program. Answers came from 611 towns and cities in 69 counties of seven northeastern states. Many respondents said they place great value on the program in conducting their daily business.

BASEBALL PLUGS

Boost WEMP Audience

NEW ANGLE in promoting listenership for the Milwaukee Brewers baseball team has been inaugurated by Mathisson & Assoc. there, agency for the Miller Brewing Co., exclusive sponsor of broadcasts of the team's games over WEMP-AM-FM Milwaukee.

Under the direction of Edward G. Ball, the agency recorded the voices of the team's 15 best known players. Spots invite listeners to the ball park for home games. Each spot is introduced by sportscaster Earl Gillespie.

After the player's voice, an announcer tells listeners to tune in to the Miller High Life baseball broadcast if they can't attend the game. Different tapes of players are used to ask listeners to tune in on games when the team is on the road.

ANPA 'ATTACKS'

Refuted Over WMSC

REBUTTAL to newspaper ads prepared by the Bureau of Advertising of the American Newspaper Publishers Assn. was aired in a new analysis by Gren Seibels, news director at WMSC Columbia, S. C., according to C. Wallace Martin, general manager.

In his talk Mr. Seibels accused newspapers of going "out of their way to criticize radio and television." He said many of the nation's newspapers are running a series of full-page "attacks" which amount to a "rough and tumble, knock-your-competition promotion campaign."

Refuting "implication" in the ads that radio programs reach only fractions of the total public such as sports show fans and women's show listeners, he said smart advertisers already know this and spend their money to reach the audience they want at rates cheaper than that of newspapers, instead of circulating their advertisement "to an audience that will not or cannot respond."

Speaking of news interpretation he said a reader in South Carolina who limited himself to the editorial columns would assume the state was "truly a Garden of Eden; that its politicians and office holders are above and beyond reproach; that the state needs nothing more complicated or serious than a few more traffic lights and more highly enriched hominy grits and bigger and better flower arrangements to become a complete paradise on earth.

"In Columbia," he said, "the citizen who wants an outspoken discussion of public affairs must perforce, turn on his radio."

Sterling Speaks at WBZ

FCC Comr. George Sterling met with members of the broadcast industry last Thursday at WBZ Boston's Radio-TV Center and addressed the group on "The Radio Broadcasters Part in Civil Defense." Talk explained the function of Conelrad to the eastern New England broadcasters.

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

GIVING MORE PEOPLE MORE REASONS TO LISTEN MORE OFTEN

EMPHASIS ON LOCAL NEWS, SPORTS, EVENTS, AND ENTERTAINMENT FAVORITES

PLUS

MUTUAL'S HEADLINERS

Nearly Everyone in the Green Bay Area has a compelling reason to listen to WJPG some time every day.

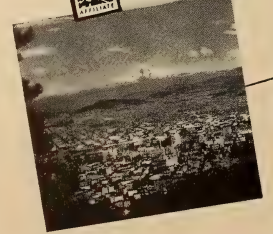
GREEN BAY IS A FAVORITE TEST MARKET

WJPG Green Bay, Wisconsin

McGILLVRA, Rep.

New York • • • • Chicago

KGW



THE *People's Choice* IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

programs promotion premiums



AIRING of WJZ New York program, *Kitchen Capers*, has begun from the Circle Lounge of New York's Hotel Governor Clinton. Show features Glenn Riggs, in question-and-answer giveaway program. In attendance the first day were Ted Oberfelder, vice president, ABC, and Lansing P. Shield, president of Grand Union Stores.

SPACE CADET' KITS

ALADDIN INDUSTRIES, makers of metal lunch kits and vacuum bottles, has received a franchise from Toni Mendez Inc., exclusive licensor for *Space Cadet* merchandising. The kits bear a picture of several *Space Cadet* characters. Complete with fresh coffee and cake, the kits were sent to the press last week to promote introduction of the item.

WEATHER PROMOTION

WEATHER reports are being promoted by KPQ Wenatchee, Wash., with such tricks as a recent letter-writing contest awarding a weather map as prize for a letter on the subject, "Should our weather man sing the weather report?" General Manager James W. Wallace reported winner signed himself "Chief Big Smoke" and suggested an Indian war dance instead to "change" weather when needed.

TOT LISTENERS SURVEY

STUDY of tot listening reaction to *Captain Glenn's Play Club*, a half-hour morning children's show on WLWT (TV) Cincinnati, will be made by Dr. Ruth I. Smith, assistant professor of kindergarten and primary education at the U. of Cincinnati, according to John T. Murphy, TV vice president for the Crosley stations.

WTAM'S CHAIN LIGHTNING

CHAIN LIGHTNING merchandising plan of WTAM Cleveland got a boost when 41 super stores were added to the plan by Acme, which it reports the oldest food chain in Summit county. Additions bring total to 389 stores and food markets saturating 21 counties, according to Eugene R. Myers, new WTAM merchandising manager.

VACATION CONTEST

PROMOTION feature has been devised by Stewart MacPherson, star of WCCO Minneapolis-St. Paul's *Sportingly Yours*, to sell Rock Spring Beverages and publicize his program. Listeners are asked to send in the "most interesting, original and thought-provoking question," accompanied by a beverage label. Two winners will receive week's vacation at beach resort. Beach resort itself is mailing scenic postcards calling attention to contest on Mr. MacPherson's show. Other winners will receive sporting equipment, mailed by the beverage company and Erwin, Wasey & Co. Inc.

TV MEETS GRADUATES

BROCHURE to acquaint those in the TV industry with Syracuse U.'s coming TV graduates has been mailed out by the university. Booklet, titled "Ready One! Take One!" is done in year book fashion with portraits of each graduate and information concerning his background and capabilities.

MBS 'FLASH FEATURES'

"FLASH FEATURES," twice-monthly clip sheet distributed to newspapers by MBS, devoted one issue exclusively to MBS radio coverage of the national political conventions this summer, with each story bylined by a top MBS commentator.

WCAU'S TV TOUR

TELEVISION tour of WCAU Philadelphia's new Radio-TV Center was held a fortnight ago taking viewers behind the scenes at the new building and showing the inner workings of a radio-TV station. Program was telecast daily for 15 minutes through May 26. Official dedication of the center was held May 27. Charles Vanda, vice president in charge of TV, handled the shows.

'OPERATION HEAT WAVE'

FOR the first time, WRC Washington is offering a special discount plan for advertisers whose products move best when the sun is hottest. From May 25 through Sept. 25, advertisers are offered 20-second stationbreak announcement. Station will accept "hot weather" advertisers only under "Operation Heat Wave" plan. Each advertiser must agree to minimum of $500 for spots to be used at the advertiser's discretion anytime during the four-month period.

POOL TELECASTS

HOUR long Sunday show is being telecast by KNBH (TV) Hollywood from the pool of the Town House in Los Angeles featuring fashions, news and interviews. Anita Louise, film star, acts as hostess of the program designed to show Hollywood as the fashion center of the West.

WMIL NEWSPAPER AD

READERS of the *Milwaukee Sentinel* were asked this question by WMIL Milwaukee: "Do You Know That You're Worth Just 1/20th of a Cent?" Ad then explains, "That's right. When an advertiser figures what it's going to cost him to tell you his story, you're worth just exactly one-twentieth of a cent!" The advertisement said that advertising reduces costs and that this was especially true of radio, because it is so economical. Special plug is given for WMIL's *Family Party* featuring "Fritz the Plumber".

WLW FARM PAMPHLETS

CROSLEY Broadcasting Corp. will distribute pamphlets to more than 6,000 persons expected to take part in the annual visit to Everybody's Farm, operated near Mason, Ohio, by WLW Cincinnati. The 137-acre farm, site of WLW's 710-ft. tower, features the most modern agricultural methods. Three WLW programs originate from the farm.

WRVA SCHOLARSHIP

COMPLETION of a 13-week cycle of quiz programs which gave $4,200 in college scholarships to winning high school contestants has been announced by WRVA Richmond, Va. *Scholarship Quiz* was conceived by Sam Carey, WRVA program service manager. Program was sponsored by WRVA and the U. of Richmond. Nearly 1,500 man hours went into the planning and production of the 13 half-hour broadcasts which were produced by Ray Kennedy, of the WRVA production staff. Series drew praise from Virginia educators and newspapers.

WEAU COLOR MOVIE

NOVEL "Down to Earth" luncheon sponsored by WEAU Eau Claire, Wis., in Minneapolis, featured a color motion picture of the WEAU 1951 Wisconsin Plowing Contest and Soil Conservation Day, produced by Bob Nelson, program-promotion director, with the sound track made in WEAU studios. About 70 time buyers, advertising and promotion managers from Twin City agencies attended.

ROUNDTABLE SERIES

SERIES of roundtable programs on civic affairs with a panel of members of the London Junior Chamber of Commerce was recently broadcast by CFPL London, Ont. The program won the "award of achievement" of the national association of Junior Chamber of Commerce. CFPL not only aired the program each week, on a public service basis, but also helped produce the programs with training and technical advice.

FASHION SHOW

FASHION show featuring 80 models showing the latest in spring and summer finery was sponsored short time ago by WARA Attleboro, Mass. Nine shops which advertise on the station were represented at the show proceeds of which went to charitable organizations in the city. Affair, which was coordinated by Jo Sherman, station women's director, is scheduled for annual production.

WARD in Johnstown is TOPS

—for the Listener

—for the Advertiser

in Central Pennsylvania Market.

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

Meet your BEST CUSTOMER

Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer.

One-tenth of all these prosperous prospects for your product live in WLW-Land—One-tenth of America. The best way to reach them is by Radio . . . and the most effective and economical radio in this area is WLW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.

WLW The Nation's Station

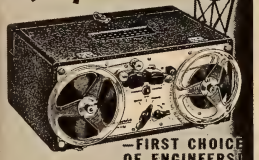
FOR FINEST TAPE RECORDING

KSWI

Council Bluffs, Iowa

USES

Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!



PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!



QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.



CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord Inc. 360 N. Michigan Ave., Chicago 1, Ill.

FINAL TV ALLOCATIONS REPORT

Extra copies of this 196-page printed report available at $3.00 each.

This complete, easy-to-read volume shows the entire city-by-city breakdowns for all 2,053 proposed stations in 1291 communities.

For extra work copies, tear copies, library copies send the coupon below. Supply is limited so order your copies now.

BROADCASTING • TELECASTING
870 National Press Bldg.
Washington 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

Name

Company

Street

City Zone State

FCC actions



MAY 23 THROUGH MAY 28

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

May 23 Applications . . .

ACCEPTED FOR FILING

AM—1380 kc

David M. Segal, Kansas City, Mo.—CP for new AM on 1280 kc 500 w d AMENDED to change frequency to 1380 kc, increase power to 1 kw.

Application Amended

Garden State Bcstg. Co., Atlantic City, N. J.—CP for new AM on 1490 kc 250 w unl. AMENDED to change trans. and studio location.

AM—550 kc

WHLM Bloomsburg, Pa.—CP change from 690 kc 1 kw D to 550 kc 500 w unl. DA-DN and change trans. site.

License Renewal

Following stations request renewal of license:

KVRC Arkadelphia, Ark.; KDMS El Dorado, Ark.; KVMA Magnolia, Ark.

FM—101.9 (Ch. 270)

WKRC-FM Cincinnati—CP change ERP from 12.6 kw to 15.624 kw, ant. height from 600 to 531 ft.

Extend Completion Date

WMVO (FM) Mt. Vernon, Ohio—Mod. CP for extension of completion date.

TENDERED FOR FILING

AM—1340 kc

KSID Sidney, Neb.—Mod. CP change from 1540 kc 250 w D to 1340 kc 250 w unl.

AM—770 kc

KOB Albuquerque, N. M.—Extension of SSA to operate on 770 kc 25 w—N, 50 kw—D unl., using trans. authorized under CP beginning 3 a.m. EST 9/1/52.

May 26 Decisions . . . .

BY BROADCAST BUREAU

FM—91.7 kc (Ch. 217)

KSDS (FM) San Diego, Calif.—Mod. of license to change freq. from 91.7 mc (Ch. 217) to 88.3 mc (Ch. 202).

Granted License

WALK Patchogue, N. Y.—License for new AM station: 1370 kc 500 w D.

KVOZ Laredo, Tex.—License for new AM station: 1490 kc 250 w unl.

WARL Arlington, Va.—License covering changes in trans. and studio locations, ant. system to include FM antenna.

WRBL-FM Columbus, Ga.—License for FM station; 93.3 mc (Ch. 227); 46 kw; ant. 408 ft.

WRMZ Allentown, Pa.—License covering FM station; 100.7 mc (Ch. 264); 20 kw; 290 ft. ant.

WHOS-FM Decatur, Ala.—License for FM station: 92.5 mc (Ch. 223); 7 kw; 30 ft. ant.

WHRM (FM) Madison, Wis.—License covering changes in non-commercial educational FM station; 91.9 mc 114 kw 790 ft. ant.

Sign Off at 6:30 p.m.

KJAN Atlantic, Iowa—Granted authority to have regular sign-off period at 6:30 CST, for period 5-1-52 and ending in no event later than 9-31-52.

Extension of Authority

WIPR Santurce, P. R.—Extension of authority to broadcast from 8 a.m. to 6 p.m. from studio located at Munoz Rivera Park, pending completion of permanent studios for period 5-25-52 and ending no later than 6-23-52.

Approved Location

WRAP Norfolk, Va.—Mod. CP for approval of ant. and trans. location.

KBRZ Freeport, Tex.—Mod. CP for approval of ant., trans. location.

WSWF Ft. Myers, Fla.—Mod. CP to change trans. and studio locations.

WKEI Kewanee, Ill.—Mod. CP for approval of ant., trans. and studio locations, and change type of trans.

Extension of Completion Date

WFSI Lakeland, Fla.—Mod. CP to change type of trans., ant. system, and extension of commencement and completion dates from 2 months and 8 months, respectively from date of grant; Freq. 88.1 mcs Channel 201; 10 w.

WGAR-FM Cleveland—Mod. CP to change ERP from 20 to 31 kw, ant. height from 500 ft. to 410 ft.; specify trans. location and ant. system and extend commencement and completion dates from 2 months and 8 months, respectively from date of grant.

WVOW-FM Logan, W. Va.—Mod. of CP for extension of completion date to 7-1-52.

WSBA York, Pa.—Mod. CP for extension of completion date to 8-11-52.

Following were granted mod. of CP's for extension of completion dates as indicated:

WIMS Michigan City, Ind., to 8-15-52;
WSAY Rochester, N. Y., to 12-1-52;
KWOC Popular Bluff, Mo., to 12-17-52;
WRSW Warsaw, Ind., to 7-31-52.

ACTIONS ON MOTIONS

By Com. E. M. Webster

Dick Bcstg. Co., Knoxville, Tenn.—Denied motion to strike appearance of Knoxville Ra-Tel Inc. in re applications in Dockets 10184 and 10185.

Easton Pub. Co., Easton and WHOL Allentown, Pa.—Granted petitions of Easton Pub. Co. and WHOL for leave to intervene in proceeding in re application of Sussex County Bcstrs., Newton, N. J.

KLMR Lamar, Col.—Granted extension of time to June 16 to file exceptions to initial decision and request oral argument in re consolidated proceeding involving application and those of KGAR Garden City, Kan. and KFNF Lincoln, Neb.

William C. Grove, Wheatland, Wyo.—Granted petition to accept late appearance in re reinstatement of application for CP.

By Hearing Examiner Fanney N. Litvin

Azalea Bcstg. Co., Mobile, Ala.—Set aside order of 5-16-52, purporting to grant petition of Azalea Bcstg. Co. for leave to amend application to specify site and show new coverage data, as said order was issued under mistaken fact that tendered document was signed by applicant whereas it was not signed by any of applicant partners but by applicant's engineer who is not member of partnership.

By Hearing Examiner J. D. Bond

B & C Radio Co., Rockford, Ill.—Pending motion to reconvene hearing further hearing thereon before Examiner Bond in Washington on May 28

May 27 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WEEK Peoria, Ill.—Mod. CP which authorized change in DA for extension of completion date.

WBUD Trenton, N. J.—Mod. CP which authorized change in frequency

TV Interference

COMPILATION of magazine articles on TV interference (TVI), with recommendations for overcoming various types, is contained in the second edition of *Television Interference*, edited by Philip S. Rand and published by the Remington Rand Lab. of Advanced Research, South Norwalk, Conn. More than 20 articles are contained in the volume, reprinted from such technical and lay magazines as *QST*, *CQ*, *Electrical World*, *Electrical Manufacturing*, *Radio & Television News*, *Business Week*, *Radio-Electronics*. In its first edition, over 20,000 copies were distributed free of charge. Of interest is an article on "TVI From 21 Mc," published in the December 1948 *QST*. Amateurs began using the 21 mc band early this month and potential interference to TV receivers using the same band for IF circuits has caused concern [B•T, May 5].

LATEST LIST of independent stations now being serviced by Press News Ltd., radio subsidiary of Canadian Press, now totals 89 stations. In addition, Canadian Press supplies Canadian Broadcasting Corp. with full service, from which CBC writes own newscasts.

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ATwater 4282

power, DA, trans. and studio location, for extension of completion date.

License for CP

WGNR-FM New Rochelle, N. Y.—License for CP authorizing new FM station.

Modification of CP

WKZO-TV Kalamazoo, Mich.—Mod. CP to change ERP from 8 kw vis. 8 kw aur. to 80.5 kw vis. 40.5 kw aur.; trans. location from 4½ miles N. W. of Richland near Kalamazoo to corner AB Ave. & 24th St., near Plainwell, Mich.

TENDERED FOR FILING

Change ERP

WBRC - TV Birmingham, Ala.—AMENDED to request change of ERP from 28.8 kw vis. 14.4 kw aur. to 100 kw vis. 50 kw aur.

APPLICATION DISMISSED

WFMZ (FM) Allentown, Pa.—DISMISSED license for CP which authorized new FM station (application unnecessary).

(Continued on page 91)

*Member AFCCE **

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Experienced manager for net affiliate in excellent Iowa market. Box 301P, BROADCASTING • TELECASTING.

Salesmen

First class salesman wanted by AM-FM station in south Atlantic state. Must be reliable, industrious, sober. Don't expect a world beater but a plugger. All type accounts including department stores. Box 235P, BROADCASTING • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 252P, BROADCASTING • TELECASTING.

Earn big money! Well established top-rate transcription company has good territories open for high-class salesmen who contact radio and TV stations, ad agencies and sponsors. Liberal commissions. Send references and photo. Box 298P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in highly competitive southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Do not send audition until requested. Box 253P, BROADCASTING • TELECASTING.

Announcer-engineer (two), emphasis on announcing, at once for Virginia Mutual station. $300.00 month to start. Tell all first letter. Box 277P, BROADCASTING • TELECASTING.

Announcer-engineer, announcer, first phone must be top quality announcer, CBS midwest station. Box 281P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting, Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Young combo man, first phone, seeking varied experience in live Wisconsin city. Emphasis on announcing and commercial copy. Opportunity for promotion. Write Box 297P, BROADCASTING • TELECASTING.

We are a 1000 watt network affiliate offering above average pay for an above average staff. Modern plant, excellent working conditions in Rocky Mountain state. Will soon have an opening for a good combo-man. Announcing ability is of prime importance. 1st phone and car necessary. Interested only in a man who wants to settle in a fine community offering healthy climate, unsurpassed hunting, fishing and scenery. Include picture, full details, references first letter. We're particular. We want you to be. Box 303P, BROADCASTING • TELECASTING.

Announcer-engineer for independent station. Engineering experience unnecessary, must have first phone. Must have good voice and be able to do top disc show. Good pay, excellent working conditions, immediate opening. If interested call Jim Bradner, collect, KGBC, Galveston, Texas.

Announcer, announcer-salesman. Top salary. Audition, photo, particulars to Larry Filkins, KSCB, Liberal, Kansas.

Help Wanted (Cont'd)

Announcer, staff, control board. Strong on news and commercials. Salary $60. Opportunity for advancement. Write KFAL, Fulton, Mo.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Wanted—June 1st—one combination radio announcer-engineer-give full particulars in first letter. Write KWCJ, Natchitoches, Louisiana.

Immediate opening for experienced, deep voiced, announcer. Must run board and ad-lib. No trainees; no prima donnas need apply. If you're good—rush full info as preliminary to personal interview to Art Ross, P.D., WCUE, Akron 8, Ohio.

Announcer, first phone, clean, moral, not smoke, or drink, for independent regional, send disc, photo, resume to H. E. Smith, WAVL, Apollo, Penna.

Announcer-engineer. Use us as stepping stone! If you lack experience but have announcing possibilities, develop while working at reasonable salary in pleasant Florida citrus and lake area. 250 watt network affiliate. If you're ready for larger station at end of year, we'll help you get the job. WSIR, Winter Haven, Florida.

Announcer, some experience, or announcer-engineer. WVOS, Liberty, New York.

Technical

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Southern regional needs 1st class engineer. AM and FM operation. Application for television. Excellent engineering facilities. Convenient to bus lines. Write, giving full details of experience with references. Box 203P, BROADCASTING • TELECASTING.

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Engineer, 1st phone for 500 watt midwest station. Box 295P, BROADCASTING • TELECASTING.

Chief engineer for both AM and currently operating TV properties in middle-sized midwestern city. Good immediate opportunity for top quality engineering executive. TV experience desired but not absolutely necessary. Send all information to Box 296P, BROADCASTING • TELECASTING.

First class engineer-operator needed immediately for fulltime station. No announcing. WFAH, Alliance, Ohio.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Immediate opening for three first class transmitter operators. Car essential. Will negotiate salary according to experience. Write or call J. Boler, North Dakota Broadcasting Company, Box 468, Minot, North Dakota, phone 51161.

Engineer-announcer. Immediate opening for experienced, hard working individual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WASL, Annapolis, Maryland.

Help Wanted (Cont'd)

Wanted—First class license experienced or inexperienced for AM-FM operation. Sober, conscientious man. Reply WBUY, Lexington, N. C.

First class licensed engineers write fully in strictest confidence. Interested especially if you know 5000 watt Collins transmitter, operation and repair of Magnecord tape and Presto recorders. Howard Stanley, WEAM, Arlington, Va.

Immediate opening for first class ticket holder. Will accept beginner. Will pay higher wage for combo man. Expanding southern New England market. 250 watt, daytime. Independent. WLAD, Danbury, Connecticut.

Engineer with first class license. Willing to learn announcing. WREL, Lexington, Virginia.

Engineer needed immediately, $1.25 per hour, 40 hour, guarantee time and half for overtime. Remotes. WMFC, Monroeville, Alabama.

Immediate opportunity — Experienced transmitter engineer with supervisory qualifications. WSTC, 270 Atlantic Street, Stamford, Conn.

First phone transmitter operator. WSYB, Rutland, Vermont.

Immediate opening for first phone license. No experience needed. Car required. Contact Chief Engineer, Radio Station WTNS, Coshocton, Ohio.

Engineer, first class. Immediate opening. Previous experience not essential. Contact James Trewin, Station Supervisor, WVCV, Cherry Valley, New York.

Production-Programming, Others

Experienced production-continuity writer for midwest radio-TV. AFRA minimum: $3800 first year; $4400 second year. Three weeks vacation. Box 278P, BROADCASTING • TELECASTING.

CBS affiliate in leading southeastern market needs promotion man, preferably with radio and TV experience. Excellent opportunity. Please send full details to Box 315P, BROADCASTING • TELECASTING.

Program director—Opening June 15 for capable man. Good opportunity for man with ideas. Applicants from Illinois and adjoining states only can be considered. Personal interview necessary. Apply Bill Holm, WLPO, LaSalle, Illinois.

Situations Wanted

Managerial

Manager. Promotion. Manager profitable small independent wants larger market. Married. Phi Beta Kappa college grad, 27, 4 years experience all phases radio. Promotion-minded. Can build and hold listeners, clients. Must earn $7500 to consider change. Excellent references. Box 288P, BROADCASTING • TELECASTING.

For sale reasonable . . . 18 years of radio experience. Covering all phases including ownership, management and salesmanagement giving individual excellent background to cope with operational and profit problems. Sober family man, age 42 with references. Will phone or call personally on any prospective employer. Box 291P, BROADCASTING • TELECASTING.

Salesmen

Commercial manager, prefer Old Dominion area, thorough bottom-to-top radio background including sales, programming, production, administration. Box 279P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Sales manager with fine personal sales record local and national accounts. Dependable with ability to build sales and salesmen where unhealthful climate necessitates change immediate future. Box 286P, BROADCASTING • TELECASTING.

Eastern seaboard, 5 years experience newspaper, agency, radio 500, 50,000 watts, N. Y. C., New England. Married car. Have served as commercial manager. Box 320P, BROADCASTING • TELECASTING.

Announcers

Staff announcer—Can punch or purr; know jazz, pops, classic. Handle board and write copy. Experienced. Disc. Box 263P, BROADCASTING • TELECASTING.

Thoroughly experienced announcer seeks permanent position anyplace northeast. Mature, reliable. Box 275P, BROADCASTING • TELECASTING.

Announcer—4 years, strong on DJ Commercials, news, operate console. Available immediately. Top references, resume and tape on request. Box 280P, BROADCASTING • TELECASTING.

Now airing successful morning show. Fourteen years experience, radio and television. Desire opportunity for combo TV and air or sales and air. Brochure and tape upon request. Box 293P, BROADCASTING • TELECASTING.

Announcer — Experience all phases news, sports, dance band remotes, formerly ran popular night disc show in New York. Night-turn preferred. Available immediately. Prefer east or midwest. Box 294P, BROADCASTING • TELECASTING.

Sports announcer—veteran play-by-play all sports both AM-TV. Sports show has top rating. Winning two popularity awards this spring. Unusual situation makes termination present long association desirable. Box 304P, BROADCASTING • TELECASTING.

Hillbilly DJ specialist. General announcing, musician. Board. Desire change. Nine years experience. Tape, details request. Box 307P, BROADCASTING • TELECASTING.

Staff, sports, publicity or all three. Some experience. Summer replacement or permanent. Particularly strong sports background. Box 312P, BROADCASTING • TELECASTING.

Announcer seeks step up ladder from 250 watter. BA Degree. Good newscaster. Year of board, writing. Box 314P, BROADCASTING • TELECASTING.

Announcer—4 years experience. All staff duties. Friendly, informal DJ. Intelligent news. Draft exempt. Box 318P, BROADCASTING • TELECASTING.

Announcer—strong on news and sports. Tape available. Married veteran. Box 319P, BROADCASTING • TELECASTING.

Announcer — Thorough knowledge all phases radio. Good voice, good sell, strong news. Midwest preferred. Married, draft exempt. Tell your story, sell your story with Dave Jones, 1626 W. Summerdale Ave., Chicago 40, Illinois.

Announcer, strong news and commercials, good disc work. 32 years old, married, draft exempt veteran. SRT graduate. Prefer southwest or Florida. Kenneth E. Johnson, 727 N. 21st St., Milwaukee, Wis. DIvision 2-4061.

Announcer—all phases—operate board—married — draft exempt — experience New York City—available immediately. H. R. Miller, 1141 Elder Ave. N. Y. C. Tivoli 2-4780.

Announcer-engineer—1st phone. Up to 10 kw. Experience. Strong news, sports. Will travel. Draft exempt. William Rogel, 1275 Grant Avenue, New York City, N. Y.

Technical

4 years broadcasting, 10 radio, to and including 50 kw, construction 3 stations, age 31. Desire permanent position midwest. Presently employed. Available June 7. Box 219P, BROADCASTING • TELECASTING.

First phone. Four years experience AM-FM transmitter, studio, remotes. Car. Box 276P, BROADCASTING • TELECASTING.

Transmitter engineer, six years experience, no announcing, prefer Michigan or Ohio, married. Box 284P, BROADCASTING • TELECASTING.

Chief engineer, 12 years experience construction, development operational functional proof of performance testing. All types of remotes and recording. 250, 1000 and 5000 w. Box 285P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

hief engineer—years of experience aintainance new construction. Family, cellent references. Box 309P, BROADASTING • TELECASTING.

hief engineer. Mature, widely experiaced technician. Available mid-July. onsider technician large station. Interested Florida, south, east-central ates. Box 302P, BROADCASTING • ELECASTING.

resently employed chief engineer deres better working conditions in proessive station. Experienced combo ith good voice. Prefer Colorado or iddlewest but will consider others. ermanent family man. Reply Box 6P, BROADCASTING • TELECASTNG.

ngineer—thoroughly experienced, very ood technical man, some combo work. ox 310P, BROADCASTING • TELEASTING.

ngineer—Five years experience, all hases. Want position with future. o announcing. Married veteran, two hildren. Now employed. Contact ayne Jackson, 412 Sloan, Pampa, exas.

Production-Programming, others

D, news, publicity or continuity chief Pacific Northwest or Rocky Mounain area. Eleven years experience. resently PD. Excellent references, 29. ox 249P, BROADCASTING • TELEASTING.

D, news, publicity or continuity chief illy qualified. Box 250P, BROADASTING • TELECASTING.

ontinuity writer, draft exempt, excelnt references. Progressive station nywhere. Box 262P, BROADCASTNG • TELECASTING.

lanagers dream . . . for PD and air ersonality with my talent and 14 years adio experience. Know how to build hows for sales and community. Write ox 287P, BROADCASTING • TELEASTING.

riter-producer-director. Two years ndependent station experience: nonramatic, dramatic programs. Young an, two college degrees in broadcastg. Also NBC training in TV newsriting, directing. Consider radio-TV riting-directing posts. Box 316P, ROADCASTING • TELECASTING.

ews editor-DJ. Chicago experienced. vailable immediately. Phone, Avers, VJEH, Gallipolis, Ohio.

Television

Technical

elevision cameraman-film technician. ecent veteran. Graduate of Teleision Workshop. Two years photoraphy. Experience — schooling, deires employment—television station. Willing to relocate. Box 282P, BROADASTING • TELECASTING.

elevision technician trained in all hases RCA-DuMont studio equipment. oung veteran, will travel. Box 305P, BROADCASTING • TELECASTING.

For Sale

Stations

or sale: Established successful Ohio tation. Full or half interest available. ox 156P, BROADCASTING • TELEASTING.

/estern 250 watt fulltime independent. ingle station market. Wonderful town r family living. Very profitable under bsentee ownership. Gross near $70,000 -can be increased. Will assign license r sell 100% corporation stock for $80,-00—less for cash. See this quick! ox 283P, BROADCASTING • TELEASTING.

or sale—Established fulltime local staon in southwest Idaho. Gross $42,-00. Will make good deal for cash. ox 290P, BROADCASTING • TELEASTING.

00 watt fulltime, single station, non-levision market. Located in healthful alley in Rockies. No agents. Box 92P, BROADCASTING • TELECASTNG.

ocky Mountain station. 250 watts. No ompetition. Independent. $90,000. erms possible. Box 299P, BROADASTING • TELECASTING.

acific northwest. 250 w fulltime. ingle station market, operating profitbly. $10,000 cash; balance $15,000 in ve years. Box 308P, BROADCASTNG • TELECASTING.

For Sale (Cont'd)

Equipment, etc.

Complete 1 kw Collins package. Brand new 20V1 transmitter and all associated gear including two turntables with console. Two-200 foot towers. All equipment still in original carton purchased during the past ten months. Write for listing. Available immediately. Box 83P, BROADCASTING • TELECASTING.

150,000 feet #10 Copperweld ground radial wire. Immediate delivery. Box 234P, BROADCASTING • TELECASTING.

RCA BFO, 68-B $275.00. RCA Dist. & noise meter, $325.00. Presto model "Y" disc recorder, mounted in cabinet, $400. All excellent condition. WPAG, Ann Arbor, Michigan.

Slightly used but in good condition, three RCA TA5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Equipment wanted: Complete for 1 kw station including 185' guyed tower. Box 215P, BROADCASTING • TELECASTING.

Wanted—Complete equipment for 250 watt operation including tower, studio and transmitting equipment. Write complete description of what you have and lowest price to Box 300P, BROADCASTING • TELECASTING.

Wanted—5 kw transmitter. Must meet all FCC engineering conditions. Please give age, condition and price. Also interested in 300 foot self-supporting tower. Box 311P, BROADCASTING • TELECASTING.

Wanted: Used equipment: Limiting amplifier, console, Universal pickups with preamplifiers, jack panel, Cabinet rack, 1% coaxial cable 51 ohm, Presto turntables. Box 313P, BROADCASTING • TELECASTING.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Production-Programming, Others

HELP WANTED

Experienced girl or man copywriter for continuity department. Air mail full details of experience and references along with photo to Radio Station WONE, Dayton, Ohio.

Situations Wanted

Announcers

DISC JOCKEY

(with first class license)

Experience—net, indie AM and TV. Available immediately for personal interview as DJ personality.

BOX 247P,
BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

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TV & Radio Management Consultants

728 Bond Bldg., Washington 5, D. C.

ELECTRONICS VIEW

Parris of NPA Optimistic

"BARRING a change in the international situation, it should be possible to meet defense and civilian demands for electronic products by a continuation of the splendid conservation efforts of the post-Korea period."

That outlook was held out by a top government electronics official for production of new and replacement parts for millions of radio-TV receivers during 1952.

At the same time, the official—Donald S. Parris, deputy director of the National Production Authority's Electronics Div.—paid high tribute to manufacturers and distributors for ingenious conservation and substitution techniques.

Mr. Parris addressed a management session of the 1952 Electronic Parts Show, held at the Conrad Hilton Hotel in Chicago the past fortnight. He spoke on availability of materials and use of distributors' priorities to obtain them.

Meanwhile, NPA held another round of discussions with members of an Antenna Manufacturers Industry Advisory Committee. Conference touched on inventories, materials for different types of antennas and a growing replacement market.

Mr. Parris reported that the receiving tube industry reduced use of nickel 50% by substituting nickel-plated steel and aluminum-clad iron without reduction in quality. Speaker manufacturers cut weight of alnico magnets 45%, saving vital quantities of nickel and cobalt. TV set-markets substituted electro-static deflection-type tubes for electro-magnetic, saving 40% of the same scarce materials.

"The tonnage saved will be greater as more television receivers designed for these tubes are put in production," Mr. Parris noted.

Other savings were accomplished in TV receivers, with reduction of 50% in steel usage through improved designs; in selenium rectifiers designed for those sets, and in general use of copper wiring, with 85% saved in latter.

Gives Outlook

Latest glance at the prospects for availability of critical metals in consumer radio-TV appliances — since the outlook was weighed last month [B•T, May 12]—was supplied by Mr. Parris.

(1) Aluminum supply will rise in 1952, but so will demand because of new uses and substitutions for copper, with no large-measure improvement before early 1953; (2) copper may remain tight in the next year—its outlook is the "most discouraging"; (3) nickel and cobalt will remain scarce for "the duration"—the electronics industry consumes 6% of the supply at present; (4) tungsten, like the last two, is critical but should ease up.

"The demand for selenium rectifiers is increasing greatly due to military and civilian use in TV and radio industry. The increase of rectifiers in the television field resulted in conservation measures saving silicon steel and copper in addition to rectifying tubes," Mr. Parris explained.

The supply has "greatly improved" and the outlook is "hopeful" for 1952 as a result of complete allocation of selenium, the NPA official said.

Normal Inventories

Antenna-makers reported inventories normal for all types and growth of the replacements market. This has been true among homeowners using home-set or house top antennas and TV stations using tower antennas. Number of electrical storms and rampaging winds throughout the country have jumped broadcasters' demand for equipment, it was revealed.

Along with these factors, growth of community TV antenna systems and resultant boost in applications for materials were cited. Such projects are now classified as industrial and eligible for self-authorized orders.

BOARD of directors of Philco Corp. have declared regular quarterly dividend of 40 cents per share on company's common stock payable June 12 to holders of record June 2. Also declared was regular quarterly dividend of 93¾ cents per share on preferred stock, 3% Series A payable July 1 to holders of record June 16.

Schools

NBS GRADUATES are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting *right now* for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men Housing Arranged

Write Today for Details

NORTHWEST BROADCASTING SCHOOL

"One of the Nation's Great Radio-TV Schools"

531 S. W. 12th Ave., Portland 5, Ore.

LELAND POWERS

SCHOOL OF RADIO TELEVISION AND THEATRE

Comprehensive 2-year course provides the complete and practical training essential for greatest success.

ACTING **ANNOUNCING**
DIRECTING **PRODUCTION**
MAKE-UP **WRITING**
VOICE

Faculty of Professionals
Limited classes assure individual attention
Fully equipped Little Theatre and Radio Studios

Write for catalog

25 Evans Way, Boston 15, Mass.

NPA SHAKEUP

Set for Electronics Div.

INTERNAL reorganization of the Electronics Div. at the National Production Authority was being blueprinted last week, with personnel changes bearing directly on handling of applications for scarce materials by radio-TV manufacturers.

Changes involve Components, End Equipment and Electron Tube branches of the division headed by J. A. Milling, with appointments from both government and industry ranks.

Robert R. Burton, former State Dept. telecommunications specialist and communications officer for the Federal Civil Defense Administration, becomes chief of end equipment. He transfers from NPA's Foreign Section, which will remain under his jurisdiction. J. A. Pfau will head the latter group.

Mr. Burton succeeds J. R. (Ted) Sypher, who had served as acting director of end equipment since Mr. Milling vacated the post for the division directorship earlier this year. Mr. Sypher becomes special assistant to Mr. Milling in the office of the Director. He will serve as special NPA representative on the Electronics Production Board and continue in charge of the Military Equipment Section.

Two radio-TV executives—George Henyan of General Electric and Nelson Stewart of Westinghouse Electric Corp.—return to private industry. A third—Harold G. Butterfield of National Union Radio Corp.—becomes chief of NPA's Electron Tube Section.

Mr. Henyan, who supervised components applications, returns to GE's Tube Div., of which he was assistant to the general manager, after eight months' service. He is succeeded by Elmer Crane, of TV Distributors Inc., Cleveland, formerly with the War Production Board, handling radio and radar.

Mr. Butterfield is on leave from Union Radio, manufacturers of electron tubes, of which he is director of purchases. He also is familiar with the TV broadcasting phase of industry—his wife, Elizabeth, is assistant director of educational activities for WATV (TV) Newark, N. J.

The realignment calls for an Office of Director, and three branches—End Equipment, Components, and Programs & Requirements. Plan and personnel changes still must be approved by H. B. McCoy, NPA assistant administrator. Each branch is divided into sections, such as Radio-TV under Lee Golder, Broadcast-Communications Equipment under J. Bernard Joseph, and others.

Mr. Milling, on leave from RCA Service Co., has been division director since the resignation of E. T. Morris Jr., who returned to Westinghouse earlier this year. Mr. Morris presently is active as government liaison representative for the company, among other duties. Donald S. Parris continues as deputy director of the Electronics Div. under Mr. Milling in the reorganization.

KVVC REORGANIZES

Humbert New V.P., Mgr.

C. A. HUMBERT, manager of KPAS Banning, Calif., was named vice president and manager of KVVC Ventura, following its reorganization by W. H. Haupt, KVVC owner. Other changes also were announced.

New sales manager is Karl Rembe, formerly account executive. Andrew Grant, program-farm director, KCID Caldwell, Ida., joins the station as merchandising-promotion director. Alan Snowden, staff announcer, was promoted to program director. Representing station as sales manager in Oxnard is Lyle Kearney, formerly advertising manager, Oxnard *Press-Courier*, KVVC has joined the Southern Calif. Broadcasters Assn.

NBC radio in cooperation with Health Information Bureau, N. Y., non-profit organization, to present new series, *Your Key To Health*, slated to begin June 7, 5:45-6 p. m. EDT. Series will feature singer Jane Froman, and NBC commentator Ben Grauer reporting health news.



WILBUR SHAW (l), Indianapolis Motor Speedway president, signs an agreement permitting broadcast of this year's race by WIBC Indianapolis, through which WIBC will feed 20 midwestern stations. Gil Berry (c), WIBC general sales manager, and Fred Ritter, Capitol Paper Co. of Indianapolis, local sponsor, look on.

RADIO-TV STORES

NLRB Cites Jurisdiction

QUESTION of whether the government has jurisdiction over business and labor operation of local radio-TV appliance dealers was resolved affirmatively by the National Labor Relations Board in a recommended decision May 24.

A board examiner found that J. C. Justice, trading as National Television Service, Memphis, Tenn., falls within interstate commerce, and that he committed unfair labor practices as charged by Local 1275 of IBEW (AFL). Respondent operates two stores—in Memphis and West Memphis, Ark.—and is servicing agency for Hallicrafter, Sentinel, Philco, Emerson, Motorola and DuMont sets.

An examiner said NLRB exercises limited jurisdiction over an enterprise which: (1) annually sells goods or services valued at $25,000 or more, out of state; (2) furnishes goods or services necessary to operation of other employers in commerce; (3) secures equipment from out-of-state sources valued at $500,000 or more annually; (4) purchases from local distributors in-state material received out-of-state; (5) is multi-state (like NTS) even though it distributes only locally.

WKBS Oyster Bay, L. I., N. Y., is now operating from its new combo studio at transmitter in Oyster Bay. Move was made in anticipation of extensive shows from its new Stamford, Conn., studios, five stories above street.

NEWS RIGHTS

Mundt Differs With Gillette

SEN. KARL MUNDT (R-S.D.) differs with Sen. Guy Gillette (D-Iowa) as to whether newsmen have the right to refuse to disclose their confidential sources of information [B•T, May 26]. Sen. Gillette had placed in the *Congressional Record* a study by his Senate Elections subcommittee staff pointing out "in the absence of a statute creating such a privilege, there is none."

Sen. Mundt said that although a newsman has no special immunity for information received about future crimes, or cases involving loyalty, or the security and safety of the country, "in the normal run-of-the-mill cases, wherein a newsman is trying to discuss and report the public business, he certainly has the right—and the duty—to protect his sources." Forcing a reporter to disclose news sources would hamper newsmen's efforts "to unearth and disclose bumbling and corruption in government," he said.

B-47 BROADCAST

Carried by KFH From Plan

IN-FLIGHT broadcast from the interior of a B-47 Stratojet has been claimed by KFH Wichita, Kan., with commentary handled by Brandon Chase, station newscaster.

Mr. Chase accompanied a photographer, Gary Millsap, and the pilot, Capt. Herbert White, on a transition training flight from the Wichita air base last Monday. Contact was maintained with the air base where KFH Chief Engineer Virgil Hinshaw was on duty.

The actual broadcast covered pre-flight briefing, the takeoff and a two-hour flight, with portions re-broadcast on the station's *Silver Star News* at 10 p.m.

Mr. Chase explained that KFH wanted to bring the public the entire story of how it felt to fly in a B-47. Station claimed it was the first time in aviation annals a radio newsman compiled such a broadcast from a B-47 during flight.

New England

$165,000.00

Profitable regional network facility located in one of the important markets of America. Excellent TV position. Liberal financing arranged.

California

$30,000.00

Fulltime network station that offers one or two active owners an attractive opportunity. Ideal living conditions in a growing market. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

Employment Agency — Employment Agency

ENGINEERS — *First - Second Phone*

Applications accepted for *Immediate* Placement in Thirty-Three States

NEWSCASTER—PROGRAM DIRECTOR—ANNOUNCERS
MANY COMBINATION

One Week's salary when placed, the only fee.

WRITE:

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York

PL 5-1127 — E. C. Lobdell, Licensee

FCC Actions

(Continued from page 87)

May 28 Decisions . . .

BY COMMISSION EN BANC

Granted License Renewals

Following stations granted renewal of licenses for regular period:

KTHS Hot Springs, Ark.; WJBW New Orleans; WGCM-FM Gulfport, Miss.; KDMS El Dorado, Ark.; KVMA Magnolia, Ark.; WLCS-FM Baton Rouge, La.; WDSU-FM New Orleans; WBEN Buffalo; KMUW Wichita, Kan.; KTBB Tyler, Tex.

Granted renewal of licenses for regular period of WHAM-TV Rochester, N. Y. and WSYR-TV Syracuse, N. Y. subject to orders issued in final TV decision requiring WHAM-TV to move from Ch. 6 to Ch. 5. and WSYR-TV to move from Ch. 5 to Ch. 3.

Temporary License Renewal

Following stations granted temporary extension of licenses to Sept. 1, 1952:

KHBL Plainview, Tex.; WGCH (FM) Greenwich, Conn.; WKSU-FM Kent, Ohio; KXA Seattle.

Temporary License Extension

KHIT Lampasas, Tex.—Designated for hearing application for renewal of license and ordered temp. extension of license until conclusion of this proceeding or until Aug. 1, 1953, whichever is earlier.

Changes Studio Location

WCAU-AM-FM Philadelphia — Mod. AM FM licenses to change location of main studio to site outside city limits of Philadelphia which is not trans. site.

FCC Correction

Correction in May 22 Decisions [B•T, May 26] follows:

Commission proposed to Amend Revised Tentative Allocation Plan for Class B FM Broadcast Stations by adding Ch. 279 to Berlin, N. H., and transferring Ch. 273 from Birmingham to Jasper, Ala. Interested parties may file comments on or before July 1, 1952.

UNIONS MERGER

May Not Meet TvA Deadline

AFTER two weeks of excitement —resulting from the first draft of a plan to merge all major unions belonging to the Associated Actors and Artistes of America—relative quiet prevailed on the East Coast last week.

Plan had been explained in Chicago the previous week, and West Coast entertainment unions heard details last Monday. It was expected that labor-management specialists from the U. of California at Los Angeles and Cornell U., architects of the "blueprint," would revise their proposals in accordance with the suggestions various unions have made.

Labor officials in New York were estimating last week that the final plan would not be returned to them before mid-June, perhaps later, which meant that the deadline of July 1, set by Television Authority, would probably not be met. Although memberships of a few unions have heard explanations of the plan, detailed discussions have remained on the officer-level in all unions affected: Actors Equity and Chorus Equity Assns.; American Guild of Variety Artists; American Guild of Musical Artists; American Federation of Radio Artists, and TVA.

PROFILE article on Hazel Markel, women's commentator on MBS and WWDC Washington, appeared in May 8 issue of *Redbook* magazine. Feature is titled "She Makes Washington Headlines."

FCC roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH MAY 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,350	2,328	87	328	217
FM Stations	633	581	69	10	8
TV Stations	108	97	11	552	19

(Also see Actions of the FCC, page 86.)

New Applications . . .

TRANSFER REQUESTS

KPAS Banning, Calif.—Assignment of license from Byron-Wood Motors, d/b as Pass Bcstg. Co., to Kenneth L. Colborn for $10,400 cash. Mr. Colborn is owner of The Center Inc., which controls business property in Palm Springs, Calif.

KSON San Diego, Calif.—Transfer of control from Studebaker Bcstg. Co. to C. Frederic Robell and Dorothy Johnson, d/b as KSON Bcstrs. Change from corporation to partnership; no actual change of ownership or control. No monetary consideration.

KXOB Stockton, Calif.—Transfer of control from Valley Bcstg. Co. to Hotel Stockton for $200,000. Lincoln Deller is sole owner of Valley Bcstg. Co., transferor. Transferee is composed of President Clem J. Randau (54%), director and minority stockholder of WNEW New York; Secretary-Treasurer Sherrill C. Corwin (15%), Corwin Theatre Corp., Los Angeles; Ralph E. Stolkin (15%), president of Empire Industries, Chicago, and vice president and 25% owner of National Video Corp., Chicago (television tube mfr.); Edward G. Burke Jr., partner in Ryan, Hayes & Burke, oil operators, and Beatrice M. Randau (1%).

WCNH Quincy, Fla.—Transfer of control from Quincy Bcstg. Corp. to Andrew B. Letson for $18,400 through transfer of control of 320 shares out of 500 shares of stock. Mr. Letson is general manager of WCNH.

WTCN-AM-FM Minneapolis, Minn. — Assignment of license from Mid Continent Radio-Television Inc. to Minnesota Television Public Service Corp. for $275,000 (contingent on grant of assignment of license of WCCO to Midwest Radio-TV Inc. [B•T, May 26, 12; April 21, March 10]). Principals in transferee include President Robert Butler (68.63%), former U. S. Ambassador to Australia and Cuba, president of Walter Butler Co., Walter Butler Building Co., Walter Butler Construction Co. and Walter Butler Shipbuilding Co.; Vice President Alvin Gluek (7.84%), president of Gluek Brewing Co., Secretary-Treasurer Quentin David (1.96%), general manager David Inc. Adv. Agency, St. Paul; Bror Dahlberg (4.9%), general advisor to board of Celotex Corp., Minneapolis; Lester Mample (1.96%), district manager for St. Paul district, GE Supply Corp.; Samuel Lipschultz (3.92%), St. Paul attorney, and seven others with less than 1% each.

KPUY Puyallup, Wash.—Assignment of license from Clarence E. Wilson to partnership composed of Mr. Wilson and P. D. Jackson, d/b as Radio Station KPUY. Messrs. Wilson and Jackson are equal partners owning KWCO Chickasha, Okla., KTMC McAlester, Okla., and applicants for new TV station in Oklahoma City, Oklahoma. Mr. Jackson will pay about $15,130 for his interest.

RIOT COVERAGE

KIDO Crew On-the-Scene

COMPLETE coverage of the country's sixth major prison riot in two months was given by KIDO Boise, Ida., on May 24 when 300 rioting convicts in Idaho State Penitentiary staged a five-hour uprising. KIDO special events men Wiff Janssen, Wayne Davis, Harold Toedtmeier and Jack Link were on the scene with portable recorder, jeep and shortwave transmitter immediately after the alarm sounded.

The station broadcast the negotiations between Warden L. E. Clapp and the prisoners' grievance committee in the prison yard, including the break-down of talks, the command to open fire with tear gas, the firing and "crying" reports on the effects of the gas.

Tape recordings were shuttled back to the studios and supplementary reports were made direct by telephone. After the riot, KIDO's recorder broadcast damage results and assembled and edited an hour-long program rebroadcast the same evening.

BAB BROCHURE

Cites Radio Quantity

SHOWING how radio in 1952 stacks up in quantity against some of the simplest necessities of life in the U. S., a king-size, circus-style brochure has been issued by BAB to its members.

Titled "Take Your Choice," the book presents words like "huge," "enormous," "immense," "vast," "widespread," as synonyms for radio. In a comparison with the number of household appliances, beds, bathtubs, telephones and other criteria, the presentation shows that radios are more numerous than any of them. Intended to interest advertisers not now using the medium, the final comparison points up radio's leadership over other advertising media.

NEWSPRINT BLOCK

Counter-Actions Started

CONGRESSIONAL forces last week joined with government agencies to lead a three-pronged assault on the newsprint roadblock set up by Canadian manufacturers against U. S. newspaper publishers.

The situation took on a more critical note with a warning by Price Stabilizer Ellis Arnall that the price boost would mean an increase in newspaper advertising rates and cost of products advertised.

The protests of a fortnight ago [B•T, May 26] crystallized into concrete action on Capitol Hill, with these developments:

● A House Interstate & Foreign Commerce subcommittee last Monday took closed-door testimony on the proposed $10-per-ton Canadian newsprint increase from the American Newspaper Publishers Assn., the Office of Price Stabilization and the National Production Authority. ANPA opposed a suggestion that the U. S. place import ceiling on Canadian newsprint.

● A House Judiciary Subcommittee on Monopoly called in officials of the Justice and Interior Depts. and Defense Production Administration, as well as NPA and OPS. Chairman Emanuel Celler (D-N. Y.) said American publishers are "helpless" in the face of the price hike, but his group would issue a report on its recommendations.

● Sen. Francis Case (R-S. D.) sponsored legislation to set up a joint Senate-House committee to "formulate a national policy" to meet newsprint needs.

Method Doubles Load

METHOD of doubling message-carrying capacity of long distance radio circuits without requiring additional radio channels has been developed by the Signal Corps, the Army Dept. has announced. Circuits can be modified to carry 12 printed messages on radio-teletype-writer. Importance of conserving scarce channels in the radio spectrum for long-range communications was cited as an advantage of the new method.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Weiss & Barry

WONDER

On Records: **Don Cherry—Decca; Tommy Furtado—MGM; Dick Thomas—Mercury; Larry Fotine—King; Georgie Auld—Coral.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

TR Plans Expansion

(Continued from page 25)

may be involved.

One staff report recommending a ban on all functional services was rejected by the FCC some time ago, according to informed sources.

Asked what action the Commission might take on transit radio, now that the Supreme Court has issued its decision, one FCC staff member last week observed that with Supreme Court approval the Commission could hardly be expected to act unfavorably.

The existing transit radio industry is centered around operations in a dozen cities. In the Supreme Court's decision last Monday, a list of cities having transit programs was included. It showed, as of October 1949: St. Louis, 1,000 vehicles equipped; Cincinnati, 475; Houston, 270; Washington, 220 (now 422); Worcester, 220; Takoma, Wash., 135; Evansville, Ind., 110; Wilkes-Barre, Pa., 100; suburban Pittsburgh, 75; Allentown, Pa., 75; Huntington, W. Va., 55; Des Moines, 50; Topeka, Kan., 50; suburban Washington, 30.

Transit Radio Inc. lists the following stations in its present list: WWDC-FM Washington; WKRC-FM Cincinnati; KXOK-FM St. Louis; WGTR-FM Worcester, Mass.; WKJF (FM) Pittsburgh; WBUZ (FM) suburban Washington; KTNT (FM) Tacoma, Wash.; WTOA (FM) Trenton, N. J.; KCMO-FM Kansas City; KCBC-FM Des Moines.

Instrumental Selections

In Washington, the Capital Transit Co. programs are limited to six minutes of commercial announcements an hour, or 12 30-second announcements. As generally is the practice, musical programs are confined to instrumetal selections.

E. Cleveland Giddings, vice president of Capital Transit Co., said the firm "is naturally pleased" and is considering installation of radio in all of the company's 1,500 vehicles. At present 422 vehicles are equipped.

He said Capital Transit gets about $2,530 monthly revenue on a minimum guarantee of $6 per month per vehicle equipped. The contract provides the company gets either 10% of gross or $6 per vehicle, which is greater, on radio income up to $100,000; $100,000-$200,000, the company gets $10,000 plus 20% of income over $100,000; $200,000-$400,000, $30,000 plus 33%; sliding scale ranges up to 50% of gross above $600,000.

While the prolonged litigation hurt transit radio, national more than local advertising suffered.

In some cities, transit programming is linked with other functional services such as storecasting and industrial music. WWDC-FM, for example, supplies music to Washington Transit Radio Inc., which in turn is half-owner of Tempo Inc., supplying music to some 200 restaurants and other places.

Mr. Strouse said WWDC-FM (Washington Transit Radio) was "overjoyed" and said the transit radio interests had felt the issue was never in doubt. "Transit radio, the newest medium of mass communication, can now move forward and assume its rightful place in the broadcasting industry," he added. "Our only desire now is to make Transit Radio in Washington a still better medium for dissemination of news and enjoyment of the best in accepted music."



NEW HOME of KFMB-AM-TV San Diego, 5th & Ash Sts., boasts five stories and new TV studios. TV has first and second floors, radio will be on the fifth floor and the third and fourth floors will be leased out for office space, said John A. Kennedy, board chairman, Kennedy Broadcasting Co.

Franklin S. Pollak, Washington attorney who carried the fight into the courts, praised Justice Douglas' dissent and said he believed it "will in time be the law."

Bernard Tassler, managing editor of the *American Federationist,* official AFL monthly magazine, issued a statement on behalf of the National Citizens' Committee Against Forced Listening. As national chairman of the committee, he said it "will continue to press for effective legislation to put a stop to this unfair assault upon the captive audience riding in public transit vehicles. It should be noted once again that the device of forced listening—inflicted upon captive audiences—is used by Stalin and was formerly used by the late Adolf Hitler and the late Benito Mussolini."

Widespread newspaper comment was aroused by the decision. The Washington *Daily News,* a Scripps-Howard paper, denounced the decision and then hopefully reminded that it is in the business of selling advertising space in competition with transit.

The Washington *Star* took two opposite positions. On its editorial page, the *Star* said, "The court of appeals, inventing the doctrine of 'freedom of attention,' had outlawed the programs on constitutional grounds. And it did this by a strained process of reason which, if allowed to stand, might well have opened the door to many more ills than it would ever cure."

But in its radio-TV column, "On the Air," the *Star* called Monday "a dark day . . . for us unwilling radio listeners" and raised the spectre of the old FCC Blue Book. "Its blue is faded and its pages yellowed, but the words are still clear," the column said.

One Issue Involved

The case boils down to one issue, said Justice Burton in delivering the court's opinion—whether the Constitution precludes a transit firm from carrying radio programs in its vehicle. He stressed the fact that the District of Columbia Public Utilities Commission had held an investigation, with public hearings, and had found the service not inconsistent with public convenience, comfort and safety and actually tends to improve conditions under which the public ride.

Rider polls showing well over 90% of passengers favoring continuance of the programs were cited, along with experience in other cities. The court found that neither the operation of transit radio service nor the PUC decision permitting its operation is precluded by the Constitution, reversing the U. S. Court of Appeals ruling which had held passengers were deprived of liberty without due process of law.

The income-producing side of transit radio "bears some relation to the long-established practice of renting space for visual advertising on the inside and outside of streetcars and buses," Justice Burton wrote. He cited program content of 90% music, 5% news, etc., and 5% commercial advertising, concluding there is no basis to set aside the PUC decision.

The majority opinion found no violation of the First Amendment, again citing the PUC decision and the fact that no substantial interference with passenger conversation or rights could be found. No claim of propaganda was involved, the court noted.

As to the appellate court's finding that passenger right of privacy is invaded, the majority held:

This claim is that no matter how much Capital Transit may wish to use radio in its vehicles as part of its service to its passengers and as a source of income, no matter how much the great majority of its passengers may desire radio in those vehicles, and however positively the Commission, on substantial evidence, may conclude that such use of radio does not interfere with the convenience, comfort and safety of the service but tends to improve it, yet if one passenger objects to the programs as an invasion of his constitutional right of privacy, the use of radio on the vehicles must be discontinued. This position wrongly assumes that the Fifth Amendment secures to each passenger on a public vehicle regulated by the Federal Government a right of privacy substantially equal to the privacy to which he is entitled in his own home. However complete his right of privacy may be at home, it is substantially limited by the rights of others when its possessor travels on a public thoroughfare or rides in a public conveyance.

The court rejected the contention of transit radio opponents that an objector has the right not to be forced to listen to programs, holding that such an objector then could override the preference of the majority of passengers but also the federally authorized PUC. "The protection afforded to the liberty of the individual by the Fifth Amendment does not go that far," the court held. "The liberty of each individual in a public vehicle or public place is subject to reasonable limitations in relation to the rights of others."

Programming Not Considered

The court voiced no opinion on the desirability of radio programs in public vehicles, calling it a matter for PUC, the transit company and the public. The majority opinion concluded, "While the court below expressly refrained from stating its view of the constitutionality of the receipt and amplification in public vehicles of musical programs containing no commercial advertising and other announcements, it is clear that if programs containing commercial advertising and other announcements are permissible, then programs limited to the type of music here contracted for would not be less so."

A separate opinion by Justice Black agreed there was no violation of the due process clause and also that musical programs did not violate the First Amendment. He

Highlights of Supreme Court's Transit Decision

". . . neither the operation of the service nor the action of the Commission (Public Utilities Commission) permitting its operation is precluded by the Constitution."

"This (profit) aspect . . . bears some relation to the long-established practice of renting space for visual advertising on the inside and outside of streetcars and buses."

"There is no substantial claim that the programs have been used for objectionable propaganda."

"However complete his right of privacy may be at home, it is substantially limited by the rights of others . . . in a public conveyance."

"The liberty of each individual in a public vehicle or public place is subject to reasonable limitations in relation to the rights of others."

"This court expresses no opinion as to the desirability of radio programs in public vehicles."

". . . it is clear that if programs containing commercial advertising and other announcements are permissible, then programs limited to the type of music here contracted for would not be less so."

contended, though, that news, speeches, views or propaganda would violate the First Amendment.

Justice Douglas dissented, taking the view that the street car audience is captive. He pointed to the ability of a home tuner to turn off a program. A person in a public place can get up and leave, he added, but the man on the street car "has no choice but to sit and listen, or perhaps to sit and to try not to listen." He referred to the danger of putting such a weapon in the hands of a propagandist such as a dominant political or religious group. "Today the purpose is benign; there is no invidious cast to the programs," he wrote. "But the vice is inherent in the system. Once privacy is invaded privacy is gone. Once a man is forced to submit to one type of radio program, he can be forced to submit to another. It may be but a short step from a cultural program to a political program. . . . The right of privacy, today violated, is a powerful deterrent to anyone who would control men's minds."

Justice Frankfurter stayed out of the decision, saying in a separate opinion, "My feelings are so strongly engaged as a victim of the practice in controversy that I had better not participate in judicial judgment upon it."

Miracle Decision

In a decision based on banning of a motion picture, "The Miracle," the Supreme Court unanimously ruled that motion pictures are entitled to Constitutional guarantees of free speech and free press. This decision reversed the New York State Court of Appeals which had banned the movie on the ground it was "sacrilegious."

Justice Clark wrote, "Since the term 'sacrilegious' is the sole standard under attack here it is not necessary for us to decide, for example, whether a state may censor motion pictures under a blearly drawn statute designed and applied to prevent the showing of obscene films. That is a very different question from the one now before us. We hold only that under the First and Fourteenth Amendments a state may not ban a film on the basis of a censor's conclusion that it is 'sacrilegious'." He added that guarantees for freedom of speech and free press do not mean that the Constitution "requires absolute freedom to exhibit every motion picture of every kind at all times and all places."

ENGLISH UNION

Broadcasters Get Awards

DWIGHT NEWTON of KYA San Francisco, George Cushing of WJR Detroit, Hubert W. Kregeloh of WSPR Springfield, Mass. and Mrs. Evadna Hammersley of KOA Denver received English - Speaking Union awards last week for contributions to greater international understanding.

Messrs. Cushing and Kregeloh received their awards at a reception at the English-Speaking Union's headquarters in New York on Monday, while Mr. Newton received his later in the week in San Francisco through that city's CBSU branch in Denver. Katherine Fox of WLW Cincinnati, who was voted a special award, received it May 19 in London.

In addition to the broadcasting honors, awards were presented to six journalists.

Hill Coverage Report

(Continued from page 30)

tions "because the subcommittee's primary interest was to make a factual record."

Senate Labor and Public Welfare Committee—Newsreel camera coverage extensive, according to the report. Covered a host of subjects.

Senate Rules and Administration Committee — Newsreels covered study of congressional committee reform procedure.

Senate Select Small Business Committee—Radio-TV recordings for rebroadcast on testimony delivered on material shortages (Charles E. Wilson and William Harrison) in January 1951. Same type coverage March 1951 when Gen. Hershey testified on manpower problems. Again when hearings held October 1951 on steel gray market (at Pittsburgh) and TV on same subject in November 1951 Detroit hearings (radio recording broadcast on WJBK Detroit).

Senate Special Committee on Organized Crime (Kefauver unit) —Television, twice in Missouri; eight times in New York and New Jersey; twice in Louisiana; three times in Michigan; four times in Nevada and California; seven hearing days in Washington and twice in Florida, all 1951. Committee exercised judgment as to whether witness should be telecast or filmed, recorded, etc.

Joint Atomic Energy Committee—TV and newsreels permitted during probe of U. S. atomic energy project May 26 through July 11, 1949.

Joint Defense Production Committee—Mr. DiSalle testified before TV two days in June 1951 and newsreel camera coverage common.

Joint Economic Report Committee—No live TV but portions of January 1952 hearings (three days) on President's economic report used for TV. Newsreels covered other hearings. Newsreel camera use restricted upon request of the witness.

While this report is quite complete and certainly accurate from the viewpoint of a spot check, it has been noted that the report does not give adequate presentation of various recordings made for broadcast. It also is open to error because most congressional committees had to rely on memory.

However, this is the first report in print which attempts to round up media coverage on Capitol Hill.



SIX officers of the Florida Assn. of Broadcasters pictured at May 22 meeting at Miami Beach (see story page 83) are (seated, l to r): John B. Browning, WSPB Sarasota, FAB secretary-treasurer; George Thorpe, WCCG Coral Gables, president; Jerry Stone, WNDB Daytona Beach, second vice president. Standing (l to r): Tom Gilchrist, WTMC Ocala, FAB board member: S. O. Ward, WLAK Lakeland, outgoing president, and Eugene Hill, WORZ Orlando, FAB board member.

KOB SALE

FCC Grants Approval, Denies ABC Protest

CONSENT was granted by FCC last Friday to the sale of KOB-AM-TV Albuquerque by T. M. Pepperday for $600,000 to Time Inc. and ex-FCC Chairman Wayne Coy.

The Commission denied a petition by ABC to withhold action on the sale until FCC clears up the status of KOB on 770 kc, channel on which the network's WJZ New York operates as a Class I-A outlet [B•T, May 26, 19; April 28]. Comrs. Robert F. Jones and George E. Sterling did not participate in the ruling.

Under the transfer approved by the Commission, the stations will be sold to Time Inc. KOB's licensee, Albuquerque Broadcasting Co., will then be partially liquidated to place all fixed assets (including land but not the TV building) in the name of Michigan Square Bldg. Corp., a Time Inc. subsidiary, which will then lease the fixed assets and land to the licensee for eight years at appraised value of $450,000. Worth of Albuquerque Broadcasting thereby becomes $150,000, the application explained.

Time Inc. will sell a half interest in the licensee to Mr. Coy for $75,000. The ex-FCC chairman has been retained as manager of KOB-AM-TV for eight years at $26,000 annually. In addition, Mr. Coy remains as radio-TV consultant to Time Inc. at $24,000 annually.

Mr. Coy is to be president and treasurer of Albuquerque Broadcasting with his wife as secretary. Arthur R. Murphy Jr., manager of Time Inc.'s March of Time division, will be vice president. The new board will include Charles L. Stillman, Time vice president.

In its memorandum opinion and order granting the transfer, FCC conditioned the approval to whatever action the Commission may take to carry out the mandate of the U. S. Court of Appeals to reconsider KOB's status on 770 kc, opposed by WJZ.

The ABC petition, denied by the Commission, also sought dismissal of KOB's pending applications for modification of permit and license to operate on 770 kc and asked that FCC rescind KOB's special service authorization for 770 kc.

KOB authorized 1030 kc was shifted to 770 kc to prevent interference to WBZ Boston on 1030 kc.

BROKERS and FINANCIAL CONSULTANTS
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RADIO STATIONS—TELEVISION STATIONS
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at deadline

DOHERTY TO DETAIL PLAN FOR STRIKE PREVENTION

RICHARD P. DOHERTY, NARTB employe-employer relations director and industry member of Wage Stabilization Board, asked by House Committee on Education & Labor to submit detailed plan for settlement of major national labor disputes.

Request made after Mr. Doherty had outlined strike-prevention formula removing settlements from political hands. In nutshell, Doherty formula provides for director of Federal Mediation Service to certify imminent strike to Attorney General, who in turn would ask U. S. District Court to act.

District judge would invoke Taft-Hartley Act procedure, issuing 80-day injunction for factual study. Workers would have chance to vote on best management offer. If no agreement, court would either order arbitration by panel whose decision would be binding or order government seizure while negotiations continue.

Companies would be precluded during seizure period from earning profits higher than current rate and no wage increases would be permitted nor would unions collect dues or levies from members employed in seized companies.

FCC CHIDES CBS

CBS was taken to task by FCC Thursday for failing to accord William R. Schneider, GOP Presidential candidate, equal opportunities given other Presidential candidates, noting mandate of Sec. 315 of Communications Act. Mr. Schneider, granted time on network's KMOX St. Louis, entered preferential primaries in New Hampshire and Oregon. In letter to network, FCC said in view of nature of Presidential and nationwide scope of broadcasts, fact that CBS owns no stations in two states where Mr. Schneider has entered primaries "is not relevant."

MOVE REMOTE PICKUP BAND

REMOTE PICKUP operations will be removed from 2000-3500 kc band effective May 1, 1953, to comply with 1947 Atlantic City Treaty, according to proposed rule making notice issued by FCC Thursday. FCC would permit use of channels in 25.85-26.1 mc band as alternative in addition to other bands now used. Major networks, many stations affected by order, but treaty provision has been long known, FCC said. Comments are due July 15.

FCC GETS CORNELL REPORT

TELEPHONE report of Cornell U. incident, in which campus station (WVBR) carried pranksters' fake newscasts about bombing of London and Marseilles, given to FCC Thursday by Ithaca, N. Y., city police. Ten masked youths "seized" WVBR for eight minutes. University officials branded incident as "practical joke."

WLAN ATTACKS REPORT

FURTHER attack on FCC's Sixth Report lifting TV freeze made Thursday as WLAN Lancaster, Pa., petitioned Commission to set aside show cause order transferring WGAL-TV there from Channel 4 to Channel 8. WLAN same time re-filed application for Channel 8. WLAN contended show cause action illegally denies it hearing on application required by Communications Act.

ABC GETS BOUT

HEAVYWEIGHT championship bout between Joe Walcott and Ezzard Charles, scheduled for Thursday in Philadelphia, will be broadcast by ABC Radio network as part of *Cavalcade of Sports*, sponsored by Gillette Safety Razor Co., Friday announcement indicated. Bout is in addition to regular ABC Radio Friday night fights, and is scheduled for 10 p.m. EDT to completion with Don Dunphy and Bill Corum as sportscasters. Telecasts of match to be carried by NBC network, as previously announced.

Business Briefly

(Continued from page 5)

13 weeks. Sunday show is aired 4 to 4:30 p.m. CTS. Agency, Roche, Williams & Cleary, Chicago.

RANGER RENEWED ● General Mills renewed *Lone Ranger* over full ABC Radio Network (Mon., Wed., Fri., 7:30-8 p.m. EDT) for 52 weeks effective last Friday. Program now in 20th year. Agency, Dancer-Fitzgerald-Sample.

LEVER ADDS MARKETS ● Lever Brothers (Lipton's tea) adding six more radio markets to its list for spot announcement campaign starting June 16 for six weeks. Agency, Young & Rubicam, N. Y.

OLD GOLD CANCELS ● P. Lorillard Co., N. Y. (Old Gold cigarettes), through Lennen & Mitchell, N. Y., cancels *Down You Go* on DuMont TV network effective June 13.

RADIO-TV SET OUTPUT SHOWS DECLINE FOR APRIL

PRODUCTION of radio and TV sets in April fell below March and same month year ago, according to Radio-Television Mfrs. Assn. estimate for entire industry. April output consisted of 847,946 radios and 322,878 TV sets compared to 1,337,042 radios and 500,000 TV sets in April 1951.

Of April radios 96% of home models were table sets. TV table models over 17 inches in size represented 19% of total compared to 8% in last quarter of 1951 and only 1% in last quarter of 1950. April output included 286,164 home sets, 110,529 portables, 275,250 auto and 176,003 clock sets. Production of clock radios has more than doubled since January.

Output for first four months of year follows:

	Television	Home Sets	Total Radio
January	404,933	288,723	632,455
February	409,337	312,705	759,453
March (5 weeks)	510,561	357,689	975,892
April	322,878	286,164	847,946
TOTAL:	1,647,709	1,245,281	3,215,746

THEATRE TV HEARING

OFTEN-DELAYED theatre television hearing was scheduled Thursday by FCC for Jan. 12, 1953, before Commission *en banc*. Proceeding will consider allocation of frequencies and promulgation of rules for theatre TV service. FCC indicated those who have not previously filed appearances may do so by Nov. 14 with list of witnesses and testimony subjects due Dec. 1.

PEOPLE...

AUSTIN JOHNSON, head of Benton & Bowles' store research department and member of its merchandising committee, appointed coordinator of merchandising for agency, reporting to Charles Pooler, vice president in charge of marketing.

LESLIE A. HARRIS, radio program presentation writer, promoted to radio account executive for ABC Radio Network by Charles T. Ayres, network vice president.

GEORGE OLESON, formerly of WEAM Arlington, Va., and Ohio-West Virginia stations, joins sales staff of WOL Washington under Sid Slappey, WOL sales manager.

LARRY SURLES, former WOR-TV New York salesman, join sales staff of NBC-TV's eastern division spot sales office today (Monday). He previously was manager of ABC co-op department and also has served with WATV (TV) Newark.

ROBERT J. WADE, NBC-TV executive coordinator of production development, named consultant to broadcasting division of Emerson College, Boston, for 1952-53 college year. He will visit college twice each semester for lectures and consultations.

TWO NEW APPLICANTS FOR TV STATIONS

TWO NEW television station applications were filed at FCC Thursday along with new amended bids and several requests for changes in channels and power boost (see early story, page 62).

Filing for first time: WBOC Salisbury, Md., for UHF Channel 16, ERP 112 kw visual, antenna height above average terrain 414 ft., cost $296,400; WDAN Danville, Ill., for UHF Channel 24, ERP 19 kw visual, antenna height 416 ft., cost $251,000. WDAN is owned by Gannet newspapers and is second TV application filed by Gannet-owned station in week.

Filing amended applications: WIOD - AM - FM Miami, Fla., for Channel 7, ERP 316 kw visual, antenna 437 ft., cost $1,259,957 (WIOD-AM-FM owned by *Miami Daily News*, James M. Cox newspaper); WHK-AM-FM Cleveland Ohio, for UHF Channel 19, ERP 223 kw visual, antenna 682 ft., cost $593,430 (WHK-AM-FM owned by *Cleveland Plain Dealer*).

Filing for change in channel assignments, under Sixth Report [B•T, April 14], were: WHIO-TV Dayton, Ohio, from Channel 13 to Channel 7; WTAR-TV Norfolk, Va., from Channel 4 to Channel 3, and WTMJ-TV Milwaukee, from Channel 3 to Channel 4.

KSTP-TV St. Paul, requested ERP increase from 24.7 kw to 100 kw.

INFORMATION DATA SOUGHT

FEDERAL agencies asked by Senate subcommittee probing government censorship to furnish regulations issued under President Truman's information security order. Chairman Blair Moody (D-Mich.) made public letter to all agencies asking details of each public information office as well as policies governing classification of information. Subcommittee to start open hearings next month.

SEEK NEW STATION

PRINCIPALS in WFTM Maysville, Ky., filed bid Thursday with FCC seeking new station at Richmond, Ky., on 1340 kc, 250 w fulltime, assigned to be dropped by WLEX Lexington when it is given Commission approval to buy WKLX Lexington for $70,000 [B•T, May 5]. Application tendered by J. W. Betts, WFTM manager, and C. P. Clarke and J. M. Finch Jr., WFTM owners.

SIGMA DELTA CHI HITS BAN

SUBCOMMITTEE of Sigma Delta Chi's Freedom of Information Committee and NBC Chicago News Chief Bill Ray last week blasted Chicago City Council for banning live and recorded radio and television coverage of Emergency Crime Committee hearings which began May 26.

'KDKA far outpulled the other stations on our schedule on a cost per inquiry basis'

James L. Tabor
Simonds, Payson Company, Inc.
Portland, Maine

From Maine to California—literally!—advertisers have found that they can count on KDKA to produce profitable orders at minimum cost.

A recent letter from Maine agencyman James L. Tabor illustrates the point. "I want you to know," he writes, "how completely satisfied we are with your station. From our initial inquiry on availabilities and coverage through to the completion of the campaign and our request for a test cut, we have had the best possible co-operation. Best of all, KDKA far outpulled the other nine stations on our schedule on a cost per inquiry basis."

No other medium even begins to match KDKA for coverage of more than 100 busy counties in Pennsylvania, Ohio and West Virginia. Whether your schedule calls for ten stations or a hundred stations, KDKA should lead the list! For details, check KDKA or Free & Peters.

KDKA PITTSBURGH
50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales

Here's how to

DOUBLE your impact in the Detroit Market



MARKET MAGIC is a combination selling plan that ties your WWJ on-the-air advertising to A&P in-the-store merchandising. It adds to WWJ's powerful radio salesmanship the direct eye-catching impact of point-of-sale promotion in the 93 A&P stores dominating the Detroit area.

MARKET MAGIC advertisers who distribute their products through A&P stores—where Detroiters spend $100,000,000 annually—are assured a one-week preferred position display in each of these stores, for any one product during a 13-week cycle.

MARKET MAGIC produces double impact from one sales campaign, at one low cost, through one medium. WWJ, Detroit's NBC station.

ASK YOUR HOLLINGBERY MAN FOR A MARKET MAGIC BROCHURE. IT CONTAINS ALL THE DETAILS.

FIRST IN DETROIT — *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

JUNE 9, 1952 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Plugs Undersell Radio and TV
Page 23

arterly Network ness $88 Millions
Page 25

Nielsen, SAMS Revive Battle
Page 26

ris Inquiry Hears 'Dry' Forces
Page 27

TELECASTING
Begins on Page 57

21ST year
The Newsweekly of Radio and Television.



WLS Spearheads Record Scrap Drive!

● Steel is vital . . . and vast quantities of scrap are required to produce the steel needed to keep America strong.

Having co-operated in many successful scrap drives during previous emergencies . . . WLS was invited to spearhead the recent Decatur and Macon County campaign, which was climaxed by the WLS National Barn Dance.

According to William Kelly, Director of the Chicago Office of the U. S. Department of Commerce, this drive "brought in more scrap than any similar campaign in history" . . . enough to make 16,504,000 pounds of steel.

Further proof of the pulling power of WLS programs . . . whether promoting a regional scrap drive . . . or putting your products in a million more homes.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Go where there's GROWTH...

GO WHAS!



TOBACCO IS BIG BUSINESS

in Kentucky...
$223,000,000
($43 million over 1950)



...but
LIVESTOCK RECEIPTS
are bigger...
UP 20% over 1950 to $336,000,000!

GO WHAS!

Benson and Benson shows the Red River Ramblers* have *50% more listeners* than the programs on *all other Kentuckiana stations* at the same time. And when this talent group puts on the *Old Kentucky Barn Dance*, they also have a 407.5% bigger audience than that of the next highest rated program.

*7:15-7:30 AM, Monday through Friday, available for participations.



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago



how to make radio "JACK" be nimble ...and quick!

In Cleveland . . . Aeroways Flying School bought spots on a WHK participation show . . . to encourage new enrollments. TWO spot announcements brought in FIFTEEN leads that resulted in THIRTEEN flying contracts. Aeroways Flying School did $6,000.00 worth of NEW business for $64.20 ! Jump to WHK for high-flying results !



WHK

CLEVELAND

Represented by
Headley-Reed Company

ıblished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WDEL

WILMINGTON DELAWARE

PULSE SURVEY

Recently completed, rates WDEL first in every one of the 48 rated quarter-hours

First in per family effective buying income—Wilmington, central city in its metropolitan county area—population group 100,000 to 500,000. Quality of Market Index is a sensational 154—54% above the U.S. average.

(Sales Management—1952 Survey of Buying Power)

WDEL because of its amazing listener loyalty and the assured sales-response in its broad, rich market area deserves first place in your advertising plans.

WDEL AM TV FM

Represented by

ROBERT MEEKER Associates

New York • Chicago • San Francisco • Los Angeles



at deadline

CLOSED CIRCUIT

YOU WON'T find it in FCC actions but NBC's TV key, WNBT New York and CBS' TV key, WCBS-TV, as well as WPIX New York and several miscellaneous outlets of ABC, are in anomalous position of operating without regular licenses. It's because of turmoil over complaint of Civil Liberties Union against alleged "blacklisting" of talent by these licensees and opinion of FCC counsel that if FCC didn't act prior to licensee expirations June 1, applicants automatically are extended. But before it got to that, FCC voted (1) to renew licenses and dismiss complaint; (2) to renew temporarily until Sept. 1; (3) not to renew and let automatic extension prevail; (4) not to grant regular renewal, thus permitting vote on (3) to stand. (See Editorial, page 50).

INDEPENDENT offer for KOA Denver has been made to NBC by Don Searle and Herbert Hollister, owners of KMMJ Grand Island, Neb., and KXXX Colby, Kan. Mr. Searle denied offer had connection with proposal made by Bob Hope and associates for station [CLOSED CIRCUIT, May 19].

INDICATIVE of constructive approach to July 1-2 session of affiliates with CBS on network crisis is preliminary informal meeting of "old timers" called by I. R. (Ike) Lounsberry, WGR Buffalo, chairman of network's Affiliates Advisory Board to meet June 30 in New York. Nine-man radio board will meet with nine-man sponsoring group which petitioned CBS for two-day conference to reach amicable understanding on network-affiliates problem. [B•T, June 2; story this issue, page 25].

PAUL SEGAL, Washington counsel for WWSW Pittsburgh, expected this week to take to court first appeal of FCC's Sixth Report lifting TV freeze. He is to file complaint in U. S. Court of Appeals, Third Circuit, Philadelphia. Reportedly confined to specific situation rather than general principles of Sixth Report, appeal will concern FCC refusal to allocate Channel 4 to Braddock, Pa. (metropolitan Pittsburgh) because post office is 169.31 miles from transmitter of WLWC (TV) Columbus, Ohio, and rules call for 170-mile minimum separation. Petition to FCC on same point was filed last week by WLOA Braddock (see story, page 59).

PRACTITIONERS and broadcast licensees are beginning to wonder whether FCC lawyers are using hinder and delay tactics on request for declaratory ruling as to whether merging of AM applicants in same market for limited TV facilities would constitute violation of duopoly regulation. Petition was filed month ago [B•T, May 5]. It's known there are dozens of radio broadcasters awaiting ruling preparatory to perfecting TV applications in advance of July 1 deadline. Commission word last week: Nothing in sight.

BLAST AT contraverted FCC rebroadcast rule requiring stations which deny rebroadcast rights to explain reason to FCC, hat in hand, expected Tuesday at meeting of Committee on

(Continued on page 6)

ABC ASKS SEVERANCE, EARLY MERGER RULING

ABC and United Paramount Theatres late Friday filed long-expected petition with FCC for severance from hearing and early disposition of proposed merger of network and UPT as well as grant of contingent sale of WBKB (TV) Chicago by Paramount's Balaban & Katz to CBS for $6 million. In separate action earlier, Zenith Radio Corp., asked FCC to withhold action on WBKB sale, contending all applicants here should get equal chance to compete for Channel 2 (see story page 59). FCC proposes to switch WBKB from Channel 4 to Channel 2 under terms of Sixth Report lifting TV freeze.

ABC-UPT petition argues for early Commission ruling in order to bring stability to network field. ABC contends 75% of record in general Paramount and ABC-UPT merger hearing pertains to other issues while portion relating to merger has been fully entered (see story page 70). Petition notes hearing may continue indefinitely, thus delay needed action on merger.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs., concluded testimony Thursday. This was last of evidence in hearing relative to proposed merger, ABC-UPT spokesmen observed Friday.

FIGHT COVERAGE HIGHEST

NBC-TV spokesmen Friday claimed network's coverage of Walcott-Charles bout preceding night received highest Trendex rating ever recorded for one-time attraction: 58.6, representing 37 million viewers.

BUSINESS BRIEFLY

PIEL SWITCH ● In surprise move last Friday, Piel Brothers, N. Y. (beer), $1.6 million advertising account, named Young & Rubicam, N. Y., to handle its advertising, effective Sept. 2. Decision impelled Kenyon & Eckhardt executive to note that "during K & E's tenure, Piel's sales have grown faster than any other brewery in the country."

LEVER BUYS SPOT ● Lever Bros., N. Y. (Breeze), renewing campaign in five markets effective June 26 and also adding spot radio drive starting July 10 in 28 markets in Atlanta, Boston, Denver, Houston and New Orleans areas. Agency, BBDO, N. Y.

SEEK AVAILABILITIES ● Kenyon & Eckhardt, N. Y., looking for TV availabilities for probable campaign for Amazo instant dessert.

CRISCO EXPANDS ● Procter & Gamble, Cincinnati (Crisco), through Compton Adv., N. Y., considering radio spot campaign to start July 1 for 52 weeks in few selected markets, in addition to its present schedule.

VITAMINS USE RADIO ● VCA Labs, Newark, N. J., (vitamin products), through Duane Jones Co., N. Y., to enter daytime radio with 52-week sponsorship of Gabriel Heatter on Mutual network (8:55-9 a.m., EDT, Monday through Friday), effective June 30.

AGENCY FOR ZIPPY ● Zippy Labs., Chi-

(Continued on page 94)

Code Board Scans Score of Complaints

SCORE of complaints about TV programming, accumulated in last two months, acted on by NARTB Television Code Review Board, which concluded two-day Washington meeting late Friday. Findings and complaints kept secret, in accordance with terms of code.

Board announced its chairman, John E. Fetzer, president-owner of Fetzer radio and TV stations in Kalamazoo and Grand Rapids, Mich., would appear June 25 before House subcommittee investigating radio and TV programming (see story page 27). Board members met Friday morning with Rep. E. C. Gathings (D-Ark.), who introduced resolution that led to inquiry, and members of subcommittee.

At close of meeting, Mr. Fetzer said board noted with satisfaction progress made by networks and stations in conforming to code but saw need for further improvement. He felt his appearance before House probers would serve to discount fears that self-regulation will not work.

Self-regulation "is more desirable than these repeated investigations and threats of lawmaking," he said, adding that all complaints are being seriously studied.

Complaints reviewed by board dealt mainly with crime and mystery programming, overcommercialization, religious broadcasting and film productions. Parties involved will be notified of decisions reached. Board heard presentation by Dr. Theodore Elsner, president of National Religious Broadcasters Inc., who asked modification of code clause advising against sale of time for religious programs. He termed section unfair and discriminatory. His appeal was taken under advisement.

Board examined several films and scripts involved in specific complaints. Attending two-day meeting were all five members, including Chairman Fetzer; Mrs. Scott Bullitt, KING-TV Seattle; Leonard Reinsch, WSB-TV Atlanta; Walter Damm, WTMJ-TV Milwaukee, and Ewell K. Jett, WMAR-TV Baltimore.

Mr. Fetzer's statement follows:

The Board of Review, meeting only a short time after the Code went into effect, notes with satisfaction the progress that has been made by networks and stations in aligning their operations with the program and commercial recommendations of the Code. At the same time, the Board recognizes the need for further improvement, knowing this to be a continuing problem.

When I appear before the Congressional committee, I believe there will be no difficulty in discounting the fears of some that self-regulation will not work in television programming. It is working right now—and certainly it is more desirable than these repeated investigations and threats of lawmaking.

As a Board, we are listening avidly and considerately to the opinions of the public, who comprise our audience and who, in the final analysis, we must satisfy if we are to stay in business. We take these opinions very seriously indeed—and intend to convey them, when circumstances justify such action, to those of our colleagues who can make proper adjustments in their operations.

for more AT DEADLINE turn page



at deadline

LBS BANKRUPTCY HEARING IS ASKED

HEARING on petition for involuntary bankruptcy action against Liberty Broadcasting Sysem, which suspended service fortnight ago [B•T, May 19], asked by Tennessee & Arkansas Broadcasting Co. in office of D. M. Oldham, Federal bankruptcy referee in Dallas (see McLendon Broadcasting System story page 85).

Schedule filed with referee indicated Liberty had assets of $504,489.35. Liabilities listed at $1,480,000. Major creditors were listed as AT&T, $67,532; Brooklyn Dodgers, $11,800; American Airlines, $2,540, along with unlisted affiliate stations and others. Losses of Liberty owners listed as follows: H. R. Cullen and associates, $600,000; B. R. McLendon, $140,000. Messrs. Cullen and McLendon (father of LBS President Gordon McLendon), were co-chairmen of LBS board.

In Chicago, Thomas C. McConnell, of law firm of McConnell, Lutkin & Van Hook, Liberty attorneys, said taking of depositions in Liberty's suit against group of major league baseball clubs will be started Aug 18, followed by trial probably next spring.

McFARLAND BILL JUNE 12

HOUSE consideration of McFarland Bill revising Communications Act (S 658) was scheduled for June 12 floor action, it was reported Friday. Debate will be limited to usual three hours for routine bills. Amendments may be offered from floor. Among possible amendments that may be offered from floor is one concerning political broadcasts which would be aimed at taking broadcasters off hook of campaign speech libel dangers. Both Reps. Walt Horan (R-Wash.) and Joseph P. O'Hara (R-Minn.) have indicated their interest in that subject.

POLITICAL MEET DENIED

IN QUICK same-day action, FCC Friday denied request of CBS for informal meeting today (Monday) of all networks to clarify Commission policy with respect to political broadcasts—particularly equal time rule—in view of complaints on part of Presidential candidates (see early story page 27). CBS this week is expected to stress fairness of treatment in reply to complaints of candidates Kefauver and Taft. Network is expected to call attention to appearances already set on two of its TV shows for Sen. Taft.

WVVW AMENDS PETITION

WVVW Fairmont, W. Va., filed amended TV application late Friday afternoon, raising requests for television outlets filed last week to 25 (see early story page 60). Fairmont station seeks UHF Channel 35 with radiated power of 17.4 kw, antenna height 237 ft. above average terrain. Cost estimated at $100,580, with first year operating cost $40,000 and revenue $50,000. WVVW president and 96% owner is J. P. Beacom.

MUNTZ NET UP

MUNTZ TV Inc., Chicago set maker, last week reported net income of $898,004 for year ending March 31. This equals 80 cents per share of common stock, compared with 74 cents previous year. President Earl Muntz said sales were $32,923,661.

In this Issue—

Under-the-counter deals may be cutting the ground out from under the radio market, but here's an even worse menace to the stability of both radio and television. In a thoroughly researched special article, BROADCASTING •TELECASTING gives a full report of the "free plug" racket that is delivering millions of dollars worth of advertising to radio and television homes, at no return whatever to networks and stations. *Page 23.*

Professional drys and publicity-conscious Congressmen join up to howl about "immoral" radio and TV programs. One Congressman swears he saw a girl dance the "hootchie-cootchie," and what's worse she ended her performance with a "shimmy." After taking in such testimony for three mornings, the House committee adjourns the hearings to let pulses settle down. *Page 27.*

Spot radio costs the advertiser less today than it did 10 years ago, according to a new study by the National Assn. of Radio and Television Station Representatives. *Page 23.*

First quarter gross billings were $42.6 million for radio networks, $45.7 million for television networks. *Page 25.*

FCC issues proposed changes in its transmitter operator rules. If the new rules were adopted, it would mean cost cutting for many AM and FM stations. *Page 29.*

Rival candidates declare an open season on radio and television networks. Sens. Taft and Kefauver demand time equal to that given Gen. Eisenhower. It's the beginning of what promises to grow into the most painful headache broadcasters have recently suffered. *Page 27.*

A. C. Nielsen and Standard Audit & Measurement Services are in a tiff over whose techniques for measuring station coverage are the better. *Page 26.*

CBS Radio reports time sales, renewals and replacements worth $1.4 million a year gross. Meanwhile, plans proceed for the July 1-2 meeting of CBS Radio affiliates, most of whom plan to attend. *Page 25.*

National Collegiate Athletic Assn. comes up with a new plan for controlled telecasting of football next fall. This plan isn't as restrictive as last year's because no areas will be blacked out, but it still will hamstring football telecasting. *Page 59.*

Westinghouse proposes revision in FCC's procedures to bring TV faster to communities without it or with only one-station service now. *Page 59.*

Upcoming

June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.

June 12-13: NARTB Radio Board, Washington.

June 13-14: Maryland-D. C. Radio-TV Broadcasters Assn., Hotel Stephen Decatur, Ocean City, Md.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

Radio Broadcasting of Advisory Council o Federal Reports. This group functions wit U. S. Budget Bureau on clearance of all pape work forms involving governmental agencie Meanwhile petitions for reconsideration fro NARTB and NBC and CBS are being readied.

ALTHOUGH IT'S not out in open, there i disagreement within FCC on new "examine teams" to handle TV hearing load for whic FCC seeks increased appropriations. Presen roster of seven hearing examiners, it's under stood, is opposed to increasing strength b 15 or 20 but favor new money to hire la clerks to assist them in expediting work. FC to date hasn't taken action. Senate Interstat & Foreign Commerce Committee recommende $800,000 for 20 "examiner teams" and Senat has approved $600,000 for about 15 team House has yet to act.

TALK OF formation of committee of statio creditors of defunct Liberty Broadcasting Sys tem was heard last week coincident with re ports of bankruptcy proceedings in Dallas an appointment of referee. Erstwhile LBS st tions reported holding bag for considerabl sums.

20TH CENTURY-FOX setting up off Culve City lot TV film production subsidiary. Loo for MGM to do same before year's end. Bot studios doing TV research and planning behin closed doors.

ONE NEW YORK employment firm handlin broadcast personnel, following FCC notic proposing possible relaxation of operator re quirement rules as asked by NARTB (see stor page 29), notes four factors for radio eng neer bottleneck: Engineers educated in a T city go to over-paid set servicing field to g $1.80 an hour instead of broadcast $1.10; co lege level engineers are going into manufactu ing (same for many technical school grad ates); TV, needing 27 engineers to radio's on is taking big share; those left try radio, fin pay low and home-town opportunities limite so they switch to other lines.

RESIGNATION of Sir William Haley as d rector general of British Broadcasting Cor to become editor of *London Times* may expedi move toward commercializing of British rad and TV. Sir William, an implacable oppone of commercialization, has headed BBC sin 1944. Question whether BBC shall continu as non-commercial monopoly comes befo House of Commons this week with decisio prior to expiration of present BBC chart June 30.

FILTERING back to U. S. is report on wh makes BBC wild. Industrial film showin how toothpowder is made, purely sustainin wound up with close-up of container whi brought trade name into focus. Result: Ru on that product at British apothecaries. The ensued terse order from BBC to avoid all tra package shots.

TV 'DISCOUNT' UP

LETTERS sent out by Fred M. Thrower, vi president in charge of CBS TV Network sale to advertisers and agencies announced: "E fective June 1, the new rate structure pr vides a maximum weekly discount of 15% compared to the former 10% maximum."

for more AT DEADLINE see page 94

Now, for the first time in Southern California, you can—

MAKE THE WHOLE SALE AT A WHOLESALE RATE!

Do it with KBIG, now on the air reaching *all* of Southern California direct from Catalina!

KBIG is the convenient, efficient way to reach the *whole Southland*—one medium, one set of copy, one bill. Not just America's Third Market (Los Angeles), or America's 31st Market (San Diego), or America's 67th Market (San Bernardino-Riverside)—but *all* of them PLUS lots more in between. A total of nearly six million people, at a base hour KBIG rate of only $118.

KBIG Does It Alone? Yes. KBIG's 10,000-watt signal focuses all its strength on its market and wastes none out to sea. Booming across salt water (finest known conductor of radio waves), KBIG covers Southern California's mainland from Santa Barbara to Mexico. KBIG helps you to make the Whole Sale, to *all* the Southland, at Wholesale Prices—as little as $9 a spot!

Prove It To Yourself! Compare KBIG's base hour rate ($118) or base minute rate ($18) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the BIG Buy, the way to make the Whole Sale at the Wholesale Price.

Availabilities Will Never Be As Good As Now! Call Meeker or us—get the whole KBIG story—and place your schedule on



10,000 WATTS
740 KILOCYCLES

KBIG

STUDIOS IN AVALON AND HOLLYWOOD

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

John Poole Broadcasting Company

BUSINESS OFFICE: 6540 SUNSET BLVD., HOLLYWOOD 28, CALIF.

REPRESENTED BY ROBERT MEEKER ASSOCIATES, INC.

one low rate "corners" this

great West Virginia Market



Here's the lush potential in "Personality's" half-millivolt area alone!

TOTAL POPULATION	992,994
TOTAL FAMILIES	250,337
RETAIL SALES	$543,571,000
FOOD SALES	$111,735,000
GENERAL MERCHANDISE SALES	$80,496,000
FURNITURE AND HOUSEHOLD GOODS SALES	$29,969,000
EFFECTIVE BUYING INCOME	$963,894,000

Source — U.S. Census and BMB Survey, 1950

POWER	Two power-packed stations to provide a double "knockout" punch . . with FM for good measure.
PROGRAMMING	The best in ABC and CBS network radio, plus a local flavoring of programming and news.
PROMOTION	Publishing monthly audience-building consumer magazines to help promote your program and product.
EXPERIENCE	Operated jointly and staffed by competent, capable personnel who live . . and love . . radio.

it costs less when you use "Personality"

WJLS
BECKLEY—560 KC
CBS Radio Network Affiliate
1000 W DAY • 500 W NIGHT

WKNA
WKNA-FM
CHARLESTON—950 KC
ABC Radio Network Affiliate
5000 W DAY • 1000 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated • Represented nationally by **WEED & CO.**

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
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IN THIS BROADCASTING . . .

Agency Beat	16
Aircasters	56
Allied Arts	80
Editorial	50
FCC Actions	86
FCC Roundup	91
Feature of Week	18
Film Report	76
Front Office	52
New Business	12
On All Accounts	16
Open Mike	90
Our Respects to	50
Programs, Promotion, Premiums	82
Strictly Business	18
Telestatus	66
Upcoming	38

TELECASTING Starts on page 57

WASHINGTON HEADQUARTERS

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CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead* 8181; David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

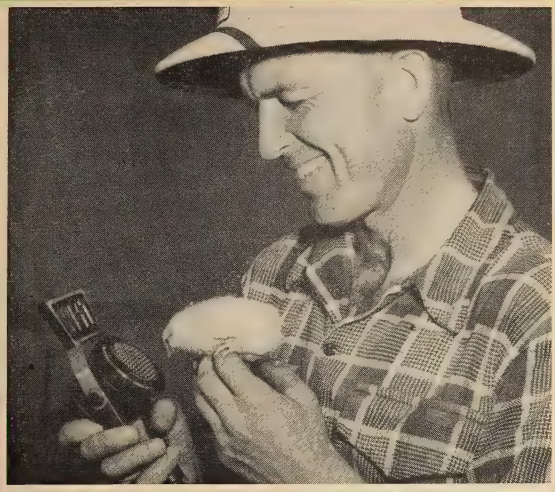
Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

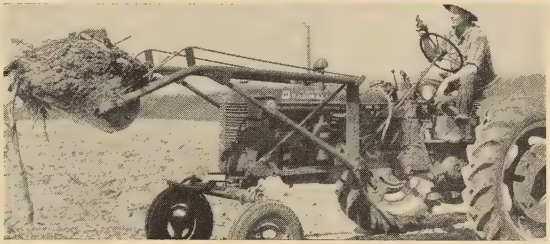
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

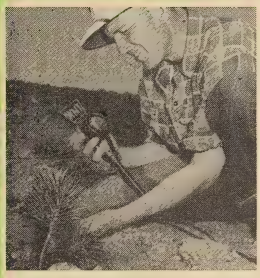
Copyright 1952 by Broadcasting Publications, Inc.



THE ONE ON THE RIGHT is Chuck Worcester, WMT's Farm Service Director. The young corn-burner performing before the mike is one of a brood of cheep artists who crow over Chucks good husbandry. Chuck owns and operates a farm as a WMT service project. It's the point of origin for many informative WMT broadcasts about conservation and crop production. Chicks and Iowa farmers like corn—the 1951 crop was worth $778,437,000.



ALL EQUIPMENT USED ON CHUCK'S FARM—supplies, fertilizers, gasoline, oil, etc.—is made or distributed by WMT advertisers. Farm broadcast time represents over 9% of WMT's total weekly program schedule—3½ hours of farm information, 1½ hours of weather and market data, 8 hours of music and features.



YOU ALMOST HEAR THINGS GROW in Iowa. Of all the Grade A land in the U.S., 25% is in Iowa. One of Chuck's projects is a test of 12 different fertilizer applications to check production.



CEDAR RAPIDS is our home address—worth remembering when you want to reach 338,480 families who listen each week to WMT's farm (and CBS) programming. Or see our reps, The Katz Agency.

Announcing

THE REBIRTH OF A MAJOR MAS
TRANSIT RADIO . . . SOON TO TAK
THE NATION'S LEADING ADVERTISIN

THE UNITED STATES SUPREME COURT upheld the constitutionality of Transit Radio in a seven-to-one decision May 26, 1952, and in true American process granted new life to a powerful mass medium of information, entertainment and advertising.

Transit Radio is *not* new. It has been operating in Cincinnati, Ohio; St. Louis, Missouri; Washington, D. C.; Bradbury Heights, Maryland; Covington, Kentucky; Worcester, Massachusetts; Kansas City, Missouri; Tacoma, Washington; Des Moines, Iowa; Trenton, New Jersey; and Suburban Pittsburgh, Pennsylvania. In each of these markets transit riders' opinion of Transit Radio was exhaustively researched and found overwhelmingly favorable. Transit Radio has been tried and proved by advertisers in every acceptable consumer classification. It is now reborn by decision of the Supreme Court of the United States. It is destined to advertising greatness.

TRANSIT

UNION TRUST BUILDING

ADVERTISING MEDIUM . . . .
TS RIGHTFUL POSITION AMONG
MEDIA.

RANSIT RADIO ALONE OFFERS THESE SALES ADVANTAGES:

A SELECTED AUDIENCE People lead well regulated lives. Their riding habits are orderly, also. It is possible to select the factory worker, office worker, professional people, the entertainment bound, simply by scheduling your message at the proper time to reach the type of audience you want. A few announcements a day can saturate the market in a short time.

A COUNTED AUDIENCE Transit companies schedule vehicles to efficiently carry maximum loads at the shortest time intervals. An actual count of the number of riders on vehicles is reported by half-hour periods by the transit companies.

A LOW COST AUDIENCE With precise information on the number of riders you can reach, a selective audience with little waste coverage, Transit Radio's low rates mean low cost-per-thousand.

AN AUDIENCE IN TRANSIT On the way to earn . . . on the way to spend. Transit Radio is virtually a point-of-purchase advertising medium especially valuable to the retailer.

A FLEXIBLE AUDIENCE Alert to timely messages and in a position to respond almost immediately to sales messages.

AN AUDIENCE FOR SERVICE Transit audiences think of announcements as a service. Just as riders like to know the correct time, temperature, news and enjoy the pleasant programming, they, too, want to know what is for-sale? where? and how much?

A PLUS HOME AUDIENCE Transit Radio programming is good listening enjoyed by the great and growing FM audience in homes. There is good evidence of a huge FM home audience in Transit Radio markets . . . a PLUS for Transit Radio advertisers.

TRANSIT RADIO
now available in these markets
(and coming soon in many others)

Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D. C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Kansas City, Mo. KCMO-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N. J. WTOA
Washington, D. C. WWDC-FM
Worcester, Mass. WGTR-FM

See complete listings in Transit Radio Section of Radio Rates & Data. Contact stations, or Transit Radio, Inc., for details.

RADIO, INC.

CINCINNATI 2, OHIO DUNBAR 7775

PROMOTION IS

BIG BUSINESS AT WGY

Sponsors using WGY have the benefit of tremendous support for their sales messages through the station's many promotional activities—

AUDIENCE PROMOTION:

- WGY publishes *Mike and Camera* monthly and distributes it to an up-to-date mailing list containing over 20,000 subscribers.
- Over 900 hard-hitting promotional announcements are scheduled each month.
- Over 10,000 lines of advertising are placed in Albany and Schenectady newspapers each month.
- One minute movies of station artists are shown on WGY's sister station—WRGB.
- Motorists on area highways have their attention called to the station by seven 8' by 24' colorful scotchlited billboards.
- WGY artists are furnished with promotional postcards on which they answer their large volume of mail.
- The complete WGY program schedule is carried in 14 area dailies having a circulation of 332,934 and in three Sunday papers with a circulation of 217,797.
- Many remote broadcasts are conducted throughout the year, including several from N.Y.S. Fair and County Fairs in the area.

MERCHANDISING:

- Dealer letters and postcards are mailed on request to 1436 grocers and 299 druggists.

WGY IS A TOP PROMOTIONAL BUY! The extensive promotional activities insure a maximum audience for all sales messages broadcast by this pioneer station which serves 840,000 radio families in 53 counties in Eastern New York and Western New England.

810 on your dial 50,000 Powerful watts affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

Represented by NBC Spot Sales

new business

Spot • • •

GENESSEE BREWING Co., Rochester, N. Y., started radio spot campaign for Genessee beer June 2 for 26 weeks in various markets. Agency: Rogers & Porter Adv., Rochester.

WHITE LABORATORIES, Kenilworth, N. J. (Feen-a-Mint), to start six week campaign on WABD (TV) New York and WTTG (TV) Washington effective immediately. Agency: Doherty Clifford & Shenfield, N. Y.

GILLETTE Co. (Gillette and Toni products), Boston, to sponsor major leagues' all-star baseball game Tues., July 8, on more than 550 stations of Mutual radio network. Agency: Maxon Inc., Detroit.

GENERAL MILLS Inc., Minneapolis (formula feeds), started *The Johnnie Lee Wills Show* on 16 NBC western radio stations, Mon. through Fri., 7-7:15 a.m. PDT, for 52 weeks from June 2. Agency: Zimmer Keller & Calvert Inc., Detroit.

RELIABLE MORTGAGE Co., L. A., started 282 time signal announcements per week on KLAC and KGFJ Hollywood and KFVD Los Angeles for 52 weeks from May 19 involving total approximate expenditure of $55,000 per year. Agency: Walter McCreery Inc., Beverly Hills.

INSTITUTE OF RELIGIOUS SCIENCE, L. A., started *This Thing Called Life* on 46 Don Lee western radio stations, Sun., 8-8:15 a.m. PDT for 52 weeks from June 1. Agency: Raymond R. Morgan Co., Hollywood.

Network • • •

PET MILK Co., St. Louis (evaporated milk), starts *Truth or Consequences* on NBC radio, half-hour weekly, with June 17 as tentative starting date, as *Fibber McGee and Molly* summer replacement. Agency Gardner Adv., that city.

GRIFFIN MFG. Co. (shoe polish), sponsoring *Nelson Churchill News* Mon. through Fri. 7:05-7:10 a.m. EDT on Yankee Network. Agency Bermingham, Castleman & Pierce. N. Y.

AMERICAN CIGARETTE & CIGAR Co. (Pall Mall cigarettes), to sponsor Tuesday and Thursday segments of *Douglas Edwards and the News* on CBS-TV Mon. through Fri., 7:30-45 p.m. EDT, starting July [B•T, May 19]. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

BEACON Co., Boston (floor wax), sponsoring last five programs of *The Goldbergs* before show goes off for summer on NBC-TV, Fri., 7:15-7:30 p.m. EDT. Agency: Allied Adv., Boston.

Agency Appointments • • •

SILEX Co., Hartford, Conn. (coffee makers), appoints Grant Adv., N. Y.

JUNE DAIRY PRODUCTS Co., N. Y., appoints Weiss & Geller, N. Y.

REDDI DISTRIBUTORS Inc., licensee for ready-to-drink Welch grape ade and Sunkist lemonade and orangeade, appoints Duane Jones & Co. N. Y., for metropolitan New York area. Radio and TV spots will be used.

GRAY MFG. Co. and GREY RESEARCH AND DEVELOPMENT Co. both Hartford, Conn., appoint French & Preston Inc., N. Y.

HARTMAN CHEMICAL Corp., L. A., for Hartman's foot lotion with chlorophyll, appoints Jimmy Fritz & Assoc., Hollywood, with initial budget of $25,800 for Southern California. Radio-TV is being used.

Adpeople • • •

ROBERT BRENNER, director of advertising and merchandising, B. T. Babbitt Inc., appointed sales and advertising manager for grocery specialty sales in Igleheart Div., General Foods Corp., N. Y., succeeding MAX BAXTER who has resigned.

LYNN E. ROCHESTER, vice president in charge of advertising, Kellogg Co. of Canada, named director of company..

M. J. ROCHE, general advertising manager, Lever Div., Lever Bros. N. Y., named manager of newly organized advertising service division.

ROBERT S. PRICE, sales manager, B. F. Goodrich Co.'s plastics division, Chicago, named general manager of marketing and sales, replacing CLYDE O. DeLONG, now general manager of company's industrial and general products division.

BROADCASTING
TELECASTING
MARKETBOOK

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

NATIONAL PRESS BLDG
WASHINGTON 4 D C

SOL TAISHOFF
Editor & Publisher

Mr. Broadcaster:

Decision! Transition! Impact! Penetration!

Those are the word-tools of the advertising crafts.

They are apt in time-buying. Every day is a day of decision.
And of transition.

Scan the headlines. It's the spot business that keeps the national broadcast revenue in proper perspective.

That's where the 1952 BROADCASTING Marketbook comes in. It is the fact book tailored expressly for the buyer of time.

The Marketbook is now in production. Its purpose is to make SPOT time-buying easy. In no other issue is there published:

. Radio homes by counties
. Latest auto registrations
(Out of home listening)
. Retail Sales . Population . Farm Income

. and the Exclusive Copyrighted

SPOT RATE FINDER

The BROADCASTING Marketbook is the time-buyer's time-tested work-tool. The station-advertiser gets year-round impact from a single insertion because the 1952 Marketbook will be within elbow-reach of every national and regional agency; every advertiser outside the local sphere. Circulation: 17,000.

Deadline: July 20

Publication date: August 18
(timed for the peak time-buying season)

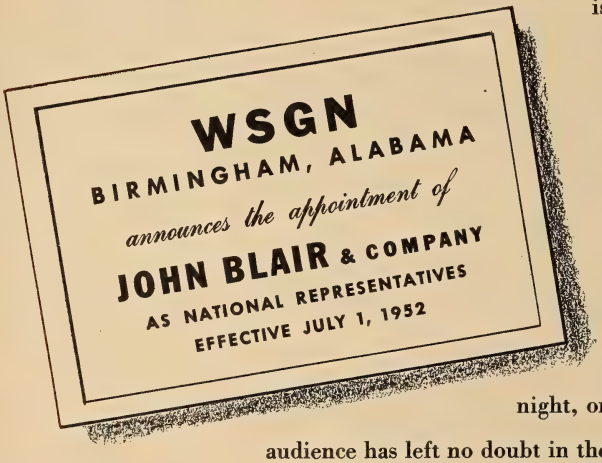
Sincerely,

Sol Taishoff

Sol Taishoff

Here is John Blair's newest

The view at the right, taken from the top of Red Mountain, is Birmingham—America's 27th market*. Yes, Birmingham in rich, responsive Jefferson County (population 572,100; retail sales $508,896,000 for 1951) is not only one of our great markets, but also one of the fastest-growing.



Station WSGN dominates Birmingham just the way its tower dominates this photo. (Affiliated with the Birmingham News, WSGN operates on 5,000 watts day, 1,000 watts night, on 610 KC.) The responsiveness of its audience has left no doubt in the minds of both national and local advertisers that the profitable way to sell Birmingham is via WSGN.

*John Blair now represents top stations in 21 of America's 30 largest markets.

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS


market

WHO MADE THE RULES?

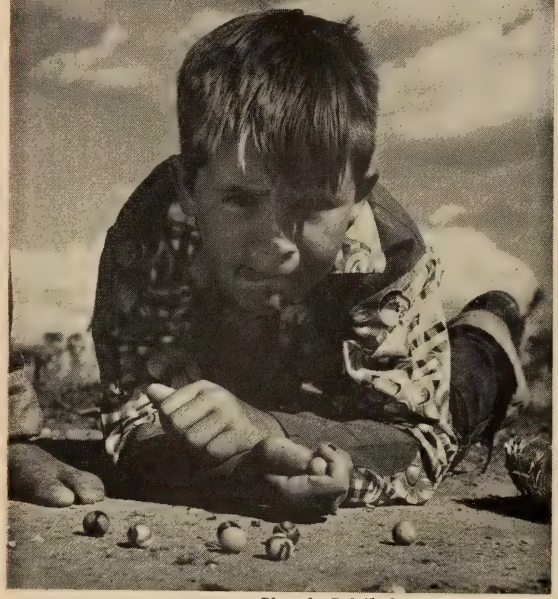


Photo by Bob Taylor — courtesy Ansco

Youngsters have been playing marbles for over one hundred years without printed rules.

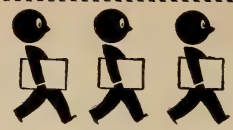
The regulations are prescribed by *tradition* . . . the rewards determined by skill.

So it is with radio.

Since it's inception as an advertising media, self-imposed standards have guided program content. Skill has been rewarded by large audiences and concomitant success.

Tradition and skill are major ingredients of the powerful advertising force you command when you place your message on the only 50kw CBS outlet in Oklahoma . . . KOMA.

KOMA *Avery-Knodel,* INC.
RADIO STATION REPRESENTATIVE
50,000 WATTS • CBS RADIO
J. J. BERNARD, *Vice President and General Manager*



agency

CURTIS BERRIEN, copy chief, Needham, Louis & Brorby, Chicago elected a vice president.

PETER FINNEY, Erwin, Wasey & Co., N. Y., to Harry B. Cohen Adv. same city, as vice president and account supervisor



Mr. Finney

FANNIE D. GLEESON, free lance writer, to Oliar Adv., St. Louis, as copy writer-researcher, on radio TV staff.

ROBERT H. CADDOO Jr., Lennen & Mitchell, N. Y. to research staff, Young & Rubicam, that city, as ac count supervisor.

WILFRED S. ROBERTS, radio-TV head, Pedlar & Ryan, N. Y., to TV department, Benton & Bowles same city.

DIRK A. WATSON rejoins timebuying staff of N. W. Ayer & Son, N. Y. after 15 months in Navy.

FLORENCE WARNER, CBS Radio publicity staff, to Hutchins Adv. N. Y., as director of publicity and public relations.



on all accounts

PHILOSOPHER, ex-radio man for the Navy, creator and executor of advertising ideas, strong believer in the future of radio and television, voice of romance to women listeners, and proprietor of his own agency, American Advertising, Seattle—that's Anthony F. Lease, who this week (June 5) celebrates his 32nd birthday.

Tony Lease is a man of ideas, and he believes in carrying them through. Early in 1950, he had the idea that there was room in the Pacific Northwest for an agency that would originate, create and follow through on good advertising ideas for its clients —and not even a broken neck stopped him. Just about the time he got American Advertising rolling, Mr. Lease was the victim of an apartment house explosion that left him in a cast from chin to waist for months. Nevertheless, he kept calling on his accounts, writing, producing and even voicing programs.



Mr. LEASE

Today, with a growing list of accounts and plans for expansion of his agency to other northwest markets as soon as additional TV channels are granted, Mr. Lease reports that 80% of his clients' budgets go to radio and television.

Born in Pittsburgh, Mr. Lease attended Duquesne U. While studying, he worked in the merchandising department of Kaufman's department store. Starting in June 1942, he was in the Navy for four years, serving on a British carrier the *U.S.S. Franklin*, the *Wasp* and four other aircraft carriers.

Shore duty at Seattle in 1945 convinced him that the Pacific Northwest was the place to live and, upon his discharge, he resumed his studies at Seattle U. While on a part-time job with a Seattle jeweler, he developed an advertising campaign concentrating in radio, which brought an increase of 119% in business in two years.

When he opened American Advertising's doors in 1950 it was with a whole flock of personal theories: That advertising was the only field that could guarantee freedom from the rut of boredom; that advertising can make dramatically real all of the things people enjoy; that successful commercial copy requires the flair of showmanship; that, above all, the agency's role is more than just to buy time or space, but to create and carry

(Continued on page 46)

beat



ERIK ISGRIG, Young & Rubicam, Chicago, to Earle Ludgin, same city, as account executive.

. J. CLARKE, former national sales manager, General Electric Co.'s ome laundry department, MONICA GERAN, promotion editor, *Glamour* agazine and ROBERT PAVLOFF, to N. W. Ayer & Son, Phila.

AARON ADLER, Olian Adv., Chicago, to Irving J. Rosenbloom, same ity, as account executive.

MATTY BRESCIA, former publicity director, Liberty Broadcasting System, to Action Adv., Memphis, Tenn., as director of press and public relations.



Mr. Brescia

J. WILLIAM BORCHERT, Federal Adv., N. Y., to BBDO, that city, in media department.

THOMAS H. SHEEHAN, advertising manager, Rainier Breweries, Seattle, to Washington Transit Adv., Washington, D. C.

WAYNE CLARK, assistant to editor, *Good Housekeeping* magazine, to Argus Adv., L. A., as copy chief.

MAY & McBRIDE ADV., Billings, Mont., changes name to MAY ADV. AGENCY.

WILLIAM E. WILSON, art director, Elgin Davis Adv., L. A., named ice-president. ROBERT EWELL, account executive, promoted to general sales manager.

LOU J. BOYCE, associate manager of media, Fuller & Smith & Ross, Cleveland, placed in charge of purchasing radio and TV time for firm's Cleveland office.



Mr. Boyce

ERNEST FELIX, assistant treasurer, ABC Hollywood, and acting general manager of Western Division, to John I. Edwards & Assoc., Hollywood, as general manager.

JACK WIEDMER, Ruthrauff & Ryan, St. Louis, to Olian Adv., that city, as account executive.

ROBERT THOMPKIN, assistant art director, Young & Rubicam, N. Y., transfers to Hollywood office in same capacity.

DONALD F. SIMCOX, *Paint Industry* magazine, to J. Robert Mendte, Phila., as head of art department.

WALTER JOHNSON, Knox Reeves Adv., S. F., to Richard Jorgensen Adv., San Jose, as account executive.

GILBERT H. WILLIAMS appointed copy director at James Thomas Chirurg Co., Boston, succeeding FLAVEL D. RAY who resigns to open copy consultant business.



Mr. Williams

ROSS McKEE, Cecil & Presbrey, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in executive capacity.

DONALD BALSAMO, sales staff, WIND Chicago, to Wright & Assoc., that city, as account executive.

J. M. MATHES Inc., N. Y., moves to 260 Madison Ave. Telephone is Lexington 2-7450.

ASSOCIATED Adv., L. A., moved to own building at 1017 N. La Cienega Blvd. CHARLES PURNELL is radio-TV director. Telephone is Crestview 1-7227.

RUTHRAUFF & RYAN, St. Louis, moves to Suite 2104, Railway Exchange Bldg. Telephone is Main 0127.

Obviously OUTSTANDING...



Over $606 an acre! That's a lot of money for a tract of land... but in central Illinois it's not just land... it's PRODUCTIVITY. Peoria is completely surrounded by farm lands which, in 1950 produced over 300 million dollars in gross farm income.

WMBD Dominates the Rich Peoriarea Market

When you buy radio time you too are interested in PRODUCTIVITY. WMBD produces TOP sales results... by consistently outstanding programming and by effectively blanketing all of the rich agricultural and industrial Peoriarea. You don't just buy TIME on WMBD... you buy SALES RESULTS!



See Free & Peters...

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

"Operation Heat Wave"



The hottest thing in town these days, outside of Washington's famous summer weather, is WRC's "OPERATION HEAT WAVE." For the first time, WRC is affording its advertisers a chance to make the heat pay off. . . .

If you're selling a seasonal product that moves best when the sun is hottest, here's your chance to buy radio spots in Washington on those "fair and warmer" days only—and save and save in the bargain.

WHEN: From May 25 through September 25.

WHAT: 20-second station breaks.

WHO: Seasonal hot weather products *only*, such as fans, bathing suits and sun tan lotion. (Products subject to WRC acceptance).

COST: It's lower than you think!

For complete details on how to stretch your radio dollars in the Washington market during the summer months, contact the New York office of NBC Spot Sales or the WRC Sales Department.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales



feature of the week

KFOR Lincoln, Neb., launched a successful city-wide promotion campaign during "National Cotton Week" which made retailers and consumers alike "cotton conscious."

The station first submitted the campaign to the Lincoln promotion council for approval. Offering full support, the council distributed a special retail bulletin to all Lincoln merchants, inviting them to join in the plan.

Promotion was geared for action well in advance of National Cotton Week (May 11-17). Ken Greenwood, KFOR program director, and Lydia Nekuda, KFOR promotion director, carefully planned three activities: the dropping of cotton fiber balls from an airplane, a 'teen-age "Cotton Ball," and a cotton style show, featuring 43 live models.

Commenting on the success of the campaign, Miss Nekuda said, "Nearly every merchant in the city cooperated in the project; it represented an all-out effort on the part of a radio station to provide all the merchants of the city with a big project into which they could coordinate their advertising, and finally, it made the city and area very conscious of KFOR as an advertising medium."



RECORDS for the 'teen-age Cotton Ball are spun by Doyle Bladon, KFOR disc jockey.

* * *



strictly business

TOM DeBOW's youthful appearance belies the fact that he is a pioneer in the field of radio advertising.

Mr. DeBow, advertising manager for Cities Service, has headed radio and press relations for that firm for the past 20 years. Network radio programs have been his chief concern.

Cities Service has sponsored radio broadcasts for a quarter-century. For all but the first five years, Mr. DeBow has guided and goaded sponsor, agency and production staff into the kind of programming that can last 25 years on the air successfully.

"A good musical series is the one type of broadcast advertising you can stay with profitably for that length of time," Mr. DeBow says.

In this period, he has kept close watch on the radio show's contribution to Cities Service's growth and development as one of the Big Ten in the oil industry.

He has had many opportunities to check on the public relations job that radio has done and continues to do. It documents his belief that radio music shows have always been right for Cities Service.

While a concert-type program usually indicates an institutional approach for the sponsor without the constant pressure of having to produce sales, such is not the case with the air formula used by Cities Service.

Under Mr. DeBow's direction, Cities Service has incorporated a hard-hitting sales technique which has enabled the program always to carry its own weight in the company's ad budget and to serve as a spearhead for all the company's promotional campaigns.

Currently, Cities Service sponsors *Band of America*, heard Monday, 9:30-10 p.m. (EDT) on NBC.

Mr. DeBow was among the first client representatives to contact the individual network stations for

(Continued on page 79)



Mr. DeBOW

30 YEARS OF PUBLIC SERVICE...

On June 22 WISN, Milwaukee's Pioneer Radio Station, Will Have Given 30 Years of Public Service to the Community.

We Are Proud That Milwaukee Always Looks to WISN—First in Public Service—For the Finest in Local and Network (CBS) Radio.

That's Why WISN Means Radio's Best to All Milwaukee.

IN MILWAUKEE THEY LIS'N TO

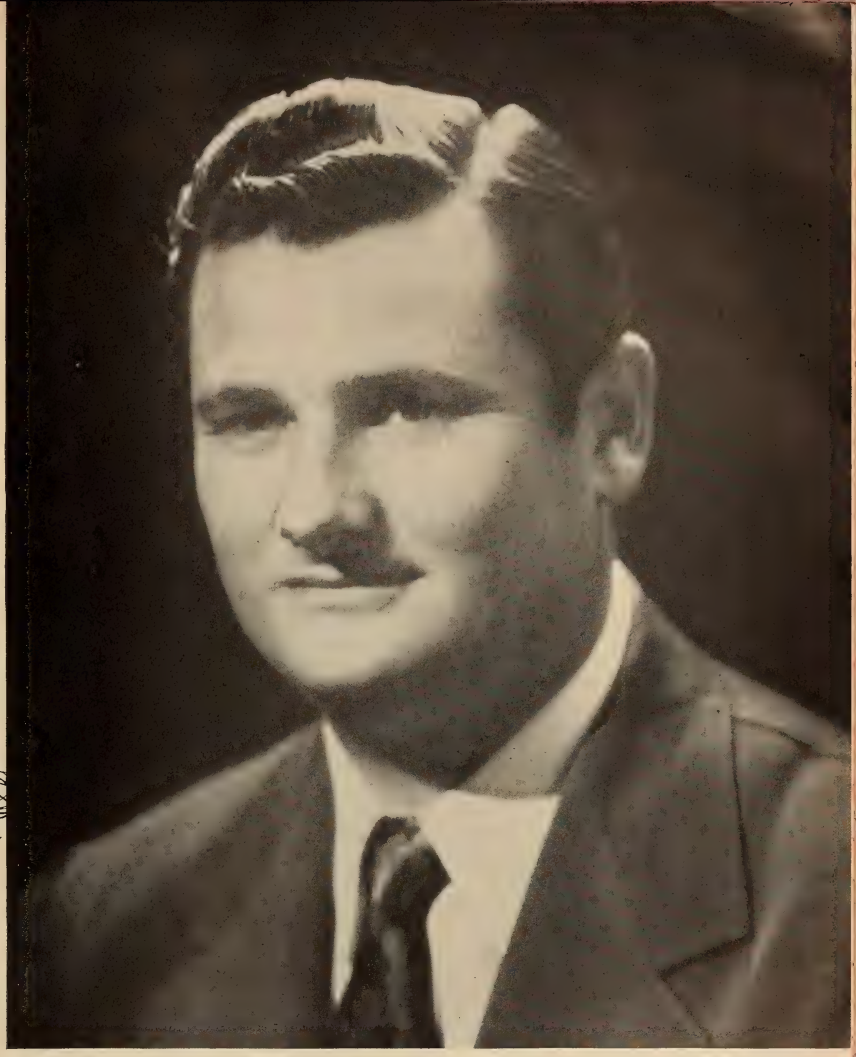
CBS

WISN

5000 WATTS

Represented by KATZ Agency

Carolina Sales with a Boogie Beat





COLOSSUS OF THE CAROLINAS

Composer and recorder of "Guitar Boogie" which sold 2,500,000 records, WBT's Arthur Smith, with his Crackerjacks, won a snug niche in the Folk Music Archives of the Library of Congress. But Arthur's sponsors know him also as a canny, consistent, air salesman whose "Corner Store" program on WBT (4-4:30 PM, M-F) beats out a double sales rhythm. To step up the tempo of your Carolina sales, ask for Arthur.

WBT

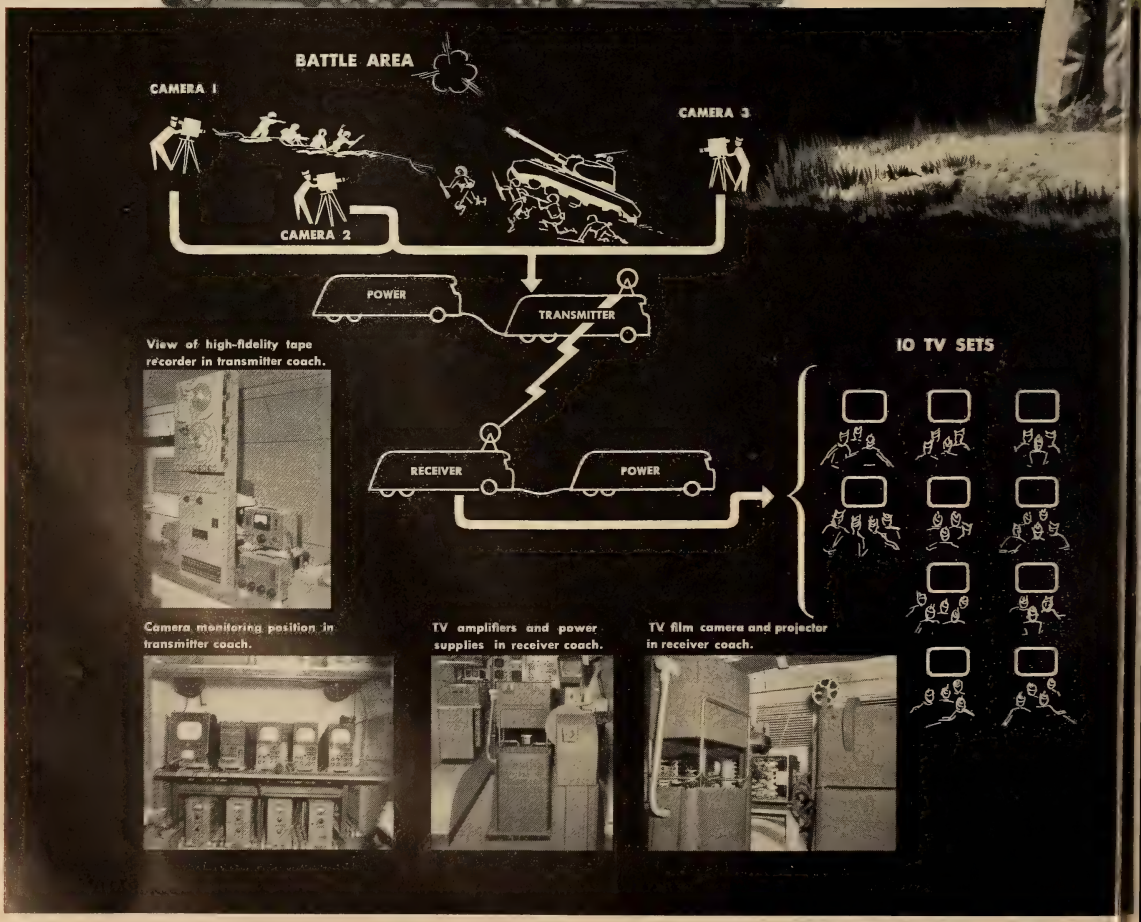
CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Television on





Wheels



—new "electronic eyes" for the Army

THIS fast-moving mobile television system recently delivered by RCA to the U.S. Army Signal Corps flashes eyewitness views of intricate field exercises to expert observers, maneuver umpires, or to Army classrooms.

Pioneering a new concept in military instructional techniques—a major advancement for on-the-spot coverage in military observation and communication—exploring the feasibility of TV for field instruction and tactical use are a few of the jobs assigned to this equipment.

This new mobile TV system is the most complete television station ever mounted on wheels. It consists of four 10-ton coach-trucks fitted with custom-built bodies, each 31 feet long.

THE FIRST COACH contains the cameras and transmitter units . . . three complete TV field camera chains . . . microwave transmitter for video signals . . . 45-watt FM transmitter for sound signals . . . four microphone inputs . . . tape and disc recording equipment . . . complete TV monitoring and switching control equipment.

Transmitter power supply equipment, consisting of two powerful 15-KVA gas-driven generating units is contained in the SECOND COACH.

The receiver-display unit forms the THIRD COACH. This unit houses the FM and microwave receiving equipment . . . ten 16-inch TV picture monitors . . . a 16mm TV projector and film camera . . . slide projector . . . and a large-screen TV projector.

Housed in the FOURTH COACH is another 15-KVA generator power supply for the receiver-display unit. All coaches in the system are in communication with one another by means of an RCA 15-watt Carfone two-way radiotelephone.

This mobile television system, built for the U.S. Army Signal Corps, is another example of RCA applied engineering, manufacturing and service activities. RCA, through its extensive facilities, is constantly striving to provide our armed forces on land, sea and in the air with better military equipment.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

"KWKH coverage is excellent"



Says JOHN B. WILLIAMS
IMPORTANT LOUISIANA FOOD BROKER

John B. Williams is owner of a very successful food brokerage house in the Louisiana-Arkansas-Texas area. Among the products his firm represents are Crustene, Snowdrift and Wesson Oil. Here's what Mr. Williams recently wrote us:

"We are very much pleased with the results of the programs that you carry for the people we represent. It is our opinion that the coverage we get with your station is excellent.

It is a pleasure to work with your people. We have found that your staff has been very anxious at all times to cooperate with us in order to get maximum results. With this team work, I am sure we will continue to get the returns expected.

(Signed) *John B. Williams*"



KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

50,000 Watts · CBS Radio ·

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company Representatives

Henry Clay, *General Manager*

BROADCASTING

Vol. 42, No. 23 JUNE 9, 1952

FREE PLUGS PROVE FOOL'S GOLD

Radio-TV Undersold

By RUFUS CRATER

MILLIONS of dollars worth of radio and television advertising is going into American homes each year at a cost, to the advertiser, as low as ten cents on the dollar.

This has nothing to do with under-the-counter rate deals. The networks and station don't get even the 10%. The "advertising" in question—and much of it is greatly in question among network and station operators, as well as the public—consists of "free plugs" for products of advertisers other than the sponsor.

Broadly defined, the radio-TV "plug" involves on-the-air mention or display of the name of a company, product, service or person in no way connected with the sponsor. It may be pre-arranged at the behest (and expense) of the beneficiary of the plug, or it may be unsolicited (although not often unrewarded).

The plug, which those who arrange it like to call by a more dignified name, such as "promotion and exploitation adjunct," or plain "publicity," and also sometimes known as "payola," takes many forms.

Most Unpalatable

The one which most often has been found unpalatable and has provoked the most protests involves belabored bandying of plug names in not-too-funny jokes, or for no reason that is apparent, and is the form which leading practitioners of the plug-placement art blame for a widespread notion that all plugs are evil. It is also the form which principally impelled NBC-TV affiliates, at a recent meeting of NBC's Stations Planning and Advisory Committee, to protest against certain plug practices which had crept into network shows, and to ask that something be done [B•T, May 5].

Publicists who place plugs in radio and TV—it is estimated that there are about a dozen firms in the U. S. engaged in this work on a regular basis, but the number is growing—generally make two main points about their work. First, they contend their work in radio and television is precisely parallel with publicity work in the newspaper and magazine fields; second, there are good plugs and bad plugs, the distinction being found in the answer to the question: "Is it in good taste and does it contribute something to the program?"

Among the firms which deal or have dealt regularly in radio-TV publicity, it was said, are those of Bander-Globus & Assoc., Universal Adv. Agency, Walter Kline Assoc., Dick Fischel and Adolph Wenland & Assoc., all in Hollywood, and Steve Hannagan, David Alber, Sol Tepper and Boyne Zussman, in New York.

For Clients Since 1946

Adolph Wenland & Assoc. has been getting free radio plugs for clients' products since early 1946 and declares that with television, giveaways are on the increase, rather than on the decline.

Considered the country's No. 1 giveaway organization, the firm has some 60 national, regional and local clients. The majority of business is handled through mail and telephone. There is a certain amount of control on radio copy. But the purpose is to plug the product.

Dick Fischel & Assoc., Beverly Hills, established five years ago as a public relations and product promotion concern, and Walter Kline Assoc., Los Angeles, in a similar type operation for many years, have extensive lists of national and regional clients.

Although both declined to list clients or reveal their method of operation, it is understood the pay-off for free radio-television plugs are through gifts to writers or those responsible for cooperation.

Bander-Globus & Assoc., in business since last November, also is a big-time giveaway operator. Insert plugs are supplied the commercial announcer, but those familiar with the product usually ad lib, Leonard Globus explained. Firm has 26 national, regional and local product clients. Among them are Pro Tools; Catalina Swim Suits; Dr. West Tooth Brush; McKesson & Robbins; Helbros Watches; Tar Tan Sun Lotion; Grantly Sun Glasses, and Mattel Music Maker Toys.

Universal Adv. Agency, operating for the past six years as a product giveaway company and representing 20 national manufacturers, doesn't "go in for pay-off plugs," according to William R. Reid, president. He said Universal works directly with a sponsor or its advertising agency, program packager or network.

The firm writes its own radio-TV copy which must be adhered to. Accounts include Westinghouse Electric Corp., Longines-Wittnauer Watch, Transworld Airlines, Portland Woolen Mills, Zippo Mfg. Co., Spiegel Mail Order House, Westgate Sun Harbor Corp. (canned tuna), Damarel-Allison Div. of Sunkist; Kyron Foundation; Stromberg-Carlson Co. and others.

The number of advertisers who are or have been engaged in publicizing their products via radio-TV plugs is sizable. Many of them also are regular sponsors. The roster also includes such names as Arthur Murray Dance School, Beacon Wax, Hamilton Watches, Kleenex, Knickerbocker Beer, Coca-Cola, Pepsi-Cola, Eversharp, Lifesavers, Maybelline, Philip Morris, Parker Pens, Roma Wines, Robert Hall Clothes, S.O.S. Scouring Pads, St. Joseph's Aspirin, Studebaker, Van Camp's Pork and Beans, Doeskin Tissues, Benrus Watches, Max Factor Cosmetics, Wilson's Hams, Ry-Krisp and Schick Razors, among others

The cost of a planted plug, it has been estimated, runs approximately 10% of what roughly equiv-

(Continued on page 72)

SPOT COSTS

Down Over Decade, Says NARTSR

COST of spot radio, whether figured on the basis of sets in use or on radio families, has come down substantially during the past decade, according to a study released Thursday by the National Assn. of Radio and TV Station Representatives.

Comparing 1951 with 1941, NARTSR reported spot radio cost-per-thousand-sets dropped 26% in the 10-year period and per-thousand-radio-families dropped 11.9%.

"Radio station costs like everything else have gone up in that period," NARTSR noted. "Union wages, program costs, musicians' salaries, materials, taxes, have climbed just as costs in all other businesses have. But spot radio has stayed relatively low because the audience has increased until 96% of all families have radios.

"And the increase in the number of secondary sets, totaling 57 million in 1951, has been beyond the most optimistic estimates. In automobiles alone there are 23 million of those sets. So radio has become the dreamed of mass medium, the only mass medium."

Rates Rises Noted

Actual increases in rates for various media from 1941 to 1951, disregarding circulation changes, were cited by NARTSR as follows: Magazines, average cost of a black-and-white page in 44 magazines, up 54.5%; morning newspapers, average agate line rate, up 140%; evening newspapers, up 87.3%; Sunday newspapers, up 90.6%; spot radio, Class A time, one hour, was up 12.8%; half-hour, up 13.3%; quarter-hour, up 16.3%; one minute, up 36.1%.

Noting that "all these figures have an academic aspect," NARTSR stated that when circulation increases are taken into consideration, the cost of magazine black-and-white pages, per thousand, are up 18.7%. The milline rate of morning newspapers is up 21.2%; of evening newspapers, up 14.4%; of Sunday newspapers, up 22.7%. Spot radio cost based on sets in use concurrently declined 26% and spot radio cost based on radio families declined 11.9%.

These figures do not agree with those presented to the AAAA by Melvin Brorby of Needham, Louis & Brorby [B•T, April 7]. Mr. Brorby reported last year increases of 7% for magazines and newspapers, 16% for network radio and 22% for spot radio.

"The difference," NARTSR pointed out, "is that Mr. Brorby figured the increased cost per thousand of

(Continued on page 32)

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
Regular Week April 20-26, 1952

Current Rank	Program	NIELSEN RATING* Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(5.5)
1	Lux Radio Theatre (CBS)	12.1
2	Arthur Godfrey's Scouts (CBS)	10.3
3	You Bet Your Life (NBC)	10.0
4	Dragnet (NBC)	9.6
5	People Are Funny (CBS)	9.6
6	Amos 'n' Andy (CBS)	9.4
7	Suspense (CBS)	9.4
8	Jack Benny (CBS)	9.0
9	Charlie McCarthy Show (CBS)	8.9
10	Fibber McGee & Molly (NBC)	8.4
	EVENING, MULTI-WEEKLY (Average For All Programs)	(3.7)
1	One Man's Family (NBC)	6.2
2	News of the World (NBC)	5.4
3	Beulah (CBS)	5.3
	WEEKDAY (Average For All Programs)	(4.4)
1	Ma Perkins (CBS)	7.8
2	Our Gal, Sunday (CBS)	7.8
3	Romance of Helen Trent (CBS)	7.8
4	Big Sister (CBS)	7.5
5	Wendy Warren and the News (CBS)	7.4
6	Arthur Godfrey (Liggett & Myers) (CBS)	7.4
7	Aunt Jenny (CBS)	7.0
8	Guiding Light (CBS)	6.9
9	Perry Mason (CBS)	6.8
10	Second Mrs. Burton (CBS)	6.5
	DAY, SUNDAY (Average For All Programs)	(2.2)
1	The Shadow (MBS)	4.5
2	Hollywood Star Playhouse (NBC)	3.4
3	Symphonette (CBS)	3.4
	DAY, SATURDAY (Average For All Programs)	(3.7)
1	Grand Central Station (CBS)	6.3
2	Theatre of Today (CBS)	5.8
3	It Happens Every Day (CBS)	5.4

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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BENOIT NAMED

Heads Westinghouse Div.

WESTINGHOUSE Electric Corp. last week named Walter E. Benoit as manager of its Electronics Div. in Baltimore, to which he moved from management of the company's Air-Arm Div. at Friendship International Airport, between Baltimore and Washington, D. C.



Mr. Benoit

A former vice president and general manager of Westinghouse Radio Stations Inc., Mr. Benoit has been associated with Westinghouse since 1922, when he began as an accountant in the radio department of the Chicopee Falls, Mass., plant.

During Mr. Benoit's management of WRS Inc., the radio station group built WBZ-AM-FM-TV Boston, a modern radio and television center. During this time the headquarters of the organization, now headed by Joseph E. Baudino, were moved from KYW Philadelphia to its present location in the Commonwealth Bldg., Washington.

CHRISTAL FIRM

Will Represent WJR, WGAR

APPOINTMENT of the Henry I. Christal Co. as national sales representative for WJR Detroit and WGAR Cleveland, effective July 1, was announced last week by John F. Patt, president, Goodwill Stations.

"The plan of Mr. Christal and his associates to devote themselves 100% to the selling of radio broadcasting, and to limit their representation to a very small number of major market stations, sharing the highest ideals and service standards, particularly appealed to us," Mr. Patt said.

For the past 19 years, the stations have been represented by Edward Petry & Co. KMPC Los Angeles will continue to be represented by H-R Representatives Inc., Mr. Patt added.

All three of the Goodwill Stations will continue to maintain their own eastern office, which is under the direction of Gordon Gray, Goodwill vice president. This office is at 665 Fifth Ave., New York.

The Christal firm started operations last Jan. 1 under a policy of devoting its activity exclusively to radio. A former partner in Edward Petry & Co., Mr. Christal resigned from the firm last July [B•T, July 23, 1951] following a series of disagreements.

Among Christal stations are WDAF Kansas City and WHAS Louisville.

The Christal - Petry disagreements led to litigation, with the New York State Court of Appeals deciding that Mr. Petry, as majority stockholder of Edward Petry & Co., had the right to increase the number of directors despite a by-laws limitation of four [B•T, May 2, 1950].

BAB SPOT CLINIC

Features Ryan and Sweeney

SOME 40 sales executives and salesmen from ABC, CBS, NBC and Mutual-WOR New York are expected to attend a special clinic Tuesday devoted solely to radio spot advertising. It will be conducted by BAB in New York.

William B. Ryan and Kevin B. Sweeney, BAB president and vice president, respectively, are scheduled to lead discussions on ways to increase spot billing and to build the effectiveness of spot radio advertising. Theodore C. Streibert, WOR president, will preside as chairman. Future BAB plans to promote radio also will be explained.

Bankart Elected

HENRY R. (REG) BANKART, account executive of Compton Adv., N. Y., has been elected a vice president of the agency. He has been with the agency since December 1945.



Drawn for BROADCASTING • TELECASTING by Dick Wang

"Okay! Okay! Wait 'til the commercial!"

TRANSIT MEET

Follows SCOTUS Stand; Sales Growth Seen

EXPANSION of broadcast service to transit passengers on a national basis is contemplated by Transit Radio Inc., following a meeting of its board of directors last Tuesday, but the development will not be rushed.

Called into a Cincinnati session following the U. S. Supreme Court's decision upholding its service [B•T, June 2], the Transit Radio board decided to proceed carefully, with possibility that broad expansion of the medium would start in late autumn.

After the board session, President R. C. Crisler said many inquiries have been received from stations desiring to affiliate with Transit Radio. In addition, a number of transit operating groups have shown new interest in the service.

After conducting its sales efforts on a moderate basis while litigation pended, Transit Radio's national headquarters prepared last week to set up national advertising representation facilities for all stations.

Local sales efforts were speeded up as advertisers showed renewed interest.

Mass Production Basis

Transit Radio has arranged for mass production of specialized receiving equipment by several manufacturing companies. Worn-out equipment will be replaced in the existing transit service areas. Some used equipment is already available for new installations.

C. L. Thomas, KXOK-FM St. Louis, a TR board member, said the organization "definitely sees a good future." He said all board members are interested in going forward and utilizing the know-how acquired in several years of operation. "We were convinced from the start that we had a sound public service and an effective new advertising medium," he said.

Ben Strouse, WWDC-FM Washington, TR vice president and board member, said the local service has no immediate plans to expand its Washington operation, now serving about 425 of 1,500 Capital Transit Co. vehicles. The transit firm has indicated the service may be extended to all of its vehicles.

Mr. Strouse said the Cincinnati board meeting was "realistic, with many plans studied."

Attending the meeting, besides Messrs. Crisler, Thomas and Strouse, were Elzey Roberts Jr., KXOK-FM St. Louis; Hulbert Taft Jr., WKRC-FM Cincinnati, TR board chairman, and David Gamble, Cincinnati attorney.

A drive was started last week by National Citizens' Committee Against Forced Listening to collect signatures protesting transit programming. Bernard Tassler, managing editor of the *American Federationist*, official AFL monthly magazine, said:

"Although the Supreme Court did not find forced listening to be unconstitutional, it must be borne in mind that there are many evils which are vicious and wrong and cannot be justified, even though one cannot find a prohibition against them in the Constitution. In addition we are going ahead with the drafting of legislation which will put the quietus on this evil innovation."

Mosman Joins Cohen

JOHN E. MOSMAN has joined Harry B. Cohen Adv. Co., New York, in newly-created post of vice president in charge of radio and television. He was formerly with Biow Co., that city, in similar capacity. Jose di Donato, radio-TV director, and Larry Schwab Jr., TV producer-director, will continue in their present positions under Mr. Mosman's supervision in what is described as "a greatly expanded operation."

NETWORKS' TIME SALES

Over $88 Millions for First Quarter

DURING the first quarter of 1952, a total of 175 advertisers purchased $42,600,798 worth of time on the national radio networks, for an average three-month expenditure of $243,433.13, per advertiser according to figures compiled by Publishers Information Bureau.

In the same period—January-March 1952—PIB found that the TV networks were used by 183 advertisers, who purchased a combined total of $45,721,135 worth of TV network time, averaging $249,-896.91 per advertiser. All time cost figures, both radio and TV, are calculated at one-time rates, before volume or frequency discounts.

P&G Number One Client

Procter & Gamble Co. was the number one March client of both radio and TV networks, spending (at gross rates) $1,372,834 for radio network time and $1,212,465 for TV network time during the month. Lists of top ten users of each medium (Table I for Radio, Table II for TV) show six advertisers—P & G, Lever Brothers Co., General Foods Corp., General Mills, Liggett & Myers Tobacco Co. and Colgate-Palmolive-Peet Co. — common to both groups of leaders. Leading advertiser in each PIB product category is shown for radio networks in Table II and for TV networks in Table V (see page 70).

Time purchases by the various classes of advertisers are shown in Table III (for radio network clients) and Table VI (for TV network clients), with March and January-March 1952 compared for each medium with the month and year-to-date figures for 1951.

More Money for TV

These tables show that in March 1952 advertisers in 17 product classes spent more money for TV network time than for time on the radio networks, and this in spite of the limited scope of the TV net-

(Continued on page 70)

* * *

TABLE I

Top Radio Network Advertisers During March 1952

1. Procter & Gamble Co.	$1,372,834
2. Sterling Drug	631,815
3. Lever Brothers Co.	628,285
4. General Foods Corp.	621,230
5. Miles Labs	567,179
6. General Mills	487,373
7. Liggett & Myers Tobacco Co.	443,574
8. American Home Products Corp.	401,073
9. Philip Morris & Co.	371,952
10. Colgate-Palmolive-Peet Co.	342,413

* * *

TABLE IV

Top TV Network Advertisers During March 1952

1. Procter & Gamble Co.	$1,212,465
2. General Foods Corp.	777,390
3. R. J. Reynolds Tobacco Co.	648,755
4. Colgate-Palmolive-Peet Co.	624,971
5. American Tobacco Co.	450,640
6. Lever Brothers Co.	444,816
7. Liggett & Myers Tobacco Co.	407,690
8. Kellogg Co.	313,185
9. P. Lorillard Co.	310,764
10. General Mills	307,080

TABLE II

Top Radio Network Advertiser in Each Product Group in March 1952

Agriculture, Equip. & Access.	Allis-Chalmers Mfg. Co.	$38,815	Insurance	Prudential Insurance Co. of America	125,902
Apparel, Footwear & Access.	Brown Shoe Co.	17,557	Jewelry, Optical Goods, & Cameras	Longine-Wittnauer Watch Co.	114,780
Automotive, Automotive Access. & Equip.	Electric Auto-Lite Co.	87,460	Office Equip., Stationery, & Writing Supplies	Halls Brothers	65,984
Beer, Wine & Liquor	Falstaff Brewing Corp.	68,296	Political	.....	.....
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	65,976	Publishing & Media	Time Inc.	52,205
Confectionery & Soft Drinks	Coca-Cola Co.	160,547	Radios, TV Sets, Phonographs, etc.	R C A	73,197
Consumer Services	A T & T Co.	77,234	Retail & Direct Mail	Dr. Hiss Shoe Stores	3,360
Drugs & Remedies	Sterling Drug Co.	584,382	Smoking Materials	Liggett & Myers Tobacco Co.	443,574
Food & Food Products	General Foods Corp.	614,780	Soaps, Cleansers & Polishes	Procter & Gamble Co.	925,015
Gasoline, Lubricants, & Other Fuels	Standard Oil of Indiana	97,503	Toiletries & Toilet Goods	Procter & Gamble Co.	378,519
Horticulture	Ferry-Morse Seed Co.	27,585	Transportation, Travel & Resorts	Assoc. of American Railroads	77,417
Household Equip. & Supplies	Philco Corp.	131,814	Miscellaneous	American Federation of Labor	97,607
Household Furnishings	Armstrong Cork Co.	41,420			
Industrial Materials	U. S. Steel Corp.	121,950			

* * *

TABLE III

Gross Radio Network Time Sales for March and First Quarter 1952, Compared to 1951, by Product Groups

	March 1952	Jan.-March 1952	March 1951	Jan.-March 1951
Agriculture, Equip. & Access.	$74,958	$194,984	$74,575	$192,690
Apparel, Footwear & Access.	34,524	81,334	108,990	360,635
Automotive, Automotive Access. & Equip.	328,930	1,011,085	377,619	1,264,437
Beer, Wine & Liquor	252,570	659,209	329,884	976,248
Building Materials, Equip. & Fixtures	92,274	230,620	134,094	344,321
Confectionery & Soft Drinks	557,025	1,645,521	507,477	1,544,800
Consumer Services	207,759	607,954	342,502	906,953
Drugs & Remedies	1,935,406	5,594,148	2,127,293	6,448,716
Food & Food Products	3,305,369	9,925,948	4,176,012	12,091,189
Gasoline, Lubricants & Other Fuels	492,929	1,414,016	548,614	1,632,955
Horticulture	27,585	38,619	30,105	42,147
Household Equip. & Supplies	326,142	1,007,551	245,582	721,658
Household Furnishings	104,832	311,474	77,775	214,221
Industrial Materials	285,170	704,578	172,068	532,461
Insurance	$290,209	$875,621	$287,555	$769,978
Jewelry, Optical Goods & Cameras	114,780	297,840	100,792	302,376
Office Equip., Stationery & Publishing & Media Writing Supplies	63,783	197,670	8,176	127,655
	65,984	213,093	88,458	229,914
Political	.....	704	.....	.....
Radios, TV Sets, Phonographs, Musical Instruments, and access.	190,898	418,691	207,068	531,106
Retail Stores & Direct Mail	3,360	5,646	3,152	5,264
Smoking Materials	1,631,607	4,993,210	1,957,952	5,499,520
Soaps, Cleansers & Polishes	1,558,409	4,632,785	1,659,186	4,706,931
Toiletries & Toilet Goods	2,013,407	6,038,991	2,324,457	7,020,813
Transportation, Travel & Resorts	100,117	282,741	121,324	370,798
Miscellaneous	462,366	1,216,765	429,677	1,295,061
Totals	$14,520,393	$42,600,798	$16,440,387	$48,132,847

Source: Publishers Information Bureau.

* * *

TABLE VI

Gross TV Network Time Sales by Product Groups for March and First Quarter 1952, Compared to 1951

	March 1952	Jan.-March 1952	March 1951	Jan.-March 1951
Apparel, Footwear & Access.	$397,182	$1,104,062	$304,819	$705,747
Automotive, Automotive Access. & Equip.	1,357,854	3,848,385	886,670	2,563,854
Beer, Wine & Liquor	573,120	1,677,978	398,107	1,106,092
Building Materials, Equip. & Fixtures	97,356	239,002	1,745	1,745
Confectionery & Soft Drinks	560,201	1,502,517	209,242	599,826
Consumer Services	24,900	64,740	54,865	172,685
Drugs & Remedies	460,442	1,275,089	159,015	375,310
Food & Food Products	3,091,284	8,941,096	2,003,865	5,503,998
Gasoline, Lubricants & Other Fuels	352,940	1,155,978	215,120	610,430
Household Equip. & Supplies	1,019,804	2,767,829	631,532	1,823,344
Household Furnishings	205,845	602,545	325,031	974,816
Industrial Materials	525,379	1,231,690	287,890	869,260
Insurance	27,240	93,190	56,000	145,250
Jewelry, Optical Goods & Cameras	$168,523	$468,930	$216,285	$529,060
Office Equip., Stationery & Writing Supplies	153,540	566,910	19,450	50,040
Political	22,414	68,582	———	———
Publishing & Media	80,746	187,041	102,508	148,543
Radios, TV Sets, Phonographs, Musical Instruments & Access.	451,110	1,257,865	452,973	1,327,403
Retail Stores & Direct Mail	86,400	297,350	161,065	563,010
Smoking Materials	2,271,439	6,840,852	1,254,441	3,480,940
Soaps, Cleansers & Polishes	1,663,612	4,910,623	706,383	1,645,603
Toiletries & Toilet Goods	2,015,388	6,042,939	992,921	2,788,924
Miscellaneous	229,254	575,942	145,459	362,768
TOTALS	$15,835,973	$45,721,135	$9,585,386	$26,348,648

Source: Publishers Information Bureau.

CBS RADIO SELLS

$1½ Millions in Business

WHILE its affiliates proceeded with plans for a conference July 1-2 to assess the current radio network crisis [B•T, June 2], CBS Radio last week reported time sales, renewals and replacements representing, on an annual basis, gross billings approximating $1,451,000.

The sales included purchase of five Arthur Godfrey quarter-hours per fortnight—Tuesdays and Thursdays one week, Tuesdays, Thursdays and Fridays the next, 10-10:15 a.m. EDT—by the Frigidaire Division of General Motors, starting Tuesday, and the purchase of *King Arthur Godfrey's Round Table* (Sun., 5-5:30 p.m. EDT) by Holland Furnace Co., of Holland, Mich., for this summer. Holland's sponsorship starts July 13, when Kingan & Co. relinquishes sponsorship of the program for the summer, and extends to Oct. 12, when Kingan returns. Agency for Frigidaire is Foote, Cone & Belding, Chicago; for Holland: Roche, Williams & Cleary, also Chicago.

Toni Co., on behalf of its White Rain and Prom, meanwhile signed for a five-minute strip of *It Happens Every Day*, to be presented at 4-4:05 p.m. Mondays through Fridays starting June 16, in addition to its current Saturday version of the same program. Agency: Foote, Cone & Belding, New York.

Pearson Pharmacal Co. (Ennds chlorophyll tablets and Eye-Gene drops), which will sponsor *Inner Sanctum* on CBS Radio starting June 22 (Sun., 9:30-10 p.m. EDT), also is planning a half-hour dramatic show from Hollywood this fall, exact time to be decided. Harry B. Cohen Adv., New York, is the agency.

Negotiations also were in progress looking toward General Foods' sponsorship of *Bob Trout and the News* at 10-10:05 p.m. EDT on Thursdays, Fridays and Sundays,

(Continued on page 36)

RESEARCH WRANGLE

Nielsen, SAMS Battle

RADIO RESEARCH last week returned to the old slug-fest days of the mid 1940's, when Hooper and the Cooperative Analysis of Broadcasting were battling for supremacy in the program audience measurement field.

This time the battle is in the field of station coverage, in which both Standard Audit & Measurement Services and A. C. Nielsen Co. currently are conducting nationwide surveys, each trying earnestly to win industry support for its method.

A. C. Nielsen, head of his research firm, opened the battle last Monday with a charge that the mail ballot system of collecting coverage data used by Broadcast Measurement Bureau in its two studies and currently by SAMS "shortchanges" radio to an alarming degree (see earlier story, page 81).

Baker Counter-Statement

On Thursday Dr. Kenneth H. Baker, SAMS president, countered with a statement that in 1944 and 1945 BMB considered the personal interview method (which the Nielsen organization is using in its survey) "and discarded it as being unsuitable as a measuring instrument for a national study of station coverage."

The Nielsen blast was released concurrently with distribution of a brochure giving details of the new "Nielsen Coverage Service," first sales move of the new service following an abortive attempt to achieve a merger with SAMS. NBC, with whom the NCS study was worked out, is to date its only subscriber, but Nielsen officials are optimistic about winning widespread station support as well. SAMS subscribers include CBS Radio and some 400 stations.

Noting that the mail ballot technique "involves very serious errors arising from the impossibility of compiling a mailing list that is a true sample of all U. S. homes and the substantial difference in listening habits between families that reply and those which fail to respond," Mr. Nielsen stated that "a third and equally serious error results from the memory loss among respondents."

Family Interviews

He asserted the new NCS project will avoid undervaluation of radio station coverage by use of "personal interviews covering the entire family" and by checking Audimeter reports against interviews in the same households "to measure any shortage that may remain (either for radio or for any specific type of station) so that appropriate adjustment factors may be applied."

Dr. Baker, in his reply, pointed out that the BMB committees which rejected the personal interview method as a proper tool to use in measuring station coverage throughout the land "were composed of representatives of both the buyers and sellers of broadcast advertising. The decision was made after the examination of pertinent experimental and test data assembled and presented to the committees by BMB's director of research, John Churchill, now on the Nielsen executive staff.

"The decision was accepted by a large segment of the broadcasting industry and it generally was agreed that station audiences and station coverage would henceforth be estimated on the basis of returns to a mail ballot. It is hard, therefore, to believe that data from the personal interview will be accepted as 'a vastly improved replacement for BMB.'

"The personal interview is treacherous at best," Dr. Baker declared, stating that when 500 interviewers are used as in the NCS survey "uniformity is next to impossible to attain." In addition, he stated that "memory loss can be just as great in the doorbell situation as it is in ballot-marking, unless the interviewer resorts to prompting and then, of course, the bars are down."

Baker Comments

Admitting that mail ballots do reflect gaps in the respondent's memory, Dr. Baker pointed out that occasional listening to a station shown by the Audimeter but forgotten by the respondent would not be accepted by the buyer as "circulation."

"In the case of the two BMB studies," he reported, "buyers and sellers alike have learned from experience where this type of data is useful and where it must be used with care or be supplemented.

"The buyer is not helped, however, by being furnished data which result from 'doctoring' or 'treating' or 'correcting' what people said. It is hard to understand how the results of personal interviews can be combined with the returns from a mailed ballot, the mixture then seasoned with Audimeter findings and the whole concoction screened through the sieve of a biased program-roster." (About 10% of the NCS reports, those from the most remote areas, will be obtained by mail ballots.)

On Thursday morning Mr. Nielsen explained NCS to a meeting of some 80 station representatives in New York and that afternoon he repeated his explanation to the advertising press, augmenting the material in his brochure. Stations, either AM or TV, he said, are offered NCS on two different bases, a basic and a comprehensive service. The basic service includes reports on weekly audience—separately for day and night—for the total station area and for indivdual NCS areas, comprising individual counties or more than 10,000 population and groups of contiguous smaller counties; frequency of listening—six or seven times a week, three to five times a week, one or two times a week; number and per cent of radio homes and of TV homes in the station area; a map showing the station's coverage level in each NCS area; an NCS area report, and a sales promotion manual.

The comprehensive service includes the entire basic service plus average daily audience and four week audience figures; audience characteristics of the station audience by economic level, se ownership and family size, a compared with data for all hom in the station area; out-of-hom radio listening or TV viewin Special reports are also availabl

Charges for the Nielsen Cove age Service are maximum hour station rates, times 12 for radi times four for TV, less operatin allowance of $1,000. Discounts a allowed of 5-15% for prompt pu chase, 15% for omission of com prehensive features, 10% for pu chase of NCS No. 2 (to be ma in either 1953 or 1954) and 5 for subscribers to other Nielse services. Minimum station char is $750; maximum is $20,000 f radio, $15,000 for TV.

'Ham' Relays SOS

ONCE-IN-A-LIFETIME opportunity came to "ham" radio operator Ernest Schaufler, WMGM New York engineer, a fortnight ago. "Listening in" on his home-made receiver set, Mr. Schaufler received a coded SOS message from the 10,000-ton tanker *Michael* over the 600-meter band. The tanker, which had collided with an oil barge on the Delaware River, had sent its distress signal in vain. Because of rain and excessive static, no one near the river had received it. Decoding the message—saying tanker was still afloat, but that one man apparently had been lost—he notified authorities and newsmen.

MUTUAL-WOR BLUEPRINT

Is Complete

EXECUTIVE blueprint for the "combined operations" of Mutual radio network and WOR-AM-FM-TV New York under their new General Tire & Rubber Co. ownership was completed Friday. It is to become effective immediately.

The realignment, anticipated since General Tire's acquisition of control of MBS and the WOR properties earlier this year, and generally regarded as forerunner of reorganization of Mutual operations along standard network lines, puts MBS Executive Vice President William H. Fineshriber Jr. in charge of the combined Mutual-WOR radio operations.

Theodore C. Streibert, president of the WOR stations, was not mentioned in the memorandum detailing the changes to Mutual and WOR personnel.

It was understood, however, that he will work directly with MBS President and Board Chairman Thomas F. O'Neil in Thomas S. Lee Enterprises Inc.—General Tire's overall broadcasting properties, including Don Lee and Yankee Networks along with the WOR stations and about 58% stock interest in Mutual—with responsibility for special projects including the TV film syndication operation currently planned.

The combined operations plan was worked out by top-level executives including Mr. O'Neil, Executive Vice President Fineshriber, and J. Glen Taylor, veteran General Tire executive who was named a vice president of Thomas S. Lee Enterprises a few weeks ago [B•T, May 26]. Mr. Taylor has been concentrating on the combination-coordination project.

The memorandum outlining the new Mutual-WOR executive roster was circulated to network and station personnel late Friday, showing assignments as follows:

Mr. Fineshriber to assume charge of Mutual-WOR radio operations.

J. R. Poppele, vice president in charge of engineering for WOR radio and television, will be in charge of engineering for Mutual as well as the WOR stations.

E. M. Johnson, MBS vice president in charge of station relations and engineering, will continue vice president in charge of stati relations for the network.

Julius F. Seebach Jr., WOR-A TV vice president in charge programming, will be in this po for Mutual and for WOR radio.

Harvey Marlow will continue charge of programming for WO TV.

James E. Wallen, secretary a treasurer of Mutual, also w handle account and administrati operations for WOR radio-TV.

Robert A. Schmid, Mutual vi president in charge of advertisi public relations and research, a will be in charge of advertisi research, and public relations WOR-AM-TV.

Adolf N. Hult continues as vi president in charge of sales Mutual.

William Crawford continues sales manager of WOR radio.

R. C. Maddux WOR-AM-TV v president in charge of sales, w concentrate on WOR-TV sales, sisted by Robert Mayo, WOR-T sales manager.

'MORALS' INQUIRY

'Drys' Take Offensive as Hearings Begin

BACK into the English lexicon came two pre-World War I words—"hootchie-cootchie" and "shimmy"—as a subcommittee of the House Interstate & Foreign Commerce Committee opened its probe last week into "immoral" radio and TV programs.

The hearings, established by a resolution sponsored by Rep. E. C. Gathings (D-Ark.) [B•T, June 2, March 24, 3, Feb. 11], which were held three mornings, saw a parade of witnesses made up mostly of temperance leaders objecting to beer, wine and liquor advertising and drinking scenes.

The subcommittee, chairmanned by Rep. Oren Harris (D-Ark.), recessed last Thursday after completing the roster of congressional and civic witnesses. Only Rep. Gathings and Rep. Joseph R. Bryson (D-S. C.), adherent of "dry" forces, were Capitol Hill witnesses.

Industry Will Testify

Resumption of the hearings in another week or two is expected to see industry witnesses take the stand to rebut impressions left with the subcommittee that radio-TV programs are replete with licentiousness, horror, crime, drinking and vulgarity.

It is believed that NARTB officials will carry the ball for the industry. Whether representatives of networks or individual stations will appear was not apparent at the week's end. On Friday morning, the TV Code Compliance Committee was scheduled to meet with Rep. Harris and the subcommittee.

Following the industry, the FCC is expected to tell its side of the story. It has already complied with Rep. Harris' request by furnishing the subcommittee with a breakdown of program complaints.

Only specific proposals as to what Congress might do about the level of morality in radio and TV programs were:

(1) Continuance of hearings by the subcommittee to permit objections to be made to programs violating good taste—recommended by Rep. Gathings.

(2) Establishment of a National Citizens Advisory Board to act as a "rallying point" for those concerned with program level. This was recommended by Lloyd Halvorson of the National Grange. This is similar to the proposal of Sen. William Benton (D-Conn.) whose bill (S 1579) is before the Senate Interstate & Foreign Commerce Committee.

All witnesses, as well as subcommittee members, shied away from any suggestion of censorship or legislation. There was some talk of giving the FCC more power to deal with so-called objectional material on the air.

Only witness who cited specific shows in an original statement to the subcommittee was Elizabeth A. Smart of the National Women's Christian Temperance Union.

It was Rep. Gathings who set the tone of the hearings when he described one act of a *You Asked For It* program in which a young woman in a grass skirt did the "hootchie-cootchie" and ended it with a "shimmy" while bending backward with her hands on the floor behind her. In close proximity to her, Rep. Gathings said, was a young man "thinly clad."

In describing the incident, Mr. Gathings held up his hands and demurely wriggled his hips.

Rep. Gathings also alluded to improvements noticeable in TV programs since the TV Code became effective March 1. Necklines are higher, he said, calling attention to Dagmar's more modest exposure. But, he said, he did not think the industry could police itself in the long run. "Competition is keen and great financial stakes are involved," he said.

Other witnesses also expressed satisfaction with improvements in programs since the establishment of the industry's TV Code.

Mr. Gathings' prime objection, however, was to the number of crime shows on the air. He cited Thursday night, when three of the four TV outlets in Washington showed crime shows, while the fourth presented wrestling from Chicago. He also expressed a strong dislike of horror shows. "Long, bony fingers come at you, with deep, mournful music," he intoned.

Impact of such a cumulation of violence, Mr. Gathings emphasized, was on children. He admitted the programs were seen at 10 p.m., but declared that many children and adolescents were still up at that hour.

Statement by Rep. Arthur G. Klein (D-N.Y.) that Mr. Gathings had an alternative to watching such programs: "Don't watch the damn thing at all—turn it off," drew from Mr. Gathings the observation that such a statement was like saying, "Don't buy a TV set."

"Radio and TV are essential to the American home, like the automobile," he said.

Rep. Bryson, although mainly concerned with alcoholic advertising on the air, cited his opposition to programs which depict a "lack of reverence and respect for marital bonds." Some programs, he said, tend to discredit marriage vows, and deal with domestic unhappiness, marriage breakups, even the exchanging of wives. He also expressed the opinion that European films on TV were bad for morals.

Root of programming evils is the concentration of the broadcasting industry in New York City,

(Continued on page 34)

Not All 'Immoral'

ALL was not negative at last week's hearings by the Harris Subcommittee on "immoral" radio and television programs. Favorite programs of subcommittee members and witnesses were named as: Ed Sullivan, Ed Wynn, *The Lone Ranger*, *Gangbusters*, *Treasury Men in Action*, Fred Waring, Herb Shriner.



Herblock in *The Washington Post*

CANDIDATES' COMPLAINTS

FCC to Act

PROMPT action on the complaints of Sens. Robert A. Taft (R-Ohio) and Estes Kefauver (D-Tenn.) that radio-TV networks refused them time equivalent to that given Gen. Dwight D. Eisenhower was promised by the FCC last week. At week's end, the Commission was awaiting comments on the complaints from ABC, CBS and NBC.

Some observers thought the Commission might act this week.

Both Senators Taft and Kefauver held that radio-TV coverage of the General's Abilene speech and subsequent news conference was of a political nature and that they should have similar facilities afforded them in accordance with the mandate of Sec. 315 of the Communications Act. Section 315 provides that if licensees permit the use of their facilities to one candidate, they must provide equal time to all other candidates.

First refusal of time was made by CBS which denied requests for facilities equal to those allotted Gen. Eisenhower by answering that it considered the Abilene address "a news event and not a political speech" and therefore did not feel that the equal-time provision applied.

A similar CBS answer to Sen. Kefauver, who had requested 30 minutes of AM-TV time immediately following the General's talk, prompted Gael Sullivan, Mr. Kefauver's campaign manager, to say, "It is inconceivable how anyone at CBS could be so politically naive as to assume that this is a fact." Mr. Sullivan denounced radio-TV coverage of the General's "first political speech" as "a product of high-priced hucksters . . . dreamed up for the sole purpose of monopolizing" broadcast time for one Republican candidate.

ABC, reportedly asked by Sen. Taft for broadcast time Friday, was understood to have given a negative answer on the grounds that "All we are doing for Gen. Eisenhower is what previously we have done for you and other candidates."

The network pointed out that it had given free AM-TV coverage to the Senator's talk in Detroit Oct. 15, prior to its adopting in January a policy of charging political candidates commercial fees, and noted that Gen. Eisenhower had not had "available to him comparable ABC radio and television time." The network also pointed out that it had not granted the General's request for television time, since it would have required line charges not incurred by its Detroit coverage of the Taft talk.

A request to ABC from Sen. Kefauver was understood to have been answered similarly.

NBC denied time to Sen. Taft earlier in the week on the basis that the General's homecoming was of national interest and could be classified as deserving of legitimate news coverage, and spokesmen explained that NBC coverage of Gen. Eisenhower's activity was only in proportion to that offered other candidates while the General was still overseas. The network further explained that it did not consider Sen. Kefauver, a Democratic candidate, in direct competition with the General for the Republican nomination.

First Political Speech

WQXR New York, station of the *New York Times*, carried its first speech by a political candidate for the Presidential nomination when it broadcast the Abilene speech Wednesday, and acceded to Sen. Taft's request for equivalent air time. The station will broadcast a talk he is scheduled to give before the National Republican Club in New York from 1:30-2 p.m. EDT Thursday.

Radio-TV coverage by major networks and many local stations was almost constant as Gen. Eisenhower progressed through his Pentagon press conference Tuesday, his Abilene speech Wednesday

(Continued on page 36)

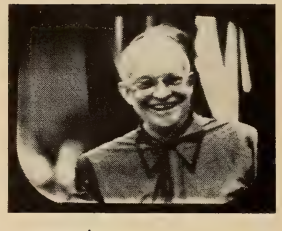
IN REVIEW

Program: Gen. Dwight D. Eisenhower's speech at Abilene, Kan., June 4, 7 p.m. EDT; live on ABC Radio, CBS-TV, NBC Radio and TV; delayed broadcast on CBS Radio.

DWIGHT D. EISENHOWER took his first excursion into politicking by television last week under circumstances so technically amateurish that they had a unique charm.

Insofar as appearances were concerned, his speech at Abilene could as well have been the unseasonally rainswept Fourth of July oration doggedly delivered by the local mayor to a drenched and dwindling crowd in any of thousands of small and medium-sized U.S. communities.

★



As Gen. Eisenhower spoke, Abilene townsfolk scuttled back and forth behind the platform, where the speaker could not see them but the television camera and several million in the audience could.

Applause was listless, for no assembly standing in mud with rain running down its necks can be expected to muster enthusiasm for anything but an end to its discomfort.

An unidentified but loutish functionary stood at the general's side, attempting periodically to pump up audience excitement by wildly clapping his hands.

As for the general, he had, within 24 hours, completed an astonishing transformation. The day before he had worn his immaculate, five-starred uniform to take leave of the Army. At Abilene on television he stood bare-headed in the rain, wearing a nondescript slicker. The poor quality of the rain-blurred picture seemed to have aged him overnight.

The appearances indeed were unprepossessing.

But despite the appearances, the substance of the man came through. Here again it was demonstrated that television shows a man for what he is, no matter what his surroundings.

For all his military background and its pomp and ceremony, Ike seems essentially an unassuming man. He seemed more than ever so at Abilene. He spoke clearly and with purpose. He read unfalteringly. The flat, midwestern voice was without theatrical effects but neither was it monotonic.

Against appalling odds, Ike was impressive. He should wear well on television.

NBC SPOT SALES

Div. Structure Completed

REORGANIZATION of the advertising and promotion division of NBC's National Spot Sales Dept., in progress for the past several months, has been completed, Thomas B. McFadden, department director, announced Thursday.

Two separate advertising and promotion units, one each for radio and television, have been established under the new plan, with Harold W. Shepard, manager of sales development, advertising and promotion for NBC Spot Sales, to direct both units.

Seymour Vall, whose writing-research background includes service with two publishing houses, has joined NBC as manager of the spot radio advertising and promotion unit, while the corresponding position for television has been assigned to the department's Elliott Eakin. Robert T. Howard, formerly associated with WCAP Asbury Park, N. J., and WCHU Charlottesville, Va., will serve as spot radio research supervisor, and the department's Alan Ewald will handle spot TV research.

RED CROSS MEET

CBC Plans World Airing

HUNDREDS of news and actuality programs will originate in 15 languages at the 18th International Red Cross conference at Toronto July 23 - Aug. 9. The Canadian Broadcasting Corp. plans to provide broadcasting facilities for networks and stations throughout the world.

W. John Dunlop, CBC supervisor of institutional broadcasts, will head the radio committee for the conference. Radio co-ordinator will be Richard H. Gluns.

Amateur Notice

WARNING was issued by FCC last week that amateurs seeking extra class ratings must submit sufficient evidence of their holding an amateur license prior to April 1917. This must be in the form of license documents, correspondence or sworn statement. Those who held such license prior to April 1917 and now hold a general class license are not required to take code test or written element in examination for the extra class rating, comparable to advance class, FCC officials explained.

BAB AD DRIVE

Mapped at N. Y. Meet

SPECIAL emphasis on radio coverage by stations and networks was called for in BAB's plans for a national advertising campaign to promote radio [B•T, June 2], developed during a meeting of the BAB advertising committee held in New York Thursday.

Radio advertising, it was noted, will be supplemented with newspaper ads in major cities and space in various trade magazines, according to the committee, named to work out themes and copy and to select media for the pro-radio drive. Under the chairmanship of Louis Hausman, administrative vice president of CBS Radio, the advertising committee is working on the campaign in conjunction with BAB's permanent promotion committee, headed by Donald W. Thornburgh, president of WCAU Philadelphia.

Members attending the Thursday session included Robert A. Schmid, MBS vice president; William McGrath, managing director of WHDH Boston; H. Preston Peters, president of Free & Peters; Winslow Leighton, president of WSNY Schenectady; Edgar Kobak, chairman of the BAB executive committee; William B. Ryan, BAB president, and Messrs. Hausman and Thornburgh.

'FREE' ADS

FTC Clearing Docket

FEDERAL TRADE Commission last week claimed it is "rapidly clearing" its docket of "many 'free goods' cases" since deciding that the word "free" should be banned from advertising claims such as in the Book-of-the-Month case.

FTC said 33 firms have notified it that they have "voluntarily discontinued use of the word . . . in advertising their products." Cases are being settled administratively through correspondence at a minimum of expense, the commission noted, asserting, "This cooperation from advertisers is encouraging. It means they are in accord with the commission's policy. . . . It also means that these cases will not have to be litigated and there will be . . . a saving of time and money."

There had been signs of confusion among agency, advertiser and station circles over the word's use in broadcast and published advertising claims [B•T, May 26].

Togio to L&N

A THIRD new executive, Adolph J. Togio, is to join the new Lennen & Newell agency, it was announced last week (see earlier story, page 80). Mr. Togio, who resigned as vice president of William Esty & Co., New York, is to become vice president, general manager and member of the board of L&N.

RTMA MEET

Sarnoff To Be Honored

FIRST Medal of Honor awarded by Radio-Television Mfrs. Assn. will be presented to Brig. Gen. David Sarnoff, board chairman of RCA, at the 28th annual RTMA convention June 23-26 at the Palmer House, Chicago.

The award goes to Gen. Sarnoff "for his outstanding contributions to the advancement of the radio-television industry."

Presentation will be made during the annual RTMA banquet June 26. The entertainment program will feature Rise Stevens, opera singer, who will appear through courtesy of RCA and NBC.

Set, parts, tube and equipment manufacturers will meet in separate sessions during the four-day industry conference, according to James D. Secrest, RTMA general manager. Divisional membership meetings will be followed by election of officers and directors for the new fiscal year. Past officers and directors of RTMA will be honored at a June 25 dinner, with present officers and directors as hosts.

John T. Koehler, chairman of the Renegotiation Board, will speak at the June 25 luncheon on administration of renegotiation legislation as it affects radio and electronic manufacturers. The RTMA Government Relations Section has asked clarification of some problems of renegotiation.

The election involves 17 directors as well as chairmen of the five divisions and executive committees. The board of directors on the final day will elect a chairman, five vice presidents, a treasurer and other association officers. RTMA President Glen McDaniel is not involved in the election process since he is serving a three-year term. Robert C. Sprague is current RTMA board chairman and will preside at the board meeting.

President McDaniel and Leslie F. Muter, RTMA treasurer and co-chairman of the convention committee, will make their reports to the membership at the closing luncheon. Co-chairman of the committee is Charles M. Hofman.

Alford Promoted

ROBERT H. ALFORD, attorney with the Renewal and Transfer Division of FCC's Broadcast Bureau, last week was appointed chief of the Transfer Branch of that division. He succeeds Walter Powell, who earlier had been promoted to division chief. Mr. Alford last week also was promoted from captain to major in the reserve of the Judge Advocate General Corps of the Army. From December 1950 until April this year he was on military leave from FCC to serve on active duty with the Army at Fort Meade, Md. A 1940 graduate of Harvard Law School, Mr. Alford joined the FCC as an attorney in 1945.

OPERATOR RULES

FCC Solicits Comments

PROPOSALS for changes in FCC's transmitter operator requirements, which would eliminate the engineering headaches of a substantial proportion of the country's AM stations and many FM outlets, were issued by the Commission last week.

Requested in petitions filed earlier with the FCC by NARTB [B•T, May 12, Feb. 4], the proposals involve:

(1) Persons holding less than first class radiotelephone operator permits would be allowed to stand regular transmitter watches at AM and FM stations employing non-directional antennas and operating with power of 10 kw or less.

(2) Remote control of the transmitters of such stations would be allowed.

FCC did not specifically propose to make the operator requirement changes requested by NARTB, but the notice of proposed rule-making said the "Commission believes that the information contained in the petition . . . raises questions of sufficient importance as to warrant the institution at this time of rule making proceedings looking toward the possible adoption of amendments to the Commission's rules of the nature discussed in the petition."

If adopted, observers noted, the practical effect of the changes would be to ease the staff and operating cost problems of virtually all local channel stations, a substantial number of daytime-only outlets and many other AM and FM stations.

On First Class Operator

The changes would not permit stations to operate without any first class engineer, however, FCC officials pointed out. They only would relax the requirement for a first-class operator to personally attend a transmitter all the time it is operating, as is necessary now, and would permit remote control operation of certain transmitters.

Inviting comments by Aug. 4, FCC outlined a number of questions to which information pertaining to the proposals is desired. Two of the questions touched on fulfillment of emergency operation under the Conelrad plan (control of electronic radiation to prevent enemy planes from "homing" on broadcast signals).

In a separate action, the Commission waived provisions of its rules and granted special temporary authority to WTIP Charleston, W. Va., to operate its transmitter by remote control. At the same time, WGNC Gastonia, N. C., was granted special authority to operate its transmitter by "remote supervision," that is, by a restricted-permit operator who would be under the supervision of a first-class operator located at the transmitter of WGNC-FM, seven miles distant.

Both special authorizations are reported the first of their kind to be permitted by the Commission with respect to commercial broadcast stations.

WTIP is a 250 w fulltime station on 1240 kc. WGNC is assigned 1450 kc with 250 w fulltime. Both outlets noted operating economies would be possible while WTIP particularly cited the "acute shortage of operating personnel."

In substance, NARTB's proposed amendments to the Commission's operator rules would authorize restricted operators to put a station on and off the air, keep the transmitter log, make external tuning adjustments, make such other minor adjustments as may be required as a result of primary power supply variations and failures and make replacement of only such defective parts as tubes, fuses and other components designed for simple plug-in replacement.

The changes would require each station to employ a first-class man to be responsible for and make all internal tuning adjustments, major repairs and overhauls and all other technical installations or corrections not authorized to be done by a lower class operator.

NARTB originally had asked for the proposed changes to apply to stations of maximum power of 5 kw, but revised its request a fortnight ago to specify 10 kw.

For about a year FCC has permitted stations to operate with less than a first-class operator at the transmitter for up to 120 days under emergency conditions. These temporary authorizations are cleared by FCC field engineering offices.

During World War II the Commission similarly relaxed its transmitter operator requirements but this was terminated in 1946 when the number of engineers available returned to normal.

The Commission in 1948 proposed to revise its operator licensing requirements and held a hearing on the matter, but declined to take positive action on the grounds that insufficient evidence had been presented by broadcasters to support the revision. The proposed revisions at that time would have made operator licenses more nearly match the size of the station.

NARTB's petition explained the proposed changes would involve no degradation of the engineering standards of any station and will permit many stations, particularly those smaller stations in less densely-populated areas, to improve and expand their program service.

The petition pointed out the re-

(Continued on page 92)

Sorry, No Regulation

FCC DOESN'T regulate the set repair business. The Commission put out a public notice to that effect last week after it learned in several instances that radio and TV home repair services have advertised such services or their service personnel as being "licensed by FCC." The Commission explained it is "not authorized by law and does not license persons to engage in the business of installing or repairing radio and television home receiving sets."

MAINE RADIO HOMES

96% Density—Census

RADIO ownership in the state of Maine had reached 96% when the 1950 decennial Census was taken, with highest concentration of radio homes reported in the city of South Portland, 99.5%. In the Portland urban area 98% of homes had radios, according to Housing Census figures compiled by the U. S. Census Bureau.

Because of lack of nearby TV service, the percentage of TV homes in April 1950 was low, amounting to 1.2%. Highest concentrations were found in the city of Sanford, 6.5%, and York County, 4.5%. At the time the census was taken, there were fewer than five million sets in the nation whereas ownership now runs over three times that figure.

Urban radio concentration, 97.8% of homes, was compared to 96.2% of urban and rural nonfarm homes, 94.6% of the rural farm homes and 93.9% of rural nonfarm homes.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MAINE

Area	Total Population	Total Occupied Dwelling Units	RADIO				TELEVISION		
				With Radio				With TV	
			Number reporting	Number	Percent	1940 Radio Homes	Number reporting	Number	Percent
The State	**913,774**	**254,443**	**251,510**	**241,470**	**96.0**	**184,348**	**250,105**	**2,965**	**1.2**
Urban and rural nonfarm	**791,946**	**223,630**	**220,830**	**212,460**	**96.2**	**154,101**	**219,610**	**2,730**	**1.2**
Urban	**472,000**	**133,950**	**132,520**	**129,550**	**97.8**	**80,245**	**131,795**	**1,620**	**1.2**
Rural nonfarm	**319,946**	**89,680**	**88,310**	**82,910**	**93.9**	**73,856**	**87,815**	**1,110**	**1.3**
Rural farm	**121,828**	**30,813**	**30,680**	**29,010**	**94.6**	**30,495**	**30,495**	**235**	**0.8**
Urban Places—									
Auburn	**23,134**	**6,889**	**6,750**	**6,600**	**97.8**	**5,025**	**6,750**	**95**	**1.4**
Augusta	**20,913**	**5,586**	**5,530**	**5,405**	**97.7**	**4,010**	**5,545**	**50**	**0.9**
Bangor	**31,558**	**8,482**	**8,375**	**8,245**	**98.4**	**6,923**	**8,320**	**65**	**0.8**
Bath	**10,644**	**3,188**	**3,055**	**2,930**	**95.9**	**2,514**	**3,055**	**15**	**0.5**
Biddeford	**20,836**	**5,823**	**5,835**	**5,730**	**98.3**	**4,349**	**5,830**	**110**	**1.9**
Lewiston	**40,974**	**11,372**	**11,350**	**11,170**	**98.4**	**8,568**	**11,350**	**120**	**1.1**
Portland	**77,634**	**23,108**	**22,835**	**22,375**	**98.0**	**18,096**	**22,665**	**195**	**0.1**
Saco	**10,324**	**2,943**	**2,840**	**2,790**	**98.2**	**2,055**	**2,840**	**75**	**2.6**
Sanford (uninc.)	**11,094**	**3,331**	**3,330**	**3,265**	**98.0**	*	**3,330**	**215**	**6.5**
South Portland	**21,866**	**5,987**	**5,930**	**5,900**	**99.5**	**3,951**	**5,995**	**70**	**1.2**
Waterville	**18,287**	**5,053**	**5,050**	**4,965**	**98.3**	**3,712**	**5,030**	**45**	**0.9**
Westbrook	**12,284**	**3,506**	**3,455**	**3,390**	**98.1**	**2,708**	**3,440**	**30**	**0.9**
Counties									
Androscoggin	**83,594**	**23,691**	**23,575**	**23,015**	**97.6**	**17,657**	**23,570**	**255**	**1.1**
Aroostook	**96,039**	**22,524**	**22,380**	**21,240**	**94.9**	**14,031**	**21,810**	**140**	**0.6**
Cumberland	**169,201**	**48,437**	**47,950**	**46,900**	**97.8**	**34,977**	**47,695**	**445**	**0.9**
Franklin	**20,682**	**5,824**	**5,730**	**5,280**	**92.1**	**4,266**	**5,720**	**50**	**0.9**
Hancock	**32,105**	**9,940**	**9,785**	**9,190**	**93.9**	**7,501**	**9,760**	**75**	**0.8**
Kennebec	**83,881**	**22,950**	**22,740**	**22,010**	**96.8**	**16,466**	**22,730**	**200**	**0.9**
Knox	**28,121**	**8,837**	**8,735**	**8,270**	**94.7**	**6,704**	**8,730**	**60**	**0.7**
Lincoln	**18,004**	**5,467**	**5,390**	**5,020**	**93.1**	**3,859**	**5,345**	**50**	**0.9**
Oxford	**44,221**	**12,027**	**11,920**	**11,215**	**94.1**	**9,047**	**11,680**	**65**	**0.6**
Penobscot	**108,198**	**28,336**	**27,860**	**26,915**	**96.6**	**21,146**	**27,725**	**200**	**0.7**
Piscataquis	**18,617**	**5,420**	**5,355**	**5,115**	**95.5**	**4,156**	**5,340**	**30**	**0.6**
Sagadahoc	**20,911**	**6,159**	**6,040**	**5,735**	**95.0**	**4,558**	**6,050**	**25**	**0.4**
Somerset	**39,785**	**11,359**	**11,120**	**10,270**	**92.4**	**8,279**	**11,090**	**60**	**0.5**
Waldo	**21,687**	**6,311**	**6,220**	**5,875**	**94.5**	**4,547**	**6,225**	**35**	**0.6**
Washington	**35,187**	**10,395**	**10,355**	**9,685**	**93.5**	**7,816**	**10,330**	**80**	**0.8**
York	**93,541**	**26,766**	**26,355**	**25,735**	**97.6**	**19,340**	**26,305**	**1,195**	**4.5**

Standard Metropolitan Area figures not available for 1940.

* Not available or not comparable.

SOURCE: Bureau of the Census, Department of Commerce, Washington 25, D. C.

The statistics in this table are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 19, for Maine, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 35¢ per copy.

Statistics on distribution of the population in Maine are presented in a final report of the 1950 Census of Population, Series P-A, No. 19, now available from the Superintendent of Documents at 15¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Maine are presented in a final report of the 1950 Census of Population, Series P-B, No. 19, available from the Superintendent of Documents, at 35¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

NARTB BOARDS

Radio, TV Units Set Meetings This Week

NARTB'S two boards of directors—Radio Board and Television Board—will hold separate meetings this week to take up financial, membership and related problems.

The Television Board meets Monday (today) and Tuesday at The Homestead, Hot Springs, Va. This board last met during the NARTB convention in Chicago March 31-April 2.

The Radio Board meets Thursday-Friday at NARTB headquarters in Washington, first meeting since the two boards met jointly at Bandera, Tex., in mid-February.

Appointment of two board committees was announced last week by President Harold E. Fellows. They will handle arrangements for the 1953 NARTB convention in Los Angeles and problems dealing with association by-laws.

Clair R. McCollough, WGAL Lancaster, Pa., was appointed chairman of the special convention committee. Size of this committee has been expanded to include both board members and broadcasters not now on the board. The group will meet June 24 at the Palmer House, Chicago, to start work on arrangements for the 1953 meeting.

Serving with Chairman McCollough are Hugh Terry, KLZ Denver; Albert D. Johnson, KOY Phoenix; Calvin J. Smith, KFAC Los Angeles; Howard Lane, Marshall Field stations; Henry W. Slavick, WMC Memphis; Jack Harris, KPRC Houston. Mr. Lane is a past chairman of the convention committee.

By-Laws Committee

The by-laws committee, comprising board members, again is headed by A. D. Willard Jr., WGAC Augusta, Ga. Leonard Kapner, WCAE Pittsburgh, was re-appointed. New members are Merrill Lindsay, WSOY Decatur, Ill.; Robert D. Swezey, WDSU New Orleans; Kenneth Carter, WAAM (TV) Baltimore.

NARTB's Radio Board will cope with TV's inroads on listening and the sagging trend in network AM rates. The association's AM Committee at a May 22 meeting [B•T, May 26] adopted a resolution calling for one of the most fundamental research jobs in recent radio history. Richard Allerton, NARTB director of research, will conduct a study of radio station operations to find out why some stations are successful and others are not. Preliminary studies show radio is priced too low in most markets, according to Mr. Allerton.

Paul W. Morency, chairman of the All-Radio Affiliates Committee, will report on work of that group, including an Advertising Research Foundation study of audience measurement services. This study is designed to show the value of each type of measurement service, with weaknesses and limitations delineated. Edgar Kobak, WTWA Thomson, Ga., an NARTB radio director, is president of ARF, which is supported by agencies, advertisers and media.

Both radio and TV groups are scheduled to consider the question of NARTB membership and study results of the new combination dues plan under which discounts are given for stations under common ownership. Both boards will review progress of the "Register and Vote" campaign sponsored jointly with American Heritage Foundation.

Financial problems will be taken up by the boards. The TV Div. of NARTB operates with an autonomous budget aside from the basic $65,000 payment made to the association for overhead. Both radio and TV budgets, approved in February for the fiscal year which started April 1, are on a three-month basis.

A report on the operation of the Television Code will be made to the TV Board by the Television Code Review Board headed by John E. Fetzer, WKZO-TV Kalamazoo. The code body met last Thursday and Friday in Washington (see story page 5).

Both radio and TV directors will be given legislative reviews summing up current Washington developments (see radio-TV probe story page 27).

The radio group will hear reports on work of special committees handling the effort to secure amendment of FCC rules covering transcription identification and relaxing of rules covering first-class operators and remote operation of transmitters (see remote story page 29).

SUN GLASS SPOTS

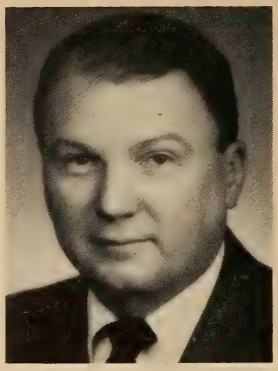
Station Free Time Asked

PACKET of "spot announcements" for free broadcast has been received by stations from the public information department of Sun Glass Institute, 511 Fifth Ave., New York.

"As a public service the Sun Glass Institute has put together the following brief spot announcements with particular reference to motorists," stations are advised.

Obviously pleased with its public service approach, the Institute adds, "You will be performing a public service by bringing these facts to the attention of thousands who may be gambling with their safety."

It's especially timely to carry the announcement, according to the Institute, "with warm sunny weather upon us." Without being obviously commercial about it, the Institute warns, "Scientists and eye specialists have been warning the public to use care in safeguarding their eyes from too much sun."



Mr. McCOLLOUGH
. . . chairman of special convention committee

RACING NEWS

Radio-TV Not in WU Order

TRANSMISSION of racing news to radio and TV stations will not be affected under provisions of Western Union's proposed tariff revision, which was described last week in a day-and-a-half hearing before FCC Hearing Examiner Fanney N. Litvin.

FCC itself, however, has been studying race broadcasts with respect to their possible use in illegal gambling and has designated for hearing the licenses of 16 stations [B•T, May 26, March 3].

Western Union told the Commission it seeks to further restrict the people it may serve with racing wires to prevent illegal use of the legitimate news information. The new tariff would permit the leasing of such facilities only to radio and TV stations, to press associations and to publications and newspapers having second-class mailing privileges.

In the past, Western Union explained, it has been possible for a certain subscriber to qualify as a "news service" and to order "drops" in pool rooms and other unidentified locations. In such cases, Western Union would not know how the information was being employed, it maintained.

"While transmission over leased wire facilities is by the subscriber and not the telegraph company," Western Union's Walter Semingsen told FCC, "Western Union does not undertake to censor the information transmitted. However, under the existing tariff . . . all lessees must agree that facilities will not be used for any illegal purpose. The company promptly discontinues service if it receives notice from a recognized law enforcement agency that the service is being used contrary to law."

FCC has not been concerned with race information broadcasts as such, but only with respect to the rapidity with which race results are aired and the amount of detail given, i.e., betting odds, track conditions, scratches, and jockey changes.

ANTI-CENSORSHIP

Johnston Urges Media Unity

ERIC JOHNSTON, president, Motion Picture Assn. of America, last week called for all media to present a united front against encroachments of censorship.

The MPAA president warned that when one medium is threatened by censorship, all are threatened.

Mr. Johnston spoke Wednesday before some 130 newspaper editors and motion picture representatives at the *Hartford Times'* Motion Picture Industry Symposium, held at the *Times* Tower atop Talcott Mt. near Hartford. The *Hartford Times* is licensee of WTHT Hartford. Mr. Johnston said:

The screen has been fighting for freedom of expression. Just recently we won a magnificent, though not yet complete, victory in the Supreme Court of the U. S. The Court said that the motion picture is entitled to the free speech and free press guaranties of the Constitution.

In line with this principle, the Supreme Court has cut away some of the shackles of motion picture censorship. We shall keep on fighting until the last knot is slashed, and the screen, as a matter of constitutional right, enjoys the same liberties and freedoms as the press.

Leveling a criticism at newspapers in general, Mr. Johnston reminded his audience that, "Sometimes, I want to tell you, we have felt pretty lonely in our fight for freedom. We haven't always had an awful lot of help. Sometimes, even we have found that the press—with its championship belt tight around its middle—has been indifferent to what has happened to the screen.

"I'm confident, though," he added, "that day is just about over. I think the press realizes that when one medium of expression is attacked, it's a knockout punch to them all."

Driving home this point, the MPAA president declared, "It's a knockout punch to us all whenever a state censors a motion picture.

"It's a knockout punch to us all whenever government seeks to censor radio or television.

"It's a knockout punch to us all when a medium of the press—magazines and books—must answer to a congressional inquisition.

"If any one of us sits back and allows these serious threats to freedom of expression to go unchallenged," Mr. Johnston warned, "all of us will be the victims—and the whole structure of our basic liberties will be endangered.

"We should all put on our gloves and get into this fight," he declared.

FTC Cites Firm

HYMAN KATZ and Louis Ginsberg, trading as Penn Upholstering Co., Baltimore, are charged in a Federal Trade Commission complaint with misrepresenting the quality and value of their reupholstering work and the materials they use. Firm is said to have falsely represented its work in radio and TV commercials as well as in other media. Hearing was set for Washington, July 10.

More Samples from the WHO Mailbag

Gentlemen:

I want to express my thanks and appreciation for the last several years of public service that you have given to the general public and also to motoring public in general.

Many times in the past, your news as to the weather and complete road conditions has altered our course of highway travel. My only hope is that in the near future, other states might follow in your path to help in so complete a safety measure. Regular weather reports given out by most stations are not enough to be of much help when over the road truck traffic is depending on positive conditions. You will probably never hear of it, but your station has saved the Trucking Industry many thousands of dollars by its road conditions report.

I, for one, was delayed in a nearby state for two days because of icy highways. Before starting I had tried to contact local police and newspapers for weather conditions and with little success. The report was, colder. I could not reach WHO as we were too far away. If I could have reached your station, I could have altered my route and would not have had any additional mileage. I also made a trip into the snow area of South Dakota last winter on the strength of your station's weather report.

There are more motorists who depend on WHO for their news and road conditions than from any other source. I, for one, am very grateful for having an Iowa station that is interested in the safety of its motoring public.

J. E. McCULLOUGH
McCullough Transfer Co.
Mt. Pleasant, Iowa

Dear Mr. Woods:

Your courtesy in making it possible for some movie scenes to be taken in the WHO studio was greatly appreciated. It was a joy to work with you and members of your staff who cooperated so fine in making arrangements for this filming as well as participating in it.

When the first contact was made with you it was not our intention to spend so much time in your studio. However, it did mean a great deal to the folks from the International Film Foundation as well as for the other participants to be able to take the other sequence of the class also in the studio.

Thanks so much for your help and if we may ever be of assistance to you do not hesitate to call on the Extension Service.

Sincerely yours,
LOUISE M. ROSENFELD
Assistant Director
Cooperative Extension Work
State of Iowa

Gentlemen:

I wish to extend to you the thanks of our community for your announcements for our school and also for the Lions Club. It is a wonderful service. Your coverage is nearly 100% here.

We heard you say how many announcements you made in those few days. Would you mind sending me that number?

Thanks so much.

Yours,
L. R. WELKER
Pres., Murray School Board,
and also Lions Club Member
Murray, Iowa

Dear Sir:

Thank you very much for your wonderful cooperation in scheduling our spot announcements.

It is only through such a program that we can hope to compile the statistics necessary to carry on our work—to find the cause and cure of multiple sclerosis.

Your valued assistance in helping us achieve our aim is sincerely appreciated.

Cordially,
CORNELIUS H. TRAEGER, M.D.
Medical Director
National Multiple Sclerosis Society
New York, N.Y.

Dear Mr. Woods:

We want to thank WHO for the fine cooperation in presenting the Quiz Kids program on Saturday, March 11. We have heard many excellent comments about this program. We hope that it measured up to your professional standards.

The children seemed to enjoy themselves and we felt that they were remarkably poised. All the WHO personnel with whom we worked were most cooperative.

Thank you again for the opportunity that you gave us to show our interest in handicapped children and to demonstrate their ability.

Yours sincerely,
MRS. DOROTHY PHILLIPS
Executive Director
Society for Crippled Children
and Adults, Inc.
Des Moines, Iowa

Gentlemen:

I greatly appreciate your broadcasting the program "The New Frontier." Such programs should be an important factor in the effort to eliminate prejudice. I hope that they may continue.

Yours sincerely,
ERMA X. ANDERSON
Des Moines, Iowa

Topnotch time buyers have told us their work sometimes makes them too "statistical"—sometimes makes them forget that what they're really trying to buy is listeners—confidence—*friends.*

Out here at WHO, we've created millions of friends who know we have earned their confidence. Our mailbags prove it. So do our advertisers' *sales records,* month after month and year after year. . . .

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives



For Posterity

A RADIO transcription was among memorabilia of 1952 to be included in a sealed metal box placed in the cornerstone of the new $275,000 administration building at the Port of Seattle's Fishermen's Terminal. Transcription so honored was of an interview by W. B. Heil, KOMO Seattle's *The Old Boat Puller*. *The Old Boat Puller* is aired six days weekly and directed at Puget Sound area commercial fishermen.

Spot Costs Down

(Continued from page 23)

magazines and the increased milline rates of newspapers on the basis of circulation without considering readership, but when he came to figure radio costs he introduced a new element—listenership—the parallel to which he did not apply to the print media."

NARTSR commented that while "print media are bought on circulation, with minor after-measurement," broadcast media are purchased on "the circulation equivalent of radio sets and radio homes, plus audience measurement for each quarter-hour, each program, announcement, station break. The measurement beyond circulation in broadcasting is there, even though it is universally admitted that the ratings underestimate the real listening audience."

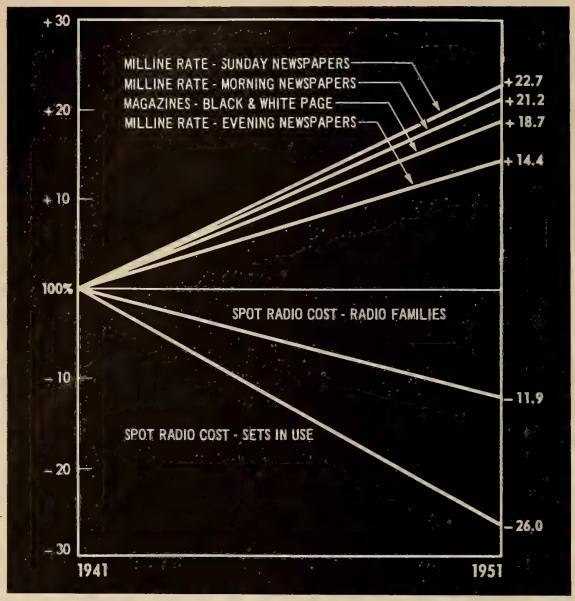
Secondary set listening, out-of-home listening, portable sets, auto sets, store sets, etc., not covered adequately by ratings, are all pluses for spot radio, NARTSR noted.

The increase in spot radio time sales from $45.7 million in 1941 to $134 million in 1951 enabled station operators to absorb increased operating costs instead of passing all of them along in increased rates, giving advertisers using this medium the benefit of lower unit costs produced by the increased volume of spot business, NARTSR pointed out.

The data in the accompanying charts and tables should make the advertiser "quite happy," NARTSR concluded. "His advertising messages in all media cost less than the per cent increase in significant economic fields, so the advertiser is able to buy his advertising in any one of these three major media at a price that represents in two of them only a fraction of the general increase in commodity and other prices, and in the third (spot radio) at an actual decrease."

* * *

CHART I
COST PER M
PER CENT INCREASE OR DECREASE



Source:
Magazines —Magazine Advertising Bureau
Newspapers—Editor and Publisher Year Book 1951
Radio —Statistical Tabulating Company compilation of matched sample 93 stations' rates.
BROADCASTING • TELECASTING Magazine estimate of radio sets and families.

* * *

NFL Suit Delay Seen

THE NATIONAL Football League trial, scheduled for June 16 in Federal Court at Philadelphia, may be postponed a week. The league is charged with violating the Sherman Anti-Trust act by curtailing telecasts and broadcasts of its games. U. S. District Court Judge Allan K. Grim indicated at a pretrial conference with attorneys that the trial date might be delayed because of a civil suit now in its third week in his court.

* * *

TABLE I

SPOT RADIO

	1941	1951	% Change
Class A, Announcement Rate	$16.27	$22.14	+ 36.1(1)
Radio Sets in Use	56,000,000	103,250,000(2)	+ 84.3
Number of Radio Families	29,700,000	45,850,000(2)	+ 54.4
Auto sets in use (3)	8,500,000	20,000,000(2)	+135.2
Estimated sales radio sets 1952		9,000,000	

The 93 stations in the sample were selected by power and location in direct proportion to the total number of stations in the United States. However, more network affiliates are used in compilation proportionately than non-network affiliates.

(1)—Rate increases other Class A time segments; One Hour 12.8%; Half Hour 13.3%; Quarter Hour 16.3%.
(2)—BROADCASTING Yearbook.
(3)—Included in Total Sets in Use.

* * *

TABLE III

NEWSPAPERS

1941	Total Agate Line Rate	Number of Papers	Milline Rate	
Morning	$38,134	377	$2.31	
Evening	90,939	1,480	3.55	
Sunday	69,284	510	2.07	
1951				Increase 1951 over 1941
Morning	82,799	319	2.80	21.2%
Evening	167,452	1,454	4.06	14.4%
Sunday	129,827	543	2.54	22.7%

Source: Editor and Publisher Yearbook 1951.

TABLE II

MAGAZINES

	No. of Magazines	Circulation	Combined Black and White Page Rate	Cost Per Thousand
1941	45	61,623,500	$154,469	2.51
1951	44	79,658,600	237,324	2.98
		Increase Cost Per Thousand		18.7%

Source: Magazine Advertising Bureau.

* * *

TABLE IV

Economic Factors Affecting Cost Per Thousand For Advertising Media

Bureau of Labor Statistics

	July 1941	July 1951	Per Cent Increase
Wholesale Price Index (1926 = 100)			
All Commodities	88.8	179.5	102.
Foods	84.7	186.0	119.6
Consumers Price Index—			
All Items	105.3	185.5	76.2
	January 1941	January 1951	
Total Families	35,462,000	44,167,000	24.5
Average Disposable Income Per Family	$2,566	$4,995	94.6

BAN RESOLUTION

Senate Action Unlikely

ASSURANCES that the resolution banning radio microphones and TV cameras from open Senate committee hearings [B•T, May 26] would not be pressed in the Rules Committee was given last week by Sen. Carl Hayden (D-Ariz.).

In a conference with NARTB Government Relations Director Ralph Hardy, the chairman of the Senate Rules Committee said he doubted whether anything could be done on the resolution since adjournment was only a month away.

He expressed the belief that a more favorable time for consideration of the resolution might be in the new Congress next year. At that time, he said, if the Rules Committee decided to give the ban serious consideration, the industry would have full and fair hearing.

The resolution has been referred to the Subcommittee on Rules. Members are Sens. Hayden, A. S. Mike Monroney (D-Wyo.) and Margaret Chase Smith (R-Me.)

Sen. McCarran's resolution would ban radio, TV, electrical recording instruments and still photographers from Senate public hearings. It would accomplish this by adding a new rule to the Senate standing rules, providing that no Senate committee could permit radio, TV, recordings or photographs to be made in the room in which the committee meetings were taking place.

RWG STRIKE

May Be at Convention Time

RADIO WRITERS Guild, which has been waiting since its network contracts expired Oct. 1 to settle news writers' grievances, may wait a few weeks longer to call its strike at a time when the networks would be hardest hit: During national political conventions in July, when news writers will be at a premium.

The union, which had voted to strike some weeks ago and had received strike approval from its parent, Authors' League of America, reported last week that a strategy meeting — between its strategy and strike committees— was to be held late in the week. This follows the return of Ira Marion, eastern region vice president, from Hollywood conferences with west coast and central RWG unit representatives. Mr. Marion reported only that his union was trying to arrange "a tight time schedule" before walking out.

Federal mediation, which has continued in spite of the union's vote to strike against NBC, CBS and ABC, has not made much progress in seeking commercial fees for network staff newswriters. Union argues that its members deserve increases, not only because other unions have been granted them, but because more and more staffers are working on new radio documentaries which combine narration and tape recorded segments.



Like onions go with hamburgers

That's how profitable advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • *REPRESENTED BY FORJOE AND COMPANY*

First or Second in

38

Quarter Hours

Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-grown"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

'Morals' Inquiry Hears 'Drys'

(Continued from page 27)

ABC radio commentator Paul Harvey told the subcommittee. The low level of radio and TV programs is due to the fact that performers, particularly comedians, reflect the "bawdy night life" environment of Broadway and "Manhattan studio audiences," he charged.

As to newscasts, he referred to an "independent" 1944 survey of 38 radio commentators showing that only five could be considered of right wing persuasion and that only one newscast originated west of the Hudson or Potomac Rivers. He declined to discuss individual commentators, but referred to them as "night club and Greenwich Village commentators."

Mr. Harvey, who is on the ABC radio network five days a week (1-1:15 p.m.) and on Sunday nights (10-10:15 p.m.) originating in Chicago, cited *The Thin Man* series which, he said, made him blush even in front of his wife.

"The subtleties and varying degrees of purple humor," Mr. Harvey said, "are rarely sufficient in single cases to inspire a housewife in Colorado to object."

Defends Home Town

Mr. Harvey's references to the pernicious influence of New York roused Rep. Klein to a spirited defense of his native city. Most New Yorkers, he said, were as provincial, as residents of other areas, and were not steeped in, corruption and sex as intimated by Mr. Harvey. Most studio audiences are filled with people from out of town, he said. When Rep. J. Edgar Chenoweth (R-Col.) remarked that New York could not be considered part of America, he drew a heated rejoinder from Rep. Klein.

Strongest objection to beer and wine advertising was presented by Miss Smart. She documented her statement with a review of one afternoon and evening of viewing of WNBW (TV), the NBC station in Washington.

Excerpts of her comments on what she saw follow:

> It started out with a rather good play at 4 p.m. . . . but the background of the story is an alleged murder . . . brings in question of mercy deaths. Then at 5:15 the "Gabby Hayes Show," a western—and most westerns deal with scenes of violence . . . followed "Howdy Doody" . . . and then "The Range Busters"—more shooting and more violence. At 6:50 there was an ad for Gunther's Dry Beer . . . "We're having a party—how about you. Yes, you can enjoy glass, after glass, after glass." Note the suggestion to drink in excess . . . "Kukla, Fran & Ollie" followed shortly. Then some very low necklines on the "Willis Conover Show," dropped almost off the shoulders. Dinah Shore and a plunging neckline. At 8:15 a repetition of "Go, Get Gunther." Some cigarette ads. Groucho Marx, in "You Bet Your Life," questioning a young woman who says she's a "skip chaser" (meaning a person who pursues delinquent debtors). He remarks, "A strip-teaser. That's fine. I'm tired of this namby-pamby stuff." At 8:30, "Treasury Men in Action" chasing and unearthing a still. At 9 o'clock some more police action uncovering a jewel robbery. Later on "Private Eye" and kidnapping. Then "Foreign Intrigue," a thriller chase . . ., by Ballentine's. "If you're at your favorite tavern, order up. If you're at home get a bottle out of the refrigerator." The hero, the foreign correspondent, drinks the beer to encourage the audience to do likewise.

Among other programs at which Miss Smart pointed the finger of distaste were Pick Temple's *Cowboy Playhouse*, on WTOP-TV Washington; *Ken Murray Show* on CBS-TV (sponsored by Anheuser-Busch); *Halls of Ivy* on NBC radio (sponsored by Schlitz).

Appearing in behalf of dry forces in addition to Miss Smart, were: Dr. J. Raymond Schmidt, International Order of Good Templars and National Civic League; C. S. Longacre, National Temperance Society; Lloyd Halvorson, National Grange; Bishop Wilbur E. Hammaker, Methodist Church.

In essence, testimony of the "dry" witnesses was reminiscent of the hearings on the Johnson-Case bill held by the Senate Interstate and Foreign Commerce Committee earlier this year [B•T, Feb. 11, 4]. That bill, which would have barred liquor ads from the airwaves, was killed by a 7 to 6 committee vote. Most of the witnesses had appeared before the Senate committee in favor of the bill.

Scheduled as a witness was George Lewis, director of the National Assn. of Gagwriters, but he was not present when called. In a news release about his scheduled appearance, NAG said it was campaigning to raise the standards of humor in the U. S., declared that the probe "will focus attention on the decline of comedians and the need for training grounds for new ones."

Active in questioning of witnesses were Reps. Klein, who seemingly defended the general level of radio-TV programs; Chenoweth, who kept inquiring for details of what witnesses described as objectionable material, and Joseph P. O'Hara (R-Minn.), who questioned whether Congress could constitutionally censor programs. Other members of the seven-man subcommittee are Reps. Homer Thornberry (D-Tex.), Harmar D. Denny Jr. (R-Pa.) and F. Ertel Carlyle (D-N. C.). Mr. Carlyle was absent during last week's sessions.

Reference to the Milton Berle skit of several weeks ago where school children's oath of allegiance to the flag was alleged to have been burlesqued was characterised by Rep. Denny as "destroying the sacredness of American institutions."

In answer to an avowal of irritation by Rep. O'Hara at a large amount of advertising on the air, Rep. Gathings answered that he never felt irritated because he realized that a sponsor was necessary to bring the program into his living room. In fact, he said, he "appreciated" the fact that the sponsor was bringing his favorite programs into his living room.

Rep. Harris appeared perturbed at newspaper reports which implied a burlesque aura to the hearings. He also warned the broadcasting industry to take the hearings seriously.



MRS. JAY D. WHITHAM, chairman, Nassau County Chapter Canteen Service, American Red Cross, supervises while George Ball, public affairs director, WHLI-AM-FM Hempstead, L. I., and Paul Godofsky, WHLI president-general manager, mix cake batter. WHLI presented the cake June 5, the chapter's 35th anniversary. In addition, June 5 was WHLI "Blood-For-Korea" Day. More than 14 hours of air-time were to be devoted by WHLI Monday to the blood campaign.

ALBERT D. LASKER

Pioneer Agency Owner Dies

ALBERT D. LASKER, 72, retired head and principal owner of the former Lord & Thomas agency (now Foote, Cone & Belding), and co-founder with his wife of the Albert and Mary Lasker Foundation for Educational Medical Research, died in New York May 30 of cancer.

Mr. Lasker was born May 1, 1880, in Freiburg, Germany, of American parents touring Europe at the time.

In 1898 he went to work for Lord & Thomas at $10 a week. Twelve years later he owned the agency. The period from his first employment to his retirement saw the firm's annual billings rise from $800,000 to $50 million.

Mr. Lasker retired in 1942 when he dissolved the firm and turned the business over to his subordinates, who continued it under the name of Foote, Cone & Belding.

The Lasker Foundation was established in 1943. One of its primary concerns has been cancer research.

Mr. Lasker was married three times. His first wife, Florence Flora Warner, died in 1936. Two years later he married actress Doris Kenyon Sills Hopkins. They were divorced in 1939. His third marriage in 1940 was to Mrs. Mary Woodard Reinhardt, who survives. Other survivors include three children by his first marriage.

Jack Parker Resigns

JACK PARKER, vice president and general manager of Saginaw Broadcasting Co., licensee of WSAM Saginaw, Mich., has resigned, according to Milton Greenebaum, president. Mr. Parker plans to enter the agency field.



When a station is so programmed that the listener is assured of high type, diverting and diversified programming, suitable for the listening of every age and interest, the listener acquires confidence in, and respect for the station.

This confidence is carried over into a confidence in the products and services advertised on the station.

That this confidence rings cash registers is verified by the advertisers on WREC. Won't you ask them?

And, remember, — WREC costs 10.1% less than in 1946, and has the highest Hooper rating in Memphis.

WREC

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

CBS Radio Sells $1½ Millions

(Continued from page 25)

probably starting the first week in July, through Foote, Cone & Belding, New York, while Sonotone Corp. was said to be negotiating for a daytime show (perhaps in the *Arthur Godfrey Time* segments open and not taken by Frigidaire). Quaker Oats was reported scheduling a 3:50-4 p.m. EDT show Mondays, Wednesdays and Fridays, commencing in the fall with the exact program to be selected in the meantime, and Chesebrough Mfg. Co. was negotiating for renewal of its *Dr. Christian* show (Wed., 8:30-9 p.m. EDT) for the 16th year.

In the meantime sponsors of the CBS Radio affiliates meeting scheduled in New York July 1-2 reported that in the first week after invitations went out more than half the stations—or approximately 100—had indicated they would participate. With three weeks yet to go before the meeting, they appeared confident that virtually the entire roster of CBS Radio affiliates would be on hand. Officials of about half a dozen stations have indicated they cannot be on hand, owing to other commitments.

The meeting was called to discuss "the current network radio situation," with the dark prospect of another round of network rate reductions expected to draw the limelight. The affiliates will meet privately the first day and then be joined by top CBS and CBS Radio officials on the second. The meeting plan was worked out by affiliates in consultations with network executives, who view the sessions as a constructive method of approaching an admittedly difficult problem.

At least in part, the meeting is an outgrowth of a session of the All-Radio Affiliates Committee held a fortnight ago, when it was said that members would confer individually with executives of their respective networks with regard to the general network situation. When plans for the CBS Radio affiliates meeting were evolved later, AC Chairman Paul W. Morency, WTIC Hartford, reported that he was "glad to see any activity which will study objectively the problems which now confront radio," and added that "I certainly hope that some concrete answers come out of the proposed meeting."

NATIONAL Assn. of Gagwriters has auditioned-taped two comedy shows, *Comedians' Roundtable* and *Gagwriters Exchange*. Format for latter is being offered to local stations tied in with NAG local activities.

Candidates' Complaints

(Continued from page 27)

and his Kansas news conference Thursday, with television providing, in most instances, immediate reports while radio followed up with later and sometimes excerpted rebroadcasts, spotted among the networks' regular programs. Some networks, such as NBC which sent Bob Considine and Frank Bourgholtzer, assigned reporters and commentators to travel with the General..

Television newsreel services also kept pace with the Presidential candidate. Telenews Productions had footage flown from Abilene to Kansas City where members of the New York production staff, moved especially for the occasion, completed processing to effect immediate delivery of their films. By splicing pieces of kinescope film together, NBC-TV News Department was able to lead off the *Camel News Caravan* in New York with a report of the Abilene speech 15 minutes after the talk.

Meanwhile, the FCC was pondering CBS' reply to its letter two weeks ago which informed the network it should provide GOP Presidential Candidate William R. Schneider equal time with all other candidates [AT DEADLINE, June 2].

CBS declared in its reply, released last week, that the Commission's decision "would curtail drastically the ability of radio and television broadcasters to inform the electorate concerning the issues of the campaign. The decision would make it impossible to carry such programs as CBS Radio's *Candidates and Issues* and *Presidential Profiles* and CBS Television's *Presidential Timber* series.

CBS concluded by requesting a hearing before the full Commission.

Complained In April

Mr. Schneider had complained to the Commission in April that CBS was not affording him equal time to that given other Presidential candidates. On April 30, the FCC asked CBS for details and on May 14, CBS replied.

One of the points of issue is the fact that although Mr. Schneider entered the preferential primaries in Oregon and New Hampshire, CBS rejected his request for time on the ground, among others, that it owned no stations in those states. The FCC in its May 28 letter stated that that made no difference; Mr. Schneider had the right to equal time.

Another point apparently made by CBS was that Mr. Schneider's chances for nomination were pretty meager. To this the FCC said:

". . . neither the statute [Sec. 315 of the Communications Act] nor the Commission's Rules permit compliance with the statutory requirement dependent upon any subjective determination by the station or stations involved with respect to a candidate's practical chances of nomination or election."



According to an independent survey made by students at North Dakota Agricultural College, *17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station.* 3,969 farm families in the rich Red River Valley were asked, "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

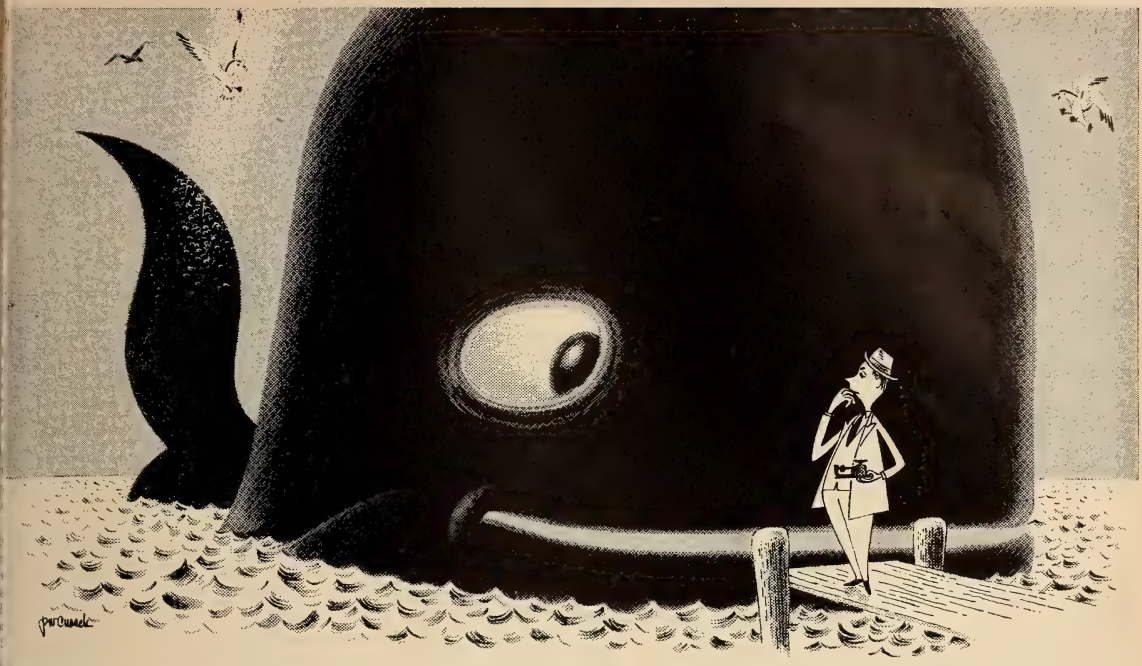
Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's *great radio buys*, serving one of America's *great farm markets*. Write direct or ask Free & Peters for the facts!



WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives



You can't weigh a whale with a postage scale

You can't accurately measure the size of radio and TV station audiences, either, unless you use a technique fitted to the job at hand, gauging *all* of its dimensions.

Under today's conditions, the research method must be unquestionably equal to the task of measuring the value of a station property. That's the case with NIELSEN COVERAGE SERVICE.

In its method, tailored (via field testing) to the needs of both buyer and seller, NCS doesn't just meet past research standards. It sets new ones. It insures accurate measurement of the major dimensions of radio and TV, blanketing the country with *personal interviews*, supplemented by data from the time-proven AUDIMETER.*

In its reports, NCS will disclose the complete story on *the size of daily, weekly, monthly audiences . . . homes reached per minute . . . out-of-home listening and viewing . . . set ownership . . . family characteristics.* And NCS will provide the first nationwide TV station coverage survey ever made.

For the most thorough, accurate measurement of station audiences at your command, NIELSEN COVERAGE SERVICE is the single answer. Details and price schedules? Special early discounts expire June 15. Contact our nearest office.

*Trademark, A. C. Nielsen Company

NIELSEN COVERAGE SERVICE

A Service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Ill.
HOllycourt 5-4400

500 Fifth Avenue, New York 36, N. Y.
PEnnsylvania 6-2850

CLEVELAND
WSRS
"The Family Station"
CLEVELAND'S ONLY NEWS STATION ON THE AIR
24 Hours daily 'round the clock
WSRS
WILL BE AT THE REPUBLICAN AND DEMOCRATIC CONVENTIONS
FULL TIME COVERAGE DIRECT FROM CHICAGO OVER OUR OWN EXCLUSIVE FACILITIES
WSRS
LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR 'ROUND THE CLOCK
On the air 24 hours daily
"The Family Station"
WSRS
CLEVELAND
NAT'L REP. FORJOE & CO.

upcoming

June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.

June 12-13: NARTB Radio Board, NARTB hdqrs., Washington.

June 13-14: Maryland-D. C. Radio-TV Broadcasters Assn. spring meeting, Hotel Stephen Decatur, Ocean City, Md.

June 16: BAB Sales Clinic, Philadelphia.

June 16-17: American Marketing Assn., conference, Netherland Plaza Hotel, Cincinnati.

June 16-18: National Assn. Radio Farm Directors, spring meeting, Raleigh Hotel, Washington.

June 16-19: National Advertising Agency Network, annual management conference, Skytop Lodge, Skytop, Pa.

June 18: BAB Sales Clinic, Baltimore.

June 18-20: FTC hearing on proposed radio-TV trade practice rules, Federal rules, Federal Trade Commission Bldg., 6th & Pennsylvania Ave., N. W., Washington.

June 19: BAB Sales Clinic, Washington.

June 19-20: North Carolina Assn. of Broadcasters convention, Nags Head, N. C.

June 20: BAB Sales Clinic, Richmond, Va.

June 20-21: Communications Institute, Bowling Green State U., Bowling Green, Ohio.

June 22-26: Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 23-26: RTMA annual convention, Palmer House, Chicago.

June 29-July 2: National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

June 30: BAB Sales Clinic, Syracuse.

July 1: BAB Sales Clinic, Buffalo.

July 1: FCC to commence TV application processing.

July 3: BAB Sales Clinic, Pittsburgh.

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn., meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 20-23: Financial Public Relations Assn., annual convention, Coronado, Calif.

Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

CASH TO HEAD

WLW Sales Department

NORMAN CASH has been named as general sales manager of WLW Cincinnati, Harry Mason Smith, vice president of Crosley Broadcasting Corp. sales operation, announced Thursday.

Mr. Cash, former WLW assistant sales manager, joined Crosley from NBC, where he was head of NBC's AM Station Relations Div.

Mr. Smith said the new appointment is a step further in separating the Crosley AM and TV sales operation, of which he is in over-all charge. Dave Partridge continues as manager of the Crosley TV sales department.

WCFL CHANGES

McGeehan Named Sales Mgr.

MARTIN McGEEHAN, former Midwest manager of Liberty Broadcasting System, Chicago, joins WCFL, Chicago Federation of Labor station, as sales manager and manager of the station's White Sox baseball network.

Arthur F. Harre, station manager, also has appointed Edward Wiebe as sales promotion manager. He is former partner in Dickson & Wiebe Agency, same city. Fred Herendeen, former account executive at George Hartman Agency, has joined the station as public relations director. New members of the sales staff are Tom Haviland, who headed a Studebaker sales organization, and George Draw, former space salesman.

LEVER CHANGES

Bloomquist, Others Affected

FOUR promotions in Lever Div. (soaps, detergents, and shortening), Lever Bros. Co., N. Y., and an advancement in the company-wide organization were announced last week.

G. Walter Laborie, general promotion manager, becomes sales manager of Lever Div.; J. Harvey Howells, advertising manager of the Jelke Div., was named to same post for Lever; John A. Blum, formerly assistant to the president, becomes merchandise manager, and William H. Harr, budget manager in finance division, was appointed marketing service manager.

Howard Bloomquist, advertising brand manager, was appointed general manager of the promotion division for the overall Lever organization.

WELDON & CARR

Three More Join

THREE more engineers last week joined Weldon & Carr, consulting radio and TV engineers, in Washington, D. C.



Mr. Gilbert

Named last Monday as associate director of Weldon & Carr is John D. Gilbert, who on May 31 left his positions as manager of CBS technical operations, chief engineer of WCBS-AM-FM New York and of the CBS international stations at Brentwood, L. I., and Wayne, N. J.

After attending the U. of Minnesota, Mr. Gilbert joined CBS in 1929 and in 1938 was appointed a supervisor in the technical operations division. In World War II he was an officer and project engineer in the Navy Dept. Bureau of Ships, Washington, returning to CBS after the war to become assistant manager of technical operations in 1947 and manager in 1951.

Others Joining

Joining Weldon & Carr as antenna laboratory division chief engineer is David F. Bowman, who attended the U. of Cincinnati and received his B.E.E. degree from Ohio State U. in 1942.



Mr. Bowman

During World War II Mr. Bowman worked at Hazeltine Electronics Corp. laboratories in development of antennas, R. F. components and special test equipment for the government I.F.F. program. In 1946 he joined Airborne Instruments Lab. Inc., and from 1947 assisted in supervising the antenna research and development section.

Heading up the Weldon & Carr TV group will be John H. McMahon, formerly chief engineer of KSTP-AM-FM-TV St. Paul, Minn. He will join the firm June 15.

Mr. McMahon

A U. of Minnesota graduate with a B.E.E. degree, he started his career at KSTP in 1939. During World War II he was a project engineer on government war contracts with Airborne Instruments Lab., returning afterward to KSTP as assistant chief engineer and becoming chief engineer in 1948.

Homer A. Ray Jr., formerly of Gautney & Ray, Washington, joined Weldon & Carr May 19 [B•T, May 26].

SLASH COSTS... INCREASE PROFITS!

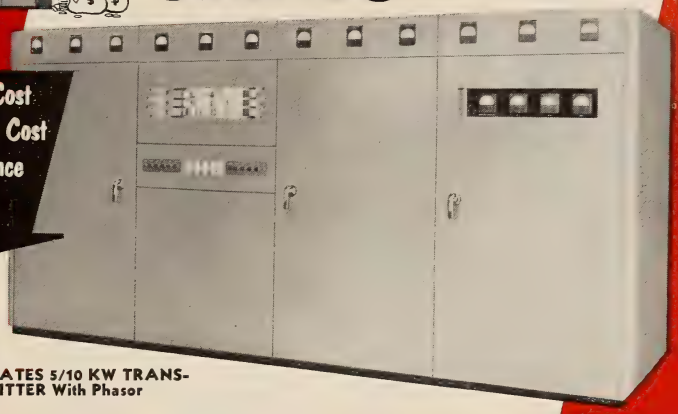


GATES

5KW and 10KW AM TRANSMITTERS

- Lower Initial Cost
- Lower Operating Cost
- Proven Performance

MORE BONUS FEATURES



GATES 5/10 KW TRANSMITTER With Phasor

Here's good news, indeed, for performance conscious broadcasters who want quality equipment and who appreciate the many bonus advantages this better engineered broadcast transmitter offers.

Check These Features

1. Popular new 3X2500F3 tubes used both as power amplifiers and modulators. As modulators, these low impedance tubes provide lower distortion—higher broadcast fidelity. They operate at lower plate voltage, provide greater safety factor and better circuit constants.
2. More effective and efficient cooling system employs a single .44 H. P. blower motor instead of usual three 1/3 H. P.
3. Separate meters provided for every important circuit. No multimetering employed.
4. Sixty second or less accessibility to any part regardless of location.
5. No saving at sacrifice of quality. All transformers fully cased, abundance of circuit protection, including ten over/underload relays and five magnetic circuit breakers plus average two cycle frequency stability.
6. Handsome appearance — modern design, easy accessibility.
7. Lower primary power consumption (15⅛ KW at average modulation). One broadcaster reported actual savings of $100.00 monthly in power bill after replacing older 5 KW with new GATES BC-5B.

SPECIFICATIONS

- 5 R. F. stages with 3X2500F3 power amplifiers.
- 4 audio stages with pair 3X2500F3 Class B modulators.
- Inverse feedback employed but will meet full F. C. C. requirements when omitted.
- Response 30—10,000 cycles 1.5 Db. Noise consistently way below 60 Db. at 100% modulation.
- Average distortion 2½% or less at 50 and 7500 cycles.
- Power consumption at average modulation only 15.5 KW at 5 KW or 23 KW at 10 KW, carrier power.

Join GATES equipped broadcasters everywhere who are slashing initial and operating costs, increasing quality of broadcasts and building profits. Write today for descriptive literature and engineering data on these modern GATES 5/10 KW Transmitters. See for yourself why there is no wiser nor more profitable investment in broadcast transmitters than in GATES.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

READY NOW!

Facts . . Figures . . Maps

COMPLETE REFERENCE folder on

The Golden Triangle



Served by

THE ARKTEX STATIONS

KCMC (AM-FM) Texarkana, Ark.-Tex.

KAMD Camden, Ark.

KWFC Hot Springs, Ark.

Get the facts now on this great SOUTHWESTERN MARKET

Here are 571,000 people with 160,200 radio homes and an effective buying income of over $420 millions* Industrial, farm, oil, resort, manufacturing, lumber, military ordnance — a big market you should reach!

*From Sales Management

ONE ORDER
ONE CLEARANCE
ONE BILLING

(Sold Singly or in Groups)

For details write to:

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark.-Tex.

ARF BY-LAWS

Kobak Forecasts Changes

EDGAR KOBAK, president of the reconstituted Advertising Research Foundation, reported last week that recommendations will be advanced "fairly soon for certain important changes" in the ARF by-laws, including expansion of the board of directors.

Pointing out that media members are now eligible as ARF subscribers along with agencies and advertisers, as a result of the recent realignment, Mr. Kobak asserted:

"We find that with the steadily mounting interest of media in the foundation, we must enlarge media representation on the board to take care of the various important segments in the media field. At the same time it will be necessary to add directors from our advertiser and agency subscribers."

The foundation now has 136 subscribers—59 agencies, 48 advertisers, 27 media concerns, and the two founder subscribers: Assn. of National Advertisers and American Assn. of Advertising Agencies.

One of the early projects in prospect for ARF is an evaluation of the various radio and television rating services and their respective techniques in an attempt to clarify long-standing confusion in this field. BAB has earmarked $15,000 as radio's contribution toward the $25,000 which ARF has estimated such a study would cost, and it is expected that the television division of NARTB will be asked to put up the rest [B•T, June 2, May 26].

Expansion Plans

Plans for enlargement of ARF board were reported by Mr. Kobak in the first issue of a "News Letter" for subscribers. He also reported that "right now we're working on the task of enlarging committees and strengthening them, and we'd welcome volunteers for committee work."

Additionally, he disclosed a proposed "statement of policy" which defined ARF's objectives as being "to further scientific practices and promote greater effectiveness in advertising and marketing through objective and impartial research." Five ARF facilities for attainment of the goals were listed as follows:

"(1) Supervision of the conduct of research studies that are of general interest to subscribers; (2) review and appraisal of media research reports for the exclusive benefit of subscribers; (3) general advisory opinions and consultation, on a confidential basis, to media to assist them prior to their making media studies; (4) supervision in complete detail and impartial validation of media studies, as ARF has been doing for 15 years; (5) other functions which will further scientific practices in advertising and marketing by fostering research."

FARM DIRECTORS

Plan Washington Meeting

FIFTH annual radio farm directors' meeting will be held June 16-17 at the Dept. of Agriculture headquarters auditorium in Washington, with farm organizations and the National Assn. of Radio Farm Directors cooperating.

The opening day's meeting will include a discussion session with Secretary of Agriculture Charles F. Brannan. A feature titled "Filling the Fifth Plate" will be supervised by Gus Geissler, administrator, Production & Marketing Administration; Byron Shaw, administrator, Agricultural Research Administration, and O. V. Wells, chief, Bureau of Agricultural Economics.

Monday afternoon's agenda features a meeting with members of Senate and House Agriculture Committees.

Progress report on Point Four developments will be made Tuesday by Stanley Andrews, administrator, Technical Cooperation Administration, Dept. of State. Maynard Speece, of the Radio & Television Service, Dept. of Agriculture, will conduct a TV session, to be followed by a discussion on informational services.

NARTB VOTE DRIVE

State Committees Named

COMMITTEES to cooperate with NARTB's Register and Vote campaign have been named by four of 38 state broadcasters associations, according to NARTB President Harold E. Fellows. The national drive is being sponsored jointly by NARTB and American Heritage Foundation.

Committee members follow:

ARKANSAS—Storm Whaley, KUOA Siloam Springs, chairman; Ted Woods, KOSE Osceola; Melvin Spann, WWAK Stuttgart; James P. Walker, KFPW Fort Smith, and J. M. Moore, KVRC Arkadelphia.

INDIANA—O. E. Richardson, WASK Lafayette, chairman; Dan Park, WIRE Indianapolis; Dee Coe, WWCA Gary; Ed Thoms, WKJG Fort Wayne, and Joe Higgins, WTHI Terre Haute.

NEW JERSEY—Paul Alger, WSNJ Bridgeton, chairman; Fred Weber, WFPG Atlantic City; Fred Bernstein, WTTM Trenton; Harry Goodwin, WNJR Newark; Bob Williams, WCTC New Brunswick, and Gordon Giffen, WKDN Camden.

UTAH—S. John Schile, KUTA Salt Lake City, chairman; Lennox Murdock, KSL-TV Salt Lake City; George Hatch, KLO Ogden; Reed Bullen, KVNU Logan; Wade Ebeling, KBUH Brigham City; Art Higbee, KSUB Cedar City; Frank Peacock, KSVC Richfield; Lee Walker, KJAM Vernal; Jack Richards, KOAL Price, and Arch Madsen, KOVO Provo.

a winner on any ticket . . .



Want to be the party in power?

Take a tip from the last two elections—on trade paper effectiveness, that is.

A leading 50 kw station asked 800 advertisers and agencies: "Which publication would you use if you were in our place trying to reach you?"

A landslide for BROADCASTING • TELECASTING— by 392%

Fact Finders Associates of New York, in the first personal interview survey of the radio-TV trade press, asked: "What trade journal brings radio station advertising most effectively to your attention?"

A resounding first for BROADCASTING • TELECASTING— by 445%

Whatever your platform for trade paper values—coverage, readership, loyalty, influence, effectiveness—you'll be the party in power on the BROADCASTING ticket.



WJW

CLEVELAND'S *Chief* STATION

presents

THE HOTTEST SELLING QUARTET

IN CLEVELAND RADIO



From left to right:

SOUPY HINES
"THE SOUPY HINES SHOW"

JACK CLIFTON
"CLIFTON'S HOUSE PARTY"

ALAN FREED
"KING OF THE MOON DOG HOUSE PROGRAM"

JANE STEVENS
"THE WOMAN'S PAGE"

For further details, call, write Hal Waddell, Sales Manager

5000 WATTS **BASIC ABC**

WJW BUILDING CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

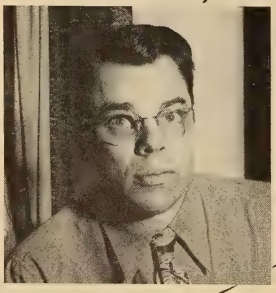


THE People's Choice* IN PORTLAND OREGON

KILLINGSWORTH-UNION AVENUE DISTRICT
where more than 50,000 Portlanders shop regularly.

Now, more than ever before, the rich, ever-growing Columbian Empire offers a top market for your product and KGW offers the way to greater sales for you through its *proven* public acceptance and *proven* merchandising plan. You want to *buy* where they're listening and KGW offers the largest audience of any Portland station. An area of nearly 12,000 square miles you can cover with this one station! Get this power that produces for your product now.

FURNITURE DEALER
Bob Calef reports, "Aggressive merchandising, loyal friendships among retailers and proven ability to sell makes KGW tops."



Celebrating our 31st Year of Leadership and Community Service

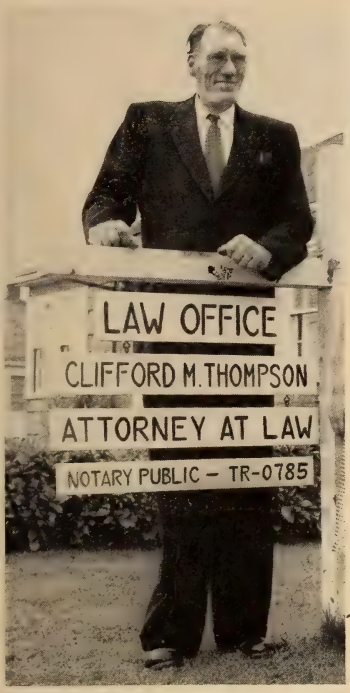
KGW
NBC AFFILIATE
PORTLAND, OREGON

BANKER W. B. Gard, manager, Union branch, U. S. National, states, "The voice that sells in the Portland area is KGW. Truly the 'choice' in our area."



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

OUTSTANDING CHOICE OF THE RADIO AUDIENCE: KGW!



GIANT Clifford Thompson, eight-foot-four, relates, "KGW is the giant of Northwest radio and produces head and shoulders above anyone else."



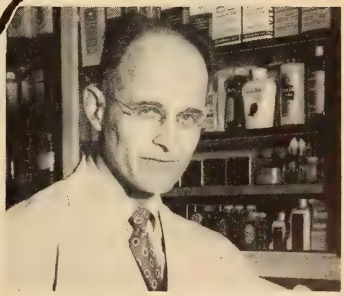
HOUSEWIFE Mrs. Alice Brown avers, "We're always 'sure' of the products advertised on KGW. It is the community leader that brings us the best."



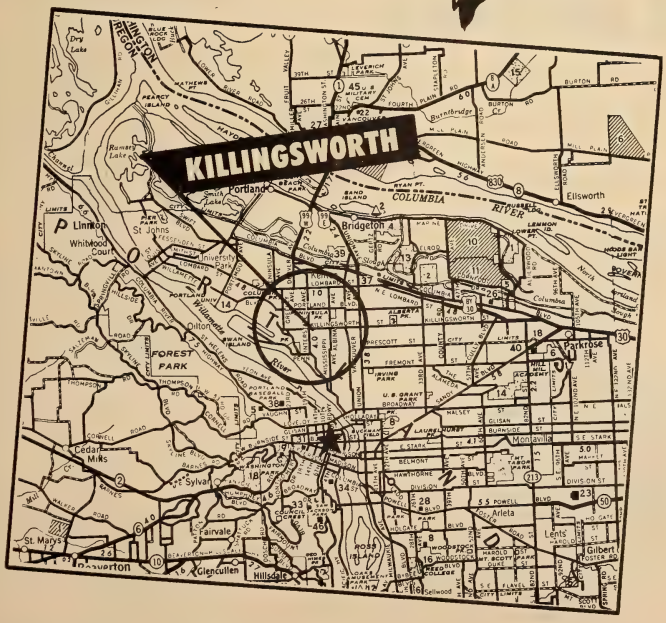
GROCER H. C. Hamnett says, "KGW's merchandising plan is the best to hit our area in Northwest radio history. Sales boom for KGW-advertised products."

Killingsworth...

Another Portland area solidly "sold" on KGW!



DRUGGIST Don Sloop declares, "KGW is first with news, music and all-around entertainment that makes it the favorite with us. The west's best!"





CAREER GIRL

Arden Stohr, airline hostess, says, "You're flying high with KGW, the station that appeals to everyone and is everyone's choice."

FCC BUDGET

TV Money Rests With Conference Committee

FATE of the $6,708,460 FCC budget for fiscal 1953 rested this week with a joint Senate-House conference committee, following full Senate approval last week of an additional $600,000 for TV application processing.

House last March approved $6,108,460 for FCC operations in the fiscal year beginning July 1, 1952, although the President had asked for $8,075,000. Senate Appropriations Committee recommended an additional $600,000 to take care of an expected heavy workload on TV applications after a spirited plea for more funds for this purpose by Sens. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, and Homer E. Capehart (R-Ind.), also a member of the Commerce Committee [B•T, June 2, May 26].

Addition of $600,000 to the FCC's appropriation was estimated by Sen. Johnson to permit the hiring of 15 additional examiner teams by the FCC. An examiner team comprises the examiner, trial attorney, engineer and accountant plus stenographic and clerical help.

In testimony before the Senate Subcommittee on Independent Offices appropriations last April, FCC Vice Chairman Rosel H. Hyde warned that even if the Commission received additional funds to hire 20 examiner teams, "we would still not be current in the handling of television applications at the end of 1953." He also estimated that it would take about three months to fill any new positions. Other FCC officials have warned that personnel procurement for government officials was a difficult job, and that it takes about a year before new personnel are experienced enough to entrust with hearing cases.

Date for the joint Senate-House conference has not been set. Senate conferees named were: Democrats—Sens. Burnet R. Maybank (S. C.), Joseph C. O'Mahoney (Wyo.), Kenneth McKellar (Tenn.), Lister Hill (Ala.), Brien McMahon (Conn.), a member of the Commerce Committee; Republicans — Sens. Leverett Saltonstall (Mass.), Styles Bridges (N. H.), Homer Ferguson (Mich.). House conferees named were: Democrats —Reps. Clarence Cannon (Mo.), Albert Thomas (Tex.), Albert Gore (Tenn.), George W. Andrews (Ala.), Sidney R. Yates (Ill.). Republicans—Reps. John Taber (N. Y.), John Phillips (Calif.), Frederic R. Coudert Jr. (N. Y.), Norris Cotton (N. H.).

Included in the Senate approval of the Appropriations Committee's recommendations was the suggestion that the FCC charge fees for processing and licensing of TV stations so that the "cost of processing the application through the hearing and the granting of the license should in some measure be reimbursed to the Government by the beneficiaries of such licenses."

The FCC was called upon to investigate such a system of charges and to report its findings.

In the 1952 Independent Offices Appropriation Act, such a recommendation also had been made for all government regulatory agencies. The FCC submitted a report to Congress stating that it did not consider the establishment of fees feasible, nor did it believe sufficient revenues would accrue to make a fee system worthwhile.

Radio Still Dominates
THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Serveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short.* Wrap it up with WSBT radio.

30 Years on the Air
WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

AFA CONVENTION

Underway in New York

AT LEAST 1,000 advertisers were expected to attend the Advertising Federation of America convention starting in New York's Waldorf-Astoria Hotel yesterday (Sunday), spokesmen reported last week, indicating that advance registration has been "exceptionally good."

Although the four-day meeting is dedicated to "better advertising —more efficient advertising people," delegates are slated to hear an inventory of television's future, to be delivered by leading agency and broadcasting executives Wednesday morning. Prime topic will be "What the Television Thaw Means" with explanations from the point of view of the network, the agency, the advertiser and the producer. Other speeches Wednesday morning will include an explanation of UHF by Raymond Guy, manager of radio and allocations engineering for NBC.

Irving H. Herriott Jr.

FUNERAL services were conducted in Chicago last Monday for Irving Howard Herriott Jr., 40, district sales manager of Zenith Radio Corp. and son of the company's general counsel. Mr. Herriott died May 29 in Washington on a business trip. He joined Zenith in 1937. Surviving are his wife, Marjorie, a son and a daughter.

HAWAIIAN TOUR

Listeners Invited by WIBW

AN AIRPLANE tour to the Hawaiian Islands open to radio listeners is included in autumn plans of WIBW Topeka, Kan. The tour is to be conducted by Wes Seyler, WIBW farm service director.

Mr. Seyler said that the primary purpose of the tour is to study agriculture and livestock in Hawaii but there will be time to take advantage of the Hawaiian climate. A more leisurely trip is being planned via ocean liner.

Price per person will be based on actual cost, Mr. Seyler said. Reservations may be made for both men and women, subject to prior claims and space limitations.

1ST in Sports



BIG LEAGUE BASEBALL
Exhibition Games
Regular Games
World Series
All-Star

AUTO RACES
Indianapolis Speedway Races
Pan-American Speedway Races

PRIZE FIGHTS
Pabst Blue Ribbon Fights

BIG-TIME FOOTBALL
National Collegiate Games
Southwest Conference Games
Professional Games
Army-Navy
Trinity University
East-West
Blue-Gray
Gator Bowl
All-Star
State High School Championships

HORSE RACING

More big time sports than all other San Antonio stations combined!

KMAC

25 YEARS OF SERVICE

MUTUAL ON 630
SAN ANTONIO
HOWARD W. DAVIS, Owner

Represented nationally by the GEORGE P. HOLLINGBERY Co.

On All Accounts

(Continued from page 16)

through with production a campaign that will sell the client's products or services.

In its two and a half years, American Advertising has taken new accounts, put them on radio alone, and made them successful. Mr. Lease particularly cites E. Masin furniture, which formerly had used classified ads exclusively, and the Veloz & Yolanda dance studios. The Seattle studio became the top Veloz & Yolanda money-maker on the Pacific Coast in the one year it was Mr. Lease's account, and new studios have since been opened in Tacoma, Bremerton and Portland, all as accounts of American Advertising.

Tony Lease's role as charmer of lonely women results from another account, the Sinus Institute. He created and now voices *Mr. Jet*, a "Lonesome-Gal" type of show for women. Aired Mondays through Fridays at 7:30-7:45 p.m. on KXA Seattle, *Mr. Jet* offers semi-classical music with intimate commentary, to sell sinusitis treatments.

Another successful promotion of American Advertising is *Tune Trail*, aired daily from noon to 2:30 p.m. on KRSC Seattle. The musical quiz show has six participating sponsors.

The agency's ultimate TV objective is to develop a complete production department. Mr. Lease himself serves on direction, production, script and ideas, and currently has two assistants in the agency. He is looking for "triple-threat men" for his staff, to develop, create and sell ideas in television production.

Advertising-wise, Mr. Lease believes in the value of saturation. He seeks to build a personality for the advertiser, then hammer it home with consistency. "You can spend $1,000 in one week, and be forgotten in two," he says.

Although as "Mr. Jet," he has captured many feminine hearts, Anthony Lease in private life is happily married to the former Theo Thill. They have one son, Thill Anthony Lease, born last May 5. Mr. Lease is a member of the Washington State Press Club, and avers his hobby is philosophy.

GRID COVERAGE

WMAL Gets Md. Exclusive

EXCLUSIVE radio coverage of the complete 1952 U. of Maryland football schedule by WMAL Washington, was announced last week by Kenneth H. Berkeley, general manager, WMAL-AM-FM-TV.

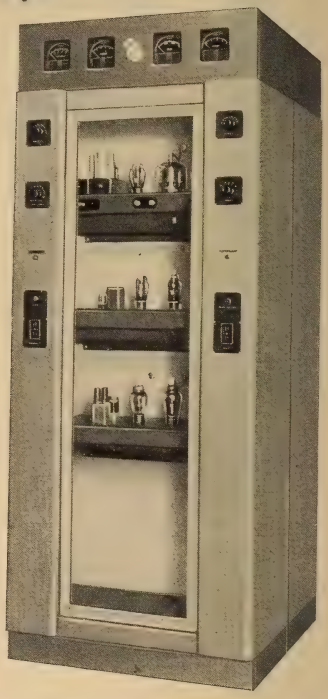
Jim Gibbons, a local sportscaster, will handle the play-by-play. Maryland opponents include Missouri U., Auburn, Clemson U., Georgia U., the Naval Academy, Louisiana State U., Boston U., Mississippi, and Alabama U. Last season, an undefeated Maryland team trounced Tennessee in the Sugar Bowl game on New Year's Day.

CONTINENTAL AM TRANSMITTERS *Via* Graybar



Type 314-2 1000 watt Continental transmitter — Unique pressurized cabinet design guides cool, filtered air to all components. Variac transformer smooths out power and voltage variations. Unit cuts back easily to 500 watts.

Type 312 250 watt Continental transmitter — Low-level modulation of linear RF power amplifier provides superior performance. Unit has 14 metering positions.



new **Graybar-distributed units embody these important transmitter features**

1. **Simplified circuit design** — inexpensive tube complement
2. **Easy adjustment** — fewer tuning controls
3. **Unified Transview cabinet** — frameless all-aluminum construction
4. **Ready accessibility** to all components
5. **Electric door locks** with pressure latches — provide maximum safety
6. **Electronic time delay** — automatic filament voltage regulation
7. **New Continental Type 30XT Crystal Oscillators**
8. **Low drive, high-gain amplifier tubes** — require no neutralization
9. **Vacuum tank capacitors** — oversized components

Your near-by Graybar Broadcast Equipment Representative will be glad to give you complete details on either of these new Continental transmitters.

Discuss your other AM, FM, or TV requirements with him, too. You'll find him well-qualified to assist you in every phase of station construction or expansion . . . and modernizations of transmitter and studio facilities. *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.* 259-16

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

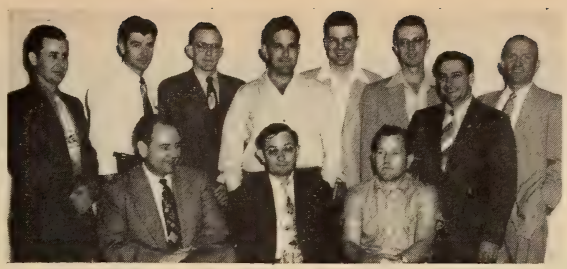
Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
J. J. Connolly, Exeter 2-2000
PHILADELPHIA
J. W. Crockett, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best—Amplifiers • Antennas • Attenuators • Cabinets • Consoles • Loudspeakers and Accessories • Microphones, Stands, and Accessories • Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

. . . **manufactured by**—Altec Lansing • Ampex • Blaw-Knox • Bryant • Cannon • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

via GraybaR



AT LITTLE ROCK spring meeting of Region 6, National Assn. of Radio Farm Directors, are (l to r): Seated—John MacDonald, WSM Nashville; George Roesner, KTRH Houston; Jack Jackson, KCMO Kansas City, Mo.; standing—Jack Timmons, KTBS Shreveport, new vice chairman; George Shannon, WWL New Orleans, new chairman; Lloyd Evans, KWTO Springfield, Mo.; John Holmes, KLRA Little Rock; Don Wells, Armand S. Weill Co., Buffalo, N. Y.; Jack Creel, KFYO Lubbock, Tex.; Harold Dedrick and Sandy Sanders, WKY Oklahoma City.

REC-ATS MERGER

Fusion Methods Studied

SPECIAL committees of Radio Executives Club of New York and American Television Society agreed last Tuesday to work out details necessary to effect a merger.

The committees were appointed respectively by I. E. (Chick) Showerman, president of REC, and Julius F. Seebach Jr., president of ATS. The committees said that after careful study they hope to effect the merger within two weeks and "upon terms and conditions satisfactory to both."

ATS committee appointed two weeks previously to act on the merger includes Don McClure, account executive with McCann-Erickson, chairman; Caroline Burke, NBC-TV producer; Jay Bonafield, executive vice president of RKO-Pathe; Glenn Gundell, vice president in charge of advertising, National Dairy Products, and David Hale Halpern, vice president of Owen & Chappell Inc., and past president of ATS.

Members of REC committee are: William S. Hedges, NBC vice president; Robert Saudek, director of TV-Radio Workshop of the Ford Foundation; Warren Jennings, ABC; Elizabeth Black, Joseph Katz Co.; Lewis H. Avery, Avery-Knodel Inc.; John Brooke, Free & Peters, and Norah K. Donovan, attorney and chairman of REC by-laws committee.

Acting as ex-officio members of both committees are Presidents Showerman and Seebach, and Claude Barrere, secretary of REC and ATS.

Crosby Expansion

ENTRY into library transcription activity is to be made by Bing Crosby Enterprises, Culver City, Calif., with the firm's musical and technical radio staff. Some of Mr. Crosby's past CBS Radio programs will be augmented by new material recorded by him to make up a library in addition to the projected *Musical Americana*, a series on jazz performers. The music library service will be available to stations on a lease basis.

NEW Capehart-Farnsworth radio-TV line will be presented at the annual distributor convention in Chicago's Conrad Hilton Hotel Aug. 4-5.

NEW LAW FIRM

Formed By Hand and Myse

FRANK B. HAND Jr. and Daryal A. Myse, both formerly with FCC, announced last week that they have formed a new law firm which will specialize in radio and television matters before the FCC.

In addition to his experience as a practicing attorney before FCC, Mr. Myse has a number of years' experience as a practicing engineer. He was graduated from the Engineering College of the U. of Wisconsin in 1933, and is a registered professional engineer in Wisconsin, Maryland and the District of Columbia. He was admitted to the D. C. bar in 1946. Mr. Hand was admitted to the D. C. bar in 1938. He also has served with the Interstate Commerce Commission. The new firm will be located in the offices of Mr. Hand in Washington's Transportation Bldg.

SHOUSE SPEAKS

To Wilmington Graduates

NO EFFORT to achieve international understanding is wasted, James D. Shouse told 108 graduates of Wilmington (Ohio) College at the 78th annual commencement exercises June 2.

Mr. Shouse is chairman of the board of Crosley Broadcasting Corp., and vice president-director of Avco Mfg. Corp. Crosley Corp. owns WLW WLWT (TV) WLWA (FM) Cincinnati, WINS New York, WLWB (FM) WLWD (TV) Dayton and WLWC (TV) WLWF (FM) Columbus.

Speaking in defense of the United Nations, Mr. Shouse agreed that the UN is not yet wholly effective but asked the graduates what they would suggest in its place.

The alternative to the UN, he said, is anarchy in which all nations engage in an arms race which would end in all nations being swallowed by an imperial state.

DICHTER DICTUM

Products Have Personality

WHAT determines peoples' purchases, according to Dr. Ernest Dichter, psychological consultant, is "one very simple yet gigantic satisfaction—security."

"The search for ideas in selling and advertising therefore is really nothing but a search for a language of communication," Dr. Dichter, president, Institute for Research in Mass Motivations, told a New York luncheon meeting of the American Marketing Assn. He advised that there are three major ways in which the public can be made aware of the "personality" of a product, the factor which promises security: Through empathy, individual style and the effort to be considerate.

The principle of empathy, Dr. Dichter said, is based on the necessity of understanding the language in which people think and talk about a product in terms of their own lives. When advertisers do this, they will realize that a particular personality is associated with their product, which should be enforced—or in negative cases, explained—through advertising.

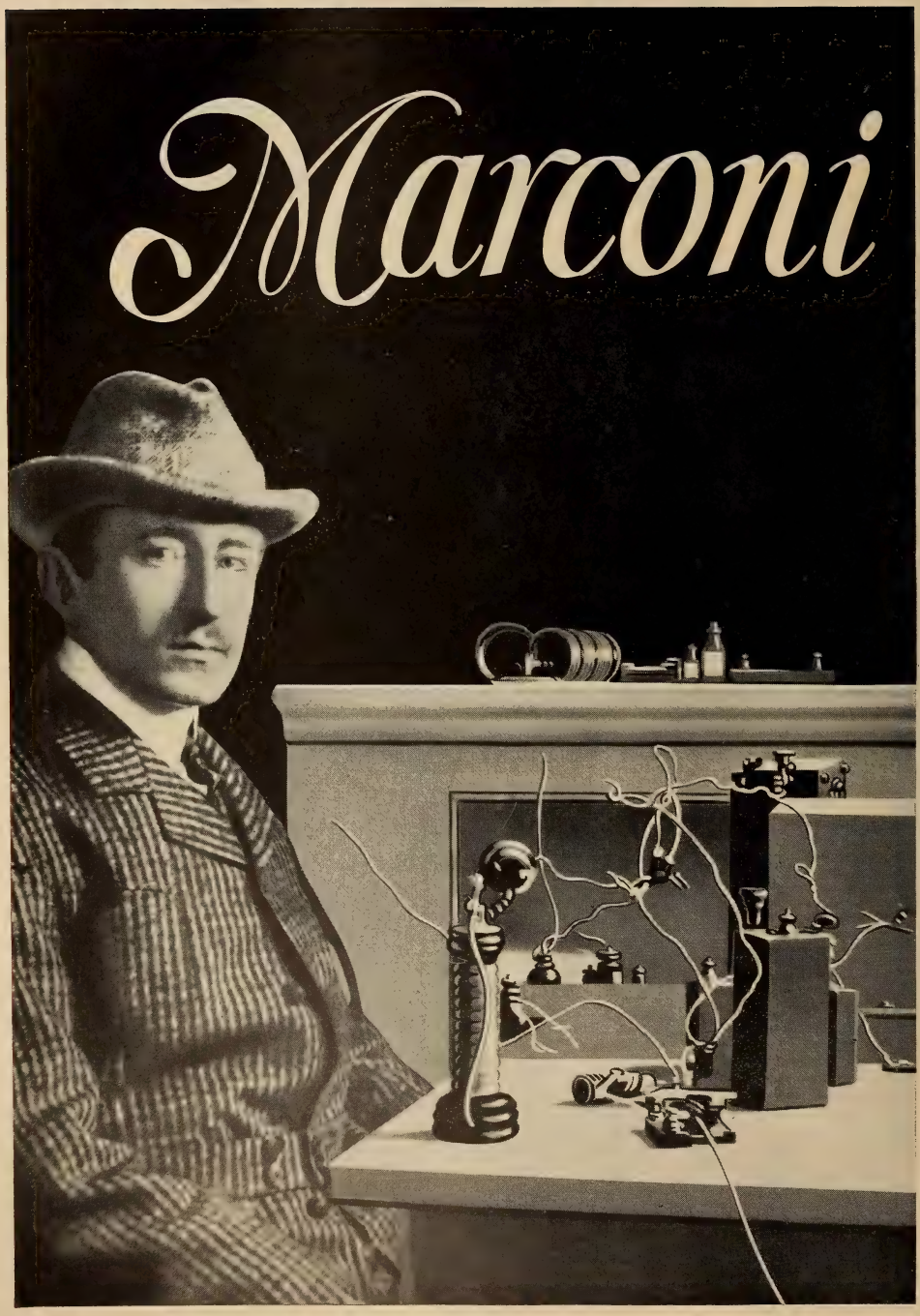
Sometimes advertisers contradict the public's idea of their product, he noted. One study indicated that consumers, contrary to the then-current advertising of Pepsi-Cola, thought of the drink as "very juvenile, aggressive, shirt-sleeved and a joyful kind of beverage," although ad campaigns has presented it as a dignified, sophisticated drink. "Since this personality . . . had very many nice and positive aspects," the company decided to change their advertising to agree with it, thereby implementing their sales, he said.

The second way to appeal to the consumer, he suggested, is through the public desire for "individual style," or preference, need or brand. "People are convinced that someone who has a style of his own is more believable," he said, citing Arthur Godfrey's TV success as "a perfect example."

The CBS-TV performer is thought of as doing exactly what he feels like doing—"something all of us dream about, but that few of us normally achieve" the psychologist said. "If he can be so spontaneous and free that he even goes to the extent of kidding his sponsor," Dr. Dichter said, "then anything he says must be believable and truly his own opinion."

The speaker's third principle is that people do not react to the spoken word and illustration but rather to the intention or effort that has gone into it. An advertiser trying to show considerateness will attract greater attention than the one who says, "Buy my product because my product is better," he advised.

The sooner the advertiser learns to accept the public in the public's own terms, the sooner he will establish forceful sales contact with the consumer, Dr. Dichter said.


Marconi

. . . a name to remember

On March 27, 1899, Marconi astounded a group of friends by sending signals with his system of wireless telegraphy for a distance of 30 miles. News traveled slowly in 1899 and it was many weeks before Marconi's feat was known to the entire world. It is doubtful, even in his wildest dreams, if Marconi could have envisioned the vast use we make of his principles of wireless telegraphy in radio broadcasting today.

Just 25 years ago, the STORER BROADCASTING COMPANY was born in Toledo, Ohio. Its major precept was—and is—that broadcasting in the public interest would be its number one responsibility. During the past quarter century all STORER BROADCASTING stations in the eight markets where they are located have adhered to that principle. For this reason the people who live in those eight markets listen to and believe in STORER BROADCASTING stations. Our number one responsibility has become our greatest asset. That is why advertisers who want results use STORER BROADCASTING COMPANY stations —the stations listeners believe in.



STORER BROADCASTING COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WAGA,** Atlanta, Ga.
WGBS, Miami, Fla. • **WJBK,** Detroit, Mich. • **WSAI,** Cincinnati, O.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga. • **KEYL-TV,** San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

editorial

One for All; All for One

THE ATMOSPHERE surrounding the calling of the forthcoming meeting of CBS Radio affiliates and executives of the network is one that encourages hope for eventual solution of radio network business problems.

Not the kind of witless hope that depends for realization upon the passing of a miracle nor the even sillier hope that an unsatisfactory situation can rectify itself while all parties to the situation ignore it.

The hope which arises from this occasion is a firmer one.

Quite obviously, the nine operators of CBS Radio affiliates who called the meeting did so with the very realistic awareness that radio network business affairs have reached a state of disorder which cannot be corrected by wishful thinking or any cure short of painstaking diagnosis and patient therapy.

This attitude of realism is at odds with the excitability that has characterized the thinking and behavior of some affiliates in the past. It implies that station management and network management, who not always have worked harmoniously together nor with one another's interests in mind, may now discard old suspicions and jointly seek a solution.

The network crisis of today goes to the very heart of the American radio system. Ten years and more ago when the Independent Radio Network Affiliates was formed to work out problems common to the entire field (AFM contracts, for example), a slogan was coined: "The affiliates are the networks, and the networks are the affiliates."

In those days, networks and their affiliates achieved a unanimity of purpose when confronted by the music crisis.

They should strive for no less unanimity today, for the business crisis now confronting network radio is every bit as severe a threat to radio as was the music difficulty of 1940-41.

It is to be hoped that the July 1-2 conference of CBS Radio affiliates and network executives will bear out the intentions of its sponsors and that the infirmities afflicting network radio will be examined frankly and in detail. Out of such a conference could come the stabilization of U. S. radio.

Sun Spots (Sic)

LATEST SEASONAL attempt to hook a free radio ride comes from the Sun Glass Institute, of New York City.

Stations are being broadsided with a fat brochure of 24 ready-written "spots." An explanatory memo to program directors tells of the "health giving benefits" of the sun, then quickly switches to a note of warning. "Scientists and eye specialists," it says, "have been warning the public to use care in safeguarding the eyes from too much sun."

Here the institute takes the program manager into partnership and offers him an opportunity to do something about this danger. "You will be performing a public service," the memo continues, "by bringing these facts to the attention of thousands who may be gambling with their safety." Typical "spots" follow.

Many station managers "filed" the "opportunity" in the waste basket. At least one sent his rate card to the Sun Glass Institute.

One thing was universal—the burn. But it was from the institute, not from the sun.

FCC Black Magic

FOR a classic portrayal of the Biblical quotation about the left hand not knowing what the right hand doeth, we cite the FCC as Exhibit A.

The FCC is crying poverty. It needs manpower to handle the TV "workload." An important personage—Chairman Edwin C. Johnson—gets his Interstate Commerce Committee to plead for $800,000 more to give the FCC that manpower. The Senate meets it two-thirds of the way by approving $600,000.

Even before Congress had acted, the FCC yields to the mouthings of its lawyers and places on temporary license the stations of several networks because of a wild-swinging, publicity-seeking complaint of the American Civil Liberties Union alleging "blacklisting."

Here, on the one hand, the FCC bemoans its dire financial straits. And on the other, it invents a workload in an area which is none of its business. This artificially stimulated FCC "business" follows the pattern of the late-lamented Richards' Stations hearings; the current ABC-United Paramount proceedings, bringing in extraneous issues that can't conceivably have a bearing on the proposed merger; the abortive "rebroadcast rule" which places the FCC stamp of approval on program piracy, and the still-warm letter to CBS wherein the FCC holds that GOP Presidential aspirant William R. Schneider of St. Louis is entitled to equal opportunities with other Presidential candidates (wherein it introduces the vicious practice of regulating licensees in advance of the fact).

How do these actions come about? The blacklisting case is a shining example. Last April, ACLU called upon the FCC to conduct a general investigation of "blacklisting" stemming from the publication of *Red Channels*. Came widespread publicity, what with the citing of such entities as NBC, CBS, ABC, DuMont, WPIX (TV) New York and KOWL Santa Monica as alleged blacklisters. Renewals of several were due June 1.

At its meeting Wednesday, May 28, the Broadcast Bureau recommended, and the Commission approved, regular renewals and dismissal of the ACLU complaints. At the next day's session, General Counsel Ben Cottone (who had provoked the rebroadcast rule and who made the Richards case a *cause celebre*) asked for reconsideration and deployed legalistic abracadabra about the Administrative Procedure Act requiring investigation and written opinion. Comr. E. M. Webster felt there was something to this procedure business. Comr. Frieda B. Hennock struck a blow for her ACLU misguided liberals and seconded reconsideration. Chairman Paul A. Walker wilted. There was more legalistic interplay.

So temporary licenses ensued. The vote was 3-2, with Vice Chairman Rosel H. Hyde and the FCC's newest member, Robert T. Bartley, opposing the action as improper use of the licensing function extending beyond the intention of the statute. Comrs. Robert F. Jones and George E. Sterling were away.

It is this sort of mischief that the FCC lawyers have been inciting. It's the phony-liberal precept of trying to dispel all alleged social sins by using the licensing power. It's the kind of activity that has infused the FBI with the notion that the FCC is made up of a gang of left-wing (or worse) sympathizers.

On the blacklisting issue, if there are those who feel they are libeled, they have recourse to the courts, not the FCC.

And pity Chairman Johnson and his committee, who stuck their necks out to get an economy-minded Congress to give the FCC more money, only to have the same FCC create a new WPA legalistic leaf-raking project that is make-work and make-trouble.

our respects to:



D. L. (TONY) PROVOST

THE celebrated "Topper" novels created by the late Thorne Smith may owe certain facets of their hero's character to a man with whom the novelist once roomed in Greenwich Village. He is D. L. (Tony) Provost.

Topper was pictured as a good-natured businessman, successful, but with a turn for getting into out-of-the-ordinary situations. That shoe fits Tony Provost.

But where Topper was meek and easy-going, Tony Provost dons sprinting shoes for a much faster and aggressive whirl in the business world. Today he is vice president and general manager of Hearst Corp.'s Radio and Television Div., and, perforce, one of the broadcasting industry's most active and aggressive figures.

In direct supervision of WBAL (50 kw) and WBAL-TV Baltimore, both NBC affiliates, Mr. Provost also heads WISN-AM-FM Milwaukee (5 kw). He is a member of the board of directors of KING Seattle, Wash., partly-owned by the Hearst Corp.

With these widely-spread properties demanding his business talents, Mr. Provost has established a policy for overall operation which combines sound business administration with strong public affairs programming.

His 20 years of experience in broadcasting stood him in good stead in his present position when he succeeded the late Tom A. Brooks.

During his work as an independent program producer from 1931 to 1939, he had a hand in pugilist Max Baer's dramatic career. He handled the rights to a three-a-week radio dramatic show, sponsored by the B. F. Goodrich Co., and starring the prizefighter before his fight with Primo Carnera, and the next year prior to the Braddock fight, a half-hour Baer dramatic show sponsored by Gillette Safety Razor Co. It has not been revealed whether Mr. Provost was responsible for the publicity gag during this time of having the fighter "shot" by a sound effects man in a New Jersey hotel lobby with blank cartridges, an act which made national headlines.

Mr. Provost served as sales manager for Empire Broadcasting Co. from 1939 to 1942 and from 1942 to 1945 was assistant manager of WEAF New York.

His decision to stick with the broadcasting industry became pronounced when a side venture back-fired during this period. With a partner, Mr. Provost tried to introduce an oil-nut crushing machine into Mexico, but the Mexican government objected that the machine was unfair to labor. When a representa-

(Continued on page 54)

"Wherever You GO . . . there's RADIO!"

CKLW is proud to have played a part in the United Detroit Radio Committee's campaign which won top honors for group radio promotion in 1951. CKLW conceived the slogan, first gave it air time, and joined with other Detroit Stations to emphasize the great value of radio in the Detroit market.



MUTUAL **CKLW** MUTUAL

50,000 WATTS • 800 On Your Dial

Guardian Building • Detroit 26

front office

JOHN THORWALD, radio-TV director, WJHP Jacksonville, WTMC Ocala, WDLP Panama City and WCOA Pensacola, all Fla., has resigned. Future plans have not been announced.

DICK DAWSON, account executive, DuMont Television Network, to Paul H. Raymer Co., N. Y., station representative firm, in same capacity.



Mr. Dawson

ALFRED E. ANSCOMBE, sales promotion director, WKBW Buffalo, promoted to local sales manager.

C. C. CLOUGH, account executive, Fennell Adv. Hollywood, to KWKW Pasadena, in similar capacity.

JERRY WINTERS named sales manager, WVOW Logan, W. Va.

PAUL SIMPKINS, staff announcer, WJDX Jackson, Miss., to WGLC Centerville, Miss., as station manager.

QUENTIN C. STURN, accounting staff, WIND Chicago, transfers to sales.

HARRY SIMMONS, salesman, Paul H. Raymer Co., Chicago, to NBC Radio Spot Sales, same city, in same capacity.

STUART HEPBURN, recently discharged from the Navy, to WNAV Annapolis, Md., on sales and announcing staffs.

JOHN ROSSITER, general manager, WTVN (TV) Columbus, Ohio, elected vice president of Picture Waves Inc. in addition to present duties.



Mr. Rossiter

MIKE SHAPIRO to sales staff of WFAA-TV Dallas.

HAROLD GREGSON, station manager, KNBY Newport, Ark., returns to KNEA Jonesboro, Ark., as commercial manager.

WILLIAM GIDEON and LAWRENCE H. ROGERS appointed to board of directors of WSAZ Huntington, W. Va.

BRYAN J. BUSH, former commercial manager, WDOD Chattanooga, Tenn., WALTER H. STAMPER Jr. and WILLIAM O. JONES, salesmen there, to WAPO that city, in same capacities.

Advertisement

"Save up to $16 a month on food bills."

Using radio, TV, small ads, and the package itself, Sterling Salt tells housewives how the trick is done.

On pages 44 and 45 of the May 9 issue of Printers' Ink, James K. Gearhart, advertising and merchandising manager, International Salt Company, "Gives credit for sales boost to high information value of ads."

If you missed this story drop me a line and I'll send it on to you.

It's important on two counts. First, you can use it to build several solicitations for new accounts, local, regional or even some national advertiser. Second, it was probably read by the largest single group of buyers of advertising in this country. Of our total circulation, 23,309, more than two-thirds are advertising managers, sales managers, agency executives, and the top executives who "give the nod" to schedules.

With the article you will see a typical radio script, three small space ads, and the complete story of how "Sterling Salt is now helping tens of thousands of housewives to save up to $1.93 on a dinner for four, and up to $16.00 a month on their food bills."

At the present time, 34 Radio Stations are releasing daily Sterling weather reports five times a week. With these reports, commercials are rotated to feature Sterling Table Salt, Blusalt for the farm, Sterling Industrial Salt, and Sterling Auger Action Salt for ice control.



Bob Kenyon

Articles like this often provoke this question: "Why does Printers' Ink come up with so many factual, down-to-earth, profit-making stories?"

For 63 years, our subscribers have told us what they want. They are the buyers of advertising. To hold their interest and renew their subscriptions year after year, we know that stories like the Sterling Salt report are what they seek.

Two suggestions: Read the Sterling story, then contact some local or regional food advertiser and tell him how he can use your station to expand his business. Another suggestion: Start telling the Buyers of Advertising weekly in Printers' Ink about your own station and market.

We are ready to help you whether you decide to use 1/6 of a page or a full page on a regular schedule.

When shall we have our first talk?

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

Personals . . .

SYDNEY H. EIGES, NBC vice president in charge of press and information, elected president of New York professional chapter of Sigma Delta Chi, honorary journalism fraternity.

GEORGE HINDERSON, director of sales, WLWC (TV) Columbus, elected to board of directors of city's Manufacturers Representatives Assn. . . . GLAD HALL JONES, KRKD Los Angeles account executive, to head second annual advertising workshop series for teachers at Fairfax High School, same city, June 14-25. . . . JOHN McDERMOTT, sales staff, KMBC and KFRM Kansas City, Mo., elected president of Junior Chamber of Commerce. . . .

ROBERT J. McANDREWS, commercial manager, KBIG Avalon, Calif., was m.c. at sixth annual *Hucksterado* dinner dance of Hollywood Ad Club, June 6.

KEN SPICER, business manager, WBT-AM-FM and WBTV (TV) Charlotte, N. C., elected president of city's National Office Management Assn. . . . . BENEDICT GIMBEL, president-general manager, WIP Philadelphia, to receive honorary degree of Doctor of Humane Letters from Lincoln U. . . . . ANDY A. McDERMOTT, manager of Radio & Television Sales Inc., Toronto, elected second vice-president of Advertising and Sales Club there. . . . LEE HODGE, sales staff, WKTY La Crosse, Wis., appointed general manager of city's annual summer civic opera. RALPH V. STEELE, sales staff, WKTY, named "man of the year" by County Reserve Officers Assn. . . . . AL WEEKS, account executive, KLO Ogden, Utah, elected president of city's Advertising and Sales Club. . . . .

AM IN TV HOMES

Probed by Advertest

RADIO sets require less attention than TV sets. That's what most respondents said in a survey by Advertest's Tele-Scope on "What is your opinion as to why people continue to listen to the radio even though they own television?" Women in 755 TV homes in the New York metropolitan area were queried. Answers and percentages follow:

Radio requires less attention	26.8%
TV tiresome—bad for eyes	8.9%
Many have favorite radio programs	7.8%
Radio has its own values	6.2%
Radio provides music	5.2%
Many radio programs better than TV	4.5%
Some TV programs are poor	3.6%
Habit	2.5%
Miscellaneous reasons	5.4%
Don't know	31.9%

More French-Language

EXPANSION OF Canadian Broadcasting Corp. French programs was decided on at the CBC board of governors meeting in May at Quebec City. French-language stations as far west as Edmonton are to receive wire-line network service from Montreal and Quebec this summer. There are a number of independently - owned French - language stations now in operation in northern Ontario and western Canada, which will be included in this expansion. It also was decided to build a French-language CBC station in New Brunswick province, although location, frequency and costs have not yet been determined. The New Brunswick station will carry the French-language programs exclusively.

YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*—



BUT . . .

YOU NEED THE FETZER STATIONS TO WIN IN WESTERN MICHIGAN!

If you're pitching for the rich Western Michigan market, WKZO-WJEF and WKZO-TV give you three strikes on any other media in this area.

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids (a CBS combination) deliver about 57% more city listeners than the next-best two-station choice in these two cities, *yet cost 20% less* than the next combination. In addition to their home-town superiority, WKZO-WJEF have tremendous rural circulation too. The 1949 BMB Report shows that WKZO-WJEF have greatly increased their unduplicated audiences over 1946—up 52.9% at night . . . 46.7% in the daytime! In the Grand Rapids area *alone*, this represents an *unduplicated* day-and-night coverage of 60,000 homes!

TELEVISION

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. A new 28-county Videodex Diary Study, employing the BMB method, offers smashing proof that WKZO-TV delivers 91.9% more Western Michigan and Northern Indiana homes than TV Station "B"!

Write direct or ask Avery-Knodel for all the Fetzer facts, *today!*

* *Maury McDermott of the Louisville Colonels tied this American Association record in a 1949 game with St. Paul.*

WJEF top4 IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV top4 IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO top4 IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

"Put your ideas...



on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-60, **NEW YORK 20**
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-60, **CHICAGO 11**
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-60, **HOLLYWOOD 38**
HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Our Respects To

(Continued from page 50)

tive for the machine was murdered by peons, the project was abandoned in a hurry.

Mr. Provost, whose first name is DeLancey, but who has become known throughout the broadcasting industry by his initials, D.L.—or his nickname Tony—, was born June 28, 1903, at Winsted, Conn., and attended Gilbert Preparatory School.

Awarded a bachelor's degree at William & Mary College, Williamsburg, Va., he entered the advertising business, but was forced out of work during the depression. He entered radio via a recording concern.

As program manager for WNBC New York from 1945 to 1949, Mr. Provost saw the station receive more national awards than at any time in its history. Specializing in children's shows and public affairs programming, he gave many current radio and TV favorites their first big break. Tex and Jinx were introduced by Mr. Provost and he also brought Bob Smith from Buffalo to New York as a morning entertainer and star in children's programs, where Mr. Smith first brought forth his *Howdy Doody* show.

Moving to Baltimore as business manager for WBAL-AM-TV in 1949, he took over his present job in 1951. Since then the properties have expanded steadily with development of merchandising and photographic departments, an increased news staff and intensive concentration on educational programming.

Expands Classroom TV

WBAL-TV already had been among the first stations in the country to inaugurate TV programs for public school classrooms. Under Mr. Provost the educational programming was expanded to embrace the university level, and now makes available Class A time each week for a series participated in by every major college and university in Maryland. Additional choice time is devoted to a weekly medical show presented by U. of Maryland doctors.

The WBAL radio and TV outlets present 51 public service programs weekly.

Mr. Provost also has expanded actual programming time, insisting that WBAL-TV be the first station on the air every day and the last at night, the station starting at 7 a.m. with the Garroway show and ending with live news and sports programming at 12:15 a.m. WBAL-TV programmed its own 9-10 a.m. variety show long before the NBC *Today* program, reportedly receiving the highest rating for early-morning TV in 10 major cities covered by ARB.

Six months ago WBAL went on the air for 24 hours a day. An outstanding feature show on the all night broadcast is conducted by Archdale J. Jones, an Englishman, who helps track down missing persons.

Some indication of why business records show WBAL-TV at its peak booking level and WBAL listing its strongest billing in recent years, may be gathered in Mr. Provost's standing advice to his various staffs:

"We can no longer be purveyors of entertainment from an ivory tower. The people have grown up with our media and are no longer awed by technical magic. Today radio and television stations, like newspapers, must be a part of their communities. That means we must go to the people with our cameras, our tape recorders and our microphones. We must enter their schools and their churches, participate in their fund-raising campaigns and record the progress of their vital civic and legislative issues.

Showmanship Factor

". . . It must not be forgotten, however, that we are also in show business. All the public service in the world will fall on deaf ears unless we employ the tricks of our trade to make it dramatic and vital to the public. . . ."

Although Mr. Provost must travel a lot of necessity, he relaxes when he can at his home in a valley north of Baltimore. He is married to the former Seraphine Baumgartner.

His hobbies are his dogs, gardening and sometimes a hand of poker.

SCAAA ELECTION

Jorgensen Named President

KAI JORGENSEN, executive vice president and chairman of the board, Hixson & Jorgensen Inc., Los Angeles agency, has been elected president of Southern California Advertising Agencies Assn. He succeeds Willard G. Gregory, president, Willard G. Gregory Co. who continues as board member.



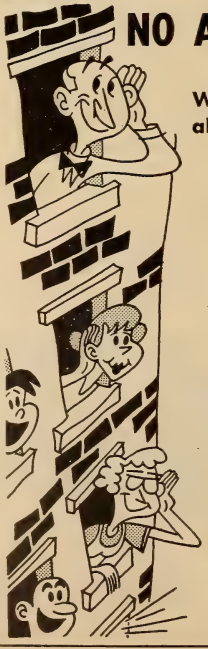
Mr. Jorgensen

Elected first and second vice presidents, respectively, were Earl L. Taggart, partner of Taggart & Young Adv., and Robert F. Millar, president, Stellar, Millar & Lester Inc. Forrest Dolan, vice president, The Mayers Co., was named secretary-treasurer.

Pulse Expands Service

PULSE Inc.'s addition of 18 radio and ten video markets to its service area surveys marks the firm's greatest four month expansion in history, Dr. Sidney Roslow, Pulse head, said May 24. He said Pulse now covers 67 radio markets including 18 million families, or 42% of the U. S. total, and 38 TV markets containing 85% of all TV sets. New markets, as released by Pulse, include Houston, San Antonio, Toledo, Providence, Milwaukee, Tulsa, San Diego, Miami, Pittsburgh, Baltimore and Richmond.

NO ARGUMENT HERE . . .



WBNS has more listeners than all local stations combined!

All the neighbors listen in when WBNS is on the air. And you can't argue with these facts: WBNS has the top 20 rated programs . . . a combination of top CBS shows and local favorites. WBNS reaches a Billion-Dollar audience of almost 1¼ million, both urban and rural. WBNS is the neighbor other local stations try to keep up with.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET



Can America escape socialism?

Some nations couldn't. And there are people in this country who are trying to push America down the same one-way street.

They don't speak out for socialism openly—they know most Americans don't want it. Instead, they give persuasive reasons for the *steps that lead to socialism.*

There's one clue that will help you recognize this hidden socialism. It's the old line: "*Let the federal government do it—or run it—or take it over—or own and operate it.*" When you hear that, look out.

For the more things the federal government runs, the closer we are to socialism—whether we want it or not—and the fewer rights and freedoms we have left for ourselves.

America can escape socialism—here's how you can help: Recognize the steps that lead to it. Help your friends and neighbors see the danger. And use your ballot wisely!

• • •

WHERE DOES SOCIALISM START? One of socialism's first aims is to have the federal government take over electricity, and thus get the whip hand over every business, farm and family. In America, socialized electricity has spread steadily—and the pressure is on for much more. That's why America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES* publish this warning to all Americans.

**Names on request from this magazine*

• "MEET CORLISS ARCHER"—*Sundays—ABC—9:15 P.M., Eastern Time.*

KHMO LABOR CASE

'Cease and Desist' Asked

TRIAL EXAMINER Stephen S. Bean, National Labor Relations Board, last week recommended that KHMO Hannibal, Mo., "cease and desist" from discouraging membership in any labor organization of its employes or in any other manner interfere with or coerce employes in their self-organizational rights.

Mr. Bean was acting on charges filed by IBEW, Local 1272, AFL. Complaint was issued March 5. Hearing was held at Hannibal March 24-26. Mr. Bean last week also recommended dismissal of several other charges of discrimination by KHMO.

World in Canada

ALL-CANADA Radio Facilities Ltd., Toronto, has obtained Canadian distribution rights of World Broadcasting System Inc., New York. R. F. Tait, of All-Canada, will handle the World Program Service library for Canadian stations. Plans are under way for expansion of the service to include Canadian artists and programs specially designed for Canadian broadcasting to cover local holidays and other features.

air-casters



JERRY CARR, news director, WHLI Hempstead, L. I., adds duties of program director.

STEPHEN W. ISON Jr. appointed acting program director, WVOW Logan, W. Va. **HUGH DeMOSS** and **JACK MILLAN** to station's announcing staff.

TOM HANLON, sportscaster, KNX Hollywood, to narrate auto racing sequences in Monogram Pictures feature film, "Army Bound."

ROBERT LOEBER, promotion staff, ABC Chicago, to advertising and promotion department, WMAQ and WMBQ same city, replacing **GRANT RECKSIECK** who has resigned.

BILLIE O'DAY, WIOD Miami, Fla. women's commentator, honored with certificate of appreciation at annual meeting of Dade County Federation of Women's Clubs for service to community.

STUART SNYDER, free lance writer and producer, KRDO Colorado Springs, to production staff, WHAS Louisville, Ky.

GEORGE WANN, promotion director, KOIN Portland, elected to board of directors of Oregon Prison Assn.

JOHN ARCESI, star of KNX Hollywood *John Arcesi Sings*, signed to exclusive three-year contract by General Amusement Corp.

ROY GREEN, operator, CHNO Sudbury, to CHUM Toronto, as announcer-operator.

JAMES PETERSEN, professor of radio and TV, Ball State College, Muncie, Ind., to special broadcast service staff, WLW and WLWT (TV) Cincinnati.

JEAN HERSHOLT, star of CBS Radio *Dr. Christian*, named "the doctor we'd most like to work with" by American Nurses Assn.

LOU SHABOTT, formerly of WCEC-WFMA (FM) Rocky Mount, N. C., to WJWL Georgetown, Del., as announcer.

PETER H. WINN, director of sports and special events, WHMP Northampton, Mass., to Amherst College there on public relations staff.

MIKE ROSS, Hollywood TV actor, assigned role in Paramount Pictures feature film, "Pleasure Island."

CARL W. HERZMAN, KLZ Denver farm program director, presented award for service as advisor to Colorado Jr. Cattlemen Assn. at group's 85th annual convention.

JULIA PRESSON to continuity staff, WPTF Raleigh, N. C. **BILL JACKSON**, WCOG Greensboro, to WPTF announcing staff.

EL JONES, CKWS Kingston, named a director of Advertising and Sales Club there.

BARNEY PHILLIPS, actor in NBC-TV *Dragnet*, assigned role in United Artists feature film release, "The Glass Wall."

DON McGILL, music producer, CBM Montreal, named program director of CBM.

CARMEN PHELPS, Pitluk Adv., to WOAI-TV San Antonio, for daily show, *Menu Matinee*.

WESTON J. HARRIS to WTTG (TV) Washington to handle publicity and promotion.

ED SIMMONS and **NORMAN LEAR**, writers of Martin & Lewis NBC radio-TV shows, signed to write comics' future motion pictures to be released through Paramount Pictures.

DIZZY DEAN, sportscaster for Falstaff Brewing Corp., honored May 25 at Dizzy Dean Day ceremonies in Sportsman's Park, St. Louis.

EMMA BARBERIO joins Hollywood headquarters, KBIG Avalon, Calif. as bookkeeper. **STU WILSON**, production manager, KBIG, adds duties of m.c. on KNXT (TV) Hollywood *The Files of Jeffrey Jones*.

SYD KENNEDY, manager of CBH Halifax, appointed program director of Maritimes Region of Canadian Broadcasting Corp., with headquarters at Halifax.

EVELYN CLARK DEGGENDORFER, assistant promotion manager, KCBS San Francisco, appointed promotion manager succeeding **HOWARD LUCK GOSSAGE**. **PETE TURDICI**, head apprentice, KCBS, promoted to record librarian replacing **DAVE McELHATTON**, new summer relief announcer. **BOB FAIRBANKS** succeeds Mr. Turdici. **JEAN POTEET** and **BEVERLY BECKER** to KCBS program staff.

FREEMAN LUSK, moderator, KLAC-TV Hollywood *Freedom Forum*, father of boy, May 25.

WILLIAM BALLARD, writer for *Kids and Co.* on DuMont Television Network, and *Joe DiMaggio Show* on NBC-TV, father of boy, William, May 14. Paternal grandmother is **REGGIE SCHUEBEL**, partner of Wyatt & Schuebel, N. Y.

News . . .

AUSTIN BOYLE, *Chicago Daily News*, to ABC Chicago press staff.

ADOLPH J. SCHNEIDER, director of NBC-TV news and special events, presented 1952 citation for alumnus achievement by U. of Omaha.

Thesaurus Abroad

FOREIGN radio outlets airing 11 RCA *Thesaurus* program series on May 29 included Radio Ceylon, Barbados Rediffusion Service (B.W.I.), DZRH Manila, Radio Jamaica, ZFY Georgetown (British Guiana), Rediffusion Singapore and Radio Trinidad. Advertisers are: Independent Insurance Co., Air France, Dunlap Rubber & Tyre, Da Costa & Co., Esso Products, Robert Thom, Caribbean Theatres, Altra Cod Liver Oil, State Express Cigarettes, Listerine Products, R. M. Jones, Marcelo Rubber Shoes, Soap & Edible Products Co., B & J Machado Tobacco, General Foods, Bardowell's Dept. Store, Honigs Products, C. G. Plummer, Grace Kenedy Soap, Chin Yee & Co., Michelin Tyres & Tubes, Bandbox Shampoo and Hagemeyer Trading Co.

JAYCEES' DAY

Take Over WASK Schedule

OLD CLICHE, "banker's hours," didn't mean a thing to Jaycees of Lafayette, Ind., fortnight ago as 40 businessmen took over the town, lock-stock and barrel — including the microphones of WASK there.

From 6 a.m. sign-on until post-midnight sign-off, it was Junior Chamber of Commerce day at the station as Jaycees and their "guest stars" handled microphone chores. Occasion was a special promotion aimed at boosting "Greater Lafayette Day." Plan was conceived by O. E. Richardson, WASK owner, and Robert Sharer, Jaycee board member.

Feature of day's activities was reading of each other's commercials by competitive business rivals. A bank president and maufacturer opened the broadcast day with news, markets and records. Jaycees also announced a local semi-pro baseball game. Participating in broadcast activities were bankers, insurance men, salesmen, lawyers, merchants, industrial officials and a Marine sergeant.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

REACHES 93,217 RADIO FAMILIES WEOK POUGHKEEPSIE

REPRESENTED BY EVERETT McKINNEY, INC

JUNE 9, 1952

TELECASTING

IN THIS ISSUE:

ICAA's Grid Plan For '52 Season
Page 59

atest Applications For Television
Page 60

Latest Set Count By Markets
Page 66

T&T Maps Hookup For Convention
Page 75

in our 7th year

Hitch Your Wagon to a LOCAL Star

Your sales wagon, that is. For it's the *local* artist on the *local* television program who carries the greatest sales impact with viewers (and buyers).

He is a well-known personality in the market. His endorsement of a product carries weight.

That's one reason why Spot TV is such a highly effective advertising medium.

Associate your product with the leading personalities in these eleven markets. You'll find them starring (and selling) on the outstanding television station of each market—listed here.

WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WFAA-TV . . . . . Dallas
KPRC-TV . . . . . Houston
KHJ-TV . . . . . Los Angeles
KSTP-TV . . . M'p'l's-St. Paul
WSM-TV . . . . . Nashville
WTAR-TV . . . . . Norfolk
KPHO-TV . . . . . Phoenix
WOAI-TV . . . . San Antonio
KOTV . . . . . Tulsa

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EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

America's

TOP SHOWS

depend on Houston-Fearless Equipment



The Dinah Shore Show
NBC Television Network
Starring Dinah Shore

"In 98% of all U.S. Television Stations"

There are many good reasons why Houston-Fearless television camera pedestals and dollies are standard equipment in a vast majority of television stations. They are skillfully designed to give complete mobility to the camera, engineered to withstand constant usage, and built to give dependable performance at all times.

They embody 26 years of leadership in manufacturing camera and film processing equipment for the motion picture studios of Hollywood and throughout the World. You can rely on Houston-Fearless for quality and dependability.

Write for catalog on television equipment.

The HOUSTON FEARLESS Corporation

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

TELECASTING

JUNE 9, 1952

WRS' PRIORITY PLAN

Suggests 'Service Factor'

By LARRY CHRISTOPHER

MODIFICATION of FCC's temporary processing procedure and city-by-city priority listing—to effect more equitable positioning among cities now receiving limited service—was proposed to the Commission last week by Westinghouse Radio Stations Inc. FCC issued its city priority list a fortnight ago [B•T, May 26].

The Westinghouse technique employs a "television service factor" as the key to positioning. This factor is the population of the city divided by the number of TV stations there. Computing one list on the basis of city population and another on the basis of metropolitan area population, Westinghouse covers only the B-2 through B-5 groupings (cities with existing service).

Allocation Developments

Other allocation developments last week included:

● Petition for reconsideration of FCC's Sixth Report lifting the TV freeze by Matta Broadcasting Co., licensee of WLOA Braddock, Pa., requesting assignment of Channel 4 there. Petition argues factors of separation between Braddock and Columbus, Ohio, and suggests channel changes involving WLWC (TV) and WBNS-TV Columbus.

● Request by Zenith Radio Corp., Chicago, that FCC (1) issue a ruling declaring all Chicago applicants, including WBKB (TV) there, on "equal footing" in their bids for Channel 2 and (2) "maintain *status quo* in respect to Channel 2 in Chicago."

● Plea by Dr. Forbes Farms Inc., Palm Springs, Calif., for amendment of Sec. 3.606 (allocations table) to allocate UHF Channel 14 there under provision of 15-mile rule.

● Opposition of Havens & Martin, operator of WTVR (TV) Richmond, to petition of High Point Enterprise (WHPE High Point, N. C.) to remove the allocation of VHF Channel 6 from Beckley, W. Va., to High Point.

The Westinghouse petition noted that the priority principles retained by FCC in the Sixth Report "are fair to the public" and that "it is in the public interest and 'serves the greatest good to the greatest number' to bring into reality, as quickly as possible, priorities 1 through 4, giving all areas a choice of two programs and all cities at least two stations."

Priority 1 is to provide at least one TV service to all parts of the U. S.; priority 2, to give each community at least one station. Priorities 3 and 4 are the same except they specify two services to all areas and two stations to each community, respectively, the petition explained.

Conflicts With Priorities

Noting that the Sixth Report indicates FCC's desire "to bring into being as many of the UHF television stations as possible within the shortest period of time," Westinghouse said the temporary processing procedure "would accomplish this result but, in our opinion, unnecessarily conflicts with priorities 1 through 4, at least as to timing."

"For instance," the petition continued, "hearings will be held in Los Angeles and New York-Newark area, both served by seven television stations, ahead of the Pittsburgh and St. Louis hearings, which cities are presently served by single outlets and rank eighth and ninth in metropolitan area population respectively."

Along the same line, the petition pointed out that the "hearings in Los Angeles and New York (and other multiple-served cities including Washington, Philadelphia, Detroit, Baltimore, etc.) violate priorities 2 and 4, at least as to timing, only because UHF is the only remaining available service."

"This appears to be an undue advantage to citizens already receiving adequate service," Westinghouse contended, "and an unfair penalty to those citizens in other large single outlet cities to which both UHF and VHF channels are presently proposed."

"We believe that the public interest would be served and priorities 1 through 4 more quickly brought into reality by use of another formula to establish hearing procedures without retarding the early growth of UHF stations," the petition held.

A-2 Priorities Necessary

Westinghouse stated it had no comment with respect to the Commission's proposals for group A-2 and B-1 cities, "since such priorities are necessary in order to meet priorities 1 and 3." A-2 cities are those 40 miles or more from any existing TV station while B-1 cities are those less than 40 miles and having assigned to them only UHF channels.

The petition noted that in group B-1 "the Commission's proposal involves cities less than 40 miles (some as close as 2 and 3 miles—Gastonia and East Lansing) from an existing transmitter and therefore are presumably receiving one or more services (Paterson, N. J., at 12 miles, receives 7 services) within the meaning of at least priority 1 if not priority 3. Therefore, the formula we are proposing could be extended to include group B-1, or at least many cities listed therein."

Westinghouse pointed out that in applying the television service factor formula to both the city population and metropolitan area population listings it offered as an appendix to its petition (see page 68), cities presently receiving multiple service "are more evenly distributed throughout the hearing schedule without unduly delaying hearings in cities where only UHF channels are available. (For instance, New York is second, Chicago fourth, Philadelphia fifth, Detroit eighth, etc. on the metropolitan area basis.) Meanwhile, however, single outlet cities appear early on the hearing list and we therefore anticipate conformity

(Continued on page 64)

NCAA CONTROLS

'52 Plan Is Compromise

FEARING the "financial pressures" of television "may well spell the end of amateur football" if allowed to go unchecked, the TV committee of the National Collegiate Athletic Assn. last week produced some pressure of its own in the form of its second, 1952 plan for controlling college football television.

Networks, which had met separately with the TV committee since February to offer their suggestions, unanimously agreed they would much prefer no restrictions whatsoever on football telecasts, but generally conceded the plan, a compromise over last year's, was better than its predecessor. Several spokesmen echoed Committee Chairman Robert A. Hall of Yale who noted that the plan "wouldn't please everybody concerned 100%, but would be beneficial to all."

Onus of the 1952 plan is placed upon the sponsor, sponsors, or network selected by the NCAA—not necessarily in terms of the highest bid—to conduct a nationwide program on 11 successive Saturdays, starting September 20, plus Thanksgiving. Contrary to last year's design, the new plan calls for no television blackouts, bull's eye of public protests last season, and one network spokesman called this a definite improvement for the advertiser, audience, and broadcaster.

Meet Next January

The NCAA committee also considered assessing TV receipts for pro-rata redistribution to all 250 member colleges, but proposals for this suggestion, intended to help eliminate television as a "vast money-making device for the favored few," will not be considered until the annual NCAA convention, to be held in Washington, D. C., sometime in January.

All the major television networks were understood last week to be working on the plan, steering through its qualifications to find its sales potential. Estimated by one spokesman as involving a $2½-$3 million purse, it seemed unlikely that any one network would undertake college football under its own aegis, as suggested by the NCAA, unless supported by a major sponsor or a group of sponsors. With Philco, Admiral, and Westinghouse —which presented 19 college games on NBC-TV last year for a reported $663,142—buying AM-TV coverage of national political conventions this summer, it was felt sponsors might prove hard to find.

Tricky aspect of the NCAA proposal is that the sponsor is expected to make his own cost esti-

(Continued on page 71)

television applications

Digest of Those Filed With FCC May 29 through June 6

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14.....	41	22	64

* One applicant did not specify channel number.

FORT LAUDERDALE, Fla.—Gerico Investment Co., UHF Ch. 17 (488-494 mc), ERP 18.8 kw visual; antenna height above terrain 420 ft., above ground 439 ft. Estimated construction cost $252,900, first year operating cost $200,000, revenue $210,000. Studio and transmitter Peters Branch Road, 26° 06′ 15″ N. Lat., 80° 13′ 03″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WBRD Fort Lauderdale. Principals include: President - Treasurer **L. Coleman Judd** (33⅓%), real estate broker; Vice President **E. J. Richardson** (33⅓%), Richardson Construction Co., and Secretary **George W. English Jr.** (33⅓%), Fort Lauderdale attorney. Address: c/o Radio Station WBRD, P. O. Box 78, Fort Lauderdale.

† **FORT MYERS, Fla.—Fort Myers Bcstg. Co.,** Ch. 11 (198-204 mc), ERP 9.77 kw visual; antenna height above average terrain 315½ ft., above ground 343 ft. Estimated construction cost $172,128, first year operating cost $125,000, revenue $125,000. Studio and transmitter location 54 East 1st St., 26° 39′ 03″ N. Lat., 81° 51′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Russell P. May, Washington. Applicant is licensee of WINK Fort Myers, Fla. Principals include: President **Arthur McBride,** 25% owner of United Garage & Service Corp., Cleveland and president and 15% owner of Cleveland Browns Football Team; Vice President **Daniel Sherby,** 50% owner of United Garage & Service Corp., 9% owner of Cleveland Browns, 12½% owner of Castle Outdoor Theatre Co. and 50% owner of Stacy Rowell Motors Inc.; Vice President **Arthur B. McBride Jr.,** 25% owner of United Garage & Service Corp. and 25% owner of Consensus News Co.; Secretary **Philmore J. Haber,** Cleveland attorney, and Treasurer **R. B. Milar,** assistant treasurer for United Garage & Service Co. Address: 54 East 1st St., Fort Myers, Fla.

† **MIAMI, Fla.—Isle of Dreams Bcstg. Corp.,** Ch. 7 (174-180 mc), ERP 316 kw visual; antenna height above average terrain 437 ft., above ground 479 ft. Estimated construction cost $1,259,957, first year operating cost $792,000, revenue $976,000. Studio and transmitter North side of 79th St. causeway, 25° 50′ 57″ N. Lat., 80° 09′ 19″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of WIOD-AM-FM Miami, and is identified with James M. Cox Stations' WSB-AM-FM Atlanta and WHIO-AM-FM Dayton, Ohio. Principals include: Chairman of Board **James M. Cox Sr.,** owner of 10,650 shares out of 26,000 shares of *Dayton News* and *Journal Herald,* Dayton, Ohio, which holds all stock of *Miami Daily News,* which in turn owns WIOD-AM-FM; President **D. J. Mahoney;** Vice President **James M. Cox Jr.,** owner of 3,760 shares out of 26,000 shares of *Dayton News* and *Journal Herald;* **J. Leonard Reinsch,** managing director of radio and television; Secretary-Treasurer **John L. Foy,** and **James M. LeGate,** director and manager of WIOD-AM-FM. Address: 600 Biscayne Blvd., Miami 30, Fla.



EDWARD D. MADDEN (1), vice president in charge of NBC-TV sales and operations, smiles as William Boyd, film star, signs 10-year contract paving way for new *Hopalong Cassidy* series.

† **CHICAGO, Ill. — Zenith Radio Corp.,** Ch. 2 (54-60 mc), ERP 100 kw visual; antenna height above average terrain 588 ft., above ground 628 ft. Estimated construction cost $564,500, first year operating cost $500,000, revenue $250,000. Studio and transmitter 135 S. LaSalle St., 41° 52′ 30″ N. Lat., 87° 37′ 35″ W. Long. Transmitter GE, antenna GE. Legal counsel Wheeler & Wheeler, Washington. Applicant is licensee of WEFM (FM) Chicago. Principal stockholder is **E. F. McDonald Jr.** (9%), president and manager of Zenith. Address: 6001 Dickens Ave., Chicago.

DANVILLE, Ill. — Northwestern Publishing Co., UHF Ch. 24 (530-536 mc), ERP 19 kw visual; antenna height above average terrain 416 ft., above ground 445 ft. Estimated construction cost $251,600, first year operating cost $300,000, revenue $350,000. Studio and transmitter location 1500 Washington St., 40° 08′ 58″ N. Lat,. 87° 37′ 35″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Bernard C. O'Brien, Rochester, N. Y. Applicant is licensee of WDAN Danville, WHEC Rochester, N. Y., WTHT Hartford, Conn., and WENY Elmira, N. Y., All stock in applicant is held by Gannett Co. Inc., Rochester, N. Y., publisher of *Rochester Times-Union* and *Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette* and *Advertiser, Binghamton Press,* all in New York; *Hartford* (Conn.) *Times, Plainfield* (N. J.) *Courier-News and Danville* (Ill.) *Commercial News.* Principals include: President **Frank E. Gannett,** who owns 33% of Gannett Co. Inc. stock; Vice President **Frank E. Tripp;** Treasurer **Herbert W. Crickshank;** Secretary **Lynn N. Bitner;** Director **Paul Miller;** Assistant Secretary **Clayton Gallagher,** and Assistant Secretary **Thomas V. Taft.** Frank E. Gannett, Newspaper Foundation Inc. owns 66% of Gannett Co. Inc. stock. Address: 17-19 West North St., Danville.

† **LOUISVILLE, Ky.—Mid-America Bcstg. Corp.,** UHF Ch. 21 (512-518 mc), ERP 200 kw visual; antenna height above average terrain 500 ft., above ground 564 ft. Estimated construction cost $293,000, first year operating cost $350,000, revenue $340,000. Studio 604 S. 3rd St. Transmitter 507 S. 3rd St., 38° 15′ 00″ N. Lat., 85° 45′ 22.8″ W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Applicant is licensee of WKLO Louisville. Principals include: Chairman of the Board **James F. Brownlee** (4.9%); President **Emanuel Levi** (10.5%); First Vice President **Milton S. Trost** (10.2%); Second Vice President **William H. Veeneman** (5%); Secretary-Treasurer **E. L. Altshelter** (5%); **E. R. Plunkett** (15%) **Harold J. Plunkett** (15%); **Henry Fitzhugh Jr.** (5%); **Mary Peabody Fitzhugh** (5%); **John Kadel** (5%), and **Allan D. Emil** (5%). Address: Henry Clay Hotel, Louisville, Ky.

† **PORTLAND, Me.—Guy Gannett Bcstg. Services,** Ch. 13 (210-216 mc) ERP 239 kw visual; antenna height above average terrain 626 ft., above ground 314 ft. Estimated construction cost $356,526, first year operating cost $144,000, revenue $133,000. Studio St. John and Valley Streets, Portland. Transmitter near Blackstrap fire lookout, Falmouth, 7.9 mi. NW of Portland, 43° 45′ 32″ N. Lat., 70° 19′ 14″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer, Graven, Lohnes & Culver, Washington. Applicant is licensee of WGAN Portland, and WGUY-AM-FM Bangor, Me. Principals include President **Guy P. Gannett,** who holds 39.9% of stock in Guy Gannett Publishing Co., which in turn owns 99% of Guy Gannett Bcstg. Services. Guy Gannett Publishing Co. owns *Portland Press Herald* and *Express, Kennebec Journal,* Augusta, and *Waterville Sentinal.* Address: 390 Congress St., Portland 3, Me.

SALISBURY, Md.—The Peninsula Bcstg. Co., UHF Ch. 16 (482-486 mc), ERP 112 kw visual; antenna height above average terrain 414 ft., above ground 444 ft. Estimated construction cost $296,400, first year operating cost $115,000, revenue $115,000. Studio and transmitter Radio Park, Salisbury, 38° 23′ 03″ N. Lat., 75° 34′ 48″ W. Long., Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WBOC and WESN (FM) Salisbury, Md., and WCEM Cambridge, Md. Principals include: President **John W. Downing** (14½%), owner of J. W. D. Co., real estate broker; Vice President **W. Lee Allen** (7.7%), ⅛ owner W. F. Allen Co., plant nurseries, horticulturists; Secretary-Treasurer **Avery W. Hall** (1%), owner A. W. H. Insurance; Assistant Secretary **Charles J. Truitt** (2%), manager of WBOC and WESN (FM) Assistant Treasurer **Lena R. Dashiell** (.7%), head of accounting department of WBOC and WESN (FM) **I. L. Benjamin** (10½%), president Benjamin Co. (women's and girls' apparel), Salisbury and **Mr. and Mrs. Albert W. Ward** (6.9%) (Mr. Ward is executive secretary of Maryland State Tax Commission). Address: Radio Park, Salisbury, Md.

† **ST. PAUL, Minn.—Minnesota Television Public Service Corp.,** Ch. 11 (198-204 mc), ERP 316 kw visual; antenna height above average terrain 563 ft., above ground 537 ft. Estimated construction cost $572,075, first year operating cost $300,000, revenue $400,000. Studio First National Bank Bldg. Transmitter Minnesota 51, 1½ mi. North of jct. with Minnesota 36 45° 01′ 22″ N. Lat. 93° 10′ 12″ W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant has bought WTCN AM-FM Minneapolis [B•T, May 26 12; April 21; March 10] and is awaiting FCC approval. Principals include President **Robert Butler** (68.63%) former U. S. ambassador to Australia and Cuba, president of Walter Butler Co., Walter Butler Shipbuilding Co. and Walter Butler Construction Co.; Vice President **Alvin Gluek** (7.84%) president of Gluek Brewing Co.; Secretary-Treasurer **Quentin Davis** (1.96%), general manager David Inc Adv. Agency, St. Paul; **Bror Dahlberg** (4.9%), general advisor to board of Celotex Corp., Minneapolis; **Lester Mample** (1.96%), St. Paul district manager for GE Supply Corp.; **Samuel Lipschultz** (3.92%), St. Paul attorney

(Continued on page 62)

TV REQUESTS

FCC Receives 24 Bids

TOTAL of new and amended television station applications filed since the FCC's Sixth Report and Order was released [B•T, April 14] rose to 64 last week when 24 applications were submitted to the Commission—more than during any other week since the TV freeze lift.

Zenith Radio Corp. amended its application and seeks Channel 2 in Chicago. It plans to spend $564,500 on construction and lose $250,000 in operating costs the first year.

KOMO Seattle filed an amended application for Channel 4. KOMO plans to spend $1,115,460 for the TV station (it already has the building) and expects the first year operating cost to be more than $1 million.

There were two applications from Honolulu, Hawaii. They came from KGU, owned by the *Honolulu Advertiser,* for Channel 4, and the owners of Royal Amusements Ltd., motion picture distributor and exhibitor, for Channel 2.

Breakdown of last week's applications shows that there were nine new requests filed—six for VHF stations and three for UHF. There were 15 amended applications, of which nine are for VHF outlets and six for UHF.

EDUCATORS MULL TV PLANS

Walker Warns of Time

WARNING that "time is running out so rapidly," FCC Chairman Paul A. Walker last week called for prompt action in the use of the 242 TV channels reserved for noncommercial educational stations in the Commission's Sixth Report [B•T, April 14].

Pledging his "full support and . . . wishes for all success" to educators, Chairman Walker made his plea for positive action on Tuesday before a two-day conference on educational TV in North Carolina at Chapel Hill. Some 200 state educational representatives attended the meeting, called by Gordon Gray, president of the consolidated U. of North Carolina, and also president of WSJS Winston-Salem, N. C. [Consolidated university includes the Women's College at Greensboro, State College at Raleigh and the U. of North Carolina at Chapel Hill.]

Seven UHF channels and one VHF channel are reserved for noncommercial educational use in North Carolina under the provisions of the Commission's Sixth Report.

Concerning FCC's decision to reserve channels, made "after impressive, comprehensive testimony by America's educators marshaled by the Joint Committee for Educational Television," Chairman Walker told the group:

"I am satisfied in my own mind that in the years to come this action will stand out as one of the most important contributions ever made to the development of American education.

Heated Competition

"If anyone doubts the value of these television channel assignments," the chairman said, "he need only observe the heated competition for the commercial assignments. In every large city we anticipate that the demand will exceed the supply. Applicants are ready not only to construct and operate stations, but in most large cities to stand the heavy expense of the hearings which are necessary to choose the best qualified applicants."

Noting that by July 1 FCC expects to have 1,000 applications on hand, Chairman Walker observed that "this demand for assignments has, in fact, been so intense that the Commission deemed it proper to attach a most important limitation to its reservation of educational channels.

"That limitation is that if the circumstances warrant it, the Commission may, at the end of one year or thereafter, change a noncommercial educational assignment to a commercial assignment," he pointed out.

The FCC chairman continued: "You educators must understand that these precious television assignments cannot be reserved for you indefinitely. . . . The need for prompt action on your part is therefore obvious."

Noting that JCET has reported some 20 schools or groups are already taking preliminary steps to make plans for the filing of applications, Chairman Walker stated: "This is encouraging progress. It proves that educational television is on the march."

Groups under way, he reported, include Ohio State U., U. of Illinois, U. of Michigan, Michigan State College, U. of Wisconsin, U. of Iowa, U. of Kansas, Kansas State College, U. of Connecticut with the Connecticut State Dept. of Education, Rutgers U. with the New Jersey State Dept. of Education, U. of Houston with the Houston public schools, as well as groups in Los Angeles, Milwaukee, Detroit, San Francisco, Chicago, Pittsburgh, St. Louis and Wichita. New York State is planning a state-wide network, he noted, with similar plans under way in Wisconsin.

TV Most Effective

Asking why advertisers "are pouring hundreds of millions of dollars" into TV, Chairman Walker said, "Certainly not for eleemosynary reasons. It is because no other medium can produce results so effectively.

"Likewise," he continued, "measuring your expenditures in terms of educational results, you cannot find a more economical investment than television."

Concensus of the meeting on educational television programs for the three institutions of the consolidated U. of North Carolina is that they are desirable provided high quality can be maintained and adequate funds for financing can be obtained. The conclusions were summarized at the final session Wednesday.

Among those present were deans and directors of the three institutions of the consolidated university, a committee of the board of trustees, representatives of the state budget bureau, of the state department of public instruction, several national foundations and adult education groups as well as special consultants.

President Gray of the consolidated university, said as far as the administration is concerned, no decision has been reached as to the feasibility of establishing television stations at any or all of the three institutions.

"There is at present no large or small money in sight for the inauguration of such programs," he said.

School Stations

Alternatives for setting up stations at the three institutions, Mr. Gray said, would be to set up one transmitting station and have three studios service it or to have no transmitter with studios at the three institutions relying on commercial stations for transmission.

Arthur S. Adams, president of the American Council on Education, told the conference that the sum needed to establish and operate educational television stations is "relatively small compared to the magnitude of the current operation in television, despite the limited number of commercial stations."

Reports also were presented by representatives of several universities with television programs already in operation. Among them were Elroy L. Stromberg, professor of psychology, Western Reserve U.; Armand L. Hunter, director of television development, Michigan State College, and Richard Hull, manager of WOI-TV, Iowa State College.

The board of regents of the U. of Wisconsin has voted to seek $100,000 from the 1953 state legislature to construct a closed circuit educational TV laboratory on the Madison campus. Such facilities would permit the university to experiment in TV techniques and to record programs on film for showing over regular commercial TV outlets.

At the same meeting, held in May, the regents set priorities on $16.3 million worth of buildings for which they also will ask the legislature.

Prof. Harold B. McCarty, director of the State Radio Council and a top supporter of state-sponsored TV, informed the regents it will cost about $200,000 to establish an educational TV outlet at Madison and about $3 million to construct a 12-station educational network, mostly UHF, connected by microwave relay. Prof. McCarty, warning of the one-year limit expected on reservations, suggested the school system establish stations at Madison and Milwaukee as a starter to show FCC that Wisconsin means business on educational TV. The 12-station network would cost about five times the cost of the state FM network now in operation, it is estimated.

Admitting that equipment and operating costs are high in television, Prof. McCarty pointed out that it still would be "one of the most economical" teaching tools. A state network, he said, should operate four to six hours a day, some of the time during school hours.

TV Cost Double FM

Cost of operating the 12-station network would be double that of the present FM setup, the regents were told. Operating cost of the latter annually is $275,000.

The construction program of $16.3 million is for 1953-55. All told, the regents are asking for $64 million in new construction by 1959.

The State Radio Council has been designated by Governor Walter Kohler Jr. to handle all state TV interests.

At a meeting on May 27, a newly-formed Wisconsin Citizens Committee for Educational Television unanimously voted to request FCC to reconsider its allocation plan and assign VHF instead of UHF channels to education in Madison, LaCrosse, Eau Claire, Wausau and Green Bay.

WISC Madison already has indicated it would prefer that the sole VHF channel at Madison (Channel 3) be reserved for educational use rather than one of the three UHF channels allocated there.

The State Radio Council pointed out that greater coverage could be obtained for each dollar spent by using VHF. The council noted that the use of VHF probably would result in a reduction of the number of transmitters needed to cover the state.

More than two dozen "well established and well-known organizations" have joined in the formation of the Wisconsin citizens' TV

(Continued on page 91)



TV SPORTS clinic held by the National Assn. of Radio and TV Station Representatives Inc. in New York May 27 included (l to r, seated): T. F. Flanagan, managing director, NARTSR; Peter James, Weed & Co.; Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., clinic's guest; Jack Brooke, Free & Peters Inc.; Ralph Dennis, The Katz Agency; standing, Edgar Filion, Robert Meeker Assoc.; Lloyd Griffin, Free & Peters; Lewis H. Avery and John Wade, Avery-Knodel Inc.; Robert Dooley, John Blair & Co.

TV Applications

(Continued from page 60)

and seven others with less than 1% each. Address: W-3173 First National Bank Bldg., St. Paul 1, Minn.

† **SPRINGFIELD, Mo.—Springfield Television Inc.,** Ch. 3 (60-66 mc). ERP 10 kw visual; antenna height above average terrain 544½ ft., above ground 550 ft. Estimated construction cost $272,000 first year operating cost $100,000, revenue $100,000. Studio and transmitter 999 West Sunshine St., 37° 10′ 59″ N. Lat., 93° 18′ 11″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include: President **Lester E. Cox** (49 out of 250 shares), 49% owner of KWTO Springfield, president and 50% owner of Pioneer Adv., Springfield, vice president and 12½% owner of KOAM Pittsburg, Kan., and vice president 49½% owner of KCMO Kansas City, Mo.; Vice President **T. W. Duvall** (1 out of 250 shares), president of Springfield Newspapers (*Springfield News* and *Leader Press*) and KGBX Springfield; Treasurer **J. Gordon Wardell** (37½ out of 250 shares), general manager of KGBX; Secretary **Tams Bixby Jr.** (1 out of 250 shares), vice president of *Springfield News* and *Leader Press* and KGBX, and president and 40% owner of *Muskogee* (Okla.) *Phoenix* and *Times-Democrat*, and KBIX Muskogee, Springfield Newspapers Inc. owns 121 out of 250 shares. Address: 605 Boonville Ave., Springfield.

† **CLEVELAND, Ohio—United Bcstg. Co.,** UHF Ch. 19 (500-506 mc), ERP 223 kw visual; antenna height above average terrain 682 ft., above ground 759 ft. Estimated construction cost $593,430, first year operating cost $400,000, revenue $150,000. Studio location 5,000 Euclid Ave. Transmitter Terminal Tower Bldg., 41° 29′ 55″ N. Lat., 81° 41′ 41″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant is licensee of WHK-AM-FM Cleveland, WHKC-AM-FM Columbus, Ohio; WHKK Akron, Ohio, and 40% owner of WKBN-AM-FM Youngstown, Ohio. Principals include: President **Sterling E. Graham**, vice president of Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and *News*, and Vice President **Paul Bellamy**, vice president, *Cleveland Plain Dealer* and *News*. All stock owned by Forest City Publishing Co. Address: 5000 Euclid Ave., Cleveland.

FARGO, N. D.—North Dakota Bcstg. Co., Ch. 13 (210-216 mc), ERP 5.783 kw visual; antenna height above average terrain 386 ft., above ground 420 ft. Estimated construction cost $152,185, first year operating cost $120,000, revenue $144,000. Studio and transmitter location on U. S. Highway 81, 4 mi. South of jct. with U. S. 10, 46° 48′ 55″ N. Lat., 96° 47′ 58″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Lloyd R. Amoo, Des Moines. Applicant is licensee of KSJB Jamestown, N. D., and KCJB Minot, N. D. Principal stockholder is John W. Boler, owner of KSJB and president of KCJB. Address: North Dakota Bcstg. Co., Minot, N. D.

† **DAYTON, Ohio—Skyland Bcstg. Co.,** UHF Ch. 22 (518-524 mc), ERP 206.4 kw visual; antenna height above average terrain 500 ft., above ground 449 ft. Estimated construction cost $349,378, first year operating cost and revenue not estimated. Studio and transmitter location near Lebanon Pike, 5½ mi. South of center of Dayton, 39° 40′ 03″ N. Lat., 84° 10′ 01″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer George P. Adair, Washington. Applicant is licensee of WONE and WTWO (FM) Dayton. Principals include: President **Ronald B. Woodyard** (18%); Vice President **Loren M. Berry** (12.3%), president, L. M. Berry Co., Winnepeg, Canada, and Buckeye Lumber Co., Dayton; **Col. Gustav Hirsch** (12.3%), 99% owner of Gustav Hirsch Engineering & Construction Co., and Treasurer **James F. Gallaher** (8%), chairman of the board and 51% owner of Gallaher Drug Co. Address: 5 South Jefferson St., Dayton 2, Ohio.

† **CHAMBERSBURG, Pa. — Chambersburg Bcstg. Co.,** UHF Ch. 46 (662-668 mc), ERP 104 kw visual; antenna height above average terrain 1,153 ft., above ground 167 ft. Estimated construction cost $245,532, first year operating cost $90,000, revenue $75,000. Studio location Craft Press Bldg. Transmitter location on Appalachian Train, Snowy Mtn., 1 mi. South of South Mountain Sanitarium, 39° 50′ 02″ N. Lat., 77° 29′ 41″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant is licensee of WCHA Chambersburg. Principals include: President **C. M. Cassel** (8.2%); Vice President **John S. Booth** (32.6%), general manager of WCHA; Secretary-Treasurer **M. O. Warrenfeltz** (8.2%), and **T. K. Cassel** (25.8%), owner of WATS Sayre, Pa., and 99% owner of WDAD Indiana, Pa. Address: Craft Press Bldg., Chambersburg.

† **LANCASTER, PA.—Peoples Bcstg. Co.,** Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 379 ft., above ground 427 ft. Estimated constructed cost $323,000, first year operating cost $440,000, revenue $640,000. Studio location 252 N. Queen St. Transmitter Gypsy Hill Road, 2.4 mi. SE of Lancaster, 40° 01′ 11″ N. Lat., 76° 16′ 39″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur Scharfeld and Stephen Tuhy Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of WLAN Lancaster. Principals include: President Frank H. Altdoeffer (80.9%), general manager of WLAN; Vice President Samuel M. Altdoeffer (6.6%), and Secretary-Treasurer Barbara Altdoeffer (12.5%). Address: 252 N. Queen St., Lancaster.

† **YORK, Pa.—Susquehanna Bcstg. Co.,** UHF Ch. 43 (644-650 mc), ERP 171 kw visual; antenna height above average terrain 527 ft., above ground 417 ft. Estimated construction cost $305,480, first year operating cost $195,000, revenue $161,480. Studio 53 N. Duke St., York. Transmitter State Highway 24, 2½ mi. south of York, 39° 56′ 25″ N. Lat., 76° 41′ 59″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WSBA York. Principals include: President **Louis J. Appell Jr.**, Executive Vice President **Walter J. Rothensies**, Vice President (Mrs.) **Helen P. Appell**, Secretary **Philip H. Kable** and Treasurer **George N. Appell.** All stock is owned by estate of Louis J. Appell, deceased, and is voted by (Mrs.) Helen P. Appell, Louis J. Appell Jr., George N. Appell and York National Bank & Trust Co., trustees. The Messrs. Appell, Mrs. Appell, and Messrs. Kable and Rothensies are also principals in L. A. B. Realty Co. (owner and operator of properties in York and vicinity), Penn York Adv. Inc. (outdoor advertising) and Pfaltzgraff Pottery Co. (wide variety of clay products). Address: 53 N. Duke St., York.

JACKSON, Tenn.—Dixie Bcstg. Co., Ch. 9 (186-192 mc), ERP 57.7 kw visual; antenna height above average terrain 344 ft., above ground 244 ft. Estimated construction cost $181,750, first year operating cost $130,000, revenue $145,000. Studio and transmitter location 3.2 mi. north of Madison County Courthouse, 35° 39′ 50″ N. Lat., 88° 49′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant is licensee of WDXI Jackson. Principals include: President **Aaron B. Robinson** (57.3%), who also has controlling interest in WENK Union City, Tenn., WTPR Paris, Tenn., 550 out of 1200 shares of WCMA Corinth, Miss., and is sole owner of WDXE Lawrenceburg; Vice President **Dr. Frank M. Davis** (6.6%), half-owner of Davis Clinic, Corinth, Miss.; Vice President **Harley H. Moses** (6.6%), owner of Moses Oil & Auto Supply Co.; **Harold L. Simpson** (6.6%), owner of Simpson's Super Stores (food store chain), Jackson; Treasurer **Cecil G. Murdock** (6.6%), owner of Dr. Pepper Bottling Co., Corinth; **Dave M. Palmer Jr.** (6.6%), general manager Bell Coal & Transfer Co., Corinth; **D. F. Prince,** Washington attorney with Prince, Taylor & Crampton, and three minority stockholders. Address: Williams Bldg., Jackson, Tenn.

† **SEATTLE, Wash.—Fisher's Blend Station Inc.,** Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 841 ft., above ground 880 ft. Estimated construction cost $1,115,460, first year operating cost $1,001,979, revenue $1,110,400. Studio and transmitter 100 4th Ave. North, 47° 37′ 09″ N. Lat., 122° 20′ 51″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of KOMO-AM-FM Seattle. Fisher Flouring Mills Co. is sole owner. Principals include: Director **O. D. Fisher;** President **O. W. Fisher;** Vice President **D. R. Fisher,** and Vice President **W. W. Warren,** general manager of KOMO. Address: 100 4th Ave. North, Seattle.

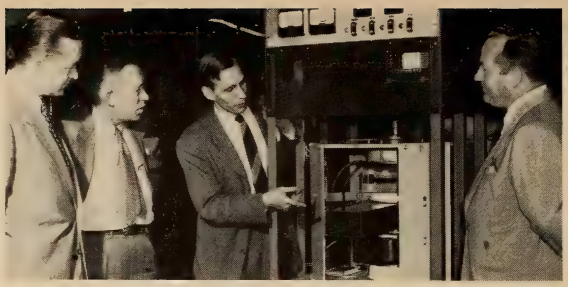
† **SPOKANE, Wash.—KHQ Inc.,** Ch. 6 (82-88 mc), ERP 100 kw visual; antenna height above average terrain 941 ft., above ground 826 ft. Estimated construction cost $331,896, first year operating cost $195,000, revenue $160,000. Studio location Radio Central Bldg. Transmitter location 4102 Regal St., 47° 37′ 00″ N. Lat., 117° 22′ 30″ W. Long. Transmitter GE, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of KHQ Spokane. Principals include: President **Richard O. Dunning,** general manager of KHQ. Sole stockholder of KHQ is *Spokane Daily Chronicle,* of which **W. H. Cowles** is president. Address: 700 Radio Central Bldg.

SPOKANE, Wash.—Louis Wasmer, Ch. 2 (54-60 mc), ERP 100 kw visual; antenna height above average terrain 781 ft., above ground 712 ft. Estimated construction cost $426,870, first year operating cost $312,000, revenue $185,000. Studio and transmitter location 41st and Regal, 47° 36′ 56″ N. Lat., 117° 22′ 06″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer Robert M. Sillerman, Washington. Applicant is licensee of KSPO Spokane (but has bought KREM Spokane and sold KSPO, both transactions awaiting FCC approval), owns 43% of KOL Seattle and 22% of KXLL Missoula, Mont.; Mr. Wasmer formerly owned KHQ and KGA, both in Spokane. Address: Davenport Hotel.

† **OSHKOSH, Wis.—Oshkosh Bcstg. Co.,** Ch. 48 (674-680 mc), ERP 1.31 kw visual; antenna height above average terrain 313 ft., above ground 344 ft. Estimated construction cost $133,839, first year operating cost $80,000, revenue $120,000. Studio and transmitter location 1235 Bowen St., Oshkosh, 44° 02′ 46″ N. Lat., 88° 31′ 43.6″ W. Long. Transmitter GE, antenna GE. Legal counsel Frederick A. Collatz, St. Paul. Consulting engineer Nathan Williams, Oshkosh. Applicant is licensee of WOSH Oshkosh and WSHB Stillwater, Minn. Principals include: **William F. Johns Jr.** (51%); **William F. Johns Sr.** (17%); **Penrose H. Johns** (17%), and **Frederick Renshaw** (15%). Address: Oshkosh Bcstg. Co., Oshkosh, Wis.

HONOLULU, Hawaii — Advertise-

(Continued on page 71)



EXAMINING the new external cavity-tuning Klystron power tube used in the DuMont 5 kw UHF-TV transmitter undergoing tests at Allen B. DuMont Labs. in Passaic, N. J., are (l to r) Gene Chennault, Sheldon W. Anderson, William H. Sayer Jr., and John P. Hearne. Mr. Sayer, a DuMont engineer, is explaining advantages of the Klystron tube to Messrs. Chennault, Anderson and Hearne, owners of KCOK Tulare, Calif. KCOK has ordered the DuMont UHF transmitter in anticipation of its entry into UHF-TV.



SITTING IN ON THE POLITICAL SCENE

This July is a month to be marked in history. When the curtain goes up on the national political conventions in Chicago, people from coast to coast can watch the nomination of presidential candidates.

In seven short years the Bell System has expanded the intercity television network so that it is now possible for 99% of the television viewers across the nation to watch the same program simultaneously. Behind this expansion is a story of achievement. Radio-relay and coaxial cable routes were planned and built. Special equipment was designed, tested and perfected. And men of special talents were trained in its special use.

The present value of the network, furnished by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is about $90,000,000. Yet the cost of service is low. The telephone companies' total network charges average about 10 cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity radio and television broadcasting today and tomorrow

KFMB
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1st and Only
TELEVISION STATION
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CALIFORNIA'S
THIRD MARKET

In 1951,
the SAN DIEGO
MARKET escaped
the mild,
country-wide
recession in
consumer goods,
because of
larger defense
spending in the
area . . . bringing
many new workers
and a rising
level of personal
income.

Wise Buyers
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For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

WRS' Priority Plan

(Continued from page 59)

with priorities 2 and 4 at a much earlier date."

Similarly, one-station Pittsburgh, which under FCC's temporary processing procedure falls near the end of the B group city listings and is the last city on the list for all of Pennsylvania, ranks fifth on the Westinghouse's city area list. On the metropolitan area list, Pittsburgh ranks first.

In its petition, Matta Broadcasting contends the Sixth Report "arbitrarily and capriciously" denies Channel 4 at Braddock (Pittsburgh area) by changing the assignment of WLWC from Channel 3 to Channel 4. The petition points out that Channel 4 could be assigned to Braddock in accordance with the Commission's minimum spacing rule by changing WLWC to Channel 10 and switching WBNS-TV from Channel 10 to Channel 4.

Braddock's post office is 169.39 miles from the transmitter of WLWC at Columbus.

Distance from Braddock's post office to the transmitter of WBNS-TV is 170 miles, the petition asserts, thus permitting Channel 4 to be assigned to both Braddock and Columbus. Thus, "an additional television service . . . could be made available to the public," FCC was informed.

Not to permit this added channel use, Matta Broadcasting contends, is "contrary to the Commission's own 'priorities' in this proceeding."

The petition further notes that under the Commission allocation, Channel 4 at Columbus for WLWC is only 159.043 miles from the transmitter of WWJ-TV Detroit instead of the required 170 miles. Under the Matta Broadcasting plan, assigning Channel 4 to WBNS-TV, the transmitter separation with WWJ-TV is increased to 162.9 miles.

Permitting "sub-minimal co-channel mileage separations in favor of existing licensees and permittees—which in itself constitues an arbitrary and unlawful discrimination in favor of existing licensees and permittees," the petition charges, "does not legalize the Commission's proposed assignment of Channel 4 to WLWC for two reasons: (1) no existing licensee or permittee is presently authorized to operate on Channel 4 at Columbus, Ohio; and (2) the co-channel separation of WLWC on Channel 3 (from WDTV at Pittsburgh) of 162.459 miles would be *reduced* to a co-channel separation on Channel 4 (from WWJ-TV at Detroit) of 159.043 miles."

Matta Broadcasting further contends the Commission's refusal to allocate Channel 4 at Braddock is illegal because of the FCC's failure to give adequate legal notice of the bases of its action as required under the Administrative Procedure Act.

"Fundamentally," the petition argues, "the lack of adequate legal notice to petitioner . . . derives from the failure of the Commission to adopt technical standards for television stations before requiring interested persons to plead to the Commission's proposed specific allocation table of assignments of television channels."

Right to "full and fair hearing . . . was debased in this proceeding to a guessing game in which petitioner had, at its peril, to guess which of the infinite possible technical standards the Commission might adopt—simultaneously with its decision on allocations of channels—and to base its participation herein on such a guess," the petition contends.

Another principal assertion of the Matta Broadcasting petition is that the city-to-city mileage separation requirement "is an arbitrary principle of channel assignment and unlawfully deprives Braddock . . . of the use of Channel 4."

The petition notes "it is clear from the Commission's general observations that the 'assignment spacing' requirement was adopted solely for the convenience of the Commission in preparing an assignment table and without regard to the effect of the principle on the public interest involved in specific allocation problems."

"The city-to-city co-channel spacing does not determine the coverage of potential television stations or interference between such stations in different communities," the petition observes, stating that "objections to the co-channel minimum city-to-city spacing on the ground of irrelevance were registered in this proceeding but, while the Commission acknowledged the filing of these objections . . . the Sixth Report and Order disregarded them."

Zenith Radio Corp. contends in its petition that FCCs proposal to switch WBKB (TV) Chicago from Channel 4 to Channel 2 in order to reduce interference and "effect the maximum utilization" of VHF channels "presents only a problem of preferment of Balaban & Katz Corp. [WBKB], which had never applied for any authorization on Channel 2, over those such as Zenith who have had long-pending applications for authorization on Channel 2."

"Such substitution does not reduce interference, make available a reasonable number of channels or effect a maximum utilization of VHF channels," Zenith contends, "since these factors are unchanged whether it is Balaban & Katz, Zenith, or some other applicant" who is granted Channel 2.

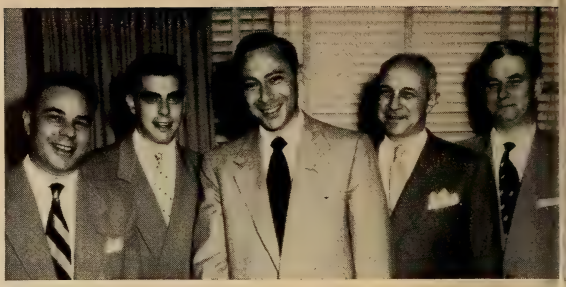
Zenith notes that FCC, coincident with the Sixth Report, issued a memorandum opinion and order pointing out that determinations made in the Sixth Report required amendment of Zenith's application and rendered moot an earlier petition seeking clarification of Channel 2's status. The memorandum said that Zenith, if it filed a properly amended application under the rules of the Sixth Report, may at the time again raise the question of its status and the status of Balaban & Katz respecting Channel 2.

Maintenance of the *status quo* of Channel 2, until comparative hearings among all applicants were held, "would not appear to prejudice significantly the public interest" or rights of any parties, Zenith contends. It would mean a brief continuance in Chicago "and a few affected localities of conditions which have in any event been in existence since the imposition of the 'freeze'." WBKB would continue temporarily on Channel 4 and WTMJ-TV Milwaukee would continue for that time on Channel 3, rather than switching to Channel 4 as proposed, the petition notes.

Another reason for maintaining the *status quo*, according to Zenith, concerns the proposed sale of WBKB by Paramount's Balaban & Katz to CBS, contingent upon the approval for merger of ABC and United Paramount Theatres.

Zenith says that Balaban & Katz actually holds only a "temporary license" to operate commercially upon Channel 4 for two reasons: (1) FCC has been unable to determine the renewal of license of WBKB and (2) when FCC issued it's Third Notice of allocations pro-

(Continued on page 68)



PRINCIPALS in Ziv Television Programs Inc. sales expansion, announced by M. J. Rifkin, sales vice president, are (l to r): Michael M. Sillerman, eastern sales manager who also will head New York sales; Martin Katz, formerly with WOR-TV, now New York account executive; Mr. Rifkin; Vincent Van Beuren, formerly with Bothwell Adv., now New York account executive for TV drug cooperative programs; Russell Clancy, New York account executive.

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YESTERDAY
and
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in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

235,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6



"First in Indiana"

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'Lucy' Tops In Two Ratings

(Report 219)

'Lucy' Still Heads Nielsen List on TV

NATIONAL ratings for top 10 television programs for the two weeks ending May 10 have been released by A. C. Nielsen Co. as follows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,200
2	Red Skelton (NBC)	7,527
3	Colgate Comedy Hour (NBC)	6,998
4	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	6,887
5	Goodyear TV Playhouse (NBC)	6,522
6	Texaco Star Theatre (NBC)	6,431
7	You Bet Your Life (NBC)	6,283
8	Fireside Theatre (NBC)	6,198
9	Your Show of Shows (R. J. Reynolds) (NBC)	6,080
10	Your Show of Shows (Participating) (NBC)	5,788

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	60.8
2	Arthur Godfrey's Scouts (CBS)	50.0
3	Red Skelton (NBC)	46.2
4	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	45.3
5	Colgate Comedy Hour (NBC)	42.6
6	Pabst Blue Ribbon Bouts (CBS)	40.5
7	Goodyear TV Playhouse (NBC)	40.1
8	Your Show of Shows (R. J. Reynolds) (NBC)	40.1
9	Texaco Star Theatre (NBC)	40.0
10	Your Show of Shows (Participating) (NBC)	39.8

Copyright 1952 by A. C. Nielsen Co.

* * *

WTOP-TV Announces New Rate Card No. 3

IN ANNOUNCING a rate increase of 27% for Class A time and 16.5% for Class A announcements, WTOP-TV Washington reports a circulation increase of 39%, according to George Hartford, vice president in charge of sales. Class A time goes from $550 to $700 per hour and Class A announcements from $120 to $140, effective June 15, Mr. Hartford said.

WTOP-TV's new rate card No. 3 is based on an estimated 370,000 TV sets in operation in the Washington area, whereas rate card No. 2, which has been in effect since May 15, 1951, is based on 265,250 sets, Mr. Hartford said.

Anticipating extension of the broadcast day, WTOP-TV introduces Class D on its new rate card at $250 per hour base rate for periods from sign-on to 4 p.m. The station also announces a new volume discount of 45% after other earned discounts for 12 or more daytime and specified nighttime announcements per week and allows a maximum of four Class A station identifications. Advertiser protection lasts to Dec. 31, 1952.

* * *

L. A. Elementary Schools Plan Classroom Test

TWENTY-FIVE Los Angeles elementary schools will try out TV in classrooms next fall, according to Mrs. Margaret W. Divisia, supervisor of the system's audio-visual department.

There will be two 20-inch sets in each classroom in the scattered schools at start of experiment to "discover worthwhile educational experiences which can be furnished the pupils," she explained.

Tests will be made from kindergarten through sixth grade with telecasts varying from "journeys around the community" to history, science, geography, art, music and language instructions. Shut-in students will also be able to get the instruction in their homes.

* * *

ARB Lists 'Lucy' As Top TV Program

HEADING the American Research Bureau television rating list for viewing from May 1-7 was CBS Television's *I Love Lucy*, with a rating of 65.3 and viewing in more than 11 million homes. ARB figures were:

Program	Rating %
1. I Love Lucy (CBS)	65.3
2. Talent Scouts (CBS)	62.6
3. You Bet Your Life (NBC)	52.4
4. Godfrey & Friends (CBS)	51.4
5. Blue Ribbon Bouts (CBS) (Davey vs. Vejar)	49.1
6. Red Skelton (NBC)	47.3
7. My Friend Irma (CBS)	43.6
8. Show of Shows (NBC)	43.2
9. What's My Line? (CBS)	41.5
10. Star Theatre (NBC)	40.8

Program	Homes (000's)
1. I Love Lucy (CBS)	11,160
2. You Bet Your Life (NBC)	8,010
3. Godfrey & Friends (CBS)	7,770
4. Red Skelton (NBC)	7,750
5. Show of Shows (NBC)	7,750
6. Blue Ribbon Bouts (CBS) (Davey vs. Vejar)	7,610
7. Star Theatre (NBC)	7,590
8. Talent Scouts (CBS)	6,800
9. Robert Montgomery (NBC)	6,630
10. Fireside Theatre (NBC)	6,610

Weekly Television Summary—June 9, 1952—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	385,867
Binghamton	WNBF-TV	70,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	144,000
Boston	WBZ-TV, WNAC-TV	895,141
Buffalo	WBEN-TV	268,127
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,145,984
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	613,548
Columbus	WBNS-TV, WLWC, WTVN	277,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	171,791
Davenport	WOC-TV	110,700
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	171,791
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	113,034
Houston	KPRC-TV	141,000
Huntington-Charleston	WSAZ-TV	90,565
Indianapolis	WFBM-TV	235,000
Jacksonville	WMBR-TV	58,000
Johnstown	WJAC-TV	151,775
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	206,598
Lancaster	WGAL-TV	150,093
Lansing	WJIM-TV	93,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,252,184
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)-		
Brownsville, Tex.	XELD-TV	20,300
Memphis	WMCT	133,326
Miami	WTVJ	116,000
Milwaukee	WTMJ-TV	332,460
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	274,000
New Orleans	WDSU-TV	92,977
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	115,100
Oklahoma City	WKY-TV	129,437
Omaha	KMTV, WOW-TV	127,913
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,042,000
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	393,000
Providence	WJAR-TV	214,000
Richmond	WTVR	124,342
Rochester	WHAM-TV	144,000
Rock Island	WHBF-TV	99,952
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	76,652
San Antonio	KEYL- WOAI-TV	80,423
San Diego	KFMB-TV	133,250
San Francisco	KGO-TV, KPIX, KRON-TV	376,500
Schenectady-Albany-Troy	WRGB	209,800
Seattle	KING-TV	144,200
St. Louis	KSD-TV	398,000
Syracuse	WHEN, WSYR-TV	177,581
Toledo	WSPD-TV	174,000
Tulsa	KOTV	101,754
Utica-Rome	WKTV	70,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	363,543
Wilmington	WDEL-TV	114,870

Total Markets on Air 64* | Stations on Air 109* | Estimated Sets in Use 17,220,049

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

MORE in BaltiMORE on WMAR-TV



A long shot of WMAR-TV's large studio in full action shows four sets in use. The picture was taken during telecast of the 7-hours-a-week "National Revue."

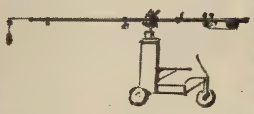




Of the over 100 hours of weekly programming on WMAR-TV, CBS, the world's leading television network, supplies more than half.

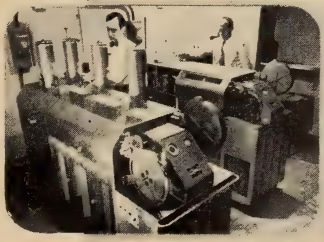


The smaller studio is equipped with a full-scale working kitchen. Ann Mar is here conducting "The Woman's Angle", a popular daily program.





WMAR-TV's two remote units, employing five TV field cameras, have covered more than 1400 events to date.



WMAR-TV is a big film producer, as shown by these two Houston Processors. Its daily newsreel alone has filmed some 8600 news stories since inception.



Weekly Quarter Hour Firsts

WMAR-TV	Station A.	Station B
11:00 A.M. to 6:00 P.M.		
90	56	47
6:00 P.M. to 11:00 P.M.		
74	50	16
164	106	63

The box score of WMAR-TV's Maryland leadership, according to April A.R.B., is 164 quarter-hour firsts of the week's 333 when all three Baltimore television stations are on-the-air.

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

WRS' Priority Plan

(Continued from page 64)

posing to delete Channel 4 at Chicago, "any license held by Balaban & Katz . . . became subject to the infirmity that the Commission might finalize its proposed deletion of Channel 4." This was done by the Sixth Report, Zenith indicated.

Zenith contends, therefore, that the Commission "may not now . . . give its consent to the transfer from Balaban & Katz Corp. to Columbia of a license which, since March 1951, has been infirm and which, since the issuance of the Commission's overriding Sixth Report and Order, is foredoomed to early, inevitable cancellation. What Balaban & Katz proposes to transfer to Columbia (apart from its physical facilities) is not a license but a legal argument that the transferee should have an important competitive advantage in any contest for Channel 2 in Chicago."

Dr. Forbes Farms, in seeking the allocation of Channel 14 to Palm Springs, points out that the nearest channel is located at San Bernardino, 47 miles distant. Palm Springs' population is 7,428, the petition explains, noting, however, that the allocation table provides for channels to about 350 cities, or about one-third of the total number of cities which have smaller population than Palm Springs.

In opposing the WHPE petition, Havens & Martin points out that the use of Channel 6 at High Point would cause interference to WTVR's Grade B service area and interfere with the use of Channel 6 at Wilmington, N. C.

Havens & Martin's petition notes that "in the High Point petition a great deal of emphasis is placed upon the fact that there is already a VHF station in operation in the general area, a considerable number of VHF receiving sets are located in the vicinity and a UHF broadcaster would face great handships under the circumstances. In fact, from the general tenor of this petition, the conclusion is inescapable that The High Point Enterprise Inc. is motivated by the desire to go through the revolving door of television broadcasting on someone else's push rather than to undertake such pioneering in the area as might be required of a UHF broadcaster."

Following are given the two priority listings suggested by Westinghouse, based upon use of the television service factor (population divided by number of existing stations). The first list is based on city population, the second on metropolitan area populations. Only those cities given in FCC's city priority groups B-2 through B-5 are included [B•T, May 26].

* * *

CITIES RECEIVING TV SERVICE
(Combined List of Cities in FCC Lists B2, B3, B4 and B5)

CITY AREA

City	Population (TV Channels)	TV Service Factor
New York	7,891,557 (6)	1315.0
Chicago	3,620,962 (4)	907.5
St. Louis	856,796 (1)	856.7
Philadelphia	2,071,605 (3)	690.0
Pittsburgh	676,806 (1)	676.8
Buffalo-Niagara Falls	671,004 (1)	671.0
Milwaukee	637,392 (1)	637.3
Detroit	1,849,568 (3)	616.5
Houston, Tex.	596,163 (1)	596.0
New Orleans	570,445 (1)	570.4
Seattle	467,591 (1)	467.5
Kansas City, Mo.	456,622 (1)	456.6
Indianapolis	427,173 (1)	427.1
Minneapolis-St. Paul	833,067 (2)	416.5
Boston	801,444 (2)	400.7
Memphis, Tenn.	396,000 (1)	396.0
San Francisco-Oakland	1,159,932 (3)	386.6
Norfolk-Portsmouth-Newport News	335,910 (1)	335.9
San Diego	334,487 (1)	334.4
Rochester	332,488 (1)	332.4
Baltimore	949,708 (3)	316.5
Cleveland	914,808 (3)	304.9
Toledo	303,616 (1)	303.6
Albany-Schenectady-Troy	299,091 (1)	299.0
Los Angeles	1,970,358 (7)	281.5
Fort Worth, Tex.	278,778 (1)	278.7
Miami	249,276 (1)	249.2
Providence	248,674 (1)	248.6
Oklahoma City	243,504 (1)	243.5
Richmond, Va.	230,310 (1)	230.3
Jacksonville, Fla.	204,517 (1)	204.5
San Antonio	408,442 (2)	204.2
Washington, D. C.	802,178 (4)	200.5
Louisville, Ky.	369,129 (2)	184.5
Tulsa, Okla.	182,740 (1)	182.7
Des Moines	177,965 (1)	177.9
Hartford, Conn.	177,397 (1)	177.3
Grand Rapids	176,515 (1)	176.5
Nashville, Tenn.	174,307 (1)	174.3
Cincinnati	503,998 (3)	167.9
New Haven, Conn.	164,443 (1)	164.4
Birmingham, Ala.	326,027 (2)	163.0
Tacoma, Wash.	143,673 (1)	143.6
Utica-Rome, N. Y.	143,213 (1)	143.2
Charlotte, N. C.	134,042 (1)	134.0
Erie, Pa.	130,803 (1)	130.8
Omaha	251,117 (2)	125.5
Columbus, Ohio	375,901 (3)	125.3
Dayton	243,872 (2)	121.9
Dallas	434,462 (2)	117.2
Atlanta	331,314 (3)	110.4
Wilmington	110,356 (1)	110.3
Phoenix	106,818 (1)	106.8
Albuquerque	96,815 (1)	96.8
San Jose, Calif.	95,280 (1)	95.2
Lansing	92,129 (1)	92.1
Salt Lake City	182,121 (2)	91.5
Winston-Salem	87,811 (1)	87.8
Huntington	86,353 (1)	86.3
Binghamton, N. Y.	80,674 (1)	80.6
Davenport, Ia.-Rock Island-Moline, Ill.	160,656 (2)	80.3
Altoona, Pa.	77,177 (1)	77.1
Greensboro, N. C.	74,389 (1)	74.3
Lancaster, Pa.	63,774 (1)	63.7
Johnstown, Pa.	63,232 (1)	63.2
Kalamazoo, Mich.	57,704 (1)	57.7
Petersburg, Va.	35,054 (1)	35.0
Ogden, Utah	57,112 (2)	28.5
Bloomington, Ind.	28,163 (1)	28.1
Ames, Iowa	22,898 (1)	22.8
Mesa, Ariz.	16,790 (1)	16.7
Provo, Utah	28,937 (2)	14.5

METROPOLITAN AREA

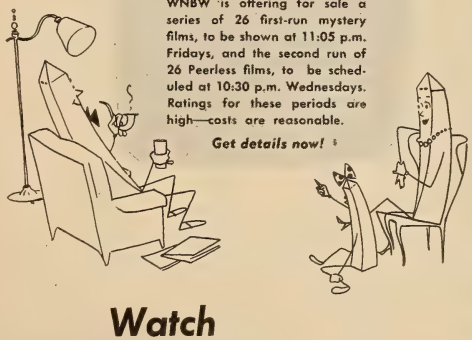
City	Population (TV Channels)	TV Service Factor
Pittsburgh	2,213,236 (1)	2213.2
New York (Newark)	12,911,994 (7)	1844.5
St. Louis	1,681,281 (1)	1681.2
Chicago	5,495,364 (4)	1376.4
Philadelphia	3,671,048 (3)	1223.6
Boston	2,369,986 (2)	1184.5
Buffalo-Niagara Falls	1,089,230 (1)	1089.2
Detroit	3,016,197 (3)	1005.4
Milwaukee	871,047 (1)	871.0
Kansas City	814,357 (1)	814.3
Houston	806,701 (1)	806
San Francisco-Oakland	2,240,767 (3)	746
Providence	737,203 (1)	737
Seattle	732,992 (1)	732
New Orleans	685,405 (1)	685
Los Angeles	4,367,911 (7)	623
Minneapolis-St. Paul	1,116,509 (2)	558
San Diego	556,808 (1)	556
Indianapolis	551,777 (1)	551
Albany-Schenectady-Troy	514,490 (1)	514
Miami, Fla.	495,084 (1)	495
Cleveland, Ohio	1,465,511 (3)	488
Rochester	487,632 (1)	487
Memphis	482,393 (1)	482
Norfolk-Portsmouth-Newport News	446,200 (1)	446
Baltimore	1,337,373 (3)	445
Toledo	395,551 (1)	395
Hartford	358,081 (1)	358
Washington	1,464,089 (4)	366
Fort Worth	361,253 (1)	361
Phoenix	331,770 (1)	331
Richmond	328,050 (1)	328
Oklahoma City	325,352 (1)	325
Nashville	321,758 (1)	321
Dallas	614,799 (2)	307
Jacksonville	304,029 (1)	304
Cincinnati	904,402 (3)	301
Johnstown, Pa.	291,354 (1)	291
San Jose, Calif.	290,547 (1)	290
Louisville	576,900 (2)	288
Grand Rapids	288,292 (1)	288
Birmingham	558,928 (2)	278
Wilmington, Del.	268,387 (1)	268
New Haven	264,622 (1)	264
San Antonio	500,460 (2)	250
Huntington	245,795 (1)	245
Lancaster	234,717 (1)	234
Dayton	457,333 (2)	228
Des Moines	226,010 (1)	226
Atlanta	671,797 (3)	223
Erie, Pa.	219,388 (1)	219
Charlotte, N. C.	197,052 (1)	197
Greensboro, N. C.	191,057 (1)	191
Omaha	366,395 (2)	188
Binghamton, N. Y.	184,698 (1)	184
Lansing	172,941 (1)	172
Columbus, Ohio	503,410 (3)	167
Winston-Salem	146,135 (1)	146
Albuquerque	145,673 (1)	145
Altoona, Pa.	139,514 (1)	139
Salt Lake City	274,895 (2)	137
Kalamazoo	126,707 (1)	126
Davenport, Ia.-Rock Island-Moline	234,256 (2)	117
Ogden, Utah	83,319 (2)	41

Washington Watches Movies

TWO TOP PACKAGES AVAILABLE

WNBW is offering for sale a series of 26 first-run mystery films, to be shown at 11:05 p.m. Fridays, and the second run of 26 Peerless films, to be scheduled at 10:30 p.m. Wednesdays. Ratings for these periods are high—costs are reasonable.

Get details now!



Watch Washington

Effective buying income in the Washington metropolitan area has increased *18 percent* over 1950—and the average family income in the District of Columbia alone is *35 percent* higher than the national average. Are you getting *your* share of this rich market?

wnbw Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

WPIX (TV) CUTS

Summer Rates Se

REDUCTION of about 50% i regular rates for certain program and participations, effective Jur 15 to Sept. 14, was announce last week by WPIX (TV) Ne York.

The hot-weather rate offers $ eight-second identification spo on a run-of-the-station basis f $500 or 60 such spots per seven-da week for $1,000. Individual spo normally are $30 each.

Packages to be offered at a decrea are *Matinee Newsreel, Sunday Fil Theatre, Star Film Theatre, Six-Gu Playhouse, Movietime* and *Night Ow Theatre,* all movie features; *Telespor Digest,* with Harry Wismer; and *It Ha pened This Week,* a Sunday news r view.

Matinee Newsreel is offered at $1 per program. ~~*It Happened This Wee*~~ is offered as a flat $10,000 package f 13 weeks. *Six-Gun Playhouse,* limited to participations of 60 second or less.

CBS-TV Names Banker

ROBERT M. BANKER, unit mar ager of CBS Television's dramati series, *Studio One,* has been ap pointed casting director for th network, effective today (Monday) Mr. Banker replaces Robert Freye resigned. After serving as accoun executive on *Studio One* for th Murray Martin public relation firm, Mr. Banker joined CBS-T in 1950.



A fifth of a mile straight up

This slim steel needle reaching skyward is one of the tallest structures on earth.

It is the antenna tower of Station WSB-TV at Atlanta. From the ground level to the tip of the beacon that tops it off, the tower measures 1062 feet, almost exactly one-fifth of a mile.

Topmost portion of the structure is the 57-foot FM pylon with the 200-foot TV antenna just below it. The rest of the three-sided tower, from the 800-foot level down to earth, is a supporting structure for the pylon and the antenna.

Heavy guy wires of Bethlehem galvanized strand, attached to the tower at two levels, have the main responsibility for holding it in position and bracing it against winds. In addition, a substantial amount of Bethlehem steel was utilized in providing the structural cross-bracing.

The tower's location right within Atlanta and less than a mile from the center of the city's business district means television at its best for the large Atlanta TV audience. And the great height of the tower insures maximum coverage of TV sets in a very wide surrounding area.

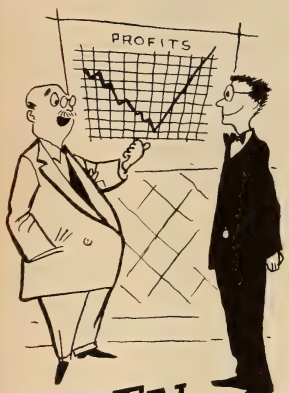
BETHLEHEM STEEL

BETHLEHEM STEEL

Here's Where We Started Using

WHEN

TELEVISION



WHEN WILL SELL FOR YOU, TOO!

Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and *buy*, when you Sell via WHEN.

CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

ABC-UPT

FCC Hears Dr. DuMont, Latimer, Edwards

AN INVENTOR, a judge and a theatre operator testified during last week's ABC-UPT merger hearing at the FCC.

The inventor was Dr. Allen B. DuMont, president of Allen B. DuMont Labs. He had testified earlier in the hearing, but returned to cover some details of DuMont's financial situation in the early 1940s. He said that Paul Raibourn, who was head of Television Productions Inc. (wholly-owned Paramount subsidiary), wanted to convert DuMont stock at what Dr. DuMont thought was a low rate. Dr. DuMont testified that Mr. Raibourn wanted the lower rate so TPI could get more shares of stock.

Dr. DuMont asserted that at that time he felt Paramount was trying to take advantage of DuMont.

Relationship between Scophony Corp. of America and DuMont Labs. was also probed by Commission counsel Arthur Gladstone. Dr. DuMont said he only saw the SCA executives once or twice but was not interested in a patent-licensing agreement with them.

Judge George W. Latimer, appointed last June to the U. S. Court of Military Appeals, was on the Utah Supreme Court bench before that. A decade ago he was on active military duty but was recalled by Joe Lawrence, operator of Salt Lake City theatres, to attend a meeting in Los Angeles with Leonard Goldenson, then in charge of Paramount theatres and now president of United Paramount Theatres; Austin C. Keough, chief counsel for Paramount; Sam Dembrow, at that time a Paramount executive, and Mr. Lawrence.

The meeting concerned a theatre in Salt Lake City which had been taken over by its landlord after Inter-Mountain Theatres, a Paramount subsidiary, had not renewed the lease.

Judge Latimer testified that Messrs. Keough and Goldenson said at the meeting that no one else would run the theatre if they didn't, and that if Mr. Lawrence tried it, he would get no first-run pictures. Judge Latimer said it was "not a jest," but a serious statement.

The theatre operator who testified at last week's hearing was David G. Edwards, who was manager for the Lawrence theatres.

He testified that he, too, had met with Messrs. Goldenson and Dembrow, with Mr. Lawrence, and that Mr. Goldenson told him that Paramount would "blitz" the Lawrence theatres just as Hitler was blitzing Europe.

Mr. Edwards asserted Mr. Goldenson had told him that Paramount "had learned a lot from this guy Hitler. We will send the bombers over. . . . You fellows opened up a closed situation that we paid a lot of money to get and we are not going to idly standby by and take it."

After that, Mr. Edwards said, he got occasional second run pictures, but it wasn't unitl 1946—following the Justice Dept. probe into the major motion picture companies—that he could obtain better pictures.

This week, only witness to testify is Arthur F. Sass, Chicago theatre owner, who returns for cross-examination [B•T, May 26]. On June 26, Dr. A. H. Rosenthal, called the inventor of the dark-trace (Skiatron) TV tube, will testify for the first time. He is expected to discuss the background of Scophony and its relationship with Paramount and General Precision Equipment (both Class B stockholders) as it affected his work.

Networks' Time Sales

(Continued from page 25)

works at present, averaging about one-third the number of outlets of the average radio network for commercial programs. Only nine product classes gave more money to radio in March than to TV, networkwise, including three groups—agriculture, horticulture and transportation—not represented in network TV at all.

Plans UHF Tests

FURTHER UHF propagation tests to determine the effect of antenna height on transmissions are planned by RCA, according to applications filed with FCC for approval to employ four transmitters in the 840-854 mc band using output of 20 w. RCA told the Commission it plans to use four antennas on the tower of WOR-TV New York, spaced at heights of 185, 370, 550 and 735 ft. Each antenna will have a gain of about 100 and will be tiltable upward 2° and downward 10°. RCA mobile units will take measurements in the area for about six months.

Fustest, Gets Mostest

YOU DON'T own a TV set but want to watch the political conventions this summer? On a first-come, first-served basis, the DuMont Labs. will install, free of charge, TV sets in metropolitan New York homes for the entire week of either the GOP or Democratic conclave.

NBC BREAK SPOTS

Standardized Plan Set

TEN-second shared identification breaks have been standardized on all eight of NBC's spot TV stations, Thomas B. McFadden, NBC director of national spot sales, announced Thursday.

The single minimum standard will permit the spot advertiser reasonable flexibility for the design of his commercial message and, simultaneously, greatly reduce agency production problems and effect substantial savings in production costs, he said, pointing out that NBC is the first in the industry to adopt the standards [CLOSED CIRCUIT, May 12]. The cost savings should induce present spot advertisers to increase their buying and help persuade new advertisers to enter TV on a multiple-market basis, he explained.

The NBC standards conform with those recently recommended by the National Assn. of Radio and Television Station Representatives, Mr. McFadden pointed out.

Basis of the system is that the upper right hand quarter of the TV screen is reserved for the station's identification, with advertising copy to occupy the remaining three quarters.

Thus, agencies can use one film or piece of art for an advertisement scheduled to be used on a number of outlets. Instead of redesigning the film for each station individually, the agency will have only to strip in the proper logotype in the top right-hand corners—the station identification—of the different prints.

Timing breakdown for the ten-second spot's audio allows for 1½ seconds of silent picture for the opening, six seconds for the advertiser's commercial, 2 seconds of silent picture for station identification, ½ second of silent picture for closing and five seconds of protective padding for the freeze frame.

TABLE V

Top TV Network Advertiser in Each Product Group in March 1952

Apparel, Footwear & Access.	International Shoe Co.	$104,735
Automotive, Automotive Access. & Equip.	Ford	245,425
Beer, Wine & Liquor	Anheuser Busch	183,800
Building Materials, Equip. & Fixtures	Johns-Manville	83,400
Confectionery & Soft Drinks	Mars Inc.	202,011
Consumer Services	Arthur Murray	24,900
Drugs & Remedies	American Home Products	136,160
Food & Food Products	General Foods	777,390
Gasoline, Lubricants & Other Fuels	Texas Co.	178,100
Household Equip., & Supplies	General Electric	300,940
Household Furniture	Armstrong Cork Co.	89,040
Industrial Material	Reynolds Metals Co.	185,500
Insurance	Mutual Benefit Health & Accident	27,240
Jewelry, Optical Goods & Cameras	Spiedel Corp.	47,580
Office Equip, Stationery, & Writing Supplies	Hall Brothers	92,490
Political	Citizens For Eisenhower	20,360
Publishing & Media	Curtis Publishing Co.	34,230
Radios, TV Sets, Phonographs, etc.	R C A	193,860
Retail & Direct Mail	Drugstore TV Productions	86,400
Smoking Materials	Reynolds Tobacco Co.	648,755
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,028,420
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	475,115
Miscellaneous	Quaker Oats	107,550

NCAA Controls—'52 Plan

(Continued from page 59)

iate and propose his own coverage chedule, both of which are to be ubmitted, in competition with thers for NCAA selection of the inning bidder. Only after his election will the sponsor be free o bid individually with the various olleges for TV rights.

The plan explains that "the ponsor must provide national cov- rage"—defined as 63 markets— on each of the 12 dates, and must make any one or more of the games involved available without charge to any other networks and independent stations which may wish to carry such games on a sustaining basis simultaneously with the network presenting the series."

Mr. Hall explained that any station seeking simultaneous, sustaining coverage would, in all probability, also have to take the original sponsor's commercial, unless it could figure out a way to predict the often quick insertion of an announcement between plays. And if commercials could be deleted, it seemed unlikely any advertiser would pay for coverage to be shared with other networks or stations. Thus, it seemed that, regardless of NCAA intentions, only one network would carry the games.

Another puzzler was the request that, on as many dates as practicable, small college games—as defined by the National Collegiate Athletic Bureau—be included on a local basis, "either in supplement of the series or in substitution for a series game."

Networks wondered last week why an advertiser would add small college play—and higher costs—to his schedule, how often a small college game would be of national interest, and how the importance of each game could be determined before the season's start. The NCAA answer is that advertisers will create much ill will if they impose an outside game on a local audience interested in the home team, that costs can be cut by sharing coverage with a local advertiser.

High Standards Desired

The sponsor, it was noted, must be an "organization of high standards," a factor that will weigh almost as importantly, Mr. Hall said, as the coverage and money factors. Asked if the plan doesn't expect too much from the sponsor he said that similar arrangements in last year's plan had worked out all right.

Other notable portions of the plan are that each team can make only one TV appearance per season, in contrast to last year's two—one at home and one away—and all TV receipts will be assessed "to meet requirements" of the NCAA television budget. Eighteen cents of every TV dollar was withheld last season, but Mr. Hall thought the amount would be less this year since no TV survey, comparable to last year's $50,000 study, is being conducted.

"Any previous rewards for athletic success pale in comparison to the rewards of television," the committee stated in its letter explaining TV control to faculties and officers of member colleges.

Noting the ten-man group was "convinced" of this only after careful study, the letter said TV rewards "constantly multiply as more sets are installed, more television stations are put into use and the networks expand to all corners of the nation. If television offers irresistible premiums for sports glory today, the TV committee wishes to point up and underline the more serious problem which will be posed when 'pay-as-you-see' television arrives—a period estimated by experts to be not more than three years away. The rights for a few network games, now measured in thousands of dollars, will be measured in millions of dollars when an effective 'pay-as-you-see' system is placed in operation."

The NCAA feels it has protected itself from possible restraint of trade charges, not only by requiring that TV coverage be shared, but also by dropping last year's blackout requirement. And no college would be forced to participate in television, it was pointed out. Further protection was injected with a statement that the committee can, if special considerations arise, make exceptions to all its rules.

The TV committee's recommendations are subject to two-thirds approval by referendum of member colleges, scheduled to have been completed Sunday. Members voted 163-8 in favor of television control at their annual convention in Cincinnati last January.

(Continued on page 73)

TV Applications

(Continued from page 62)

ublishing Co. Ltd., Ch. 4 (66-72 mc), ERP 31.3 kw visual; antenna height above average terrain 5 ft., above ground 250½ ft. Estimated construction cost $189,520, first year operating cost $100,000, revenue $100,000. Studio and transmitter location Kapiolani Blvd. and South St., 21° 18′ 21″ N. Lat., 157° 51′ 30″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of KGU Honolulu. Principals include: President **Lorrin P. Thurston** (20.7%), general manager, Advertiser Publishing Co., owner of *Honolulu Advertiser;* Vice President **Walter F. Dillingham,** president of Oahu Railway & Land Co.; Vice President **Robert S. Thurston** (10.6%), *Honolulu Advertiser;* Vice President **Raymond S. Coll,** editor of *Honolulu Advertiser;* **Margaret Twigg-Smith** (15.8%), and 128 others. Address: P. O. Box 3110, Honolulu, T. H.

HONOLULU, Hawaii—Royaltel, Ch. 2 (54-60 mc), ERP 27.8 kw visual; antenna height above average terrain 1,727 ft., above ground 400 ft. Estimated construction cost $283,868, first year operating cost $180,000, revenue $180,000. Studio and transmitter on Mt. Tantalus, just off Tantalus Drive, 21° 20′ 06″ N. Lat., 157° 49′ 00″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Claggett & Schilz, Washington. Consulting engineer George E. Gautney, Washington. Principals include: **Herman B. Rosen** (¼), general manager of Royal Amusements Ltd. (motion picture distributor and exhibitor) and managing partner of Tasty Foods, Honolulu; **Louis P. Rosen** (¼), executive vice president of Royal Amusements Ltd. and ½ owner of Rosen-Sydman (general insurance and bonding), Los Angeles; **Ralph Davis** (¼), Royal Amusements Ltd. and ¼ owner of Adolph Ramish Inc. (holding company and real estate), Los Angeles, and **Helen Speck** (¼), Royal Amusements Ltd. Address: 1370 South Beretania St., Honolulu, T. H.

SAN JUAN, P. R.—Empire Coil Co., Ch. 2 (54-60 mc), ERP 56 kw visual; antenna height above average terrain 2,884 ft., above ground 149 ft. Estimated construction cost $320,185, first year operating cost $300,000, revenue $300,000. Studio 1812 Loiza St. Transmitter El Yunque National Park atop E. Yunque Mtn., 18° 18′ 43″ N. Lat., 65° 47′ 33″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washing-



you can **see** the difference on WBNS-TV

WBNS-TV maintains an auxiliary transmitter in addition to its regular transmitter in order to fully guarantee a continuity of service. This supplementary equipment, plus WBNS-TV's fine facilities, expertly operated, supervised and maintained, is further proof of why advertisers and viewers all agree—you can see the difference on WBNS-TV.



Western Round-Up 4:45 p.m.— A popular western show complete with chuck wagon, rope tricks and brands. Excellent use of live demonstrations, slides and film make this an up-to-the-minute participation program that ranks in the top 10 listings.

TV Weatherman—10:00 p.m.— A daily comprehensive weather show using the stations fine production facilities and complete wire and weather services. This top rated program has been continuously sponsored on WBNS-TV for 2½ years.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

Free Plugs Prove Fool's Gold

(Continued from page 23)

alent advertising would cost on a regular basis. The mechanics of placement depend to a great extent upon the publicist's contacts among stars, writers and producers of the programs, but techniques, charges and compensation vary.

The cost to the advertiser includes all charges attendant to getting the plug on the air, plus the fee to the publicist making the placement. The publicist may work on a retainer basis or he may charge on a per-plug or quantity-plus basis. Some firms charge more for placing a plug on a nighttime show than on a daytime show; others make no distinction. The cost for a plug on a network show, of course, generally runs higher than on an individual station or small group of stations.

It is a popular conception that the writer, producer, performer or whoever works a plug into a show subsequently finds on his doorstep, by way of compensation, a case of whiskey. This is by no means entirely accurate, but the belief is not without some foundation.

"Giving whiskey probably started when somebody received payment in the form of his 125th watch," one publicist reported.

The watch-and-whiskey compensation category has been expanded to include a number of mementos, including money. The "standard" payment, where it is cash, is said to average around $60 to $90 per plug. The reward also may take the form of an equivalent credit at a department store, for instance, a supply of the plugged products or some other appropriate gift. Or there may be no payment at all, except insofar as the idea surrounding the plug is a contribution to the program.

There are divergent accounts of the willingness of talent to participate in the plug game.

On one hand there are reports of "The List," which is described as a compendium of names whose use on the air will bring compensation to the user. According to this version, "The List" is circulated among writers, producers and performers —or they may easily learn the names that are on it by investing in a telephone call to the public relations agency which keeps it.

'Sneak Plugs' Get In

At the other extreme, a radio-TV publicist reported he had never known a writer, producer or star who would accept a plug merely for compensation offered. But he conceded that neither had he ever heard of compensation having been returned. He contended that program personnel in a position to insert plugs are too well paid to be interested in plug money and, that from a selfish standpoint, they would not jeopardize the success of a show by using plugs which would detract from it. Yet he agreed that what he called "sneak plugs" are often ad libbed in "from left field," to program detriment.

Some comedians — who as a group are the most frequent culprits in this respect, since gags lend themselves more easily to quick plugs—have been known to rattle off a succession of plug names before they could be squelched.

By no means are all plugs planted. And the unplanted plug generally pays off for the plugger in gifts from the plugged product as well, or almost as well, as does the planted publicity.

For instance, one radio-TV public relations practitioner reported that a gag on one leading comedy show employing, without solicitation, the name of a nationally advertised electric razor resulted in the delivery to the comedian of a gross —144, no less—of electric razors of that brand.

In the area of planted plugs, an instance involving the Hess Bros. department store in Allentown, Pa., was cited as an example of publicity which not only has no cash or equivalent payoff for program talent but also is a contribution to programming.

On behalf of the Hess Bros. store, a "stunt" was worked out and submitted to the Philip Morris-sponsored *Truth or Consequences* program. It occurred shortly before Easter.

Stunt Described

The stunt involved dressing a *T or C* contestant in an Easter bunny outfit and having him hitchhike from Hollywood, where the show originated, to Allentown, Pa., where he would be feted by Hess Bros. and local notables. Each week the program carried a pickup bringing listeners up to date on the contestant's cross-country progress up to and including his arrival in Allentown. Thus Hess Bros. got mentions on a network show for five consecutive weeks, and—it was emphasized—the program benefited from the stunt idea.

Similarly, many other examples were offered as representative of "legitimate and constructive" plugging—interviews with people engaged in interesting or unusual occupations, discussions of books or plays, and the like. The recitation of prizes offered on giveaway shows, and the giving of credits to firms supplying dresses or hats or costumes for performers on TV shows, were cited as other types of "plugs" which arouse no general objections.

Sometimes, it was noted, publicists provide TV shows with needed props or sets — thereby cutting down the sponsor's own production costs, often substantially, while in the process maneuvering a plug client's product or name before the steady gaze of the audience. There are occasions, too, it was said, when the publicists provide program ideas involving no plugs at all, thus at one swoop building contacts, confidence and greater receptivity to future plug ideas.

But in any defense of "legitimate" plugs the "as-bad-as" example that is as effectively cited as any, perhaps, is some of the TV coverage of this year's Easter parade in New York, where it was a rare clothes designer who failed to get a prominent plug of the free variety. This, too, has been an object of criticism by NBC's SPAC.

"Plugs" in gags are a natural development. They started with the use of certain brand names in bits or sketches, not for any remuneration from the manufacturer but for the comedy value of the name itself in a situation. Pens that "write under water" are an example. Gradually the publicity or advertising value of such name-dropping became apparent, and so, gradually it became a business.

Before the radio-TV plug, there was the plug in motion pictures, which similarily went through a period of evolution. For example: A movie star was shown, perhaps only fleetingly, with a package of X Brand cigarettes. The makers of X Brand and the makers of the movie realized that that shot was worth something to the manufacturer.

Deal Now Refined

At first it was the custom for the manufacturer to pay the studio to use his product, or, in the case of expensive items such as trains or automobiles or elephants, to supply the product gratis.

This type of deal gradually has been refined until now, instead of making outright payments, the manufacturer in some cases agrees that in a certain amount of his own advertising he also will advertise the film involved. An X Brand cigarette ad might say, for example: "Joe Doe, star of Z Show, smokes X Brand cigarettes. Thus the studio's own advertising budget can be reduced.

Publicists concentrating on radio and television plugs say the number of regular sponsors who forbid other-product plugs on their programs is not so great as one might expect. Indiscriminate plugs are frowned on, and some advertisers have set a ceiling of one or two per program.

More and more major manufacturers, publicists say, are coming to feel that they should augment their regular advertising and their newspaper-magazine publicity with publicity—plugs—in the broadcast media. On occasion, advertisers have been known to undertake plug placement themselves, direct. One radio-TV writer reported he had been called by an advertiser and offered a $1,000 watch as bait to work the name of the advertiser's product into a television show which he was then preparing.

The networks are most acutely irked, of course, by the "sneak" plug, the dragged-in plug, whose lack of point makes it obvious and

Originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any Baltimore time buyer about

WAAM
TELEVISION
CHANNEL 13

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
Chicago NEW YORK San Francisco
DUMONT-ABC AFFILIATE

itating. But what are they doing eliminate it?

n answer to that question, Harry merle, CBS-TV program direc-, told BROADCASTING • TELECAST- that "We police it in every y possible through viewing the ipt before airing. In most cases the ad lib that gets across and the air."

Although he considers such mer-andising sometimes helpful "if sely tied together," Guy Della oppa, CBS Radio vice-president charge of network programs, ollywood, declared that in gen-al the network "does not endorse ich broad programming prac-es."

"When a national manufacturer les free plugs it is bad for ad-rtising," he said. "However, ery case should be individually nsidered and all within the realm good taste. It depends upon w far they go. All free plugs e watched very carefully by BS.

"We are particularly against the pe of insert plug used by well aid writers to derive added in-me or merchandise. We make very effort to eliminate them."

Carl Watson, assistant manager the continuity acceptance de-rtment of NBC radio and tele-sion, reported that "by this time e have come to know the regular erformers who are likely to drift way from a given 'business' in ne script, and these are watched arefully."

Additionally, he said, "scripts re screened beforehand and re-earsals usually are covered to be ure that plugs are not placed in ne show. Most performers know hat is and what is not acceptable y now."

Another network executive sug-ested the only real method of olicing against out-of-taste plugs ould be to restrict all trade-name ags to products which are also ponsors of regular radio and tele-ision shows.

It also was brought out that ne networks rely to a great extent pon producers and directors to eep an eye out for unseemly lugs. At least one producer, it as learned, has warned perform-rs on his shows that any member ho works an unapproved unre-earsed plug into a broadcast will ave his pay cut back to union cale.

Venezuela TV Station

PLANS for Venezuela's first TV tation, scheduled to begin trans-nission this November, were ivulged May 29 with announce-ent of a contract between Vene-uelan Minister of Communications nd an RCA international distribu-or, Dr. Luis F. Jiminez M., presi-ent of Intelec S. A. New station s to be built in Caracas, with an RCA 10 kw transmitter capable of roviding adequate intracity cover-ge. To be operated by the govern-nent, the outlet will not carry com-nercial programs.

TV Applications

(Continued from page 71)

ton. Consulting engineer Russell P. May, Washington. Applicant is licensee of WXEL (TV) Parma (Cleveland), Ohio. Principals include: President **Herbert Mayer** (45%), Vice President **Franklin Snyder,** station manager of WXEL (TV); Treasurer **Frances Mayer** (45%), and Secretary **Alma Schmidt.** Address: 85 Beachwood Ave., New Rochelle, N. Y.

Existing Stations Change in Channels

(The following stations request change in frequency as required under provisions of FCC Sixth Report & Order [B•T, April 14].)

WDEL-TV WILMINGTON, Del.— WDEL Inc., Ch. 12 (204-210 mc), ERP 316 kw visual; antenna height above average terrain 605 ft. Change *from* Ch. 7 (174-180 mc), ERP 476 w.

WHAS-TV LOUISVILLE, Ky. — WHAS Inc., Ch. 11 (198-204 mc.), ERP 316 kw visual; antenna height above average terrain 529 ft. Change *from* Ch. 9 (186-192 mc), ERP 200 kw.

WLWT (TV) CINCINNATI, Ohio— Crosley Bcstg. Corp., Ch. 5 (76-82 mc), ERP 100 kw visual; antenna height above average terrain 670 ft., above ground 1,363 ft. Estimated cost of change $123,000. Transmitter RCA. Change *from* Ch. 4 (66-72 mc), ERP 23.1 kw.

WLWC (TV) COLUMBUS, Ohio— Crosley Bcstg. Corp., Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 436 ft., above ground 569 ft. Estimated cost of change $155,000. Transmitter RCA. Change *from* Ch. 3 (60-66 mc), ERP 15.2 kw.

WLWD (TV) DAYTON, Ohio — Crosley Bcstg. Corp., Ch. 2 (54-60 mc.), ERP 100 kw visual; antenna height above average terrain 508 ft., above ground 459 ft. Estimated cost of change $166,500. Transmitter RCA. Change *from* Ch. 5 (76-82 mc), ERP 16 kw.

WGAL-TV LANCASTER, Pa. — WGAL Inc., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 1,000 ft. Transmitter location to be near Hallam, York County, Pa. Change *from* Ch. 4 (66-72 mc), ERP 1 kw; transmitter, 8 West King St., Lancaster.

WTAR-TV Norfolk, Va.—WTAR Radio Corp., Ch. 3 (60-66 mc), ERP 100 kw visual; antenna height above average terrain 376 ft., above ground 414 ft. Transmitter RCA. Change *from* Ch. 4 (66-72 mc), ERP 24 kw.

WTMJ-TV MILWAUKEE, Wis.— The Journal Co., Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 908 ft., above ground 1,032 ft. Estimated cost of change $372,027. Transmitter RCA. Change *from* Ch. 3 (60-66 mc), ERP 925 w.

Tele-Q Patent

PATENT for its system of cueing TV performers has been issued the Tele-Q Corp., New York, Tele-Q Sales Co. President Larry Merchant announced Wednesday. Tele-Q equipment was first used commercially in November 1950 and is now widely used in New York.



EDUCATORS' BOON

Okla. and Fla. U. Praise Industry

TWO leading universities staging highly successful TV educational programs in cooperation with commercial television stations have voiced publicly their appreciation of the industry's participation in their work. They are U. of Oklahoma and U. of Florida.

Sherman P. Lawton, producer of *The Open Window*, which has been seen on WKY-TV Oklahoma City and KOTV (TV) Tulsa, stated as chairman of the U. of Oklahoma Committee on Broadcasting, that 92 TV programs had been produced under the title in two years.

"This represents a minimum time value of $29,900, as loss of revenue to the stations, plus cost of operation," he reported, amounting to a gift of well over $60,000 from the stations to the university.

Working with commercial stations, the university has enjoyed a low cost of .008 of one cent per viewer-impression, Chairman Lawton reported. Cost to the university was $2,200 for the period, exclusive of salaries and student assistant wages.

"The success of the programs is indicated by a Hooper rating in Oklahoma City of 28, as contrasted with 1.6 for educational programs in the New York City area," Prof. Lawton continued. "Mail response in both Oklahoma City and Tulsa has been excellent. Total audience impressions during the series exceeded 26,200,000.

"Twenty-five different areas of instruction were represented during the 1950-51 season and 28 during 1951-52. Fifty-nine different faculty members participated during 1950-51, with a total of 61 faculty participations. In 1951-52, 55 different faculty members participated, with a total of 71 faculty participations.

"One hundred seventy-three students took part in the shows during 1950-51 and 147 during 1951-52. Thirty-one different students got experience in planning, script and production directly associated with the series, a total of 70 student-producer experiences during 1950-51. During 1951-52, 33 different students got planning experience with a total of 77 student-producer experiences. Non-faculty and non-student guests on the programs in 1950-51 totaled 71, while 105 such guests appeared during 1951-52. Five civic and welfare groups, as well as state and federal agencies, contributed work during the 1950-51 season and six during 1951-52.

"In addition, arrangements were made through this office for several faculty participations in television programs other than *The Open Window* and we served as a clearing house for a number of students to earn talent fees on commercial shows.

"One of the values of the series to the university is that a number of properties built for the programs have become a part of classroom instruction techniques on the campus."

Breakdown of Audience

The signals of the two commercial TV stations are reaching viewers over an extensive area, reaching as far north as Wichita, Kan., according to the report. Half the audience is in the "upper middle" income group, and about 20% in the "upper" income group. The mail has a "higher class" flavor than usual for typical radio programs, it was stated, "but we have had enough mail from apparently lower income people that we had been deceived into thinking that we were drawing a large number of them."

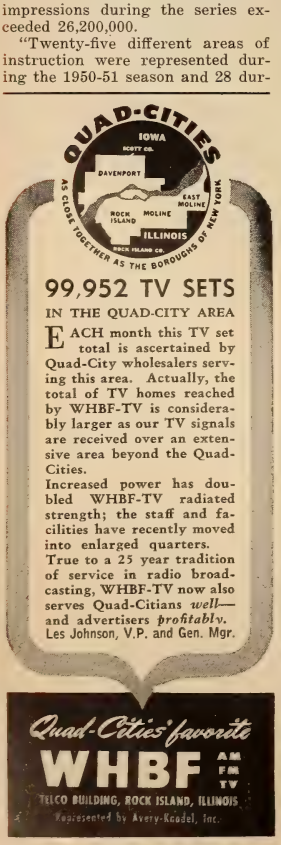
According to Dr. T. C. Battin, assistant professor of speech and director of television and radio at the U. of Florida, the university at Gainesville has completed its first venture in TV education with conclusion of 32 weeks of telecasting.

"We wish to commend the managers and staff of WMBR-TV Jacksonville for their excellent cooperation in helping to make the series a success," Dr. Battin said.

Programs were titled *Knowledge in Action*. Rating of 40.5 was achieved, indicating a large audience every Monday evening, he continued. Programs are prepared as a package show on the campus by members of the production staff headed by Dr. Battin and faculty members. Each program has been planned. written and rehearsed on the campus before going to WMBR-TV for final rehearsal. A student production crew is trained for six months in the studios to handle duties of a TV crew. Students act as assistant directors, floor managers, announcers and perform related functions.

Dr. Battin said the time is donated by WMBR-TV and a full crew stands by during the rehearsals and the final telecast to help the student production staff.

"The series is to be continued as a part of the U. of Florida's desire and effort to recognize the tremendous potentialities of the most effective means of mass communication yet developed," Dr. Battin said. "Plans for a continuing program of adult education by means of television have already been completed and the series, *Knowledge in Action*, will present video courses each week. The series has a dual purpose in mind: to offer adult education and to give training and practical experience in the various phases of television production. These programs have been carefully planned to offer education in an interesting as well as entertaining manner and survey results have shown how successfully this has been done this year."



D. C. Talent Raid?

PICK TEMPLE, cowboy singing star of WTOP-TV Washington, baby sat last Monday for the three children of Walter Compton, general manager of WTTG (TV) Washington. Mr. Temple's baby-sitting was a door prize at the annual jamboree of the Advertising Club of Washington May 24. The prize was actually won by Alex Sheftell, WTTG account executive, but Mr. Sheftell isn't planning to be married until some time this month. So he turned over his prize to Mr. Compton who, with Mrs. Compton, attended the Washington opening of the play, "Gentlemen Prefer Blondes."

TV APPLICANTS

Four Buy UHF Transmitters

ALLEN B. DuMONT Labs. Television Transmitter Div. last week announced sale of four 5-kw UHF TV transmitters to WSOY and WDZ Decatur, Ill.; WHIZ Zanesville, Ohio; and KCOK Tulare, Calif. Deliveries are slated for 1953. The four outlets have applied to FCC for TV stations and await channel grants.

The new transmitter equipment employs the Eimac Klystron power tube and is now available at the same price as the standard DuMont VHF transmitter with equivalent power, company spokesmen said.

DuMONT TV network will carry *New York Times Youth Forum* starting Sept. 14 with sessions to be taped for broadcast on WQXR New York, station owned by the *Times*.

WEWS-WRU SERIES

Will Extend for 2 Y

JAMES C. HANRAHAN, gener manager, WEWS (TV) Clevelan and Dr. John S. Millis, presider Western Reserve U., last week a nounced a two-year extension two educational series.

One program is a half-hour tel course, home study by TV f credit, and the other is a Sunda series known as *University Circ* a half-hour program about t school and community cultural lif "Western Reserve U. is grate for the opportunity which WEW has given to carry on its progra of education by television," D Millis said.

Editors Name 'Lucy'

LUCILLE BALL was voted th best comedienne and *I Love Luc* the best comedy drama in the fir annual *American Weekly* Tel vision Poll, conducted among T editors of 23 metropolitan new papers.

Other winners: Best variety progra *Your Show of Shows*; dramatic pr gram, *Celanese Theatre*; myste drama, *Dragnet*; musical progra *Fred Waring*; discussion program, *Me the Press*; quiz show, *You Bet Yo Life*; best comedian, Jimmy Durant children's program, *Kukla, Fran Ollie*; news, *See It Now*; and an awa for special achievement, Bishop Fult J. Sheen.

GUIDANCE SERIES

Planned By WMCT Memph

WMCT (TV) Memphis is plannin a series of weekly vocationa guidance programs to aid hig school and college students choosing careers, Wilson Moun executive program manager, ha announced.

In addition to aiding student Mr. Mount said that "the program will be so designed that they wi prove of much interest to the tel vision public, as the opportunitie for young people that lie in th various fields of business and th professions are pictured and ex plained."

Among fields to be covered a the cotton industry, medical profes sion, industrial economics, banking lumber manufacturer, journalism and the livestock industry.

Tailor-made
TV FILM SPOTS
Animation and Live Action
• 8 Seconds
• 20 Seconds
• One Minute
Telescriptions
VICTOR BLDG.
STerling 4650
WASHINGTON 1, D. C.

CONVENTIONS

AT&T Plans Full Linkage

ALL U. S. TV stations except KOB-TV Albuquerque may be connected with AT&T's live TV network in time for the political conventions next month, under plans advanced by the telephone company last week.

The company's Long Lines Dept. announced plans to add Phoenix to the live network, saying "efforts are being made to provide the network connection in time to carry the national political conventions in July" and pointing out that when Phoenix is included, the Bell System network "will make live network programs available to 107 stations in 65 cities.

Only other U. S. television city outside the live network then would be Albuquerque.

Plans for bringing Phoenix (KPHO-TV) into the live network call for routing television signals from Los Angeles over a coaxial cable which already is in service for telephone use. Equipment will be added to permit use of the cable for television as well as telephone service.

The Republican national convention opens July 7; the Democratic convention July 21. Both will be in Chicago.

AT&T's Long Lines Dept. meanwhile applied to FCC last week for authority to construct a microwave relay link which will provide two TV channels, along with hundreds of telephone circuits, between Dallas and San Antonio. The proposed link, scheduled for completion late this year, would be built between Dallas and Austin, where it will connect with the Austin-San Antonio system which was opened for service in February.

Under the plan, AT&T will construct six intermediate radio relay stations along the 192-mile route between Dallas and Austin.

To provide one TV channel to San Antonio in time for the July political conventions, Long Lines is installing temporary radio-relay equipment between Dallas and Austin. This equipment will be removed upon completion of the new project, AT&T said.

It was pointed out that one connection with AT&T's nation-wide television network facilities will be made at Dallas from Jackson, Miss., while a second connection will be provided upon completion of a radio relay system, now under construction, between Kansas City and Dallas. Dallas and San Antonio—both two-station markets—will then have two TV channels available.

New WCBS-TV Business

WCBS-TV New York booked more than $1 million worth of new local business in the seven-week period ending May 23, George R. Dunham, general sales manager, has announced. He said the accomplishment was pace-setting if not record-breaking for local contracts.

WAVE-TV CASTS 'Back-to-Back' Remotes

DOUBLE remote "back-to-back" telecasts were made by WAVE-TV Louisville on Armed Forces Day May 17 when Vice President Alben W. Barkley and Army Secretary Frank Pace both delivered addresses at separate places there.

Borrowing equipment from WIRE Indianapolis which had not yet begun telecasting, WAVE-TV set up one mobile unit in the Brown Hotel for the Pace speech at the 26th annual National Defense dinner which climaxed Armed Forces Day observances, and the second unit in the Seelbach Hotel where Vice President Barkley addressed the Jefferson-Jackson Day dinner.

The station scheduled the Pace telecast from 9-9:30 p.m. and the Barkley speech from 9:30-10:30 p.m. The Barkley program was micro-relayed by Southern Bell Telephone Co. engineers to the Telephone Building from where the signal then was carried to WAVE-TV on the regular co-ax.



At WAVE-TV controls during the Barkley address are (seated, l to r) Louis Lau, audio engineer, Bob Roth, video engineer, Bob Brewer, director and (standing) Ryan Halloran, announcer.

* * *

SPARTON Radio-Television, Jackson, Mich., is offering free UHF tuner strips for 1952 Sparton Cosmic Eye TV sets.

TELENEWS GROWTH

McManus Heads New Dept.

IN LINE with its new expansion policy, Telenews Productions Inc., New York, television newsreel producer, last week announced formation of a station relations department under the direction of Tom McManus.

First step will be a tour of client stations by Mr. McManus, during which he will meet with station executives to discuss operating procedure.

In his announcement of the new station relations division, Charles N. Burris, Telenews general manager, stated: "Telenews is going right ahead in its plans for expansion. . . ."

JULIUS MATTFELD, head of CBS Radio-TV music library, has compiled chronology of all music published in U. S. to be published June 12, Prentice Hall. Title is *Variety Music Cavalcade.*

It's RESULTS *that* COUNT!

In May, an agency account man wrote WGN-TV:

". . . . . We are grateful to you for your original suggestion that we use this show. All records to date are most encouraging. We have made pilot checks in stores that report very satisfactory retail level response. The reports from salesmen on contacts with accounts have been most enthusiastic."

Get the Most out of your Chicago TELEVISION Dollar... Check your WGN-TV representative for top availabilities.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

film report

Four New Companies . . .

FORMATION of **Guild Films Inc.**, Hollywood, TV film production-distribution firm, was announced last week by **Reuben Kaufman** and **W. Lee Wilder.**

Mr. Kaufman resigned last month from his position as president of Snader Telescription Sales Inc., reportedly in a dispute over operational policy.

Mr. Wilder, independent motion picture producer-director, will serve as president of the new firm; Mr. Kaufman as vice president-secretary and distribution chief. Headquarters for Guild Films Inc. are in studios of KTTV (TV) Los Angeles.

Production is underway on a 13 quarter-hour situation comedy TV film series, *Hello Darling*. Future plans include *Gallagher's Travels*, quarter-hour comedy series; *Adventures in Storyland*, fairy tale program, and *Musical Americans*. Mr. Kaufman was in New York last week to open sales offices and to conclude negotiations on feature films for TV distribution.

At the time of Mr. Kaufman's resignation, Louis Snader, president, Snader Telescription Corp., parent organization of STS, announced that E. Jonny Graff, would replace Mr. Kaufman as head of sales for STS [B•T, May 19, 12].

* * *

Emanuel H. Demby and **Myron L. Broun** last Tuesday announced formation of **Demby, Broun & Co.**, New York, motion picture and television film production firm, located at 34 East 51st St., telephone Plaza 9-2495.

With Mr. Demby as president and Mr. Broun as vice president, the new firm will take over all TV and film properties formerly held by The Demby Co., New York public relations firm, which continues in latter capacity.

Among properties acquired by the new firm is *What's Playing*, TV package formerly seen on WJZ-TV New York and now in process of being re-packaged and offered for sponsorship under direction of Mr. Demby. Currently in production is a 15-minute cowboy film series featuring ABC-TV western star Jim Atkins.

* * *

Newly incorporated for $200,000 is **Wilshire Television Productions**, headquartered at 1915 Wilshire Blvd., Los Angeles. Plans encompass TV film medium from one-minute commercials to hour-long programs in addition to production of live shows. Hollywood attorney **Nathan O. Freedman** is chairman of board with **David X. Miller**, musical director at Universal-International, named executive producer.

The 9,000 sq. ft. two-story building taken over by the firm will be known as Wilshire TV Center.

* * *

Jack Goodwin announces that he is going into regular film production in Africa. Among the first series are 52 15-minute self-contained stories of the reminiscences of "Old Fletcher," a retired big-game hunter. The subjects will deal with hunting, bushmen, native ritual etc., Mr. Goodwin said. His first two sample productions will be completed in September. He will fly to the U. S. to arrange syndication and sponsors. Mr. Goodwin said he also will be making a series of three- and five-minute shorts entitled *African Visit*. Mr. Goodwin's address is P. O. Box 4801, Johannesburg, South Africa.

Production . . .

Scripts written for television by playwright-author **William Saroyan** will be the basis of a projected 26 half-hour TV color film series to be produced by the newly-formed **William Saroyan Television Playhouse Inc.**, Hollywood. Acting as co-producer-director with Mr. Saroyan will be **Rodney Amateau**, completing directional assignment on "Monsoon," motion picture filmed in India. Mr. Saroyan will introduce each film. Cost of all 26 is estimated at $500,000.

* * *

Concentrating on "highlights and sidelights" rather than duplicating network coverage, **Telenews Productions Inc.**, New York, is completing plans for filming Republican and Democratic national conventions in July. Staff of more than 25 will handle coverage, **Ted Genock**, Telenews editor-in-chief, said, with Production Manager **Marshall Davidson** supervising makeup operations. Telenews last week also announced its daily television newsreel, formerly eight minutes in length has been increased to a minimum 12-minute length. The company's newsreel, *Telenews Daily*, produced in conjunction with INS, has been expanded, it was noted, to meet growing needs of TV stations.

* * *

After having acquired TV rights to *Kerry Drake*, a syndicated comic strip, production is getting underway on 26 half-hour films by **Hafner-Halperin Inc. Sterling Hayden** will portray the title role. **Marjorie Reynolds** is assigned the feminine lead.

* * *

Normandy Productions Inc., Hollywood, has two field units out shooting backgrounds for new TV film packages. One, headed by producer **John F. Ewing**, is covering Pacific Northwest for 13 films tentatively titled *Americana*. The other, an untitled hour-long group of 13, will be shot throughout U. S. **Arthur Fellows**, an associate producer for David O. Selznick, recently joined the firm as a producer-director.

* * *

United-World Films, subsidiary of Universal-International Pictures, began its initial television film series of 13 half-hours last week. Titled *Fighting Man*, the films co-star **Mort Thompson** and **Cliff Clark** with **George Clair** as director and **Malcolm Stuart Boylan** as the production supervisor. There are three more series in the pre-production stage.

Sales . . .

United Television Programs, New York and Chicago TV film distributors, has sold its *Movie Quick Quiz* package for two additional markets, bringing total sales to 26. Beginning June 20, **IGA Stores** will sponsor show on WNBK (TV) Cleveland; and **Oaklawn Appliance Co.**, Dallas, will underwrite program in that city on KRLD-TV, effective June 19. **Aaron Beckwith**, UTP sales director, meanwhile reported one additional contract has been signed for *Hollywood Off-Beat*, half-hour detective series starring Melvyn Douglas, on WFIL-TV Philadelphia.

* * *

Negotiations have been concluded by **Louis Snader** whereby films from Snader Telescriptions Library will be released to Jens Fr. Lawaetz, head of the government-owned TV station in Copenhagen, Denmark, for one year. This marks the first entry into the European market for **Snader Telescriptions Corp.**, Beverly Hills, Calif.

* * *

Dudley Television Corp., Beverly Hills, is to produce 13 quarter-hour TV films in color for **Martin Outboard Motors**, Eau Claire, Wis. Programs, built around types of fishing, will be ready for fall release.

* * *

Film People . . .

Syd Lewis and **Art Sanchez**, night club entertainers, have been signed by **Jerry Courneya Productions** Beverly Hills, to appear in *Lewis & Sanchez Play*, 13 quarter-hour television films, starting in August. The format will consist of music and impersonations held together by a story line.

* * *

John Ireland has been signed by **Pennant Television Productions Inc.** Hollywood, to play the leading role in upcoming "Silence in the City," half-hour film in *Date With Destiny* TV series. Production starts end of June with film stars **Stephen McNally, Maria Palmer** and **Zsa Zsa Gabor** already signed for other films in series.

* * *

Alan Hartman, formerly associated with MCA, Frederic W. Ziv Co. and Official Films as sales representative, last week was named eastern sales representative of **United Television Programs**, TV film distributors. He will have headquarters in UTP's New York offices as assistant to **Aaron Beckwith**, director of sales, and will handle the metropolitan New York, Philadelphia, Washington and Baltimore territories.

* * *

Les Kaufman, vice-president in charge West Coast operations Ettinger Co., Hollywood (public relations firm), to **William F. Broidy Productions**, that city, as director of newly expanded sales promotion-merchandising department.

OPERATING schedule at WENR-TV Chicago has been expanded from 71 to 81 hours weekly.

OMAHA'S

first TV area Pulse survey (covering 22 Nebraska, Iowa, and Missouri Counties) reveals that

WOW-TV

is

OUT IN FRONT

in

Multi-Weekly Shows
(8 of the top 10)

Once-Weekly Shows
(8 of the top 15)

Share-of-Audience
(Leads in 6 of the 9 classifications)

Put your sales messages OUT IN FRONT, too! For complete availabilities, wire or phone JOHN BLAIR-TV or Fred Ebener, Sales Manager at—

WOW-TV
OMAHA
FRANK P. FOGARTY, General Manager
A MEREDITH STATION

RANGERTONE
BEST FOR TV FILMS
USED BY
Toogood Recording Company
221 North La Salle St., Chicago 1, Illinois
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.



Memo to T-V Station Managers

A NEW GR T-V MONITOR

for the VHF and UHF bands

Channels 2 to 83

The new G-R Type 1183-T T-V Monitor meets all requirements of the FCC, including those recently established for offset operation. It not only provides complete monitoring facilities for VHF and UHF stations in accordance with FCC specifications, it assures the quality of everyday transmissions as well. Monitoring of distortion, noise, modulation level, and video and audio carrier frequencies, with the aid of this instrument, results in the rapid detection of substandard operation. The T-V Monitor provides:

★ Continuous visual indication of aural transmitter frequency-deviation in terms of a highly stable master crystal.

★ Continuous visual indication of frequency-deviation of visual transmitter in terms of same master crystal.

★ High fidelity audio output for distortion and noise-level measurements and for audio monitoring.

★ Continuous indication of percentage modulation and an over-modulation alarm.

This instrument — the *first* UHF Monitor — is another example of the pioneering in engineering, design and workmanship which has characterized G-R monitoring equipment since the beginning of broadcasting. Stability, accuracy, ease of maintenance and operation, dependability and long life are optimum. The G-R trademark *guarantees* trouble free operation with a minimum of maintenance. Simplifications in convenience to operating personnel are a Major Feature.

Prices: From $2435 to $2535 depending on Frequency Bands

★ *Excellent signal to noise ratio through channel 83.*

★ *Large illuminated meter scales for easy operation.*

★ *Overmodulation lamp flashes when modulation exceeds level set by a dial.*

★ *Pilot lamp indicates adequate R-F input level.*

★ *Terminals are provided for connecting remote center-frequency and modulation meters and overmodulation indicators.*

★ *Separate a-c inputs for heater and monitor circuits enable direct connection of crystal oven to station stand-by power circuit.*

★ *Panel switch allows simultaneous indication on modulation meter of both positive and negative peaks, as well as choice of either peak.*

★ *New cabinet simplifies installation and removal of monitor from rack for maintenance.*

★ *Chassis arranged for maximum heat dissipation and easy servicing.*

GR®

GENERAL RADIO Company

275 Massachusetts Avenue, Cambridge 39, Massachusetts, U. S. A.

90 West Street NEW YORK 6 920 S. Michigan Ave. CHICAGO 5 1000 N. Seward St. LOS ANGELES 38

CODE ATTACKED

'Stultifying Censorship,' ACLU Tells FCC

TV CODE of NARTB is "stultifying and illegal censorship," the American Civil Liberties Union charged last week in a letter of protest to FCC. The civil rights organization requested a hearing to determine whether the industry code violates the Communications Act.

At the same time, ACLU attacked the congressional probe of radio and TV programming which got underway last week (see story this issue).

Writing FCC Chairman Paul A. Walker, ACLU noted that radio and TV programming which got have had final responsibility for program content and that the Communications Act precludes prior censorship.

ACLU charged the TV code "provides for an extreme form of censorship which, in effect, rules out material which would be offensive to many groups or parts thereof, in any community in the country, however reasonable or unreasonable the particular potential objectors might be."

"It seems to us that this abnegation of responsibility for licensee self-restraint and the substitution thereof of a code of industry-wide censorship," ACLU continued, "is improper and fraught with great dangers both to the free operation of radio and TV and the public at large."

Television under the code will be "a diluted force in our national life," the letter contended, explaining the code will "create conformity and reduce TV to dull mediocrity."

Signed by Thomas Carskadon, chairman of the ACLU radio committee, and Patrick Murphy Malin, ACLU executive director, the letter held that the TV code "is a combination in restraint of trade in ideas which may well constitute a violation of the anti-trust laws, in which case all stations abiding by the Code might be held to lack the requisite qualifications for the holding of licenses. For this reason, a public hearing is even more essential to clearly establish this point."

ACLU told FCC that the code "would completely prohibit the production of any adult, mature programs dealing with issues of a serious nature, except that in some cases treatment of such problems would be permitted *if* the solutions thereof conformed to certain requirements laid down by the Code." Examples cited of productions that could not be presented under the code included "Death of a Salesman," "Streetcar Named Desire" and "Cocktail Party."

The letter continued:

Each individual licensee has a responsibility to see that no obscene or other illegal material is sent out over the airwaves, on penalty not only of loss of the license but of criminal prosecution as well. The complete abandonment of that responsibility through adherence to a Code is one which this Commission should not permit. If allowed to continue, it would create conformity and reduce TV to dull mediocrity. One reason for the rise and strength of TV has been its ability to produce programs unhampered by censorship . . . This Commission, we believe should help that growth and defend the principle of free expression by removing the stultifying cancer of censorship embodied in the code.

Concerning Congress' probe of programming, Messrs. Malin and Carskadon termed the inquiry "a threat of censorship which would have repressive effects on the press and broadcasting and probably could not result in any new legislative problems which would be constitutional."

Morning Means Sales

Don't judge all morning television by the static, uninspired programming you see in some cities. Morning TV really means something to viewers in the three-city market of Cincinnati, Dayton and Columbus — because WLW-Television led in programming the morning hours with fresh, bright shows that attract big audiences.

People in WLW-Telecity watch WLW-Television morning programs—advertisers prove it every day with sales. When you plan your advertising campaign, consider the potential of this great morning market with an effective buying income of over $5½ billion. Your quickest, most effective way to reach this market is through the three-station network of WLW-T, WLW-D and WLW-C.

WLW Television

TV SERVICE OF THE NATION'S STATION

SKELTON SUED

Contract Breach Alleged

RED SKELTON faced a $3,500 damage suit last week from a writer who charges he breached an "implied contract" and wrongfully appropriated literary property.

Filed by Leonard T. Galezio in Los Angeles Superior Court, the suit also named NBC-TV and Procter & Gamble Co., the TV sponsor, as defendants. Mr. Galezio charges he sent the comedian a skit which was acknowledged and the material used on a Skelton TV show, but that he was not paid.

WLWD Aids Defendant

WLWD (TV) Dayton's program log helped to win a not guilty verdict for a defendant in an automobile accident case. Man had been arrested as suspect. He could not have been involved in the accident, he told police, because he had been watching WLWD. Police asked the station to submit program log to check the suspect's statements. The defendant's statements agreed with the log and, after a two-day trial, the defendant was acquitted.

SKELTON RETURN

Special Theatre Planned

WITH Red Skelton returning to NBC next fall for both radio and television under a year-by-year agreement, a deal has been worked out whereby the network will build a special theatre to accommodate his weekly video show at its new $25 million Television Center now under construction in Burbank, Calif.

With definite ideas as to what he wants, the comedian is reported to have had a hand personally in the theatre's design. It is to be ready for occupancy by September 28 when his TV show resumes under sponsorship of Procter & Gamble Co., Sunday, 7-7:30 p.m. (EST). Mr. Skelton's radio show, not yet sponsored, will start in October.

Freeman Keyes, president of Russel M. Seeds Co., program packager, in negotiating radio-TV deal with NBC, also acquired a 7:30-8 p.m. (EST) television time slot following the *Red Skelton Show*.

This time, it is understood, is to be utilized for a projected comedy show built around Eddie Mayehoff, who is under contract to Mr. Keyes for TV only. Although the show is currently without a sponsor, it is believed Procter & Gamble will be the advertiser.

DuMONT REPLY

Denies ACLU's Scott Charge

DuMONT Television Network last week denied the charge of talent "blacklisting" that had been put before FCC in a complaint by the American Civil Liberties Union [B•T, April 14]. Earlier, KOWL Santa Monica, Calif., answered a similar ACLU charge [B•T, June 2].

ACLU's petition, which also named WPIX (TV) New York, CBS, NBC and ABC as defendants, urged FCC not to renew the station licenses of those named until they take an oath against discrimination and agree to insert a no-blacklist clause in advertising contracts.

ACLU contended DuMont cancelled the program of pianist-singer Hazel Scott in September 1950 "probably because of allegedly pro-Communist affiliations, though she is in fact violently anti-Communist."

DuMont, in its reply, told FCC the charges made in the ACLU complaint "are both unfounded and lacking in responsibility."

DuMont pointed out that Miss Scott's contract expired, her sponsor had failed to renew and the network's sales department had been unable to sell the program. Further, the reply noted, Miss Scott has appeared since on other DuMont program.

The DuMont reply stated:

The basic contract between DuMont and Miss Hazel Scott was extended in April 1950 for a period of five weeks beyond its normal expiration date of August 18, 1950. The purpose of this extension was to afford DuMont sales personnel additional time in which to sell the Hazel Scott show. In this endeavor, the sales department was not successful, and accordingly, the show was dropped.

The program was in no manner "cancelled" as charged in the complaint; rather the contract expired by its own terms and was not revived. Inasmuch as the "Hazel Scott Show" had had a sponsor previously who was not sufficiently interested to renew his contract, and had no sponsor after August 18, 1950, it was in the class of "discarded merchandise" and less salable than had it been a previously unsponsored program.

With a relatively low popularity rating (next to the lowest of the four networks) the show became a liability, financially and program-wise to the DuMont Network. Both its relatively high cost ($400 to $600 per weekly quarter hour), and its low acceptance rating with television audiences urged its abandonment in the interests of DuMont and of the viewing public.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

It's Fun . . .'

VICTOR C. DIEHM, president-general manager, WAZL Hazleton, Pa., was in attendance as a trustee at graduation ceremonies of Bloomsburg (Pa.) State Teachers College May 26. After ceremonies got underway, Mr. Diehm received a note from the college president, saying "You're going to be the main speaker today." The man scheduled to give the main address had not yet arrived. Without any preparation, Mr. Diehm spoke on "It's Fun To Live In America." The graduating class gave him quite an ovation. Other stations with which Mr. Diehm is affiliated are WHOL Allentown and WHLM Bloomsburg, both Pennsylvania, and WIDE Biddeford, Me.

KYTE ELECTED

Heads L. A. Ad Club

WILLIAM O. KYTE, advertising-sales promotion manager, General Electric Co., has been elected president of the Los Angeles Advertising Club, succeeding Russell Z. Eller, advertising manager, Sunkist Growers Inc., who continues as director.

First and second vice-presidents are Leland A. Phillips, manager, Grand Central Market, and Glenn E. Carter, assistant vice-president, Bank of America. George W. Purcell, advertising manager, Van de Kamps Bakers, is new treasurer and Helen Edwards, president, Helen Edwards & Staff, secretary.

New directors include Nelson Carter, vice-president, Foote, Cone & Belding; J. A. Crooks, advertising manager, Certified Grocers of Calif., and D. J. Gould, head of sales service-public relations, Western Lithograph Co.

Continuing on the board are Milton James, sales department, Federal Envelope Co.; Robert M. Sample, vice-president, Better Business Bureau, and Paul G. Beach, advertising agent, Union Pacific Railroad.

WDUZ
ABC NETWORK
in GREEN BAY, WIS.

SHELL
SHELL OIL COMPANY (J.W.T.) JUST RENEWED THEIR 10 P.M. NEWS FOR 366 NIGHTS IN 1952.

BEN A. LAIRD, PRES.
CALL JOHN E. PEARSON CO.

Strictly Business

(Continued from page 18)

program promotion. He also was among the earliest to realize that a program will not build listenership without enthusiastic support of dealers and distributors.

At the outset, therefore, he visited the field, learning advertising and promotion problems of local dealers and distributors. Today, he still continues this practice.

Circumstances which led to Mr. DeBow's career with Cities Service began shortly before 1926 when he was a member of the production department of Lord & Thomas, first agency to handle the Cities Service radio account.

Shortly thereafter, he went to Cities Service as editor of a company house organ. He was soon given the additional duty of being in charge of the company's financial advertising. Thus today, at age 50, he is well grounded in the tools of his calling. Mr. DeBow has been manager of the Cities Service advertising and news department since 1943, except for a Navy hitch in 1945.

Born in New York City, May 15, 1907, he received his early schooling there and attended Columbia U. In 1931, he married the former Dorothea Camden.

They have two children, Jay, 20, who majors in radio and advertising at the Henry A. Grady School of Journalism, U. of Georgia, and Tom, who is 12.

Mr. DeBow likes to fish and hunt. In summer, he spends weekends in Maine, commuting from New York by plane. He is a member of the Assn. of National Advertisers, the Advertising Club of New York, Radio Executives Club, Downtown Athletic Club and the Plandome Golf Club.

FTC PERSONNEL

Mead Announces Changes

ROBERT B. DAWKINS, assistant general counsel in charge of special legal assistants at the Federal Trade Commission, succeeds James W. Cassedy as assistant general counsel in charge of appeals, FTC Chairman James M. Mead announced last week. John V. Buffington succeeds Mr. Dawkins.

Mr. Cassedy resigned to join a law firm which brought the comment from Chairman Mead that "we might as well face the fact that government can no longer compete with private business in the matter of salaries."

WCAU Inc. Labor Vote

NATIONAL Labor Relations Board confirmed last week that in elections held April 18 at WCAU Inc., Philadelphia, among all film technicians, the AFL-Electrical Workers, Radio & Television Broadcast Technicians, Local 1241, received all of the eight votes cast. WCAU Inc. operates WCAU-AM-FM-TV.

Advertisement



From where I sit *by* Joe Marsh

Me— Advising a Banker!

The Missus and I were invited to a big dinner over at Balesville the other night. I sat next to a banker from the state capital.

"*Mighty nice country you've got down there, Mr. Marsh,*" *he says.* "*Don't be surprised if I come to live there myself. In a few years I plan to get away from everybody, buy a farm and just take it easy.*"

"Well," I told him, "we'd like to have you. But when someone plans to buy a farm and 'take it easy' he often winds up working harder than ever. It takes a lot of *work* to run a farm right no matter how many hands you can afford to hire.

"*And from where I sit,*" *I continued,* "*you won't 'get away' from people either. Neighbors are plenty important in a farming community—whether it's helping one another out or just friendly visiting over a sociable glass of beer.*" "*Hard work and neighbors dropping in all the time?*" *he asks, looking over his glasses. Then he smiles and says,* "*Sounds wonderful. You've just sold me on a farm.*"

Joe Marsh

Copyright, 1952, United States Brewers Foundation

allied arts

GEORGE W. HENYAN, chief of components branch, NPA's electronics division, returns to General Electric Co., Schenectady, N. Y., as general manager of tube department.

URSULA HALLORAN, Rogers & Cowan, N. Y., public relations firm, elected vice president.

MARSHALL WARD Jr., manager of merchandising research, Vick Products Div., Vick Chemical Co., N. Y., promoted to director of department.



Mr. Ward

JACK ABEL to Insuline Corp. of America, Long Island City, N. Y., in charge of mechanical engineering department.

FRANK LYON Co., Little Rock, Ark., appointed distributor for RCA Victor in southwest.

ROBERT N. KATZ, advertising manager, Harper-Megee Inc., Seattle, to Kaye-Halbert Corp., Culver City, Calif., in similar capacity. He succeeds ED ALTSHULER, now national marketing director.

E. A. TISCHLER, consultant on special assignment, Hoffman Radio Corp., L. A., named publicity director.

DONALD E. LARSON, advertising manager, becomes advertising director. Sales promotion manager is ROY D. SODERLIND, account executive, Foote, Cone & Belding, Chicago.

GEORGE BURTT, advertising manager, Western Stove Co., Culver City, Calif., opens GEORGE BURTT ADV. SERVICE, 830 N. La Brea Ave., Hollywood, to handle promotion for radio stations and publishers. Telephone is Hollywood 9-5739.

UNIVERSAL PRINTING & LITHOGRAPH Co., L. A., relocates at 1850 Beverly Blvd. Telephone is Dunkirk 8-3106.

JIM McGUINN, former public relations counsel for advertising agencies, named director of public relations for USO Camp Shows Inc.

BARKIN, HERMAN & Assoc., Milwaukee, publicity firm for *Schlitz Playhouse of Stars* and *Halls of Ivy*, opens offices in New York and Hollywood.

THOBEN F. ELROD, branch manager, Crosley Distributing Corp., Atlanta, promoted to western sales manager succeeded by J. D. CRAWFORD, who transfers from firm's Portland, Ore. office.



Mr. Elrod

JAMES M. SKINNER Jr., vice president in charge of sales of refrigeration division, Philco Corp., named vice president in charge of distribution for firm's domestic divisions.

MILTON WEISS, account executive, Rogers & Cowan, Beverly Hills, public relations firm, elected vice-president.

Equipment . . .

INSULINE Corp. of America, Long Island City, N. Y., announces manufacture of dolly to facilitate moving heavy material including radio-TV test instruments, oscilloscopes, transmitters and receivers. Dolly carries catalog number 4086.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces availability of "high reliability" receiving tubes for installation in industrial and communications equipment. Tubes reduce tube failure by 10 to 1 in certain applications.

TAPEMASTER Inc., Chicago, announces development of new portable power amplifier and speaker termed Model SA-13 designed as companion unit to Model PT-125 tape recorder. Combination provides professional quality tape recorder and playback assembly.

Technical . . .

BARNEY TILLEY Jr. named chief engineer, WVOW Logan, W. Va.

WILLARD F. MATHESON, cameraman, KTLA (TV) Hollywood, elected president of Television Broadcasting Employes Local 815, IATSE.



CBS World News
Don Hollenbeck, Newscaster
7:00—7:15 A.M.
Monday thru Saturday
Can be purchased as a 2, 3, or 6-time a week property.
Contains remote pick-ups from the news capitals of the world. First major newscast every morning in El Paso.

COVERAGE
greater than any other station in El Paso, regardless of power
KROD
600 KC 5,000 WATTS
CBS RADIO IN EL PASO
REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.

AGENCY ELECTION
Lennen, Newell Top List

PHILIP W. LENNEN and H. W. Newell, who are planning a new agency to be known as Lennen & Newell [B•T, May 26], were elected chairman of the board and president, respectively, at the annual meeting of Lennen & Mitchell, New York, last week. The agency will continue to function as Lennen & Mitchell pending completion of the change to Lennen & Newell.

Meanwhile, it was announced that Walter O'Meara, for the past ten years director of creative departments and chairman of the review board of J. Walter Thompson Co., New York, will join Lennen & Newell as vice president, director and chairman of the plans board and executive director of all creative work.

Other officers elected at the L&M meeting:

Walter F. Swertfager, vice president; Michael J. Madar, secretary and vice president; Hans Sauer, vice president and executive art director; John D. Speirs, treasurer; Todd B. Franklin, vice president in charge of merchandising and research; Catherine V. Parker, vice president in charge of media; Frederick W. Reynolds Jr., Robert B. Owens Jr., Thomas P. Doughton, Daniel M. Daley Jr., Jackson Taylor and Stephen M. Kenyon, vice presidents; Peter V. Keveson, vice president and radio and television copy chief; Nicholas E. Keesley, vice president in charge of radio and television.

Board Chairman Lennen is a co-founder of Lennen & Mitchell. President Newell formerly was executive vice president of Gayer, Newell & Ganger, from which post he resigned as of last Monday. Ray Vir Den, former president of Lennen & Mitchell, resigned some time ago.

Sen. Russell Names

SEN. RICHARD B. RUSSELL (D-Ga.), candidate for the Democratic Presidential nomination, has appointed Thomas D. Blake, formerly assistant to the late Stephen T. Early, White House press-radio secretary, to his public relations staff. Oliver W. De Wolf continues to work with the press, radio and television for Sen. Russell, the candidate said. Booth Mooney, of Mooney & Cullinan, public relations consultants of Dallas, assists Mr. De Wolf.

TOLEDO STATION
Fourth AM Grant Proposed

INITIAL decision recommending the grant of the fourth AM station at Toledo was issued by FCC last week. The proposed grant, for 1 kw fulltime on 1470 kc, directional day and night, would go to Mid-western Broadcasting Co.

In the initial ruling, Hearing Examiner Fanney N. Litvin proposed to deny the competitive new station bids of Toledo Blade Co., Radio Corp. of Toledo and Rural Broadcasting Co. of Ohio, Oak Harbor, Ohio. The examiner also would deny the application of WTOD Toledo to change from 1 kw daytime on 1560 kc to 1 kw full-time, directional, on 1470 kc.

The examiner preferred Mid-western Broadcasting on the basis of greater integration of ownership and day-to-day management of the proposed outlet. Proposals of Toledo Blade Co., Radio Corp. of Toledo and Rural Broadcasting Co. were found to involve interference to CFOS Owen Sound, Ont.

The examiner ruled for denial of the Toledo Blade Co. application on the ground that it had not met all legal qualifications. Toledo Blade Co. owns P. G. Pub. Co., which in turn owns WWSW Inc., licensee of WWSW Pittsburgh. However, the officers concerned are neither officers nor directors of P. G. Pub. Co. or WWSW Inc., the ruling noted.

The examiner also found that the Rural Broadcasting Co. bid must be denied on the basis of FCC's requirement for 30 kc separation between stations where their respective 2 and 25 mv/m contours overlap. WLEC Sandusky, Ohio is assigned 1450 kc.

Principals in Midwestern Broadcasting include: Ford R. Weber, investment banker, president, and 5.7% owner; Arthur W. Weber (no relation to Ford R.), attorney and certified public accountant, executive vice president treasurer, 14.2%; Russell Gohring, former program director and production manager for Fort Industry Co. station (now Storer Broadcasting Co.), now credit manager of La Salle & Koch Co. department store, station director and director, 8.5%; Joseph H. Kroeger, branch manager, Toledo Tabulating Div., Remington Rand, vice president sales manager, 14.2%; Adaline Gressler, former public school teacher, educational director and director, 14.2%; Russell G. Perry, program director, 5.7%.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM



OM AXELSON (l), chairman, Den- r Ad Club awards committee, pre- nts "Ad of the Year" award to adna Hammersley, KOA Denver erformer known to listeners as "Lora ice", while Numa James (r), ad ub president, looks on. Presenta- on was made at Denver's Shirley-Savoy Hotel May 29.



IN THE DENVER Ad Club competition, KLZ Denver won first awards in public service programming and local music program production, and special awards in news commentary, public service and children's programming. Public service first awards was for KLZ's *Sounding Board*, Friday evening vehicle for airing important controversial questions. Above (l to r) are Jack Tipton, KLZ account executive; Sheldon Peterson, KLZ news director, holding the Public Service Award; M. D. Marlow, advertising manager, McMurtry Manufacturing Co., holding Local Music Program Origination Award; John G. McMurtry, company president; Tom Axelson, Axelson Agency, and Hugh B. Terry, KLZ general manager.

D'ARCY EXPANDS

Plans Announced at Fete

CELEBRATING expansion of its New York operations, D'arcy Advertising Co. played luncheon host to 75 members of its New York staff at the Waldorf-Astoria last Monday.

J. F. Oberwinder, president of the agency, announced to the members the addition of four new accounts and 34 members of the former Federal Adv.

He also explained the appointment of a three-man administrative committee which will be responsible for all decisions on management policy affecting the New York operation. This committee is composed of Vice President John Young Brown, who will sit as chairman and Vice Presidents Kenneth W. Plumb and John B. Morse.

He further announced the appointment of an eight-man plans board which will serve as an agency team on all advertising campaigns and problems of clients served by the New York office. Headed by Vice President Gordon E. Hyde, the plans board will include Vice Presidents Brown, Plumb, Morse, Paul Louis, Jamie T. Irvien, Douglas Boyd and Frank S. Ott.

IARKETERS MEET

Madden, Dunville to Talk

ELEVISION and radio will be iscussed by NBC's Edward D. Madden and Crosley Broadcasting orp. President Robert E. Dunille, respectively, at a session of he American Marketing Assn.'s neeting in Cincinnati next week.

Mr. Madden, NBC vice presient in charge of TV network perations and sales, will talk on Television, a Revolution in Marketing," on Tuesday afternoon. At he same session, Mr. Dunville will iscuss "Radio Today and Tomorow." Among other speakers will e Richard D. Crisp, Tatham-Laird, n "A Case Study in Copy Research." The meeting is scheduled Monday through Wednesday at the Netherland Plaza Hotel.

ux Changes Format

OR the last five broadcasts of he current season, June 2-30, CBS adio's *Lux Theatre* becomes *Lux Hour of Romance and Mystery* with wo half-hour programs, *Romance* nd *Broadway Is My Beat*, filling he Monday 9-10 p.m. (EDT) time eriod. J. Walter Thompson Co., os Angeles, is the agency for ever Bros.

BELL, GEROT

Head Gen. Mills, Pillsbury

TWO major milling companies in Minneapolis have elected new presidents: Charles H. Bell of General Mills Inc., and Paul S. Gerot of Pillsbury Mills Inc.

Mr. Bell succeeds Leslie N. Perrin, 65, who has retired. Formerly executive vice president, Mr. Bell is the third generation of his family to be president of General Mills or a predecessor company.

Mr. Gerot moved up through various sales and advertising positions to become executive vice president last year. In his new post, he succeeds Philip W. Pillsbury, who becomes chairman. John S. Pillsbury, who had been chairman, is now honorary chairman.

Kefauver Vs. Taft

SENS. Estes Kefauver (D-Tenn.) and Robert A. Taft (R-Ohio) are scheduled to discuss their respective policies on Theodore Granik's *American Forum of the Air* June 15 (Sunday), 10:30-11 p.m. EDT over NBC's radio and TV networks.

NIELSEN DOUBT

Expressed on BMB Survey

CHECK with A. C. Nielsen Co. Audimeters at the time BMB audience measurement survey No. 2 was underway in the late 1940's "showed that the average radio family actually listened weekly (during the daytime) to 59% more radio stations than the BMB ballots reported," according to Mr. Nielsen.

His statement June 2 came with distribution of a brochure giving details of a new "Nielsen Coverage Service."

"Expressed another way, this means that the mail ballot system short-changed radio by 37% on this one point alone," he continued, asserting these findings are being reported because radio now is "being forced to fight for fair recognition."

He contends the new NCS project, now in progress with results promised in the early fall, goes "far beyond" the BMB mail survey and will provide the first nationwide measurement of TV coverage as well as radio coverage, show TV and radio ownership on a county basis, car radio ownership, out-of-home listening and viewing, and other data, classified according to family characteristics.

Asserting that NCS is viewed as "a continuing or repetitive" service, Mr. Nielsen said plans for No. 2 (in 1953 or 1954) are being made, and points out that the discount structure on subscriptions includes 10% off for subscribing now to the second study. NCS is offered on two bases: "Basic" and "comprehensive," the latter including "basic." Copies of the brochure describing NCS are being mailed to all radio and TV stations and leading advertisers and agencies.

JOHN T. FLYNN, WMGM New York news commentator, has completed revisions for sixth edition of his best-seller, *While You Slept*. New material is based on McCarran Committee hearings in U. S. Senate, and the Korean war.

SUMMER series of NBC radio *The Railroad Hour*, started June 2, featuring 18 new operettas written or adapted by Jerome Lawrence and Robert Lee.

Mr. Richard H. Hehman
Blue Ribbon Man
The Pabst Co.
Chicago

Dere Dick:

We've about to git a powerhouse punch down here in th' Kanawha vallie when they gits done buildin' a big new 'lectric plant. Seems all I here about is new generatin' plants since th' war but it must hev somethin' to do with th' fact thet new plants is always bein' put up and old plants is usin' more lechtricity. When they sez "What'll you hev" I guess th' big shots is sayin' "Th' Kanawha vallie" just like when you say "What'll you hes" more and more peeples here is sayin' Pabst Blue Ribbon. They here about it on WCHS with 5,000 at 580.

Yrs.,
ALGY.



W C H S
Charleston, W. Va.

IT'S A HABIT!

For 25 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

programs promotion premiums

PAIR of tickets to a Cleveland Indians ball game are going to each of five or six telephone contestants each evening on *It's a Hit!* on WTAM Cleveland. New musical baseball quiz was created by Joe Bova, station program director. Contestants comprise a team. When the song is identified correctly team gets a man on first base. If a score is made before "three outs" each member of the team collects two tickets.

WOMEN'S CLUBS WORKSHOP

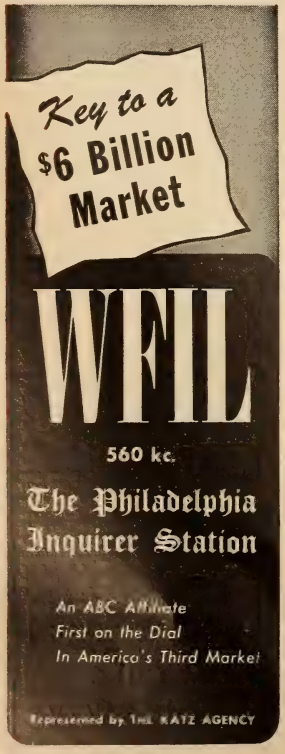
PLANS are being drawn up by Ruth Crane, WMAL-AM-TV Washington women's director, for a TV institute for women's club officers. Two TV workshops will be scheduled. Miss Crane will present a "model" club program with club leaders as studio guests. Discussion period will follow.

NEWSY STATION BREAKS

STATION break news flashes went into effect June 5 at KSTP-AM-TV Minneapolis-St. Paul. Twelve spot summaries per day use local and national items closing with a plug for the next scheduled newscast.

WOW-AM-TV FARM TOUR

WOW-AM-TV Omaha fifth annual Farm Study Tour to Mexico and Texas will take place September 14-30 under Mal Hansen, station farm director, when a minimum of 165 persons will visit citrus and cattle raising areas in Texas and agricultural regions of Mexico.



TV MECHANICS COURSE

AVERAGE householder started getting pointers on how and when to make repairs and insure proper maintenance when WTVJ (TV) Miami began a series of programs, *Home Mechanics*, last week. Telecasts are presented in cooperation with the evening division of the U. of Miami. Course, consisting of eight half hour programs, will also stress evaluation of household merchandise for good design, construction and material.

BROCHURE ON PROMOTION

PHOTOGRAPHS of grocery displays and stores where displays are featured highlight "marketeering" brochure sent to agencies and accounts by KXYZ Houston. Copy stresses that advertiser's product will get on-the-air promotion in any time classification in addition to promotion in 124 leading grocery stores if KXYZ facilities are used to sell merchandise.

PROGRAM'S MAIL RESPONSE

KING size promotion is the theme used in a mailing piece plugging Ed King and the KDKA Pittsburgh *Party Line* show. Illustrated with playing cards, copy points up the program's pull. On a show in mid-April, two one-minute announcements were made offering copies of a promotional newspaper. Station reports 5,800 responses were received.

INDIAN FILMS ON TV

SPECIAL arrangements with the Embassy of India, Washington, D. C., were made by WFIL-TV Philadelphia for a series of cultural and social films dealing with that country. Half hour movies covering all phases of Indian life, are being presented to inform the public on conditions existing in the Far East.

ELECTION COVERAGE

EIGHTY additional persons were employed by WGST Atlanta to help give extensive coverage to state primary elections last month. WGST reports that 10 minutes after polls closed the station aired the first flashes of precinct returns.

WLW's TALENT SEARCH

STAR search conducted recently by WLW Cincinnati drew 1,873 entries and originated from 174 theatres in WLW's four state listening area, according to station reports. Three finalists will be named for cash prizes and will receive three-month contracts with the station. Contracts will be open for renewal if the acts are successful.

"WILLY" AWARDS

AWARDS designed to foster and stimulate the study of broadcasting were presented to two Michigan State College students last week by WILS Lansing, Mich. At an awards luncheon, Lee Hanson and Clayton Roehl received "Willy" statuettes for work in announcing and radio production, respectively.

RECIPE BOOKLET

AS service to her TV audience, illustrated mimeographed booklets containing recipes for summer parties are being mailed by Mary Landis, WBAL-TV Baltimore's kitchen expert. Recipes included are those used by Miss Landis on her cooking program.

NEW STATION BREAKS

NEW approach to station breaks is being tried at WIP Philadelphia. Children of staff announcers identify themselves, tell about their dads and announce the station call letters.

PROFESSORS FEATURED

PROFESSORS from Bryant College, Providence, R. I. took to the airways last Saturday when a new series of broadcasts was inaugurated on WPRO that city. Titled *Bryant's View*, the program marks the college's entrance into the radio field with regularly scheduled programs. All lecturers on the weekly broadcast will be members of the faculty.

POLITICAL TELECAST

TELEVIEWERS in the Southwest were given five and a half hours of on-the-spot reporting of the Texas Democratic convention by KEYL (TV) San Antonio last week. Members of the station's news staff interviewed convention notables and covered the event from the city's Municipal auditorium.

WNAX FORUM

WNAX Yankton, S. D., awarded $250 to a Yankton high school pupil at the sixth annual "Spring Workshop," culminating program of the WNAX *High School Forum*. The winner was adjudged "most effective" of the finalists who spoke on, "Are We In Danger of Losing Our Freedom of Speech Through Government Action?"

AUDITIONS AT WBEN

EIGHTH annual auditions for Buffalo's "Voices of Tomorrow" competition are being conducted by WBEN-AM-TV that city. Final will be simulcast over the station at the end of June. Two outstanding vocalists will win an all-expense trip to compete for national honors at Chicagoland Music Festival in August.

KBIG INTRODUCTIONS

REALIZING impossibility of it four account executives being personally introduced to Southern California advertising agencies before station started operating KBIG Avalon sent picture and brief biography of each account executive to all agencies. An accompanying letter read, in part, "If you haven't seen this face haunting your reception room yet you will soon."

'GRASS ROOTS' SURVEY

WGAR Cleveland's News Editor Charles Day, in a "grass roots" political survey, is interviewing editors of rural and suburban newspapers on his program, *Our Opinion*. In addition to probing political thinking in regard to the Presidential race, Mr. Day asks his editor-guests about any cultural or industrial improvements in their areas of northern Ohio which might be of general interests WGAR listeners.

ACADEMIC SERIES

SERIES covering activities in schools of medicine, law, dentistry, music and science affiliated with the U. of Louisville has begun at WAVE-TV Louisville. *University-Today* brings to viewers such programs as the comic opera, *"Così Fan Tutte."* This program telecast last week was the city's first locally produced TV opera, station reports. WAVE also claims an enthusiastic response from laymen and critics alike.

WFOR LOCAL COVERAGE

WFOR Hattiesburg, Miss., took advantage of an opportunity to carry out its renewed policy of emphasizing local news and special events coverage when fire broke out in a half-block of building adjacent to the station. David Waite, WFOR newsman, was up on the roof of the studio in time to broadcast the arrival of the fire fighting equipment. One of the sparkplugs of the local-emphasis policy is Don Cunningham, new editor, who said that he was getting complete cooperation from the station.

"LOST AND FOUND" STATION

WDIA Memphis is attaining a reputation as the "lost and found children's station," reports Program Director Christine C. Spindel, citing the recent case of a lost four-year-old. Just after the mother had telephoned the description to WDIA, a second call came in from the finder, obviating the necessity for a broadcast.

ARAMOUNT LABS

Sold for $550,000

URCHASE of Paramount Labs., ollywood, for $550,000, by G. rleton Hunt and Hans De Schul- ess, partners of Unicorn The- es Inc., San Francisco, took place ay 26.

The property, to be taken over 30 days and renamed, will start erations within 60 days as a mplete commercial laboratory to ocess 35mm and 16mm film for and motion pictures. Paramount tures, represented by Robert nter, had closed its laboratory ril 19 because of its work on a or program.

USY YOUNGSTER

KLW's 20th Birthday Noted

KLW Windsor-Detroit celebrated 20th birthday anniversary June and officials reflected that the ation has been "a mighty busy ungster."

Detroit's Common Council passed official resolution congratulating KLW "for two decades of com- endable progress" in the field of dio. Acting Mayor Louis C. iriani presented the resolution

Joseph E. Campeau, CKLW esident, at a birthday party in e Detroit Athletic Club.

Mr. Campeau commented, 'wenty years ago today seems e only yesterday. But when we ok back over our 153,358 hours broadcast time—the 11,804 ad- rtisers we've served—the 48,620 urs of public service time we've nated, and our growth from 5 v to 50 kw, then and only then we realize we've been a mighty isy youngster."

CKLW officials extended per- nal congratulations to staffmen ho had been with the station the ll 20 years. These veterans in- ude William H. Gatfield, treas- er; William J. Carter, chief en- neer; Walter Collins, master con- ol engineer, and Gordon Fleming, ganist.

ADIO-TV performer Nelson Case is eparing a book, *History of the Brook- n Dodgers*, which will be published American Binder Co. upon comple- on.

book reviews . . . .

ANTENNAS: THEORY AND PRACTICE by Sergei A. Schelkunoff and Harald T. Friis. Published by John Wiley & Sons Inc., 440 Fourth Ave., New York 16, N. Y.; 639 pp.; $10.

ADVANCED ANTENNA THEORY by Sergei A. Schelkunoff. Published by John Wiley & Sons Inc., 440 Fourth Ave., New York 16, N. Y.; 216 pp.; $6.50.

BOTH books are part of the Wiley Applied Mathematics Series, of which I. S. Sokolnikoff is the editor.

The first, *Antennas: Theory and Practice*, offers a thorough treatment of the basic ideas and techniques necessary to understand antenna behavior and design. It is a comprehensive book dealing with antennas of various types in various frequency ranges.

Book treats antenna principles and the theory of radiation with practical applications; it stresses physical ideas and pictures as well as methods of quantitative analysis.

The second volume, *Advanced Antenna Theory*, presents the theory behind antenna behavior and broad band antenna design. It is devoted to recent, important work in advanced antenna theory and would serve as an excellent review of current trends in antenna research and development.

Dr. Schelkunoff, internationally known authority on antennas, has for more than 20 years been with Bell Telephone Labs, as a consultant. Dr. Friis is director of research in high frequency and electronics at Bell Labs and is the originator of 24 patents.

TWENTY BASIC POINTS FOR TV RECEIVER SERVICE by A. C. W. Saunders. Published by the Paul H. Wendel Pub. Co., Indianapolis, Ind.; 44 pp.; $1.

FIFTH notebook in the Television Technician's Lecture Service, this booklet presents the essentials for rapid TV servicing by circuit analysis.

Twenty basic circuit points are described in text and profuse diagrams: Design of video amplifiers for broadband response, control of stage gain, function of automatic gain control, tuned circuit response, gain and bandwidth comparisons, stagger tuning of 1-F stages, parallel effect of grid circuit on plate load, design requirements of video detectors, phase inversion properties of a conventional amplifier and others. Voltage waveforms and concise data on proper ion trap adjustment are also given.

Mr. Saunders is director of Saunders Radio and Electronic School, Boston, and president of the Radio-Television Technicians' Guild, and developed his circuit-analysis technique during lectures to TV servicemen throughout the United States.

RADIO ANTENNA ENGINEERING by Edmund A. Laport. Published by McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y.; 563 pp.; $9.

ANTENNAS made of wires, masts and towers with frequencies up to 30 mc are grist for Mr. Laport, chief engineer, RCA International Div. The book includes some of the more advanced designs for both UHF and VHF and is illustrated with graphs, charts and photographs.

Callings on a backlog of 30 years of world-wide engineering experience, Mr. Laport treats radiation, circuital and mechanical engineering aspects separately for each type of antenna and includes consideration of operational requirements, bandwidth, propagation engineering and system engineering.

Miss Fox's Year

KATHERINE FOX, director of special broadcast services for WLW and WLWT (TV) Cincinnati, has won six awards in the past five months. Early this year, *McCall's* magazine recognized Miss Fox as an outstanding woman broadcast executive; the English-Speaking Union presented her with a citation during her visit to London for her contributions to international understanding; two publications in the entertainment field cited public service programs, inspired, produced and directed by Miss Fox; the Cincinnati Advertising Club selected her as the "Cincinnati Advertising Women of the Year," and the duPont Foundation gave the Crosley Broadcasting Corp. a commendation for its public service programming (Crosley says that the basis for the duPont commendation was a program series designed by Miss Fox).



Miss Fox

NCAB AGENDA

Set for June 19-20

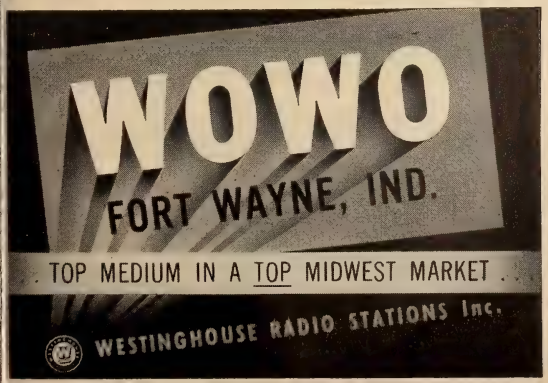
PROBLEMS in labor relations and operating costs will be described by Richard P. Doherty, NARTB employe-employer relations director, at the June 19-20 convention of the North Carolina Assn. of Broadcasters, at The Carolinian, Nags Head.

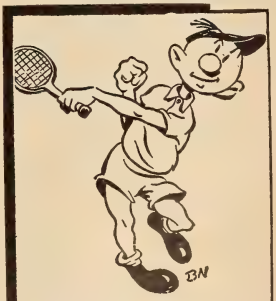
Mr. Doherty will be opening speaker after the call to order by President T. H. Patterson, WRRF Washington, N. C. Afternoon program for opening day calls for a Cape Hatteras cruise.

Ed Ruggles, director of the North Carolina State College Extension Service, will speak the second day on joint plans of NCAB and the college to set up technical training to ease the shortage of first class operators. John Smith, NARTB FM director, will speak on "Revived Interest in FM Broadcasting."

Plans for the July statewide radio promotion will be outlined by J. Frank Jarman, WDNC Durham, to be followed by an open discussion. An afternoon beach party will be held, with the U. S. Brewers Foundation as host. Transcription companies will provide prizes for a treasure hunt. Other events include an Armed Forces air show and a prevue of "The Lost Colony" pageant.

SUMMER long spot campaign to promote highway safety has been inaugurated at WCTC New Brunswick, N. J. Campaign was instituted for summer weekend broadcast.





Watch that "Follow-thru"

Even Bismarck knows that no matter how much power you put into your swing, it's the follow-thru that counts. If you're interested in the rich Midwest market, KFYR, with the nation's largest area coverage, is "must" on your media list—gives your advertising dollar a pre-war stretch in this wealthy, rural market.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

POLITICAL ISSUES

Miller Advises Broadcasters

BROADCASTERS have the right to editorialize during political campaigns and are entitled to take definite stands on issues and candidates, according to Judge Justin Miller, chairman of the NARTB board.

Writing in response to a query from Arthur L. Greene, manager of KLTI-AM-FM Longview, Tex., Judge Miller summarized the rights and privileges of broadcasters. Mr. Greene had inquired about the position his stations might take in a local wet-dry campaign.

"I hope you will go ahead and editorialize your own position frankly and forcibly," Judge Miller wrote Mr. Greene, "telling your audience that it is your right and privilege to do so, under the Constitution and law of the land. Then, I hope you will invite as many responsible citizens—as you can conveniently program — to speak on all phases of the problem for, against or in-between; telling your audience, in doing so, that you are inviting those people to speak —not in derogation of your own right to editorialize—but in order that the people may hear all sides of the question and decide intelligently how to vote; being fully confident the truth will prevail if all sides are presented.

"This, in my opinion, is the true editorial tradition, and the one best calculated to maintain the respect and confidence of your community, as well as to establish the prestige of broadcasting."

Going into the legal duty of a broadcaster under the law and under FCC rulings, Judge Miller explained that Sec. 315 of the Communications Act permits a station to refuse facilities to both sides and sidestep the issue, or permits it to sell or give time to one candidate to speak on one side in which case it must give equal opportunity in time, day or night, to his opponent.

If the second alternative is adopted, Judge Miller warned, the station must not censor the script of any candidate who broadcasts, involving possible risk.

The FCC has ruled, he reminded, that the word censor in Sec. 315 forbids the broadcaster to delete any part of, or in any way change, the script of the candidate, even though it may be libelous on its face. This FCC "dictum" sets up a dilemma, he noted, if the broadcaster should refuse to allow a candidate to broadcast libelous material or persuade him to recast it. Such a course would involve the danger of having FCC deny license renewal.

Possible Repercussions

On the other hand, Judge Miller continued, if he allows the candidate to broadcast a libel he may suffer a judgment for damages under the law of his state. A number of states have laws freeing the broadcaster from liability in such cases unless he was himself a party to the libelous broadcast.

Another risk in Sec. 315 was pointed out by Judge Miller, who observed that "it would require a broadcaster who permitted a Democrat and a Republican to use his station, also to permit a Communist to use it, if the Communist were a qualified candidate. The Supreme Court has recently decided that a Communist is a criminal, because he advocates the overthrow of government by violence.

"Hence, if a member of the Communist party qualifies as a candidate and preaches the overthrow of government over a broadcasting station—assuming that the broadcaster knowingly permits him to do so and fails to strike out the criminal preachment—then the broadcaster might be charged as an accessory to the crime.

"The incongruity of Sec. 315, and the FCC's interpretation of it, thus become more and more apparent."

Judge Miller summed up the controversial issue doctrine in this way:

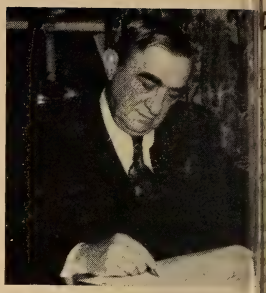
It is the duty of the broadcasting licensee, in the public interest, to see to it—in the programming of his station—that liberal attention is given to controversial issues affecting the public interest of his community. It is his duty, moreover, to see to it that both sides of such issues are fully and adequately presented; hence, that he must use due diligence to select proper subjects for such discussions and due diligence to find qualified speakers on each side. The FCC has enunciated this doctrine on many occasions and has clearly indicated that it will give serious consideration, in renewal hearings, to whether or not licensees have complied with the doctrine.

Judge Miller emphasized that the First Amendment of the Constitution — forbidding Congress to make any law abridging freedom of speech and press—and Sec. 326 of the Communications Act—forbidding FCC from interfering with freedom of speech and press—"clearly guarantee to broadcasters the privilege and the right to editorialize." He recalled that FCC in 1949 reversed its earlier ban against editorializing but still requires the broadcaster who editorializes to give the public a reasonably balanced presentation of all responsible viewpoints on the issue.

He urged the Longview broadcaster to tell the community, as a newspaper editor would do, "how you feel about the subject, massing your arguments as effectively as possible. Then I hope you will graciously invite responsible persons to present their responsible viewpoints, also. In this way you conform to the applicable laws, doctrines, rules and interpretations, but you will do so in a dignified way; consistent with the prestige of broadcasting and with your rights and duties under the Constitution."

Judge Miller said that a good case can be made by challenging the validity of Sec. 315 and the FCC's decision on constitutional grounds. He chided broadcasters for failure to fight for their rights under the First Amendment and Commerce Clause, referring to the way publications have met challenges to freedom of the press.

"If you can set a pattern of editorial courage and understanding which will show willingness to assume, voluntarily, the normal responsibility of an editor in his community," Judge Miller said: "if other broadcasters throughout the country will do the same; perhaps, after a time, we can put broadcas ing upon such a footing as to mal possible the same bold insisten upon the constitutional principl as that of the editors today. Unt that time the odds are against us in Congress, in the courts and b fore the FCC."



MISSOURI Governor Forrest Smi signs the State Senate bill providi broadcasters immunity from suit sulting from libelous statements ma by candidates making radio-TV a pearances. Gov. Smith, who plann to veto the bill, signed it after co ference with Missouri station spoke men [B•T, May 26].

'CARAVAN' TOUR

On Westinghouse Sales Plan

"CONVENTION CARAVAN," carnival introducing Westinghou radio-television fall merchandisi plans to dealers and distributor is to arrive in Chicago today (Mo day) for the first of seven countr wide meetings, J. F. Walsh, TV Radio division sales manager, a nounced last Tuesday.

While meetings feature a ca nival atmosphere, with Broadwa artists performing, the basic then is Westinghouse Electric Corp. sponsorship of CBS radio and tel vision coverage of the coming poli ical conventions and campaign From Chicago the caravan wi move to New York, Philadelphi Atlanta, Dallas, Los Angeles, a San Francisco.

LEADING the country in sixth annu aptitude tests sponsored by Americ Assn. of Adv. Agencies was Los A geles area with 91 candidates.



Yes...

KWK delivers to its sponsors the most welcome package of all . . . the St. Louis radio audience at KWK's LOW—low cost per 1000 radio homes delivered.

Your Katz man

has the bundle of facts . . . based on Pulse!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

WLS Spearheads Record Scrap Drive!

(See Front Cover)

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

DEMO. FUNDS

Radio-TV Monies Asked

ALL for the rank and file of the emocratic Party to contribute to victory chest so the Democratic ational Committee can carry out a comprehensive plan for a naonwide radio-TV campaign" was ade last week in party publicaons.

The party faithful were asked to ontribute $5, $10, $25, $50, $100 r $500 to a radio-TV fund. Acording to Publicity Director Samel C. Brightman no goal has been et for the fund.

In a full page "ad" in June 2 ssue of *The Democrat*, Chairman rank E. McKinney declared that The battle is on. The Republican onfusion' campaign . . . is in high ear. We need money to fight it. eal money! We need a real radio nd television fund to tell America he truth—in the kind of language he people understand. . . ."

In a front page editorial in the ame issue of *The Democrat*, radio nd TV plans of the Democratic arty were referred to in these ords: "It takes money to broadast the word to every farm, town nd city in the nation. Radio and elevision — and the Democratic arty plans to use them in a more xciting, more dramatic way than ny political party ever dreamed of —cost money. Big money!"

EA ELECTED

o Head Jr. Adv. Club of L. A.

ON LEA of the White King Soap o. advertising department, has een elected president of Junior dv. Club of Los Angeles, newly ormed group resulting from a merer of L. A. Junior Adv. Women nd L. A. Junior Adv. Men.

First and second vice presidents are arolyn M. McClyman, executive secreary, MacAfee & Edwards, and assistant ublic relations director, Helen Edards & Staff, and Noel Lee, executive ecretary, *Chain Store Age*. Ed Wirsing, dvertising department, Union Bank & rust Co., is treasurer. Recording and orresponding secretaries are Elva rmstrong, partner, Independent Reigeration, and John Cochran, sales romotion, Art's Engraving Co. Board of directors includes Janice orgette, assistant media buyer, Moggerrivett Inc.; Bob Vogel, copy chief, urroughs Inc.; Don Martin, account xecutive, Keith Jones Representatives; nd Alan Gardner, public relations diector, Florence Gardner Pictures.

Humor in High Places

'HUMOR QUOTIENT' will be established for Presidential candidates Warren, Kefauver, Russell, Kerr, Humphrey, McMahon, Taft, Rayburn and Eisenhower in a test to be given by the Washington Chapter of the National Assn. of Gagwriters, Bill Treadwell, director of the Museum of American Comedy, has announced. The querying of candidates is part of a national survey being conducted by the museum to find if Americans are losing their sense of humor, he said.

NBC Availabilities

NBC will make five political convention radio programs available for local sale on a cooperative basis, spokesmen have reported. The programs: June 28, 7-7:30 p.m.; July 1 and July 3, 10:35-11 p.m.; July 16, 10-10:30 p.m., and July 17, 10:35-11 p.m. Talent charge per program in case of full sponsorship will be one-fifth of the station's one-time applicable half-hour rate; where participations are sold, the charge will be in the same ratio to the station's spot announcement rate. Programs may not be sold to advertisers competing with Philco Corp., which will sponsor NBC radio and TV coverage of conventions.

PHILLIES' GAMES

Fans Ask More Broadcasts

SO MANY basefall fans have requested greater radio-TV coverage of their games, the Philadelphia Phillies have composed a form letter, which reads in part:

The Phillies wish that all our games could be broadcast. Unfortunately, sponsors apparently do not feel that there is sufficient interest to warrant the extra expense of a separate station for each Philadelphia club. . . .

The Phillies would also like to televise a greater number of our games. At present time, however, there are only three television stations in Philadelphia, and because of network demands on their time, they find it inconvenient to schedule more baseball games. . . . If you have further suggestions on this matter, a letter to the television stations might be helpful.

CHURCH NAMED

CBS Radio News Director

WELLS CHURCH, acting director of news and public affairs of the CBS Radio Network since April, has been named director, CBS Radio President Adrian Murphy announced last week.



Mr. Church

Prior to being named acting director, Mr. Church served as editor-in-chief of CBS Radio News, and in his new post he will have charge of the news operations for CBS Radio coverage of the Presidential conventions in Chicago this July. A veteran newsman with varied experience in both radio and newspaper work, Mr. Church first joined CBS Radio in 1931 at Washington, D. C.

He became acting director of news and public affairs when Director Edmund Chester resigned to become general manager and part owner of RHC-Cadena Azul in Cuba [B•T, April 14].

DEWES ELECTED

Heads Ad Club in St. Louis

BONNIE DEWES, first place winner in the Erma Proetz Awards competition for her television work, was elected president of the Women's Advertising Club of St. Louis. Miss Dewes, of the market research department, D'Arcy Adv. Co., succeeds Helen Prange, who will serve as an honorary member of the board of directors.

Others elected at the meeting in the Forest Park Hotel June 2 are: Josephine Hickey, vice president; Mrs. L. Ila Baker, secretary, and Leonora Allen, treasurer. Nine new committee chairmen are: Mrs. Robert A. Willier, program; Mrs. Hazel Wagner, membership; Esther Lee Bride, educational; Jeanne Hynes, press; Mrs. Beulah Schacht Cochrum, publication; Grace Stockhus, business & civic; Mrs. Virginia Stobie, entertainment; Mrs. Marie Addison, attendance, and Mrs. Elmer C. McCaddon, personal relations.

Roper Series Begins

ELMO ROPER, public opinion analyst, began a series of telecasts called *Where the People Stand* on the NBC-TV network, 10 p.m. Wednesday. First half-hour program featured, besides Mr. Roper, a panel of three leading newspaper editors representing different political opinions from different sections of the country. The analyst, heard on the NBC radio network weekly at 3 p.m. EDT Sunday, will present a second political analysis on television June 25.

LBS SUCCESSOR

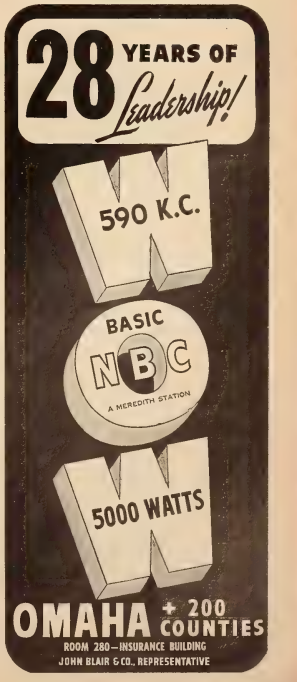
Planned Regional Suspends

McLENDON BROADCASTING System, new West Coast regional network scheduled to start operations June 7 [B•T, June 2], was suspended last Wednesday. "Various circumstances" were responsible, according to Gordon McLendon, president of the regional and operating head of Liberty Broadcasting System, which suspended last month [B•T, May 19]. These circumstances included two lengthy absences from Hollywood headquarters by Mr. McLendon, who was to have handled personally daily re-creations of major league baseball games.

Mr. McLendon is to appear June 17 in Philadelphia as a witness in the government's anti-trust action against professional football and also will give depositions in his own suit against organized baseball, set for August 18 in Chicago.

Although 17 West Coast stations had contracted for regional service, Mr. McLendon and Benton Paschall, executive vice president, said they felt it would be impossible to carry out agreements this season. The regional was incorporated in California and the name will be retained for possible resumption of operation at a future date.

CHARLES MICHELSON Inc., N. Y., radio TV transcription firm, named U. S. distributor for Canadian radio package, *The Happy Gang*.



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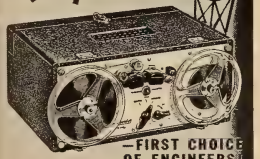
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FCC actions



MAY 29 THROUGH JUNE 5

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

May 29 Decisions . . .

COMMISSION EN BANC

To Remain Silent

KVOB Alexandria, La.—Authority to remain silent for additional 90 days from April 5 pending consummation of assignment of license.

Extension of Authorization

WIBK Knoxville, Tenn.—Extension of temp. authorization to operate for period of 90 days to expire Sept. 1, 1952, or until 30 days after conclusion of proceedings in Supreme Court of the United States which have been instituted by applicant, whichever period shall be shorter.

WHIL SSA Extended

WHIL Medford, Mass.—Extension of SSA to operate on 1430 kc 250 w D without approved type frequency monitor, for period of 60 days, or until authority shall have been granted WHIL to operate program tests in accordance with latest mod CP, whichever is sooner.

Granted Reinstatement

KWPM-FM West Plains, Mo.—Reinstatement of expired CP for Class B FM station.

To Remain Silent

KMHB Belton, Tex.—Authority to remain silent additional 60 days from May 25, pending reorganization.

May 29 Applications . . .

ACCEPTED FOR FILING

CP to Change Location

WKAQ San Juan, Puerto Rico—CP to change trans. location and install new trans.

KIJV Huron, S. D.—CP to change trans. and studio location.

Extension of Completion Date

WWOC Manitowoc, Wis.—Mod. CP which authorized new AM for extension of completion date.

WKAT-FM Miami Beach—Mod. CP which authorized new FM for extension of completion date.

WEDK (FM) Springfield, Mass.—Mod. CP which authorized new non-commercial educational FM for extension of completion date.

License Renewal

Following stations request renewal of license:

WJBY Gadsden, Ala.; KRDO Colorado Springs, Col.

TENDERED FOR FILING

CP to Increase Power

WEAS Decatur, Ga.—CP to increase power from 10 to 50 kw and install new trans.

June 3 Decisions . . .

BY BROADCAST BUREAU

To Remain Silent

WCAT Rapid City, S. D.—Granted authority to remain silent for period during which regular instructional activities are suspended from June 1 to Sept. 8.

Extension of Completion Date

KFRB Fairbanks, Alaska—Mod. CP to change ant. system, and extend commencement and completion dates 2 months and 8 months from date of grant, respectively.

WCAR-AM-FM Pontiac, Mich.—Mod. CPs for extension of completion date to 9-1-52.

WBZ-TV Boston—Mod. CP for extension of completion dates to 12-26-52.

WMVO Mt. Vernon, Ohio—Mod. CP for extension of completion date to 7-26-52.

WEEK Peoria, Ill.—Mod. CP for extension of completion date to 8-1-52.

WJAR-TV Providence, R. I.—Mod. CP for extension of completion date to 11-1-52.

License For FM

WLEU-FM Erie, Pa.—License new FM station: 97.9 mc; Ch. 250; 7.8 kw; minus 245 ft.

TV—Ch. 6

WJIM-TV Lansing, Mich.—CP to change ERP from 18.7 kw vis. 9.3 kw aur. to 8.7 kw vis. 4.3 kw aur.

June 3 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WHWD Hollywood, Fla.—Mod. CP which authorized new AM for approval of ant. trans. and studio location. AMENDED to change power from 1 kw to 500 w.

License Renewal

WGCH Greenwich, Conn.—Requests renewal of license.

Change Studio Location

WJEF-FM Grand Rapids, Mich.—Mod. CP which authorized new FM to change ERP from 550 to 115 kw; trans. and studio location to corner AB Ave. & 24th St. near Plainwell, Mich. and ant. height.

TENDERED FOR FILING

Change ERP

KSTP-TV St. Paul—AMENDED to change ERP from 98.7 kw vis. 54.3 kw aur. to 100 kw vis. 60 kw aur.

WBEN - TV Buffalo — Mod. CP to change ERP from 88 kw vis. 44 aur. 53.70 kw vis. 26.85 aur.

June 4 Decisions . . .

BY COMMISSION EN BANC

AM—860 kc

KTRB Modesto, Calif.—Granted application to increase D power on 8[illegible] kc from 5 to 10 kw and install DA-1

Modification of License

KFNF Shenandoah, Iowa—Mod. licen[illegible] to specify unl. on 920 kc with 1 kw 500 w N. KFNF shared time with KUSD Vermillion, S. D. (7/8 and 1/8 divisio respectively) until KUSD, on April 1952, was authorized to operate on 6 kc 1 kw, D.

Petition Denied

WJEL Springfield, Ohio—By orde denied petition to reinstate applicati to increase power on 1600 kc from 5 w to 1 kw D and to operate 500 w using DA-DN.

Granted STA

WTIP Charleston, W. Va.—By orde waived Sec. 3.165 and 3.181(b) (4) an granted STA to Aug. 1 to operate tran by remote control.

WGNC Gastonia, N. C.—By orde waived Sec. 3.165 of rules and grante STA to operate trans. by remote s pervision.

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

Television California, San Francis—Granted request for dismissal of pet tion for clarification of effective da of order removing TV applications fro hearing.

KSRT (FM) Beverly Hills, Calif.—Granted petition to amend applicati to change type of ant., increase an height and ERP; removal of applic tion, as amended, from hearing docke

Montrose Bcstg. Corp., Montrose, P—Granted petition to amend applicati to specify 1250 kc in lieu of 960 kc, an for removal of application as amende from the hearing docket.

Radio Norwich Inc., Norwich, N. Y WATS Sayre, Pa.—On Commission own motion, removed from hearin docket applications of WATS and Ra dio Norwich Inc.

By Comr. Edward M. Webster

Hawthorn Bcstg. Co. St. Louis—Granted petition for extension of tim to June 9 to file exceptions to Initi Decision in proceeding re applicatio and that of Hirsch Communication En gineering Corp., Sparta, Ill.

By Hearing Examiner Elizabeth C. Smith

Desert Radio & Telecasting Co., Palm Springs, Calif.—Granted petition fo continuance of hearing from May 28 t June 12, 1952, at Washington, D. C., i application.

By Hearing Examiner Hugh B. Hutchison

WBUD Trenton, N. J.—Ordered th record in proceeding be reopened fo purpose of incorporating letter con sidered relevant and necessary to de termination of one of the issues an that, upon such incorporation, recor was closed.

By Hearing Examiner Fanney N. Litvi

Azalea Bcstg. Co., Mobile, Ala.—Granted petition to amend so as to spe

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ify site, furnish additional coverage, nd for removal from hearing.

By Hearing Examiner J. D. Bond

B & C Radio Co., Rockford, Ill.—ranted petition to amend application o show: (1) present officers of corpora- ion; (2) corrected geographical co- rdinates for proposed DA location; 3) corrected plat of ant. site; (4) cor- ected showing of 250 mv/m and 500 nv/m contours; and (5) map portrayals of interference to be caused by proposed station to service WIBA. Granted pending motion to reconvene proceedings and set for further hearing June 18 at Washington. Further ordered attorneys for the parties and their engineering consultants appear at offices of Commission 10:00 a.m. Friday, June 13, at conference considering: (1) simplification and clarification of the technical issues in this proceeding; (2) possibility of stipulating with respect to facts; (3) procedure at hearing; and (4) such other matters as then and there may be resolved in order to shorten record, to sharpen issues, and to expedite completion of hearing.

KGBS Harlingen, Tex.—Granted motion for extension of time from June 2 to June 12, 1952, for filing reply to proposed findings of fact and conclusions submitted by KOA Denver.

(Continued on page 91)

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Help Wanted

Managerial

Experienced manager for net affiliate in excellent Iowa market. Box 301P, BROADCASTING • TELECASTING.

General manager with successful record in small market for similar position in larger metropolitan market. Unusual opportunity for advancement for man with ambition, sales ability and executive experience. Box 371P, BROADCASTING • TELECASTING.

Very successful, highly rated midwest independent needs commercial manager immediately to help carry management load. State qualifications and salary requirements. Please do not phone. Jerome Sill, WMIL, Milwaukee.

Experienced station and commercial manager for 1000 watt daytime station on air one year. Big opportunity. Reply G. R. Lockhard, Secretary; Box 389, West Frankfort, Illinois. Telephone 797; home phone 1252-W.

Salesmen

First class salesman wanted by AM-FM station in south Atlantic state. Must be reliable, industrious, sober. Don't expect a world beater but a plugger. All type accounts including department stores. Box 235P, BROADCASTING • TELECASTING.

Excellent opportunity for good local salesman. Liberal guarantee, drawing account, plus list of accounts now on air. Beautiful resort town but reasonable living costs. Good housing available. Send complete information at once. Box 350P, BROADCASTING • TELECASTING.

Time salesman for Texas station. Salary plus commission. Good market. Box 361P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in highly competitive southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Do not send audition until requested. Box 253P, BROADCASTING • TELECASTING.

Announcer-engineer (two), emphasis on announcing, at once for Virginia Mutual station. $300.00 month to start. Tell all first letter. Box 277P, BROADCASTING • TELECASTING.

Announcer-engineer, announcer, first phone must be top quality announcer, CBS midwest station. Box 281P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting, Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Young combo man, first phone, seeking varied experience in live Wisconsin city. Emphasis on announcing and commercial copy. Opportunity for promotion. Write Box 297P, BROADCASTING • TELECASTING.

Announcer. Opportunity to take that big step away from a small town 250 watter. 1000 watt, midwest, top network affiliate in market over 100,000 needs good announcer strong on gathering and reporting news. Send disc, salary expected, and other details in first letter. Box 339P, BROADCASTING • TELECASTING.

Progressive independent has opening for announcer with sports experience. Box 372P, BROADCASTING • TELECASTING.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Help Wanted (Cont'd)

Two combo men for 250 watt ABC affiliate fifty miles from Yellowstone Park in the heart of the world's best hunting and fishing country. Wire or call collect if interested: KODI, Cody, Wyoming.

Announcer, announcer-salesman. Top salary. Audition, photo, particulars to Larry Filkins, KSCB, Liberal, Kansas.

Announcer-writer. Wyoming's pioneer station has opportunity for permanent, capable, experienced or graduate journalist. Send picture, complete information, audition, salary desired to KSPR, Casper, Wyoming.

Staff announcer with good news delivery for CBS affiliate. Send references and tape to WCOV, Montgomery, Alabama.

Adding to staff. Want experienced local news reporter-announcer. Top salary. Experience required. Personal interview arranged. Send experience, education, personal background, disc or tape to WMIX, Mt. Vernon, Illinois.

Network station, TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Mississippi.

Experienced announcer for 1000 watt daytime station. Good living and working conditions. Salary, based on ability, unlimited. Telephone 965, Caruthersville, Missouri.

Technical

Immediate opening for first class operator. No announcing. Experience not necessary. South Carolina. Box 332P, BROADCASTING • TELECASTING.

Engineer needed immediately for 1000 watt midwest top network affiliate in market over 100,000. Write full details to Box 340P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. Texas. Box 362P, BROADCASTING • TELECASTING.

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Immediate opening for first phone. New Station. Salary $60. Contact KNBR, Box 778, North Platte, Nebraska.

Transmitter engineer with first-phone for future TV operation. Good salary for right man. KTSM, El Paso, Texas, NBC affiliate. Send qualifications, experience and salary requirements in first letter.

Radio operator with first or second class phone license needed immediately by 5 kw regional. Radio State KWWL, Waterloo, Iowa.

Immediate opening for first phone operator. Regular and summer replacement. WASA, Havre de Grace, Md.

Engineer-announcer. Immediate opening for experienced, hard working individual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WASL, Annapolis, Maryland.

First class licensed engineers write fully in strictest confidence. Interested especially if you know 5000 watt Collins transmitter, operation and repair of Magnecord tape and Presto recorders. Howard Stanley, WEAM, Arlington, Va.

First class engineer-operator needed immediately for fulltime station. No announcing. WFAH, Alliance, Ohio.

Michigan station has immediate opening for first class engineer. No announcing required. Annual bonus and paid vacation time. Send complete qualifications to Chief Engineer, WHFB, Benton Harbor, Michigan.

Help Wanted (Cont'd)

Engineer-announcer. Starting salary $70.00 per week WIRB, Enterprise, Alabama.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Engineer. Combination man preferred, but we offer announcer training. Ideal living and working conditions. Five-day week. Some overtime at time and one-half. Good future, good salary and other benefits. WOCB, West Yarmouth, Cape Cod, Mass.

Engineer with first class license. Willing to learn announcing. WREL, Lexington, Virginia.

Immediate opening for first phone license. No experience needed. Car required. Contact Chief Engineer, Radio Station WTNS, Coshocton, Ohio.

WUSJ, Lockport, New York. Immediate opening in western New York's most modern plant. No combination work. First class ticket required. $55.00 for 5 day, 40 hour week. Contact Jack Geizer.

Engineer, first class. Immediate opening. Previous experience not essential. Contact James Trewin, Station Supervisor, WVCV, Cherry Valley, New York.

Production-Programming, Others

CBS affiliate in leading southeastern market needs promotion man, preferably with radio and TV experience. Excellent opportunity. Please send full details to Box 315P, BROADCASTING • TELECASTING.

Opportunity male copywriters. Some announcing. Submit samples. Box 363P, BROADCASTING • TELECASTING.

Program director—Opening June 15 for capable man. Good opportunity for man with ideas. Applicants from Illinois and adjoining states only can be considered. Personal interview necessary. Apply Bill Holm, WLPO, LaSalle, Illinois.

Situations Wanted

Managerial

Manager. Promotion. Manager profitable small independent wants larger market. Married, Phi Beta Kappa college grad, 27, 4 years experience all phases radio. Promotion-minded. Can build and hold listeners, clients. Must earn $7500 to consider change. Excellent references. Box 288P, BROADCASTING • TELECASTING.

Station or sales manager: Midwest AM or TV. Outstanding sales record. Best references. Experienced in competitive market. Now employed. Desire permanancy on salary, profit-sharing basis. Box 365P, BROADCASTING • TELECASTING.

Salesmen

Salesman and experienced announcer. Prefer opportunity offering future TV sales. Nine years radio, all phases. Box 351P, BROADCASTING • TELECASTING.

Salesman-announcer-production. Six years commercial radio experience. Original, profitable ideas. Will relocate. Box 358P, BROADCASTING • TELECASTING.

Announcers

Hillbilly DJ specialist. General announcing, musician. Board. Desire change. Nine years experience. Tape, details request. Box 307P, BROADCASTING • TELECASTING.

Announcer seeks step up ladder from 250 watter. BA Degree. Good newscaster. Year of board, writing. Box 314P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Announcer—4 years experience. A staff duties. Friendly, informal D. Intelligent news. Draft exempt. Bo 318P, BROADCASTING • TELECAST ING.

Experienced announcer, radio scho graduate. Draft exempt. Prefer sout Operate console. Box 331P, BROAD CASTING • TELECASTING.

Announcer, employed, experience DJ news, remotes, sales and boar operation. College graduate and SR Radio School. Prefer upper midwes Disc available. Box 333P, BROAD CASTING • TELECASTING.

Attention Florida, Gulf Coast, south west. Experienced announcer em ployed large market in midwest. DJ news, MC. Well balanced staff man Married veteran. Box 334P, BROAD CASTING • TELECASTING.

Announcer - salesman. Strong news commercials, good competitive market Prefer south. Box 335P, BROADCAST ING • TELECASTING.

Announcer-engineer, first phone, ex perienced, married, veteran, college Desires position with sports. Florid preferred. Box 336P, BROADCAST ING • TELECASTING.

No prima donna. I'm an adult, experi enced announcer. Need me? Box 338P BROADCASTING • TELECASTING.

Experienced announcer. Can do news and record shows. Deep voice, 32 single. Will go anywhere. Box 344P BROADCASTING • TELECASTING.

Attention-Minnesota, Wisconsin, The Dakota's, Indiana. If you've got sports news, DJ, a lot of air work available for comedy writer. Box 345P, BROAD CASTING • TELECASTING.

Will bet my $90 a week that I can pro duce any show you've got and build you a night and/or morning audience besides. First class ticket, 33, married no children (too busy). Box 348P BROADCASTING • TELECASTING.

Announcer, AM or midnight DJ. Eight years radio-special events, news boards. $90. base. Box 349P, BROAD CASTING • TELECASTING.

Three-piece Hillbilly band, headed by experienced announcer, seeking job with hillbilly station in south or south west. Very versatile, exceptionally good, worth investigation. For details photo, tape write Box 352P, BROAD CASTING • TELECASTING.

Draft exempt announcer with eight years experience desires move to Rocky Mountain region. Box 353P, BROAD CASTING • TELECASTING.

Announcer, first phone. Five years ex perience, all phases. Married veteran 28. Desire position within 50 mile radius of Los Angeles. Box 359P, BROADCASTING • TELECASTING.

Gainfully employed, but ready to move up. Topflight DJ, announcer, MC Five years experience. 25, single, vet eran. Box 366P, BROADCASTING TELECASTING.

Combination man. Two years experi ence. All phases of station operation Married, draft exempt. Available im mediately. Box 367P, BROADCAST ING • TELECASTING.

Tell your story, sell your story! Col lege graduate with two years experi ence. Veteran, family. 200 miles Chi cago. Box 369P, BROADCASTING TELECASTING.

Announcer and control board operator Single, draft exempt. Capable, reliable Experience light but concentrated News, DJ, all-around station opera tions. Prefer small community. Will ing to travel on short notice. Refer ence, resume, audition tape available Box 374P, BROADCASTING • TELE CASTING.

After hours DJ with smooth, com mercial style. Experienced in drama tics, sports. Personable, all - round staff man. Negro, draft-exempt. Box 375P, BROADCASTING • TELECAST ING.

Experienced play-by-play announcer seeks position with active sports sta tion. College letterman, familiar with all sports. Also experienced staff man. Married vet, draft exempt. College grad. Box 376P, BROADCASTING • TELECASTING.

Personality DJ with voice that sells Experienced stage, MC, vocalist. Good staff man, man-on-street. Negro, draft exempt. Box 377P, BROADCASTING • TELECASTING.

College trained graduate, some com mercial experience. Single, will travel east coast, midwest. Contact James D. McKee, 2313 N. Stuart St., Arlington, Va. Telephone Jackson 4-0021.

Situations Wanted (Cont'd)

nnouncer-engineer—1st phone. Up to) kw. Experience. Strong news, orts. Will travel. Draft exempt. 'illiam Rogel, 1275 Grant Avenue, New ork City, N. Y.

nnouncer with ticket, write copy. Dere west; will consider good offer. fore ambition than experience. Harry alth, Battle Ground, Wash. Telehone 3270.

egro DJ with experience wants posion with advancement. Can do raight announcing and programming. ependable, ambitious non-drinker. ox 355P, BROADCASTING • TELEASTING.

Technical

ransmitter engineer, six years experince, no announcing, prefer Michigan r Ohio, married. Box 284P, BROADASTING • TELECASTING.

ngineer, first phone. Experienced ansmitter and console. Desire posion with progressive station. Box 11P, BROADCASTING • TELECASTNG.

hief engineer to take charge of proressive broadcast and television staon in southwest portion of U. S., prerably California. 10 years experince (including construction) at 5 kw irectional. Extensive knowledge of elevision circuits and techniques. Inlude full information first letter. Can nterview about July 17. Box 343P, ROADCASTING • TELECASTING.

resent chief engineer wishes to reocate. Wishes to stay in California. xperienced in all phases of maintennce and repair. Have car. Married nd very reliable. Wish permanent ocation. Very good references. Box 94P, BROADCASTING • TELECASTNG.

irst phone. Small amount experience. ob in east preferred. Box 357P, ROADCASTING • TELECASTING.

ngineer. Control room-combo. Four ears experience. Anywhere in States. hone T. O. Collins, Brunswick, Ga. 817, Screven, Ga. 2763.

Production-Programming, others

D, news, publicity or continuity chief ully qualified. Box 250P, BROADASTING • TELECASTING.

rogram director: play-by-play. Exellent dee-jay. Six years of experince. Top references. Box 330P, ROADCASTING • TELECASTING.

mployed continuity woman seeks adancement, air work. College graduate. isc, copy, on request. Box 356P, ROADCASTING • TELECASTING.

ewsman, 2 years experience, college raduate, draft exempt, Midwest, $75. ox 378P, BROADCASTING • TELEASTING.

Television

V Girl Friday. Experienced in TV lm, TV operations, continuity, production, (member A. F. R. A.) talent. ake advantage of three years radio nd TV experience. Clerical? Yes! V-even more so. Box 370P, BROADASTING • TELECASTING.

For Sale

Stations

or sale: Established successful Ohio ation. Full or half interest available. ox 156P, BROADCASTING • TELEASTING.

For Sale (Cont'd)

Western 250 watt fulltime independent. Single station market. Wonderful town for family living. Very profitable under absentee ownership. Gross near $70,000—can be increased. Will assign license or sell 100% corporation stock for $80,-000—less for cash. See this quick! Box 283P, BROADCASTING • TELECASTING.

$15,000 for controlling interest in established 1,000 watt daytimer located in one of Ohio's rich industrial areas. Box 364P, BROADCASTING • TELECASTING.

Western station. Independent 250 w. No competition, $40,000. Good terms to good operator. Box 379P, BROADCASTING • TELECASTING.

Western stations. Independents, affiliated. Priced from $18,000 to $750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

150,000 feet #10 Copperweld ground radial wire. Immediate delivery. Box 234P, BROADCASTING • TELECASTING.

GY250 Gates transmitter. New, Fall 1949. Fine to replace your oldtimer rig with. KCNI, Broken Bow, Nebraska.

One RCA type 76-B console and power supply. New, never uncrated. KRGV, Weslaco, Texas.

Three new American Pencil microphones, Dynamic D-22, I.M.P. 50-HI and three Electro-Voice, Model V-3. WFUL, Fulton, Kentucky.

One 640AA condenser microphone and RA-1095 amplifier equipped with plug, cable and suspension ring-$350.00. WJR, Detroit.

Slightly used but in good condition, three RCA TASC stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

Buda model M766 gasoline engine direct coupled 2A Wooley 62½ KVA 50 kw 230 volt, 3 phase 60 cycle AC generator, radio shielded. Includes spare parts and 275 gallon gas tank. Used for emergency power only. About 5 years old. Maintained in excellent condition. $2500 FOB Arlington, Va. plant. Contact Chief Engineer, WTOP, Inc., Warner Bldg., Washington 4, D. C.

Complete recording studio. Finest equipment. Good lease with option on building. Will sell as is or just recording equipment, if necessary. Owner service bound. Radio Production Studios, 4306 N. Central, Phoenix, Arizona.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Wanted: Used equipment: Limiting amplifier, console, Universal pickups with preamplifiers, jack panel, Cabinet rack, 1⅝ coaxial cable 51 ohm. Presto turntables. Box 313P, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

FM antenna. Andrew 1304 or similar. 4-bay or more for side mounting on present antenna. Can use coax line too. WIVY, Jacksonville, Fla.

RCA 308-B field intensity meter, 120-18000 KC (3 loops). RCA 93-A vibrator power supply. NI-8204-A battery. Reply wire collect. Give serial number. Birtcher Corp., Los Angeles 32, California.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Announcers

WANTED
Top Hillbilly Disc Jockey

Only top rated men need apply. This is a position in a tough competitive market requiring a versatile man who knows his western, hillbilly music. You must have originality, humor and that certain touch which will appeal to the common folk. You must be able to hit a commercial hard and sell it. Showmanship is important and above all you must be able to build and maintain a high Hooper rating. You can earn big money if you have what we want. You will be paid a base salary, talent, commissions and a bonus. You'll have an opportunity to hit the nearby towns for personal appearances. Disc jockeys on this station are now earning from $5000 to $10,000 a year. If you are a wide awake and have a keen fresh approach and want to work on the most successful independent in a top Southern market of over 500,000 this is your big chance. No hillbilly is at present doing a good job in this city. You'll be supported with promotion and advertising. We are also an applicant for TV and if you can play a guitar and sing your opportunity is even greater. Write full and complete details including photo but no disc. If we are interested you'll hear from us. Box 368P, BROADCASTING • TELECASTING.

Situations Wanted

Announcers

NEWSMAN

AM-TV. Widely-known, respected, commercially successful newsman with 20 years experience offers maturity, professional skill, camera presence and exceptionally authoritative delivery. References testify regarding loyalty and integrity. Available on customary notice. Minimum salary required: $15,000 per year. BOX 337P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Salesmen

SALES EXECUTIVE

Now earning $20,000 annually with fifteen years experience in advertising field, including local and network radio sales and management. Desires connection where incentive, not salary, is as good or better.

BOX 342P, BROADCASTING • TELECASTING

Television

Production-Programming, Others

DO YOU NEED

Man with 15 years program experience, proven results all types shows, emphasis news-ad-lib.

TV experience over 2 years, all phases pgmming, production, announcing, film purchase, staff supervision. Know LOW-COST TV operation!

Dependable, sober, 32, full references!

AVAILABLE SOON for TV or radio-TV with solid operation, long-term opportunity for right man. For personal interview write Box 346P, BROADCASTING • TELECASTING.

Miscellaneous

MR. TV APPLICANT—
DO YOU NEED HELP?

Are you wondering about programming — operating costs — revenue — personnel?

Are you concerned about the economics of your market, its ability to profitably support your station?

Then why not discuss these and other perplexing problems with a man who has built and successfully managed radio stations in several markets; who built and successfully operated one of the nation's pioneer TV stations; who has never failed to show a substantial profit in any of these operations.

Such a man is now available on a consulting basis to analyze your problems and assist you in arriving at sound solutions. Box 347P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE
for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.
HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Employment Agency

ENGINEERS — *First - Second Phone*

Applications accepted for *Immediate* Placement in Thirty-Three States

NEWSCASTER—PROGRAM DIRECTOR—ANNOUNCERS
MANY COMBINATION

One Week's salary when placed, the only fee.

WRITE:

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York
PL 5-1127 E. C. Lobdell, Licensee

Employment Agency

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

Agency Recognition

EDITOR:

On page 14 of your May 26 issue you state that Helene Curtis Industries (permanents), Chicago, is sponsoring Tuesday and Thursday segments of *Johnny Olsen's Rumpus Room* through Russel M. Seeds Co. The name of the agency is in error.

This Helene Curtis television is being handled by Gordon Best Co. Inc.

Richard Best
Radio-TV Director
Gordon Best Co. Inc.
Chicago

* * *

Subversive Literature

EDITOR:

How we love your "Tearsheets for Radio" feature in the May 26 issue. For right there accompanying this *radio* yarn and supplementing your bio of author Gene F. Seehafer, new manager of research and sales promotion of *CBS* Chicago, is a photo of Mr. Seehafer holding an *NBC Television* rate card.

Guess there's nothing like keeping up-to-date with the competition.

Harold A. Smith
Advertising & Promotion Manager
NBC-TV Chicago

* * *

EDITOR:

I am surprised at my good friend Gene Seehafer. As manager of research and sales promotion for CBS, he should have a new picture taken. What is that in his hand, an NBC-TV rate card?

John Grandy
Commercial Manager
WQUA Moline, Ill.

[EDITOR'S NOTE: The picture was made when Mr. Seehafer was still teaching at the U. of Minnesota and hence could hold an NBC-TV rate card without burning his fingers. See below.]



* * *

For Immediate SALE!

TV TRANSMITTER

Now in operation and available for inspection

RCA TT-5A TV Transmitter, including:

1 set of new spare tubes
control console
side band filter
duplexer, and other essential equipment

•

(If interested, suggest immediate attention as equipment will be disposed of as soon as possible)

•

Write to: KPIX
Al Towne
Director of Engineering
San Francisco

open mike



Proof Positive

EDITOR:

I have been delightedly looking through the recent "Take Your Choice" publication of BAB in which they compare the more than 105 million radios in the United States with other media and products. One of the most interesting was the statement that there are more radios in the United States than there are beds. We have been toying with an idea which we are *not* going to put on the air:

"Recent statistics have shown that there are more radios in the United States than there are beds . . . proving once again that radio is your best form of entertainment. . . ."

Bill Bradford
KSST Sulphur Springs, Tex.

* * *

Speak for Yourself

EDITOR:

. . . A certain comedy team which has been a radio "institution" for more than 20 years, and which has made its fortune in radio, and radio alone, had an opportunity last Sunday night to put in a "plug" for radio that would have meant much to the industry in its efforts to sell radio as "the world's best medium of advertising." But what happened? They put in one of the best arguments for newspaper advertising that I've heard via radio. Instead of advertising a summer cottage by radio, an ad was inserted in a newspaper, and the "overwhelming" results were referred to on two occasions.

Why couldn't the actors have said, "We'll call Radio Station - - - and put it on the air"? The "overwhelming" results could have then been attributed to radio. No, the thing that we in radio have been fighting for years was completely ignored, and the competition was glorified! This example is not cited as criticism of this program in particular, but merely a recent example of radio's failure to "sell" itself. . . .

It is suggested that stations, networks and BAB write letters to all key persons who appear on radio or who speak in public, and ask them to give radio its just due. If they heard it on radio, ask them to say so. And certainly script writers should be admonished to give radio a break and delete references to newspapers.

Every reference on the air to a specific newspaper, or newspapers generally, is giving them the advantage of the world's best medium of advertising free of charge. . . . advertising for which we charge our sponsors, but give away to our competition.

I'd like to hear what others think about it.

Dave Highbaugh
Program Director
WHIR Danville, Ky.

* * *

Switch

EDITOR:

Always get a big kick out of your cartoons. Here is an original of mine you can use if you care to.



"MORE TOBACCO MEN USE PENICILLIN THAN ANY OTHER..."

E. T. Jones
Sales Promotion Manager
Engineering Products Dept.
RCA Victor Div.
Camden, N. J.

* * *

P.R. Prescription

EDITOR:

I would like to answer Mr. Stanley's letter to you from KCIM Carroll, Iowa [OPEN MIKE, May 19]. He mentioned that civic groups were releasing news stories to the papers in advance and giving them to radio after the paper "hit" the street . . .

Perhaps the station has been falling down on a public relations job . . .

We carry on daily relations with all Cedar Rapids clubs. It pays off with local news. AM radio is here to stay, but just like a furniture store we have to sell to stay in business. In order to sell, radio has to be liked, and to be liked, radio has to carry on an active and "on the ball" public relations campaign.

Ralph D. Willey
Program Manager
KWCR Cedar Rapids, Iowa

MD.-D. C. MEET

Scheduled for June 13-14

SPRING meeting of the Maryland-D. C. Radio & Television Broadcasters Assn. will be held June 13-14 at the Hotel Stephen Decatur, Ocean City, Md. Charles Truitt, WBOC Salisbury, Md., will preside as association president.

After a Friday morning business meeting, Mayor Thomas D'Alesandro, Baltimore, will address a luncheon session. Broadcast Advertising Bureau will conduct an afternoon sales clinic. BAB President Bill Ryan is on the program. Vincent Waslewski, of the NARTB Legal Dept., will discuss legislation affecting broadcasters. Richard Maybone, sales promotion director of Kann's Department Store, Washington, will speak on promotion and advertising problems facing the retailer.

An afternoon panel on regional sales problems will include Joseph L. Brechner, WGAY Silver Spring; Jack Surrick, WFBR Baltimore; John S. Hayes, WTOP Washington; Richard Eaton, WOOK Washington; Richard Rudolph, WITH Baltimore; Charles E. Smith, WTBO Cumberland. Speaker at the Friday dinner will be FCC Comr. George Sterling.

Saturday's program includes a television panel with Ewell K. Jett, WMAR-TV Baltimore; Herb Cohan, WAAM (TV) Baltimore; Leslie H. Peard Jr., WBAL-TV Baltimore; Gene Juster, WNBW (TV) Washington, and Richard Davis, WELI-UHF-TV New Haven. Ken Sparnon, of BMI, will speak following the panel. Ed Gross, of Sydney Hollander Co., will give a factual analysis of the Maryland-D. C. trading area at the afternoon luncheon.

Say It With a Rose

NBC observed National Secretaries Day last Wednesday by presenting each of the 432 secretaries in its New York offices with a rose accompanied by a card which read: "A small expression of our real appreciation and our many thanks." Similar observances were scheduled in NBS offices in other cities.

FCC roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH JUNE 5

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,350	2,328	87	328	217
FM Stations	633	581	69	10	8
TV Stations	108	97	11	576	19

(Also see Actions of the FCC, page 86.)

INITIAL DECISIONS

Toledo, Ohio—The Midwestern Bcstg. Co. FCC Hearing Examiner Fanney N. Litvin issued initial decision looking towards grant of 1470 kc, 1 kw fulltime, DA-DN, conditions. Simultaneously, following applications were denied: The Toledo Blade Co. and Radio Corp. of Toledo, WTOD Toledo to move from 1560 kc, 1 kw-D, to 1470 kc, 1 kw fulltime, and Rural Bcstg. Co. of Ohio for 1470 kc, 1 kw fulltime at Oak Harbor, Ohio. Decision June 3.

WBUD Trenton, N. J.—Morrisville Bcstg Co. FCC Hearing Examiner Hugh B. Hutchison issued initial decision looking towards grant of application for mod. CP to specify new transmitter site. Decision June 4.

FINAL DECISION

New Bern, N. C.—Croven Bcstg. Co. Commission announced final decision granting 1490 kc, 250 w fulltime, and denying by default application of Eastern Carolina Bcstg. Co. Decision June 5.

MEMORANDUM OPINION & ORDER

Grand Island, Neb.—Grand Island Bcstg. Co. Commission denied petition for review of Hearing Examiner's action of Nov. 30, 1951, removing from hearing docket application for 1430 kc, 1 kw fulltime. Memorandum Opinion and Order June 5.

WAPO BID DENIED

FCC Turns Down STA Request

THE FCC last week denied a request by WAPO Chattanooga, a video applicant, that it be given a special temporary authorization to use its present TV equipment to bring the national political conventions to Chattanoogans owning TV sets [B•T, May 19].

In a reply dated Wednesday to Mountain City Television Inc., WAPO organization set up to operate WAPO's television, Commission said STAs "are not intended to replace basic construction permits, which are . . . prerequisite to the installation, construction, and operation of transmitting equipment of the nature contemplated in your request.

"Further," the FCC said, "the Commission believes that a grant of an STA of the nature requested by you would be likely to give you, in your capacity as an applicant, an undue advantage should you become engaged in a comparative hearing with other applicants for Channel 3 in Chattanooga."

KFEL Sets Up Studio

GENE O'FALLON, general manager of KFEL Denver, informed major TV networks last week that KFEL had set up a TV studio in the Brown Palace Hotel next to the Eisenhower headquarters. KFEL has leased telephone lines from the studio and can service networks with television programming during the Presidential candidate's stay in Denver. Last autumn KFEL provided World Series service off the transcontinental link although Denver has no TV station.

FCC ACTIONS
begin on page 86

Educators Mull Plans

(Continued from page 61)

committee. The group already has advised FCC by letter of its support for the allocation change proposed at Madison.

A special booklet has been prepared by the committee to solicit public support for development of educational TV there. Of the 12 channels reserved in Wisconsin, the booklet says, "These facilities would be valued at millions of dollars by commercial broadcasters."

Copies of the booklet are being distributed nationally by JCET.

In Columbus, Ohio State U. has been authorized by its board of trustees to proceed with steps necessary for the establishment of a television station for educational use. The board approved the recommendation of President Howard L. Bevis that the university should "seek the best available television channel" for that purpose.

Now broadcasting on local television stations, OSU is exploring different television production techniques preparatory to programming its own station. The university anticipates providing a community television service, including information for farmers, housewives and parents; refresher courses for professional and technical groups; supplementary classroom instruction programs for elementary and secondary schools; appreciation of the arts and programs to develop understanding of public affairs.

Dr. Bevis noted costs of installing and operating a television station vary widely.

"All I can say at this time is that we feel the costs will be within the resources of the university," he commented.

The board of trustees of the U. of Illinois on May 26 authorized its corporate officers to file an application with FCC for a station on Channel 12, assigned to the Champaign-Urbana area for educational use.

Wayne U., Detroit, has encouraged community participation in planning for the use of UHF Channel 56, reserved for education. A general advisory committee, with representation from all educational interests in the Detroit area, already has explored the possibilities of the administration and programming of an educational television station.

It is reported that the license will be held by a non-profit educational corporation with basic policies of the station to be directed by a board of trustees of some 15 persons selected from the community. Time allocations and station operation would be the responsibility of an operating committee working under the board.

The facilities of WDET (FM) then, presented to Wayne U. by UAW (CIO), will be adapted for television broadcasting, according to William E. Stirton, assistant to the president of Wayne. Use of the station's land, buildings and tower will cut construction costs for the Detroit educators, it was explained.

BROADCAST PRODUCT DISPLAY

Gives Product 90% Chance for Sale

A FULL product display at the point-of-sale installed by radio or television stations gives the product a 90% chance for success and sale, in the opinion of Jack Zinselmeier, merchandising director for WLW Cincinnati.

Components of merchandising, were discussed by Mr. Zinselmeier Wednesday before members of the Chicago Radio Management Club and the Television Council. On the same panel were James Shelby, radio-television director of McCann-Erickson, and O. Johler, merchandising manager for the IGA grocery stores.

The trio attempted to explain the specifics of merchandising. Mr. Zinselmeier termed it "a mental nudge" which brings an advertised product to the attention of the consumer at the point-of-sale, bridging the gap between the creation of the desire for a product or service with advertising and the actual sale.

Mr. Zinselmeier heads a merchandising staff which operates separately from promotion or publicity, and which has 25 different merchandising services. He recommended as basic in local outlet merchandising the proper and full-view display of the product, which "glamorizes it," prices on each display which have been set by the local store, and tie-ins with the media story.

At WLW, the merchandising staff has jurisdiction over any activity in which the client or product name is involved, Mr. Zinselmeier said. Publicity handles station activities which are to be brought to public attention, and the promotion staff concerns itself only with audience and show building.

Merchandising, despite some industry belief, has "no black magic in it", he said. It is a very old practice, with women as the best practitioners with their "tight skirts and sweaters and low necklines."

Mr. Shelby outlined promotions and merchandising theories used by McCann-Erickson for Standard Oil of Indiana and its 30 division points in its Midwest distribution area. Merchandising, in his opinion, makes a show and a product more acceptable, and sells the listening habit.

Mr. Johler of IGA detailed merchandising used for the 10,000 stores in the U. S., emphasizing also an upcoming two-week campaign on Mutual in which 5,500 stores are participating.

"In merchandising, it isn't what you know but how you do it," he claimed, citing follow-through and enthusiasm as the most important factors for success. The Mutual campaign begins late this month.



Operator Rules—FCC Solicits Comment

(Continued from page 29)

moval of the "obsolete" first-class operator requirement would greatly increase the possibilities of a station obtaining a staff with the many qualifications necessary to enable it to do the best possible job within its budget. Operating resources of small stations in rural areas are particularly limited, it was noted.

One broadcaster pointed out that the proposed changes would permit the smaller station to hire a local man who could qualify under a restricted license in lieu of having to bid higher and higher on the scarce big-city market to acquire an engineer. He noted that the present requirement specifies that a 250-w local station must use the same calibre engineer as the 50-kw outlet having a complicated directional array. The job demands vary widely, he noted, with engineering talent going to waste most of the time at the smaller station, although still on the payroll.

FCC spokesmen observed that about 20 FM stations are now employing remote control of their transmitters under special authority. According to reports thus far, such operations appear to be working out "satisfactorily," they noted.

FCC's Questions

Concerning the NARTB proposals, FCC's notice stated "the Commission especially requests data and other pertinent information in response" to the following questions:

(a) What duties should an operator perform during a transmitter watch, and what duties must he perform during a transmitter watch which require significant technical training when operating either standard or FM broadcasting transmitters of each power value provided for in the Commission's rules, with non-directional antennas?

(b) If a transmitter failure occurs during a watch, what steps, if any, should be taken by the operator on duty to restore transmitter operation when operating either standard or FM broadcasting transmitters of each power value provided for in the Commission's Rules with non-directional antennas?

(c) If a transmitter failure occurs during a watch, what steps, if any, could be taken to restore service by station personnel holding radiotelephone third class operator permits or restricted radiotelephone operator permits?

(d) To what extent may the amendments requested be expected to affect the percentage of technical transmission difficulties?

(e) To what extent would personnel holding radiotelephone third class operator permits or restricted radiotelephone operator permits be subjected to physical danger when operating either standard or FM broadcasting transmitters of each power value provided for in the Commission's Rules with non-directional antennas?

(f) What are the advantages or disadvantages of permitting remote control of standard or FM broadcasting transmitters of each power value provided for in the Commission's Rules with non-directional antennas?

(g) What degree of control of the transmitting apparatus is necessary at the broadcast operating position in order to provide satisfactory operation by remote control?

(h) To what extent would it be feasible to permit holders of restricted radiotelephone operator permits to change a standard broadcasting transmitter from one frequency to another and from one power to another in times of emergency in order to comply with plans for emergency operation such as the Conelrad Program?

(i) To what extent would it be feasible to permit remote control of standard broadcasting transmitters and still provide for compliance with Conelrad operating objectives?

(j) What contingencies, if any, with respect to conditions of improper operation, interference to other stations, loss of service, damage to equipment, and injury to persons or property would possibly and probably arise from the adoption of the amendments requested and to what extent should the Commission attempt to prevent these conditions by prescribing operator requirements and qualifications?

In requesting FCC permission to operate its AM transmitter by remote supervision, WGNC pointed out that announcers with restricted permits would be able to operate WGNC's transmitter since it is located at the studio site. Telephone readings of the AM transmitter meters would be relayed by direct wire to a first class operator located at the WGNC-FM transmitter on a nearby mountain, the Commission was informed. If any major adjustments were required, they would be made by either the first class engineer or the station manager, who also holds a first class permit, FCC was advised.

WTIP's Explanation

WTIP explained it would operate its transmitter by remote control through the use of two telephone lines in addition to its regular program line. The transmitter is 1⅓ miles from the studio.

The WTIP remote control operation will function in the following manner, FCC was told:

One loop will be used solely for indication of transmitter performance. Sample voltages indicating the final plate voltage, final plate current, antenna RF current, power line voltage, tower light current and transmitter frequency will be selected at the transmitter by means of a stepping relay and fed over one loop to an indicator-recorder installed at the studios. This recorder will scan, measure and record once every minute on the chart moving one inch per hour. It is planned to make the sensitivity of the recording instrument such that all sample voltages read 100 on a 0-150 chart. The recorder will then indicate per cent deviation from originally selected normal values. Variations above or below pre-determined normal values will be called to the attention of studio personnel by a bell or buzzer.

The second loop will provide means for transmitter power adjustment and frequency monitor failure alarm. These functions along with control of the stepping relay to select sample voltages will be accomplished simply by using relays made polarity sensitive with series rectifiers—no carriers, filters, or amplitude sensitive devices will be utilized.

An approved modulation monitor will be installed at the studio and driven by a broadband TRF receiver. The flasher and modulation indicator will be placed convenient to the studio operator. The off the air audio signal from the modulation monitor will drive the studio monitor speaker system. The percentage of modulation will be controlled from the studio.

The program loop will be center tapped at each end to provide another circuit which will be used for turning the transmitter on and off. Lamps indicating whether the transmitter is on or off the air will be installed at the studio—these lamps will be controlled by a circuit energized from the TRF receiver which drives the modulation monitor.

The changes in FCC's rules proposed by NARTB were affixed to the proposed rule-making notice as an appendix. As reported by FCC, they are as follows:

AMENDMENTS PROPOSED BY THE NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

A. With Respect to the Commission's Rules

(1) AM Broadcast Stations

Section 3.60—Frequency Monitor—

Change first sentence to read: "The licensee of each standard broadcast station shall have in operation at the transmitter *or at the approved remote control point* a frequency monitor independent of the frequency control of the transmitter."

Section 3.65—Inspection of tower lights and associated control equipment—

Change subsection (a) to read: "Make a visual *or other authorized* observation of the tower lights at least once every 24 hours to insure that all lights are functioning properly as required."

Section 3.66—Remote control operation—

Add a new section, Section 3.66, to read: "Section 3.66. Remote control of operation.—The transmitter of each broadcast station to the extent that such station is authorized for omnidirectional operation with power of 10 kw or less may, upon prior authorization from the Commission, be operated by remote control. An application for authorization to operate by remote control may be made as a part of an application for construction permit or license, or modification thereof. For the purpose of this section, remote control is defined as the operation of a transmitter by a licensed operator from an operating position from which the transmitter is not directly accessible to but is under the control of the operator. Authority for operation by remote control shall be subject to the following conditions and applications for such authority shall clearly indicate the means whereby the conditions will be met:

"(1) The equipment at the operating and transmitting position shall be on premises under the control and supervision of the licensee at all times and shall not be accessible to persons other than the licensee or his agents.

"(2) The control circuits from the operating position to the transmitter shall provide positive on and off control and shall be such that open circuits, short circuits, grounds or other line faults will not actuate the transmitter and any fault causing loss of such control will automatically place the transmitter in an inoperative condition.

"(3) Control and monitoring equipment shall be installed so as to allow the operator either at the remote control point or at the transmitter to perform all of the functions required by the Commission's Rules and Standards to be performed by operators on duty at the transmitter in the absence of remote control."

Section 3.165—Operator Requirements—

Change subsection (a) to read: "(a) The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located, *or at the authorized remote control point.*"

Add a new subsection (c), to Section 3.165 to read: "(c) The transmitter of each broadcast station to the extent that such station is authorized for omnidirectional operation with power of 10 kw or less may be operated by an operator with a restricted radiotelephone authorization; provided, however, that any operator other than a first class radiotelephone operator may not undertake any internal tuning adjustments, major repairs or overhauls, except under the immediate supervision of such first class operator, the duties of operators other than first class radiotelephone operators being limited to such operations as placing the station on or off the air, keeping the transmitter log, making external tuning adjustments, making such other minor adjustments as may be required as a result of primary power supply variations and failures, and replacement only of such defective parts as tubes, fuses and other items designed for simple plug-in replacement."

Add a new subsection (d) to Section 3.165 to read: "(d) Each broadcast station shall employ a holder of a radiotelephone first class license as its chief engineer or other technical supervisor who shall be responsible for and make or directly supervise the making of, all internal tuning adjustments, major repairs and overhauls, and all other technical installations or corrections not authorized to be undertaken by an operator of another class under subsection (c) above. Such radiotelephone first class operator shall not be required to be in the full-time employ of the broadcast station but shall be on call and reasonably available to fulfill his specified duties."

Section 3.181—Logs—

Change subsection (c) (2) to read: "The time the daily visual *or other authorized observation* of the tower lights was made."

(2) FM Broadcast Stations

Section 3.252—Frequency monitor—

Change the first sentence to read: "The licensee of each FM broadcast station shall have in operation at the transmitter *or at the authorized remote control point* an approved frequency monitor independent of the frequency control of the transmitter."

Section 3.253—Modulation monitor—

Change the first sentence to read: "The licensee of each FM broadcast station shall have in operation at the transmitter *or at the authorized remote control point* an approved modulation monitor."

Section 3.257 — Changes in equipment and antenna system—

Add the following to subsection (b): "(8) Change in the authorized transmitter remote control point."

Section 3.265—Operator requirements—

Change first sentence to read: "One or more licensed radiotelephone first class operators shall be on duty at the place where the transmitter apparatus of each station *with a transmitter power output in excess of 10 kw* is located and in actual charge thereof whenever it is being so operated."

Add a new subsection (b) to Section 3.265 to coincide with the new subsection (c) proposed above to Section 3.165.

Add a new subsection (c) to Section 3.265 to coincide with the new subsection (d) proposed above to Section 3.165.

Section 3.270—Inspection of tower lights and associated control equipment—

Change subsection (a) to read: "Make a visual *or other authorized* observation of the tower lights at least once every 24 hours to insure that all lights are functioning properly as required."

Section 3.274 — Remote control operation—

Add a new Section 3.274 to coincide with the new Section 3.66 proposed above with regard to remote control of AM stations.

Section 3.281—Logs—

Change subsection (c) (2) to read: "The time the daily visual *or other authorized* observation of the tower lights was made."

(3) Non-commercial Educational FM Broadcast Stations

Section 3.552—Frequency monitor—

Change first sentence of subsection (a) to read: "The licensee of each non-commercial educational broadcast station licensed for transmitter power output above *10 watts* shall have in operation at the transmitter *or at the authorized remote control point* a frequency monitor independent of the frequency control of the transmitter."

Section 3.553—Modulation monitor —

Change first sentence of subsection (a) to read: "The licensee of each non-commercial educational FM broadcast station licensed for transmitter power output above 10 watts shall have in operation at the transmitter *or at the authorized remote control point* a mo

ulation monitor approved by the Commission."

Section 3.557—Changes in equipment and antenna system—

Add the following to subsection (b): "(8) Change in the authorized remote control point for the transmitter."

Section 3.565—Operator requirements—

Delete Sections 3.565 (a), (b) and (c) and substitute in lieu thereof new Sections (a), (b) and (c) to coincide with the new Sections 3.265 (a), (b) and (c) respectively proposed above for FM broadcast stations, leaving in continued effect the existing Section 3.565 (d) with respect to non-commercial educational FM broadcast stations operating with powers of 10 watts or less.

Section 3.572—Remote control operation—

Add a new Section 3.572 to coincide with the new Section 3.66 proposed above with respect to remote control for AM broadcast stations.

(4) Part 13 of Rules—Commercial Radio Operators

Section 13.7—Operators, place of duty—

Delete from Section 13.7 (a) the phrases "other than broadcast" and "and broadcast."

Section 13.61—Operating authority—

Change paragraphs (2), (4) and (5) in subsection (e) as follows: "(a) Standard broadcast stations *operating with directional antenna or with power in excess of 10 kw*; or

"(4) FM broadcast stations *with transmitter power rating in excess of 10 kw*; or

"(5) Non-commercial educational FM broadcast stations with transmitter power rating in excess of *10 kw*; or

Change paragraph (3) of subsections (f) and (g) as follows: "Any of the various classes of broadcast stations *operating with directional antennas or with power output in excess of 10 kw*, remote pickup broadcast stations and FT broadcast stations, or

3. With Respect to the Commission's Standards of Good Engineering Practice

(1) Concerning AM Broadcast Stations

Part 12—Construction, General Operation and Safety of Life Requirements—

Change Part D (2) to read: "(a) *Where* an operator must be on duty during operation, suitable facilities for his welfare and comfort shall be provided."

Parts 20, 21 and 22—

These parts relate to the location of frequency and modulation monitors, and rather than modify their complete texts here, it is proposed that these texts be modified to provide for installation of frequency and modulation monitors at the remote point when transmitters are controlled remotely.

(2) Concerning FM Broadcast Stations

Part 8 — Transmitters and associated equipment—

Change Part D (2) to read: "(2) *Where* an operator must be on duty during operation, suitable facilities for his welfare and comfort shall be provided."

Parts 12, 17 and 18—

These parts relate to the location of frequency and modulation monitors, and rather than modify their complete texts here, it is proposed that these texts be modified to provide for installation of frequency and modulation monitors at the remote point when transmitters are controlled remotely.

THIRTY winners have been selected from 100 applicants for the first Westinghouse-John Hopkins Awards in electrical engineering. Group will begin a three-year work study program, first to be inaugurated by the industry on a college level, on June 23.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

350 West Fourth Street, New York 14, N. Y.

AUTO TOTALS

Registration Up 5.8% In 1951 Over 1950

AUTO registrations in the United States totaled 42,682,591 in 1951, an increase of 5.8% over the 40,333,591 registered in 1950, according to the Bureau of Public Roads, Dept. of Commerce. Number of trucks registered was 9,000,913, an increase of 4.6% over the year before.

With the percentage of radio equipped passenger automobiles and trucks increasing every year, automobile registration has become an important factor in the broadcasting audience. Researchers have estimated that between 50 and 60% of all registered motor vehicles are equipped with radios.

Florida, Nevada and South Carolina reported increases of more than 11% in total vehicles registered. Only the District of Columbia reported a decrease.

California had the most vehicles registered, 4,926,543; New York was second with 3,931,559 and Pennsylvania third with 3,189,198.

Operators of motor vehicles paid total state taxes of $1,803,802,000 on 38,304,398,000 gallons of motor fuel consumed in 1951, an increase in consumption of 7.2%. Average state tax was 4.74 cents per gallon.

Total motor vehicle registration in 1951 by states (including trucks, buses and publicly owned vehicles) follows:

* * *

State	Total 1951 Registrations	Total 1950 Registrations	Percentage Increase
Alabama	730,104	685,812	6.5
Arizona	293,833	270,799	8.5
Arkansas	499,642	477,265	4.7
California	4,926,543	4,620,078	6.6
Colorado	599,613	564,210	6.3
Connecticut	764,241	715,935	6.7
Delaware	116,750	108,272	7.8
Florida	1,096,065	984,838	11.3
Georgia	969,167	897,518	8.0
Idaho	281,372	272,362	3.3
Illinois	2,789,546	2,650,968	5.2
Indiana	1,513,025	1,434,885	5.4
Iowa	1,100,191	1,072,290	2.6
Kansas	893,932	853,462	4.7
Kentucky	820,339	783,724	4.7
Louisiana	735,997	706,733	4.1
Maine	280,141	276,421	1.3
Maryland	736,827	684,748	7.6
Massachusetts	1,346,520	1,280,329	5.2
Michigan	2,555,257	2,432,684	5.0
Minnesota	1,217,450	1,168,887	4.2
Mississippi	510,286	484,374	5.3
Missouri	1,320,113	1,261,420	4.7
Montana	277,031	264,892	4.6
Nebraska	608,484	569,497	6.8
Nevada	86,062	77,142	11.6
New Hampshire	180,162	172,339	4.5
New Jersey	1,685,304	1,579,181	6.7
New Mexico	258,838	237,741	8.9
New York	3,931,559	3,735,113	5.3
North Carolina	1,129,454	1,056,309	6.9
North Dakota	283,809	276,027	2.8
Ohio	2,940,388	2,795,073	5.2
Oklahoma	865,530	831,368	4.1
Oregon	691,397	689,447	0.3
Pennsylvania	3,189,198	3,009,820	6.0
Rhode Island	261,024	250,869	4.0
South Carolina	648,297	578,802	12.0
South Dakota	298,412	290,080	2.9
Tennessee	905,298	858,111	5.5
Texas	3,157,009	2,968,143	6.4
Utah	264,711	247,317	7.0
Vermont	123,988	120,598	2.8
Virginia	984,276	917,744	7.2
Washington	969,783	924,220	4.9
West Virginia	490,211	482,275	1.6
Wisconsin	1,246,136	1,201,188	3.7
Wyoming	149,334	145,423	2.7
District of Columbia	191,316	194,958	—1.9
Total	51,913,965	49,161,691	5.6

RADIO'S POWER AND PULL

Theme of CBS Radio's Sales Film

A DOCUMENTARY film dramatizing the power and pull of radio as a sales medium was unveiled last week by CBS Radio, which reportedly already has sold 89% as many quarter-hours for this fall as it had on the air last September.

Titled "More Than Meets the Eye" and described as the first business film ever to tell its story through animated abstract art [B•T, June 2], the presentation was revealed first in Hollywood at a Monday night showing for some 400 executives, stars, writers, musicians and newsmen, and was shown in New York at a party Thursday.

CBS Radio President Adrian Murphy, who with Administrative Vice President Louis Hausman flew to Hollywood for the showing there, emphasized radio's impact on the buying habits of Americans. He asserted:

"A few months ago, a general gloom pervaded the entire industry. Despite radio's broad coverage and lowest cost per thousand people reached, many important advertisers were experimenting with a new medium, and pessimists felt that radio was in a decline from which it would not recover.

"Well, I'm happy to report . . . a great renewal of interest in radio by advertisers, star performers, and listeners. Most of the big star programs will be back on the air next fall, and with the new shows that are being developed this summer, next season will be bigger than last year."

The report on fall program orders thus far wrapped up was given by Mr. Hausman. He told the New York group that, as of that time, CBS Radio had orders which, in terms of daytime shows, represent 91% of the number on the network last September. For both daytime and nighttime, the figure was 89%.

"More than Meets the Eye," produced for CBS Radio by United Productions of America and featuring the voice of newscaster Robert Trout, is designed to show visually the power of sound as a medium. It emphasizes that with 105 million sets in 43 million homes and 23 million automobiles, "radio's coverage is greater than the coverage of any other mass medium" and "goes wherever there are people."

Where the average time spent per day with radio is 108 minutes, CBS Radio notes, the average with TV is 43 minutes, with newspapers 34, and with magazines 18. Further, the film notes: "More than 14 million people listen in the middle of the morning, 14 million in the afternoon, 25 million at night. And these totals are conservative—for national rating services regularly measure only about half of all radio sets."

Radio also "reaches prospects at the lowest cost"—934 persons per dollar by radio; 365 per dollar by TV, 334 by magazines, and 240 by newspapers.

In a pitch for CBS Radio in particular, the film claims that "the average audience is bigger on CBS Radio," that "CBS Radio has more top programs—daytime or nighttime—than all other networks combined," that CBS Radio's cost is lowest and has stayed "lower than almost any commodity you can name," and that, as evidence of their belief in the network, "advertisers invest more dollars-to-build-sales on CBS Radio than on any other network."

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19



at deadline

NEW CO-OP REGIONAL FORMED BY EX-LBS AFFILIATES

NEW REGIONAL network comprising over dozen stations in mid-Atlantic area, formerly affiliates of Liberty network, scheduled to start June 16, with one-month experimental news service keyed from WOL Washington. Interested stations set cooperative project in motion at two-day meeting concluded Friday at WOL studios.

Basic experimental plan proposes 7 p.m. news origination for three weeks out of WOL, including Sunday newscast by Joseph C. Harsch, winner of duPont award. Fourth-week programs would come from Chicago during Republican convention. Telephone line extends from Johnson City, Tenn., through North Carolina, Virginia, District of Columbia, Pennsylvania and into northern Ohio. WRFD Worthington, Ohio, owned, like WOL, by Peoples Broadcasting Corp.

Herbert E. Evans, Peoples vice president-general manager, elected temporary chairman at two-day meeting. Group discussed extension of service to two-hour basis.

ONE RADIO, THREE TV SALES REPORTED BY ABC

FIRST WEEK of June provided renewed business activity for ABC, with one new radio sale and three television renewals reported Friday by Charles T. Ayres, radio network vice president, and John B. Lanigan, vice president for TV sales.

TONI Co. (Toni Home Permanent, Tonette and White Rain), Chicago, through Tatham-Laird, same city, purchased weekly hour on radio with backing of Tuesday, Thursday half-hours of *Break the Bank*. Monday, Wednesday and Friday segments continue to be sponsored by Bristol-Myers through Doherty, Clifford & Shenfield.

Three TV renewals involve Nash-Kelvinator Corp., Detroit, which signed for 52 weeks of *Paul Whiteman TV Teen Club* on Coast-to-Coast network, effective June 7. Agency: Geyer, Newell & Ganger, same city. C. H. Masland & Sons, Carlisle, Pa., renewed alternate Friday sponsorship of ABC-TV's *Tales of Tomorrow*, effective July 4, with Jacques Kreisler Mfg. Corp., North Bergen, N. J., backing remaining Fridays as of Aug. 15. Agency for C. H. Masland is Anderson & Cairns, New York, and for Jacques Kreisler, Hirshon-Garfield, also New York.

NEW NBC AFFILIATES

WTMC Ocala, Fla., and WIKC Bogalusa, La., to affiliate with NBC radio network. WTMC, on 1290 kc with 1 kw, is owned by Ocala Broadcasting Co. and managed by Thomas Gilchrist. WIKC, on 1490 kc with 250 w, is owned by Enterprise Publishing Co. and managed by Curt Sieglin.

Formerly affiliated with MBS, WTMC to be replaced on Mutual by WLBE Leesburg, Fla., on 790 kc with 1 kw. Mrs. Eleanor Hunter is station president, with T. Hoke McCallie as general and commercial manager. WIKC, also MBS affiliate, not being replaced by Mutual after it joins NBC Aug. 8.

BOY TROUBLE

WHITEOUT of NBC telecast of Walcott-Charles fight just as decision was announced was due to small boy's desire to "see better." Network officials reported Friday that boy in audience climbed pole from which power for telecast was coming and inadvertently kicked a switch, throwing network off air. By time trouble was located and power restored NBC had had to fill in with audio announcement of decision from its New York studios. Boy was unhurt.

Business Briefly

(Continued from page 5)

cago (Zippy liquid starch), which recently named Roberts, MacAvinche & Senne, same city, to handle its advertising, begins proposed radio and TV schedule this week with participations in Housewives Protective League on WBBM Chicago. Agency handles business for 18-state Midwest area, with divisions on each coast having their own agencies. Henry Senne is account executive.

SERVEL NAMES AGENCY ● Servel Inc., N. Y., has appointed Hicks & Greist, same city, to handle advertising for its refrigerators, water heaters and room air conditioners.

GOSPEL RENEWS ● Gospel Broadcasting Assn., Pasadena, Calif., renews *The Old-Fashioned Revival Hour* on ABC Radio, Sunday, 4-5 p.m. (EDT), for 52 weeks from June 22. Agency, R. H. Alber Co., Los Angeles.

SEALY BUYS ● Sealy Inc., Chicago (mattresses), through Olian Adv. Co., same city, signed for *Balance Your Budget*, audience participation show on CBS-TV, alternate Tuesdays, 10:30-11 p.m., effective Oct. 14.

ESSO ADDS TV CITY ● Esso Standard Oil Co., N. Y., through Marschalk & Pratt Co., that city, effective June 16 will add WFIL-TV Philadelphia to its 15-minute five-a-week telecasts of *Your Esso Reporter*, bringing total television coverage to seven major cities.

RYBUTAL BUYS ● Rybutal (vitamin compound) buys 15-min. program, nine times weekly on five-station Metropolitan Network starting June 9. Agency, Duane Jones Co. Inc.

CLERIC LAUDS NARTB

NARTB has done "big job" in "short time" by enforcing its Television Code, Rev. Theodore H. Elsner, president of National Religious Broadcasters Inc., wrote Rep. Oren Harris (D-Ark.), chairman of House subcommittee probing programs (see probe story page 27). Rev. Elsner is chairman of Radio Commission of National Assn. of Evangelicals and previously had protested code recommendation against sponsored religious programs (see code story page 5). He told Chairman Harris association opposes legislative action, believing more time should be given TV industry to correct offensive programming. He found "definite improvement" as result of industry's "sincere effort" to raise standards.

PEOPLE . . .

RICHARDS W. COTTON, assistant to president of Philco Corp., appointed director of NPA Electronics Div., and also chairman of Electronics Production Board, succeeding J. A. Milling who returns to RCA. Appointment effective June 16.

FCC COMR. GEORGE STERLING elected to life membership in Eastern Assn. of Fire Chiefs, Reading, Pa. He long has been active volunteer fireman in home community Peaks Islands, Me., near Portland.

WILLIAM DOTY EDOUARDE, sales representative for NBC-TV spot sales in Hollywood named TV spot sales manager for Western Div., heading NBC-TV's spot sales activities in 11 western states. Prior to joining network in May 1951, he was sales manager of KFWB Hollywood, and before that served with Compton Adv. and Badger & Browning & Hersey, both New York.

F. STODDARD DRAKE, Compton Adv., N. Y. to Carl S. Brown Co., same city, in executive capacity.

HELEN WHEELER, production assistant of George F. Foley's *Dr. George Gallup Show* transcribed series aired on some 130 stations promoted to production supervisor.

HENRY G. WENTHEN, production staff, Benton & Bowles, N. Y., to Scheideler, Beck & Werner, that city, in similar capacity.

RICHARD L. LINKROUN, CBS-TV producer and director, to Geyer, Newell & Ganger, N. Y. as executive producer.

RONALD G. VAN TINE, Washington newsman, named assistant to George Sandefer radio-TV director of U. S. Chamber of Commerce.

JOHN H. L. TRAUTFELTER, vice president treasurer of WFBR Baltimore, elected president of Maryland Assn. of Certified Accountants, first radio executive to hold this post.

WILLIAM C. KLEIN, member of sales staff at WLS Chicago many years, joins WENR (ABC) Chicago radio spot and local sales.

HOWARD G. SAWYER, vice president for plans and research, James Thomas Chirurg Co., New York and Boston ad agency, appointed member of American Assn. of Advertising Agencies Standing Committee on Research.

JOHN F. REEDER, account executive and head of plans board of William H. Weintraub & Co., N. Y., to Benton & Bowles, same city, as vice president and account supervisor.

STANLEY LUKE, director of industrial relations for International Telephone & Telegraph Corp. and affiliated firms both here and abroad since 1945, elected assistant vice president of IT&T.

NEW TECHNIQUE

NEW experimental technique, combining movie and TV methods, to be used on final program of *RCA Victor Show*, NBC-TV, Friday, 8 p.m. EDT. TV cameras to shoot scenes of Ezio Pinza on location several days in advance for transmission to Hollywood for filming and editing. Orchestra to play "live" during telecast, however.

"IN THE HEART OF AMERICA . . .

It's The

KMBC KFRM

Team and It's

Wholehearted"



Wholeheartedly Delivering...**

- **A Larger Market***

  *In the Kansas City Metropolitan Area alone there has been a population increase of 16,900 in the past 12 months. (Sales Management Survey of Buying Power estimate 1/1/51, 820,400—SMSB pop. est. 1/1/52, 837,300).

- **A Richer Market***

  *Typical is the increase in effective buying income in the Kansas City Metropolitan area, (SMSB estimate for 1951, 1 billion, 433 million dollars) — 150 million dollars more than 1950! Retail sales, too, are up with a total estimate for 1951 (SMSB) of over 1 billion, 73 million dollars.

- **The ENTIRE Market***

  *Larger and richer, the important fact is, that The KMBC-KFRM Team delivers the *entire* rectangular Kansas City Primary Trade Area, as established by the Chamber of Commerce of Kansas City and including all of Kansas, western Missouri and adjoining segments of Iowa, Nebraska, Colorado, Oklahoma and Texas.

**Call KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel. Get prompt, efficient delivery of this year's larger and richer Heart of America.



SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, WITH



The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



"Why, they're listening to the radio!"

There are 690,140 radio sets within 60 miles of Louisville, making a whopping big average of 2.2 sets per home!

But each of these 313,700 homes averages only 1.64 regularly received newspapers, and only .48 TV sets!

That's one more reason why WAVE radio can deliver *1000 impressions for only 37¢!* Get all the facts from Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951.

WAVE

LOUISVILLE

5000 WATTS • NBC •



Free & Peters, Inc., *Exclusive National Representatives*

JUNE 16, 1952 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

nomics of Network Radio Today
Page 23

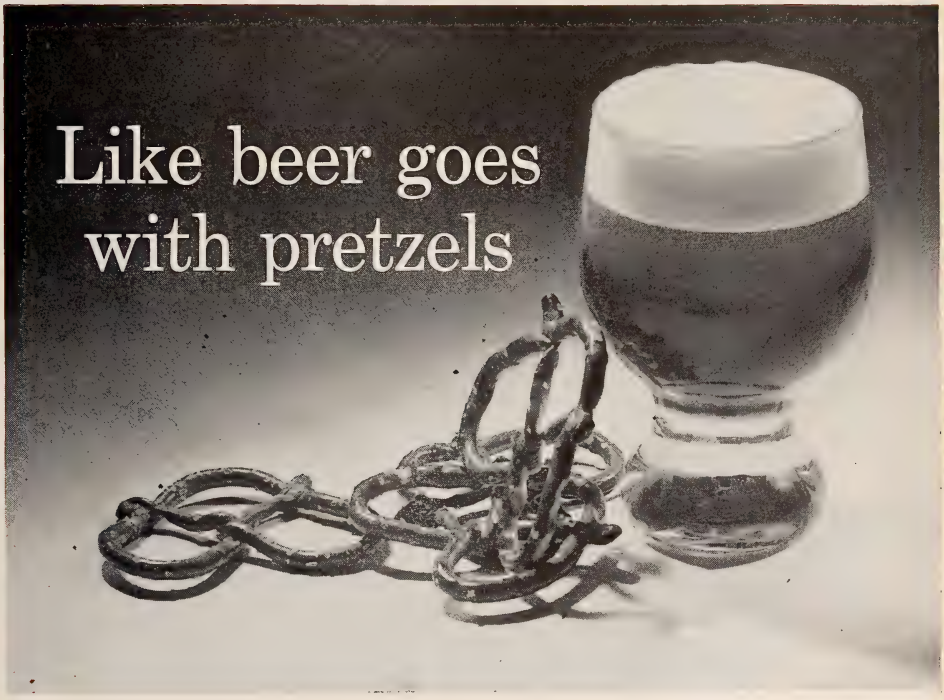
ive Major Clients Switch to Spot
Page 25

pper Study Affirms Radio's Bigness
Page 26

PIB Reports April Networks Sales
Page 38

TELECASTING
Begins on Page 71

21ST
The Newsweekly of Radio and Television
year



That's how *low-cost results* go with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

50,000 Calls on grocers made Sure

"OPERATION GROCER" is Right



Right in the way it combines
powerful radio, grocer-group newspaper, and point-of-purchase activity!

Right in the way it focuses all three
of these at a specific time, in behalf of your product!

Right in the way your product benefits
from this concentrated advertising-merchandising plan, week after week after week.

There's a complete brochure waiting with your name on it the minute you call or wire (don't wait to write). A WLS salesman or a John Blair man is ready to explain how easily and economically *you* can profit from the advertising-merchandising plan that was *fully tested and proved* all through the summer of 1951 — the advertising-merchandising plan that is now ready . . . and *right* for your grocery-sold product. Call *today* about

"OPERATION GROCER"
originated by the radio station that gave you **FEATURE FOODS**—*Dinner Bell Time*—**SCHOOL TIME**
—*and the one and only* **NATIONAL BARN DANCE**—

WLS The PRAIRIE FARMER STATION

1230 WEST WASHINGTON BOULEVARD CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Some public answers to our mail:

q: What advantages will I get from the use of NIELSEN COVERAGE SERVICE?

a: NCS will give you extensive, up-to-date data on the geographic spread of your station area, the size of your audience, the depth of your coverage, frequency of listening, the characteristics of your listeners, area marketing information.

---

q: What data can I get on my competition?

a: Your competitive standing against other stations locally, and against stations coming in from "outside."

---

q: Can my total station audience be broken down by TV and non-TV homes?

a: Yes. Subscribers to the Comprehensive Report can have it broken down this way, area by area. Subscribers to the Basic Report will be able to classify their audiences as being in TV or non-TV counties.

---

q: If the network with which I'm affiliated subscribes, although I don't, am I entitled to use NCS data for promotional purposes?

a: No. Such use is not permissible.

---

q: Since I operate only until sundown, my rate card includes evening rates. Must this be included in the calculation of NCS price?

a: No. In such cases, price is based on your daytime rate only and there is a special minimum for such stations.

---

q: What's the next step?

a: Send in your order now, qualify for the pre-publication discounts, and get the most thorough, accurate measurement of audiences at your command:

NIELSEN COVERAGE SERVICE

A Service of A. C. Nielsen Company
World's Largest Marketing Research Organization

500 Fifth Avenue, New York 36, N. Y.
2101 Howard Street, Chicago 45, Ill.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL

LANCASTER, PENNSYLVANIA

AM
TV
FM

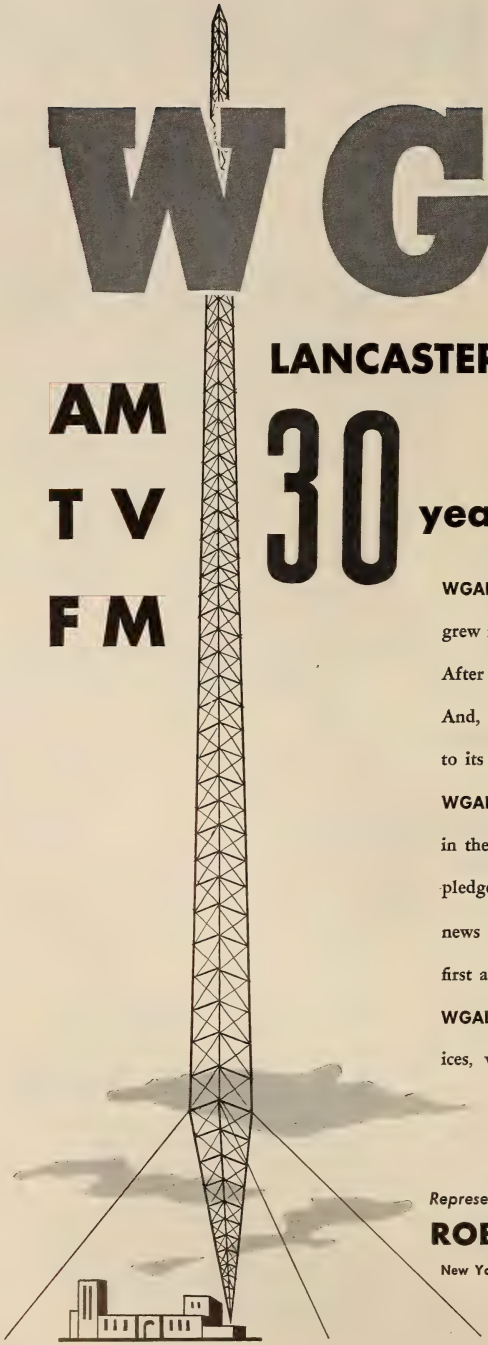
30 years of public service

WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.



Represented by

ROBERT MEEKER, Associates

New York Chicago San Francisco Los Angeles



at deadline

CLOSED CIRCUIT

HOW MUCH has ABC-United Paramount merger proceedings cost ABC radio and TV networks in potential business losses? Educated guess by one key official: $10 million worth of business which would have gone networks' way if it had not been for uncertainty as to what ultimately would be decided.

WHO COMPLAINED to White House about McFarland Bill (S 658) to revamp FCC procedures? That's question stumping Chmn. Paul A. Walker. Last Thursday he asked FCC members individually and collectively about purported complaint which resulted in White House request to withdraw bill from calendar only to have it returned for consideration tomorrow (Tuesday). Answers were all negative (see story page 29).

ON RATE front, there's all sorts of speculation about what's upcoming. There's talk of radical revision of network operations. One suggestion is that networks discontinue regular service after 6 p.m., permitting affiliates to make own arrangements on lines and service after that hour (see story page 23).

ALTHOUGH FCC last week unanimously rescinded its "blacklisting" action wherein several important stations were placed on temporary renewal, FCC legal staff is still moping. Effort to have FCC approve statements, notably answering editorial (FCC Black Magic) in June 9 issue of B•T proved futile.

BING CROSBY, seeking means of diversifying his holdings (he now heads Bing Crosby Enterprises Inc.), has joined with Kenyon Brown, owner of KWFT Wichita Falls, in acquisition of 80% of Westex Boot Co., makers of fancy cowboy boots. It's understood Crosby-Brown combination contemplates TV station enterprises in West, with application for VHF Channel 8 at Monterey, Calif., already in works.

THAT INDEPENDENT theatre television interests intend going all out in applications for TV prior to July 1 filing deadline was indicated last week. It was ascertained that in one Washington law office alone, dozen such applications are being readied for filing.

SINDLINGER & Co., of Radox fame, has been commissioned by United Paramount Theatres Inc. (wholly apart from projected merger with ABC now awaiting FCC decision) to tackle most comprehensive survey of concentrated metropolitan area ever undertaken. Area is within Philadelphia involving one million people and is first of 40-market study to be made on overall listening, looking, motion picture, and reading habits. Study now in fifth week of 14-week project, already has resulted in preliminary conclusion that radio station advertising will do more to boost motion picture box office than any other medium. Conclusion is that judicious use of radio can increase motion picture patronage.

ADVANCE MEETING of CBS affiliates group which arranged July 1-2 conference with CBS on network crisis, meets today (Monday) in Detroit to discuss preliminary planning. Group

(Continued on page 6)

P&G RENEWS SIX SHOWS ON NBC

PROCTER & GAMBLE Co. has renewed six NBC five-a-week daytime programs for another year, representing annual gross billings of $5,649,332 and bringing amount of new and renewed sponsorships on NBC radio network since Jan. 1 of this year to annual gross billings total of $24,361,290, John K. Herbert, NBC vice president in charge of radio network sales, announced Friday. Of total, $5,067,701 represents new business and $19,293,589 renewals, he said.

Programs renewed by P&G, all effective June 30, are: *Welcome Travelers* (10-10:30 a.m.) and *Life Can Be Beautiful, Road of Life, Pepper Young's Family, Right To Happiness, Backstage Wife* (3-4:15 p.m.), all broadcast Monday through Friday. With *Young Dr. Malone* and *Brighter Day*, which starts June 23 for this company (Mon.-Fri., 9:30-10 a.m.), P&G has eight programs on NBC radio, representing annual gross billings of $7,326,000.

P&G renewals, on heels of company's new program purchases, are "heartening evidence of the ability of network radio to attract the wise advertiser," Mr. Herbert said. "We of the NBC radio network are happy that the nation's largest advertiser is leading the way in utilizing radio's mass-coverage-at-low-cost effectiveness."

FCC REBROADCAST ORDER CHALLENGED BY CBS

FCC's "legalized larceny" order aimed at program property rights should be postponed to give networks and stations chance to be heard, CBS stated in brief filed with FCC late Friday. Order handed down last month [B•T, May 19] will increase FCC workload, it was stated (early story page 49).

CBS contends order, which makes stations justify refusal to permit rebroadcasts, amounts to legislation and contends Commission cannot issue rule that supersedes explicit Congressional language merely on ground broadcast business is different today than when law was passed.

Conflict with Federal Reports Act cited by CBS, which added that competitors are free to make indiscriminate and nuisance requests. Requesting party not required to fill out similar reports, CBS notes, asking FCC to omit any reference in rule that places license in jeopardy.

TOM C. GOOCH DIES

TOM C. GOOCH, 72, chairman of board, KRLD-AM-FM-TV Dallas, and publisher of *Dallas Times Herald*, died at 6:45 a.m. Friday at his Dallas home after illness of 10 weeks.

Mr. Gooch spent half-century helping build Dallas and for over 30 years had waged fight in Southwest for better journalism. He had national reputation as vigorous, fair and progressive editor and publisher.

He was born in Bonham, Texas, Jan. 25, 1880, son of Harold and Mattie R. Gooch. His great grandmother, Mrs. Mabel Gilbert, was first white woman to arrive in Dallas soon after establishment of Republic of Texas. He was Episcopalian and 32d degree Mason. His wife, Mrs. Lula Flateau Gooch, survives.

BUSINESS BRIEFLY

RAILWAY COMMENTARY ● Chesapeake & Ohio Railway Co., Cleveland, through Robert Conahay & Assoc., N. Y., planning 15-minute commentary program to be placed locally in cities where railway runs, starting July 2 for 13 weeks. Program will be taped by agency in New York and sent to stations.

FILMS FOR SINGER ● Singer Sewing Machine Co., N. Y., understood to be buying film program *Four Stars* to be used half-hour, alternate weeks. Price is said in neighborhood of $20,000. Network and time not yet determined. Young & Rubicam, N. Y., is agency.

BABBITT BIDDING ● Number of agencies are bidding for $3 million Babbitt & Co. (Bab-O) account, resigning from William H. Weintraub & Co., N. Y., effective July 1. Duane Jones & Co., as well as Harry B. Cohen Adv., are among those in running

SPOT FOR HOSIERY ● Ring Clear hosiery, Boston, through Arnold & Co., that city, buying spot radio announcement campaigns in half-dozen major cities.

RADIO FOR STARCHES ● Hilton & Riggio, N. Y., has recommended spot radio in half-dozen markets for Hood Chemical Co.'s starches. Decision expected in fortnight.

ALLEN ON TV ● Lennen & Mitchell, N. Y., understood to be actively interested in placing new Fred Allen panel show on NBC-TV for its clients, Lehn & Fink.

RTDG CONTRACT WITH NETWORKS

THREATENED STRIKE by New York local of Radio & Television Directors Guild (AFL) was averted when union membership meeting approved terms of 22-month contract with ABC, NBC, CBS, DuMont and Mutual covering radio and TV directors, associate directors and floor managers, union announced Friday. Union authorized its negotiating committee to finalize settlement "if satisfactory contracts can be concluded for free lance TV directors and for network staff personnel in Hollywood, Chicago, Cleveland and Pittsburgh," union reported.

New network contracts provide wage increases of 14% to 21%, with new minimums of $90 for AM local director, $115 for AM associate director, $165 for AM network director, $150 for TV local director, $120 for TV associate directors and floor managers, $175 for TV network directors, subject to WSB approval.

Pact also provides for eight-hour work day for associate TV directors and floor managers, two consecutive days off for AM local directors and both AM and TV network associate directors and floor managers, national guild shop, specific job definitions, military and maternity leaves, removal of "kick-back" clause for TV directors, improved credits for TV director, banning of per diem employment, penalty time provisions distinguished from overtime and improved lunch hour conditions, union said.

for more AT DEADLINE turn page



at deadline

NARTSR STANDARDIZES TV IDENTIFICATION

TO SPEED standardization of TV station identification requirements, NARTSR Thursday asked stations for rapid acceptance of four points agreed on by NARTSR TV committee and New York agency group and approved by NARTSR board. Points are:

"1. Trade name of ID segment—It was agreed that for purposes of standardization and definition of spot as specific segment of time these spots would be identified by agencies, as well as stations, as 10-seconds even though actual commercial and station ID portion totalled only 8-seconds.

"2. Position of station ID audio — It was agreed that position of audio portion of station identification would follow audio portion of commercial.

"3. Position of station ID on screen: Agencies agreed to utilize three-quarters of screen area, leaving upper right quarter of screen area for station identification.

"4. Timing: Actual timing would be:

1½ seconds (36 frames)—Open
6 seconds—commercial audio
2 seconds—Station identification audio
½ second (12 frames)—Close"

WWXL SOLD

PURCHASE of WWXL Peoria, Ill., for $17,050 was announced Friday by Hugh R. Norman, manager-owner of KSTT Davenport, Iowa, and Walter Kean, Riverside, Ill., consulting engineer. New owners made $17,050 bid for property after bankruptcy court turned down $11,000 bid made last April by Cecil W. Roberts, president of KREI Farmington, Mo. WWXL has been silent since early this year. It holds license for 1590 kc with 1 kw daytime. It is owned by Central Illinois Radio Corp.

FLYNN PROMOTED BY CBS

HENRY FLYNN, assistant sales manager, promoted to eastern sales manager of CBS Radio Spot Sales. With CBS since 1939, except for war service in Navy, Mr. Flynn has served as network salesman in Los Angeles, as manager of Los Angeles office of CBS Radio Sales, moved to New York in 1949 and has been assistant sales manager of CBS Radio Spot Sales since last October.

WFRO SEEKS CHANNEL

SECOND petition for rule making to add TV channel to town with no assigned channels under FCC Sixth Report [B•T, April 14], expected to be filed today (Monday). WFRO-AM-FM Fremont, Ohio, will request that UHF Channel 59 be assigned there. Originally, UHF Ch. 59 was assigned to Sandusky, Ohio, but under Sixth Report that city got Ch. 42 instead. First petition to allocate channel under provision of 15-mile rule came from Dr. Forbes Farms Inc. [B•T, June 9]. WFRO attorney is Abe L. Stein, Washington.

WVOP NOW MUTUAL

WVOP Vidalia, Ga., joined MBS, with affiliation effective June 15, General Manager Howard C. Gilreath announced Friday. Station, on 1450 kc with 250 w, was formerly affiliated with LBS until that network ceased operations.

In this Issue—

What's the future of network radio? A special BROADCASTING • TELECASTING analysis shows how the present radio network crisis developed and how management hopes to pull the patients through. *Page 23.*

New radio survey in Louisville shows that despite great gains of television radio is bigger than ever. In past year radio set ownership has increased by .56 sets-per-family. People are listening to radio avidly in places TV can't reach. *Page 26.*

Five court actions filed in challenge of FCC's Sixth Report and Order, lifting the television freeze. Though each of the suits attacks only those portions of the report pertaining to their own areas, some of the legal arguments advanced seem to have a bearing on allocations elsewhere. *Page 73.*

If it keeps on with its present system of selling, television may price itself out of the advertiser's reach. Maybe it ought to revise its techniques to sell time as magazines sell space. These are thoughts of a leading advertiser, expressed to the Advertising Federation of America. *Page 74.* For other news of AFA convention see *Page 30.*

Five national advertisers drop fall television network programs and will reallocate the budgets to radio and television spot campaigns. *Page 25.*

NARTB radio and television boards plan vigorous campaign against growing trend toward censorship of broadcasting. *Page 28.*

In this feverish political season, television is alternately blasted and blessed by politicians and political commentators. Both radio and TV will play bigger roles in this Presidential year than broadcasting ever played before. *Page 29.*

McFarland Bill to rewrite the Communications Act is yanked from the House calendar and then replaced, amid rumors that the FCC elements which oppose the measure had put pressure on the White House to stall off a House vote. *Page 29.*

CBS asks FCC to sever the proposed merger of ABC and United Paramount Theatres from over-all Paramount hearing and approve CBS acquisition of WBKB (TV) Chicago, owned by United Paramount's Balaban & Katz. DuMont, however, opposes severance of the case from the Paramount hearing. *Page 73.*

Britain takes first step toward introduction of commercial television competition to the BBC monopoly. *Page 44.*

Upcoming

June 16-18: National Assn. Radio Farm Directors, Raleigh Hotel, Washington.
June 16-19: National Advertising Agency Network, Skytop Lodge, Skytop, Pa.
June 19-20: North Carolina Assn. of Broadcasters, The Carolinian, Nags Head, N. C.
(Other Upcomings page 97)

Closed Circuit

(Continued on page 5)

of nine also will meet June 30 in New York with CBS Radio Affiliates Advisory Board preparatory to two-day sessions. It's likely that registration fee will be charged to conform with possible legal requirements, this being considered on advice of counsel.

EXPECT government to withhold plans to relax controls on construction. Steel strike has NPA officials worried, with some feeling that controls may have to be tightened temporarily not relaxed. Although withholding of scheduled easements will only affect general construction, radio-TV project approvals last week (see story on page 59) may be revised also.

HIGH NETWORK brass has been trekking to Washington during past fortnight because of complications over FCC's interpretation of Section 315, governing equal time for political candidates for public office. Fortnight ago CBS Acting President Joseph H. Ream conferred in Washington over Taft-Kefauver protest against Eisenhower appearances, demanding equal time, and last week NBC President Joseph H. McConnell was in town for same purpose and during course of visit, saw Sen. Taft, as well as FCC officials.

WISECRACK of week: When Joseph H. McConnell, NBC president, and F. M. Russell, NBC Washington vice president, called upon Sen. Taft last Monday to discuss with him class of time to offset Eisenhower Kansas coverage, Mr. Russell commented NBC could not guarantee to give him a Kansas rainstorm. Quipped Taft: "We'll waive that."

ADDITIONAL APPLICATIONS

EIGHT new and amended television station applications filed Friday at FCC. One request for channel change for existing station was also filed (see early story page 75). TV applications since April 14 total 84. Submitted to FCC Friday were these requests:

KLZ Denver, Ch. 7, ERP 72.5 kw visual, antenna height above average terrain 928 ft., cost $440,000.
WHOO Orlando, Fla., Ch. 9, ERP 277 kw visual, antenna height 484 ft., cost $324,415.
Empire Coil Co., Tampa-St. Petersburg, Fla., UHF Ch. 38, ERP 263 kw visual, antenna height 462 ft., cost $391,700. (Empire Coil Co. is licensee of WXEL (TV) Cleveland.)
WBOK New Orleans, UHF Ch. 26, ERP 75.2 kw visual, antenna height 419 ft., cost $285,894.
WWL New Orleans, Ch. 4, ERP 100 kw visual, antenna height 710 ft., cost $545,539.
WDAY Fargo, N. D., Ch. 6, ERP 65 kw visual, antenna height 460 ft., cost $344,000.
WNOW York, Pa., UHF Ch. 49, ERP 95.8 kw visual, antenna height 473 ft., cost $176,500.
WAIM Anderson, S. C., UHF Ch. 58, ERP 200 kw visual, antenna height 378 ft., cost $401,444.
WCPO-TV Cincinnati, Ch. 9, ERP 316 kw visual, antenna height 665 ft., cost of change $206,68 (change *from* Ch. 7 with ERP 24 kw, required under Sixth Report & Order, B•T, April 14).

Meanwhile, *Oklahoma City Oklahoman* and licensee of WKY-TV Oklahoma City, Okla. Friday announced intention to file for Ch. 1 for Wichita, Kan.

MAGAZINE ADS UP

MAGAZINE advertising in May up 14.7% over last May—$54,747,430 this May to $47,728,383 for May of 1951, Magazine Advertising Bureau reported Friday. Cumulative January-May dollar volume of magazine ads up 11.4% this year over last. MAB also reported Sunday newspaper supplement ad volume for first five months of this year down 11.3% from same period of 1951.

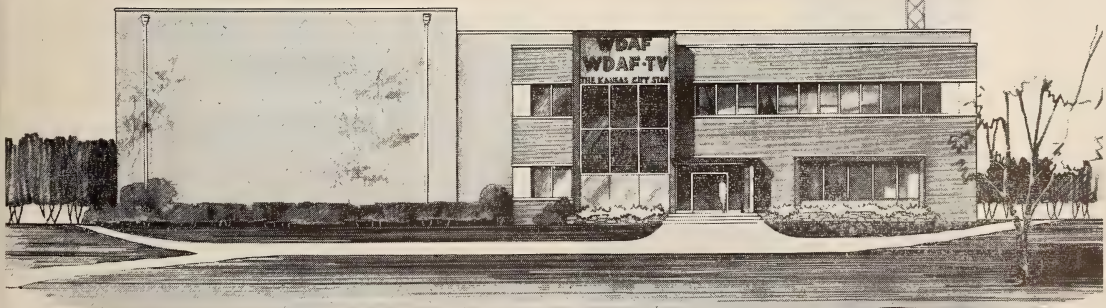
for more AT DEADLINE see page 106

A New and Magnificent Home for

WDAF
WDAF-TV
Kansas City

The last word in design, construction and equipment . . . spacious, inviting studios, offices and control rooms . . . a four-to-one increase in physical capacity.

Behind these ultra-modern facilities stands the time-tested WDAF and WDAF-TV staffs, top-rated for successful, high-caliber programming.



WDAF ★ WDAF·TV KANSAS CITY, MO.

THE MID-WESTERN STATIONS KEYED TO COMMUNITY SERVICE

Owned and Operated by The Kansas City Star Company

3 ways best in Indianapolis

WIBC

Indiana's First and *ONLY*

50,000 WATT STATION



▶ WIBC's 50,000 watt coverage offers you friendly contact with 1,077,356 radio families in Indianapolis and the surrounding 70 county area.



▶ WIBC consistently outpulls all other Indianapolis stations. More advertisers use WIBC exclusively than all other Indianapolis network stations combined. That's due to intelligent programming and high rated shows with loyal followers.



▶ WIBC's rates are on the same general level as other local stations, and definitely the lowest of any 50,000 watt station in this area.

▶ **Only on WIBC do you get these three big advantages. Call or see your John Blair representative.**

Buy today . . . sell tomorrow!

WIBC 1070 KC

The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana

John Blair & Company, National Representatives

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

Agency Beat	12
Aircasters	60
Allied Arts	62
Editorial	56
FCC Actions	98
FCC Roundup	103
Feature of Week	18
Film Report	86
Front Office	58
New Business	16
On All Accounts	12
Open Mike	20
Our Respects to	56
Programs, Promotion, Premiums	96
Strictly Business	18
Telestatus	80
Upcoming	97

TELECASTING Starts on page 71

WASHINGTON HEADQUARTERS

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ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.
TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

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•Reg. U. S. Patent Office

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7,000 more people for dinner tonight!



Every night the *U. S. A.* sits down to dinner, there are 7,000 *more people* reaching for the meat platter. This is like adding a city about the size of Providence, Rhode Island, every *month*, or a state about the size of Indiana every *year*.

With an average population gain that large, every year's meat supply *has* to be larger than that for the year before—or everybody would have to be satisfied with a smaller serving.

But *nobody* wants smaller portions. Nearly everybody wants *more* meat. That means we must grow more meat animals on America's farms and ranches. It means that the meat packing industry must be able to expand its plants and facilities in pace with the country's need for meat.

It means that production must be encouraged. The best way to do this is to let the economic laws of supply and demand operate freely.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

THE WORLD'S GREATEST SALESMEN WILL WORK FOR YOU — FOR NOTHING!



RIGHT OR LEFT —
RIGHT OR WRONG —
THEY MAKE NEWS REALLY HOT

BUY NEWS IN THIS ELECTION YEAR!

BUY NEWS IN THIS ELECTION YEAR ON ANY OF THESE GREAT STATIONS

Memo from
PETRY PROMOTION

TO: All Men - All Offices

FROM: Promotion

We are passing along the attached doodle by our Chicago Sales Manager not because it reflects his (or our!) political leanings but because it pretty well illustrates a terrifically timely and potent way of using Spot Radio.

EDWARD PETRY & CO., INC.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA*	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC*	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix	ABC
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the *TEXAS QUALITY NETWORK*

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EDWARD PETRY & CO., INC.

488 MADISON AVE., NEW YORK 22, N.Y. MU 8-0200

CHICAGO • LOS ANGELES • DETROIT
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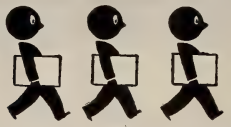
"HIATUS" pays dividends in the TOLEDO area

Why do national sponsors take a Vacation from SALES? Local sponsors for years have financed trips to Florida by snapping up your "HIATUS TIME" because they know that listening and sales pick up in the WSPD area during the summer months. Toledo is the heart of the Lake Erie Vacationland — all summer long transient dollars pour into local coffers. In Southern Michigan with its hundreds of lakes and thousands of vacationists — the blanketing Voice Of Radio is WSPD. This summer be wise — capitalize on WSPD's coverage in Vacationland . . . sell the pleasure spender the "Speedy Way" by keeping your "HIATUS TIME" on Ohio's Pioneer Station WSPD.

WSPD AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ



agency

WILLIAM J. GRIFFING and **NORMAN H. STROUSE** elected board of directors of J. Walter Thompson Co., N. Y. **JAMES CLARKSON Jr., HERBERT G. DRAKE, HENRY C. L. JOHNSO EDMUND C. RICE, EDWARD N. ROBINSON** and **HENRY M. JAC SON,** elected vice presidents.

EARL WENNERGREN appointed radio-TV director, MacGruder, Bak well, Kostka Inc., Denver.

ROLAND ISRAEL to Aitkin-Kynett Co., Phila., as account executiv

WALTER M. SWERTFAGER, vice president, director and member plans board, Lennen & Mitchell, N. Y., named chairman of executi committee of Lennen & Newell, same city [B•T, June 2].

SCHULTZ & ASSOC. Adv., Portland, changes to **SCHULTZ & BAILE** Co., headquartered at 1217 Southwest 19th St. **THOMAS N. BAILE** KPOJ Portland, purchased interest in agency which was owned by **ERN SCHULTZ.**

RUTH BURKE SAMMIS, copy director, *American Home* magazine, Grant Adv., N. Y. as publicity coordinator for Silex Co. account.



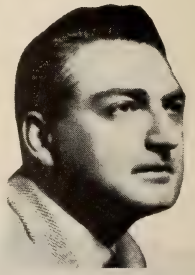
on all accounts

MARTIN STONE, president of Kagran Corp., New York, is perhaps one of the most distinguished men in the industry, and one to whom distinctions have come with a frequency rivaled only by the awards to his original creation, *Author Meets the Critics.*

Mr. Stone, a young man in his mid-thirties, and a muscular six feet, two inches, was graduated from St. Stephens College, Columbia U., a Phi Beta Kappa and *Sig Cum Laude.* He was an All-American soccer player in 1935.

Turning down the prospect of a Rhodes Scholarship, he matriculated at Yale Law School, where he captured scholarships his first three years. Upon graduating, he was selected to serve as law secretary to Chief Justice Irving Lehman of the New York Supreme Court.

It was while in Albany with Chief Justice Lehman that he first conceived *Author Meets the Critics.* The program later moved to New York. Its creator meanwhile moved to Washington in 1942 to become a legal aide to Secretary of State Edward R. Stettinius, working on the administration of lend lease. That year he enlisted in the Navy, where part of his assignment was to he on the legal aspects of Preside Roosevelt's speeches and messag



Mr. STONE

In 1946, upon his release fr the Navy, he returned to N York to become a partner in t law firm of Cohen, Bingham Stone. Meanwhile, *Author Me the Critics* had moved to WQ New York, and by 1947 had come a network show (NBC).

It was at that time that M Stone took leave of absence fr his law firm — o which has persist to the present day his radio and T successes have minated more a more of his time a energies.

Author was tak over by Gene Foods in a TV v sion (Sunday, 8 p. NBC-TV). Seve months later M Stone sold anot television progra *Americana,* to Fi stone Tire & Rub Co. (NBC-TV). the end of the sa year, he and E Smith began th fabulous *Howdy Doody* associati on NBC-TV.

By the following year, M Stone's properties also includ *Gulf Road Show* on televisi *Room 416* on radio, and *Somethi Ought To Be Done,* also on rad In addition to his radio and T

(Continued on page 95)

beat



GUY S. WARREN Jr., account executive, D. P. Brother & Co., Detroit, elected vice president in charge of general creative groups.

KENNETH HARRIS, radio-TV staff, W. B. Doner Co., Chicago, to Earle Ludgin & Co., same city, in merchandising department.

EARL LINES, W. W. Garrison Co., Chicago, to Casler, Hempstead & Hanford, that city, as vice president-account executive.

JOHN L. LANGHEIM, Guenther, Brown & Berne, Cincinnati, promoted to assistant treasurer.

J. T. DANIELS and **HARRY HILL** announce formation of **DANIELS & HILL Adv.**, Denver. Office is at 204 Enterprise Bldg.

AUDREY GILL, space and radio writer, Benton & Bowles, N. Y., to WNHC-AM-TV New Haven, Conn., as publicity director. She succeeds **JOSEPH ROBINSON**, appointed head of station's new merchandising division.

PAUL B. PHILLIPS, radio-TV director, Aitkin-Kynett Co., Phila., elected a director of board of governors of Television Assn., that city.

WALTER R. STONE, copy chief, Peterson & Kemper, N. Y., to copy staff, Morey, Humm & Johnstone, that city. **OSMOND T. BAXTER**, Remington Rand, to latter agency as copy and contact executive. **FRED LIDA** and **CHANDLER MESSIMER** to MH & J as production manager in Rockefeller Center office and sales promotion writer, respectively.

CLYDE D. CARDER, community relations staff, General Electric Co., and **WILLIAM J. STEVENSON** to public relations staff, Lewis & Gilman, Phila.

JAMES H. GILMOUR, director of personnel, Nestle Co., N. Y., to Dancer-Fitzgerald-Sample, that city, as assistant to president in charge of personnel and office management.

WILLIAM C. SCOTT named creative director of sales promotion, McCann-Erickson, Chicago.

MacMANUS, JOHN & ADAMS, L. A., moved to new headquarters at 6399 Wilshire Blvd. Telephone is Webster 3-9569.

WARD & WHEELOCK Co., Phila., elected to membership in American Assn. of Adv. Agencies.

CHARLES M. SWART, senior associate, Raymond Rich & Thomas Devine Assoc., N. Y., to public relations staff, Gray & Rogers, Phila.

RODERICK A. MITCHELL, program manager, WKRC-TV Cincinnati, to N. W. Ayer & Son, Chicago, in radio-TV department. **FRANCIS H. WATERS JR.**, assistant to president of Assn. of National Advertisers, to Ayer public relations staff in New York. **DIRK A. WATSON**, rejoins Ayer in time-buying department, after tour of duty with Navy.

LEE RICH, print supervisor of publication media, appointed assistant media director of Procter & Gamble group for Benton & Bowles, N. Y.

GORDON AGNEW, radio-TV consultant to Ben Sackheim Inc., N. Y., joins staff as radio and television director.

JACK O'MARA, head of research-promotion, John I. Edwards & Assoc., Hollywood, father of boy, Thomas Waldron.

GRANT Adv. opens offices in Montreal in Dominion Square Bldg. **CLAUDE GARNEAU** appointed French director there.

ROGER KENNEDY, art director, Walter McCreery Inc., Beverly Hills, cited by Los Angeles Art Directors Club in annual contest for stimulating new techniques in graphic arts.

WBIG
CBS
IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market.* there were 279,436 cars (Sept. 30, 1951†). The composite result of 4 spot checks in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.**

SOURCES:

* BMB Study No. 2

† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways

** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts

CBS Affiliate


THE PLUS NETWORK



WINTER'S TALE... with a year-round moral

What is so rare as a blazing hearth in June? A radio network scoring *gains* during the past winter, that's what. And why do we tell you this tale now? These gains can affect your selling plans any time in the year, that's why.

All last winter (November-March, including latest Nielsen reports) an *increasing* share of the total radio audience was tuned to Mutual... an *8% larger* share than in the same months a year ago. And Mutual has the *largest gain* in share of audience among all radio networks.

During these same heart-warming months, advertisers were steadily *adding* investments in Mutual time... *15% more* than a year ago. And Mutual has the *largest gain* in advertiser billings among all radio networks.

Naturally, it takes a full supply of seasoned advantages to keep these unique plusses going... advantages like the world's-largest-network pattern of the most stations in the most markets (nearly double anybody else's).

And because *all* these advantages are stacked and ready for immediate use, we welcome you to a chair beside the PLUS fireplace *now*—to plan for any kind of sales weather to come.

the MUTUAL network of 550 affiliates



and enjoy the scenery. WGST stays on the job in the busy Atlanta Market selling your merchandise to its big loyal audience. We've been here for 28 years and offer you complete know-how to gain additional sales and distribution in the key outlets. Backed by top net and local shows plus an aggressive merchandising plan we present you the key to Atlanta. Contact WGST or our national reps now—then RELAX.



new business



Spot • • •

THYOQUENT Co., Binghamton, N. Y. (skin solution), sponsoring spots and 10 and 15 minute programs in markets where company previously used TV. Contract is for 13 weeks. Agency: Fred C. Zusi, Clifton, N. J.

MOHAWK CARPET MILLS Inc., Amsterdam, N. Y., to sponsor national radio-TV spot campaign beginning in mid-September. One minute announcements and chain breaks will be used. Agency: Maxon Inc., N. Y.

PONTIAC DEALERS CLUB OF SOUTHERN CALIF., L.A., started intensive spot campaign on KMPC, KLAC and KFWB, all Hollywood, for 13 weeks from June 2. Agency: McManus, John & Adams, L. A.

WESTINGHOUSE Corp., L. A. (TV sets), started concentrated spot announcement campaign on KECA KFAC KFI that city, KLAC KNX KMPC KFWB KHJ Hollywood and KXLA Pasadena, for six weeks from June 9. Agency: Irwin Co. Inc., Beverly Hills.

Network • • •

DEEPFREEZE APPLIANCE DIV., Motor Products Corp., Chicago, signs Gabriel Heatter, news commentator, on MBS Thurs., 7:30 p.m. EDT for 52 weeks effective June 26. Agency: Roche, Williams & Cleary, Chicago.

LURR PRODUCTS Corp., L. A. (insecticide), sponsoring *The Answer Man* on Don Lee-Mutual network and *Jack Owens Show* on CBS Radio Pacific Coast network effective today (Monday). Agency: Rand Adv., L.A.

SIMMONS Co., N. Y. (sofas, beds, mattresses), to sponsor *It's News to Me*, news panel show, on CBS-TV alternate Fridays effective Oct. 3. Agency: Young & Rubicam, N. Y.

HAZEL BISHOP Inc., N. Y. (lipstick), to sponsor portion of *All Star Revue*, NBC-TV Sat., 8-9 p.m. EDT for last three weeks of season effective fortnight ago. Agency: Raymond Spector Co., N. Y.

TEXAS Co., N. Y., renews sponsorship of *Texaco Star Theatre*, Sept. 16, for three out of every four weeks on NBC-TV in 63 cities, Tues., 8-9 p.m. Agency: Kudner Agency, N. Y.

MUTUAL BENEFIT HEALTH & ACCIDENT Assn. of Omaha extends sponsorship of *On the Line With Bob Considine* on NBC-TV 9:45 p.m. CT for 13 weeks from Oct. 28. Agency: Bozell & Jacobs, Chicago.

Agency Appointments • • •

ZENITH RADIO Corp., Chicago, appoints Young & Rubicam, N. Y., for TV and radio products.

LADY'S CHOICE FOODS, L. A. (grocery products), names Milton Weinberg Adv. Co., that city. Campaign starting immediately for firm's powdered bleach using radio-TV.

AMBROSE & Co., Denver (Ambrose 7-11 wine), names Bill Bonsib Adv., that city. Radio-TV campaign starts this fall.

SINGER SEWING MACHINE Co., appoints McCann-Erickson, Lima, Peru, to handle advertising in that country. Radio will be used.

JAYVEE BRAND Inc., Portland (mfrs. infant wear), names Don Dawson Co., that city.

MERRICK MEDICINE Co., Waco, Tex. (Percy medicine), names Street & Finney, N. Y.

JAMISON BEDDING Inc., Nashville, and **HOLTHOUSE & HARTUP Inc.**, Waynesboro, Tenn. (tool handles), appoint Noble-Dury & Assoc., Nashville. Radio and TV will be used.

CHUN KING ORIENTAL AMERICAN FOODS, Duluth and **HOUSE**

(Continued on page 94)

RADIO **WCAU** TELEVISION • PHILADELPHIA

Scores Grand Slam in Annual Radio and T.V. Awards

Variety Showmanagement Award

FOR ORIGINATION OF NETWORK TV SHOWS—"WCAU-TV's recent addition of its fifth and sixth network originations has virtually given the station exclusive property rights to CBS-TV's Sunday daytime schedule."

George Foster Peabody Award

FOR "WHAT IN THE WORLD"—"For the stimulating manner in which it brings noted scholars to the television screen for a delightfully entertaining and informal display of their learning—a superb blending of the academic and the entertaining."

Ohio State Institute for Education by Radio

FOR "FREEDOM REVISITED"—"For a humble and sincere reiteration of principles of positive Americanism that can be utilized as a daily creed; and for the permanence of auto-impulsion on the individual that a thirty-minute radio program can make."

Alfred I. du Pont Awards Foundation

FOR PUBLIC SERVICE RADIO AND TELEVISION PROGRAMMING—"To Stations WCAU and WCAU-TV, for outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and the communities served by it."

Ohio State Institute for Education by Television

FOR "BIG TOP"—"Honorable mention for wholesome entertainment for children at home and skill in capturing the flavor of the circus, a great American tradition."

Freedom's Foundation Award

FOR "FREEDOM REVISITED"—"To WCAU for its public service radio series representing six radio pilgrimages to the shrines of liberty in the Philadelphia area and reconstructing the epic history of the parts they played in the creation of a free America."

This is the third award from Freedom's Foundation in three years.

General Federation of Women's Clubs

FOR "BIG TOP"—A poll of 11,000,000 members of the General Federation of Women's Clubs voted "Big Top" top honors in television programs for children.

No other station in America has EVER won all these important awards in a single year

RADIO **WCAU** TELEVISION

The Philadelphia Bulletin Stations • CBS affiliate

Represented by CBS Radio Spot Sales and CBS Television Spot Sales

"Operation Heat Wave"



The hottest thing in town these days, outside of Washington's famous summer weather, is WRC's "OPERATION HEAT WAVE." For the first time, WRC is affording its advertisers a chance to make the heat pay off. . . .

If you're selling a seasonal product that moves best when the sun is hottest, here's your chance to buy radio spots in Washington on those "fair and warmer" days only—and save and save in the bargain.

WHEN: From May 25 through September 25.

WHAT: 20-second station breaks.

WHO: Seasonal hot weather products *only*, such as fans, bathing suits and sun tan lotion. (Products subject to WRC acceptance).

COST: It's lower than you think!

For complete details on how to stretch your radio dollars in the Washington market during the summer months, contact the New York office of NBC Spot Sales or the WRC Sales Department.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

RADIO and television teamed up with point-of-sale advertising in Southern California to produce an outstanding promotion in the brewing industry.

Covering a six-week period, Maier Brewing Co., Los Angeles, on behalf of Brew 102 beer, in a wrestler-popularity contest set up by John I. Edwards & Assoc., agency servicing the account, tallied 2,852,842 votes cast at the point-of-sale.

Inviting the public to vote for "King 102, America's Perfect Wrestler," the firm utilized about 15% of its regular weekly spot announcement schedules on KNX and KMPC Hollywood. Also used was part of the 15-minute "cushion" segment on *102 Theatre* and dressing room interviews on *Monday Night Wrestling*, both on KTTV (TV) Hollywood. This tied in with the brewing company's long time sponsorship of telecast wrestling.

Twelve wrestlers, nominated by a committee of Los Angeles radio-TV and sports editors, vied for the honor. They appeared on Brew 102 TV programs and electioneered for themselves by personal appearances. This radio-television promotion was backed up with 500 seven-sheet posters in addition to mentions in the local trade papers.

Voting took place at more than 10,000 ballot-box display units installed at Brew 102 dealer stores during the campaign. Maier Brewing Co. found it necessary to triple its original printing order for ballots, according to Jack O'Mara, promotion director for the advertising agency.



Homage is paid to "King 102" (l) (grappler Lou Thesz) by (l to r) Ed (Strangler) Lewis, former wrestling champion and now Mr. Thesz' manager; Richard A. Moore, KTTV vice president and general manager; Mr. Edwards, and George M. Stout, president of Maier Brewing.

* * *

The campaign was climaxed with coronation of Lou Thesz as "King 102" on the May 12 *Monday Night Wrestling* telecast.

Although disclosing no figures or percentages, 97% of the Brew 102 salesmen and distributors surveyed declared the promotion definitely helped them sell more beer during that period than they would normally have merchandised. The radio-television campaign was described as "conclusive evidence of both media's selling powers."

strictly business



RALPH C. KELLEY

ALTHOUGH television has made inroads into nighttime radio spot business, "there will always be a good demand for daytime spot," according to Ralph Clark Kelley, vice president of the Walker Co., station representative firm, and manager of its midwest office.

Mr. Kelley believes also that a rate adjustment similar to that made by stations and networks on time costs will take place with spot when new television stations span the country in the next few years. For now, however, he says the traditional summer hiatus "doesn't seem to be materializing." Midwest agencies are busily buying spot for fall, seasonal and special campaigns, he reports, in contrast

(Continued on page 62)

KLX

LEADS ALL OAKLAND-SAN FRANCISCO *INDEPENDENT* Radio Stations

9 OUT OF 12 Hooper Periods!

Hooper Share of Audience, May through September, Oakland

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by BURN-SMITH., INC.

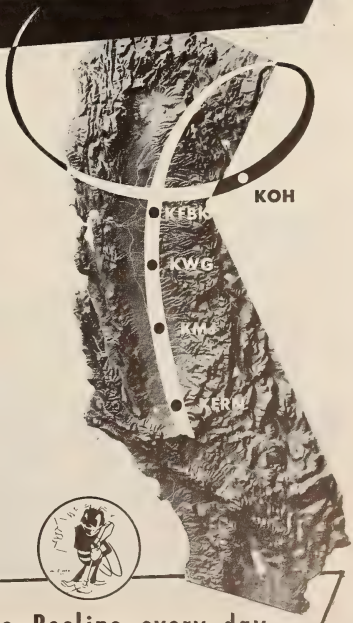
To sell Cereal to inland Californians

(and western Nevadans)





. . . Be on the Beeline



Cereal or soap, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More audience than the *eleven* other leading local stations needed to cover inland California and western Nevada. **(BMB State Area Report)**

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. **(BMB and Standard Rate & Data)**

Ask Raymer for the full story on this 3-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

Affiliated with Inland California's 3 Leading Papers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

Same Boat

EDITOR:

I just want to tell you how much I appreciate your interest in giving so much attention in the current issue [June 9] to the talk I made in Hartford.

It encourages us all to know of the importance you attach to this subject too. In my judgment we can't emphasize too often that we are all in it together whenever the freedom of expression is attacked from any source.

Eric Johnston
President
Motion Picture Assn.
of America Inc.
Washington, D. C.

[EDITOR'S NOTE: In his speech, Mr. Johnston pointed out how vigorously the motion picture industry was fighting censorship and asked that all media of information join in the fight.]

open mike



Fudd & Friends

EDITOR:

Congratulations on your initiative in the Eustace T. Fudd promotion.

The whole radio industry should bless you for this one.

D. L. Provost
V. P. & Gen. Mgr.
Radio-TV Div.
The Hearst Corp.
Baltimore

* * *

EDITOR:

Today I received the promotional copy of B•T built around a number of success stories. If possible I would like to have 50 copies of this. Please bill me for them. . . .

Curtis O. Liles
Pres. & Gen. Mgr.
WMLS Sylacauga, Ala.

* * *

EDITOR:

YOUR LATEST REPRINT "RADIO IS NO DAMN GOOD" WONDERFUL. CAN WE HAVE 100 REPRINTS.

ODES E. ROBINSON
PRES.
WVMI BILOXI, MISS.

* * *

EDITOR:

ARE EXTRA COPIES OF "BUSINESSES BUILT BY RADIO" MAILING PIECES AVAILABLE? WE NEED 50.

JAMES H. FIRMIN
GEN. MGR.
WMOK METROPOLIS, ILL.

* * *

EDITOR:

. . . I could use 12 of these t very good advantage. . . .

Arthur J. Barry
Pres.
WEOK Poughkeepsie, N. Y

[EDITOR'S NOTE: The readers abov are referring to a brochure reprintin B-T stories of wide-awake merchant who, unlike the mythical and misan thropic grocer, Eustace T. Fudd ("radi is no damn good"), have built profit able businesses by the use of radio ad vertising. The brochure is available a the following rates: single copy, 35c 25 copies, $7.50; 50 copies, $15; 7 copies, $20; 100 copies, $25. Plu postage.]

* * *

Who's on First?

EDITOR:

I was extremely interested i WNAX's [Yankton, S. D.] pag [advertisement] in the May 2 issue of BROADCASTING • TELECASTING. The copy described the firs radio broadcasting accepted by th Library of Congress, the WNA documentary on the Missouri floo I want to extend congratulation to WNAX on the thought, but think we will have to change th claim on the first broadcast to b deposited in the Congressiona Library. On Sept. 11, 1946, KXO deposited with the Library th program, "Taps for J. B.", a docu mentary of historic old Jefferso Barracks which was abandoned a an army post.

So we'll put in our claim as th first, but maybe someone ha beaten us.

Bruce Barrington
News Director
KXOK St. Louis

* * *

Better to Give

EDITOR:

. . . About a week ago I ap proached the branch manager of company for a prize of real qualit which I intended to use in a contes in our WFBR "Family Day." H said the company had decide against *give-aways*. This expres sion made me think back to las year when WFBR plugged h product in every local program o a rotating basis for a month an a half. In addition to this hi prize was pictured on the fron page of a Baltimore weekly an identified—space you can't buy The question in my mind is *wh gives what away?* . . .

I think it's about time that radi did something to take the stigm of *give-away* off the necks of pro motion people . . .

There are some real problems i this phase of radio showmanshi and in TV also, I guess. I'll settl for anything that will make manu facturers realize that radio tim is worth something and that the aren't a lot of Santa Clauses wh *give away* . . .

Bill Roche
WFBR Baltimore

consistent

PERFORMANCE

IN THE RICH FLINT MARKET



For thirty years, WFDF has been doing a consistent selling job for hundreds of local and national advertisers. Through those thirty years, WFDF has grown in both size and effectiveness—it is the No. 1 radio station in the rich ($315,840,000 retail sales last year) Flint market. Follow the lead of over 600 Flint merchants—SELL your product over Flint's FIRST station—WFDF.

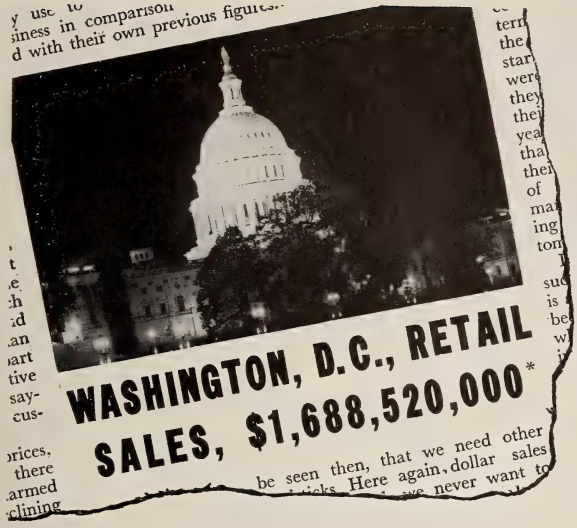
WFDF FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY • 910 KILOCYCLES

OUR 31st YEAR!

Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville.

REPRESENTED BY THE KATZ AGENCY



RETAIL SALES to WOAI LISTENERS..

$2,137,708,000*

Folks in our nation's capital are pretty well known for spending money — Here in the Southwest, listeners to 50,000 watt clear channel WOAI spend more money for products over sales counters than do those people who live in Washington, D. C.

OUR POINT IS —

WOAI serves one of the nation's LEADING MARKETS

AND —

WOAI is its MOST POWERFUL advertising influence!

BUY WOAI

*Copr. 1951 Sales Management Survey of Buying Power; further reproduction not licensed.

NBC TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES
ST. LOUIS • DALLAS • SAN FRANCISCO • DETROIT

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

30 Years of Growing

WDEL

AM · FM · TV

WILMINGTON, DELAWARE

1952 marks for WDEL, three decades of broadcast operation—thirty years of growing with the many vigorous, expanding communities in its listening and viewing area.

Established in 1922, WDEL was Delaware's first station. In 1947, it broadened its services to bring frequency modulation to its listeners. And three years ago, in 1949, it pioneered the State's first television station. Today, WDEL is Delaware's only three-way broadcast operation.

On the occasion of its thirtieth birthday, WDEL restates its past and future plans and philosophy of operation. These are to improve constantly its programming and technical facilities and to serve always the best interests of the people in its area — listeners, viewers and advertisers.

WDEL
AM • FM • TV
A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

BROADCASTING

Vol. 42, No. 24 JUNE 16, 1952

THE RADIO NETWORKS' CRISIS AND CURES

By EDWIN H. JAMES

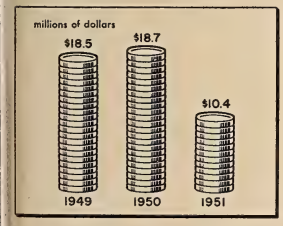
"CRISIS" is a word that no businessman likes to have applied to his business.

In its common connotation, "crisis" is an unpleasant word, full of anxiety, frequently of fear.

But the word has other meanings. To a doctor it represents a time of anxiousness, but not anxiety, a moment anticipated and prepared for. The doctor scientifically analyzes the reasons for the expected crisis and sets out a careful plan to survive it.

One big element in the U. S. radio business has been in a crisis for more than a year, without a doctor in attendance, or at least without a doctor who could prescribe and treat at will. By last week it had become apparent that the nationwide radio networks cannot survive the crisis without receiving competent and perhaps drastic medication soon.

An indication of the patients' condition may be shown thus:



In some ways, this graphic representation is deceptively favorable. The stacks of dollars above stand for total income (before federal income tax) of the nationwide radio networks and their 18 owned and operated stations. Take out the income that could properly be attributed to the owned and operated stations, and you have little or nothing left.

The truth is that by the most conservative accounts the networks

(Continued on page 64)

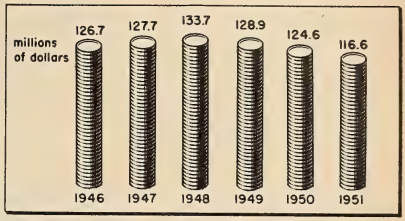
TV Allocations Attacked In Court; Five Appeals Filed

See Page 73

TOTAL RADIO NETWORK TIME SALES TAKE A HEADER

Net time sales (before agency and other commissions) of the four nationwide radio networks rose after World War II to $133.7 million peak in 1948. Then television came along. Last year radio network sales were down to $116.6 million.*

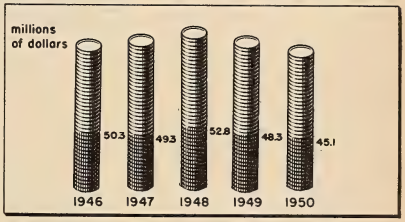
*** Source: FCC for all years save 1951 which is B•T estimate.**



AFFILIATES' REVENUE FROM NETWORKS FOLLOWS SUIT

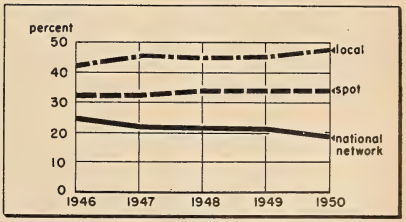
In general total revenue accruing to all affiliated stations from time sales by the major radio networks has followed the patterns of total network sales: $50.3 million in 1946; $49.3 million in 1947; $52.8 million in 1948; $48.3 million in 1949; $45.1 million in 1950.*

*** No figures available for 1951.**



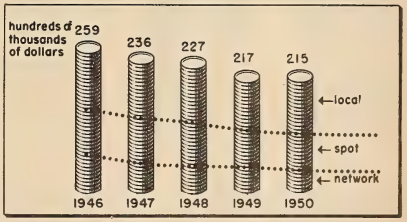
FOR ALL STATIONS SPOT HOLDS OWN, LOCAL RISES

The revenues received by network affiliates from network, spot and local time sales have been changing in relationship. Network business provided 24.5% of all revenues received in these three categories in 1946, only 18.6% in 1950. The proportion of spot has risen slightly. Local now provides almost half—48.1%—of money taken in from these three kinds of sales.



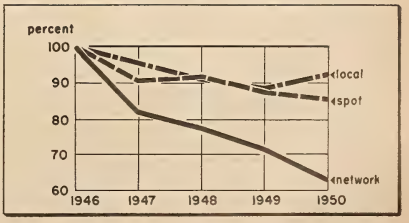
BUT MORE STATIONS MEAN LESS REVENUE FOR EACH

Since 1946, the number of major radio network affiliates included in FCC reports has increased from 791 to 1,130. More stations have been cutting up the pie into pieces of decreasing size. Chart at right shows total revenue for *average* affiliate from network, spot and local time sales and proportions obtained from each of the three categories.



AVERAGE AFFILIATE GROSSES LESS NOW THAN IN '46

Using 1946 as base year (100%), chart at right shows how increase in number of affiliates has meant decrease in revenue for each. For average affiliate, network revenue in 1950 was only 62.8% of the 1946 level; spot revenue was down to 85.8% of 1946; local down to 92.0%.



WEED RE-ALIGNS

Radio and TV Separated

SEPARATION of the radio and television operations of Weed & Co., station representation firm, was announced last week following the establishment of Weed Television in new offices at 501 Madison Ave., New York, under the direction of Peter B. James.

Weed & Co. will handle radio representation, continuing under the managership of Jerry Lyons, while Weed Television concentrates on representation of TV stations. Joseph J. Weed, owner, will continue to maintain overall supervision of both radio and television divisions. Weed & Co.'s New York offices are at 350 Madison Ave.

The new Weed Television organization was described by Mr. Weed as a completely separate organization, fully staffed with sales, service, merchandising, research, and promotion personnel and designed to serve station clients in all phases of TV representation. Among its services, aside from regular sales activities, is assistance to clients in the preparation of FCC applications for new or changed television facilities.

Clients include WBKB (TV) Chicago, WATV (TV) Newark-New York, WJAR-TV Providence, and WOI-TV Ames, Iowa.

Mr. James, who has been manager of Weed & Co.'s television department since its founding in February 1948, meanwhile announced the appointment of two new account executives of Weed Television: Ray Stone, formerly assistant manager of the CBS-TV Network sales service department, and Joseph Miller, who has been associated with the RCA Victor Film Recording Div., Ross Television Reports, and American Film Producers.

For 10 years before World War II, Mr. James was divisional manager of the Kellogg (cereals) Sales Co. in northern New England.



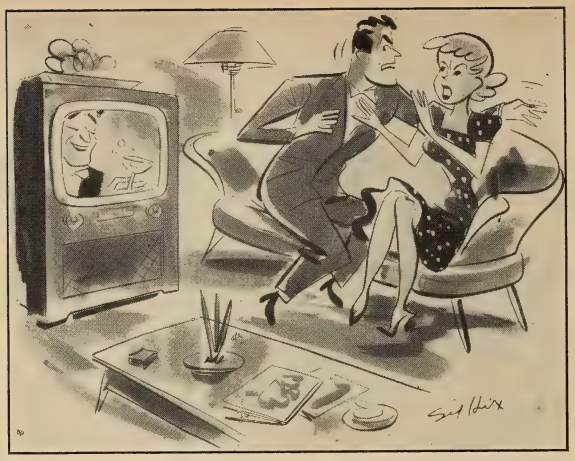
Mr. James



Mr. Weed

Grants WCAR Move

MOVE of the transmitter site of WCAR Pontiac, Mich., to Detroit was authorized by the FCC last week. The Commission authorized modification of a construction permit which it earlier granted to WCAR for change of studio location to Detroit and for change in operating assignment from 1 kw daytime on 1130 kc to 50 kw day, 10 kw night, on that frequency, using a directional antenna. Comr. E. M. Webster voted for hearing on the modification.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Why, Jim! . . . can't you see the Continental is looking."

GENERAL MILLS

Buys Additional Hours On ABC Radio

GENERAL MILLS last week signed for 3¾ additional hours a week on ABC radio, which coincidentally is planning a major realignment of its afternoon program format with western music slated for the 2:35-4:30 p.m. period [B•T, May 26].

The contract with General Mills called for five half-hours a week (4-4:30 p.m. Mon.-Fri.) plus five quarter-hours (12:30-45 p.m., Mon-Fri.). Cal Tinney tentatively is slated for one of the across-the-board series, and a hillbilly musical group featuring Tennessee Ernie for the other, although exact details had not been worked out.

The 4-4:30 series is slated to start June 30 and will be carried on 274 stations; the 12:30-45 programs will begin on the same date on 165 stations, which will be increased to 172 on Sept. 1. Sale of the half-hours was handled through Dancer-Fitzgerald-Sample, Chicago, and the quarter-hours through Knox Reeves, Minneapolis.

The swing to hillbilly programming in the mid-afternoon block, occasioned in part by recent sponsor cancellations of serials in that segment, will install a sustaining western program with Tennessee Ernie as m.c. in the 2:35-4 p.m. period, after which the General Mills program—probably featuring Cal Tinney—will extend the block to 4:30.

The 12:30-45 p.m. General Mills program, to be broadcast over a substantially smaller number of scattered stations, also will add a rural flavor, according to present plans. The change in format for both the 12:30-45 and the 2:35-4:30 periods goes into effect June 30, when General Mills sponsorship of the additional period begins.

The amount of billings involved in the new General Mills purchase was not disclosed. Some of it represented funds formerly budgeted on Liberty Broadcasting System programs, before LBS ceased operations.

Charles T. Ayres, ABC vice president for the radio network, meanwhile announced that *Silver Eagle* had been renewed for another 52 weeks, over the full radio network. The renewal was through Knox Reeves.

General Mills meanwhile renewed its *Whispering Streets* on ABC radio (Mon-Fri., 10:25-45 a.m.) for 52 weeks, giving the network another strong boost (see story page 25). General Mills also sponsors two other ABC radio shows: *Lone Ranger* (Mon., Wed., and Fri., 7:30-8 p.m.) and *Silver Eagle* (Tues. and Thurs., 7:30-8 p.m.).

COX ELECTED

Pres. of KGW Licensee

H QUENTON COX has been elected president of Pioneer Broadcasters Inc., operating KGW Portland, Ore. He will continue as general manager of the station. He previously had been assistant treasurer.



Mr. Cox

Mr. Cox joined KGW in 1936. His promotion occurs as control of Pioneer Broadcasters Inc. passes from Mrs. Mitzi E. Newhouse to her son, S. I. Newhouse Jr., now in the Army. Mr. Newhouse, a vice president, will participate in management of KGW's TV project when he leaves the service. His brother, Donald, is also a vice president. Charles Goldman, New York attorney, joins the Pioneer board.

SCRIPPS FIRM

Formed with Foss, Duschinsky

NEW telecommunications consulting firm, William J. Scripps Assoc., was formed last week with offices in Washington, New York and at Birmingham, Mich., a suburb of Detroit. Principals are Mr. Scripps, founder and operator of WWJ-AM-TV Detroit; William L. Foss, head of the engineering consulting firm bearing his name, and Walter Duschinsky, planning consultant who has been an adviser to The United Nations.



Mr. Scripps

Serving both civil and military interests in the United States and foreign countries, the firm announces it will provide a complete television service for prospective applicants, including market studies, architecture, engineering, purchase of equipment and legal activities.



Mr. Foss

Mr. Scripps said the consulting service will cover all phases of station planning and management, including programming. He plans to spend most of his time with the firm although he will retain his directorship in the Evening News Assn., operating WWJ and WWJ-TV. He has been in radio over three decades, starting voice broadcasts in August 1920, with call letters 8CS and 8MK, which soon became WWJ.

For some time Mr. Scripps has been active in the Crusade for Freedom movement, as co-chairman with Henry Ford II. Last year he directed the launching of propaganda balloons into Iron Curtain countries. He has submitted to the government a plan for a Friendship Balloon Lift, in which tangible items such as cigarettes would be flown behind the Iron Curtain.

Joins Father's Firm

BEN C. FISHER, son of Ben S. Fisher, partner in the Washington radio law firm of Fisher, Wayland Duvall & Southmayd, has joined his father's office, it was announced last week. The younger Mr. Fisher is a graduate of Harvard Law School, 1951, where he was director of legal research for the *Harvard Law Review*. During the past year he has been clerk to Justice Learned Hand of the U. S. Court of Appeals, New York. The younger Mr. Fisher received his B.A. in 1948 from the U. of Illinois. He is a Phi Beta Kappa.

NEW SWING TO SPOT

In Radio, TV Budgets

By FLORENCE SMALL

IN A DRAMATIC departure in programming at least five national advertisers have almost simultaneously decided to drop their fall network television shows. They will channel their budgets into radio-TV spot campaigns exclusively. In addition, a sixth advertiser is withdrawing its television spot schedule and diverting its money to local radio this summer.

Those were the major findings of a BROADCASTING • TELECASTING spot check in a week which saw the following actions: (1) ABC captured two new radio advertisers and two in TV while recording two renewals in TV; (2) NBC-TV acquired two new shows and NBC one radio show; (3) CBS Radio came up with a new advertiser, and (4) MBS signed another in radio.

The dominating news was the diversion from network TV to spot. Several reasons were being advanced privately by agencies and advertisers for the development. In sum, the conclusions seemed to be that (1) the studied placing of campaigns on a regional basis prevented duplication which occurred when both a network and a spot schedule were used, and (2) the spot method reached a specific market with precisely the required impact. Elaborating on the latter, they said the high cost of network TV gave emphasis to the fact that spot coverage does not commit them to 39 weeks but can be used seasonably and generally can be increased or decreased quickly.

Reasons Advanced

Mennen & Co., New York, one of the spot devotees, has dropped sponsorship of *Twenty Questions* on DuMont TV and is expanding its early-morning radio program schedule. Mennen has been using 10 and 15-minute news shows in early morning time, 7-9 a.m., in about 60 markets on a 52-week contract basis. Effective July 1 the firm will expand the use of the 10 and 15-minute local news shows to at least 90 markets. Mennen was one of the first national advertisers to use early-morning radio schedules. Kenyon & Eckhardt, New York is the agency.

Another advertiser riding the new trend is Lambert Pharmacal Co. (Listerine), which drops its television program (Sammy Kaye on CBS-TV, Sat., 7-7:30 p.m.) to put the money into TV spots, starting in the fall. Agency is Lambert & Feasley, New York. Phillips Petroleum Co. (Phillips 66), Bartlesville, Okla., meanwhile drops its radio program *(Rex Allen Show* on 67 CBS Radio stations, Mon., 10:30-45 p.m.) to sponsor local TV programs in 17 markets. In addition the company is adding at least a dozen radio markets for quarter-hour programs as proper availabilities open. The present radio schedule includes 30 programs, half-hour once a week, and as many quarter-hour shows, across-the-board in markets across the country.

Snow Crop Frozen Foods, New York, which has dropped sponsorship of *All-Star Revue*, Saturday on NBC-TV, will put its television money into radio and TV saturation spot campaigns. The firm is currently realigning its budget and expects to use six or eight-week penetration spot campaigns in markets across the country for all of its products. Maxon Inc., New York, is the agency.

General Foods (Jell-O), which sponsored a half-hour show, *Mr. Bobbin*, on NBC-TV last fall, will use part of its TV budget in a radio and TV spot campaign starting July 1 and running through the summer. In the fall, however, Jell-O is expected to return to a combination radio-TV network program if the proper personality show can be negotiated. Young & Rubicam, New York, is the agency.

Mohawk Carpets is another national advertiser turning to a saturation TV-radio spot campaign this fall. It will start in mid-September, employing one-minute announcements and chain breaks through Maxon Inc., New York (see NEW BUSINESS, page 18).

In possibly the most unusual move of all, Thyoquent (a skin solution), Binghamton, N. Y., which has used spot television for the past two years in 10 markets, is cancelling its TV schedule and putting a reduced budget into radio, using spots and 10 and 15-minute programs in exactly the same markets it previously reached in TV. Contracts start almost immediately and will run for 13 weeks (see NEW BUSINESS, page 18). Advertiser is clearly attempting to use radio to hold markets already gained from TV. Fred C. Zusi, Clifton, N. J. is the agency.

Packard Considering

On another front, Packard cars, which was one of the major advertisers using a half-hour show on a regional basis last season—*Rebound*—has not renewed the series but is currently considering both radio and television, and is looking into markets and costs. A decision is expected early in July. Maxon Inc. is the agency.

Business signed by the networks, meanwhile, included:

Sterling Drug Inc., effective July 7 will launch sponsorship of *My True Story* on ABC radio (Mon.-Fri., 10-10:25 a.m.). Agency: Dancer-Fitzgerald-Sample, New York.

New TV sponsors on ABC-TV are Frank H. Fleer Corp., Philadelphia, underwriting *Pud's Prize Party* (Sat., 11:30-45 a.m.) starting June 21, and American Chicle Co., which has acquired *A Date With Judy* (Thurs., 8-8:30 p.m.). The agency for Fleer is Lewis & Gilman, Philadelphia, and that for American Chicle, Dancer-Fitzgerald-Sample, New York.

ABC-TV renewals include the Billy Graham Evangelistic Assn. for *Hour of Decision* (Sun., 10-10:15 p.m.) through Walter F. Bennett & Co., Chicago, and Canada Dry ginger ale for its portion of *Super Circus* (Sun., 5-6 p.m.) through J. M. Mathes Inc., New York. In addition General Mills signed for five quarter-hours and five half-hours per week on ABC Radio, effective June 30 (see story page 24).

New programs and sponsors on NBC include RCA Victor's sponsorship of the *Meredith Willson Show* (Sun., 8-8:30 p.m., NBC radio), which already is under way, and *Curtain Call* (Fri., 8-8:30 p.m., NBC-TV), which starts June 20, plus a half-hour version of *Kukla, Fran & Ollie* on NBC-TV on alternate Sunday evenings, starting this fall.

Also on NBC, Pepsi-Cola acquired Tuesday and Thursday quarter-hour segments with *Short Short Story* (7:15-30 p.m.).

NBC-TV also announced that R. J. Reynolds Tobacco Co.'s *Camel News Caravan* will go coast-to-coast starting June 30 when KNBH (TV) Los Angeles, KRON-TV San Francisco and KDYL-TV Salt Lake City join 39 other TV stations carrying the program. Seven southwestern stations will carry the show starting July 1, and KING-TV Seattle may be added July 7. Show has been sponsored by Camel via William Esty & Co. for the past four years.

CBS Radio meanwhile signed Sonotone Corp., Elmsford, N. Y., (Kudner Agency) to underwrite a segment of the Arthur Godfrey morning show [B•T, June 9].

Mutual reported that the deep freeze appliance division of Motor Products Corp., North Chicago, Ill., had signed Gabriel Heatter to a 52-week contract for Thursday night newscasts (7:30 p.m.) starting June 26. Roche, Williams & Cleary, Chicago, is the agency (see NEW BUSINESS, page 18).

RYAN WANTS VALUE

For 'Free Plugs'

THE PROBLEM of the "free plug" and its vast potential for depriving radio and television of legitimate advertising revenue [B•T, June 9] was taken up last week by BAB President William B. Ryan, who recommended that broadcasters permit it only when there is "value received."

At the same time, in recognition of the magnitude of the question, BAB solicited the opinions of broadcasters "on all phases of this problem." (See editorial, page 56.)

The "free plug," which in its more unpalatable forms has aggravated members of the NBC Stations' Planning and Advisory Committee into demanding that NBC-TV take affirmative action [B•T, May 5], is an on-the-air mention of the name of a company, product, service, or person not connected with the company sponsoring the program. In television, where the problem appears to be increasing, display of a brand name or a brand-name product can be an even more effective "plug" than aural mention of the name.

The president of radio's BAB suggested the following as probably the most enlightened policy for a broadcaster to follow with respect to acceptance or rejection of planned plugs:

"When you give a plug, make sure it's given for value received *by the station* or *network* and that it's not a giveaway or plug to an otherwise qualified advertiser or to a promoter or client who is making money on your free time."

In other words: Get an equitable return for each plug, or don't give it.

Mr. Ryan conceded that the "sneak plug" may be slipped in ad lib, with the broadcaster having no opportunity to eliminate it in advance. These plugs, it has been shown, result almost invariably in "gifts" to the persons who slip them in, whether the reward is offered in advance or not.

The BAB chief felt, however, that the big appeal of the reward to the writer, performer, producer, etc., lies not in its monetary value, but in "the idea of getting something for free." More than that, he said, the person "who could afford to buy" is probably the most vulnerable to the attraction of "for free" items. Mr. Ryan explained:

"A special greeting at the door by Pierre and a big dinner for the entire party . . . a big, big box of sweets addressed to Mrs. Writer, Producer, Commentator or Comedian . . . a weekend at Broiling Sulphur Springs . . . a delicious ready-to-eat, melt-in-your-mouth ham . . . a waterproof, drop-on-the-concrete-proof 21-jewel watch — these are the tools of the 'free plugger.'

"If we can inculcate a sense of values and ethics in the people who are tempted by these things, then we will have resolved most of the 'for-free' problems."

He added: "BAB would like to hear broadcasters' opinions on all phases of this problem."

It is a subject, Mr. Ryan asserted, on which BAB received frequent complaints.

Some queries, he reported, deal with a different sort of "plug"—the requests, for example of a great number of industries, individually, for radio stations' observance of a "national" day or week paying tribute to whatever industry is making the request.

Very often, he said, the industries making such requests emphasize pointedly that stations are obligated to do this sort of thing from a purely public service standpoint. BAB's advice, when it's asked for, is for the station to schedule such a "day"—but to sell time in connection with it.

NEW SURVEY SHOWS RADIO'S BIGNESS

LAST Oct 1, BROADCASTING • TELECASTING published a survey which caused wide comment because it proved that more people were listening to the radio in Louisville, a city with two big and energetic television stations, than ever listened before TV came to town. Here's a second survey by the same researcher, Dr. Raymond A. Kemper, professor at the U. of Louisville and head of Raymond A. Kemper Assoc., market research firm. Between June 1951, when the first Kemper study was made, and March 1952, the time of his new one, television ownership in Louisville has increased from 37% to 57%. What has happened to radio in that interval?

- Radio set ownership has increased by .56 sets-per-family.
- Portable sets now constitute 15.8% of all AM sets whereas a year ago the proportion of portables to others was only 4.8%.
- Non-portables added since the first survey have without exception been installed in places where television is not usually found—kitchens, bedrooms, etc.
- In a typical week, some 1,150,100 adult-hours are spent in listening to auto radios in Louisville.

It all adds up to the fact that though radio listening patterns are changing (the audience is moving out of the living room to other places that TV doesn't reach), radio is still big and apparently is getting bigger.

By DR. RAYMOND A. KEMPER

LAST JUNE, when we first researched Louisville's 60-mile-market, we concluded: "More people are listening to radio over more sets in 'Louisville Market' homes and automobiles, than ever before." During March of this year, we went back to a majority of the households in the original cross-section to evaluate changes and trends in the market picture. And, again, we can reach but one conclusion: Louisville radio is BIG, and it seems to be getting even bigger, despite an amazing increase in TV-ownership throughout the market!

For example, when we projected the results obtained in March to the estimated population of 315,000 households in the 60-mile-market, we found. . . .

- There are now approximately *897,750 AM sets* (including, *620,550 non-portable* receivers, *141,750 portable sets* and *135,450 auto-radio sets*) among an estimated *308,000 radio-households* in the market.
- Among these radio-families, there are approximately *1,139,600 people (317,250 are adult men, 415,800 adult women* and *243,300 children between 5 and 18)* potentially available as a listening audience, in their homes and/or in their radio-equipped cars.
- The *126,700 auto-radio families* (some with more than one radio-equipped car and truck) make approximately *4,117,570 separate trips in their family-owned autos* and trucks during a typical 7-day week. And, during the course of these trips (which average some 57.4 minutes, including 'parking') they contribute about *864,700 adult man-hours of listening* to the total radio-listening in the market during a typical week.
- And, all of this is in the face of an increase in TV-ownership from 37% in June, to 55% in March.

There can be little doubt that though the patterns of radio listening are changing, radio, as an effective advertising medium, is solid. And, as the logic of the situation clearly indicates, radio can do nothing but become even more solid.

Here's why: Radio reaches into the hard-to-get-to places and, particularly during the summer months, customers cloister in those hard-to-get-to places. And, in these 'hard-to-get-to' places, radio picks up most of the marbles. The listener cannot lug his TV set with him on a family picnic, nor is he very likely to bring along newspapers or magazines to read. But he can bring along the 'portable'. And he can listen to his auto-radio as he drives along to the rustic retreat. So, if there is anything to this idea of a 'summer hiatus', it certainly doesn't apply to present-day radio. If anything, radio is even more vital in the summer—assuming that broadcasters are programming something worth listening to.

Search for Facts

Our March study was, in one sense, a re-test, designed to evaluate changes in the market. In June of 1951, we personally interviewed adult respondents in a 3,500-household sample representative of the 60-mile-market. In March, we went back to some 2,800 of the households in the original sample—with a mail-questionnaire, this time—and we came up with some very interesting data. This second study was one of a continuing series, and as in June, it was sponsored by WAVE (Louisville's NBC affiliate), not as a 'popularity contest', but as an honestly-designed effort to obtain valid and reliable facts.

First, we selected at random but within spatial and demographic proportions 2,800 households from the "Louisville . 60-Mile-Market" panel used in June, 1951. Each of the sample homes had been measured during the June survey. Mail-questionnaires were sent out—in 14 representatively proportioned 'mailings', between March 9 and March 22—to each household, and (following a series of seven 'follow-up' mailings to non-respondents) by April 6 some 1,044 usable questionnaires had been returned us, for a percentage of 37.3%. This relatively high return, no doubt, was due to the unique premium offered respondents.

For each questionnaire returned to us in a usable condition prior to a set time-limit, we offered to pay 25 cents to a medical charity of the respondent's own choice. The questionnaires were pre-coded to allow for the identification of respondent-households and of non-respondents. They were sent out via first class mail, in order that we might obtain some idea of how many panel members had changed their places of residence during the nine-month period.

Comparable Samples

We were particularly gratified by another aspect of the 'return'. The original 2,800-household 'mail sample' had been carefully proportioned (spatially and by city-town-farm distribution) to represent the best available estimates of population parameters (*e.g.*, 1951 Estimates, *Consumer Markets*). The sample of returned questionnaires (see Table I, page 92) was essentially similar to the original sample, in terms of spatial and city-town-farm distribution. On the basis of this similarity, coupled with the similarity between the two samples in respect to demographic data, we may reasonably assume that the cross-section is essentially representative of the 315,000-household population of the 60-mile-market.

When we compared the "average number of AM sets-per-family" statistics, for June (1951) and March (1952), we found:

- There has been an overall increase of 0.56 sets-per-family, during the interim period.
- Portable sets now constitute a larger portion of the total (15.8% of all AM sets), than they did in June (4.8% of all AM sets).
- Newly added (non-portable) in-the-home receivers have been placed, without exception, in rooms and other places where televiewing is highly improbable . . . kitchens, bedrooms, utility rooms, barns, etc.

Where, in June of 1951 the 1,044 households had averaged 2.29 AM sets-per-family, they now average 2.85 AM sets-per-family.

	'Average Sets-Per-Family' in: June (1951)	March (1952)
In-The-Home (non-portable) Sets	1.73	1.97
Portable AM Sets	0.11	0.45
Auto-Radio Sets	0.45	0.43
Total AM Receivers	2.29	2.85

And, portable sets have contributed a disproportionate share (0.34 sets-per-family) to this total 0.56 sets-per-family increase. Where in June 1951 portables made up only 4.8% of the AM sets owned by the sample households, they now constitute 15.8% of all AM sets in the cross-section (See chart II, next page.)

When we asked, as we had in June, where AM sets were placed in and about the home, we discovered that all newly-added (non-portable) in-the-home sets have been placed, without exception, in rooms and places that are virtually inaccessible to TV. (See chart I, next page.)

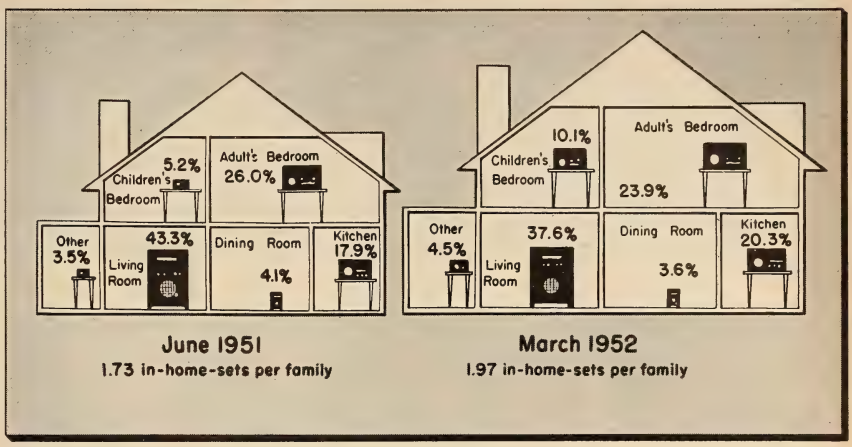
Just as in June, we continued our attempts, in this March study, to help design some new approach



Dr. KEMPER

CHART I—RADIO SETS AND LISTENERS ARE MOVING AWAY FROM TV RECEIVER SITES

The number of sets in the home is growing, but the newly added sets are being placed in rooms where television is seldom if ever found. Note in chart at right how the percentage of sets in kitchens, children's bedrooms and "other" places such as utility rooms, work rooms, bathrooms, etc. has been rising. Meanwhile, the percentage of radios in living rooms, where most TV viewing takes place, has declined from 43.3% in June, 1951, to 37.6% in March, 1952.



to the traditional research methodology, something by means of which we might obtain some equitable, valid and reliable measurement of radio's circulation.

For some time, we have been of the opinion that radio's reputation has been most hurt by its supposed friends, the 'program raters'. In a talk before District 7, NARTB (Nov. 9, 1951), we attempted to point-out the obvious fact that . . . "Ratings are rotten research". And, for two major reasons:

(1) *Because of sampling limitations, or precision-of-measurement limitations, or both, none of the "program rating" methods in present use can possibly provide a true and reliable picture of radio's circulation.* No "ratings" (except, perhaps, the infamous "diary" methods), in present use, include listening reports from non-urban areas, and, in most markets, it is in just these farm and rural nonfarm areas that TV has made its least serious inroads. Most "ratings" (again excepting "diaries") do not include listening involving secondary-sets (tertiary, quaternary, etc.) in-the-home but in places removed, barns, garages, utility rooms, etc. And, no rating system now in use can possibly include adequate and reliable measurement of listening that takes place in automobiles.

Radio Short-Changed

(2) And, secondly, because they place the broadcaster on a different and distinctly unfair 'medium measurement' basis, because they require the broadcaster to justify his circulation on one criterion, while his competition, the publishers and display people, are able to justify their circulation on a dissimilar and much less stringent basis, "program ratings" are the very determinants of radio's sickly reputation.

Just as we did in the June study, we continued in this March study to design and (we hope) make more precise and usable a research methodology which may eventually lead to the really valid and reliable measurement of radio's true effectiveness as an advertising medium.

In June, as some of you will recall, we accomplished two things: (1) We measured radio's circulation on the basis of the same criterion used by the publishers and the display people (volume of 'unit circulation'), and we found that radio led the pack; (2) We measured newspapers and magazines on the basis of the same criterion now used to measure radio's circulation ("readership" of specific items), and, again, radio led the rest!

Double Standard Bad

Having—in our own opinion, at least—clearly indicated that the present "double standard" for media measurement is inequitable, and that it consistently and systematically acts to the detriment of the broadcaster, we were ready to look for some sound path out of the methodological morass in which radio research now finds itself.

In addition to bringing our "radio set distribution and placement" data up to date, we attempted to accomplish two new measurements in this March study:

(1) We obtained information about the number of people available (that is, "in the home, and awake") to radio, hour-by-hour throughout the broadcast day.

(2) We attempted to obtain a valid and reasonably usable evaluation of the nature and extent of the auto-radio listening in the market.

To bring out the information for the first of these, we asked the following questions in series:

Including yourself, how many people are there in your regular household? (The respondent was required to classify the regular members of the household in these categories: adult men, adult women, children to 5 years, children between 5 and 9 years, children between 10 and 14 years and children between 15 and 18 years.)

The results obtained with this question, in terms of the "typical market household," are summarized as follows (figures in parentheses are projections of the statistics to an estimated population of 315,00 households in the 60-Mile Market):

There were 1.03 adult men per household (324,450); 1.35 adult women per household (425,250); 0.53 children to 5 years of age per family (166,950); 0.35 children 5-9 years per family (110,-250); 0.29 children 10-14 years per family (91,350), and 0.15 children 15-18 years per family (47,250).

Having determined the size and the composition of a sample household, we followed with this question:

In terms of what happened YESTERDAY, how many of these regular members of your household were IN THE HOME during each of the one-hour periods listed below?

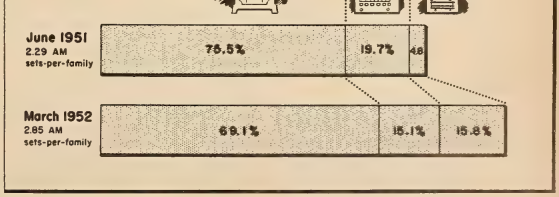
DIRECTIONS: If no one was at home during any particular period, write the word "none" across the row representing that period. If some member of the family was at home for all, or more than half, of a one-hour period, you should record it by writing-in the number of men, women and children in the spaces of the row representing that period. PLEASE record something FOR EACH OF THE ONE-HOUR PERIODS IN the list!

If any or all of the members of the family were asleep during any of the time-periods, please CIRCLE the number(s) in that interval that were asleep.

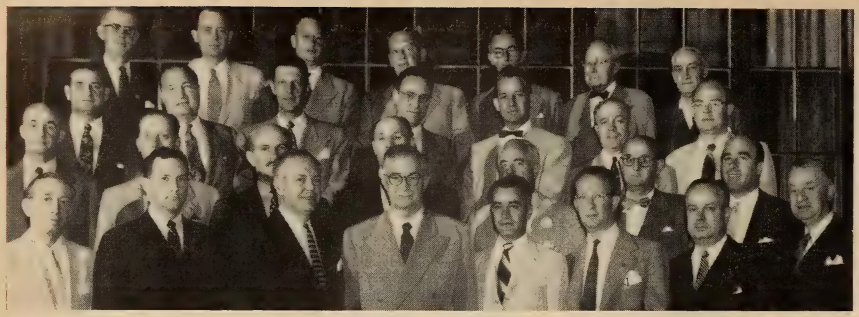
In Table II, page 92, we have indicated the "average number of household members, in the home and awake, per market family," hour-by-hour, for a "typical weekday," a "typical Saturday" and a "typical Sunday." The subsample mailings were spaced over a con-

(Continued on page 92)

CHART II—PROPORTION OF PORTABLE SETS IS GROWING



There are more sets per family now than in June, 1951, and more of the sets are portables. Above chart shows how total sets-per-family have increased and how proportions of non-portable, portable and auto sets have changed.



ALL members of NARTB Radio Board attended Thursday meeting in Washington, many for their first sessions as directors. Present were (front row, l to r): Jack Todd, KAKE Wichita; Henry B. Clay, KWKH Shreveport, La.; Harold E. Fellows, NARTB president; Judge Justin Miller, NARTB board chairman; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Leonard Kapner, WCAE Pittsburgh; E. K. Hartenbower, KCMO Kansas City; Harry W. Linder, KWLM Willmar, Minn.

Second row: Thad Holt, WAPI Birmingham; John H. DeWitt Jr., WSM Nashville; H Quenton Cox, KGW Portland, Ore.; Glenn Shaw, KLX Oakland; Robert T. Mason, WMRN Marion, Ohio; Lee W. Jacobs, KBKR Baker, Ore.; Ben Strouse, WWDC-FM Washington.

Third row: Kenyon Brown, KWFT Wichita Falls, Tex.; Paul W. Morency, WTIC Hartford; A. D. Willard Jr., WGAC Augusta, Ga.; William H. Fineshriber Jr., MBS; Albert D. Johnson, KOY Phoenix, Ariz.; E. R. Vadeboncoeur, WSYR Syracuse; Hugh B. Terry, KLZ Denver.

Fourth row: Harold Essex, WSJS Winston-Salem, N. C.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; William C. Grove, KFBC Cheyenne, Wyo.; Merrill Lindsay, WSOY Decatur, Ill.; William B. McGrath, WHDH Boston; C. E. Arney Jr., NARTB secretary-treasurer; Edgar Kobak, WTWA Thomson, Ga.

* * *

CENSORSHIP FIGHT

Voted by NARTB Board

By J. FRANK BEATTY

NARTB will meet head-on all efforts of Congress and the FCC to censor programs, suppress the right to cover public events or destroy property rights.

The two NARTB directorates—Radio Board and Television Board—decided last week to fight such crippling proposals as bans on news coverage of House and Senate sessions or censorship of programs. They decided, too, to ask FCC to reverse its recent order putting stations and networks in regulatory irons if they don't allow program rebroadcasts by other stations (see rebroadcast story page 49).

The Radio Board held a long one-day session Thursday at the Mayflower Hotel, Washington, completing the business at one sitting though a two-day agenda had been scheduled. TV directors met Monday-Tuesday at The Homestead, Hot Springs, Va. (see separate story page 36).

Both boards lauded President Harold E. Fellows and the association staff for their opposition to the resolution (S. Res. 319) introduced in the Senate by Sen. Patrick A. McCarran (D-Nev.), proposing to amend Senate rules. The plan would prevent direct or delayed radio or television coverage of Senate floor or committee proceedings [B•T, May 26].

The boards heard a legislative report on the status of the Gathings resolution (H. Res. 278) calling for an investigation of radio and TV programming. Hearings were started in early June by a special House subcommittee [B•T, June 9], under chairmanship of Rep. Oren Harris (D-Ark.). President Fellows and John E. Fetzer, owner-operator of the Fetzer radio-TV stations, are scheduled to appear before the Harris subcommittee late this month.

Ralph W. Hardy, NARTB government relations director, told the Radio Board Thursday that more than 80 pieces of legislation affecting the broadcast field are pending in Congress. He said much of the legislation is of a restrictive nature and even enters the sphere of censorship.

The Radio Board adopted a resolution endorsing the Advertising Research Foundation plan to set up an industry yardstick of audience measurement. A research resolution had been sidetracked at the NARTB Chicago convention and referred to the board.

The original resolution had pointed to the need for accurate information on audience and station circulation in an increasingly competitive advertising sales market.

Earlier in the week the TV Board had tabled a proposal to allocate $10,000 for a measurement study by ARF, cooperatively representing media, advertisers and agencies, pending receipt of a report from Edgar Kobak, WTWA Thomson, Ga., ARF president. Broadcast Advertising Bureau has granted ARF $15,000 for the study.

A fiscal year budget totaling around $567,000 was approved. This is about $30,000 over the tentative budget approved on a three-month basis at the board's February meeting. The budget report was submitted by Harold Essex, WSJS Winston-Salem, N. C., chairman of the Finance Committee, which met Wednesday.

Application of 89 radio and 30 television stations under the combination dues plan were approved. This plan provides discounts for commonly owned station if all are in membership. Enjoyment of retroactive discounts to last April 1 will be granted on applications received up to Aug. 31 deadline.

Michael R. Hanna, WHCU Ithaca, N. Y., reported on progress of the effort to obtain easing of the antiquated FCC transcription rule. He heads a committee that has been in touch with FCC. The group asks elimination of many of the transcription identifications in line with progress of the art.

William C. Grove, KFBC Cheyenne, Wyo., and Bernard Koteen, attorney, reported on the petition of the association for relaxed engineering rules governing radio operators and remotely controlled transmitters.

A problem of growing industry importance—multiplicity of meetings—will be studied by a special committee. Industry groups holding series of meetings all over the nation include NARTB, Broadcast Advertising Bureau, Broadcast Music Inc., Associated Press and others.

The committee is to propose ways of cutting down time and travel costs entailed in attendance at various types of broadcast industry meetings.

Richard P. Doherty, NARTB employe-employer relations director, reported on his activity as a delegate to the International Labor Organization conference held in Geneva recently.

The Radio Board voted to join, and contribute financially, to American Council on Education for Journalism, which accredits journalism curricula in college.

Ben Strouse, WWDC Washington, chairman of NARTB's FM Committee and an FM director, reported on the FM Promotion Plan conducted jointly with Radio-Television Mfrs. Assn. (see FM story page 59). Mr. Strouse reported on behalf of J. H. Smith Jr., NARTB FM Dept. director.

INDUSTRY 'MORALS' REPLY

Set June 25

SPOKESMEN for radio and TV broadcasters will face a congressional subcommittee June 25 and 26 to answer allegations that broadcast programs are "immoral" and offensive to the American public, it was announced last week.

Bulk of the testimony, to be presented to Rep. Oren Harris (D-Ark.) and other members of the House Interstate and Foreign Commerce subcommittee probing programs, will be given by NARTB officials. Also scheduled to appear will be CBS and NBC representatives.

NARTB witnesses scheduled are understood to include Harold E. Fellows, president; Thad Brown, TV director, and Ralph Hardy, government relations director. Leading off will be Michigan radio-TV station owner John E. Fetzer, chairman of the NARTB Television Code Review Board.

Also due to be heard, but not yet scheduled, are the FCC spokesmen. It is understood the Brewers' Foundation also has asked for a chance to appear.

In the three-day hearing two weeks ago, the Harris subcommittee heard a score of witnesses, the majority of whom decried beer and wine commercials and drinking scenes in programs on radio and TV [B•T, June 9].

Other witnesses, including Rep. E. C. Gathings (D-Ark.) who sponsored the resolution authorizing the investigation, objected to what they called "indecent" and "horror" programs. Among objectors was Paul Harvey, ABC news commentator.

Opening sessions of the hearing heard Rep. Gathings use turn-of-the-century phraseology to describe a dance act he witnessed on TV. The words he used were "hootchy-cootchy" and "shimmy."

Rep. Gathings is to be named this week as chairman of a select subcommittee to investigate "filthy" books and pictures. In his original resolution, the Arkansas lawmaker asked for a select committee to investigate the moral level of all media—books, pictures, radio and TV. At the insistence of the House

(Continued on page 52)

POLITICS ON RADIO-TV

Pre-Convention Action Warms Up

WHILE RADIO and television edged ahead with intricate plans for coverage of the national political conventions next month, the politicians last week evidenced—in one case by a challenge to the legality of commercial sponsorship—further mounting faith in the broadcast media as instruments to influence voters.

The Progressive Party, wanting more detailed coverage of its own convention, served notice late Thursday that it would take action charging "four major radio-TV networks" with discrimination and also challenging their right to sell their coverage to sponsors.

TV Will Sway Votes

There were other evidences of superlative political belief that sight-and-sound reporting, especially with television operating nation-wide, will sway votes this summer and fall as votes have not been swayed before (see editorial, page 56). For instance, there were:

● The prompt and vigorous demands of both Sens. Robert A. Taft (R-Ohio) and Estes Kefauver (D-Tenn.) for network time equivalent to that provided Gen. Dwight D. Eisenhower in his Abilene speech [B•T, June 9]—demands that paid off last week, at least in part, for both men.

● The demands by Eisenhower backers who, incensed by what they considered a Taft "steal" of delegates in Texas and other southern states, insisted that the proceeding of the Republican Convention Credentials Committee's session on delegate contests be opened to both radio and TV so that as many voters as possible might hear and see.

● The radio plan unveiled Thursday by Democratic Candidate W. Averell Harriman to expand his "personal" appearances through exclusive transcribed "interviews" in which he would answer, on tape, questions sent him, also on tape, by local station newsmen in some 100 cities to which the offer was extended.

● Vice President Alben W. Barkley's tribute to TV in a letter in which he told Nathan Lord, general manager of WAVE-TV Louisville, that television will "play a larger part in the campaign this year than ever before. . . . Therefore, it is important that the Democratic Party be in a position to take advantage of this new means of publicity and information since many people would be governed by the appearance and manner of the candidates."



Berryman in Washington *Evening Star*

● Democratic Candidate Kefauver's expressed view that television may eliminate decision-making in smoke-filled rooms: "By bringing the conventions into millions of homes it will help to bring politics out into the open. . . . Television will help produce open political decisions openly arrived at. In doing this it will merit the grateful thanks of all people."

The *New York Times* also lauded the value of television in politics. In its editorial, "TV as a Political Force", the *Times* said:

The TV audience is now nationwide for the first time in a national campaign, and the camera is also newly ubiquitous. Television will watch the political conventions in Chicago. It will examine the spellbinders. It makes a goldfish bowl out of every rostrum. It applies the litmus test to shenanigans, phonies and plain bores. It separates the men from the boys. . . . It is one thing for a candidate to mount the platform and read a speech, which he himself may or may not have written. It is another thing for him to face a roomful of newspaper men and submit to informed critical questioning. In no respect has television made a greater contribution of public service, perhaps, than in putting a press conference on the air. The public is able at first-hand to measure the forthrightness, the courage or the evasiveness of a candidate. It watches while the subject speaks on topics he might prefer to avoid. It catches all the hesitations and the nuances.

The Progressive Party's "Legal Actions" were to be filed with FCC and Attorney General James McGranery and were to be announced at a news conference Friday afternoon, according to notices distributed to newsmen late Thursday.

Progressive Party Secretary and Campaign Manager C. B. Baldwin, who sent out the invitations to the Friday news conference, said the complaints would charge the networks with discrimination "in virtually blanking out the Progressive Party Convention in Chicago July 4, 5 and 6 while devoting up to 96 hours each to the two major parties." The GOP Convention gets under way in Chicago July 7 and the Democratic Convention opens there July 21.

In his invitation, Mr. Baldwin also said "the right of the networks to solicit and contract for commercial sponsorship of political campaign coverage, involving such costs as $1.5 million for convention coverage by one network alone, now subsidized by existing contracts with large commercial sponsors will be legally challenged in these actions."

He said the news conference would be conducted by himself and David Rein, Washington attorney who, he reported, will handle the case before FCC and the Justice Dept.

Win Partial Victories

In the Taft-Kefauver joust with the networks via FCC in an effort to secure broadcast time similar to coverage of the Eisenhower Abilene speech, both candidates had won partial victories late last week. NBC radio, NBC-TV and CBS-TV offered Sen. Taft (who accepted) a 7-7:30 p.m. spot on Thursday, while both radio and television networks of NBC offered Sen. Kefauver an evening half-hour for July 1 and CBS Radio and CBS-TV on Thursday offered him a half hour at a time to be mutually worked out.

Following receipt of the offer

(Continued on page 68)

McFARLAND BILL

Derailment Is Thwarted

FATE of the McFarland Bill (S 658) gyrated wildly last week when it was displaced on the House floor calendar on Tuesday ostensibly to permit debate on the $2 billion military construction bill. On Thursday, it was reported that the measure, heavily opposed by the FCC, would be rescheduled for House action tomorrow (June 17).

Mysterious goings-on which saw the bill yanked from the House "program" in what is understood to have been White House pressure, so nettled sponsor Sen. Ernest W. McFarland (D-Ariz.) and other interested legislators that an offensive was immediately launched to ensure consideration of the measure before Congress adjourns—aimed for first week in July.

Sen. McFarland, who is also Senate Majority Leader, conferred with Presidential Special Counsel Charles S. Murphy, House Majority Leader John W. McCormack (D-Mass.), House Majority Whip J. Percy Priest (D-Tenn.) and Rep. Oren Harris (D-Ark.), communications subcommittee chairman of the House Interstate & Foreign Commerce Committee, who is responsible for the bill on the floor.

Differences were "adjusted" and a pledge to reschedule the bill was given to the Arizona Senator.

What prompted the attempt to sidetrack the bill could not be learned at first hand. Consensus of Capitol Hill observers was that the FCC "reached" the White House with its objections. The White House, through Mr. Murphy, then is believed to have requested Rep. McCormack to withdraw the bill from the House schedule.

Major FCC objections were to the provisions (1) separating staff and Commissioners, (2) requiring that a 30-day notice be given before it could set an application for a hearing or grant it without a hearing, and (3) forbidding it to discriminate against newspaper applicants [B•T, May 12, 5].

Protection Against Libel

Fact that it was revealed that "adjustments" will be made—presumably by amendments from the floor—seem to indicate that some of these provisions may be revised or eliminated altogether.

It was also learned that among other amendments expected to be offered by Congressmen is one designed to protect stations against the dangers of libel suits for remarks made over the air by candidates.

According to Section 315 of the Communications Act, stations are not permitted to censor speeches by political candidates—but there is no protection for the station against libel suits.

Pending in Congress is a bill (HR 7062) by Rep. Walt Horan (R-Wash.) which would safeguard broadcasters from libel uttered over their stations by political candidates [B•T, March 17]. Also pending is a bill with similar provisions (HR 7756) by Rep. Pat Sutton (D-Tenn.). A bill (HR 7782), permitting stations to censor libelous and defamatory matter from candidates' speeches, was introduced last month by Rep. Joseph H. O'Hara (R-Minn.). On the Senate side, Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, which handles radio-TV matters, submitted a bill (S 2539) which would require that candidates post a bond to protect the station from libel actions.

Bound to be heard, it appears, will be angry Congressmen's complaints about rates charged them in political campaign years. The fact that most stations charge candidates national rates, instead of local charges, has aroused the ire of many legislators.

Efforts are being made to ascertain who was responsible for the privately-admitted "terrible mistake" in withdrawing the McFarland Bill from the House floor calendar. Proponents of the bill were struck by the action of the White House in interceding in the matter before the more normal procedure of expressing the President's displeasure by a veto. In the course of his check into the reasons for the displacement of his bill, Sen. McFarland reportedly

(Continued on page 69)

AFA UPHOLDS

Advertisers' Right to Defend

THE RIGHT of American industry to use advertising to defend itself against "hostile acts or assertions" of government officials was upheld in a vigorously-worded resolution adopted by the 48th annual convention of the Advertising Federation of America last week in New York (also see story, page 74).

Another AFA resolution reaffirmed the organization's "approval and support of voluntary measures taken by media, agencies, trade associations and business leaders in maintaining the highest standards of truth, helpfulness and conduct in all advertising functions and practices" and called on the AFA board to establish a committee to create "a pattern and plan" whereby the principles of good advertising "may be implemented and continued."

Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., New York, and general chairman of the AFA convention, was elected AFA board chairman; Rita Eastman, public relations director of Van Sant, Dugdale & Co., Baltimore, was elected secretary, and Ben R. Donaldson, advertising and sales promotion director of Ford Motor Co., Dearborn, Mich., was re-elected treasurer by the AFA board of directors.

Elected to Board

The AFA membership, at a Tuesday business meeting, elected to the board of directors: Martin Lundy, national retail sales promotion and advertising manager, Sears, Roebuck & Co., Chicago; Frederic Schneller, vice president, D'Arcy Adv. Co., St. Louis, and Graham Patterson, publisher, *Farm Journal* and *Pathfinder*, Chicago, previously AFA board chairman.

Re-elected to the board were: Vernon Brooks, associate business manager, *New York World Telegram & Sun;* Fairfax M. Cone, president, Foote, Cone & Belding, Chicago; Henry G. Little, executive vice president, Campbell-Ewald Co., Detroit; George S. McMillan, vice president, Bristol-Myers Co., New York, and Ralph Smith, vice president, Sullivan, Stauffer, Colwell & Bayles, New York.

The Council on Advertising Clubs on Tuesday elected as chairman, Franklin R. Hawkins, Libby-Owens-Ford Glass Co., Toledo, and as vice chairmen: Dale Rogers, advertising manager, Mid-Continent Petroleum Corp., Tulsa, and James Spillan, Benjamin Eshleman Co., Philadelphia. Mrs. Mabel Obenchain, Midwest advertising and promotion manager, Famous Features Syndicate, Chicago, was elected chairman of the Council on Women's Advertising Clubs. By virtue of these offices, these four become AFA vice presidents.

AFA Resolution

The AFA resolution declared that "freedom of advertising is as necessary to the preservation of our democratic system as is freedom of all other avenues of information and education" and that "advertising of a factual nature, published in good faith and with proper identification by any American business or industry desiring to present its case before the bar of public opinion, is vital to preserve our American heritage and the freedom of speech and press guaranteed under the Constitution." The resolution noted that "certain spokesmen of the federal government, including the President of the United States, have questioned the right of American business and industries to defend themselves against hostile acts or assertions of those in positions of power, through advertising or other established means of communication."

Calling this type of advertising "not only proper but necessary in the conduct of American business," the AFA resolution protests "the criticism and implied denial of the rights of American business and industry to present facts and opinions to the public through advertising and other appropriate channels." It further urges "the vigorous support of all those engaged in the business of advertising including media, agencies and management, to defend the right stated herein; and in pursuance thereof, that each member of AFA and its member clubs petition their representatives in the U. S. Congress to use every remedy at their command to defeat any effort whatsoever to curtail or restrain the legitimate use of advertising by any American citizen, business or industry."

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

Regular Week May 4-10, 1952

NIELSEN RATING*

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(4.9)
1	Lux Radio Theatre (CBS)	11.1
2	You Bet Your Life (NBC)	10.0
3	Jack Benny (CBS)	9.6
4	Charlie McCarthy Show (CBS)	9.3
5	Amos 'n' Andy (CBS)	9.2
6	Dragnet (NBC)	8.8
7	Big Story (NBC)	8.4
8	Fibber McGee & Molly (NBC)	8.3
9	Our Miss Brooks (CBS)	7.9
10	Great Gildersleeve (NBC)	7.4
	EVENING, MULTI-WEEKLY (Average For All Programs)	(3.1)
1	One Man's Family (NBC)	5.0
2	Lone Ranger (ABC)	4.6
3	News of the World (NBC)	4.2
	WEEKDAY (Average For All Programs)	(3.7)
1	Our Gal, Sunday (CBS)	7.1
2	Romance of Helen Trent (CBS)	6.9
3	Arthur Godfrey (Liggett & Myers) (CBS)	6.8
4	Big Sister (CBS)	6.5
5	Ma Perkins (CBS)	6.3
6	Pepper Young's Family (NBC)	6.1
7	Arthur Godfrey (Nabisco) (CBS)	5.8
8	Right to Happiness (NBC)	5.8
9	Guiding Light (CBS)	5.7
10	Backstage Wife (NBC)	5.7
	DAY, SUNDAY (Average For All Programs)	(1.9)
1	Martin Kane, Private Eye (NBC)	3.8
2	Hollywood Star Playhouse (NBC)	3.8
3	Shadow, The (MBS)	3.6
	DAY, SATURDAY (Average For All Programs)	(2.8)
1	Stars Over Hollywood (CBS)	5.6
2	Theatre of Today (CBS)	5.3
3	Grand Central Station (CBS)	4.8

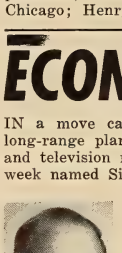
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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ECONOMICS OF CBS

Alexander to Make Study

IN a move calculated to bolster long-range planning for its radio and television networks, CBS last week named Sidney S. Alexander, chief of the general analysis section of President Truman's Materials Policy Commission, as its economic adviser, a new post. Mr. Alexander's first assignment, it was understood, will be to make an economic study of what is generally regarded as CBS No. 1 priority problem — the network radio situation, which already has reached the point where another round of rate cuts by all networks is generally expected (also see story page 23).



Mr. Alexander

He joined CBS last Wednesday, which leaves him relatively little time to make an exhaustive radio appraisal in advance of the July 2 "crisis conference" of top CBS Radio officials with representatives of stations affiliated with the CBS Radio Network [B•T, June 2, 9].

This meeting, called by George B. Storer of Storer Broadcasting Co. and eight executives of other CBS Radio affiliates, will be preceded by a July 1 session in which the affiliates will meet privately, before the network executives are called in.

The sessions, to be held in New York, were set up by the affiliates in consultation with network executives and their stated pupose is to consider "the current network radio situation," which to most observers means the imminence of further, perhaps substantial cuts in network rates, at least for nighttime hours.

CBS Board Chairman William S. Paley, CBS President Frank Stanton and CBS Radio President Adrian Murphy have agreed to participate in the July 2 conference with the affiliates, more than 100 of whom have indicated they will be represented. Mr. Stanton is abbreviating a European vacation in order to be on hand.

No Specific Assignments

The formal announcement of Mr. Alexander's appointment as CBS economic adviser, issued by President Stanton, did not delineate specific assignments for him.

"Through the preparation of special economic studies," President Stanton said, "Mr. Alexander will serve to further strengthen CBS' long-range business planning program."

Spokesmen reported, however, that his job will be to make radio and television business studies similar to self-analyses which companies in other fields conduct regularly as an aid to sound planning for the future.

In his post with the President's Materials Policy Commission, Mr. Alexander has been working most recently with CBS Chairman Paley, who heads the Materials Policy Commission but who now, for all general purposes, is back at CBS on a fulltime basis. All that remains of his governmental assignment is completion and presentation of the Commission's report—which is expected to prove a newsworthy document — to the President.

Mr. Alexander joined the materials policy commission in April. Before that time he had served since 1949 with the International Monetary Fund, where he reached the post of acting chief of the research department's finance division.

Prior to his entrance into the government service, he was an assistant professor of economics at Harvard U. and a lecturerer on economic problems of Occupied Germany in the Staff Officers Training Program at Columbia U. In addition, he conducted several years of research on the financial structure of American corporations for the National Bureau of Economic Research.

During World War II, he headed economic research on Europe for the Office of Strategic Services, holding the rank of first lieutenant in the Army. He also has served as economic consultant to the Office of Secretary of Defense, the Rand Corp., the Economic Cooperation Administration, the State Dept., and the Treasury Dept.

More Samples from the WHO Mailbag

Gentlemen:

I want to express my thanks and appreciation for the last several years of public service that you have given to the general public and also to motoring public in general.

Many times in the past, your news as to the weather and complete road conditions has altered our course of highway travel. My only hope is that in the near future, other states might follow in your path to help in so complete a safety measure. Regular weather reports given out by most stations are not enough to be of much help when over the road truck traffic is depending on positive conditions. You will probably never hear of it, but your station has saved the Trucking Industry many thousands of dollars by its road conditions report.

I, for one, was delayed in a nearby state for two days because of icy highways. Before starting I had tried to contact local police and newspapers for weather conditions and with little success. The report was, colder. I could not reach WHO as we were too far away. If I could have reached your station, I could have altered my route and would not have had any additional mileage. I also made a trip into the snow area of South Dakota last winter on the strength of your station's weather report.

There are more motorists who depend on WHO for their news and road conditions than from any other source. I, for one, am very grateful for having an Iowa station that is interested in the safety of its motoring public.

J. E. McCULLOUGH
McCullough Transfer Co.
Mt. Pleasant, Iowa

Dear Mr. Woods:

Your courtesy in making it possible for some movie scenes to be taken in the WHO studio was greatly appreciated. It was a joy to work with you and members of your staff who cooperated so fine in making arrangements for this filming as well as participating in it.

When the first contact was made with you it was not our intention to spend so much time in your studio. However, it did mean a great deal to the folks from the International Film Foundation as well as for the other participants to be able to take the other sequence of the class also in the studio.

Thanks so much for your help and if we may ever be of assistance to you do not hesitate to call on the Extension Service.

Sincerely yours,
LOUISE M. ROSENFELD
Assistant Director
Cooperative Extension Work
State of Iowa

Gentlemen:

I wish to extend to you the thanks of our community for your announcements for our school and also for the Lions Club. It is a wonderful service. Your coverage is nearly 100% here.

We heard you say how many announcements you made in those few days. Would you mind sending me that number?

Thanks so much.

Yours,
L. R. WELKER
Pres., Murray School Board,
and also Lions Club Member
Murray, Iowa

Dear Sir:

Thank you very much for your wonderful cooperation in scheduling our spot announcements.

It is only through such a program that we can hope to compile the statistics necessary to carry on our work—to find the cause and cure of multiple sclerosis.

Your valued assistance in helping us achieve our aim is sincerely appreciated.

Cordially,
CORNELIUS H. TRAEGER, M.D.
Medical Director
National Multiple Sclerosis Society
New York, N.Y.

Dear Mr. Woods:

We want to thank WHO for the fine cooperation in presenting the Quiz Kids program on Saturday, March 11. We have heard many excellent comments about this program. We hope that it measured up to your professional standards.

The children seemed to enjoy themselves and we felt that they were remarkably poised. All the WHO personnel with whom we worked were most cooperative.

Thank you again for the opportunity that you gave us to show our interest in handicapped children and to demonstrate their ability.

Yours sincerely,
MRS. DOROTHY PHILLIPS
Executive Director
Society for Crippled Children
and Adults, Inc.
Des Moines, Iowa

Gentlemen:

I greatly appreciate your broadcasting the program "The New Frontier." Such programs should be an important factor in the effort to eliminate prejudice. I hope that they may continue.

Yours sincerely,
ERMA X. ANDERSON
Des Moines, Iowa

Topnotch time buyers have told us their work sometimes makes them too "statistical"—sometimes makes them forget that what they're really trying to buy is listeners—confidence—*friends.*

Out here at WHO, we've created millions of friends who know we have earned their confidence. Our mailbags prove it. So do our advertisers' *sales records,* month after month and year after year. . . .



WHO
+ *for* Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

STERLING DEFENDS

FCC Allocation Plan

STRONG DEFENSE of the FCC's television allocation plan was made last Friday by FCC Comr. George E. Sterling in an address to the Maryland-District of Columbia Radio & TV Broadcasters Assn.

Mr. Sterling struck out at critics of the FCC's Sixth Report and Order, saying that their motives were to get more VHF channels into big cities, at the expense of service to smaller communities.

"One of the basic duties of the Commission in establishing the television broadcasting service," he said, "was to make television service available to *all* the people. A recognition of this important duty was one of the prime considerations which impelled the Commission to establish a Table of Television Assignments rather than permit individual applicants to pick any channel they wished for use in any community."

In what was interpreted as a rebuttal to statements of Comr. Robert Jones, who dissented from the majority decision on TV assignments, Comr. Sterling said:

"If we had permitted the assignment of stations on the hit and miss basis of fortuitous applications filed by persons interested solely in the coverage possibilities of their own particular community, we would undoubtedly not have met our obligation to make the best use of our spectrum."

He defended the mileage separations prescribed in the Sixth Report as intended "to insure that the outlying areas receive a high quality picture." To attain the same objective, he said, the FCC had provided for greater antenna heights and higher radiated powers which "are needed so that the stations may make effective use of the potential service that can be rendered by virtue of wide separations."

As to criticisms that mileage separations in the VHF assignments are too wide, Mr. Sterling said:

"As a matter of fact, unless we reduce separations substantially, the number of additional assignments that we would pick up by reduced separations would be few. And if we did take such action, we would be employing separations below those necessary to insure interference-free service. We would be right back in the ice age, flirting with another 'freeze.'

"The memory of some men is, indeed, short."

Despite other arguments advanced by critics, said Mr. Sterling, "when all the smoke clears away, the obvious reason why our critics are urging narrower separations is to get that additional VHF channel into the larger cities."

He said that the FCC recognized that economic facts of life dictated that "television would start in the larger cities most able to support this new expensive medium of communication.

"It is only if the Commission chooses to disregard the interests of the smaller cities and those residing in outlying areas that it can at this time, on the basis of the engineering facts it now possesses, reduce the mileage separations in order to permit additional assignments in larger cities."

WHOL RE-GRANT

Move Proposed by FCC

PROPOSAL to re-grant WHOL Allentown the construction permit for a new station on 1230 kc with 250 w, fulltime in that city—made five years ago—was contained in an initial decision by FCC Hearing Examiner Elizabeth C. Smith last week.

Hearings were reopened when the U. S. Court of Appeals in 1949 remanded the case back to the FCC on the ground that its 1949 decision did not take into account the relative needs of Allentown and Easton, Pa., for new service and the relative abilities of the two applicants to serve the greater need.

The other applicant in the case is the Easton Publishing Co. *(Easton Express)* which operates WEEX (FM).

Miss Smith found that the record "clearly shows" a greater need for additional radio service in Allentown than in Easton. She also placed greater reliance on the WHOL record than that of the Easton applicant.

"The Allentown applicant proposes a program service which is geared to the needs and interests of the community it would serve and includes many local programs not otherwise available to the community," Miss Smith ruled, "as well as the network programs of the Columbia Broadcasting System which, too, are not otherwise available to the city of Allentown and several other nearby cities which would receive service."

The examiner declared that she was unsure of Easton's program proposals, since the applicant was not certain whether it would affiliate with a network or not. She also complained of the "evasiveness" of some of the Easton witnesses. She mentioned that the *Easton Express* had not carried the program logs of WEST Easton, but did those of its own WEEX (FM).

Initial decision also revealed that WHOL, which began operating late in 1948, lost $15,223.64 in 1948, $22,012.86 in 1949, made a small profit of $2,548 in 1950 and an estimated profit of $90,000 in 1951.

Between the first grant and the new hearing, the ownership of WHOL changed hands. WHOL is now controlled by Victor C. Diehm and associates. Mr. Diehm is general manager and 25% owner of WAZL-AM-FM Hazleton, Pa.

Radio Needs Muscle . . . . . *By Blayne Butcher*

MANY of us who grew with the radio business, and who are now also engaged in TV, still have a warm spot in our hearts for the old boy, even though he did grow fat and sluggish in the immediate pre-TV era. After all, radio failings were common human failings—not too much work had to be done to produce a good living—and the fat built up in rolls.

But radio's physique is basically strong, and now that some of the fat has to be worked off in the battle for survival against this brash TV youngster, let's assess the prospects.

First off—radio will always be audio only, or it ceases to be radio. So how interesting can we make that audio? And here is where radio has been given a second chance that comes to few who have been victims of easy living. For now radio has the best chance of its life to develop as it began, as a service to its own community. Freed of network domination by nighttime commercials, and certainly in a more commanding position so far as the daily schedule is concerned, radio stations have the opportunity of developing tune-in, by the broadcasts of more events that directly concern their own community — they have the opportunity of more local spot news broadcasts—they have the wonderful opportunity of again working with the people and things that make up their immediate sphere of activity.

If broadcasters can no longer get all of the people all of the time, they can attempt to get all of the people some of the time, and in these days of plenty of car and portable radios and multi-set homes, they will maintain a sizeable audience worthy of advertising attention. They can try to interest the eyeweary TV viewer, who is perhaps tired of being glued to his screen, and who might like some freedom of movement around the house, without sacrificing contact with what's going on in the world, or without sacrificing the possibility of escape through entertainment.



BLAYNE RICHARD BUTCHER, 49, has been in radio nearly half his life. A native of Blackwell, Okla., he entered radio in the late 1920's at WTAR Norfolk, Va. Up to 1927, he served at WLVA Lynchburg, Va., WGH Newport News, WBAP Fort Worth, WLW Cincinnati and WCAU Philadelphia. From 1934 to 1943, he was radio director at Lennen & Mitchell. He was radio-TV director at the Newell-Emmett Co. (now Cunningham & Walsh) from 1943 to 1950. During 1950-1951 Mr. Butcher was a producer at KTTV (TV) Los Angeles. Last year he joined Cecil & Presbrey.

And to digress for a moment, why are radio stations, especially those with no TV affiliation, so backward about using a positive approach in competing for their audience? There's a welter of words about "promotion," a lot of conversation about the vast audience radio still has, but few direct pitches. Why doesn't radio bluntly say to its listeners—"Rest your eyes awhile—Have freedom of movement around the house—Use your imagination—Youngsters watching the kid shows? Tune in the kitchen or bedroom radio"—and other such phrases that play up the advantages of radio listening from the radio station's viewpoint. Foolish indeed would be the advertiser who didn't point up his legitimate claims . . . what is radio afraid of? This is a fight for survival, and no legitimate holds should be barred.

Radio should again go "grass roots" and cater to the basic interests of people. These interests are the same as they have always been. Interests in themselves, their neighbors, their community, and on up the scale to state, national and international affairs. In the first three categories radio once did, and again can do, an outstanding job—a job that probably will

(Continued on page 94)

Politics and out-of-home listening



Extra values this summer for local RADIO news advertisers

The hottest election year in two decades means that news—the people's favorite Radio fare—will pull bigger audiences than ever this summer.

With 23,500,000 auto radios and 34,000,000 secondary and portables—people wherever they go will be listening to local Radio news.

For instance, did you know that:

"73% of all people with TV sets turn to the Radio for news?

Families with TV sets listen to their auto radios 7 times as much in the afternoon as those without TV?"

These and other pertinent facts about local Radio news are in the "NEWS IS IN THE SUMMER AIR" booklet available at your nearest NBC Spot Sales office.

NBC Spot Sales

30 Rockefeller Plaza, New York 20, N.Y.

CHICAGO CLEVELAND WASHINGTON
SAN FRANCISCO HOLLYWOOD
DENVER ATLANTA CHARLOTTE

representing **RADIO STATIONS:**

WNBC	New York
WMAQ	Chicago
KNBC	San Francisco
WTAM	Cleveland
KOA	Denver
WRC	Washington
WGY	Schenectady-Albany-Troy

MBS, WOR-AM-FM-TV Physical Setup Next

WITH THEIR executive lineup for consolidated operations all set and in effect [B•T, June 9], officials of Mutual and WOR-AM-FM-TV New York last week were working on plans for early physical consolidations.

Only moves definitely set late last week called for the Mutual program department—which under the combined operations plan is also the program department of WOR radio—to move from the 19th floor of 1440 Broadway to the 21st floor of the same building, with the combined Mutual-WOR radio and TV advertising, research and public relations department temporarily occupying the space thus vacated on the 19th floor. Both MBS and WOR are largely quartered in the 1440 Broadway building already.

Program Duplication Seen

In addition to the physical realignments, the consolidation is expected gradually to see greater duplication of programs by Mutual and WOR than has been the case in the past. Program operations were said to be high on the priority list for detailed study.

The consolidation plan has been expected since shortly after General Tire & Rubber Co. acquired control of the WOR stations—and with them, control of Mutual—early this year.

The new executive lineup, disclosed 10 days ago and effective immediately, was devised by top executives including General Tire's Thomas F. O'Neil, Mutual president and board chairman; Mutual Executive Vice President William H. Fineshriber Jr., who heads the combined Mutual-WOR radio operations, and J. Glen Taylor, longtime General Tire executive and now a vice president of its overall radio-TV properties, Thomas S. Lee Enterprises Inc. (including the Yankee and Don Lee networks as well as the WOR stations and about 58% of MBS stock).

Theodore C. Streibert, who has headed the WOR stations, is understood to be slated for special duties in the overall Lee Enterprises organization, with one of his first assignments expected to be a TV film syndication project. His new role has not been officially announced, however.

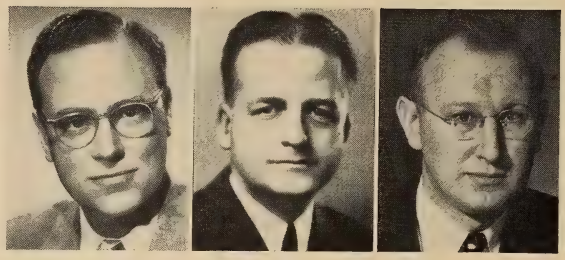
Authorities estimated that approximately 25 persons in the Mutual and WOR organizations are being released as a result of the consolidation.

The Top Realignment

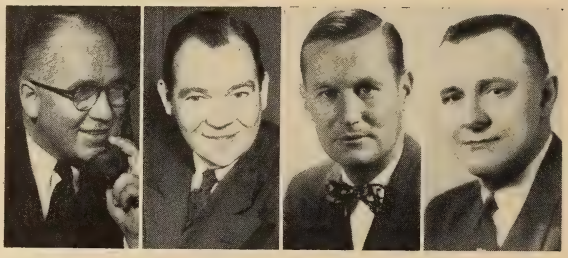
The new executive lineup is as follows, aside from Mr. Fineshriber's responsibility for the combined radio operations of Mutual and WOR:

J. R. Poppele, WOR vice president in charge of engineering for radio and television, now is also in charge of Mutual engineering; E. M. Johnson, who has been Mutual vice president in charge of station relations and engineering, is now vice president for station relations only; Julius F. Seebach Jr., WOR-AM-TV vice president in charge of programming, now is in charge of programming for Mutual and WOR radio; Harvey Marlow continues in charge of programming for WOR-TV.

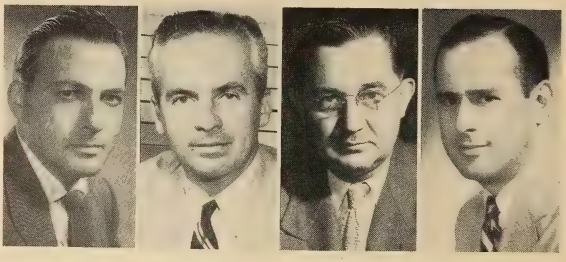
James E. Wallen, Mutual secretary and treasurer, now has additional responsibility for account and administrative operations of WOR radio and TV; Robert A. Schmid, MBS vice president for advertising, public relations and research, now is also in charge of these functions for the WOR stations; Adolf N. Hult continues as Mutual vice president in charge of sales; William Crawford continues as sales manager for WOR radio, while R. C. Maddux, who has been WOR-AM-TV vice president in charge of sales, will concentrate on WOR-TV sales, assisted by Robert Mayo, WOR-TV sales manager.



Mr. Fineshriber Mr. Poppele Mr. Johnson



Mr. Hult Mr. Maddux Mr. Schmid Mr. Seebach



Mr. Marlow Mr. Mayo Mr. Wallen Mr. Crawford

U.S. TO PROTEST

Korea VOA Shutoff

PROTEST by the U.S. State Dept. was planned Thursday after the South Korean government ordered all Voice of America broadcasts to that country shut off, apparently because they were critical of President Syngman Rhee's attempts to switch Presidential elections from the National Assembly to a popular vote, according to CBS reports.

State Dept. Press Officer Lincoln White said John J. Muccio, U.S. Ambassador to South Korea, is trying to get the broadcasts, which are made in the Korean language, reinstated. American press association news broadcasts also were forbidden by the South Korean government. Korean stations had relayed by longwave the shortwave signals from the U.S.

FOURTH Annual Frolics will be held by American Federation of Radio Artists, June 20, at Los Angeles Breakfast Club.

WTUX RENEWED

Was First Racing Case

WTUX Wilmington, Del., harassed three years by the FCC's anti-racing policy, last week was granted renewal of its license.

First of the list of stations cited for afternoon horse racing broadcasts, the Commission said it was applying to the renewal petition its policy of recognizing a station's changed attitude and discontinuance of programs "which appeared to aid in the violation of law."

Renewal application of WTUX was first heard in May-June 1949 before an examiner, with a grant recommended. The general counsel of FCC excepted and asked for denial, with the FCC itself hearing the case Feb. 17, 1950. The routine continued until Oct. 11, 1950, when FCC denied the renewal.

This denial was based on the thesis that WTUX race results were designed to aid illegal betting and that it had neglected public affairs programming.

All stations were directed Jan. 16, 1951 to answer a questionnaire on racing programs, with a number set for hearing. Since that time some of the stations have been granted renewals where they discontinued programs which FCC felt might aid in violation of law [B•T, March 3, 10].

Request of Leonard H. Marks, attorney for WHIM Providence, R. I., for a ruling on certain types of racing programs was denied. Mr. Marks had asked [B•T, April 21] if broadcasting a feature race and a summary of results at the close of the day would be contrary to public interest. FCC turned down the petition with the observation that programming responsibility rests with the licensee.

BOSTON AWRT CHAPTER

Organizational Meet June 20

NEW ENGLAND women broadcasters will meet in Boston's Hotel Statler June 20 for the purpose of organizing a local chapter of American Women in Radio & Television, it was announced last week. Highlight of the meeting will be a talk by Harold E. Fellows, president of NARTB, who will act as chief dinner speaker.

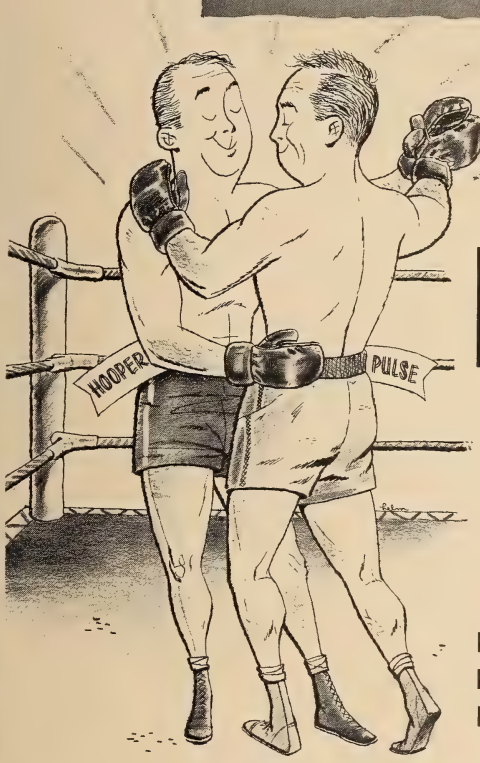
An all-day session is slated to include panel discussions, a business meeting and luncheon and dinner sessions. At the morning session will be a panel on "Today and Tomorrow in Radio and TV," moderated by Louise Morgan, WNAC-AM-TV Boston, and Heloise Parker Broeg, WEEI. Panel will include Marjorie Mills, WBZ; Mildred Carlson, WBZ-AM-TV; Claire Crawford, WORL, and Jan Gilbert, Harold Cabot & Co.

Luncheon meeting will be devoted principally to talks by Doris Corwith of NBC, AWRT national president, and Betty Stuart Smith, J. Walter Thompson Co., New York.

"No Contest"

Between the Rating Services in Houston!

Houston's First PULSE REPORT (April-May 1952) Confirms HOOPERATINGS through many years



KPRC is FIRST

By APRIL-MAY PULSE REPORT, TOO!

	Daytime ¼ Hours 8:00 A.M. to 6:00 P.M. Monday through Friday	Nighttime ½ Hours Monday through Sunday
KPRC	**26**	**40**
Network Station B	10	22
Network Station C	4	4
Network Station D	0	18

April, 1952, Hooper
RADIO AUDIENCE INDEX REPORT SHOWS

KPRC FIRST

31.6% above Network Station B
60% above Network Station C
85% above Network Station D
IN TOTAL RATED TIME PERIODS

KPRC HOUSTON

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Nationally represented by **EDWARD PETRY and CO.**



REBROADCAST RULE

NARTB Urged To Oppose

NARTB should attack FCC's policy decision interpreting rebroadcast provisions of the Communications Act. [B•T, May 19], in the opinion of the association's TV Board, which met Monday-Tuesday at Hot Springs, Va.

The board stated its opposition to the plan and recommended that the association take action. A similar proposal was adopted by the NARTB Radio Board at its Thursday meeting in Washington (see Radio Board story, page 28; see FCC decision story, page 49).

The board tabled a proposal to allot $10,000 to Advertising Research Foundation for a study of audience research techniques, pending receipt of a report on the project. Broadcast Advertising Bureau, it was stated, will help finance the ARF study with a $15,000 grant. ARF is a cooperative research group conducting projects on behalf of advertisers, agencies and media. Edgar Kobak, WTWA Thomson, Ga., is ARF president.

The TV directors approved NARTB's efforts to protect telecasters' rights in government study of TV towers and air hazards. Continued action was urged.

Code Fees Continue

Present subscription fees for the NARTB Television Code will continue, it was stated. The fees are scaled downward as the number of subscribers increases, with discounts given NARTB TV members. Ninety stations and four TV networks subscribe to the code.

John E. Fetzer, owner-operator of the Fetzer radio and TV stations, reported as chairman of the NARTB Television Code Review Board on the board's activity and developments at its June 5-6 meeting [B•T, June 9].

A three-man TV Board committee will be named to study the whole problem of TV station dues, reporting back to the board in November on any proposed changes. At present TV stations pay the association half the highest quarter-hour or the five minute rate, whichever is lower, as their monthly association dues. AM stations are assessed a rising-scale fee based on their income, a completely different type of levy. Present TV dues will continue to next April.

At this stage in TV's development, the TV Board felt, the rate-card formula is best but it awaits results of the committee's studies.

The NARTB's combination dues plan was set in motion last winter. Under it, stations get a varying discount if all stations under a common owner belong to NARTB. The TV board voted to set Aug. 31 as the last day the discount can be obtained retroactive to last April 1, when the plan went into effect. Station groups applying for the discount after Aug. 31 will not get the retroactive feature, the discount starting at time the application is filed instead of from last April 1.

Henry W. Slavick, TV board member from WMCT (TV) Memphis, informed the group all Scripps-Howard stations were joining. This would add WNOX Knoxville, Tenn., and WCPO Cincinnati to the present list of Scripps-Howard members, which includes WCPO-TV Cincinnati, WEWS (TV) Cleveland; WMC (TV) and WMCT Memphis.

Of the 108 operating TV stations, 88 are NARTB TV members along with the four national TV networks.

The TV Board objected to an FCC requirement covering reports on station programming for a composite period, contending the period is too short. The board suggested the annual log reports should be compiled on a four-week basis to reflect a true picture of program service.

Many of the actions taken by the TV Board were subject to action taken by the Radio Board. In some cases a mail ballot may be needed where subjects require composite action.

All directors attended the Hot Springs meeting with the exception of Frank M. Russell, NBC, who was excused.

NARTB DISTRICTS

Meeting Schedule Approved

APPROVAL was given the schedule of 1952 NARTB district meetings at board meetings held last week. Sessions open Aug. 18 and wind up Oct. 21.

Basic agendas for the meetings are being developed by NARTB board members and district directors, with specific time to be allocated for TV discussions. The final schedule, just completed, follows (including hotels):

District 7 (Ky., Ohio)—Aug. 18-19, Statler, Cleveland.
District 8 (Ind., Mich.)—Aug. 21-22, Grand, Macinac Island, Mich.
District 11 (Minn., N. D., S. D.)—Aug. 25-26, Duluth, Duluth, Minn.
District 17 (Alaska, Ore., Wash.)—Aug. 28-29, Multnomah, Portland, Ore.
District 15 (N. Calif., Hawaii, Nev.)—Sept. 4-5, Mark Hopkins, San Francisco.
District 16 (Ariz., S. Calif.)—Sept. 8-9, Del Coronado, Coronado Beach, Calif.
District 14 (Col., Ida., Mont., N. M., Utah, S. D., Wyo.)—Sept. 11-13, Brown Palace or Cosmopolitan, Denver.
District 12 (Kan., Okla.)—Sept. 15-16, Lassen, Wichita.
District 13 (Tex.)—Sept. 18-19, Texas, Fort Worth.
District 10 (Iowa, Mo., Neb.)—Sept. 22-23, Elms, Excelsior Springs, Mo.
District 9 (Ill., Wis.)—Sept. 25-26, Plankinton, Milwaukee.
District 4 (D. C., N. C., S. C., Va.)—Oct. 2-3, Carolina, Pinehurst, N. C.
District 5 (Ala., Fla., Ga., P. R.)—Oct. 6-7, Biltmore, Atlanta.
District 6 (Ark., La., Miss., Tenn.)—Oct. 9-10, Peabody, Memphis.
District 3 (Del., Md., Pa., W. Va.)—Oct. 13-14, Penn Harris, Harrisburg, Pa.
District 2 (N. Y., N. J.)—Oct. 16-17, Westchester, N. Y.
District 1 (Conn., Me., Mass., N. H., R. I., Vt.)—Oct. 20-21, Statler, Boston.

ACLU COMPLAINT

FCC Votes to Dismiss

REVERSING a previous vote, the FCC last week voted to dismiss the complaint of the American Civil Liberties Union against ABC, CBS, DuMont, NBC and stations WPIX (TV) New York and KOWL Santa Monica, Calif.

Commission's order specifically dismissed only that portion of the ACLU complaint which asked that the licenses of the networks' stations and the other two mentioned be put on temporary extension.

Order also renewed for regular one-year period the licenses of WNBT (TV) New York (NBC) and of WCBS-TV New York (CBS). Both these stations' licenses were due for renewal June 1—but Commission's failure to act on them two weeks ago extended them temporarily. Also involved were a number of remote and pickup licenses by the various networks.

DuMont stations are at present on temporary license due to that network's involvement in the Paramount case and, therefore, last week's FCC order made no mention of them.

Neither did last week's order mention KOWL. That station's license does not expire until May 1, 1954.

Two weeks ago the Commission voted 3 to 2 not to take any action on those licenses up for renewal because of the ACLU complaint. FCC Chairman Paul A. Walker and Comrs. Frieda B. Hennock and E. M. Webster were the majority, Comrs. Rosel H. Hyde and Robert T. Bartley the minority. Comrs. George E. Sterling and Robert F. Jones were out of town.

Last week's vote was unanimous, with all Commissioners present.

It was understood that originally the FCC voted to renew the licenses involved notwithstanding the complaint, but upon the urging of General Counsel Benedict P. Cottone the decision not to renew was taken. [See editorial "Black Magic," B•T, June 9].

The ACLU complaint was filed with the FCC last April [B•T, April 14]. It charged that the networks and individual stations named were "blacklisting" certain performers because their names were listed in the anti-communist *Red Channels*. It asked that the FCC put on temporary license the stations involved, or if such licenses wer renewed that the Commission require the licensees to sign a pledge not to use a blacklist. It also asked that the Commission conduct an inquiry on whether blacklisting was being practiced by radio-TV stations.

Technically, the request for an inquiry still pends before the Commission. It is believed doubtful, however, that anything approaching a full-scale investigation will eventuate.

In replies to the ACLU complaint, the networks and stations denied that they were using a blacklist to keep performers off the air.

1882 William Edmund Scripps 1952

WILLIAM E. SCRIPPS, 70, pioneer broadcaster and publisher, died early Thursday at his country estate near Lake Orion, Mich. Death was due to a heart condition induced by a year's respiratory illness.

A member of a prominent journalistic family, Mr. Scripps and his son, William J. Scripps, started WWJ Detroit in the summer of 1920 and WWJ-TV in 1947. The elder Mr. Scripps encouraged his son's radio activities in 1920 by providing ham transmitters at home and at the *Detroit News*.



W. E. Scripps

Head of the *News* since 1926, Mr. Scripps had been with the newspaper founded by his father, the late James E. Scripps, nearly 56 years.

In directing his radio and newspaper interests, Mr. Scripps preferred to take a behind-the-scenes role. He became interested in aviation as a sport and the *News* soon was pioneering delivery of newspapers by planes.

For some years he had spent much of his time at his well-known farm, Wildwood, which produced prize-winning cattle. The farm included a game refuge of 3,830 acres and he was active in reforestation. He had many charities and had given his private art collection to the city of Detroit as well as his home, which became Mt. St. Mary's Residence for Girls.

Mr. Scripps' father was a half-brother of the late Edward W. Scripps, who had held a controlling interest in the Scripps-Howard newspaper chain. Edward W. Scripps also founded United Press and Newspaper Enterprise Assn.

Born in Detroit May 6, 1882, William E. Scripps attended Michigan Military Academy and joined the *News* in 1896. Besides serving as publisher of the *News*, he was president of Scripps Motor Co., manufacturing marine engines. In 1941 he was a member of the Seaway for Defense Committee, formed by civic and business leaders to get support for the Great Lakes-St. Lawrence Seaway project.

He was a member of the Associated Press, Detroit Board of Commerce, Detroit Athletic and Bloomfield Hills Country Clubs, and Country Club of Detroit.

Surviving are his widow, the former Nina Downey, whom he married in 1901; three children, William J., Robert W. and Mrs. Richard M. Spitzley, all of Detroit; 12 grandchildren and three great-grandchildren.



MUSIC

...the Atlas of the Entertainment World

In ancient fables, Atlas supported the world upon his shoulders. Today it's a fact that music supports the entertainment world . . . a multi-billion dollar industry . . . a world of radio, television, movies, night clubs, dance halls, concerts, musicals, etc.

Entertainment without music would be entertainment without profit, singers without songs, orchestra leaders without orchestras.

And where does this music come from? It comes from hundreds of composers and lyricists who can keep on writing these songs for the entertainment industry only because they receive royalties for the public performance for profit of their works.

That is where the American Society of Composers, Authors and Publishers enters the picture. By acting as a clearing house for the receipt and distribution of performance fees, ASCAP enables these writers to keep turning out the songs and melodies for the enjoyment of the American public. All of the thousands of songs composed by the Society's members are available to you under a single ASCAP license.

And that is what makes this license important to you. It helps make your business profitable by giving you ready access to the best in the music of America — the music people have requested, over and over again, through the years.

This is the first in a series of advertisements telling the story of ASCAP

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, NEW YORK

APRIL NETWORK SALES

324 Advertisers Buy Radio

A TOTAL of 161 advertisers in April bought $13,943,887 worth of radio network time, averaging $86,608 apiece, while 163 advertisers spent $15,014,091 for TV network time, an average of $92,111 each, according to a BROADCASTING • TELECASTING analysis of advertising expenditures for network time as reported by Publishers Information Bureau.

Network television held a similar slight lead over network radio for the first four months of 1952, as it did in April. During the January-April period, 179 advertisers used time on the radio networks, spending in the four months a combined total of $56,544,685, or an average of $315,892. Meanwhile, TV networks boasted a total of 191 clients who bought $60,686,549 worth of TV network time or an average of $317,731. All dollar figures are calculated at the one-time rate, before volume or frequency discounts, and therefore somewhat in excess of actual out-of-pocket expenditures of advertisers.

Procter & Gamble Co., as usual, stands at the top of the sponsor list in both radio and TV network programs, measured by the amount of time purchased. It is perhaps significant that six companies appear on both lists of the top 10 sponsors (Table I for radio, Table IV for TV)—Colgate-Palmolive-Peet Co., General Foods, General Mills, Lever Bros. and Liggett & Myers, in addition to P & G. Leading advertiser in each product group of advertisers for each network medium is shown in Table II for radio and Table V for TV.

Decline of radio network billings over the past year and the concurrent rise in TV network time sales are detailed by product groups in Tables III and VI, respectively. Class by class, these two tables afford a clear overall picture of the changes in radio and TV sponsorship during the past year, with April of 1952 compared with the same month of 1951 and the first four months of each year compared.

* * *

TABLE I

Top Ten Radio Network Advertisers in April 1952

1. Procter & Gamble Co.	$1,431,919
2. Sterling Drug	601,887
3. Miles Labs	597,239
4. Lever Brothers Co.	578,567
5. General Foods Corp.	568,638
6. General Mills	511,868
7. Liggett & Myers Tobacco Co.	474,489
8. American Home Products Corp.	406,949
9. Philip Morris & Co.	384,562
10. Colgate-Palmolive-Peet Co.	378,127

* * *

TABLE IV

Top Ten TV Network Advertisers in April 1952

1. Procter & Gamble Co.	$1,277,450
2. General Foods Corp.	725,736
3. Colgate-Palmolive-Peet Co.	626,219
4. R. J. Reynolds Tobacco Co.	594,785
5. Lever Brothers Co.	471,993
6. Liggett & Myers Tobacco Co.	461,125
7. American Tobacco Co.	427,470
8. P. Lorillard Co.	365,429
9. General Mills	305,014
10. General Motors Corp.	286,745

TABLE II

Leading Radio Network Advertiser for Each Product Group During April 1952

Class	Advertiser	Gross Time Purchases
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$31,052
Apparel, Footwear & Access.	Cannon Mills	9,440
Automotive, Auto. Access. & Equip.	Goodyear Tire & Rubber Co.	79,860
Beer, Wine & Liquor	Falstaff Brewing Corp.	81,631
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	69,138
Confectionery & Soft Drinks	Wm. Wrigley Jr. Co.	146,715
Consumer Services	Electric Companies Advertising Program	63,055
Drugs & Remedies	Miles Labs	597,239
Foods & Food Products	General Foods Corp.	562,379
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	102,222
Horticulture	Ferry-Morse Seed Co.	22,068
Household Equip. & Supplies	Philco Corp.	138,139
Household Furnishings	Armstrong Cork Co.	33,136
Industrial Materials	U. S. Steel Corp.	$ 97,560
Insurance	Prudential Insurance Co. of America	132,173
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	91,824
Office Equip., Stationery & Writing Supplies	Hall Brothers Co.	65,984
Publishing & Media	Time Inc.	54,370
Radios, TV Sets, Phonographs & Musical Inst. & Access.	RCA	58,558
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	2,688
Smoking Materials	Liggett & Myers Tobacco Co.	474,489
Soaps, Cleansers & Polishes	Procter & Gamble Co.	983,013
Toiletries & Toilet Goods	Procter & Gamble Co.	376,305
Transportation, Hotels & Resorts	Assn. of American Railroads	61,902
Miscellaneous	American Federation of Labor	100,531

* * *

TABLE III

Gross Radio Network Time Sales by Product Groups for April and January-April, 1952 Compared with 1951

	April 1952	Jan.-April 1952	April 1951	Jan.-April 1951
Agriculture & Farming	$60,514	$255,498	$60,196	$252,886
Apparel, Footwear & Access.	23,364	104,698	68,326	428,961
Automotive, Auto. Access. & Equip.	319,125	1,330,210	385,137	1,649,574
Beer, Wine & Liquor	255,314	914,523	241,457	1,217,705
Bldg. Materials, Equip. & Fixtures	90,104	320,724	124,070	468,391
Confectionery & Soft Drinks	523,089	2,168,610	571,769	2,116,569
Consumer Services	202,907	810,861	268,531	1,193,484
Drugs & Remedies	1,960,229	7,554,377	2,030,011	8,478,727
Food & Food Products	3,279,128	13,205,076	3,865,626	15,956,815
Gasoline, Lubricants & Other Fuels	431,378	1,845,394	464,510	2,097,465
Horticulture	24,376	62,995	24,084	66,231
Household Equip. & Supplies	295,524	1,303,075	243,125	964,783
Household Furnishings	84,571	396,045	83,395	297,616
Industrial Materials	206,130	910,708	196,557	729,018
Insurance	$286,814	$1,162,435	$263,930	$1,033,908
Jewelry, Optical Goods & Cameras	91,824	389,664	125,990	428,366
Office Equip., Stationery & Writing Supplies	65,984	279,077	70,968	300,882
Political		704		
Publishing & Media	68,263	265,933	8,288	135,943
Radios, TV Sets, Phonographs, etc.	108,977	527,668	193,868	724,974
Retail Stores & Direct Mail	2,688	8,334	5,583	10,847
Smoking Materials	1,596,250	6,589,460	1,900,724	7,400,244
Soaps, Cleansers & Polishes	1,623,546	6,256,331	1,646,766	6,353,697
Toiletries & Toilet Goods	1,882,935	7,921,926	2,506,301	9,527,114
Transportation, Hotels & Resorts	61,902	344,643	118,170	488,968
Miscellaneous	398,951	1,615,716	436,526	1,731,587
Totals	$13,943,887	$56,544,685	$15,921,908	$64,054,755

Source: Publishers Information Bureau.

* * *

TABLE V

Leading TV Network Advertiser for Each Product Group During April 1952

Class	Advertiser	Gross Time Purchases
Apparel, Footwear & Access.	International Shoe Co.	$80,940
Automotive, Auto. Access. & Equip.	General Motors Corp.	230,270
Beer, Wine & Liquor	Anheuser-Busch	152,200
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	66,720
Confectionery & Soft Drinks	Mars Inc.	151,395
Consumer Services	Arthur Murray School of Dancing	19,920
Drugs & Remedies	American Home Products Corp.	142,500
Foods & Food Products	General Foods Corp.	725,736
Gasoline, Lubricants & Other Fuels	Texas Co.	224,475
Horticulture	Jackson & Perkins Co.	1,905
Household Equip. & Supplies	General Electric Co.	186,800
Household Furnishings	Armstrong Cork Co.	111,300
Industrial Materials	Reynolds Metals Co.	120,945
Insurance	Mutual Benefit Health & Accident Assn.	$33,000
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	48,455
Office Equip., Stationery & Writing Supplies	Hall Brothers Co.	98,830
Political	Democratic State Committee of N. Y.	4,035
Publishing & Media	Curtis Publishing Co.	49,083
Radios, TV Sets, Phono., Musical Inst. & Access.	RCA	168,005
Retail Stores & Direct Mail	Drugstore Television Productions	87,900
Smoking Materials	R. J. Reynolds Tobacco Co.	594,785
Soaps, Cleansers & Polishes	Procter & Gamble Co.	897,510
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	475,751
Miscellaneous	Quaker Oats Co.	88,230

* * *

TABLE VI

Gross TV Network Time Sales by Product Groups or April and January-April, 1952 Compared with 1951

	April 1952	Jan.-April 1952	April 1951	Jan.-April 1951
Apparel, Footwear & Access.	$327,308	$1,431,370	$266,604	$972,351
Automotive, Automotive Supplies & Equip.	1,170,975	5,019,360	775,673	3,339,527
Beer, Wine & Liquor	517,412	2,195,390	387,205	1,493,297
Building Materials, Equip. & Fixtures	86,104	325,106	5,945	7,690
Confectionery & Soft Drinks	425,025	1,904,232	261,633	861,459
Consumer Services	19,920	84,660	59,415	232,100
Drugs & Remedies	477,073	1,738,525	153,255	528,565
Food & Food Products	3,021,974	11,951,340	2,129,836	7,657,014
Gasoline, Lubricants & Other Fuels	364,305	1,520,283	212,915	823,345
Horticulture	1,905	1,905	.....	.....
Household Equip. & Supplies	820,941	3,588,770	588,368	2,411,712
Household Furnishings	267,223	869,768	347,863	1,322,679
Industrial Materials	354,807	1,586,497	297,465	1,166,725
Insurance	33,300	126,490	31,180	176,430
Jewelry, Optical Goods & Cameras	211,485	680,415	250,487	779,547
Office Equip., Stationery & Writing Supplies	98,830	665,740	26,010	76,050
Political	4,035	72,617		
Publishing & Media	73,026	260,067	78,765	227,303
Radios, TV sets, Phono. Musical Inst. & Access.	339,325	1,597,190	460,309	1,787,712
Retail Stores and Direct Mail	87,900	385,250	126,820	689,833
Smoking Materials	2,331,600	9,172,452	1,232,325	4,749,943
Soaps, Cleansers & Polishes	1,545,813	6,456,436	867,898	2,513,501
Toiletries & Toilet Goods	2,274,617	8,317,556	958,948	3,747,877
Miscellaneous	159,188	735,130	144,560	507,328
TOTAL	$15,014,091	$60,686,549	$9,633,479	$36,071,987

Source: Publishers Information Bureau.

wherever you go there's radio . . .

transmitted through Truscon Steel Towers

Truscon Steel Towers dot the landscape in America and foreign lands, performing dependably under the greatest extremes of geographical and meteorological conditions.

Typical example is the new 409 feet high Truscon Guyed Tower with RCA 4-section HD pylon 56 feet high, erected for WCOP-FM Broadcasting Station at Boston, Mass.

Lessons learned through experience, observation, and coordination with leading tower erectors during construction of hundreds of towers, are reflected in the design, detail, and safe and simple field assembly of all Truscon Steel Radio Towers.

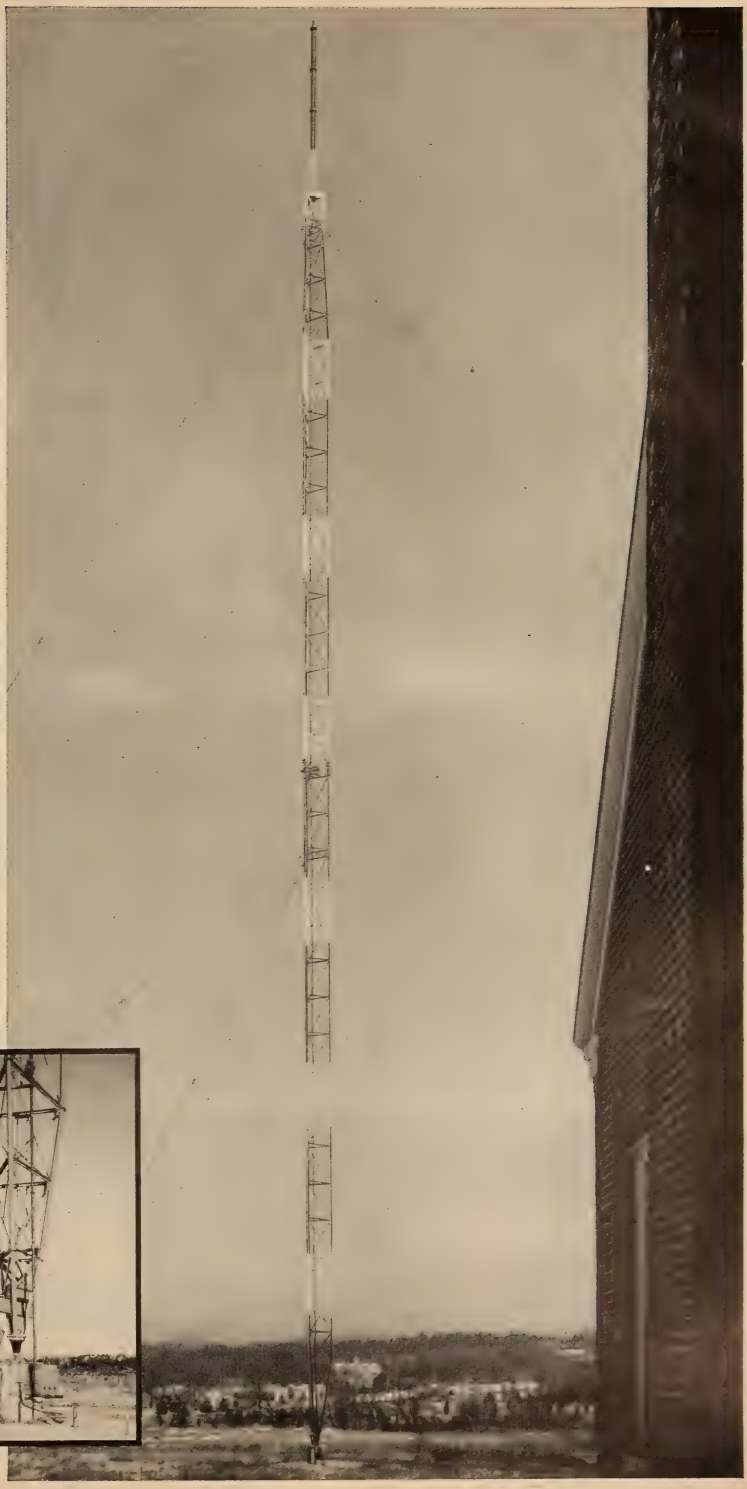
Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance on your tower problems. Call or write today.

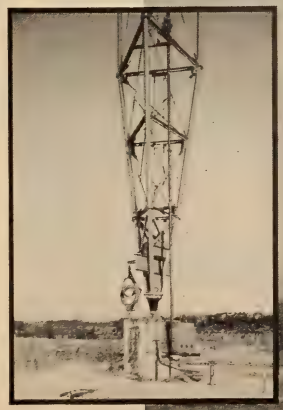
TRUSCON® STEEL COMPANY

1074 Albert Street

Youngstown 1, Ohio

Subsidiary of Republic Steel Corporation





TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON . . . a name you can **build** on



NOW...say goodbye to timing error problems!



"SCOTCH" Brand's sensational, NEW 7" plastic professional reel cuts timing error of tape recorded programs up to ONE HALF

If timing problems are the bug-a-boo of your job as a recording engineer, you are no exception. Recording engineers agree that nothing is as distressing as having a tape recorded program run over or under specified time, creating a scheduling problem. But why not relax and breathe easy? You can, you know, because "SCOTCH" Brand, first in sound recording tape, announces its new, exclusive 7" plastic professional reel.

HAILED BY BROADCASTING & RECORDING INDUSTRY LEADERS

Every test on professional recording machines proved conclusively the superiority of "SCOTCH" Brand's exclusive, new 7" reel as contrasted to the standard 7" reel. In every instance the maximum deviation of the recorder speed has been reduced to one-half that experienced using the standard 7" reel.



EXTRA ADVANTAGES OF THE NEW PLASTIC PROFESSIONAL 7" REEL



REDUCTION OF PITCH CHANGES — Pitch changes can be a source of trouble when making continuous long recordings on two machines. Because of the closer speed control made possible by the new plastic professional reel, pitch changes in musical selections are greatly reduced.

MINIMIZED MECHANICAL DISTORTION OF TAPE— On the new professional reel there is only one small threading slot. This minimizes the mechanical distortion of the layers of tape nearest the hub.

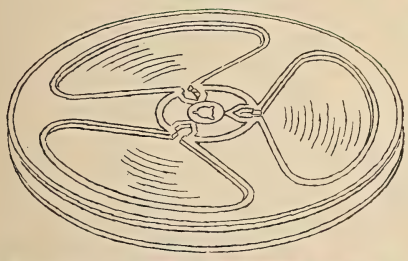
MORE UNIFORM WINDING — The new plastic professional reel does not attain as high a rotational speed as the standard 7" reel. This results in less vibration and smoother re-winding.

ORDER TODAY FROM YOUR ELECTRONIC PARTS DISTRIBUTOR

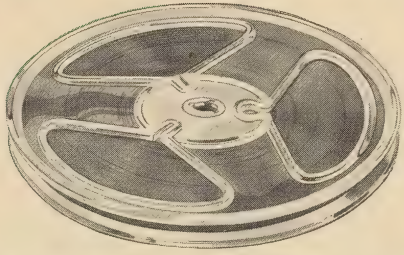
EXCLUSIVE DEVELOPMENT

IN PROFESSIONAL 7" REELS

OLD



NEW



REG. U.S. PAT. OFF.

SCOTCH BRAND Sound Recording Tape

"SCOTCH" Brand's new, professional reel has an exclusive, large-sized hub (2¾" in diameter as compared to the 1¾" diameter hub for the standard 7" reel). This gives "SCOTCH" Brand's new, professional reel the same ratio of outside diameter to hub diameter as that of the standard NAB metal reel.

While timing is also determined by mechanical considerations in recording machines, tape reels play an important part in this problem. With the standard 7" reel, as tape is spooled from the supply reel on to the take-up reel, tension is constantly varying because of the changes in the effective reel diameters. This change in tension causes slight variations in speed; the tape running faster at the beginning of the reel, and slower at the end. The hub of "SCOTCH" Brand's new plastic professional reel is purposely made large to eliminate tension change while the tape is playing.

More than 1200 feet of "SCOTCH" Brand's exclusive *dry lubricated* Sound Recording Tape is readily stored on the new professional 7" reel.

Quality Guarantee

The Sound Recording Tape supplied on "SCOTCH" Brand's new, professional 7" reel is 100% splice free.

Tape wound on the new 1200 foot reel has an output variation at 1000 cps less than plus or minus ¼ db, and is less than plus or minus ½ db from reel to reel.

FIFTIETH ANNIVERSARY 3M COMPANY 1902 • 1952

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "SCOTCH" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 270 Park Avenue, New York 17, N.Y. In Canada: London, Ont., Can.

in public service . . .

WNAR Norristown, Pa., helped to send a blind bowling team to the National Blind Tournament in New York. The bowling team had wanted to participate in the tournament but needed $150 in travel funds. WNAR conducted a week-long campaign over the *Allan Michaels Morning Show*, getting more than $200 in contributions.

* * *

KGLO Raises Funds

THREE fund-raising campaigns by KGLO Mason City, Iowa, secured $1,100 for flood relief, $800 for a recreation area beautification project and $1,600 for the local polio drive, according to Bud Suter, KGLO program and sports director.

* * *

WESC Aids Child

WESC Greenville, S. C., through disc jockeys Fred Heckman and Jack Strong, appealed to listeners for hospital funds for a five-year-old child in need of brain surgery. Listeners responded with $135. This amount, added to $100 donated by the local chapter of the American Red Cross, was enough to have the child admitted to Duke U. Hospital in Durham, N. C.

* * *

Funds for Announcer

STAFFERS of CHUM Toronto, Ont., began a fund-raising drive which eventually reached $941 to pay the medical expenses for Cam Langford, CJOY Guelph, Ont., announcer, who was paralyzed after auto accident injuries. Contributions came from listeners, radio and recording people, and the audiences at a performance of *Treasure Trail*, a radio quiz and celebrities show.

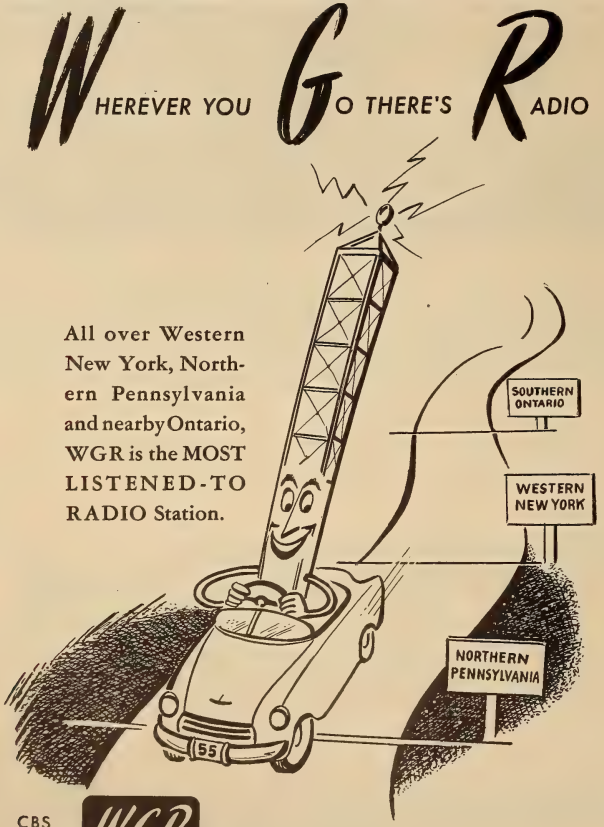
Red Cross Jamboree

RED CROSS drive by KYMA, Yuma, Ariz., saw $14,000 goal there reached with Program Director Bob Vache acting as a "human" gauge in a four-hour climb up the 250-w station's antenna to measure progress of contributions. The KYMA drive featured a "Red Cross Jamboree."

* * *

Radio Solves Robbery

WHEN a lone robber held up a bank in California, Mo., he was apprehended three hours afterward. A listener heard a description on the KWOS Jefferson City *MFA Neighbors* and notified law officials.





FOR THE 19th consecutive year, the two persons above have gone through this ceremony of signing a contract. Clothier Henry Holmes (l), president of H. G. Holmes & Sons, once again signs for KTUL Tulsa's *News at Home*, while R. P. (Bud) Akin, KTUL senior account executive, beams satisfaction. Mr. Holmes, the station's oldest continuous advertiser, was one of Mr. Akin's first sales clients, a pleasant relationship that has been lasting.

WTMJ CHANGES

Three Executives Affected

THREE changes in the executive staff of WTMJ-AM-TV Milwaukee have been announced by Walter J. Damm, vice president and general manager of the stations.

Russell G. Winnie becomes assistant general manager of radio succeeding L. W. Herzog. George Comte will be stations' manager succeeding Mr. Winnie. Mr. Herzog's post is to be research and development coordinator.

Mr. Winnie joined the *Journal* stations in 1928 and has been stations' manager since June 1945. Mr. Comte has been at WTMJ since 1935 and became an assistant to the manager in 1950. Mr. Herzog has been with the *Journal* interests since 1924. He became station manager of WTMJ in 1939 and in 1945 was named assistant general manager of radio.



Mr. Winnie



Mr. Comte

WLPO's New Plant

CONSOLIDATION of office and studio facilities under the same roof by WLPO La Salle, Ill., is scheduled to take place Wednesday without interruption in regular broadcast operations, according to Bill Holm, general manager. The station's new quarters are located at the transmitter site immediately south of La Salle-Peru.



HELICOPTER DROPS OIL EXPLORATION CREW into rough California terrain where geologists will study surface rock structures in their never-ending search for oil. Despite long chances involved, U. S. oilmen last year found twice as much new oil as nation used.

Biggest Search in History Pays Off For U. S. Oil Consumers

Last year oilmen found two barrels of new oil in the United States for every barrel the nation used, in spite of the tremendous odds against finding new sources of oil. As a result, the nation's known underground oil supplies are now at an all-time high—over four times what they were thirty years ago.

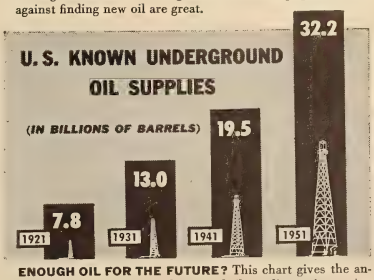
These record discoveries are remarkable when you consider the risks oilmen take in their search for oil. The odds are 8 to 1 against bringing in a producing well in an area where oil has never been found before. Yet by drilling more wells in 1951 than ever before, oilmen discovered a record amount of new oil to assure your future needs.

It is no accident that year after year America's thousands of privately-managed oil businesses find more oil in the U. S. than America uses. The odds against finding new sources of oil are great, but the men who compete in the search for oil are willing to accept these odds as long as the chance to stay in business by earning a fair profit exists.

This is America's competitive system at work—and a good example of how it benefits you and the nation.



MINIATURE EARTHQUAKES like this were set off by the hundreds of thousands last year to chart underground rock formations, permitting exploration crews to pinpoint *likely* oil drilling locations. Even using latest scientific equipment, odds against finding new oil are great.



ENOUGH OIL FOR THE FUTURE? This chart gives the answer. America's known underground oil supplies are increasing steadily though U. S. uses more oil every year. Ample oil supplies help make oil products a real bargain. Today's high quality gasoline costs about same as gasoline did in 1925—only taxes are higher. Yet 2 gallons now do work 3 used to do.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

BBC'S POLICY

First Step To Commercialism

FIRST STEP toward the introduction of commercial competition to the BBC monopoly in broadcasting in Great Britain was taken last Wednesday, when the House of Commons approved a Government White Paper on the future of broadcasting, including a proposal for privately-owned advertising-supported TV stations to operate alongside the BBC's non-commercial tax-supported stations. In radio, the BBC's exclusive broadcasting rights were extended for another 10 years.

Step was a long one, marking as it did the first time that any official sanction has been given in the United Kingdom to anything but the BBC's monopolistic public service type of radio and TV operation. While only television is mentioned in the measure, informed observers seem to be in agreement that once commercial television has been added to the broadcasting scene, the introduction of commercial radio can not lag far behind.

No Early Commercials

But it should not be assumed that the vote means that the British public will start getting commercial programs on their TV sets in the near future. The date when video commercials first go out into the English air is still some years away, estimates of just how many years varying from 3 to 10 or more. Estimates like the House of Commons vote are based primarily on the political views of the estimators.

Specifically, the government proposed and the House adopted the suggestion "that in the expanding field of television provision should be made to permit some element of competition [to the BBC] when the calls on capital resources at present needed for purposes of greater national importance make this feasible."

Freely translating "purposes of greater national importance" as "rearmament" makes it apparent that no private broadcasters are going to be licensed in England for some time to come. Furthermore, there is as yet no machinery for issuing commercial TV licenses there. The White Paper pointed out:

"As the policy governing the BBC charter and license is always considered by Parliament on the occasion of renewal, the government thinks that Parliament should have a similar opportunity of considering, before the licensing of the first station, the terms and conditions under which competitive television would operate.

"It would be necessary to introduce safeguards against possible abuses and a controlling body would be required for this purpose, for regulating the conduct of new stations, for exercising a general oversight of the programmes and for advising on appropriate matters." It has been commented that if in establishing a British counterpart of our FCC the above language should be retained, that final phrase "advising on appropriate matters" might well prove as plaguing to the English as the "public interest, convenience or necessity" of our communications act has in this country.

"The new stations would not be permitted to engage in political or religious broadcasting," the government states. "Licenses for any new stations would be granted (and, if necessary, withdrawn) by the Postmaster General on the advice of this body, subject to reservation by the government of all rights in time of emergency."

Technical Aspects

On the technical side, the White Paper points out that the private TV stations would have to use "higher frequencies." The introduction of competitive TV service would also require changes in the design of English TV receivers for multi-station reception and the production of adaptors for present sets, which can receive only the single channel now utilized for telecasting by the BBC TV stations.

Even when material is free for such non-defense uses as the erection of TV stations, commercial operators will not be at the head of the line, but must cue up behind the BBC. The Government White Paper states:

"For many years the BBC has been prevented by limitations on capital investment from developing television in certain areas and from introducing very high frequency sound broadcasting. The government considers that the BBC has a continuing obligation to provide adequate national broadcasting services throughout the United Kingdom and the fulfillment of this policy must clearly have first claim when labor and materials become available."

There are now four TV stations in the United Kingdom—three in England and one in Scotland—with a fifth, in Wales, scheduled to be added in August. BBC plans also call for the future erection of five lower powered video transmitters. At present, all stations broadcast the same programs, originated mostly in London.

Half-Million TV Sets

There are about 500,000 TV sets installed in the United Kingdom, which has some 12 million licensed radio sets. License fees of 2 pounds ($5.60) a year on radio sets and of twice that sum on TV sets furnish the money with which the BBC operates.

At present all this revenue goes to the BBC; the government proposes that 15% be put into the nation's general finances, with the BBC operating on the remaining 85%, for the first three years of the new proposed 10-year charter. After the three-year period, opportunity would be provided to review this financial arrangement.

In the debate of the White Paper in the House of Lords, it was reported that the BBC's revenue from license fees runs at the rate of about $32.2 million a year.

During the House of Lords debate, which was pushed vigorously by both proponents and opponents of sponsored programs, it was reported that public opinion polls in recent years have shown about 65% of the British public favor some competition to the BBC. Newspaper associations have opposed the introduction of advertising into TV. Somewhat more surprising is the report that English advertisers and advertising agencies are divided on the advisability of commercial TV, although the majority of each group favors the idea.

The vote of the Incorporated Society of British Advertisers was 169 in favor to 122 against, while the Institute of Incorporated Practitioners in Advertising members voted 201 for commercial television and 181 against.

GET THE BIG PLUS
IN CINCINNATI

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS
OF
SELLING POWER

WCKY
CINCINNATI

Youthful Applicants

TWO young men—who evidentally have heard that radio is a young man's game — filed for a new AM station for Oxford, Ohio, last week. The duo, Eugene Napier and Richard Plessinger, are 17 and 18 years old, respectively. They seek 1090 kc with 500 w daytime, and expect that the station will cost $10,350 to build, $23,000 a year to operate, and take in $27,000 a year revenue. "The station will give the sponsor as much time as possible and still not make it hard on the listener," they state in their application. Mr. Napier is a student at the Stewart High School, Oxford, and Mr. Plessinger is a serviceman for McFarland Radio Service, also in Oxford.

ANTI-TRUST CASE

New Delay to September

HEARING on RCA's motion for withdrawal or modification of the government subpoena for RCA records in its anti-trust probe of the electronics manufacturing industry has been postponed to Sept. 2.

The hearing had been slated for last Thursday in the U. S. Court for the Southern District of New York, but was rescheduled for September, government authorities said, upon RCA request and approval of Justice Dept. officials in Washington.

Authorities said the action naturally delays RCA compliance with the subpoena but does not affect that of other manufacturers subpoenaed, which, it is generally accepted, includes virtually all major producers of AM, TV or FM transmitting equipment [B•T, March 3, et seq.].

Except for RCA, it was reported, manufacturers who received subpoenas have complied "in whole or in part" with the Justice Dept. request. Attorneys are now engaged in the substantial task of sifting through the mass of corporate records, correspondence, reports, etc., which have been submitted.

In seeking modification or withdrawal of its subpoena, RCA contends the demand for voluminous data—some dating back to 1934—is "too broad, unreasonable and oppressive." Further company claims are that a part of the subpoena relating to RCA licensing was adjudicated in a 1932 consent decree and that the courts ruled in 1942, when the Attorney General had attempted to re-open the case, that it was closed.

ALAN REED, who portrays Pasquale on CBS Radio *Life With Luigi*, organized marathon broadcasts conducted by Los Angeles area disc m.c.'s, May 26-June 7, sponsored by Irving Thalberg Lodge for benefit of Little Flower Home for Girls.

the most important figures in radio today are...



The Magazine of Building
Rodney McCay Morgan Photolog



...RADIO HOMES!

Radio time today is bought on a basis of radio homes. The county-by-county breakdown of radio homes in America is the circulation figure for *all* radio. These figures for the 3,070 counties in the United States are the most basic statistical data.

Of all source and data books, the BROADCASTING Marketbook is the only place where the number of radio homes can be found. This information will be published *exclusively* in the 1952 BROADCASTING Marketbook.

The Radio Homes listing, along with other important data in the Marketbook, is the reason that time-buyers use it *every day*.

Therefore, the 1952 BROADCASTING Marketbook is a *strategic* advertising buy. Reserve space today.

THE 1952 MARKETBOOK will also include:

SPOT RATE FINDER
Auto Registrations
Retail Sales
Farm Income
Employment
Taxable Payrolls
State Maps
Television Map
And Other Features

Publication Date: August 18 • Deadline: July 20 • Regular Rates

TEXAS STAR RULING

Court Remands Grant

WHEN the FCC considers an application for a new station, it must balance the proposed gain in service by the applicant against the loss to be suffered by an existing licensee.

This is the most significant portion of the decision issued last Thursday by the U. S. Court of Appeals in Washington which remanded to the FCC its grant of a new station to Texas Star Broadcasting Co. (Roy Hofheinz). Decision was No. 10692, *Democrat Printing Co.* v. *FCC* and *Texas Star Broadcasting Co.*

The Court also held that the Commission may not deviate from its engineering standards in cases decided by examiners. The implication was that the FCC must rule itself when it wished to change a standard.

Case, begun in 1947, involved the grant of a new station to Texas Star in Dallas on 740 kc with 10 kw LS, 5 kw N, DA.

Appealing the decision was daytimer KSEO Durant, Okla., on 750 kc with 250 w, which claimed that intereference to its service area must be considered by the Commission and that the burden of proof must be carried by the new applicant. It claimed that the new station (KACE) eliminated 41% of the population it was serving (164,300 people).

Also involved in the FCC hearings on the Dallas applicant was KTRH Houston (740 kc, 50 kw, DA) which asked for a change in its directional pattern. Initial decision in 1949 proposed to grant KTRH but deny Texas Star. In 1950, however, the Commission reversed the examiner's proposal, granted Texas Star and denied KTRH. In June 1950, KSEO appealed the decision to a three-judge Court of Appeals.

Case was argued last fall before retired Judge Kimbrough Stone and Judges Wilbur K. Miller and David L. Bazelon. Judge Bazelon wrote the decision, in which Judge Miller concurred. The Court ruled:

If the requirements of the public interest are to be satisfied the Commission must consider not only the public benefit from the operation of the new station, but also any public loss which it might occasion. Only by such a balancing can the Commission reach a legally valid conclusion on the ultimate question of the public interest.

By refusing to base its decision upon a 'comparative consideration of KSEO and the Dallas proposal' the Commission effectively disregarded its Rule 3.24 [Showing Required for Broadcast Facilities] . . . the Commission could not regard as irrelevant what Rule 3.24 and the public interest command—a determination as to the comparative merits of the two stations in the area of interference.

The Court also refused to accept the contention that the burden of proof regarding loss of service was the responsibility of KSEO. Texas Star in its FCC presentation attempted to show how KSEO programmed for the area in question, but the examiner rejected this evidence and was upheld in this respect by the full Commission.

The Court held that the Commission "deviated" from its own engineering standards in approving the grant of the new Dallas station, since the new station violated Par. 4, dealing with blanket areas.

Standards state that a transmitter shall be located so that not more than 1% of the metropolitan population to be served live within the blanket area—the area near the transmitter where radio receivers find it difficult to tune-in other signals due to the strength of the signal from the nearby transmitter.

Commission's Standards

Commissions standards provide that other transmitter locations may be permitted if not more than 1% of the population comes within the 500 uv/m contour, if the applicant submits an affidavit, giving reasons why he cannot live up to the regular requirements, and if the applicant assumes full responsibility for adjusting the receivers of complaining listeners in the blanket area.

The Court pointed out that the Commission's grant to Texas Star violated even that exception, in that 1.3% of the population resided in the 500 uv/m contour and that Texas Star did not submit the affidavit called for.

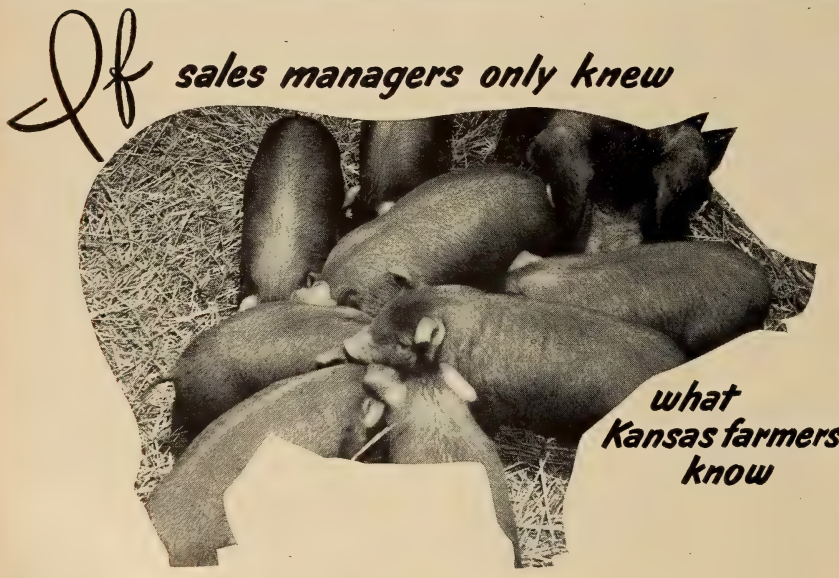
On another point raised by KSEO, the Court brought up the question of the financial effect on the operation of an existing station when a new grant is made which affects the former's operation.

KSEO claimed that there was no substantial evidence to support the Commission's findings that "the grant to Texas Star will not impair the ability of KSEO to continue to serve the Durant area."

The Court agreed to that. "KSEO may or may not be able to survive financially if its signal is blocked out by the proposed interference," it stated. "The evidence furnishes no basis for an answer."

Mr. Hofheinz owns in addition to the grant for KACE, 50-kw KSOX Harlingen (1530 kc, 10 kw at night) and 5-kw KTHT Houston (on 790 kc).

GOVERNMENT of India Information Services has announced that All-India Radio now operates 22 stations—more than double the number that were in operation before India achieved independence in 1947.



Every farmer knows the trick of introducing a new pig into a family like this. Unless it's done right, the newcomer is likely to go hungry.

There's an equally simple method of introducing a new product to the farm and small town families of Kansas. Tell them about it over WIBW! It's the station most listened to by the state's biggest-spending, most desirable market.*

Because we're a welcome daily visitor in these homes, we'll get you SPEEDY SALES RESULTS . . . just like we have for hundreds of other WIBW advertisers.

* *Kansas Radio Audience, 1951*



WIBW
Serving and Selling "THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
CBS RADIO TOPEKA, KANSAS



Rep. Capper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

REBROADCAST RULE

Opposition Developing

WIDESPREAD protests against FCC's new "legalized larceny" ruling on rebroadcast rights started to develop in the industry last week as legality of the decision was challenged.

NARTB, NBC and CBS were preparing to ask reconsideration of the order [B•T, May 19] as well as stay of execution prior to the July 1 effective date.

Indignation marked meetings of the two NARTB directorates—Radio Board and TV Board—last week. Both boards took up the FCC's order and adopted resolutions calling for quick action (see board stories, pages 28 and 36).

The NBC and CBS protests were about complete at the weekend, with prospect they would be filed early this week. Legal staffs of both networks gave priority to the matter.

Curiously, the most heated criticism of FCC's order—which puts a station on the Commission carpet if its fails to let another station rebroadcast a program — occurred within the government [CLOSED CIRCUIT, June 9].

This criticism developed within the Budget Bureau because FCC had failed to clear its decision with the bureau as required by the Federal Reports Act of 1942.

The Commission found itself on the spot at a Tuesday session of its lawyers and representatives of the Budget Bureau, part of an all-day discussion with the Broadcast Industry Committee of the Advisory Council on Federal Reports. The advisory council consists of business organizations which advise with the Budget Bureau in simplifying and improving questionnaire and reporting procedures of federal agencies.

Benedict Cottone, FCC general council, is understood to have told the broadcast advisory group the subject was not properly before the body, adding that the FCC didn't need the Budget Bureau's consent to issue the order.

After conferring with other FCC representatives, Mr. Cottone apologized for his observations, according to some of those who took part in the meeting.

The Budget Bureau, citing the Federal Reports Act, contended no agency shall collect information without its approval. The bureau does not question the FCC's power from a policy standpoint. However, it takes the position that if a Federal agency issues a rule calling for a report, and that report is disapproved by the bureau, the rule would then be invalid.

It was brought out Tuesday that the rebroadcast order had been informally discussed at the staff level by FCC and bureau personnel, but the final FCC rule had not been cleared.

The bureau now has the matter before it, looking into the procedure involved in network and station reports on refusal of permission for rebroadcast. It is holding discussions with FCC on the subject.

Industry concern over the FCC's rebroadcast order continued to mount last week as its impact on stations and networks was studied in detail. The rule specifies that if a station refuses to permit rebroadcast of a program it has carried, it must tell the FCC why it refused.

If the Commission figures the reasons aren't satisfactory, it might question the very qualifications of the licensee under the public service provisions of the Communications Act, it was pointed out.

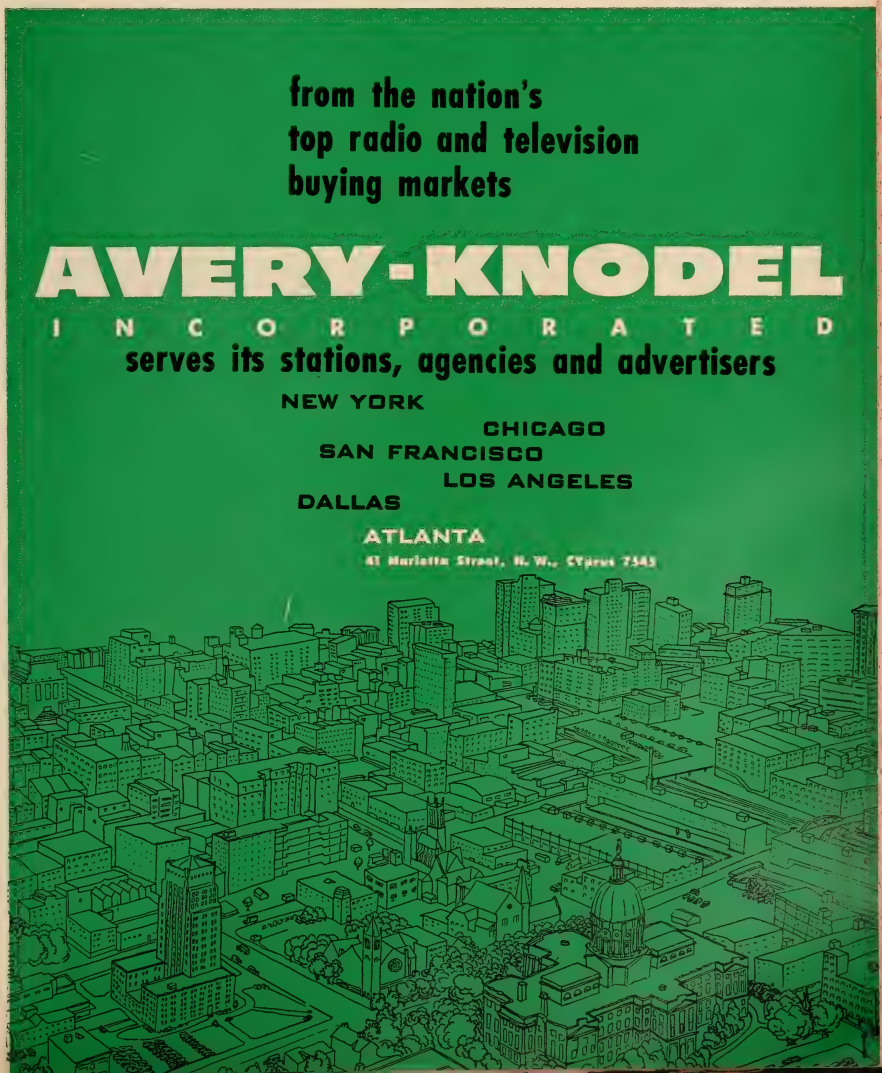
A broadcaster suggested to the joint committee that a special enforcement problem would arise if a station would demand an exorbitant sum to another broadcaster seeking rebroadcast rights.

The all-day advisory discussions brought out many proposals to simplify FCC questionnaires and ease the burden of filling out all sorts of returns with detailed information. In renewal applications, for example, it was proposed that stations file a simple balance sheet instead of long forms. Use by FCC of an income form resembling income tax computations was suggested as a means of saving work.

In the case of forms covering broadcast properties that are relatively small units in large enterprises, it was proposed that FCC need not examine in great detail all the phases of the commonly controlled properties. Consolidation of annual and interim ownership reports.

Attending the advisory sessions were Ben Strouse, WWDC Washington, chairman of the Broadcast Industry Committee; David Cohen and C. P. Modlin, economists of the Budget Bureau's Office of Statistical Standards; C. T. Lucy, WRVA Richmond; Richard C. Steele, WTAG Worcester, Mass.; E. K. Jett, WMAR-TV Baltimore; Ralph W. Hardy, NARTB, substituting for Secretary C. E. Arney Jr.; Richard P. Doherty and Charles H. Tower, NARTB, observers; Leon Brooks, Carl Burkland, Craig Lawrence, CBS; James E. Greeley, Paul B. Lynch, NBC; Mr. Cottone, Daniel Ohlbaum, Curtis B. Plummer, Robert Leahy, Hugo Reyer, H. H. Golden, James Sheridan, Eric Stewart, FCC.

UNITED NATIONS Radio has produced a special series titled *Jungle in Retreat*, story of three U. N. reporters in southeast Asia, starring screen actor Gene Kelly. Series will be carried by NBC radio June 21, 28 and July 5.





AMONG THOSE attending the West Virginia AP news clinic were (front row, l to r) H. B. Kenny, WCOM Parkersburg; Paul A. Myers, WWVA; Phil Vogel, WGKV Charleston; Frank J. Stearns, AP field representative, Washington, D. C.; Ned Skaff, WCHS; Nick Basso, WSAZ Huntington; Gilbert D. Brooks and Mr. Hays, WKNA; second row, Aud Archer, WCOM; A. G. Ferrise, WMMN Fairmont; Johnnie Villani, WBRW Welch; Mr. Saunders; Mr. Aspinwall; Mr. Rine, and John S. Phillips, WHTN Huntington; standing, Doug Martin, WCHS; Carl Lipps and Charlie Brotman, WRON Ronceverte; Bill Powell, WMMN; Mort Cohen and Bill Buckley, WCHS; Ellis Landreth, WBRW; Cebe Tweel, WPLH Huntington; Mr. Fullerton; Bill Austin, WPLH; Bert Shimp, WSAZ; Charles R. Lewis, AP sports editor, Charleston; Richard K. Boyd, AP correspondent, Huntington, and Flem Evans, WPLH.

W. VA. AP CLINIC

State, Local News Lauded

STATE and local news was termed the "most salable radio commodity" at an AP news clinic June 5 in the Daniel Boone Hotel, Charleston, W. Va. Don O. Hays, program director, WKNA Charleston, told some 40 broadcasters that it behooved them to exploit these programs.

Such news "builds not only audience, listener loyalty and advertiser acceptance, but also serves as an ideal vehicle for promotion and publicity," he said.

Ernie Saunders, WCHS Charleston sports director, in an analysis of sports coverage, said he felt that too much time was devoted to horseracing. More, he said, than stations in small cities want or will use.

Mr. Saunders also urged that the betting odds on all sports events be eliminated from wire copy.

John Aspinwall, AP radio news editor, described the association's New York radio operations. Max R. Fullerton, Baltimore bureau chief, led a discussion of the comparative use of AP copy among member stations. Mr. Fullerton said that it was a happy revelation to him that the day of the "rip and read" announcer has waned. William E. Rine, managing director, WWVA Wheeling, is president of the West Virginia AP Broadcasters Assn.



WILLIAM D. NIETFELD (l), KCBS San Francisco news director, is congratulated on his election to the chairmanship of the California AP Radio Assn. by Les Mawhinney, KHJ news director, and retiring chairman.



PENNSYLVANIA and Delaware AP stations hear Robert K. Richards (l), NARTB public affairs director, urge support of get-out-the-vote campaign. Here Joe Cleary (2d l), incoming president of Pennsylvania-Delaware AP Broadcasters, is greeted by Ed Darlington, WCNR Bloomsburg, Pa., outgoing president. Joe Snyder (r) is AP Philadelphia bureau chief and association secretary.

VOTING GUIDE

Ad Council Catalog Mailed

HUNDREDS OF radio-television broadcasters are among the estimated 10,000 persons receiving The Advertising Council's new 28-page Register and Vote campaign guide, scheduled for mailing to advertisers, agencies, broadcasters and editors early last week.

Prepared by Leo Burnett Co., Chicago, the catalog of advertising and action materials designed to help get out the national political vote was displayed for the first time at the annual convention of the Advertising Federation of America in New York's Waldorf-Astoria Monday.

This material will be distributed to radio and TV stations through the council's regular allocation plan, with monthly supplemental material issued by the American Heritage Foundation and the NARTB.

Radio outlets will be supplied scripts and program ideas to urge citizens to vote, with special programs and tie-ins planned for both network commercial and sustaining shows.

TV stations will receive one-minute and 20-second film spots, contributed by Five Star Productions, Hollywood. Main campaign themes are dramatized through live-action and art techniques, with emphasis of all announcements on the final "See you at the polls" message.

Austrian Quiz

USING an American-type quiz show with participants donating their prizes, the U.S. Dept. of State's Red-White-Red network in Austria won over many Austrian, Hungarian and Czechoslovak Catholics in a drive to rebuild the war-damaged 800-year-old St. Stephan's Cathedral. Using two new 100 kw transmitters, one near the Czech border and the other near Hungary, RWR is preferred by 76% of the Austrians to the Russian-controlled RAVAG, according to Paul A. Shinkman, public information officer.

NARTB 'VOTE' DRIVE

Maine, Illinois Join

TWO more states, Illinois and Maine, have joined the NARTB "Register and Vote" campaign, conducted in conjunction with the American Heritage Foundation. Formation of four committees previously had been announced, with NARTB President Harold E. Fellows contacting all 38 state associations in connection with the drive. Goal of the campaign is a record election vote.

New state committees follow:

ILLINOIS—William Holm, WLPO LaSalle, chairman; Charles Cook, WJPF Herrin; Oliver Keller, WTAX Springfield; Harold Safford, WLS Chicago; Tom Gavin, WIRL Peoria.

MAINE — Faust Couture, WCOU Lewiston; Carleton Brown, WTVL Waterville, secretary; William Rines, WCSH Portland; Sam Henderson, WGUY Bangor; Elden Shute, WLAM Lewiston; H. D. Glidden, WGAM Presque Isle.

POPULARITY poll conducted by *TV Digest* indicated that John Facenda, WIP Philadelphia, is the favorite local news commentator in that area.

WWJ 'LIVE' POLICY

Urges Return to Spontaneity

INCREASED importance on the value of spontaneity in radio has become the policy at WWJ Detroit, Don DeGroot, manager, announced last week.

In a statement to his staff, Mr. DeGroot said, "Radio has always served the public best as an 'on the spot' medium. Since taping or recording removes shows, interviews and special events an additional step from the spontaneity which is one of radio's greatest assets, and since 'live' programs get the advantage of word-of-mouth publicity from the participants, please make it a matter of policy in the future to schedule radio programs on a 'live' basis whenever possible.

"If it is impractical to keep the entire program 'live,' then at least the narrator, the announcer, or the voice that ties it together should be done 'live.' Your cooperation in this can help maintain the public consciousness of radio's matchless immediacy."

WVLK Change

FCC granted permission last week to WVLK Versailles, Ky., to change its main studio location to Lexington. WVLK will maintain a remote studio at Versailles, the Commission noted. Station is licensed to Blue Grass Broadcasting Co. and is assigned 1 kw fulltime on 590 kc, directional. It is a Mutual affiliate.

NEW COLOR FILM SHOWS WONDERS OF MODERN COAL MINING—



Actual on-the-job scenes show—

- **MARVELOUS AUTOMATIC MINING MACHINES AT WORK**
- **SAFETY MEASURES THAT PREVENT MINE ACCIDENTS**
- **HOW COAL CONTRIBUTES TO ELECTRIC POWER... STEEL... CHEMICALS... AND SYNTHETIC FUELS.**

This new film shows what coal mining is actually like today. It contains some of the finest high-quality color sequences ever made of mechanized underground mining.

Now audiences can see the extensive measures that are taken to insure miners' safety . . . marvelous machines harnessed to produce coal at almost unbelievable speed . . . mining aboveground, where giant shovels high as eight-story buildings peel back the earth to expose the coal.

Modern coal "laundries" are shown that wash, size, grade and treat coal to do its many jobs. Exciting scenes show coal doing these jobs. There are scenes, too, of the chemical marvels that are possible because of coal, including views of a new synthetic fuels plant where coal is transformed into gasoline and oil.

This 25-minute film is 16 mm., in full color and sound. It is free of any advertising or propaganda, and is being hailed, for its high interest value and dramatic qualities, as one of the finest industrial films ever produced.

HOW THE FILM CAN BE SEEN

"Powering America's Progress" is available for schools, colleges, scientific and technical societies, business and civic organizations, and other recognized groups. Prints can be obtained through the Bituminous Coal Institute and from the Graphic Services Section, U. S. Bureau of Mines, 4800 Forbes St., Pittsburgh 13, Pa. Copies of the film are also available for television.

For further information write to:

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

Industry 'Morals' Reply

(Continued from page 28)

Interstate & Foreign Commerce Committee, which has jurisdiction over radio and TV, the probe into broadcast programs was handed to it.

In the first hearings, most witnesses and committee members agreed no censorship nor legislation was required. Only concrete proposals were: (1) that the investigation be continued indefinitely to give publicity to objections and (2) that a National Citizens' Advisory Board be established to perform a similar function.

General agreement also was voiced that the TV Code, which went into effect March 1, was a step in the right direction. There were some expressions of doubt that the broadcasters could police themselves.

Broadcasters should abandon any idea that the program probe is something to be casually brushed aside or laughed off, according to Rep. Arthur G. Klein (D-N. Y.), a member of the group.

"It is very important that the television and radio industry should not take this too lightly," Rep. Klein told BROADCASTING • TELECASTING Thursday.

Rep. Klein's Views

Expressing personal antipathy to any form of official censorship, Rep. Klein emphasized his belief that if broadcasters fail to take a serious view of criticisms of some types of programs seen and heard on the air today "they may find themselves faced with a situation that we'd all like to avoid."

The subcommittee, he said, would like to know more about the NARTB code and its enforcement provisions, so it can decide whether the industry is capable and willing to police itself or whether some outside control is necessary to protect the public from objectionable fare broadcast into homes.

As an example of how serious could be the failure of the broadcasters to present a full and adequate answer to critics' charges, Rep. Klein cited the appearance before the subcommittee of a number of representatives of groups opposed to advertising of alcoholic beverages on the air.

"The subcommittee had no intention to get into this subject," Rep. Klein said, "but we got literally thousands of letters asking that beer and wine advertising on radio and television be stopped." This public pressure could not be ignored and the subcommitee heard the complaints of the "dry" spokesmen, he said.

Spurred by a "large number" of complaints, particularly from "church groups," Rep. Thomas J. Lane (D-Mass.) closed the June 10 session of the lower house of Congress on the subject "Is TV Running Wild?"

Although admitting he is not a regular TV fan himself, Mr. Lane told BROADCASTING • TELECASTING he was dismayed at the "cheap stuff on TV" and its effect on children. He referred to crime and horror shows and programs that featured "burley" scenes.

In his House remarks, the Massachusetts Congressman warned that unless the industry cleaned itself up, Congress would have to impose controls.

He also seemed to be recommending some form of "pay-as-you-see" TV. After alluding to surveys proving "that the people are willing to pay for good movies, plays, operas, prize fights and for better entertainment," he added:

"If the show is to go on and improve, there must be a combination of better taste and better financing." Excerpts from his speech follow:

The social impact of this new medium of communication is beginning to alarm the nation, because the televisers are not in a mood to discipline themselves.

Even atomic energy has to be controlled in one way or another, or it would destroy us physically.

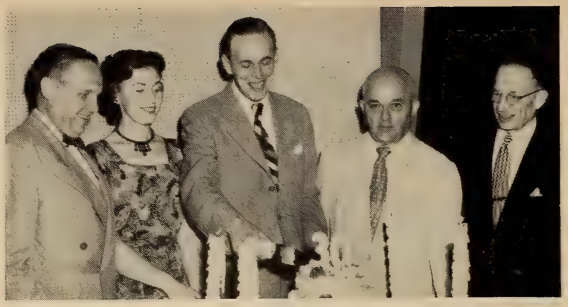
So too much TV become subject to certain limitations before its unbridled power corrupts the taste, the intelligence, and the character of our youth.

The mass-production of murder, aggravated assaults, horrors, on TV has the effect of being a 'school for crime' to openmouthed youngsters.

And there are other sophisticated or 'cheesecake' programs which are too revealing for their tender years.

There are ways of entertaining children without keeping them in a state of morbid tension, but the brains of the new industry are working at the tabloid level and are failing to create suitable and satisfying shows for young America.

I cannot understand why advertisers do not realize their greater responsibilities to the public in this very sensitive field. Surely they don't mean to sponsor programs that will lose business.



OPEN HOUSE for persons born June 8, 1922, was held by WFBR Baltimore on its 30th anniversary the same day this year. At cake cutting are (l to r) John E. Surrick, WFBR vice president and general manager; Mrs. Regina Conzelmann, one of 13 birthday guests; Robert S. Maslin Jr., on behalf of WFBR President Robert S. Maslin, unable to attend; J. H. L. Trautfelter, vice president and treasurer, and Bert Hanauer, program director.

WALKER FETED

For VOD Contest Aid

LUNCHEON honoring FCC Chairman Paul Walker was held at the Mayflower Hotel, Washington, D. C., Friday with Allen M. Woodall, president of WDAK Columbus, Ga., as host. The luncheon was held in recognition of Chairman Walker's participation in the Voice of Democracy contest.

Dwight Clark Jr. of Fort Collins, Col., one of the four 1951-52 national winners, was a guest. Mr. Clark is being conducted on a speaking tour around Georgia by Mr. Woodall. Robert Burnett, a 1950-51 winner, also was a guest. He is employed on Mr. Woodall's stations.

Among Washington guests were Judge Bolitha Laws, Chief Judge, U. S. District Court for District of Columbia; Harold E. Fellows NARTB president; Judge Justin Miller, NARTB board chairman and general counsel; Rep. William S. Hill (R-Col.); Rep. E. L. Forrester (D-Ga.); Leeman Anderson, secretary to Sen. Richard Russell (D-Ga.); Robert K. Richards, NARTB assistant to the president and public affairs director as well as national chairman of the VOD Committee; Ray Ringson, manager of WRDW Augusta, Ga., one of Mr. Woodall's stations; Sol Taishoff and J. Frank Beatty, BROADCASTING • TELECASTING; Oscar Elder, NARTB assistant public affairs director.

GERMAN PACT

VOA, RIAS to Continue

AGREEMENT signed Wednesday with Germany permits operation of two U. S. broadcasting stations in the Federal Republic—Voice of America in Munich and RIAS (Radio in American Sector) in Hof—for an indefinite period. Both stations have been powerful anti-Communist weapons, the VOA station beaming broadcasts in several languages, including Russian, behind the Iron Curtain, and RIAS airing East German news to East Germany.

The agreement, signed by Chancellor Konrad Adenauer and Samuel Reber, acting U. S. high commissioner, was to have been signed at the time of the Bonn peace contract, but high German officials demanded time for "further study."

'PRESS' RADIO POLL

WGAR Again Wins Cleveland Paper's Honors

TOP HONORS in the *Cleveland Press'* seventh annual local radio poll went to WGAR Cleveland for the sixth straight year, according to results announced Wednesday which gave WGAR 30½ points, WERE 17½, WHK 15½, WTAM 10, WDOK 7 and WJW 1½. Winners are:

Best program: Ohio Story (WTAM), Bill Gordon (WHK), Fairytale Theatre (WGAR).

Best performer: Bill Gordon (WHK), Esther Mullin (WGAR), Bill Randle (WERE).

Women's program: Ladies' Day (WGAR), Maggie Wulff (WERE), Jane Stevens (WJW).

Children's program: Fairytale Theatre (WGAR), Toddler Time (WERE), Kousin Kay (WDOK).

Public service: City Club (WGAR), Ask City Hall (WGAR), Press Club (WHK).

Male vocalist: Reg Merridew (WGAR), Dick O'Heren (WHK), Ken Ward (WTAM).

Female vocalist: Gloria Busse (WDOK), Judy Dell (WDOK), June Anthony (WDOK).

Instrumentalist: Henry Pildner (WGAR), Walter Trimmer (WERE), Tommy McCormick (WGAR).

Live music: Clevelandaires (WTAM), Starlight Trio (WGAR), Say It With Music (WHK).

Record show: Bill Gordon (WHK), Bill Randle (WERE), Ten O'Clock Tunes (WGAR and WHK).

Disc jockey: Bill Gordon (WHK), Bill Randle (WERE), Bill Mayer (WGAR).

Sportscaster: Jim Dudley (WERE and WJW), Bob Neal (WERE), Jack Graney (WERE).

Newscaster: Wayne Johnson (WERE), Jim Martin (WGAR), Tom Field (WTAM).

Studio announcer: Tom Armstrong (WGAR), Tom Field (WTAM), Bob Smiley (WGAR).

Best commercial: Cleveland Electric Illuminating Co. (D'Arcy agency), Ohio Bell (McCann-Erickson), Clark Restaurant (no agency).

KGW



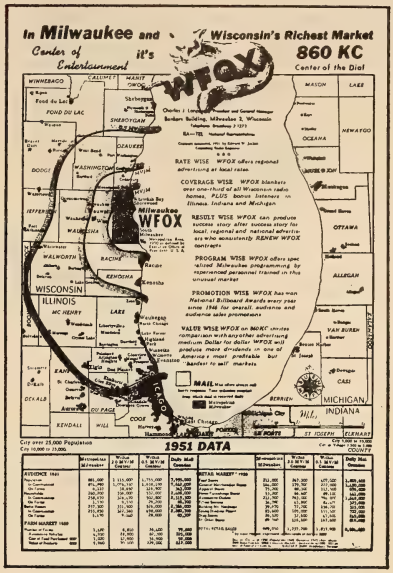
THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

want to meet more national advertisers?

...at the time they are considering your market and how best to cover it?



A Service-Ad like this takes advantage of an important fact—CONSUMER MARKETS is used continuously by men seeking market information . . . and always with the underlying purpose of finding the best way to reach the right people in the markets they select.

All year 'round thousands of national advertisers consult CONSUMER MARKETS. Here is a busy traffic point where you can "meet more national advertisers." Here your Service-Ad can interpret the facts about your market; tell how your station serves your trading area.

Look at it this way—nobody, except perhaps an occasional college professor, ever opens a copy of CONSUMER MARKETS just for the sake of assembling statistics. Nearly *everybody* who uses CM is interested in *markets for a specific product;* and has an interest in *how best to cover each market.*

Your Service-Ad next to the data on your market encounters: *Sales Managers* working up market plans • *Advertising Managers* originating or revising campaigns • *Account Executives* drafting proposals or defending those they have already made • *Research Directors* making comparative market studies • *Media men* planning and preparing lists.



More than 450 separate media placed Service-Ads in the 1951-52 edition of CM to help their prospects make better use of the market facts it contains.

1952-1953 edition, to be issued in September, closes July 1st, 1952

how national advertisers use CM

Assistant Research Director, Large Advertising Agency: "I would say that the principal use we make of CONSUMER MARKETS is in connection with our test market work, of which we do a good deal. An important stage in these tests is the determination of typical towns in which the tests will be conducted; and also to define the areas that we would want to use or would consider using from a research point of view."

Account Executive, Large Advertising Agency: "CONSUMER MARKETS is a terrific book. I was in the Media Department before I became an account executive, and I used it constantly. It combines all the information about a market, in capsule form, that I would normally have to go to several sources for. It is a wonderful handbook to have around."

Media Buyer, Medium-to-Large Advertising Agency: "I have found the maps in CONSUMER MARKETS extremely useful; it is the only source I know of where the maps are set up in so helpful a form."

Market Research Analyst. Medium Sized Advertising Agency: "Our clients expect us to spend their money where it does the most good, so we concentrate the advertising in those regions which have a good potential. We use CONSUMER MARKETS for the breakdown of markets for the retail sales potentials, and if the client asks us to justify our selection of regions, we refer him to the statistical information that CM gives us."

SRDS **consumer markets** *The comprehensive single source of authoritative market data*

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC. • WALTER E. BOTTHOF, PUBLISHER

1740 Ridge Avenue, Evanston, Illinois • New York • Chicago • Los Angeles



THE OUT OF HOME

THE FIGURES

- IN CINCINNATI, 39.1% OF ALL HOMES HAVE PE
- THIS OUT OF HOME LISTENING REPRESENTS 13
  DOMINATES THIS OUT OF HOME LISTENING WIT
  IN RATING IN 47 OF 48 QUARTER-HOURS 7 AM t

THE FACTS

- MORE AND MORE ADVERTISERS ARE FINDING
  ENCE AT THE LOWEST COST PER THOUSAND IN
  THE OUT OF HOME AUDIENCE—A COMBINATIO
  BUY IN CINCINNATI

INVEST YOUR AD DOLLAR

WCKY's-ly

Get The Big Plus

UDIENCE ON WCKY

NS LISTENING ONCE OR MORE A DAY OUT OF HOME.

OF THE TOTAL LISTENING, AND WCKY COMPLETELY
OF THE TOP 10 SHOWS—AND IS FIRST OR SECOND
M. (Jan. 1952 Out of Home Pulse)

T IN ADDITION TO RECEIVING THE IN HOME AUDI-
CINNATI, WCKY ALSO GIVES THEM THE BIG PLUS OF
IAT MAKES **WCKY** THE BEST

CALL COLLECT:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281



FOUR HOURS A DAY • SEVEN DAYS A WEEK

editorial

Plug-Uglies (The McCoys)

IT IS futile to try to estimate, within the limitations of a margin-of-error that does not approximate the size of the national debt, the value of radio and television advertising that is being, has been, and—unless firm corrective measures are taken—will be given away for absolutely nothing through the device known, rather innocuously, as the "free plug."

Broadcasters and broadcasting would be far better off, however, if all hands would pause for a few minutes to attempt to make such an estimate, despite the unlikelihood that anyone would reach a reasonably accurate dollar figure.

The menace of the free plug—that is, the free mention of a product or service on a program which is sponsored by some other advertiser, or, indeed, not sponsored by anyone—and the machinations behind it were examined in detail last week [B•T, June 9].

We do not quarrel with contentions that some plugs are "good"—i.e., that they "contribute something" to the program. Our prime complaint is against the type of plug which indiscriminately employs brand names in gags and stunts which never would have been used if the writer, performer, producer—or somebody—had not been offered a case of liquor or some other reward which is equivalently inexpensive, compared to the advertising value received, for getting the names mentioned on the air.

It is time for broadcasters to appraise the entire free-plug question and to take firm action—punitive action, if necessary—to put a stop to practices which give advertising time away for nothing and alienate audiences in the process. The problem is big enough to demand, too, the attention of an overall radio-television committee or organization. Radio's BAB already has shown an interest (see story, this issue). We commend it also to the NARTB.

Machine Against TV

UNTIL THIS Presidential year, the elections have been decided, machine against machine. That has been so at the nominating conventions. It has carried through to the elections.

This year, it's crystal clear that it's machine against TV. The travail over TV time has exceeded even that which had been predicted. The Eisenhower forces obviously are pinning their hopes on the open-faced sincerity of their candidate. They want all the preliminaries of the GOP convention on the air, to offset the steam-roller power of the Taft organization.

On the other side of the political street, the Democrats, with no candidate yet in clear focus, are making quiet but detailed TV plans. They have drafted into their camp an old hand at air campaigning—J. Leonard Reinsch, and his consulting duties are exclusively TV.

In no other national campaign can we recall anything approaching the tugging and hauling over radio and TV time. Section 315 of the Communications Act, prescribing equal time for qualified candidates, is becoming better known to the electorate than Point Four. Crackpots and other irresponsible people seeking public office are being given *open sesame* to the microphones and cameras on equal footing with bona fide candidates, by simply citing Section 315 to the FCC.

The Kefauver lesson has been learned by the politicians. The appearance and the manner of a candidate, given access to the TV networks and 75 million people, may well offset the power of the well-oiled political machines.

As for Section 315 relief, it looks like a forlorn hope until the campaign is over. It's a simple case of the political controversy being too controversial for the politicians in an election year. The broadcasters themselves actually did little to protect themselves. If, for example, they had charged the candidates for the lines and cables (not for the time) many of the irresponsible elements invoking Section 315, for free, would have just dried up.

The time to do the 315 job is in an off-election year, when things are quiescent.

We're not given to political soothsaying. But we'll venture the 1952 Presidential elections will be won and lost on the air.

Murder at Midnight

UP ON Capitol Hill they're pondering a whodunit that wends its mysterious way from the FCC to the White House to the House floor.

Who killed the McFarland Bill (S-658), was the question? After many months of doing, this measure, which would take away from the FCC staff the authority it had usurped, finally hit the House calendar. It was to have been considered by the House last Thursday. On Tuesday, Majority Leader McCormack summarily announced that the bill would be replaced and that there would be no time this session to consider it.

Things began to happen. Senate Majority Leader McFarland, author of the measure which had passed the Senate four times, hit the war-path. It wasn't long before word seeped out that the White House had instructed Mr. McCormack to kill the McFarland Bill. And to the White House went Sen. McFarland, who for six years had shepherded his bill through the tortuous legislative processes, and against persistent sabotaging by FCC people.

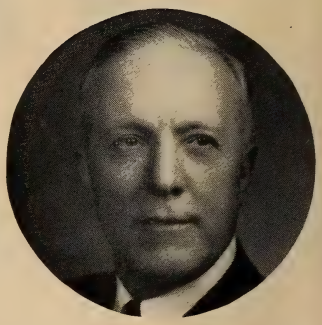
What transpired between Wednesday and Thursday may never be pieced together. But enough happened to cause Mr. McCormack to announce on Thursday that it was all a mistake and that the McFarland Bill would be rescheduled for consideration this week. That there was White House intercession isn't refuted. And the participation of certain FCC people can't be, since it is the only agency, public or private, that has voiced objection.

Now the McFarland Bill, as revised by the House, is far from perfect. Broadcasters won't go along with its suspension and fine provisions—tantamount to the supreme penalty and as objectionable as revocation. Nor do the larger entities like the "double jeopardy" provision. There's opposition from the whole FCC to the provision that would isolate the Commissioners from the staff. The House proposal that would specify non-discrimination against newspapers, thereby implying that they should get preferential treatment over non-newspaper applicants certainly lacks unanimous endorsement. (It's better to provide there shall be no discrimination because of the nature of the applicant's business.) We have looked with trepidation upon the provision permitting "cease and desist" orders.

At all events, there was the tacit understanding that differences between Senate and House would be composed by the conferees. Everything was in order—until the White House, goaded by one or more individuals at the FCC—moved in.

It looks like there'll be legislation after all, thanks to persistence and courage of Sen. McFarland. We think FCC Chairman Walker should ascertain forthwith who went to White House Presidential special counsel Charles S. Murphy with the anti-McFarland Bill pitch. We doubt whether Mr. McFarland or Chairman Ed Johnson of the Senate Interstate Commerce Committee will allow this to become a closed incident without explanation.

our respects to:



CLEM JOHN RANDAU

A WIDELY-KNOWN radio and newspaper executive for over 30 years, Clem J. Randau is looking westward and reappraising his place in the broadcasting industry after taxing but rewarding service with the federal government.

This westward movement is spelled out in Mr. Randau's purchase, subject to FCC approval, of KXOB Stockton, Calif.; another step in a variegated career that has spanned radio, newspapers, oil interests, a press association and other pursuits.

This reappraisal is indicated by the fact that Mr. Randau is moving to Stockton and resuming radio interests after some 16 months with the Federal Civil Defense Administration. It may safely be reported that the native-born Iowan will not find himself embarked in strange waters despite his semi-retirement prior to government service.

Mr. Randau resigned his FCDA post last April 30. From January 1951 to May 1952 he survived the rigors of office with no noticeable scars, though the task peculiar to alerting America on civil defense is generally a thankless and unenviable one.

FCDA's success has been due in no small part to Mr. Randau's acceptance of myriad duties and responsibilities. Originally special assistant to Millard F. Caldwell Jr., agency administrator, and later executive director of FCDA, Mr. Randau functioned at top strata as chairman of its Policy Committee.

"My work with [FCDA] is the most challenging and toughest assignment I have ever tried," he has freely acknowledged.

While he retired from active business in 1947, Mr. Randau retained some newspaper and oil interests and still is director-minority stockholder in WNEW New York. He also was president-director of KFBI Wichita, Kan., in the late '40s.

As a result of the new transaction, he and his wife will own 55% of stock in KXOB, an MBS affiliate on 1280 kc with 1 kw. Mr. Randau, with other principals, bought the station from Lincoln Dellar for a reported $200,000.

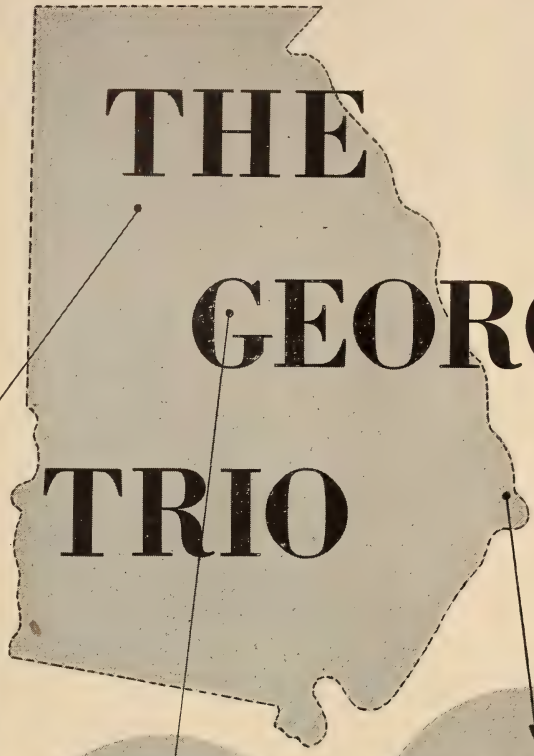
"Having learned the radio business at the top, I'm starting now to learn radio and TV in orderly fashion," Mr. Randau explains in reference to KXOB to which he plans to devote his time.

A modest man in demeanor and disinclined to discuss his own achievements since he began learning the business topside, Mr. Randau has, nevertheless, certain accomplishments

(Continued on page 61)

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



ATLANTA
WAGA
5000w 590kc
CBS

MACON
WMAZ
10,000w 940kc
CBS

SAVANNAH
WTOC
5000w 1290kc
CBS

the TRIO *offers advertisers at one low cost:*

• concentrated coverage • merchandising assistance • listener loyalty built by local programming • dealer loyalties
. . . IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO



STANTON P. KETTLER (l), southern district vice president, Storer Broadcasting Co., presents an award to Jack Callaghan, who was named the 1951-1952 outstanding member of the U. of Miami radio and TV department. Presentation was made Memorial Day at a dinner, jointly staged by the department, Alpha Epsilon Rho honorary radio fraternity, and the Television Advisory Council. Mr. Kettler is retiring chairman of the Advisory Council.

PHILCO'S 'CHEF'

Recipes Beamed by WRUL

WRUL BOSTON has just begun a novel feature as part of *Philco Rendezvous*, a weekly program beamed at Latin America.

The station selected a "Chef of the Month" to share a favorite recipe with listeners in the West Indies, Central and South America. The June selection was Chef Manuel Orta of New York's Hotel Pierre. Mr. Orta, a native of Spain, broadcast in both Spanish and English. After the program, Philco International Corp., the sponsor, offered a special recipe to listeners upon request. Programs originate in New York and are carried by leased wire to five transmitters at Boston.

WRUL is independently owned and operated by Walter S. Lemmon, president of World Wide Broadcasting Corp. Mr. Lemmon commented, "It occurred to me that a similar type of program might be of value to many of the managers of local radio stations who could use the idea for food and restaurant accounts in their own areas."

KBIG AVALON

New Station Is on the Air

KBIG AVALON, Santa Catalina Island, Calif., 10 kw on 740 kc, began operations June 1 with ceremonies and program previews.

In a day without commercials, mayors of 24 Southern California communities gave brief welcoming talks from Hollywood studios at 6540 Sunset Blvd. Many radio, TV and motion picture entertainers also added their greetings.

John H. Poole, licensee of experimental UHF station KM2XAZ Los Angeles, and former owner of KALI Pasadena, is owner-operator of KBIG. Cliff Gill is operations manager and Robert J. McAndrews, commercial manager.

The staff includes Stuart Wilson, production manager and director of special events; Alan Lisser, program director; Carl Bailey, disc jockey; Gene McGhee, John Haradon and Larry Berrill, announcers; H. Phillip Dexheimer, Joe Seideman, Carl Hill and Wayne Muller, salesmen; Gordon Calcote, Sam Margolin, William Dalton and Judson Edwards, engineers, and Phillis Nungester, traffic manager.

HOLLYWOOD AD CLUB

Morgan Elected President

JAMES MORGAN, vice-president in charge of radio-TV, Raymond R. Morgan Co., last week was elected president of Hollywood Advertising Club. He succeeds Robert J. McAndrews, commercial manager, KBIG Avalon, Calif. Mr. Morgan served as club vice president during the past year.

Harlan Palmer, managing editor and assistant to the publisher, "Hollywood Citizen-News," and Donn B. Tatum, ABC Western Div. director of television, were named first and second vice presidents, respectively. Elected secretary was Benton Paschall, vice president of the suspended Liberty Broadcasting System. Irving Eckhoff, partner in Roche-Eckhoff & Assoc., Hollywood agency, was named club treasurer.

New to the board of directors are Leon Wrey, sales manager, KHJ Hollywood; Robert C. Coleson, West Coast representative, Advertising Council Inc.; Mary Roche, sales representative, United Air Lines; David R. Showalter, assistant manager-publicity director, National Safety Council, Los Angeles.



Improve Your Selling!

●

RADIO SALES TRAINING SCHOOL

Salt Lake City

will be held June 23-24-25

Give your salesmen this training—
Better tools to work with—
A Bonus for both salesman and station.

Write or wire for information and reservations

THE *Fred A. Palmer* CO.

WORTHINGTON, OHIO

Telephone Worthington 2-7346

front office

DONALD B. ABERT, former station manager, WTMJ Milwaukee, elected a vice president of The Journal Co., licensee of WTMJ-AM-TV.

IRVING F. TEETSELL, sales staff, Frederic W. Ziv Co., to sales staff, WCAU Philadelphia.

HERBERT S. STEWART, general manager, WICU (TV) Erie, Pa., elected vice president of The Dispatch Inc., licensee of WICU, WIKK Erie and *The Erie Dispatch*.

CHARLES A. HAMMARSTROM, former account executive, The Katz Agency and Paul H. Raymer Co., station representative firms, to Keystone Broadcasting System, N. Y., in same capacity.



Mr. Hammarstrom

TOM SANSING appointed acting station manager at KDMS El Dorado, Ark., replacing **C. H. SIDDENS** who has resigned.

TOM COMPERE, attorney at NBC Chicago, has returned from active duty as lieutenant colonel in Army's Command and General Staff College, Fort Leavenworth.

WILLIAM H. SELDON to sales staff, WBAL-TV Baltimore. **AL O'BRIEN**, Baltimore advertising man, to WBAL's radio sales staff.

INDIE SALES Inc. appointed national representative by WELP Easley, S. C.

PAN AMERICAN BROADCASTING Co., N. Y., appointed national representative by WNEL Santurce, Puerto Rico.

STEPHEN W. RYDER, station manager, and **FRANCIS H. BRINKLEY**, managing director, WENE Binghamton-Endicott, N. Y., named assistant treasurer and treasurer, respectively, of Ottaway Stations Inc., licensee of WENE and WDOS Oneonta, N. Y.



Mr. Brinkley

EDWARD BOGHOSIAN, WNBH New Bedford, Mass. program manager and sales representative, to sales staff, WJAR-TV Providence, R. I.



Mr. Ryder

RAY DEXTER, manager, KDRS Paragould, Ark., to KNBY Newport, Ark., in same capacity.

KEN WILLSON, sales manager, WMRC Greenville, S. C., to Tobacco Network, Raleigh, N. C., as general sales manager.

Personals . . .

T. H. PATTERSON, manager, WRRF Washington, N. C., elected president of city's Lions Club. . . . **T. E. PAISLEY Jr.**, assistant to sales director, WFIL Philadelphia, father of girl, Melissa, May 28. . . . **BOB COVINGTON**, assistant vice president, WBT and WBTV (TV) Charlotte, N. C., father of boy, May 26. . . . **LEE GORE**, account executive, WOAI-TV San Antonio, and Jane Seligmann Strauss were married June 6.

V. D. RAMSEUR, president, WAKE Greenville, S. C., elected president of city's Chamber of Commerce. . . . **EDWARD LAMB**, president, Edward Lamb Enterprises, to sponsor 1952-53 season of Junior Concerts by Toledo Orchestra. . . . **CHARLES E. SALIK**, president, KCBQ San Diego, presented plaque by city's Council of Churches on behalf of station's "outstanding community service."

CHARLES A. COMISKEY, former vice president in charge of sports for Liberty Broadcasting System, returns to Chicago and the White Sox baseball team as vice president.

ANNE NELSON, administrative assistant director of business affairs, CBS Radio, Hollywood, mother of girl, Gaye, June 9. She is wife of **HARMON NELSON**, assistant to vice president **ROBERT WOLFE**, Keynon & Eckhardt Inc., that city. . . . **IRA HIRSCHMANN**, president, WABF(FM) New York, was guest of Holland Music Festival Committee at annual cultural event at The Hague June 15.

JOINT FM TEST

Drafted for Regional Use

JOINT campaign, developed in a series of experimental FM promotions, has been drafted by NARTB and Radio-Television Mfrs. Assn. for regional use. A score of areas are on the waiting list and will be selected if there is a community of interest in FM development and evidence that broadcasters and distributors want to cooperate.

The formula was developed in North Carolina, Wisconsin and District of Columbia. It was credited with selling over 9,000 FM sets. Currently a joint AM-FM promotion is under way in New York state (exclusive of Manhattan). The details will be included in a guide titled "How to Sell More Radio Sets With F-M-phasis."

Two key selling aids will be offered participating distributors at cost by RTMA: Industrywide FM display piece at $1.70 each and self-mailer dealer brochure on FM Month at $84 per thousand. Manufacturer-wholesaler strategy is guided by an RTMA subcommittee headed by David H. Grigsby, Zenith Radio Corp.

No Longer Experimental

J. H. Smith Jr., NARTB FM director, said announcement of plans to extend the project marks the end of the experimental period and stamps the promotion formula as a "proven product." Mr. Smith supervised development of the plan. He added:

Conditions in each market now become the primary factor. There must be a sound sales reason for FM throughout the area involved and a uniform interest by the FM stations in that area in telling their own FM stories. Radio listeners in the area must be able to get either more program choices or greater hearability on an FM-equipped receiver. Broadcasters must be enthused enough to work hand-in-hand with radio dealers and to carry spot announcements boosting FM. Distributors must really want to move FM sets. The geographic size of an ideal campaign area is entirely dependent on its FM cohesiveness. It is for these reasons that the two associations must now ask requesting stations to take the initiative in selling the idea to their contemporaries.

James D. Secrest, RTMA general manager, who is liaison with NARTB in the promotions, said areas selected for the campaign can be assured of adequate distribution of FM-equipped receivers. He said scheduling will be determined by RTMA's committee so timing can be geared to production and can avoid conflicts with "selling seasons" in other appliance lines.

Areas that have requested campaigns are: Alabama, Tri-state Mississippi River area, New York City, Florida, Northern Illinois-Chicago, San Antonio, Philadelphia, Eastern Ohio, Boston, outstate Massachusetts, Pittsburgh, San Francisco Bay, Greater St. Louis, Indiana, Michigan, Georgia, Iowa, Kentucky, Cleveland and South Carolina. Future requests must emanate from NARTB members, although non-members can participate in the drives.



DETROIT GREETING is extended to Charles L. Shugert (second from left), Shell Oil Co. assistant advertising manager, on his visit there. Left to right: Gayle V. Grubb, managing director, WJBK-AM-TV; Mr. Shugert; "Miss Activated"; Tom Harker, Storer Broadcasting Co. national sales representative.

NPA APPROVALS

Given 15 Radio-TV Projects

APPROVAL of 15 radio-TV construction projects amounting to more than $12 million for the third quarter of 1952 was announced by the National Production Authority last week.

The total approvals for 830 construction projects amounted to more than $1 billion. For 54 electronics and communication equipment projects, of which radio-TV is a part, total approvals amounted to $96,656,178. Bulk of approvals in that category were for expansion of electronics manufacturing facilities.

Most of the 15 radio-TV projects were for TV expansion, although the list also included one community TV system—Vermont Television Inc., Barre, Vt.

Radio-TV Authorizations

Following is a list of radio-TV approvals followed by the total amount of the project:

Clark Associates Inc., Binghamton, N. Y. (WNBF-AM-FM-TV), new offices and studios, $300,000; Columbia Broadcasting System Inc., Los Angeles, Calif. (KNXT (TV)), four TV studios, $5,330,000; Allen B. DuMont Labs. Inc., New York (WABD (TV)), TV offices and studios, $1,750,000; Empire Coil Co., Cleveland, Ohio (WXEL (TV)), TV tower, $47,695; Storer Broadcasting Co., Detroit, Mich. (WJBK-TV), TV tower and transmitter building, $299,504; Havens & Martin, Richmond, Va. (WTVR (TV)), TV tower, $165,000.

KTAR Broadcasting Co., Phoenix, Ariz. (KTAR), new quarters, $400,000; National Broadcasting Co., New York, N. Y. (WNBT (TV)), wiring new equipment, $8,500; National Broadcasting Co., Los Angeles, Calif. (KNBH (TV)), two studios, $2,700,000; Radio Broadcasting Inc., Hot Springs, Ark. (KTHS), construction of new station in Little Rock, Ark., $295,313.

Southern Radio & Television Equipment Co., Miami, Fla. (WTVJ (TV)), TV antenna system, $50,000; Vermont Television Inc., Barre, Vt., community television system, $26,000; Wachusett Broadcasting Corp., Fitchburg, Mass. (WFGM), TV antenna system, $118,569; WHEC Inc., Rochester, N. Y. (WHEC), remodeling and new building, $419,023; WWSW Inc., Pittsburgh, Pa. (WWSW-AM-FM), new radio tower, $60,803.

SMPTE Region Meet

THREE television-film topics are on the agenda of the Pacific Coast Section, Society of Motion Picture & Television Engineers, meeting at ABC Radio Center, Hollywood, tomorrow night (Tuesday). George Cain and Rudolph Vlasak are to discuss "The Teleprompter." Sid Solow is to speak on "Current Motion Picture and Television Practices in England and France." Frank J. Somers is to talk on "Video Effects."

'VOTE' CAMPAIGN

KMBC, KFRM Set Example

OUTSTANDING example of how stations are helping get out the vote is being shown by KMBC and KFRM, both Midland Bcstg. Co. stations in Kansas City, Mo.

"We are spending nearly a thousand a day in air time," said Harold W. Storm, stations' promotion director, adding that there were "over 6,000 new registrants in Kansas City, Mo. yesterday [June 9] alone."

Drive was begun in mid-May under the banner, "Make the Heart of America Truly American." All live broadcasts are carrying a reminder to listeners to register. Station breaks have been designed to carry the slogan—"Be American —Register and Vote!" This same slogan has been incorporated into drop-in slugs of various sizes and furnished in mat form to newspaper advertisers in Greater Kansas City and the entire trade area.

In addition, stations are giving full cooperation to civic workers doing house-to-house campaigning, and to organizations engaged in similar efforts.

TAREN Corp., Hollywood, packaging quarter-hour radio and TV version *Handy Andy Show*, which features title character demonstrating use of everyday tools in making household articles and repairs.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

ARE *You* A MR. *Why Buy?*

Why Buy

SPOT RADIO?

Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

Why Buy

SOUTHWEST VIRGINIA?

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

Why Buy

WDBJ?

WDBJ is a 28-year-old pioneer in this rich market — a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

CAB CLARIFIES

Network Salute to Queen

SPECIAL anniversary tribute network broadcast last Monday on Queen Elizabeth's birthday was conceived by a group of private stations in Montreal and marks the first time in 15 years the Canadian Broadcasting Corp. has given permission for a coast-to-coast private station network in Canada, the Canadian Assn. of Broadcasters has emphasized.

CBC assumed the cost of lines only for those stations which normally receive its network services. Line, program and other costs for the special broadcast were to be assumed by the privately-owned stations involved who do not regularly receive these services, the CAB said. The broadcast also was scheduled in the U. S. on a 1,000-station network by NBC, ABC and MBS, and in Britain by the BBC. CAB expressed thanks to CBC for assuming costs as indicated and to the artists and musicians unions for their cooperation in the broadcast.

No Curtailing Curley

JAMES M. CURLEY, 77, former Massachusetts governor, four times Boston mayor and former U.S. Congressman, who was pardoned by President Truman after serving a prison sentence on mail fraud charges, was scheduled to begin today (Monday) as a commentator on WBMS Boston. An announcement of Mr. Curley's three one-hour broadcasts weekly on politics and Irish independence, said, "It is specifically stipulated in the agreement that he is to be allowed to talk about anything he pleases, without censorship or hindrance for the station."

Spend your summer vacation in beautiful Western Montana
and see for yourself
The Art Mosby Stations
You Know KGVO-KANA
Missoula 5 kw Day & Nite
Anaconda Butte 250 kw
MONTANA
THE TREASURE STATE OF THE 48
Between Glacier and Yellowstone Parks in the Heart of the Dude Ranch Country
Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.

air-casters



ROBERT HITCHINS promoted to supervisor of sales promotion, NBC radio network, succeeding **HAROLD W. SHEPARD** now manager of sales development, advertising and promotion for NBC Spot Sales [B•T, May 26].

CHARLES E. McDANIEL to production staff, WHAS-TV Louisville.



Mr. McDaniel

JOE O'NEILL, musical director, KVOO Tulsa, Okla., appointed program director succeeding **TOM DeVORE**, now director of area development, new department created by KVOO.

BARBARA LYNCH appointed traffic manager, WCBT Roanoke Rapids, N. C., succeeding **BARBARA TURNER BRADLEY** who has resigned.

DR. ROY K. MARSHALL, educational director, WFIL-AM-TV Philadelphia, presented with honorary Doctor of Science degree at annual commencement of Philadelphia College of Pharmacy and Science.

JOHN S. STANLEY, parttime announcer, WDRC Hartford, Conn., joins station fulltime following graduation from Trinity College, Hartford.

CAPT. MAURICE DALLIMORE, account executive, D. J. Keymer & Co., Bombay, India, and formerly with Indian Army, to NBC-TV New York's advertising staff handling network sales space advertising.

RICHARD A. COBB, radio producer, WBZ Boston, received Master's degree at Staley College, Brookline, Mass.

LYNN GEORGE, WSVS Crewe, Va., to WPAZ Pottstown, Pa., as women's feature and Hollywood news broadcaster.

WALTER WHITE, author, newspaper columnist and executive secretary, National Assn. for Advancement of Colored People, adds duties of radio commentator with weekly program at WWDC Washington.

JACK KRUSCHEN, Hollywood radio actor, assigned role in Republic Pictures feature film, "Tropical Heat Wave."

A. WAYNE BAKER named promotion manager, KSL Salt Lake City.

NORMAN REED, program director, WWDC Washington, presented Commissioners Traffic Advisory Board Award on behalf of station.

NICK NELSON, star of KTTV (TV) Hollywood *Mr. Whistle*, cited for "outstanding showmanship in the field of juvenile entertainment" by Hollywood Actors Council.

FRAN ALLISON, star of NBC-TV's *Kukla, Fran & Ollie*, was guest of honor at Coe College, Cedar Rapids, Iowa, her alma mater, at annual alumni dinner June 7.

WILL JONES, photographer, WSYR Syracuse, graduated from School of Speech and Dramatic Art, Syracuse U.

GUY EWING, WEOL Elyria, Ohio, to WGAR Cleveland, as summer replacement announcer. **KATHY CONWAY**, WHK Cleveland music librarian, to WGAR in same capacity replacing **HELEN MAE KAMPS** who transfers to traffic.

NORMAN NOWICKI, TV floor manager, WTMJ-TV Milwaukee, and **ROBERT PETRIE**, program director, WHBY Appleton, Wis., appointed producer-directors at WTMJ.



Mr. Nowicki



Mr. Petrie

RALPH EDWARDS, star of NBC radio *Truth or Consequences* and NBC-TV *Ralph Edwards Show*, named best groomed male personality in radio-TV by National Men's Fashion Pageant.

FRANK DANE, actor on NBC-TV's *Hawkins Falls*, father of a son June 3.

HELENE SATINOVER, continuity supervisor, WFIL-TV Philadelphia, and Dr. Bertram A. Ruttenberg will be married June 22.

JEFF WAUGH, continuity chief, WDVA Danville, Va., father of girl, Candice. **BOB CLARKE**, station's new promotion director, father of girl, Elizabeth.

BY COLVIG, copy writer, ABC Hollywood sales promotion department, father of girl, Malinda, June 2.

***News* • • •**

RAY SNYDER, chief announcer, WWSW Pittsburgh, adds duties of news editor.

JACK BILLINGS to KUGN Eugene, Ore., news staff as AP correspondent after recent separation from U. S. Marine Corps.

CLIFTON UTLEY, NBC Chicago local and network commentator, elected to board of directors, South Side Crime Commission.

CANADIAN RATINGS

Elliott-Haynes Reports

FOUR CANADIAN evening programs are listed among the first ten during May, according to the national rating report of Elliott-Haynes Ltd., Toronto. Leading the Canadian evening network shows were *Charlie McCarthy* with a rating of 29.1, *Radio Theatre* 28.3, *Amos 'n' Andy* 26.4, *Our Miss Brooks* 23.7, *Twenty Questions* 18.5, *Take a Chance* 18.2 (Canadian), *Ford Theatre* 17.8 (Canadian), *Great Gildersleeve* 17.7, *Share the Wealth* 16.3 (Canadian) and *Treasure Trail* 16 (Canadian).

Daytime leading five programs were *Ma Perkins* 16, *Big Sister* 15.8, *Pepper Young's Family* 14.4, *Happy Gang* (Canadian) 14.3, and *Road of Life* 14.2.

KGAE OPENING

Oregon Outlet Begins

DEDICATION programs marked the first day on the air for KGAE Salem, Ore., on June 2. The new station is on 1430 kc with power of 1 kw day, according to W. Gordon Allen, director of operations who also operates KGAL Lebanon, Ore.

Other staff members are: Tom Kelly, business manager, formerly of WCDL Carbondale, Pa.; Byron Stevenson, news director, formerly of KERG Eugene, Ore.; Del Olney, program director, formerly of KGAL; David B. Thompson, chief engineer, a veteran of 20 years at KOAC Corvallis, operated by the State Board of Higher Education and Oregon State College, and Pat Withers, traffic manager, from the U. of Oregon.

Hollywood Ad Club Meet

TAPE recording for radio and television will be discussed by Boyd McKnight, field engineer for Minnesota Mining & Mfg. Co. and Harry L. Bryant, vice-president, Radio Recorders, at a Hollywood Ad Club meeting in the Hollywood Roosevelt Hotel today. Jack O'Mara, media director, John I. Edwards & Assoc., Hollywood agency, will preside.

NBC PUBLIC SERVICE

Messages Are Personalized

PUBLIC service messages prepared by the Advertising Council and aired on a number of programs weekly get special treatment once a day on the NBC radio network: People, personally affected by the organizations, tell by transcription of their experiences.

Primarily responsible for illustrating "the human interest in terms of the people themselves," to use her own phrase, is Hilda Watson, assistant to NBC's Ed Stanley, who started the whole thing with an announcement for the Girl Scouts of America last March. Miss Watson decided to have a girl scout make the organization's appeal and ended up with a 55-second report from a blind child who told how, as a scout, she helped others learn she did not require extraordinary help by becoming the group's fastest walker.

Since then, public service messages have been delivered on Cancer by doctors, nurses and researchers; on the need for nurses' aids by hospital personnel; on forest fires by parachutists who fought blazes; school children who gave graphic explanations of the need for highway safety, and many other such personalized messages.

One transcribed message is included every Monday, Wednesday and Friday on the network's sustaining Merrill Mueller program; Tuesday and Thursday on the morning *World News Roundup*."

Our Respects To

(Continued from page 56)

which are a matter of record. One involves his service with United Press, in the mid-'30s, which served as the springboard for UP's entrance in the radio field.

He also compiled an enviable record with Field Enterprises Inc., helping to put the Field radio-newspaper properties on a more profitable basis in the past 10 years.

A cornhusker by birth (Jan. 7, 1895) and the son of Fred and Bertha (Eymann) Randau, youthful Clem, his brother Carl and mother moved to Wellington, Kan., about five years after his father's death. In 1906, they settled in Los Angeles.

As a youth, Mr. Randau toiled as carrier boy and, later, advertising clerk for the *Los Angeles Express*. He became an advertising salesman at 18, worked his way through high school and entered Stanford U. in 1914 on the strength of his savings.

In a throwback to those times, Mr. Randau recalls that the major universities and high schools played rugby instead of American-style football—by presidential decree at Stanford and California. When a knee injury curtailed his rugby activities, he dabbled in track and became proficient at tennis.

In the summer, young Mr. Randau sold Wear Ever cooking utensils house to house, "hashed" for his board, kept books for the University Press, acted as agent for the Pacific Navigation Co. and helped found the Stanford *Illustrated Review*, of which he was business manager.

In the summer of 1916, Clem and Carl Randau shelled out $400 for a Ford to peddle Wear Ever. Their earnings came to about $800 "but we were puzzled by the problem of supporting the Ford during the school year," Mr. Randau recalls. But it worked out: "We bet $500 on Woodrow Wilson to beat Charles Evans Hughes for the Presidency. Our bets were scattered over the Stanford campus. Wilson squeaked by, so we were able to keep the Ford."

Worked for 'Review'

As a Stanford junior, Clem Randau found life hectic, soliciting advertisements for the *Review*, and he admits his grades "dropped off seriously—but not quite to the flunking-out stage." That fall he helped organize the First Stanford Ambulance Unit, which went to France. A second was formed early in 1917 and Mr. Randau was set to leave with it when World War I broke.

Mr. Randau then enlisted in the Aviation Section of the U. S. Signal Corps (now the Air Force). After two months training at Cornell U. "ground school," he was sent to Foggia, Italy. He received his wings and commission about Christmas 1917. After being shunted around, 1st Lt. Randau was named officer-in-charge of flying at



BONE-RATTLING warning to motorists was anchored along U.S. Highway 81 by WNAX Yankton-Sioux City, S. D., as part of a three-day safety program. This reminder, and safety announcements on station breaks, plus an accurate count of highway mishaps in the area which was reported on each newscast, comprised the station's Memorial Day safety drive.

Field Seven, Issoudun—training field for the Third Aviation Flying Center.

Lt. Randau won a promotion to captain in the fall of 1918 and got himself assigned to the front with the 22d Squadron, Second Pursuit Group, First Army, AEF. Dissatisfied with his lack of service there, Capt. Randau dickered with the Bolivian Military Mission in Paris for a position of chief of its air service. He also applied for service with the Kosciusko Squadron.

But he by-passed these ventures and attended Sorbonne U. in Paris for four months. He also reunited with his brother Carl, who by then (spring of 1919) was covering the Peace Conference in Paris.

Returning to the U. S. that year, Mr. Randau wanted to re-enter Stanford to complete his senior year. After three days he quit—and joined UP as a reporter. (Stanford later gave him an A.B. by giving him credits in view of his military service and Paris courses.)

He pushed rapidly ahead as a reporter. He covered the 1920 Democratic National Convention in San Francisco, the Jack Dempsey "slacker" trial, and the famous Armistice Day murder trial at Centralia, Wash., among other newsworthy events.

After other Pacific Coast assignments, Mr. Randau was shifted in 1921 to UP's sales staff in New York where he left his mark of progress. During the next 20 years he became salesman, division manager, sales manager, general business manager and finally vice president—with considerable worldwide travel thrown in.

Under Mr. Randau's guiding hand, UP launched its radio client service—in the mid-30's—and beat out its competitor, Associated Press, by at least two years. Additionally, the service contributed to UP's eminence in the news service field, Mr. Randau feels.

In 1942, Mr. Randau was appointed business manager of the Fields' *Chicago Sun*, then gasping for breath (and now breathing easier as the *Sun-Times*). He later became vice president of Field Enterprises Inc., which also owns WJJD and WFMF (FM) Chicago; KOIN-AM-FM Portland, Ore., and KJR Seattle, Wash. Also part of the Field empire are Pocket Books Inc., and a controlling interest in Simon & Schuster and World Book Encyclopedia Inc.

KFBI Interest

After Mr. Randau quit the *Sun* in November 1946, he bought interest in KFBI Wichita, of which he was president; Illinois-Wyoming (Oil) Co., which he also headed; Faresac Co.; and the *New Milford* (Conn.) *Times*, of which he still is co-publisher. He also has served on WNEW New York's board of directors the past five years, and is a director of the New Rochelle, N. Y., Coal and Lumber Co.

Though it generally was not known at the time, Mr. Randau's appointment to FCDA shortly after its formation in December 1950 resulted from a long distance telephone call from Washington. W. Stuart Symington, then chairman of the National Security Resources Board, prevailed upon the radio-newspaper executive to join the agency and help fight the home front battle.

"If, as all reports indicate, America is likely to be attacked by Russia, there is no more important work that anyone can do to help inspire Americans to prepare to meet and defeat such an attack," he remarked. As Policy Committee head, Mr. Randau watched FCDA mushroom in importance within two years and command the cooperation of radio, TV and other media toward a common objective despite the always present lack of federal funds. Some months ago, he and his wife took an extended business-social trip to Europe.

Mr. Randau married Beatrice M. Lyons, a former *Boston Telegram* reporter, on Jan. 30, 1926. They have two sons, John, 21, and Paul, 20, who attended Yale U. in recent years, and now at Stanford. John, who graduates this year was a Yale correspondent for UP, and is an aspiring journalist. Paul's inclinations lean toward becoming a doctor. Mrs. Randau has engaged in voluntary hospital work "and has so far resisted my urgings that she take up writing as a profession," he adds.

Mr. Randau has been a member of the American Legion, Sigma Chi, and Sigma Delta Chi professional journalism fraternity. He numbers among his clubs the Union League, the Tavern Club of Chicago, the Stanford Club of New York and the National Press Club of Washington—with membership at one time or another.

Some years ago Mr. Randau resumed piloting "strictly for pleasure, and only in small planes." His other current recreations, which presumably will not suffer for lack of suitable climate in California, are golf "and sedate tennis."



'HAMS' FIELD DAY

6,000 to Participate

MORE THAN 6,000 amateur radio operators will participate in a 24-hour demonstration of disaster communications facilities this Saturday and Sunday during the 16th annual field day sponsored by the American Radio Relay League.

To simulate actual emergency conditions, field day stations will be set up away from commercial electric power, according to F. E. Handy, league communications manager. He said each station in contact with other stations will transmit brief messages of the location and a signal report.

Portland Radio Homes

STANDARD metropolitan area of Portland, Me., contained 33,985 radio homes, 98.3% of the 34,565 homes tabulated by the Census Bureau, according to figures just compiled by the bureau. The Maine radio-TV census count showed the state with a 96% radio saturation [B•T, June 9]. The Portland SMA TV count as of April 1950 was 330 sets, a 1% TV saturation. Portland's urbanized area had a 98.3% radio saturation, or 32,150 of 32,710 homes reporting. There were 300 of the 32,505 reporting homes with TV, a saturation of 0.9%. The Portland incorporated area had 22,375 radio homes out of 22,835 reporting. This area had TV in 195 of 22,665 homes.

Adage Disproved

CONTRARY to popular opinion, lightning can strike twice in the same place, according to report from WCHS Charleston, W. Va. Bill Dixon, chief engineer, relates a bolt of lightning struck one of the WCHS towers last month causing $600 damage and putting the station off the air for an hour. Thirteen hours later, same tower was struck again. Second time the station was unable to broadcast for 15 minutes but cost of the repair was negligible.

allied arts



GILBERT THORNE elected president and **S. R. HERKES** advanced to vice president in charge of sales of Motorola-Chicago Co., Chicago, distributor of Motorola products.

HAROLD SUGARMAN announces formation of Duex Film Studios Inc., 35 W. 53rd St., N. Y., to produce dubbed versions of foreign language feature films in English.

RAY C. ELLIS, vice president, Raytheon Mfg. Co., Waltham, Mass., appointed director of company's newly formed international division.

PETER N. PRUSSING, sales manager for major appliances, Graybar Electric Co., L. A., to Whirlpool Corp., St. Joseph, Mich., as regional sales manager for southwest territory.

HENRY A. SCHOBER and **C. G. McPROUD** have purchased *Audio Engineering*, monthly publication with offices at 342 Madison Ave., N. Y.

ROBERT M. GARRICK, publicity-promotion director, Factor-Breyer Inc., L. A., to Carson-Rub Assoc., that city, public relations firm, as director of West Coast office.

FILM MUSIC Co., N. Y. (filmed music library), opens Hollywood headquarters at 7764 Hollywood Blvd. with **ROBERTA ADYE** as manager.

JAY M. ALLEN and **RICARDO MUNIZ** appointed manager and superintendent of manufacturing, respectively, of Westinghouse Television-Radio Div., Sunbury, Pa.

Equipment • • •

MINNESOTA MINING & MFG. Co., St. Paul, announces production of new spring-type connector that can't shake loose and requires no tools. Termed the Scotchlok, connector provides tight permanent splice for single or multi-strand wires up to gauge 10 in more than 300 different combinations.

TELEWAVE LABORATORIES Inc., Brooklyn, N. Y., announces production of Type R resistor for microwave applications. Unit is used for power measurements, resistive pick up loops, pads, impedance matching, attenuators in both wavequide and coax.

RCA, Camden, N. J., announces development of new 27 inch metal shell TV picture tube now being sampled to TV industry set manufacturers.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces manufacture of new portable picture monitor Model 102-C using 7 inch kinescope which presents TV picture of black and white or color signals in black and white at turn of a switch.

CLAROSTAT MFG. Co., Dover, N. H., announces production of TV ballast designed to be plugged in between TV set and electric receptacle for use in areas where line voltage tends to increase up to 140 volts. Units are available in Type TVA, 200-300 w and Type TVB, 300-375 w.

GENERAL ELECTRIC Co., Syracuse, N. Y., adds Model 21C-200, Model 21TA and Model 21T5 line of Black Daylite TV set. All new models feature 21 inch cylindrical picture tube.

Technical • • •

GINO RICCIARDELLIS, assistant chief engineer, WNBF Binghamton, N. Y., to WQAN Scranton, Pa., as chief engineer.

TED BOOTH, announcer-sportscaster, WJAX Jacksonville, Fla., to WJVB Jacksonville Beach, as engineer, replacing **JACK WATSON**, now announcer-engineer at WRHC Jacksonville.

WILLIAM H. VANDERSLICE added to engineering staff, WCBT Roanoke Rapids, N. C.

RODNEY D. CHIPP, director of engineering, DuMont Television Network, elected treasurer of Technical Societies Council of New York.

DEAN SHERIDAN, WALTER BROWN, JOHN CRISPE and **EARL VIEAUX** to engineering staff, NBC Chicago.

MIKE GEORGIANNI and **NORM ROSS**, engineers, WSYR Syracuse, graduated from School of Speech and Dramatic Art, Syracuse U.

RUSH SAWYERS, chief engineer, WDVA Danville, Va., father of boy, Michael.

JAMES ROLFE, chief engineer, WFIU (FM) Bloomington, Ind., father of boy, June 8.

HAROLD E. HODGEMAN, WFIL-TV Philadelphia newsreel cameraman, father of girl, Denise, May 24.

New GE Tube Plant

GENERAL ELECTRIC Co. opened its new $6 million electronic tube plant to the public last Thursday, following dedication ceremonies at the plant near Anniston, Ala. Principal speaker at the ceremonies was Dr. W. R. G. Baker, GE vice president and general manager of the company's Electronics Div., of which the Anniston Tube Works is a part. By next year, it was said, the plant will employ an estimated 2,000 persons, 85% of them women, in production of miniature glass receiving tubes for radio, TV and a variety of other communications and industrial equipment.

Strictly Business

(Continued from page 18)

with the dog days of February and March.

Mr. Kelley, a young and energetic newcomer to the station representative field, has covered midwest agencies for The Walker Co. since last October. Selling some 50 AM stations, he works out of Chicago and in Detroit, Cincinnati, St. Louis and Cleveland.

He went to Walker from WAAF, the *Drovers Journal* station in Chicago, where he sold and serviced local accounts on the music-news independent, which concentrates its coverage on the metropolitan area. Previously, at WOKZ-AM-FM Alton, Ill., he was sales manager.

Mr. Kelley's first job after attending Loyola U. in Chicago was selling space for a trade publication. At school he majored in English and philosophy, and was feature editor of the college newspaper.

A native Chicagoan, he is unmarried and lives with his parents on the city's far north side. In the summer, he carries on his winter habits of listening to the radio and watching television, adding in Chicago's heat, mint juleps and golf.

A theorist as well as a pragmatist when it comes to radio and TV, Mr. Kelley works closely with his stations, advising them on agency buying trends which he foresees. A current trend is the desire on the part of almost every agency and client, "the biggest ones, too," to find out in advance what a station will do in the way of merchandising and promotion. Many times, he says, contracts are placed with this knowledge in mind.

MAN BITES DOG

Editor Salutes Radio, TV

AN EDITORIAL in the *Hardin County Enterprise*, Elizabethtown, Ky., salutes radio and television in general, and WIEL Elizabethtown in particular, as a friend and welcome competitor.

The editorial observed that "There is not a sporting event, a political convention or any other event of major importance which cannot be more accurately reported and interpreted if all three media are represented rather than only one or two."

As for advertising, the newspaper commented, "Each one compliments the other. Actually, advertising begets advertising. The station has developed accounts . . . heretofore non-advertisers and many of these accounts, once being sold on the value of advertising, have become regular users of newspaper space."

Speaking of WIEL, the editorial said that, "The city, and the trade area, are fortunate that the station is owned, managed and operated by such a group of public spirited, high type men. We wish WIEL many more years of accomplishment—and of success."



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at $995 Complete!

with famous AMPEX performance and Quality—PLUS dynamic New Styling!



DUAL-SPEEDS
...7½ & 15 inches per second

PUSH BUTTON OPERATION
...on all five functions

BUILT-IN PREAMPLIFIER
...for microphone

PRECISION TIMING
...within 3.6 seconds per 30 minutes

FULL AUDIO RANGE
...15,000 cps at 7½ inches per second

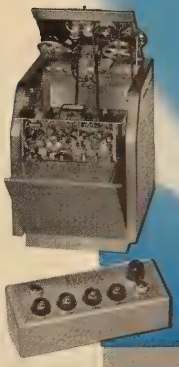
MINIMUM MAINTENANCE
...even on heavy-duty service

LOW NOISE LEVEL
...complete shielding eliminates pickup

- **Model 402 — Half-track Recording**
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ACCESSIBILITY ALL OVER
...even in operation

Top plate and front panel are hinged for quick, easy inspection of any recorder component.



NEW REMOTE CONTROL BOX

For 100% push button operation that saves on operating time!

Series 400 CONSOLE

$995.00 *f.o.b. Redwood City, California*

AMPEX
Magnetic Tape RECORDERS

AX-94

- **Standard of the Great Radio Shows**

Ask for Complete Specifications or Request a **DEMONSTRATION**

AMPEX ELECTRIC CORPORATION
Redwood City • California

Radio Networks' Crisis and Cures

(Continued from page 23)

as a group are at best breaking even and are probably losing money on radio network operations. When a business as well established as network radio loses money, or is on the verge of it, "crisis" is not too strong a word to apply.

The purpose of this article is to examine the nature of the crisis and what brought it on.

About 14 months ago, after CBS had announced a 10-15% reduction in radio network time rates and while other radio networks were preparing to cut their prices accordingly, a high official of a leading network told BROADCASTING • TELECASTING that not a single program had been sold by any major network on a clean, above-board basis and at card rates during the preceding six months.

So far as can be learned, about the same can be said for the interval since then. Though the 10-15% rate reductions last July may have brought some business into some radio networks without under-the-table concessions, by far the bulk of network radio contracts signed in the past 20 months have, in one way or another, involved "deals."

Actually, the "deal" originated earlier.

The Talent Wars

Toward the end of 1948 developed the now-historic wars for talent among the networks. Such former NBC stars as Jack Benny, Amos 'n Andy, Ozzie and Harriet and Red Skelton, and Bing Crosby from ABC, wound up under contract to the CBS Radio Network.

The theory of CBS at the time seemed to make sense, from the competitive, inter-network point of view: Hire a handful of the most popular entertainers to build up the network's ratings, and they would attract customers not only for themselves but for other shows in the program structure which was strengthened by their presence. Even if the high-priced talent under contract to the network could not itself be sold for as much as it was costing, the total returns from the general sales that were to be enlarged would more than offset the losses on the principal talent.

The principle is not unknown in the retail trade. In a retailer's sense, Messrs. Benny, Skelton and the others were to be "loss leaders."

It must be remembered that CBS was not alone in adopting and pursuing this principle. Other networks did the same. Whether in self-defense against CBS "raiding" or for other reasons, ABC and NBC wrote substantial contracts of their own with some stars.

Quite possibly the radio networks would have been able to amortize the very large commitments to radio talent if television had not progressed as rapidly as it did. Though no one of high office at the network will officially admit it, CBS management in 1948 anticipated a much more halting rate of television advancement than actually took place. The time at which advertisers began investing heavily in network television and quit buying high-priced talent on network radio arrived sooner than the network policy-makers had guessed. The TV timetable estimates of other networks also must have been askew, else they would not have countered CBS bidding for talent with bidding of their own.

When the talent prices began to soften, a hole was opened in the dike.

The early "deals" in network radio were mostly concessions in the prices of talent and production. But as television competition developed and a buyer's market grew up in network radio, the concessions inevitably were extended to cover time as well. Long before the four networks invoked the rate reductions of last July 1, both time and talent were being bartered in some instances at price levels far below the 10-15% that was officially knocked off network rates by the announced reductions.

At least two networks, it can now be reported, would have liked to cut the rates more drastically, but they believed that the 10-15% was the most they could get their affiliated stations to agree to without insurrection.

To many affiliates, the chaos in the network business was hardly comprehensible. Though their revenue from network time sales had been decreasing, their spot and local business had held up well.

As shown by the chart on page 23, the average major network affiliate had experienced a decline in general revenue from 1946, an easy money year before the radio station population began its postwar expansion, to 1950. But the decline was not alarming, at least in respect to spot and local business, and it was understood as being primarily caused by the increase in the number of stations.

From 1946 to 1950 the number of major network affiliates rose from 791 to 1,130. That meant that more of them were whacking up the pie. In the case of spot and local, the pie itself was getting bigger and hence the individual pieces, though divided among more stations, did not diminish as much as the pieces cut from the network pie which began to shrink after TV arrived.

Network Spot Revenue

In 1950, the latest year for which such figures are available, the average network affiliate's revenue from spot time sales was 85.8% of average revenue from that source in 1946 and from local time sales, 92.0% of 1946 levels. Network revenue, for the average affiliate in 1950 was down to 62.8% of what it had been in 1946.

But averages can be deceptive. Though figures for such a grouping are not obtainable, it may be properly assumed that the general business levels of the 791 stations that were affiliated in 1946 probably held up better through 1950 than did those of the 339 that joined networks after 1946. Well-established stations generally do better than new ones, and, additionally, in the 1946 group of 791 were all the powerful outlets which customarily take in large business volume.

Obviously, however, even the most powerful and well-established network affiliates have suffered a decline in network revenue in the past two or three years.

It is not easy to explain this phenomenon to operators who have not encountered serious advertiser hesitancy in their personal selling to local sponsors or even in national spot sales through their representatives. Especially in the latter case, the station operator wonders why a national advertiser will quit network radio and at the same time buy spot radio time in the very television markets where he feels his network radio has gone to pot.

The networks have an answer to that quandary. An analysis of spot and network rates shows, they say, that on the average an advertiser can buy a one-minute announcement on a spot basis on a station for about one-sixth of the time cost of a half-hour network show on that station. Hence he can buy three one-minute announcements (the maximum allowed in a half-hour network show) on a spot basis at half the cost of time alone for the half-hour network program on that station. Addition of program production costs to the network show make the discrepancy between buying three one-minute announcements by spot placement and by network programming even greater.

This argument would seem to lead inevitably to the conclusion that there is no economic reason for the continuation of networking. But the networks point out that spot time would not be worth a tinker's dam if it were not inserted in or between programs that attracted audiences.

And networks, the networks say, are the only instrumentalities that can provide quality programming in quantity.

How can networks continue to provide quality service if they go on losing money? Not even the networks have pat answers to that one.

It is known, however, that the two leaders that bill the biggest business feel that the first step must be to restore stability in network pricing.

One top executive of one of these networks told BROADCASTING • TELECASTING that the next rate cuts must be severe enough to "administer shock" to the industry. The reductions, in his view, must be at least down to the basement levels at which network business has lately been conducted and probably should be enough below those levels to utterly discourage further "deals."

Agrees in Principle

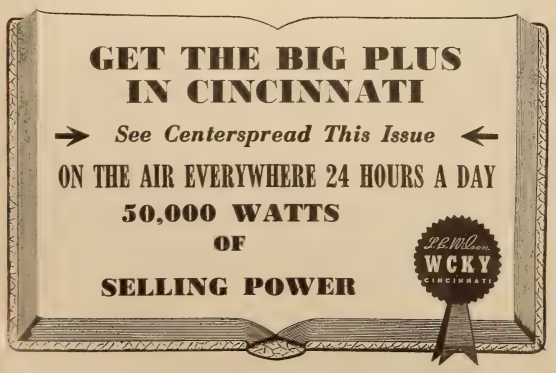
Though he put it more mildly, a policy-level executive of the other network agreed in principle.

He said that the cuts must be deep enough to get radio network business back on the rate card and further that the new rates should embrace such attractive discount structures as virtually to "compel" advertisers to stay on the air 52 weeks a year.

One of the economic curses afflicting network radio is the "summer hiatus." Come June and July, programs regularly scheduled through the rest of the year and many of their sponsors desert the air in swarms, leaving gaps that must be filled by network-created programming.

In the richer days of network radio, the summer hiatus was not as severe a problem as it is today. Indeed in some respects networks counted it an advantage for it provided an opportunity to test out new shows and new personalities.

Nowadays, however, the additional expense of filling summer schedules with replacements for the sponsored programs that have gone on vacation adds to an overhead that already is taxing in the extreme. Costly tryouts of summer shows are luxuries which network



radio cannot afford any longer.

Achieving year-around continuity in programming is one way of cutting down operational expenses. Other means of reducing overhead will also have to be found.

In the view of policy-makers at CBS and NBC, the strong medicine which must be administered to network radio comes in three doses. First must be the rate cuts to stabilize the pricing structure of the industry. Second must be a severe retrenching to reduce expenses. Third must be a build-up of business volume.

If this triple dosage effects its hoped-for cure, the patient will emerge somewhat more lean than it was before the crisis, but it will survive, the networks think. The fat talent costs will have been melted away. In place of the high-priced, star-studded, glamour programs there will be shows that are of more realistic cost in relation to today's audience size.

These doses add up to pretty strong medicine, but the networks believe that weaker stuff will only prolong a crisis which the radio network business cannot perpetually endure.

Are there other remedies which could be used successfully without cutting network rates? Many operators of affiliated stations, including a lot who are businessmen of proven judgment, believe there are.

In the view of these affiliates, networks should hold the line on rates, take economy measures wherever possible, and invigorate their sales efforts. In the long run, after the dizzying glamour of television has worn off, advertisers will be reconvinced that network radio still is a worthwhile buy.

An inherent element in this argument is that network radio was terribly underpriced at the time television competition developed. It is pointed out that even today, with radio audiences demonstrably reduced in television markets, radio still delivers more advertising impressions for the advertiser's money than other media.

Statistically, this argument is unanswerable. But the networks feel it does not take into consideration all the realities in the case. Underpriced though it may have been up to 1949, network radio today does not offer the advertiser anything like the values it offered two to three years ago. Try though they may to persuade the advertiser that network radio in 1952, in relation to other media, still is priced favorably, the networks have been unable to distract the advertiser's attention from the fact that radio in 1952, in relation to pre-television radio, is costing infinitely more.

Moreover, the advertiser is unmoved by the argument that he got an almost unbelievable bargain when he bought network radio in its underpriced pre-television days and that the dwindling of the radio audience has meant only that radio network prices have been brought into more comparable association with those of other media.

The advertiser dismisses that argument with the explanation that if network radio were underpriced, it was not his fault but that of the network management. He bought radio, underpriced or not, in relation with purchases in other media. The decrease in the network radio audience (which means higher cost per listener reached) has thrown his media allocations out of pre-television proportions.

All sides of these questions will be argued thoroughly in the next few weeks. The first big discussion on the radio network crisis will come July 1-2 when CBS Radio affiliates and CBS heads meet in New York (see story, page 30).

Whatever course the arguments take, the ultimate outcome seems reasonably clear.

Networks are going to reduce rates, whether affiliates like it or not. Present planning is to cut night rates by 40-50%, perhaps to increase morning rates by 12-18%, thus obtaining an over-all rate cut in the order of 25% or slightly more.

After cutting rates, they will then trim expenses and try to build radio programming that competes effectively with television but at what they regard as a realistic cost.

The hope must be held that those measures will not only keep the patient alive but restore its energy. If they fail, the radio network, as traditionally constructed and operated in the U. S., will disappear. What would replace it, no one of authority ventures to predict.

SCOTUS REVERSES

Seattle Case Conviction

QUESTION whether to retry Ralph Casey, George La Clair and Edward Plesa, whose conviction of operating a radio transmitter illegally was reversed by the Supreme Court 6 to 3 last week, was being weighed by Federal officials in Seattle this week. Complaints that the men were illegally operating a radio transmitter enabling them to place bets with bookies after a race had been run but before bookmakers had received news of the results were the basis for the FCC investigation.

CHICAGO ACTIVITY

On Convention Handling

REPUBLICAN Committee on National Political Convention Arrangements glanced only briefly at plans for broadcast coverage during a special meeting in Chicago last week. It also postponed its discussion on use of radio and television advertising in the Presidential campaign until after the nominee is selected.

Ed Ingle, Radio-Television Chairman for the Republican National Committee, said plans for convention coverage from Chicago's International Amphitheatre are completed, and that purchase of time will not be decided on specifically until after the convention closes.

He reportedly visited networks in New York after the Monday and Tuesday meetings in Chicago to outline in general terms what the National Committee may want in time and programming for the fall political campaign.

The 46-member Arrangements Committee toured the Amphitheatre Monday to check convention facilities for delegates, speakers and press-radio accommodations.

At the same time $1 million worth of radio and television equipment arrived at ABC Chicago for convention use. All of the equipment, made up of portable field units, will be installed in the Amphitheatre and at the Conrad Hilton Hotel under supervision of Central Div. Chief Engineer E. C. Horstman.

KTUR AND TAFT

Turlock Time Available

SOME radio stations are not too proud to go after business. When Sen. Robert A. Taft (R-Ohio) complained to the FCC that he was rebuffed by radio and TV networks in asking for time equivalent to that given Gen. Dwight D. Eisenhower's Abilene speech [B•T, June 9], 1-kw, independent KTUR Turlock, Calif., heard about it and immediately sent him the following wire:

"Why ask the FCC to give you broadcast facilities . . . when you can buy all the time you want on KTUR? KTUR . . . will be happy to sell you all the time you want at regular national rates. . . . Speak, by transcription, to all the home folks on their local independent stations. People know and trust their local independents. . . ."

KTUR News Editor McDowell Starkey initiated the action, backed by Station Manager H. A. McMillen. As of Wednesday the station had not received word from Taft headquarters.

CONDENSER Products Co., Chicago (electronic equipment), has been acquired by New Haven Watch & Clock Co. Combined companies are expected to have a total annual sales volume of $10 million, according to Max A. Geller, president of the purchasing firm.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

be..R-W.*
Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!
RADIO'S TOP
● AUDIENCES ● MARKETS
● PERSONALITIES
Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.
WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.
WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.
WNR (b) 1000 W. BECKLEY, W.VA. 620 KC.
JOE RAHALL, PRESIDENT
National Representatives
(a) WEED & COMPANY ● (b) THE WALKER COMPANY
RAHALL STATIONS

LBS RIPPLES

Reactivation Proposed By Dallas Committee

PROPOSAL to reconstitute Liberty Broadcasting System, which suspended operation May 15 [B•T, May 19], was made last week to ex-Liberty network affiliates by the Liberty Reorganization Committee, Box 27, Dallas.

Chairman of the committee, William A. Ware, said the committee wants to reactivate Liberty, with programming to resume between June 20 and July 1. Mr. Ware's letter said President Gordon McLendon of LBS, "will be freed of his many administrative duties in order that his great talents may be used consistently in improving the network's programming.

"A greatly improved 16 hours a day will be offered you—new shows, new talent including a topflight comedian, several of the former commentators plus new ones—programs as fine and as appealing as any network can offer and that you will be proud to air."

Going into finances, Mr. Ware said the network "must also be able to operate economically and at a profit. LBS was dependent on baseball for its principal income; the new network will not be. This does not mean that we will not carry baseball, for we will, but it does mean that we will build on a foundation of sponsored programs. Baseball and other sports, which we will continue to carry on a par with LBS, will be in addition.

"Now, let's examine the contractual arrangements that will be necessary between your stations and the new corporation. The corporation will pay for your time at the same rates LBS was paying. With regard to the affiliation fee, it will remain approximately the same as before based on the cost of providing line and service to you."

Mr. Ware said LBS was forced to cease "because it did not have sufficient time available from its affiliates to meet its operating costs. In order to operate on a reasonably profitable basis, the new network will require from you, two hours per day at no charge to the network. In addition, on non-sport days, one hour and 15 minutes will be sold nationally, the other half by you. You will be paid your contract rate for this time sold nationally. We believe that upon careful analysis you will find this to be a fair arrangement.

"An escrow fund to safeguard your initial advance affiliation fees has been established with a bank in Dallas. In accordance with the provisions of the fund, it will not be available for use by the corporation until the day the switch is thrown delivering service to you."

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

WSYR-AM-FM-TV
The Only Complete Broadcast Institution in Central New York

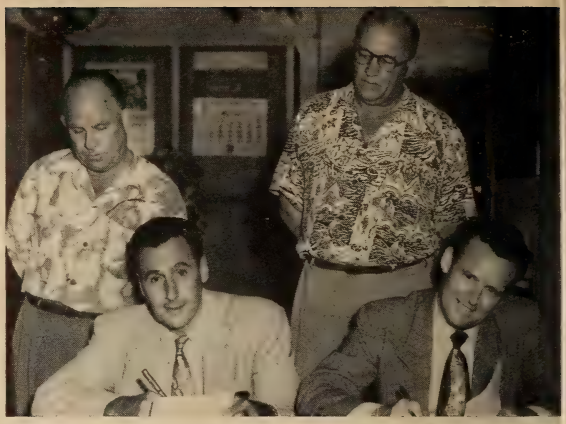
BABY ROBINS

Mig Figi Aids Transfer

WHEN progress of construction at a bank displaced the nest home of a family of robins, Mig Figi, general manager, WAUX Waukesha, Wis., was instrumental in finding the baby robins a new home—and a new mother. The resulting story was carried on a national news wire service.

Since it would be necessary to move the nest, WAUX, the bank and the construction company offered a $25 Defense Bond for the best idea. At first, Mr. Figi and a construction superintendent transferred the nest from inside the bank to a sheltered area on the roof. The mother and father robin could not be guided to their three babies. Another solution had to be found.

The construction superintendent remembered that another robin was nesting in a tree of his front lawn. Mr. Figi removed the fledgling robins from their home in the tree and replaced them with the bank babies. The displaced babies are older and can be cared for by humans. The foster mother robin settled on the nest with her new trio and the father robin soon began bringing worms.



SIGNING a joint contract between KULA and KPOA Honolulu and the Honolulu Stadium for broadcast coverage of all sports events played in the stadium are (l to r) seated, Jack Burnett, general manager, KULA; Fin Hollinger, station manager, KPOA; standing, Pump Searle, promotion manager, and Lew Tate, general manager for the stadium.

milestones . . .

► WILLARD L. DOUGHERTY, assistant sales manager of WSRS Cleveland, was honored upon his 20th year in radio by staff members and friends at a party. Formerly with other Cleveland stations, Mr. Dougherty began in radio at WMBO Auburn, N. Y.

► KFQD Anchorage, key station of the Alaska Broadcasting System and CBS affiliate for central Alaska, has celebrated its 28th year of operation. A special anniversary program traced the growth of radio in Alaska. Charles Mohler is manager.

► ELBERT HALING, regional radio-press officer, U. S. Dept. of Commerce, Dallas, is currently enjoying his 32d year in the broadcast and newspaper fields. Mr. Haling began his career in 1920 when, age 10, he operated 5HY, his own "ham" station.

► FIVE CHILDREN born on the same day WJMO Cleveland went on the air five years ago were given prizes on the station's anniversary, June 1, and spots throughout the day carried the children's voices wishing WJMO a happy birthday, according to Dave Baylor, general manager.

► WPRS-AM-FM Paris, Ill., honored its advertisers at a day-long open house May 23 marking its first anniversary. Each guest received a small birthday cake and heard taped interviews with local civic leaders and congratulations from Gov. Adlai Stevenson. During the noon hour, boys distributed dummy newspapers in the town square bearing the headline, "Extra! WPRS Birthday Today! Come Out and Visit the Studios!" AM and FM outlets are programmed separately.

► New England's first TV station celebrated its fourth anniversary last week. WBZ-TV Boston went on the air June 9, 1948. In the brief period since it began operation, the station claims many firsts, among them the first football game to be telecast in the region four years ago, and the initial use of the Zoomar-lens in the area in 1949.

NIAA MEETING

Set June 30 in Chicago

THE NATION'S industrial advertisers will meet in Chicago June 30 through July 2 to study the economic, social and advertising problems confronting them. The 30th annual convention of the National Industrial Advertisers Assn. will be held at the Palmer House.

Fairfax N. Cone, president of Foote, Cone & Belding, will outline "Current Public Relations Problems of Business." Other speakers and their subjects include Chester H. Lang, vice president, General Electric Co., "How Advertising Men Can Help Explain American Economic System to Workers and the Public," and H. I. Orwig, vice president, Buchen Co., "Discussion of Export Advertising."

Pre-conference registration and a supper party are scheduled for Sunday, June 29. Separate functions have been planned for women guests.

REACHES 93,217 RADIO FAMILIES

WEOK POUGHKEEPSIE

REPRESENTED BY EVERETT McKINNEY, INC



For Equipment above and beyond the usual standards

Continental Electronics

MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVergreen 1137

WILK

Wilkes-Barre's Powerful 5000 Watt Station

Offers Advertisers

MORE LISTENERS

34.1% Higher Average ¼ Hour Rating*

from 7 A.M. to 1 P.M.

Than Next Best Station

*Pulse: November 1951

MORE COVERAGE

in the

Wilkes-Barre Metropolitan Area

(Pennsylvania's 3rd Largest Market)

PLUS

Bonus Coverage in 14 Surrounding Counties

MORE FOR YOUR ADVERTISING DOLLAR!

WILK

980 KC AM-FM 5000 W (d) 1000 W (n)

A B C AFFILIATE

★

AVERY KNODEL Inc., Nat'l. Rep.

★ New York ★ Chicago ★ Los Angeles

★ Atlanta ★ San Francisco ★ Dallas

Politics on Radio-TV

(Continued from page 29)

from NBC, Sen. Kefauver said he would withdraw the complaint which he had filed with FCC against that network, and it was assumed he would do so in the case of the CBS networks in view of their subsequent offer. ABC spokesmen said they had heard no more about the matter after sending FCC copies of their letters rejecting the original requests of Sens. Taft and Kefauver.

Candidate Averell Harriman's offer of personal—albeit at long distance—radio interviews was outlined in a letter sent Thursday to stations in 100 cities which Mr. Harriman is not likely to visit.

"Put on tape 7½ IPS, any five questions you want Mr. Harriman to answer," the letter instructs. "On July 1 Mr. Harriman will go into a studio and answer your questions. The answers, on another roll of tape, will be sent to you along with your tape of questions. With a simple editing job you'll have an exclusive news feature."

Offer, exclusive to one station in each city, is the brainchild of Lou Frankel, Harriman campaign director of radio and TV, former manager of WFDR (FM) New York.

While the networks' legal experts were juggling candidates' demands and claims, plans for programming before, during and after the conventions were gradually shaping up. The scheduling of actual convention pickups was more difficult, owing to lack of finality about the times when convention sessions would get under way, plus the usual uncertainty as to which sessions were apt to prove most newsworthy.

Probable Opening Times

Reports on probable opening times for the convention sessions ranged from 10 a.m. to 1 p.m. EDT for the daytime meetings and from 1 p.m. to 10 p.m. EDT for the night sessions. For the most part the networks—radio and TV—indicated they would carry the session openings, but how long they would continue in any specific case would depend to a great extent upon the news interest of the proceedings involved.

NBC-TV announced plans for 14 convention "p r e l u d e" programs starting July 1 and scheduled as follows: July 1, 7-7:30 p.m. EDT; July 2, 8-9 p.m. and 10-10:30 p.m. EDT; July 3, 8:30-9 p.m. EDT; July 5, 4:30-5:30 p.m. and 10-10:30 p.m. EDT; July 6, 4-5 p.m. EDT; July 7 and 8, 10-11 a.m. and 7-7:30 p.m. EDT; July 9, 10-11 a.m. and 8-9 p.m. EDT, and July 10, 8:30-9 p.m. EDT. The July 6-10 shows in this series will be under Philco sponsorship as part of its underwriting of NBC radio and NBC-TV coverage of both Republican and Democratic Conventions.

NBC radio meanwhile has scheduled five special broadcasts preceding the Republican Convention: June 28, 8-8:30 p.m. EDT; July 1, 10:35-11 p.m. EDT; July 3, 10:35-11 p.m. EDT; July 5, 10-10:30 p.m. EDT, and July 6, 9:30-10 p.m. EDT. The first three of this series are being offered to NBC radio affiliates for local sales on a co-operative basis, as are two others scheduled immediately preceding the Democratic Convention: July 16, 10-10:30 p.m. EDT, and July 17, 10:35-11 p.m. EDT.

CBS Radio, while hopeful that more rigid convention pickup schedules will be possible this year than in the past, noted that no firm plans for convention-floor broadcasts can be made until after the convention leaders have set definite hours for getting sessions under way.

Looking toward the convention itself, the network already is carrying a Monday night political analysis program (11:15-30 p.m. EDT), and for the Sunday before the conventions get under way a "preview" show is planned (probably in the 4:30-5 p.m. spot). Between June 30 and July 4, *You and the World* (Mon.-Fri., 6:15-30 p.m. EDT) will present five convention newsmen and editors in rotation to explain convention procedures, terminology, and plans for CBS Radio coverage—which, as is the case also with CBS-TV coverage, is sponsored by Westinghouse.

HEALTH AIDS FIRM

Cited by FTC

COMPLAINT of false and misleading advertising has been filed by the Federal Trade Commission against National Health Aids Inc., Baltimore, Md., a large user of radio and TV, it was announced today (Monday).

The charge that NHA Complex, a vitamin-mineral preparation, has been advertised as a virtual cure-all prompted the complaint, FTC stated. Company, including its president Charles D. Kasher and its advertising agency, Television Advertising Associates Inc., has 20 days to answer the complaint. Hearing is scheduled in Washington July 21 before FTC Hearing Examiner Frank Hier.

Except where such diseases or disorders are the result of mild vitamin and mineral deficiencies, NHA Complex is of no value, the FTC complaint alleged.

Singled out also in the complaint is the allegation said to have been made in NHA advertisements that "all persons in the United States consume a diet which is deficient in vitamins and minerals and must use a dietary supplement to assure their bodies of the minimum daily requirements. . . ."

Among the radio-TV programs cited in the FTC complaints, were the following: *Who Ya Laffin' At, Let's Live a Little, Stop Fooling Yourself* and *Animal, Vegetable, Mineral.*

ABC-UPT

Sass Testifies at FCC

CHICAGO theatre operator Arthur F. Sass was the only witness to testify during last week's session of the lengthy Paramount hearing at the FCC [B•T, June 9].

The hearing is concerned with proposal for merger of ABC and United Paramount Theatres Inc., among other issues.

Mr. Sass, who testified under direct examination May 23, returned last Thursday and Friday for cross examination by Louis Phillips, Paramount Pictures Corp.'s New York attorney.

Mr. Sass was questioned about the advice he received from Barney Balaban after Lubliner & Trinz, a Balaban & Katz affiliate, received 25% interest in Mr. Sass's Alamo Theatre. The advice was part "payment" for L&T's interest in the theatre, Mr. Sass testified.

Last month Mr. Sass testified he was required to enter into the agreement with L&T in order to get films from Paramount Pictures Inc., which was then the parent company to B&K. At that time he also testified that B&K threatened to build a competing theatre nearby if he didn't "sell" B&K the 25% interest.

In his earlier testimony Mr. Sass indicated that the advice he received from Mr. Balaban appeared to be inconsistent with Mr. Balaban's practices in the operation of the B&K theatres. In last week's testimony, Mr. Sass said Mr. Balaban had advised against installing air conditioning in the Alamo Theatre. When air conditioning was installed several years later, Mr. Sass claimed it was instrumental in raising attendance at the theatre.

Under cross examination, Mr. Sass testified he was not actually prevented from making improvements in his theatres but was merely discouraged from doing so by Mr. Balaban.

Last year Mr. Sass filed anti-trust suits against five major motion picture companies totaling nearly $2 million [B•T, May 26].

KBKO STOCK SALE

Allen, Kelly to Buy

SALE of 70% interest in KBKO Portland, Ore., to W. Gordon Allen and Tom Kelly, operators of two Oregon stations, was announced last week. Sale is subject to FCC approval.

Price of controlling interest in the 1 kw daytime independent on 1290 kc was $28,000 plus an employment agreement for the present owners, Harold Krieger and Gordon E. Bambrick.

Mr. Allen owns 60% interest in KGAL Lebanon, Ore., 33⅓% of KGAE Salem, Ore., 50% of KSGA Redmond, Ore. (CP only), and has an application on file with the FCC for a new AM station in Lewistown, Idaho. Mr. Kelly is associated with Mr. Allen in managerial operations of the Oregon stations. The KBKO sale was handled by Blackburn-Hamilton Co.

McFarland Bill

(Continued from page 29)

asked FCC Chairman Paul A. Walker who was responsible. It is believed that the Senator will pursue this matter further unless he receives a satisfactory reply.

Although broadcasters are generally backing the McFarland Bill, there are a number of provisions they do not like. Among these are the provisions giving the FCC authority to (1) issue cease and desist orders, and (2) impose temporary suspension and fines. Failure to eliminate the "double jeopardy" provisions of the present Communications Act also disappointed representatives of larger stations and networks. This section permits the FCC to revoke licenses if licensees or their parent companies are convicted of antitrust violations.

WCBS' SALES

CBS Radio Handles in N. Y.

CBS RADIO's Spot Sales department will handle New York sales for the networks WCBS New York, starting today (Monday), in addition to representing the station in all other markets, as it has in the past.

Carl Ward, general manager of WCBS, asserted that the station's local sales staff "has done an excellent job" with May billings, "up 29% over last year," but that "we have long felt the need for enlarged representation and service to New York advertisers." He continued:

"Through the facilities and personnel of CBS Radio Spot Sales, the station will expand its coverage of New York agencies and advertisers. At the same time, it will reduce duplicate calls from two different sales staffs calling on the same agencies."

The change puts WCBS local sales operation on a parallel with WCBS-TV's, which already is handled by CBS TV Spot Sales.

Wendell B. Campbell, general sales manager of CBS Radio Spot Sales, reported meanwhile that five new account executives—including four transfers from the WCBS sales staff—are being added to the sales force in his New York office to handle sales for WCBS while maintaining the department's service to all of the 13 stations it represents.

The five are Don Miller, who has been sales manager of WCBS; Sam Maxwell, former eastern sales representative for CBS-owned WBBM Chicago; Kent Patterson, John Crandall, and Tom Gorman, all former WCBS account executives who will work exclusively on local and retail accounts for WCBS radio.

Two other members of the WCBS sales staff are being let go, it was understood.

RICHARDS

Named Asst. to NARTB Pres.; Public Affairs Expanded

ROBERT K. RICHARDS has been advanced to a new NARTB post, assistant to the president, by President Harold E. Fellows, in line with a program to expand the association's services.

Mr. Richards continues as director of public affairs, a post he has held since 1947. An administrative assistant will be added to the Public Affairs Dept.



Mr. Richards

The expansion plan provides for opening of a West Coast office in charge of a field representative of the Station Relations Dept., which is headed by William T. Stubblefield.

Budget provisions for the program were approved last week by the Radio Board and TV Board, which held separate meetings (see main TV board story, this issue).

Since he joined NARTB, Mr. Richards has directed promotion activities of the association and developed the Voice of Democracy contest for high school students, one of the nation's outstanding scholastic competitions. He has taken an active part in policy decisions and has handled many NARTB contacts with associations and commercial enterprises. He is a member of the Advisory Council to the National Assn. of Radio News Directors and secretary to the Council on Radio-Television Journalism. Recently he was named to direct NARTB's participation in the "Register and Vote" campaign.

Served in Censorship

Mr. Richards was editorial director of BROADCASTING • TELECASTING before joining NARTB in 1947. During the war he served as assistant broadcasting censor under J. Harold Ryan, who headed this operation in the Office of Censorship. He is 39 years of age and a graduate of Ohio State U. After graduation he was employed at Campbell-Ewald Co., the *Cincinnati Post* and its affiliated WCPO, and Fort Industry Co., now Storer Broadcasting Co.

He is a member of Radio Pioneers Club and Sigma Delta Chi, honorary journalistic fraternity.

The new addition to the Public Affairs Dept. will report to Oscar Elder, assistant director.

In announcing expansion of the Station Relations Dept., with a West Coast office to be opened in San Francisco, President Fellows said two important objectives will be achieved. First, the department will be able to broaden its services to TV stations now belonging to NARTB. Second, the department will be able to broaden services to overall membership with addition of the San Francisco offices and at the same time continue recruiting new members.

The Radio Board, at its Thursday meeting, approved a resolution under which each of the 17 district directors will appoint district membership committees for their respective areas. These committees are to be in operation not later than July 15. They will work directly with the Station Relations Dept., seeking closer liaison between stations and the association.

Resolution for the membership project was introduced by H Quenton Cox, KGW Portland, Ore., chairman of the NARTB Membership Committee. Other members of the committee, which met Wednesday prior to the board session, are Henry B. Clay, KWKH Shreveport, La.; Thad Holt, WAPI Birmingham; E. K. Hartenbower, KCMO Kansas City; Jack Todd, KAKE Wichita; Stanley Pratt, WSOO Sault Ste. Marie, Mich.; Campbell Arnoux, WTAR-TV Norfolk, Va., representing TV.

BMI N.Y. CLINIC

Agenda Set for June 23-24

WITH its early May whirlwind campaign of 42 field clinics in two weeks now history, BMI will wind up its spring clinic season June 23-24 with a two-day session in New York, 19th program clinic BMI has staged in its headquarters city.

Herbert V. Akerberg, CBS Radio and CBS TV vice president in charge of station relations, will act as chairman for the first day's meeting. The agenda includes talks by Ben Laird, president, WDUZ Green Bay, Wis.; J. Scott True, farm director, WFTM Maysville, Ky.; John M. Outler, general manager, WSB Atlanta; Harry Bannister, NBC vice president in charge of station relations; Dorothy Gordon, moderator, *New York Times Youth Forum* on WQXR New York; George J. Higgins, vice president, KMBC Kansas City.

Leonard Patricelli, program manager, WTIC Hartford, will be the second day clinic chairman and will present a special session of WTIC's *Mind Your Manners* program at the luncheon session. Speakers will include Norman Reed, program director, WWDC Washington; Clarence L. Menser, general manager, WJBS Deland, Fla.; Ted Cott, NBC vice president and general manager of WNBC-WNBT (TV) New York, and others.

Although the New York meeting will conclude BMI's program clinic activities until fall, the industry's music licensing organization in cooperation with Colorado broadcasters is conducting a one-week seminar at Denver U., Aug. 3-8.

NOTRE DAME football games will be carried next season by WCUE Akron, which has exclusive rights in that city.

BMI

Cordially Invites You to attend its

19th PROGRAM CLINIC

IN NEW YORK

MONDAY JUNE 23

and

TUESDAY JUNE 24

at the

Waldorf Astoria Hotel

This is one BMI Program Clinic you won't want to miss! The subjects coming up for discussion have not been covered before.

Herbert V. Ackerberg will be your Clinic Chairman on Monday; Paul Morency is Tuesday's chairman; Harry Bannister, luncheon speaker.

Your panel speakers bring to the Clinic fresh, hard-hitting facts and practical ideas.

Question and answer periods and the chance to have your specific problems discussed are added reasons for your presence.

REGISTER NOW

No attendance fee, but advance application is requested. Write or call BMI Station Service Dept. today.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE
NEW YORK 36, N.Y.



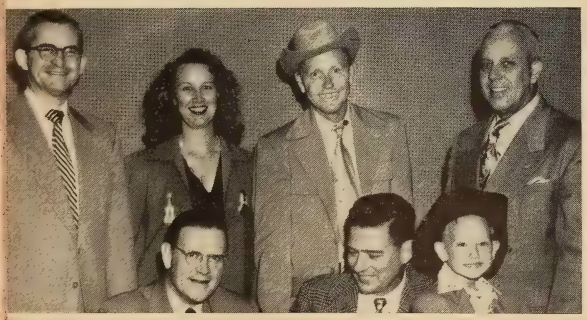
CHARTER program sponsor sign-up with KBIG Avalon, Calif., new 10 kw station, includes (l to r) Cliff Gill, KBIG ops. mgr.; Don Parmalee, acct. exec., Hixson & Jorgensen Inc., L. A., agency servicing account; Robert J. McAndrews, KBIG coml. mgr., and L. J. Condon, v. p. of Western Div., Local Loan Co., sponsor.



WEEKLY airing of *I Was a Communist for the FBI* is contracted for broadcast 52 weeks on WABB Mobile. L to r: Dewey Long, WABB mgr.; E. J. Curran, v. p., Malbis Bakery, Mobile, sponsor; Carl Haug, WABB acct. exec., and W. J. Hearin Jr., v. p. and gen. mgr, *Mobile Press Register*, WABB owners.



SIGNING for weekly *Bold Venture* for WGH Newport News, Va., airing are (l to r) Edward E. Edgar, WGH coml. mgr.; John L. Gunn, acct. exec., John McLauchlin Adv., representing Mechancial Engineering, local appliance firm, and General Electric, sponsors; Clyde Meades, WGH sls. rep., and agency's John McLauchlin.



PRINCIPALS in signing for WJHP Jacksonville's *Cousin Wilbur, Blondie Brooks & The Log Cabin Folks Show* include (l to r, standing) Robert Buck, asst. adv. mgr., Pet Milk Co., producer of Golden Key milk and the sponsor; "Blondie Brooks"; "Cousin Wilbur"; John Thorwald, radio and TV dir., John H. Perry stations; seated, O. F. Thomas, dist. sls. mgr., Pet Milk; Milford A. Reynolds, WJHP gen. mgr., and "Little Wilbur." Mr. Thorwald has resigned from Perry stations since picture was made [B•T, June 9].

ARRANGING for six-a-week half-hour program on WFAA-570 Dallas are (l to r): Alex Keese, WFAA mgr.; Earl Hayes, Earl Hayes Chevrolet Co., Dallas; Joe Reichman, bandleader, and Reuben Bradford, who will alternate three days a week with Mr. Reichman, and M. O. Rike, v. p. & mgr., Bozell & Jacobs Inc., Dallas, handling account.



book reviews....

BROADCASTING: RADIO AND TELEVISION by Henry L. Ewbank and Sherman P. Lawton. Harper & Bros., 49 E. 33d St., New York 16, N. Y.; 528 pp.; $4.50.

THIS BOOK, written in "non-technical" language "primarily for college students and program staff members of radio and television stations," is in textbook style with reading lists, exercises and assignments after each chapter. Book includes a basic bibliography and glossary.

In four parts, the book first discusses broadcasting history and background, "in the public interest," mechanics, government and "non-government" controls.

Second part, on program planning, describes program types and audience building. The third, on preparing the program, gives samples of talks and interviews, conversations and discussions, documentary, actuality and dramatized discussions, adaptations, original plays, variety and audience participation shows, news and sports as well as programs for specific audiences, continuity, titles and commercial copy.

Fourth part instructs on direction of radio and TV programs, use of the voice, evaluation of programs and effects of listening.

Dr. Ewbank is chairman of the U. of Wisconsin Radio Committee, and of the State Radio Council, which operates WHA Madison and WLBL Auburndale, and is in charge of an eight-station FM network. Dr. Lawton is professor of radio and coordinator of broadcasting instruction at the U. of Oklahoma.

★ ★ ★

THE ASCAP Biographical Dictionary of Composers, Authors & Publishers, edited by Daniel I. McNamara. Thomas Y. Crowell Co., 423 Fourth Ave., New York 16, N. Y.; 636 pp.; $5.

SECOND EDITION of this musical reference work devotes most of its pages to thumbnail biographies of the creators of popular songs who comprise ASCAP's membership. Appended lists of members by place of birth, date of birth and residence should prove time-saving to continuity writers preparing special musical salutes to dates, months or places. Another appendix lists publisher members. ASCAP's organization and operation are succinctly described in a preface by the book's editor, ASCAP's director of public relations.

★ ★ ★

ADVERTISING TERMINOLOGY by H. Victor Grohmann. Needham & Grohmann Inc., 30 Rockefeller Plaza, New York 20, N. Y.; 86 pp.; $1.

PRIVATELY printed by Mr. Grohmann "as a service and token of gratitude to the field of advertising," this book defines 600 terms used in advertising in five divisions: art, general, media, production and radio and television, plus listings of initials and names of associations in advertising and proofreader's marks.

★ ★ ★

TELEVISION, THE MAGIC WINDOW, by Frank Denman. The MacMillan Co., 60 Fifth Ave., New York, N. Y.; 60 pp.; $2.

TELEVISION is traced from its earliest beginnings in terms easily understood by any junior high school pupil in this book by Frank Denman, an advertising executive. It is an excellent book for children interested in the scientific aspects of how television operates. Perhaps its chief value to professional telecasters, is that it would be perfect gift for any uninitiated who wants to know, "What makes television run?"

VAB Meet Is Set

FCC Comr. Rosel H. Hyde and NARTB President Harold E. Fellows headline the list of speakers slated for the annual meeting of the Virginia Assn. of Broadcasters to be held June 26-27 at the Chamberlin Hotel, Fort Monroe, Va. Among other speakers are George C. Davis, Washington consulting engineer; Ben Strouse, manager, WWDC-AM-FM Washington, and Joseph L. Brechner, manager, WGAY, Silver Spring, Md.

Bavarian Set Output

GRUNDIG-RADIOWERKE, German radio receiver manufacturer, last week at its plant at Fuerth, Bavaria, announced that it had produced a million radio receiving sets since the war. The company, which resumed production in 1946 with only 40 workers, now claims to be the largest and most modern manufacturer in Europe. It was reported also that the West Germany radio market should remain active because 30% of the West German population still is without radio sets, and some 6-7 million radio listeners have no FM receivers.

Scrubber Harris

IN A BROADCAST, Jack Harris, announcer for *Tello Test*, Walter Schwimmer Productions' giveaway, on KGCU Mandan, N. D., offered to do the family laundry for the housewife identifying, the person "whose last words were 'so little done, so much to do'." Woman who came up with the winning answer, which was "Cecil John Rhodes," was laundress for the State Training School in Mandan. Mr. Harris had a scrubbing day for the benefit of 300 inmates. His comment: "So little done, so much to do."

JUNE 16, 1952

TELECASTING

IN THIS ISSUE:

Five File Appeals On Sixth Report
Page 73

BS Supports Merger of ABC-UPT
Page 73

Latest Television Applications
Page 75

Latest Set Count By Markets
Page 80

in our 7th year

TOTAL AVERAGE PROGRAM RATINGS*	
STATION	RATING
A	15.3
B	12.9
WABD	6.9
D	3.8
E	3.0
F	2.2
G	2.2

MORE PROOF THAT
NEW YORK'S BEST TELEVISION BUY IS

WABD

Channel 5

Yes, WABD ranks a strong third among all New York stations in average program ratings. Yet, WABD's rates are much lower than those of other New York network stations.

No wonder so many advertisers are turning to WABD for the top television advertising value in New York.

NEW YORK
Key Station of the
DU MONT
TELEVISION NETWORK
515 Madison Avenue, New York 22, N. Y.
MU 8-2600
A Division of The Allen B. Du Mont Laboratories, Inc.

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TELECASTING

JUNE 16, 1952

SIXTH REPORT IN COURT

Five Stations File Appeals

THE SIXTH REPORT and Order —FCC's final TV allocation plan which lifted the TV freeze—was taken to court last week by five applicants on appeals protesting their respective city channel assignments but which may have broad import affecting the entire allocation plan.

The first protest, presented to the U. S. Court of Appeals, Third Circuit, Philadelphia, was filed by WWSW Pittsburgh [B•T, June 9]. It challenges FCC's failure to allocate VHF Channel 4 to the Pittsburgh metropolitan area because the Pittsburgh area site (Braddock, Pa.) would be a fraction of a mile less than the 170 miles required for co-channel spacing from WLWC (TV) Columbus, Ohio. Latter is to switch to Channel 4 under the Sixth Report.

The WWSW appeal, filed by Paul Segal, Washington radio-TV attorney, complains only of the Channel 4 situation at Pittsburgh and is not intended to challenge basic legality of the Sixth Report. Certain legal observers, however, contend the WWSW protest does raise issues fundamental to the lawfulness of the Sixth Report. Opinion on this point was mixed among Washington practitioners last week.

Filed by Scharfeld

The four other appeals, filed by the Washington law office of Arthur Scharfeld, were presented to the U. S. Court of Appeals for the District of Columbia in behalf of WLOA Braddock, Pa.; KVOL Lafayette, La.; WISC Madison, Wis., and WLAN Lancaster, Pa. The WLOA complaint also protested legality of the failure to allocate Channel 4 in the Pittsburgh metropolitan area.

Although these four appeals protest specific allocation rulings, observers note certain of the appeal arguments, particularly that of KVOL, have direct relation to allocations throughout the U.S. and challenge basic premises of the Sixth Report.

At the same time, it was learned additional petitions for reconsideration of provisions of the Sixth Report are in preparation by Washington attorneys and are expected to be filed this week. June 23, next Monday, is considered the last day on which such petitions can be presented to the FCC under its 20-day rule. The Sixth Report became effective June 2 upon publication in the *Federal Register*.

Further protest of the Sixth Report is understood to be developing within the Federal Communications Bar Assn. Last Wednesday, the FCBA Practice and Procedure Committee voted to recommend that the association's Executive Committee present to the entire membership the consideration of a petition to FCC for review of the Sixth Report provision which precludes applications where no channels have been allocated.

The majority of the Practice and Procedure Committee indicated the Sixth Report illegally deprives applicants of a hearing under Sec. 309(a) of the Communications Act in instances where they apply for channels not in the assignment table. They held this policy unnecessarily will preclude service to many areas of the country.

The recommendation is to be considered tonight (Monday) by a special meeting of the FCBA Executive Committee. It was called by Mr. Scharfeld, FCBA president.

On Friday, Comr. George E. Sterling was to defend the Sixth Report and specifically answer its major critics, including Comr. Robert F. Jones [B•T, May 26]. Comr. Sterling was scheduled to address the Maryland-D.C. Broadcasters Assn. (see story, page 32).

All of the appeals tendered last week to the courts were filed under the terms of the Hobbs Act of 1950 which replaces certain provisions of Sec. 402(a) of the Communications Act. Formerly, Sec. 402(a) set no time limit after an FCC ruling became effective within which appeal of that order might be made. The Hobbs Act puts a 60-day limit on such appeals.

Segal Appeal to Court

Mr. Segal's WWSW appeal was taken directly to the court and no petition for reconsideration was filed first with the Commission. This is allowed under the Hobbs Act.

Although Mr. Scharfeld has petitions for reconsideration in his four cases pending before the Commission at this time, he filed the court appeals as a tactical measure to prevent losing the right to appeal under the 60-day limit of the Hobbs Act. It was pointed out that the courts have not determined whether the filing of a petition for reconsideration with FCC automatically "tolls" the deadline for filing of an appeal until after FCC acts on the petition to reconsider.

The WWSW appeal was filed in Philadelphia on Wednesday. The appeals of the other four stations were filed in Washington on Thursday and Friday.

Regarding FCC's final allocation of VHF Channels 2, 11 and reserved 13 and UHF Channels 16, 47 and 53 to Pittsburgh, WWSW there contends the allocation "is on its face so inadequate as to constitute error in law and abuse of discretion.

"The FCC thereby has failed to perform its statutory duties: To provide an efficient nation-wide service with adequate facilities; to make proper regulations to prevent interference between stations; to encourage the larger and more effective use of radio in the public interest; to establish areas and zones to be served by stations; to make such distribution of licenses, frequencies and hours of operation, and of power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same; and has placed itself in such a position that it has abnegated all discretion and is unable to consider the standard of 'public interest, convenience or necessity' in passing upon applica-

(Continued on page 82)

ABC-UPT MERGER

CBS Supports Severance

CBS came to the support of a competitive network, ABC—in the interest of bolstering network competition—when it petitioned FCC last week to sever the proposed merger of ABC and United Paramount Theatres Inc. from the overall Paramount hearing (see story page 68).

DuMont, however, failed to share to share CBS' view and filed a petition opposing the severance.

CBS asked the Commission for prompt approval of the merger and for grant of the contingent sale of WBKB (TV) Chicago from Paramount's Balaban & Katz to CBS for $6 million. ABC-UPT on June 6 filed the joint petition for severance and grant which CBS now supports [B•T, June 9].

Favorable action on the proposed merger is hoped for by August in order that network operations respecting the fall business line-up will be strengthened. Schedules for fall programs begin to finalize during that month, it was noted. The competitive status of ABC as well as its owned stations and affiliates, both radio and TV, was held to depend on prompt action.

In addition, both CBS and Balaban & Katz last week filed oppositions to the earlier protest of Zenith Radio Corp. with respect to the status of Channel 2 at Chicago, the facility to which WBKB would be switched, from its present Channel 4, under terms of the Commission's Sixth Report which finalized allocations and lifted the TV freeze.

Zenith holds that FCC legally cannot prejudge the assignment of Channel 2 to WBKB through the use of the show cause order and must afford all applicants there the opportunity to compete equally in a comparative hearing. In its petition supporting the ABC-UPT request, CBS told the Commission it "believes that granting the relief sought by ABC-UPT would be in the public interest. Based on its own experience in, and knowledge of, the business and economics of the industry, CBS believes that the extended additional delay which, absent severance, appears to be inevitable in the final disposition of the entire proceedings will adversely affect not only ABC but will, as ABC and UPT state, tend to frustrate the statutory objective of achieving nation-wide competitive networking."

The petition added, concerning the contingent WBKB sale, that "while the hardship upon [CBS] attendant on further delay is not comparable, either in kind or degree, with the hardship on ABC, nevertheless, a considerable finan-

(Continued on page 76)

HIGH TV RATES

Cited at AFA Meet

By BRUCE ROBERTSON

CHARGE that television is pricing itself out of the reach of American advertisers was vigorously debated Wednesday morning during a panel discussion of the significance of the "TV thaw" to advertisers, agencies, station and network operators.

The panel was part of a morning session on television held as part of the 48th annual convention of the Advertising Federation of America at New York's Waldorf-Astoria Hotel June 8-11. (Also see stories below and on page 30.)

Henry Schachte, advertising director of Borden Co., opened the attack on TV's price structure by pointing out that "today a television show with a modest talent budget and a line-up of about 30 stations costs around $1.5 million." When new stations are added and a TV network will comprise 150 to 200 stations, the sponsor's annual cost will rise to more than $2 million, he said, pointing out that during 1951 only 67 advertisers spent as much as that amount for all media except newspapers "and that total does not include radio or TV talent charges."

He said each TV network has 56 half-hour evening periods a week for sale, but said that even if there were only two networks and if the top 11 advertisers (those spending more than $10 million a year in all media) were to sponsor two network programs apiece, with the top five advertisers sponsoring three each, this still would account for only 83 sponsored evening half-hours on TV.

Speaking for the broadcasters, J. Leonard Reinsch, managing director of the Cox radio and TV stations, reviewed the inevitable delays before new TV stations will begin operations, with hearings certain in every major market and with the FCC staff able to handle only about 50 cases a year.

May Be Years Yet

"In hotly-contested markets it may be three or four or even five years before new TV stations are licensed," he said. Educational channels not applied for within the next year may be thrown into the commercial station picture, complicating things further, he noted.

When stations do go on the air, they must adopt pricing policies that will enable the advertiser to use television profitably, Mr. Reinsch said, estimating that VHF stations in new TV markets probably will start with base rates of about $200 and UHF stations with base rates of about $150, increasing them with the TV audience.

The anticipated slow increase in TV markets is a good thing from the advertising agency viewpoint, Charles E. Midgely Jr., manager of broadcast media for Ted Bates Inc., reported, because "a heaping platter of 2,000 new TV stations would be a huge portion to digest all at once." If by April 1953 10 new TV markets have been opened up, he said, they probably will be added to the current network program lists by advertisers.

Echoing Mr. Schachte's views, Mr. Midgely declared: "There is a very real danger of TV pricing itself out of all consideration. At a current rate of $52,000 gross for a nighttime hour on 63 stations, what will the cost for a network of 150 stations be? Somewhere along the line the whole philosophy of pricing TV must undergo a complete revision, and I think that it will."

Concluding the panel discussion of the effects of the "TV thaw," Fred M. Thrower, CBS-TV vice president, discounted the arguments that TV is pricing itself out of business. "Costs have increased, it's true," he said, "but our critics always seem to forget that television's rising costs are accompanied by tremendous increases in value received.

"Actually, television has become a better buy each year," Mr. Thrower stated. Since 1949, he said, CBS-TV Network time costs have increased about eight times, but TV circulation increased 18 times, resulting in a decreased cost per thousand TV homes from $3.45 in January 1949 to $1.74 in June 1952.

Mr. Thrower reported that comparison of the advertising budgets of the 60 leading food and drug firms for 1950 and 1951 showed 80% with increased budgets in 1951 over 1950. "However," he noted, "42% cut magazines, 61% cut newspaper supplements, 72% cut radio and 98% added to their TV appropriations."

With national television expenditures for the first three months of 1952 running about 75% ahead of last year, "we can expect TV to account for about $850 million this year—or about 10% of the total money spent for all advertising media," he said.

Raymond F. Guy, NBC manager of radio and allocations engineering, in a talk on "Taking the Mystery Out of UHF" explained that from a performance viewpoint, "the difference lies in the way in which these waves scatter and bend as they carry the television message from the transmitting point to the receiving point. . . . UHF . . . does not bend and fill in behind objects as well as VHF . . . now in use."

Mr. Guy reported that in using 300 ft. towers and maximum power, a VHF TV station on Channel 4 would cover an area of about 50 miles from the antenna, a VHF station on Channel 10 or 11 would get about 45 miles coverage and a UHF station about 40 miles. With antennas 1,000 feet high the Channel 4 station would reach 75 miles, the Channel 10 station 63 miles an[d] the UHF station 59 miles, he sai[d].

Improvement in both the manu[-] facture of films for television an[d] in their broadcast techniques ha[s] eliminated much of the former pre[-] judice against TV film program[s], George T. Shupert, vice presiden[t] Peerless Television, reported.

Quoting a Katz Agency stud[y] stating that "an advertiser ca[n] buy a group of 39 inter-connecte[d] station markets on a spot bas[is] using a half-hour film progra[m] for 19% less than on a networ[k] basis," Mr. Shupert said tha[t] "comparatively few advertiser[s] want or need national coverag[e]. More want regional or local cover[-] age. Limited advertising budget[s] handicap their desire to use tele[-] vision because most of them ar[e] bound to be dissatisfied with any[-] thing less than big-time entertain[-] ment. The solution seems to li[e] largely in sharing costs throug[h] local sponsorship of national show[s] or purchases of film on a spo[t] basis."

Filmed demonstrations of a num[-] ber of new camera techniques pro[-] viding rainstorm effects, reflec[-] tions on water, performers defy[-] ing gravity by appearing upsid[e] down and the introduction of liv[e] actors into photographed scenery—all done electronically with actor[s] performing on a dry studio stage—were supplied by CBS-TV. Walte[r] Craig, Benton & Bowles vice presi[-] dent, also talked on "The Futur[e] of Live Television Production."

Eugene S. Thomas, vice presi[-] dent, George P. Hollingbery Co. presided at the morning TV session.

VIDEO'S STANDARD

Admen Must Aid—Fetzer

ADVERTISING must join the TV industry in raising video's standards, John E. Fetzer, chairman of the NARTB Television Code Review Board, told the 48th annual convention of the Advertising Federation of America. (See story this page.) Mr. Fetzer, also owner of the Fetzer radio-TV stations, urged the effort to preserve the American system of operation in the public interest.

Emphasizing the advertisers' responsibility in seeking proper program standards, Mr. Fetzer told the AFA: "Our system of free television will survive if people want it—and they will want it if it satisfies them."

While people are buying TV-advertised products, this "does not necessarily indicate that there is any real understanding of the system that advertised it," he said, adding that this means elimination of bad advertising practices and attention to "our vital responsibility toward the family group.

"Let the critics of advertising remember that it supplies the dollars without which we could not have a free television system," Mr. Fetzer said. "It's the advertiser who buys freedom for the viewer at the same time that he is buying time and talent."

Going into programming, he observed that "as the productivity of our nation has increased, millions of people are receiving incomes which have outrun their cultural development. It is a fact not to be denied that these people must be appealed to at their own intellectual level. It's a great enigma, but it entails probably the greatest opportunity for advertising and television today."

Program standards must not be judged "by the gate alone," Mr. Fetzer said. "We must go farther than the show concept alone. We must entertain, but so must we attempt to instruct, we must use the comedy, but so must we bow in supplication; we must dramatize, but so must we cover every important world event. In short, we must, with equal force, represent the best standards of the show business, the press, the educational institution, the church and the public forum.



MR. FETZER

"I cannot help but entertain the feeling that many times we lost our sense of perspective by relying so heavily upon mass program ratings."

Going into TV code problems, Mr. Fetzer recalled the successful operation of voluntary radio censorship during the war, when he was assistant director of censorship in charge of broadcasting. "I firmly believe that government program censorship can never occur without the consent of the American people," he said. "Therein lies our real court of appeal, as well as our ultimate source of confidence."

The Television Code Review Board believes in cooperation, he said, adding that the board recognizes "there is more than one way to do a thing right. That's why the code is subject to revision, based on operating experience."

television applications

Digest of Those Filed With FCC June 7 through June 12

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	49	25	75

* One applicant did not specify channel number.

ELEVEN applications for new television stations were received at the FCC last week, bringing to 75 the number of TV requests filed since the issuance of the Commission's Sixth Report and Order [B•T, April 14].

Four new and seven amended applications were submitted to the FCC. There were eight requests for VHF stations, while three applicants seek UHF facilities.

Three TV stations now on the air filed requests to change their channel, as required under the Sixth Report. There are 30 stations which have to change frequency. So far, 16 have applied for permission to do so. Most of those which have to change channels also are seeking higher power.

Nine of the 75 applications filed have been returned. However, two of these have already been resubmitted.

* * *

Listed by States

MONTGOMERY, Ala. — Southern Enterprises, UHF Ch. 20 (506-512 mc), ERP 19.8 kw visual; antenna height above average terrain 384 ft., above ground 340 ft. Estimated construction cost $165,722, first year operating cost $170,000, revenue $195,000. Studio and transmitter 330 Clayton St. 32° 22′ 23″ N. Lat., 86° 18′ 39″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer Raymond C. Watson Jr., Anniston, Ala. Principals include President **Dr. John Randolf Penton Jr.** (15%), physician; Vice President **Woodley C. Campbell** (10%), partner with Azar & Campbell, Montgomery law firm; Secretary-Treasurer **Charles A. Casmus Jr.** (12%), executive secretary of Montgomery Press & Radio Club; **Grace F. Casmus** (21%), assistant manager of Press & Radio Club; **Felix Robinson Jr.** (12%), announcer-writer-salesman at WMGY Montgomery; **Albert David Capeloto** (10%), ⅓ owner of David's Grill, Montgomery; **Dr. George Blue Penton** (10%), intern at Jefferson-Hillman Hospital, Birmingham, and **Dorothy Shafer Casmus** (6%), 85% owner of Candlelight Co. (business property rentals). Address: 330 Clayton St., Montgomery 5, Ala.

†**LITTLE ROCK, Ark.—Arkansas Radio & Equipment Co.,** Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 785 ft., above ground 559 ft. Estimated construction cost $729,682, first year operating cost $319,452, revenue $403,835. Studio and transmitter location 6815 Cantrell Road, 34° 46′ 05″ N. Lat., 92° 21′ 05″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of KARK Little Rock. Principals include President **T. H. Barton** (80%), owner of The Barton Corp., engaged in purchase and sale of securities, owner of Real Properties Inc., chairman of board of Lion Oil Co. and owner of 98,000 shares of Lion Oil common stock and president and 10% owner of The Sonbar Corp. (oil and gas producer and real estate holding company); Vice President **T. K. Barton** (20%), owner of 30% of The Sonbar Corp. Address: 112-14 East Capitol Ave., Little Rock.

PUEBLO, Col.—Pueblo Radio Co., Ch. 3 (60-66 mc), ERP 10.58 kw visual; antenna height above average terrain 300 ft., above ground 505 ft. Estimated construction cost $167,000, first year operating cost $100,000, revenue $115,000. Studio and transmitter 3011 Elizabeth St., 38° 17′ 30″ N. Lat., 104° 36′ 40″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer J. B. Heffelfinger, Kansas City, Mo. Applicant is licensee of KDZA Pueblo. Principals include President **Dee B. Crouch** (16%), manager of KDZA; Vice President **Allen Pezoldt** (20%), Colorado Springs, Col., residence and business construction; Secretary-Treasurer **Zula Seaton** (52%), retired businesswoman, and Assistant Secretary-Treasurer **Nina Ulrich** (12%), owner of travel courts in Arkansas City, Kan. Address: 3011 Elizabeth, Pueblo, Col.

†**MACON, Ga.—Southeastern Bcstg. Co.,** Ch. 13 (210-216 mc), ERP 306 kw visual; antenna height above average terrain 613 ft., above ground 555 ft. Estimated construction cost $345,500, first year operating cost $200,000, revenue $230,000. Studio and transmitter Clinton Road at Boulevard St., 32° 51′ 26″ N. Lat., 83° 36′ 57″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WMAZ-AM-FM Macon. Principals include President **George P. Rankin Jr.** (71%), chief engineer of WMAZ-AM-FM; Vice President **Wallace Miller** (3%), senior partner of Miller, Miller & Miller, Macon law firm; Secretary-Treasurer **Wilton E. Cobb** (23%), general manager of WMAZ-AM-FM, and **Mary S. Miller** (3%), wife of Wallace Miller. Address: 666 Cherry St., Macon, Ga.

†**SAVANNAH, Ga.—WSAV Inc.,** Ch. 3 (60-66 mc), ERP 35 kw visual; antenna height above average terrain 369 ft., above ground 339 ft. Estimated construction cost $171,905, first year operating cost $120,000, revenue $144,000. Studio and transmitter Liberty Nat. Bank Bldg., corner of Bull and Broughton Sts., Savannah, 32° 04′ 44″ N. Lat., 81° 05′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Applicant is licensee of WSAV-AM-FM Savannah. Principals include President **Harben Daniel** (42.33%), general manager of WSAV-AM-FM; Vice President **Catherine M. Daniel** (10.66%), housewife; Secretary-Treasurer **Meredith E. Thompson** (0.66%), chief engineer WSAV-AM-FM; **William K. Jenkins** (19.83%), owner of 37½% of WMOG Brunswick, Ga., 16⅔% of WLAG LaGrange, Ga., and associated with Georgia Theatre Co., Atlanta; **Aaron Shelton** (6.66%), chief engineer WSM-TV Nashville, Tenn., and ⅓ owner of Castle Recording Co., Nashville, and First National Bank of Atlanta, Margaret C. Lucas and Fred G. Storey, as co-trustees U/W Arthur Lucas (19.83%). Address: Liberty National Bank Bldg., Bull and Broughton Sts., Savannah.

†**PEORIA, Ill.—Peoria Bcstg. Co.,** Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 995 ft., above ground 894 ft. Estimated construction cost $550,474, first year operating cost $320,000, revenue $400,000. Studio 212 S. Jefferson St. Transmitter 1 mi. South of Groveland, Ill., 40° 34′ 35″ N. Lat., 89° 32′ 03″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WMBD-AM-FM Peoria. Principals include President and Treasurer **Charles C. Caley** (25%), general manager of WMBD-AM-FM and president and 25% owner of WDZ Decatur, Ill.; **Carl P. Slane** (12.6%), president of *Peoria Journal-Transcript* and *Morning Star;* **Frances P. Slane** (31.2%), director for *Peoria Journal-Transcript* and *Morning Star,* and **Elizabeth P. Talbott** (31.2%), director for *Peoria Journal-Transcript* and *Morning Star.* Address: 212 E. Jefferson St., Peoria 2, Ill.

†**MUNCIE, Ind.—Tri City Radio Corp.,** UHF Ch. 49 (680-686 mc), ERP 17.4 kw visual; antenna height above average terrain 524 ft., above ground 542 ft. Estimated construction cost $196,952.87, first year operating cost $204,348.10, revenue $233,909. Studio and transmitter 1/5 mi. East of Jct. of State Rd. 21 and State Ds. 3 and 67,

(Continued on page 78)

BOOTH PLANS

To File for Five TV Outlets

PLAN to file for the legal limit of five TV stations at one time was revealed by Booth Radio & Television Stations Inc. last week.

The Michigan company expects to submit its applications to the FCC within a fortnight.

Booth Radio & Television is the licensee of WJLB-AM-FM Detroit, WBBC Flint and WSGW Saginaw, Mich.

Here are the cities and facilities sought:

Detroit, UHF Channel 62, ERP 224 kw visual, antenna height 467 ft. above average terrain.
Grand Rapids, UHF Channel 23, ERP 196 kw visual, antenna height 562 ft.
Lansing, UHF Channel 54, ERP 21.6 kw visual, antenna height 528 ft.
Flint, Channel 12, ERP 20 kw visual, antenna height 333 ft.
Bay City, Channel 5, ERP 79.44 kw visual, antenna height 271 ft.

Legal counsel for Booth is Pierson & Ball, Washington.

Booth Radio & Television is the second company to announce its intention of seeking a group of TV outlets around Detroit's perimeter. Last month, WJR Detroit said it would seek four stations near Detroit, one in Cleveland [B•T, May 5].

Forerunners of anticipated flood of applications from independent motion picture theatre interests also were disclosed last week when two large theatre chains announced their intentions of filing for facilities in the South. The Martin Theatres of Georgia Inc., operating exhibition houses in Georgia, Florida and the Carolinas, announced that it would file for UHF Channel 28 in Columbus, Ga. Almost simultaneously, Southern Television Inc., made up of a dozen stockholders including four identified with Independent Theatres Inc., announced it would file for Channel 12 at Chattanooga.

President of Martin Theatres of Georgia Inc. is E. D. Martin. He said that "for several years Martin Theatres has been giving careful consideration to the possibility of building, owning and operating a television station in Columbus. . . . All the talents of Martin Theatres —which for over a century has dealt exclusively with a moving, visual media of communication—will be utilized by the TV station."

Southern Television Inc. expects to file its application this week.

Moses Lebovitz is president of STI, and also is president of Independent Theatres Inc., which operates suburban and drive-in theatres in the Chattanooga area. STI vice president, Z. Carter Patten, is chairman of the board of the First Federal Savings & Loan Assn. and prominent in Chattanooga civic affairs. Other stockholders are Manuel Russ, president of Wesco Paving Co. and Chattanooga Rock Products Co.; John Martin, a building contractor; Burton Seagle, associated with Mr. Martin; Abe Solomon, chairman of the board of Independent Theatres; Joel Solomon, treasurer and general manager of Independent Theatres and president of Chattanooga Jaycees; Robert Lebovitz, secretary of Independent Theatres; Felix Diamond, in real estate and insurance business; W. C. Hudlow Jr., president and general manager of Arrow Transfer & Storage Co., and J. Homer Hardy, Chattanooga CPA.

Estimated construction cost will be more than $300,000, Mr. Lebovitz said. He also revealed that STI has completed negotiations with the International Ladies Garment Workers Union for option to buy the former building and grounds of its FM station on Walden's Ridge. Studios would be located in downtown Chattanooga.

Mr. Lebovitz said "the only thing we need is the 'go ahead' signal from the FCC." He hopes that the station will be on the air in time to telecast the results of the national elections.

Applications for both Martin Theatres of Georgia and Southern Television Inc. will be filed by the Washington law firm of Cohn & Marks.

ABC-UPT Merger

(Continued from page 73)

cial loss to CBS accumulates daily. As established at the hearings, the annual rate of profit of WBKB is substantially in excess of $1,500,000; such profit is, of course, permanently lost to CBS for the period during which the application for assignment remains pending. Further, during such period, not only economic resources, but other benefits necessary to competitive network equality, are lost to CBS. And the uncertainty for so long a period makes proper long-range planning difficult."

The Paramount hearing, in addition to the proposal for merger of ABC-UPT and sale of WBKB to CBS, involves the license application of Paramount Television Productions Inc. for KTLA (TV) Los Angeles; the license and renewal of license applications of Allen B. DuMont Labs. for WTTG (TV) Washington, WDTV (TV) Pittsburgh and WABD (TV) New York; the license and renewal of license applications of Balaban & Katz for WBKB and WBIK (FM) Chicago; applications of Paramount Pictures Inc. for consent to transfer control of Paramount Television Productions Inc. and Allen B. DuMont Labs. to Paramount Pictures Corp.; application for transfer of control of Balaban & Katz from Paramount Pictures Inc. to United Paramount Theatres, and application of Paramount Pictures Inc. and E. V. Richards Jr. for transfer of control of WSMB Inc., licensee of WSMB New Orleans, to United Paramount Theatres Inc.

The ABC-UPT petition contended that "the consolidation of the several applications involved in this proceeding . . . was ordered by the Commission not because of legal necessity or requirements but as a matter of convenience."

The petition asserted that "none of said applications are mutually exclusive or competitive in the sense of requiring contemporaneous or comparative hearings but merely involve, in differing degree, the same or similar questions of fact and law."

The petition observed that the hearing to date has consumed 78 days of testimony covering 11,200 pages of transcript and 700 exhibits, many quite detailed, and "more than 75%" of the record pertains to history of the motion picture anti-trust proceedings by Justice Dept.

The petition concluded that all evidence which is material to the proposed merger of ABC-UPT and sale of WBKB "has now been taken and that such evidence establishes an adequate and proper basis for an initial and final decision on said applications."

The petition asserted that the evidence pertaining to all other applications involved in the hearing "cannot be completed for a matter of many weeks, or even months."

ABC "is now and for the foreseeable future will continue to be in need of capital, not only for the purpose of meeting its normal and ever-increasing operation expenses, but to improve its program service and to establish and maintain additions to its plant and equipment necessary for its continued effective operation."

Ample precedent exists for approving the transfer of WBKB to CBS, the petition pointed out. FCC approved the sale of KFWB Los Angeles by Warner Bros. Pictures to KFWB Broadcasting Corp., the petition noted, even though KFWB was then on temporary license because of anti-trust violations described in the government's major movie case. Similarly, FCC renewed the licenses of the Richards' stations (WJR Detroit, WGAR Cleveland and KMPC Hollywood) and approved their involuntary transfer to new owners, the petition observed, without first determining that G. A. (Dick) Richards would have been entitled to renewal of the licenses if he had not died. This was done over the protests of the Commission's own General Counsel and chief of its Broadcast Bureau, the petition noted.

In its opposition to the severance, DuMont told the Commission that "earlier in this case" it petitioned FCC to sever its applications, noting "the Commission did not grant that petition. The failure of the Commission to separate the DuMont applications signified as a practical matter the relationship of a television network to motion picture company derived from Paramount Pictures Inc. would be studied in the light of all the issues of the consolidated proceeding."

Cites Sec. 1.724

Observing that FCC's rules (Sec. 1.724(a)) permit the Commission to consolidate relative cases, DuMont's petition stated "it follows that the Commission considered the issues evolved from the proposed merger to be interwoven with the problems arising from the original transfers of licenses from Paramount Pictures Inc. to Picture Co. and the Theatre Co. pursuant to the consent decree" terminating the Justice Dept. movie anti-trust case.

"The integration of all the applications into the 'same cause' became apparent after the failure of the Commission to grant the DuMont petition for severance," the petition argued.

Noting ABC emphasizes its need for capital to operate its network, the DuMont petition commented that "the need of ABC does not exceed the requirements of other parties to this proceeding. This record clearly demonstrates the competitive disadvantage under which the DuMont network finds itself because of its inability to own and operate five television stations. The effective operation of DuMont as a national television network also depends on an expeditious decision in this case."

Balaban & Katz, in reply to the Zenith petition, held that Zenith's position in the proceeding was untimely and that its petition has no substantative basis to warrant a grant of its requests. Balaban & Katz explained that the Chicago allocation as finalized was proposed in the Third Report, comments to which were due June 11, 1951. WBKB agreed to the proposed change to Channel 2 in May 1951, the petition recalled, but Zenith did not ask for declaratory ruling respecting the status of Channel 2 until July 24 of that year.

The change of assignment of WBKB, as in the case of 30 other stations, the WBKB petition pointed out, was directed by the Commission by show cause order pursuant to the provisions of Secs. 303(f) and 312(b) of the Communications Act as an integral part of the total allocation plan, to reduce interference, and to provide for the maximum utilization of channels. The petition continued to explain that "there is no requirement for comparative hearings between applicants and existing stations effectuated by show cause proceedings instituted by the Commission as part of this proceeding."

Neither Sec. 309(a) of the Communications Act nor the *Ashbacker* case requires such procedure, the petition asserted.

MEDICAL VIDEO

Ulcer Operation Telecast

COMMERCIAL television made medical history in Chicago Tuesday night as a 60-year-old patient suffering from an ulcer for 34 years went under the knife at Wesley Memorial Hospital before viewers from coast to coast.

For the first time, the American Medical Assn., meeting in convention at Chicago for four days, permitted telecasting of two half-hour live programs. Time was bought by Smith, Kline & French, pharmaceutical laboratory in Philadelphia.

The ulcer operation was featured Tuesday night from 8:30 to 9 p.m. CDT, followed Wednesday evening, 9 to 9:30 CDT, by a symposium on the latest developments in group therapy for the overweight, military medicine, with the showing of a new portable anesthesia unit.

Dr. Roy K. Marshall, WFIL-AM-TV Philadelphia, was narrator, with Ad Schneider, NBC-TV New York, as producer and Don Meier, of the network's Chicago staff, as director. The second demonstration originated at Navy Pier, where 14,000 physicians met for their 101st annual convention.

TV-UNLIMITED

Offers European Facilities

TV-UNLIMITED Inc., newly organized and incorporated in New York, will replace the Broadcasting Program Service, President Herbert Rosen, announced last week.

Firm will specialize in the production of low-cost and syndicated television shows, and will work through its established European affiliates in conjunction with American producers and agencies interested in utilizing production facilities abroad, Mr. Rosen said.

KTTV (TV) BACKED

On 'Unscheduled' Events

GENERAL Petroleum Corp., Los Angeles, (Mobilgas dealers), through West-Marquis Inc., that city, has signed with KTTV (TV) Los Angeles to sponsor all future "unscheduled" local special events telecast by the station.

The TV contract, believed to be the first of its kind, is on an "open" basis. Under well-defined terms, "unscheduled" events are "newsworthy" and "of great timely interest to the public and the presentation of which is a service to the community." No limits are placed on the number of events or extent of coverage. Financial arrangements depend on activity and start with a base minimum of $75,000 annually, according to Richard A. Moore, station vice president and general manager, who described the plan as "a broadcaster's dream come true." Contract provisions give KTTV a "roving commission" to develop to the maximum, TV's capacity for rendering public service by on-the-spot reporting of events, he said.

WAGES SUIT

WICU Denies Charges

SUIT to recover $5,144.50 in "overtime" wages allegedly due three former employes of WICU (TV) Erie, Pa., brought an answer from Herbert S. Stewart, WICU general manager, that "employes, past and present, have been paid for all overtime work."

Mr. Stewart said that, "According to records, employes are paid for all hours submitted on weekly time card."

William Hargadine Jr., region director, U. S. Dept. of Labor's Wage & Hour and Public Contracts Div., announced last month that the suit had been filed in Federal District Court.

The suit was filed on behalf of Alan G. Payne, production man; Samuel J. Anderson, announcer-traffic manager, and Donald H. Goldberger, camera and film man, who seek to recover back wages allegedly due them for overtime. As a result of an investigation supervised by Mr. Hargadine, a civil complaint charging Dispatch Inc., station owner, with violations of the Fair Labor Standards Act was originally filed in November 1951. Disposition of this complaint still is pending. Mr. Stewart had denied the charges.

ADDITION of KNBH (TV) Los Angeles and KRON (TV) San Francisco makes a total of 26 markets carrying United Television Programs' *Double Play with Durocher and Day*, quarter hour film package starring Laraine Day and Leo Durocher. California State Tire Dealers, through Paul Castleman agency, S. F., will sponsor show on KRON.

WEED TELEVISION

Pioneer in Individualized
Television Station Representation

Takes Pride in Announcing
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WEED TELEVISION
PERFECTIONISTS IN SALES

Specialists in station-advertiser, station-agency and station-network relations.	Specialists in research, market data, promotion, sales planning and sales aids.
Specialists in production consultation, film purchasing, commercial film, balop card and slide preparation.	Specialists in all phases of new station planning, both VHF and UHF.

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Channel-8

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TELEVISION STATION
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San Diego . . .
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LARGE city
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Wise Buyers
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KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

Eleven New TV Applications

(Continued from page 75)

South of Muncie, 40° 09′ 01″ N. Lat., 85° 22′ 45″ W. Long. Transmitter RCA, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WLBC and WMUN (FM) Muncie. Principals include President and Treasurer **Donald A. Burton** (51%), general manager of WLBC and WMUN (FM), and Vice President **William F. Craig** (46.5%), commercial manager of WLBC and WMUN (FM). Address: 420 Alden Road, Muncie.

†**ALEXANDRIA, La. — Alexandria Bcstg. Co.,** Ch. 5 (76-82 mc), ERP 60 kw visual; antenna height above average terrain 552 ft., above ground 583 ft. Estimated construction cost $231,480, first year operating cost $150,000, revenue $250,000. Studio 6th and Washington. Transmitter 1 mi. S.E. of Pineville, La., corporation limits, 31° 18′ 22.2″ N. Lat., 92° 24′ 56.4″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of KALB-AM-FM Alexandria. Principals include President **W. H. Allen** (52%); Vice President **Grove Stafford** (0.8%), partner with Stafford & Pitts, Alexandria law firm, and Secretary-Treasurer **T. B. Lanford** (47.2%), 50% owner of KRRV Sherman, Tex., 23% owner of WSLI Jackson, Miss., 48% owner of KRMD Shreveport, La., ⅓ owner of KPLC Lake Charles, La., ½ owner of D & L Co. (real estate), Shreveport, ½ owner of Cullom-Walker Inc. (Packard Motor Car distributing company), Texarkana, Tex., and 37½% interest in Louzan Lumber & Supply Co., Shreveport. Address: 6th and Washington Streets, Alexandria, La.

TACOMA, Wash.—KMO Inc., Ch. 13 (210-216 mc), ERP 114 kw visual; antenna height above average terrain 554 2/5 ft., above ground 400 ft. Estimated construction cost $341,945, first year operating cost $240,000, revenue $250,000. Studio location to be determined. Transmitter Dash Point, 47° 18′ 20″ N. Lat., 122° 24′ 56″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include **Carl E. Haymond** (93.3%), principal owner of KMO and KIT Yakima, owner of Foster Freeze Stores, Nos. 5 and 118, Long Beach, Calif., and owner of Hot Dog Show, Long Beach, Calif., and Vice President **Carl D. Haymond** (6.7%). Address: 914½ Broadway, P. O. Box 1651, Tacoma, Wash.

TACOMA, Wash.—Tribune Publishing Co., Ch. 11 (198-204 mc), ERP 30.07 kw visual; antenna height above average terrain 449½ ft., above ground 287 ft. Estimated construction cost $188,000, first year operating cost $75,000, revenue $100,000. Studio and transmitter 1701 S. 11th St., 47° 15′ 06″ N. Lat., 122° 27′ 34″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Alvin H. Barnard, Portland, Ore. Applicant is license of KTNT (FM) Tacoma and permittee of new Tacoma AM station. Principals of Tribune Publishing Co., owner of *Tacoma News Tribune*, include President **Frank S. Baker** (62.6%); Vice President **Elbert H. Baker II**; Treasurer **George F. Russell**; Secretary **Charles B. Welch**; **Alton F. Baker** (12.46%), president and 63½% owner of *Eugene* (Ore.) *Register-Guard* and KERG Eugene; **Elbert H. Baker Jr.** (12.46%), president of Locke Machine Co., Cleveland, Ohio, and **Louise B. Hastings** (12.46%), widow. Address: 711 St. Helens Ave., Tacoma 1, Wash.

†**FAIRMONT, W. Va.—Fairmont Bcstg. Co.,** UHF Ch. 35 (596-602 mc), ERP 17.4 kw visual; antenna height above average terrain 237 ft., above ground 222 ft. Estimated construction cost $100,580, first year operating cost $40,000, revenue $50,000. Studio and transmitter location Leonard Ave., 39° 28′ 19″ N. Lat., 80° 08′ 27″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WVVW and WJPB (FM) Fairmont. Principals include President and Treasurer **J. P. Beacom** (96%), and Vice President **Jennings Randolph** (4%). Address: 119 Fairmont Ave., Fairmont, W. Va.

Existing Stations Change in Channels

(The following stations request change in frequency as required under provisions of FCC Sixth Report & Order [B●T, April 14].)

WOOD-TV GRAND RAPIDS, Mich. —Grandwood Bcstg. Co., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 1,000 ft. Change *from* Ch. 7 (174-180 mc), ERP 19.7 kw visual.

WJAC-TV JOHNSTOWN, Pa. — WJAC Inc., Ch. 6 (82-88 mc), ERP 70 kw visual; antenna height above average terrain 1,123 4/5 ft., above ground 174½ ft. Estimated cost of change $138,030. Transmitter RCA. Change *from* Ch. 13 (210-216 mc), ERP 6.5 kw visual.

WJAR (TV) PROVIDENCE, R. I.— The Outlet Co., Ch. 10 (192-198 mc), ERP 316 kw visual; antenna height above average terrain 601 ft., above ground 523½ ft. Estimated cost of change $260,000. Transmitter RCA. Change *from* Ch. 11 (198-204 mc), ERP 30 kw visual.

Application Returned

SALISBURY, Md.—The Peninsula Bcstg. Co. (WBOC). Returned to attorney; obsolete forms and incomplete.

PROFIT PATTERN

Textbook in Preparation

TEXTBOOK titled "Pattern for TV Profit" is being prepared for the guidance of executive, engineering and operational staffs of new VHF and UHF television stations by five leading AM and TV engineers. Book is slated for publication in the fall.

Text has chapters on FCC functions, space requirements, layout, operating efficiency, air conditioning and installation plans for all-size stations. Charts and diagrams are included for each subject.

Five engineers who collaborated on the book are A. B. Chamberlain, CBS; Raymond Guy, NBC; Rodney D. Chipp, DuMont; Frank Marx, ABC, and Thomas E. Howard, chief engineer, WPIX (TV) New York.

JETT SELECTS

CBS-TV Interim Group

E. K. (JACK) JETT, vice president and general manager, WMAR-TV Baltimore, last Thursday named four other managers of CBS-TV basic affiliates to serve with himself as an Interim Committee, pending the organization of a permanent CBS-TV Affiliates Advisory Board, whose members will be elected by the CBS-TV affiliates themselves.

Purpose of the Interim Committee—as well as of the permanent board when it is established—will be "to better acquaint the top operating and policy executives of the CBS Television Network with the problems faced by affiliates, and also to make it possible for CBS-TV officials to share and help with problems peculiar to individual stations."

Chosen on the basis of providing good geographical representation, as the advisory board will do, members of the Interim Committee, in addition to Mr. Jett, are: Philip G. Lasky, general manager, KPIX (TV) San Francisco; Clyde W. Rembert, general manager, KRLD-TV Dallas; James C. Hanrahan, vice president and general manager, WEWS(TV) Cleveland; Glenn Marshall Jr., general manager, WMBR-TV Jacksonville, Fla.

Plans for setting up the permanent advisory board call for a division of the country into a number of regional districts corresponding roughly with the CBS-TV network's operational plan. Affiliated CBS-TV stations in each district would elect a representative to serve on the board each year, the board to meet several times a year with officials of the network.

To accept a place on the interim committee, Mr. Marshall has resigned as District 4 representative on the Columbia Affiliates Advisory Board, nine-man affiliates consultant group which formerly handled both radio and TV matters, but now presumably will confine itself to problems of the affiliates of the CBS network. An election is now being conducted in District 4 for a successor to Mr. Marshall.

EADEH APPOINTED

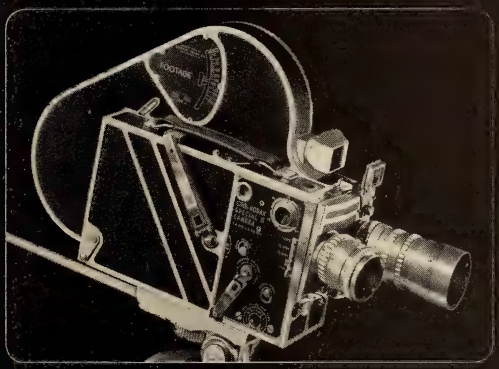
To DuMont Research Post

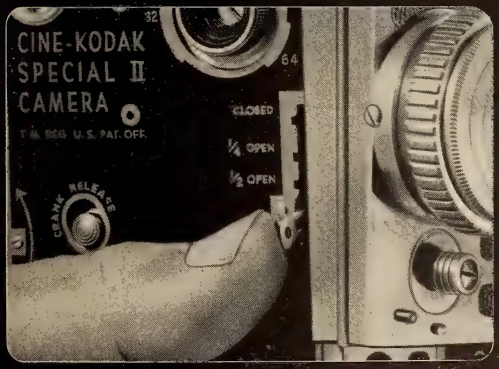
EDWARD R. EADEH, for the past five years director of coverage and market research at ABC, has been named manager of the research department of the DuMont Television Network, General Manager Chris J. Witting announced Thursday. He succeeds Melvin A. Goldberg, who has been granted a leave of absence in order to join the U. S. Department of State.

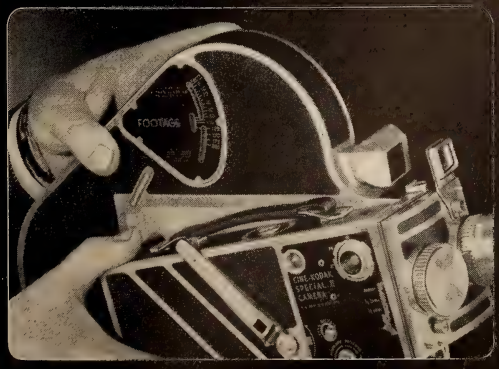


Mr. Eadeh

Tops for TV







the 16mm. Cine-Kodak Special II Camera

One minute you're filming a commercial in a studio . . . the next you're shooting an on-the-spot news event. Television calls for a camera that's versatile enough for every assignment, yet easily portable. That's why a great number of America's television stations use the Cine-Kodak Special II Camera. No other easily portable 16mm. camera gives you so many special features!

- It's the only 16mm. camera with a *true* reflex finder. Focusing and framing are fast and accurate through the lens—without rack-over. You *know* your scenes are sharp and on target.
- The variable shutter (shown center left) gives you unusual command of exposure and depth of field.
- Multiple film chambers (shown left below) come in 100- and 200-foot sizes, allow extra film chambers to be threaded ahead of time, ready for emergency use.
- The basic twin-turret camera comes complete with one of Kodak's truly superb Ektar Lenses, finest ever made for 16mm. cameras.
- It accepts either single- or double-perforated film.
- Fades, dissolves, mask shots, double and multiple exposures, montages, and stop-motion effects—all can be made with the basic camera. No need to resort to special laboratory work. The film is set to show as soon as it's processed!

These are a few of the "Special II's" highlights. Let your nearest Kodak dealer give you the full story—or mail us the coupon below.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y. 82

Please send me more information about the Cine-Kodak Special II Camera.

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ (ZONE)

STATE_____

Kodak
TRADE-MARK

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
171,791
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

telestatus



TV Color Schemes Are Explained

(Report 220)

NEW reference book for artists, scenic and costume designers explaining relative hues of 200 colors for use in black-and-white television has been prepared for NBC television by Albert W. Protzman, NBC-TV technical production director, and Cliff Stiegelbauer, network supervisor of design. Text was edited by Robert J. Wade, NBC executive coordinator of production development.

"The whole point of this guide is to tell designers not what to do but what to avoid," Mr. Wade explained. "Whereas an easel painter can use his eye to judge, the eye isn't sufficient in television. No designer has an opportunity to test 200 different gradations of color."

In order to avoid last-minute—and often expensive—changes in scenery, drapes or costumes, the book offers the "NBC comparative gray color chart." An arrangement of calibrated color-aid and Munsell neutral gray scale swatches, the chart provides a quick method of determining the gray scale equivalent of any desired color. If chart is to be used properly, spokesmen added, texture and surface of materials must also be considered.

* * *

Walcott-Charles Bout Rates 56.9 in New York

JOE WALCOTT - Ezzard Charles fight on NBC-TV June 5 received a TV-home Hooperating in metropolitan New York of 56.9, and an 85.7 share of TV audience. Sets-in-use during the telecast was 66.4, according to figures released last week by C. E. Hooper Inc., New York.

* * *

Growth of 14% In Seattle Sets

THE SEATTLE area TV set survey by the fifth annual *Seattle Times* Consumer Analysis indicates 32.1% of 5,000 homes checked had TV sets compared with 17.9% in 1951 and 5.2% in 1950. Estimated total as of January 1952 was 58,131 sets.

The survey indicated 58.7% of the sets were less than a year old. Preferred sets were RCA Victor (9.6%), Motorola (8.8%), Silvertone (8.3%) and Admiral (8%). Plans to buy a new set in 1952 were indicated by 9.8%, compared with 6.1% of those questioned in 1951.

* * *

Meck Suggests Standard On TV Air Time

ALL TV stations should be required to program "a substantial portion" of their air time with local news, discussion and educational material. In addition, political and controversial remarks made on network shows not billed as controversial should be "taboo."

These are the opinions of John S. Meck, president of Scott Radio Labs., Chicago, who a fortnight ago charged that "a handful of television network officials hold the greatest power over the votes of the American people ever held by any small group in the country's history."

* * *

Comedy-Variety Leads Multipulse Program Study

MULTIPULSE TV programs by types according to program average rating and number of quarter hours per week for May 1-7, released by Pulse Inc., New York, are as follows:

	No. of Hrs.	Avg Rtg
Drama and Mysteries	88	16.4
Quiz-Audience Participation	74	9.9
Kid Shows	62	10.1
News	62	5.2
Musical Variety	58	8.1
Daytime Variety	53	9.0
Comedy Variety	49	25.3
Forums, Discussion	39	3.8
Interviews	29	6.1
Comedy Situations	26	19.2
Serial Stories	25	6.7
Homemaking Service	20	3.2
Talent	19	16.3
Religion	12	3.5
Wrestling	12	9.8
Boxing	10	20.7
Educational	8	4.9
Westerns	8	15.6
Film Shorts	6	2.4
Music	6	6.1
Feature Films	4	2.1
*Horse Racing	4	20.2
Political	4	4.9
Miscellaneous	8	10.2
Total	686	

*Kentucky Derby

Weekly Television Summary—June 16, 1952—Telecasting Survey

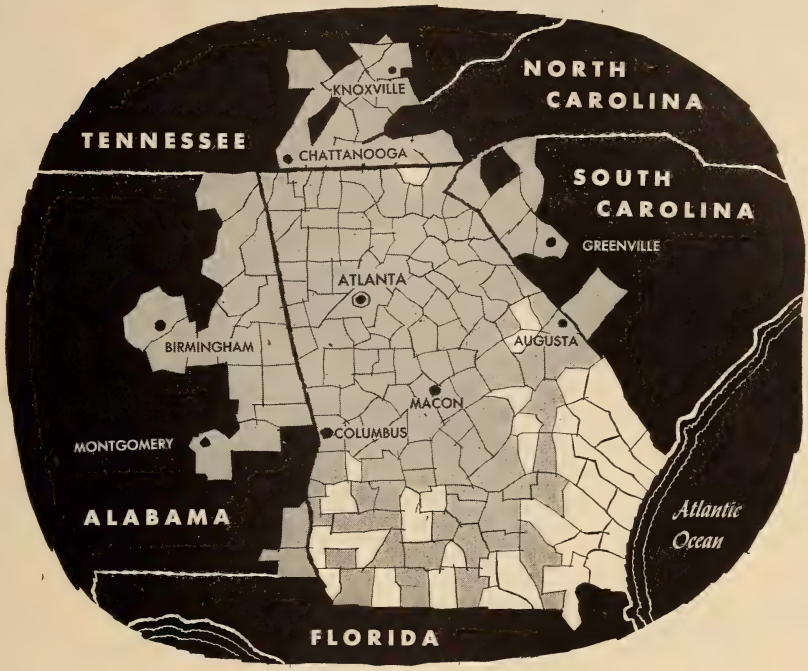
City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914
Binghamton	WNBF-TV	70,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	150,000
Boston	WBZ-TV, WNAC-TV	895,141
Buffalo	WBEN-TV	268,127
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,145,984
Cincinnati	WCPO-TV, WKRC-TV, WLWT	351,000
Cleveland	WEWS, WNBK, WXEL	623,613
Columbus	WBNS-TV, WLWC, WTVN	277,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	171,791
Davenport Quad Cities	WOC-TV Include Davenport, Moline, Rock Isc., E. Moline	110,700
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	171,791
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	116,415
Houston	KPRC-TV	150,800
Huntington-Charleston	WSAZ-TV	90,565
Indianapolis	WFBM-TV	240,000
Jacksonville	WMBR-TV	58,000
Johnstown	WJAC-TV	154,297
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	210,105
Lancaster	WGAL-TV	150,093
Lansing	WJIM-TV	100,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,252,184
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)- Brownsville, Tex.	XELD-TV	21,500
Memphis	WMCT	133,326
Miami	WTVJ	119,500
Milwaukee	WTMJ-TV	332,460
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	71,399
New Haven	WNHC-TV	274,000
New Orleans	WDSU-TV	97,912
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	119,125
Oklahoma City	WKY-TV	129,437
Omaha	KMTV, WOW-TV	130,313
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,042,000
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	393,000
Providence	WJAR-TV	214,000
Richmond	WTVR	127,006
Rochester	WHAM-TV	144,000
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	110,700
Salt Lake City	KDYL-TV, KSL-TV	77,813
San Antonio	KEYL- WOAI-TV	81,373
San Diego	KFMB-TV	137,750
San Francisco	KGO-TV, KPIX, KRON-TV	376,500
Schenectady-Albany-Troy	WRGB	212,600
Seattle	KING-TV	144,200
St. Louis	KSD-TV	402,000
Syracuse	WHEN, WSYR-TV	177,581
Toledo	WSPD-TV	174,000
Tulsa	KOTV	119,800
Utica-Rome	WKTV	71,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	363,543
Wilmington	WDEL-TV	106,227

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 17,323,374

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

A nice picture for advertisers who want returns today . . . and tomorrow



Here is where looking at WSB-TV is becoming a habit

The coverage* pattern you see is unique in telecasting.

A *unique* telecasting formula makes it possible: 50,000 watts of radiated power from a 1,062-foot tower over Channel 2.

Fortify this with WSB-TV's ability to program for the South and you come up with one of the country's standout advertising buys.

This coverage can be had only on WSB-TV. Nothing else in the area can touch it.

*During a single 30-day period, four WSB-TV staff produced shows pulled over 7,000 pieces of unsolicited mail from shaded counties on the map.

wsb-tv
ATLANTA, GEORGIA

World's tallest TV tower
50,000 watts, channel 2
Represented by Petry

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

Sixth Report Taken to Court

(Continued from page 73)

tions for station construction permits and licenses."

The Pittsburgh allocation decision "accordingly should be held unlawful and should be set aside," WWSW argues.

"Particularly the provisions of the allocation are inadequate in that Channel 13 . . . may be used only by pedagogical organizations for non-commercial programs upon a non-profit basis and hence is not available for general service," the petition declares.

It also contends the provisions of the allocation are "inadequate" in that the three UHF channels assigned there have "little, if any, immediate or prospective use in Allegheny County."

UHF Performances

"The performance of television transmission at the ultra-high frequencies is a speculative matter about which little is known," the petition explains, continuing: "Only one station in the world has ever attempted to render a regular television program service at ultra-high frequencies and its attempts are under circumstances which do not make the results useful for the Pittsburgh area. It is universally conceded that ultra-high frequencies are especially unsuited for rugged, hilly and wooded terrain such as prevails in and about Allegheny County."

The petition notes that on May 1 there were 428,000 TV sets in the Pittsburgh area, about 70% saturation. None of these can receive UHF, the petition states, contending that "if it is at all possible to bring about the creation of listening and viewing audience" for UHF there, "it would take so long and would be at such heavy and prolonged losses as to make it entirely impracticable for the petitioner to make application for the use" of a UHF channel.

Therefore, the "only available general-service VHF channel there is Channel 11," the petition concludes, pointing out that since six applications already have asked for VHF there and more are expected to be filed, "there must inevitably be a prolonged, difficult and expensive competitive hearing amongst the various conflicting applications."

The petition notes this hearing cannot be resolved for three or four years "and it is therefore likely that Allegheny County during that time will have but one" VHF station.

"Neither one nor two stations are, or even can be, adequate to serve the public needs of the Pittsburgh community even if three UHF stations were to be established," the petition states.

'Committed an Abuse'

Contending "FCC refused to allocate Channel 4 anywhere within Allegheny County and thereby committed so manifest an abuse of discretion as to constitute error in law," WWSW notes "the 1945 regulations of the FCC specified that the same television channel may be used by stations 150 miles apart" and that the "required separation might be modified according to interference and service conditions which called for modification.

"Under the 1952 regulations challenged by this petition," WWSW says, "there are set up basic and irrefutable presumptions by which the FCC declares itself finally bound and from which it says it will not depart."

The "conclusive presumptions" of FCC which WWSW cites are:

(a) That every television station will use maximum permissible power (here, 100 kw) in an antenna at the maximum permitted height (here, 1,000 ft.) and thereby cause the maximum permissible interference to other stations using the same frequency.

(b) That such maxima will be used regardless of the size or importance of the community in which the television station is located, regardless of the importance of the market which it serves and regardless of the financial ability of the licensee or the prudence of the investment which such maxima would require. (At present prices a 1,000-ft. tower costs approximately $150,000.)

(c) That no physical circumstances such as deviation from average conditions due to unusual terrain will be considered by the Commission in determining by what distances stations should be separated.

(d) That interference between stations will not be considered in making allocations of frequencies, and that the service area of stations will not be considered in making allocations.

(e) That in the area here involved stations must be located no less than exactly 170 miles apart (which the regulations interpret to mean no less than exactly 169.5-plus miles apart).

(f) That 170-mile separation does not in the first instance apply to radio-television broadcasting stations at all. If a request is made, as in this case it was, to assign a channel to a specified area, the FCC will commence its consideration of the proposal by ascertaining what nearby stations there are in operation at the frequency in question. Then the Commission resolves the 170-mile question as follows. It determines the distance from the existing station to what it calls the coordinates of the city from which the allocation proposal originates. If these coordinates are not contained in a book published by the Department of Commerce and entitled "Air Line Distances Between Cities in the United States" (which was prepared for some irrelevant purposes having no connection with the problems of radio-television broadcasting), the FCC then uses the site of the main post office (which was established, of course, without regard to radio-television broadcasting even though the FCC well knows that no private person will ever be permitted to establish his television station in or on any main post office anywhere).

The petition notes that the distances from the exact location of the antenna of WLWC (TV) Columbus, Ohio, "to what the Department of Commerce has said are the coordinates for Braddock (Pa.)," FCC determined the distance from WLWC's antenna to be 169.39 miles.

It was because these separations fall short of the 170-mile (169.5-plus mile) minimum spacing rule that the allocation of Channel 4 to the Pittsburgh area was denied, WWSW notes.

"The FCC assumes that Pittsburgh is exactly at the pinpoint intersection of longtitude 80 degrees, 00 minutes, 00 seconds west with latitude 40 degrees, 26 minutes, 19 seconds north, whereas there are in fact substantial areas in the Pittsburgh area from which adequate service can be rendered that area from an antenna located more than 170 miles from the antenna of WLWC," the petition professes. "There is no excuse for using Department of Commerce coordinates when actual transmitter sites are available for consideration.

"In the case of Braddock, the use of the post office site is entirely unwarranted," WWSW argues. "Even if there were any legal or regulatory justification for the use of the post office site, the decision of the Commission to deny Channel 4 to the Pittsburgh area because of the post office site is entirely capricious and fantastically unrealistic."

Since the regulations provide that in computing distances sufficient decimal figures be used to determine the distances to the nearest mile, WWSW assumes that were the distance of the Braddock post office 169.51 miles from the antenna of WLWC, Channel 4 could have been assigned to Pittsburgh. Since FCC set the distance at 169.39 miles, "this is 12 one hundredths of a mile too little."

Braddock Too Close

"Some part of the post office at Braddock . . . is 633.6 feet too close to a point that happens to be the site of the tower of WLWC," the petition comments.

The petition cites, "It appears unlikely that WLWC is going to use an antenna tower having the full permissible height of 1,000 ft. which is the assumed height upon

(Continued on page 104)



Feature Film Series

SKYROCKETS

LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lag, Bill Piggott, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late Saturday night film series on WOC-TV. Program titled "Airflyte Theater" debuted Jan. 19—fifteen dealers participating.

By end of January, Piggott had sold 15 new cars. Appearing on Feb. 16 program, he displayed chart showing only 3 new cars left at his agency. Told viewers to hurry if they wanted one of these. With sale of these 3 cars by 11 o'clock next morning, *Piggott had moved 31 new Nashes 3 demonstrators. . . .* ALL WITHIN MONTH OF FIRST TELECAST.

"Airflyte Theatre" is now in its second 13-week cycle and other Nash dealers sponsoring series report sales successes similar to Piggott's. Proof that WOC-TV *Sells* . . . for further proof get facts from your nearest F & P man . . . or us, *direct.*

WOC-TV SELLS

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities

COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS

RKO PATHE, INC.

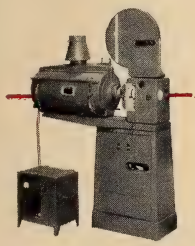
625 Madison Ave.
N.Y. 22, N.Y. • PLaza 9-3600

Brilliant and Steady

BACKGROUND PROJECTION

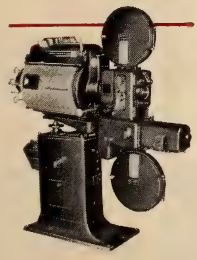


for World-Wide Settings in YOUR TV Studios



First Professional 16 mm TV Background Projector Provides 2,000 Lumens

46 ampere arc lamp, f/1.5 20 mm lens, air-cooled film gate, sprocket intermittent that ends film wear and holds old film steady.



TV Version of Famous Simplex X-L 35 mm Projector: 7,000 Lumens

An incomparable projector used in 80% of all theatres; now equipped for TV use with "2-3" intermittent. 80-110 ampere arc; f/1.9 2" lens.

Here, at last, is background projection made practical for any TV studio or network . . . brilliant, steady motion pictures that make any action scene in 16 mm or 35 mm film libraries available as a setting for TV programs.

No complex phasing needed with TV cameras. Simply focus camera on the background screen for a perfect picture. The GPL "2-3" intermittent pulldown, coupled with a 60 light-pulse per second shutter, automatically meets the camera's requirements. Special optical systems for each projector reduce "throw" required, save studio space.

Get full details on these outstanding projectors, now in use on major networks. Consider them in your new studio planning; add to the utility of your present equipment.

WRITE, WIRE or PHONE . . .

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

COMMUNITY TV GROUP *Forms National Lines*

TAXES, government regulation and expansion of TV broadcasting were the topics that most concerned more than 70 community TV operators at the first annual convention of the National Community Television Assn. at the Hotel Necho Allen in Pottsville, Pa. last Monday.

Members voted to fight a Bureau of Internal Revenue ruling that closed circuit relay systems are liable to the 8% tax imposed on leased wire services. Picked as the test case for the benefit of this offshoot of telecasting was Trans-Video Corp. of Pottsville.

Community TV operators—there are some 75 in operation in the country today—feed signals from metropolitan stations to TV-isolated communities. Most of these areas are in valleys beyond the reach of regular TV broadcasts. The organization puts up a high gain, directional antenna on top of a nearby mountain, runs coaxial cable down the mountain side attached to telephone or power poles, with tap-offs to subscribers' homes.

There are believed to be another 75 such operations in the construction or planning stage.

Tax problem was by far the most important of the matters before the less-than-a-year-old association. According to Revenue Bureau interpretation, consumers must pay 8% tax on installation and on monthly charges.

Pottsville company, headed by young (34) Martin F. Malarkey Jr. (also president of NCTA and owner of a retail appliance store in Pottsville, has 1,500 customers who paid the $135 installation charge and also pay $3.75 per month for maintenance and service. This involves more than $200,000 in installation fees and $2,625 per month in charges.

The Pottsville company, which began operation in February 1951, has its master antenna (located atop Sharp Mt.) tuned to Philadelphia stations (Channels 3, 6, 10) 75 miles away. The system cost $200,000 to build, Mr. Malarkey revealed last February [B•T, Feb. 11].

Test case—on grounds the tax discriminated against TV set owners in areas into which TV signals cannot reach—was recommended by special NCTA attorney Thomas C. Egan of Philadelphia. Mr. Egan also expressed the opinion that if the test case is adverse to community TV operators, it might be necessary to get sponsors in Congress for legislation to exempt systems from tax.

It was disclosed that the Lansford, Pa., city government originally proposed a 20% tax on gross revenue. This was finally reduced to a 5% imposition on gross income. It also was announced that the Public Utilities Commission of Pennsylvania officially disclaimed jurisdiction over community TV systems. The Maine PUC, however, assumed jurisdiction and the California commission was understood to be considering the matter.

Fact that FCC was reported too heavily engaged in other matters to make up its mind whether community TV should be regulated was considered heartening, according to expressions of members.

The effect of TV station expansion, particularly in the UHF band, elicited much interest. Subject was handled by Humboldt J. Grieg of WHUM Reading, Pa., (TV applicant for that city) and Dr. Frank G. Kear, of the Washington consulting engineering firm Kear & Kennedy.

Consensus was:

(1) UHF when it comes will cover at first 15-20 miles. Mr. Grieg quoted FCC reports to the effect primary and secondary UHF service theoretically was possible out to 75 miles unde maximum power and antenna heigh conditions (1,000 kw and 2,000 ft.) (2) In most communities, there wil be only one or two UHF signals. (3 Therefore, community TV can expec to continue in business, since viewer still will want other signals, par ticularly network, even though the can receive off-the-air local broad casts.

Manufacturers exhibiting equip ment at the meeting were Jerrol Electronics Corp., Philadelphia, an Spencer-Kennedy Labs. Inc., Cam bridge, Mass. RCA showed a docu mentary film of the Pottsville sys tem.

NCTA was organized in Novem ber 1951. It claims to represen half of the present 75 communit TV systems operating.

The convention re-elected Mi Malarkey president. Also re elected were: Claud E. Reinhard Palmerton, Pa., vice president George H. Bright Jr., Lansford Pa., secretary; Melvin L. Boyer Tamaqua, Pa., treasurer. One year directors elected were: Ken neth A. Chapman, Honesdale, Pa. J. Holland Rannels, Cumberland Md.; Eli Kramer, Harrisburg, Pa. C. C. Daker, New Philadelphia Ohio. Two-year directors electe were: G. B. Henderson, Carmel Calif.; A. J. Malin, Laconia, N. H Clyde Davis II, Wilkes-Barre, Pa

FORD SERIES *Breakdown of Boycot By Major Film Makers*

COLUMBIA PICTURES Corp., through its subsidiary Screen Gem Inc., will produce a series of 39 half-hour TV films for Ford Motor Co in an agreement negotiated by J. Walter Thompson Co., the agenc servicing the account.

This contract is said to be first of its kind between a major movie studio and a national advertiser for the production of films especially for television.

Titled *The Ford Theatre*, the series will start on 51 NBC-TV stations Oct. 2, as the replacement for NBC-TV's *Ford Festival*.

In each teleplay, name motion picture actors, directors and writers will be employed by Columbia-Screen Gems producer, Jules Bricken. The studio's own contract players, among them Broderick Crawford, Audrey Totter, Donna Reed, Aldo Ray and others will be utilized should the roles be suitable.

The Columbia agreement stirred speculation that other major movie studios soon might follow suit, particularly in view of the expected eventual increase in television stations and the resultant loss of more audiences to movies in more cities, now that the TV thaw is taking place.

Twentieth Century-Fox was among major studios believed to be considering making films for video. President Spyros P. Skouras has announced his firm is considering making "appropriate" movies for TV.

The Wall Street Journal estimated that the seven major studios have a backlog of 5,000 movie features of which a minimum of 2,000 are suitable for TV, which if sold en masse to television would bring an average minimum of $10,00 each, or $20 million in earnings.

The 2,000 features are thos made between 1930 and 1948, whe the Screen Actors' Guild steppe in to demand a share of TV reve nue for pictures made afterwards

Reports in Hollywood said Co lumbia has received an offer o $20 million for its old pictures an that Howard Hughes' RKO Pic tures Corp. may sell its old film for TV. President Barney Balaba of Paramount Pictures said hi company's old movies would not b sold to TV until "the right time."

Originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any Baltimore time buyer about

WAAM
TELEVISION
CHANNEL 13

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
Chicago NEW YORK San Francisco
DUMONT-ABC AFFILIATE

SRT-TV SRT-TV SRT-TV

SRT-TV
INTENSIVE PROFESSIONAL
COURSES in TELEVISION BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans
Send for free prospectus "Careers in Television"
DEPT. H
SRT (School of Radio Technique)
TELEVISION STUDIOS
America's Oldest Broadcasting School
316 West 57 St., New York 19, N. Y.
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SRT-TV SRT-TV SRT-TV

WKZO-TV using FEDERAL TRANSMITTER

Reports TOTAL OUTAGE for 1 year

LESS THAN .012%



WKZO

FETZER BROADCASTING COMPANY

JOHN E. FETZER
Pres. & General Mgr.

KALAMAZOO · MICHIGAN
Studios: Burdick Hotel
590 Kilocycles · 5000 Watts
Columbia Broadcasting System

November 21, 1951

Mr. Martin Silver
Federal Telecommunication Laboratories, Inc.
500 Washington Avenue
Nutley 10, New Jersey

Dear Marty:

Sometime ago in talking with you or Brad on the telephone, you were interested in knowing the total transmitter outages for the past year. After looking through our logs, we find that outages due to equipment failure run something like this:

Outages: October 21, 1950 - October 21, 1951

Visual Transmitter: 22 minutes and 27 seconds

Aural Transmitter: 11 minutes and 30 seconds

The total transmission time during this period was over 4600 hours. You will see that disregarding power line failures, which are not the fault of the transmitter, outage time has been remarkably low.

Kindest regards.

Cordially yours,

Carl

Carl E. Lee
Administrative Assistant

CEL:ds

STRONGEST SELLING FORCE IN THE GREAT WESTERN MICHIGAN MARKET
OWNERS: WJEF GRAND RAPIDS

Here's where sound design and quality workmanship pay off. This is typical of Federal equipment where emphasis is placed on quality — reliability — dependability.

Contact your Graybar distributor. Have him explain how Federal can serve all your TV needs — reduce your initial and operating costs — and provide the best in complete station equipment.

Distributed by GRAYBAR ELECTRIC COMPANY

FEDERAL TELECOMMUNICATION LABORATORIES — FTL

Federal Telecommunication Laboratories, Inc.

An Associate of the International Telephone and Telegraph Corp.
500 Washington Ave., Nutley, N. J.
Canadian Distributor: Federal Electric Manufacturing Co. Ltd., Montreal, P. Q.
Export Distributor: International Standard Electric Corp., 67 Broad St., New York

film report

HOWARD D. MORRIS, of Cavanaugh Morris Adv., Pittsburgh, has announced the formation of **Cavanaugh Films Inc.** Director of film production is **Ted Mason**, of Mason Marionettes.

Mr. Morris said the new company will specialize in production of puppet and trade mark films "for moderate budget advertisers."

A series of 15-minute TV shows is being prepared, the first of which, *The Enchanted Nutcracker*, will be ready for release Aug. 1. Other films planned are *Jack and the Beanstalk, Frivolities of 1952* and 12 others, which will be released at weekly intervals.

Address of new firm is Chatham at Wylie, Pittsburgh 19, Pa.

Sales . . .

SALES ORGANIZATION for the distribution of more than 50 full-length European feature films, live and animated short subjects is being set up in Chicago.

Herbert Spitzer and **Burton A. Neuberger**, executive vice president who recently resigned as manager of the Chicago office of Marfree agency, have exclusive theatre and television rights in North, Central and South America for film products made by several leading European studios, Mr. Neuberger said.

Re-recording on the features is being completed now with lip sync and voice over sound tracks in English. Ready for release is a 13 quarter-hour series of operas, made with the Bavarian State Opera company, ballet and orchestra. A series near completion consists of 13 half-hours with stop-action puppetry in famous fairy tales.

The company, **Switzer & Assoc.**, will produce films for stations, packagers, agencies and clients "at a half to a third" of the U. S. cost, Mr. Neuberger said, and will also supply European studio services to American performers.

* * *

Alexander Film Co., Colorado Springs, Col., announces the recent TV commercial productions for the following organizations:

Tivoli Brewing Co., Denver, one 60-second film through **Curt Freiberger & Co.**, featuring **Tivoli Beer. Maurer-Neuer Meat Packers**, Kansas City, Mo., one 20-second film through **C. Wendel Muench & Co.**, Chicago, featuring **Rodeo Blue Band Wieners. Redman Van & Storage**, Salt Lake City, one 20-second film through **Adamson & Buchman. Seven Up Co.**, St. Louis, eight 20-second films. **Mrs. Baird's Bread**, Houston, Tex., two 20-second films through **Tracy-Locke Co., Continental Airlines**, Denver, one 20-second film through **Galen E. Broyles Co., Holsum Bread Syndicate**, Chicago, one 60-second, one 40-second, two 20-second and two 8-second films, through **W. E. Long Co. W. F. Thiele Co.**, Milwaukee, three 20-second films through **Baker, Johnson & Dickinson**, featuring **Thiele Meats.**

* * *

Sunkist Growers Inc., Los Angeles (oranges, lemons), has started *Sunkist Premiere Playhouse* on KTLA (TV) Hollywood, Fri., 9:30-10 p.m. (PDT), for 13 weeks from June 13. TV film series, produced by **Screen Televideo Productions**, Beverly Hills, marks firm's initial TV bow into regular programming. **Stuart Reynolds Productions**, Beverly Hills, negotiated contract through Foote, Cone & Belding Inc., Hollywood.

* * *

Phil Davis Musical Enterprises, New York, has been signed to write and produce a new musical commercial for Goebel Beer thru Brooke, Smith, French & Dorrance, Detroit.

* * *

Dudley Television Corp., Beverly Hills, is making two one-minute and two 20-second animated TV film commercials for **Philip Morris & Co.**, New York (Dunhill cigarettes).

Availabilities . . .

Crown Pictures International, Hollywood, has acquired the completed series of 13 half-hour TV films, *Life With Buster Keaton*, for world distribution. Additional series will be produced by CPI this year as result of test runs held in San Francisco. The recently acquired series was produced by **Carl Hittleman**, directed by **Eddie Cline** from scripts by **Jay Sommers**,

(Continued on page 93)

MILITARY TV

'Vital Factor' Says Sarnoff

TELEVISION will be a vital factor in all military operations and conceivably the public may watch battles on home TV sets if global warfare ever breaks out again, Brig. Gen. David Sarnoff, RCA board chairman, told the graduating class of Pennsylvania Military College last Tuesday.

Gen. Sarnoff asserted that electronics have become an indispensable ally in aviation, controls and atomics.

Gen. Sarnoff warned that no nation can relinquish its interest in the sciences and remain strong. When war comes, "it becomes a race of science against time, and America must be strong and 'at the ready,'" he declared, admonishing that the importance of interest in science applies to the science of government as well as to physical sciences.

He was awarded an honorary degree of Doctor of Science during the commencement exercises of the 131-year-old educational institution.

New CBC-TV Sponsor

CANADIAN TV's second definite advertiser when it opens this fall will be Canadian Westinghouse Co. Ltd., Hamilton, Ont. The firm currently is preparing its own commercials for *Studio One*, which it will sponsor for CBC-TV Montreal beginning in August and CBC-TV Toronto in September. S. W. Caldwell Ltd., Toronto is agency.

WHAM-TV BIRTHDAY

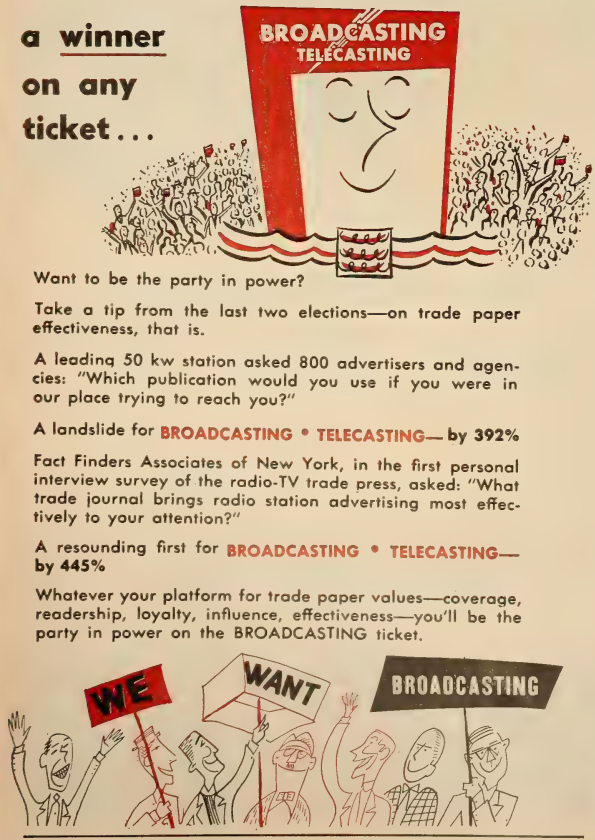
Marked By Blood Campaign

WHAM-TV Rochester observed its third birthday anniversary through a special blood donor drive which enriched the Rochester Chapter of the American Red Cross blood bank by 23,051 pints.

Blood donor campaign began May 20 and built up to last Wednesday which was WHAM-TV's anniversary. Climax of the drive on the last day was a live telecast from a local hospital showing a patient receiving a pint of blood which had been contributed that morning at WHAM-TV's Radio City.

Special programs included films made in Washington of Reps. Kenneth B. Keating (R-N. Y.) and Harold C. Ostertag (R-N. Y.), both of whom urged western New Yorkers to get behind the campaign.

FCC Chairman Paul A. Walker, in a talk also recorded on film, said, "Here is an example, I think, of the kind of public service that both radio and television are particularly able to render."



RANGERTONE
BEST FOR TV FILMS
USED BY
Telenews Productions, Inc.
630 Ninth Avenue
New York, New York
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

TV FILMS AND FEATURES



Explorers Pictures
1501 BROADWAY
NEW YORK CITY
LU 2-4717—LO 4-5592
JULES B. WEILL, PRES.

THE BIG BUY

THE BIG GAME HUNT . . . Action packed jungle adventures of Martin and Osa Johnson . . . the pictures all Americans love to watch.



Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

TV DISC JOCKEY TOONS: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV DISC JOCKEY TOONS are films that can be used with top current records of RCA VICTOR • DECCA • COLUMBIA • CAPITOL • MERCURY. A perfect library service for TV broadcasters everywhere!



Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19 N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TSCHAIKOWSKY • BEETHOVEN • SCHUBERT • WAGNER • MENDELSSOHN • • GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.



Explorers Pictures Corp.
1501 BROADWAY
NEW YORK CITY
LOngacre 4-5592
JULES B. WEILL, PRES.

THE BIG GAME HUNT . . .
IN ACTION . . .

VIDEODEX REPORTS

LOS ANGELES . . .
Top Film Show
For Wednesdays
#2 of Ten Top TV Shows

DETROIT . . .
In Ten Top TV Shows
Solid 21.8 Rating.

26½ Min. Running Time

Book it for Big Results
In Your Market



Telecast Films, Inc.
112 W. 48TH STREET
NEW YORK 36, NEW YORK
JUDSON 6-5480

31 HALF-HOUR WESTERNS Starring the famous and well known stars: TIM McCOY, HOOT GIBSON, TOM TYLER, and BIG BOY WILLIAMS. Action and super quality rolled into one. Proven through continued use in many locations. FIRST RUN AVAILABLE IN SOME TERRITORIES.



Governor Television Attractions, Inc.
151 WEST 46TH STREET
NEW YORK 19, NEW YORK
JUDSON 6-4221

THE ULTIMATE IN CHILD ENTERTAINMENT — EDUCATION—PAPA BEARS NEWSREEL

A fifteen minute show in thirteen chapters done in newsreel style and depicting events of interest to the small fry.

Plus these outstanding features:

The Story of Shirley Yorke
Dark Secrets
Top Secret
I Am With You
Lost Wilderness

For more information please write direct to the distributors.

AFM 5% PLAN

Must Stay, Says Petrillo

CHARGING "selfish interests" with trying to scuttle the AFM welfare fund 5% royalty formula to which TV film producers must contribute, James C. Petrillo, president, at the American Federation of Musicians' National Convention in Santa Barbara last Tuesday, squashed all hopes it would be repealed.

Admitting the formula "isn't perfect," Mr. Petrillo declared, "We'll stick to it until someone comes along with something better".

"The formula must stand," he added. "I wouldn't give up the 5% plan for a $5 million working guarantee in Los Angeles annually. It will be changed only when it will be to the benefit of all locals."

His fiery plea killed a reported move by members of Los Angeles Local 47 [B•T, June 2, May 12] and New York Local 802 to introduce resolutions asking the international executive board to eliminate the royalty arangement.

Both locals contend the fund set-up as it now stands prevents musicians from getting TV work because it discourages filming of video shows with live music. Los Angeles musicians several weeks ago circulated appeal petitions among members, getting around 2,500 signatures. They were sent to Mr. Petrillo for his and executive board consideration.

Mr. Petrillo, in a 45-minute ad lib talk, assailed "some members" of Local 47 for their activity in the campaign, declaring that they once earned $800 per week and are unhappy because they're making $400. He charged they were stirred up by vague conversation regarding TV employment if the formula were lifted.

He said Local 47 officers had met with a group of these TV employers to learn what guarantee would be made if the royalty formula were lifted. Nothing came out of it. They didn't even offer to hire a piano player, Mr. Petrillo reported.

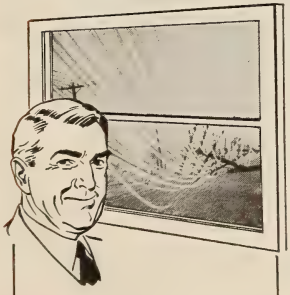
Musicians in the petition campaign, he declared, were willing to give $5 of each $50 they earned instead of 5% tax, but this contribution to the fund would be minute compared to benefits gained through the formula.

Mr. Petrillo's defense of the royalty formula came as a complete surprise to delegates. The subpect was not on the convention agenda. Any changes in the welfare fund setup would have to be made by the international executive board, was the explanation.

He reported approximately $186,000 in the trust fund from the royalty formula. Disbursement of the money for free public music through locals will start next January.

Mr. Petrillo, unopposed, was re-elected AFM president for his 12th year. Re-elected vice-president was Charles L. Bagley, Los Angeles; Secretary, Won Cluesmann, Newark; treasurer, Harry J. Steeper, New York.

The Los Angeles local failed to put over a proposal calling for AFM to "prevail" upon a member of Congress to introduce legislation that would stop importation of foreign-made instrumental music sound tracks and recordings for radio and TV.



"Thanks to our 'US' Electric Plant we're on the air!"



In choosing a stand-by electric plant, more and more stations are turning to "U. S." units because of their reputation for *dependability*. U. S. specializes in stand-by power. We'll gladly send you information on U. S. electric plants suitable to your needs.

UNITED STATES MOTORS CORP.
354 Nebraska St.
Oshkosh, Wis.

Telethon by Hope

BOB HOPE will hold his first coast-to-coast television marathon—for benefit of the U.S. Olympic team — over NBC-TV beginning Saturday at 11 p.m. and continuing through Sunday at 1:30 p.m. EDT. Working with Mr. Hope will be Bing Crosby in what NBC claimed is the latter's first TV appearance.

BAPTIST GROUP

Plans TV Use in 1953

SOUTHERN BAPTISTS plan to use television more extensively to put forward their program in 1953, it was announced at the 94th meeting of the Southern Baptist Convention in Miami.

Dr. S. F. Lowe, executive secretary of the organization's radio commission, said 15-minute films featuring outstanding Baptist leaders are being prepared for TV.

RUNYON FUND

$570,211 From Berlethon

HAVING raised a total of $570,211 in cash and pledges, Milton Berle on June 8 completed his fourth television marathon on NBC-TV for the benefit of the Damon Runyon Memorial Fund, rounding out a four-year grand total of more than $4 million.

The 22½-hour telethon began at noon EDT June 7 and continued through 10:30 a.m. June 8. Produced by Warren Jacober and employing five camera crews in shifts, it originated in New York's Radio City. The comedian was on the air almost continuously except during regularly-scheduled Saturday shows.

Station-by-station breakdown of cash and pledges donated during the telethon was shown as follows:

WOI-TV Ames, $805; WSB-TV Atlanta, $2,433; WBAL-TV Baltimore, $1,293; WBZ-TV Boston, $8,571; WBTV (TV) Charlotte, $1,544; WNBQ (TV) Chicago, $9,550; WLWT (TV) Cincinnati, $1,510; WNBK (TV) Cleveland, $6,695; WLWC (TV) Columbus, $520; WLWD (TV) Dayton, $746; WWJ-TV Detroit, $2,896; WOOD-TV Grand Rapids, $116; WFMY-TV, Greensboro, $633; WSAZ-TV Huntington, $126; WFMB-TV Indianapolis, $1,205; WMBR-TV Jacksonville, $1,088; WJAC-TV Johnstown, $321; WGAL-TV Lancaster, $2,611; KNBH (TV) Los Angeles, $11,697; WAVE-TV Louisville, $400; WMCT (TV) Memphis, $703; WSM-TV Nashville, $2,129; WNHC-TV New Haven, $631; WNBT (TV) New York, $417,066; WTAR-TV Norfolk, $1,435; WOW-TV Omaha, $533; WPTZ (TV) Philadelphia, $5,434; WDTV (TV) Pittsburgh, $1,955; WJAR-TV Providence, $3,133; WTVR (TV) Richmond, $1,661; WHAM-TV Rochester, $539; KSD-TV St. Louis, $5,402; KSTP-TV St. Paul, $10,080; KDYL-TV Salt Lake City, $662; KFMB-TV San Diego, $4,717; KRON-TV San Francisco, $6,016; WRGB (TV) Schenectady, $130; WSYR-TV Syracuse, $4,407; WKTV (TV) Utica, $280; WNBW (TV) Washington, $5,620; WDEL-TV Wilmington, $915; WNBF-TV Binghamton, $217; WBRC-TV Birmingham, $1,142.

SEATTLE RELAY

Towers Go Up For TV

SCHEDULED for completion last week were four towers in the Pacific Telephone & Telegraph Co.'s radio relay system, for live telecasting of political convention coverage via KING-TV Seattle [B•T, May 26].

The towers were erected at Orting, Tenino, Castle Rock and Kalama, all in Washington, with two one-ton antennas atop each tower. Four network-affiliated radio stations—KOIN KGW KEX KPOJ—are cooperating to bring the KING-TV political coverage to Portland, Ore.

NEDA Meet

PRACTICAL discussion of UHF will be participated in by independent parts distributors at the National Electronic Distributors Assn. convention in Atlantic City Sept. 22-25. A 20-minute RCA film on UHF will be supplemented with discussions and a lecture. Louis B. Calamaras, NEDA executive vice president, will describe UHF as "a new windfall which experts estimate will bring more than $800 million in business to the service man and parts distributor."

PRO FOOTBALL

DuMont Lines Up Sponsors

MILLER Brewing Co., Atlantic Refining Co., and the Admiral Corp. are among the first sponsors announced by the DuMont Television Network for its $1 million pro football coverage, Aug. 15 to Dec. 21.

The scheduled 29 professional and championshop games will start with the annual midsummer all-star game in Chicago's Soldiers Field, Aug. 15, with the telecast sponsored by the Admiral Corp. Chicago, through the Russel M. Seeds agency. Exact number of cities to see this year's play has not been announced, but it was noted by network spokesmen that 34 DuMont stations carried the game last year. This year's contest will be between the college selectmen and the Los Angeles Rams National League champion for 1951, and as usual, will be held under the auspices of the *Chicago Tribune*.

Miller Brewing Co., Milwaukee, through Mathisson & Assoc., same city, will sponsor the DuMont Thanksgiving Day telecast of the Detroit Lions-Green Bay Packers contest in Detroit. It also will back the National Football League championship playoff Dec. 21. Site of the game and the list of participating stations are to be announced.

DuMont also will carry as many as four games of the National Football League each Sunday during the regular season, splitting the network on a regional basis. Multiple-game technique was adopted last season to assure comprehensive coverage and to provide football with greatest local interest in each market.

National league games between the Philadelphia Eagles and the New York Giants will be sponsored jointly by Miller Brewing and the Atlantic Refining Co., the latter through N. W. Ayer & Son, New York. Atlantic will also sponsor Pittsburgh Steelers coverage.

TV networks and stations for all National League games are yet to be announced. Six games, consisting mostly of New York Giants' play, will be seen over WABD (TV) New York, reportedly marking the first time since 1948 that New Yorkers will be able to see professional football on television.

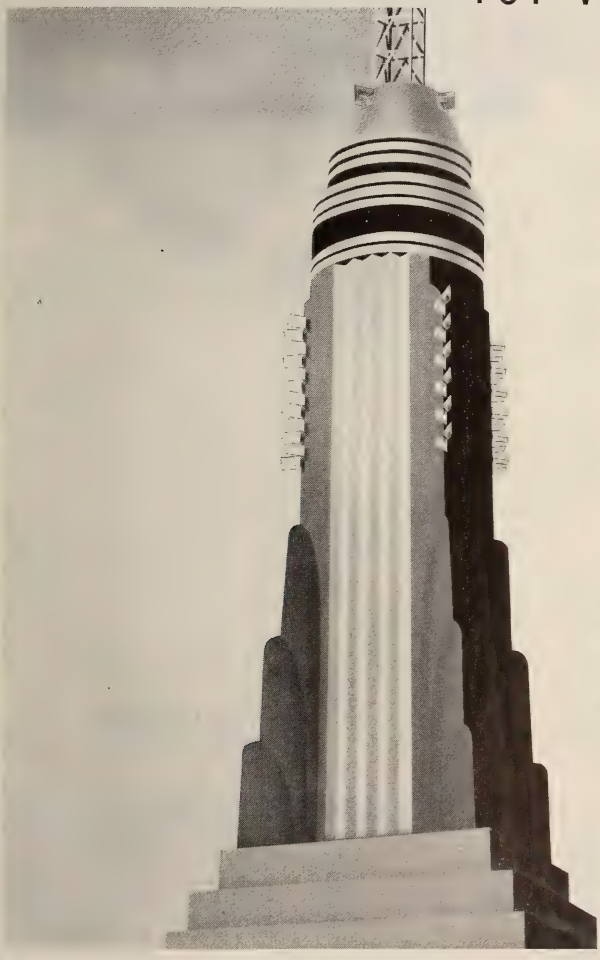
DuMont will cover the 28th annual East-West Shrine all-star game from Kezar Municipal Stadium in San Francisco, to be telecast over the entire network Dec. 27 (Saturday).

The sponsorship of all games, it was pointed out, represents an outlay in excess of $1 million for time and rights.

WBAL-TV Baltimore and WDAF-TV Kansas City have signed with INS Telenews, N. Y., for its 12-minute daily TV newsreel now in production.

ANDREW "SKEW"* ANTENNA

for VHF and UHF television



The ANDREW "Skew" Antenna is the *only* antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist's sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.

Andrew ANTENNA SPECIALISTS

CORPORATION

363 EAST 75TH STREET, CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

ALASKA PROGRAMMING

Tape Use Cuts Materials, Shipping Costs

HIGH COST of providing transcriptions in large volume for isolated stations has been solved through the use of tape.

For the Midnight Sun Broadcasting Co., which operates KFAR Fairbanks and KENI Anchorage, Alaska, the use of tape has reduced materials costs 85% and cut shipping charges in half.

The Alaska company was faced with the problem of economically bringing stateside network programs to its listeners. Extreme weather conditions, coupled with great distances, made radio pick-up impossible. An alternative—disc recordings of stateside network shows shipped by plane—was too expensive.

Company officials consulted John Keating Inc., a Seattle-Portland recording studio, which advised the use of tape recordings.

Jack D. Ellison, Keating manager, explained that, "Air transportation was a costly necessity—it was the only way to get the programs to Alaska while they were still fresh. But tape recordings would reduce these shipping costs since the reels of tape were light in weight and not easily damaged and would require no special heavy packaging.

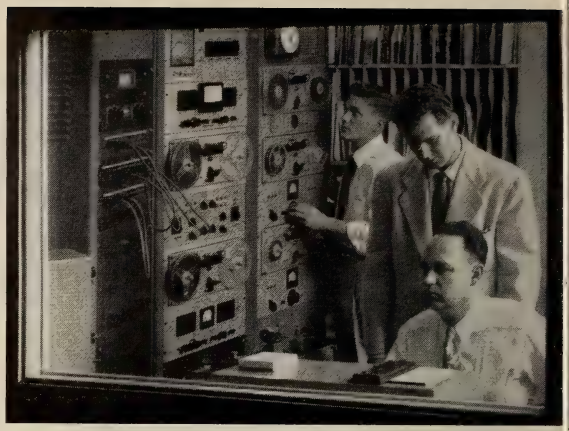
"In addition, the tapes could be used over and over again, cutting down the cost of recording material. This was important since Midnight Sun's eventual volume of recordings would be great."

By the spring of 1949, the tape recording program was in operation. Forty hours of programs weekly were being recorded in Seattle and flown to Alaska. The system worked so well that today 67%—some 80 hours weekly—of Midnight Sun's programs are taped.

Direct lines to the Keating studio from Seattle stations KOMO (NBC) KJR (ABC) and KVI (MBS) provide the network links. All recording is done on "Scotch" III-A sound tape.

Since the taping program started, Keating-Midnight Sun has placed in operation some 1,500 reels of sound tape. Both 600 and 1,200-foot reels are used.

"Using conventional recording methods at the present rate of 80 hours of recording a week, the two-year cost of recording materials would have been more than $25,000. Cost of recording tape over the two-year period has totaled $4,000—only 15% as much," Mr. Ellison said.



Monitoring programs in Keating's Seattle studios are (l to r) Lew Lathrop, engineer; Mr. Ellison, and Lyle Thompson, engineer.

HELEN RYAN ELECTED

Heads L. A. Ad Women

HELEN L. RYAN, promotion director, Ray W. Smith Co., has been elected president of the Los Angeles Adv. Women Inc. She succeeds Helen Edwards, president, Helen Edwards & Staff.

Installation is scheduled for this Wednesday with Neil Reagan, vice president, McCann-Erickson Inc., Hollywood, and president, Adv. Assn. of the West, serving as m. c. Other officers elected were:

Mimi K. Phillips, owner, Adv. Service, first vice president; Margaret H. Finfrock, executive secretary-treasurer, Miracle Mile Assn., second vice president; Mary M. Cripps, account executive, The Shaw Co., corresponding secretary; Alicia K. Smith, advertising manager, Rose Marie Reid Co., recording secretary; Muriel Schulze, assistant to the president, E. J. Elson Press, treasurer, and Ida Russell, assistant manager, Lisle Sheldon Adv., assistant treasurer.

Directors include Miss Edwards; Charlotte De Armond, public relations director, Pacific Airmotive Corp.; Claire Hughes, traffic manager, KWKW Pasadena, and Nancy Grobert, public relations department, Prudential Insurance Co.

Donald B. Hause

FUNERAL services were conducted in Chicago last Tuesday for Donald B. Hause, 55, advertising manager of Armour & Co., who died June 8 in St. Francis Hospital, Evanston. A coordinator of the American Heritage Foundation and former advertising manager of Sprague, Warner Co., Mr. Hause was a graduate of Lake Forest (Ill.) College and a World War I Navy veteran. He is survived by his wife and a son.

N.Y. MEDIA NEWSMEN

Assn. Okays Constitution

RADIO-Newsreel Television Working Press Assn. of New York has voted favorably upon a constitution for its membership. Temporary Chairman Chester Burger of CBS said last week that "now the decks are cleared for more positive action."

The association was set up to act as a single voice for on-the-scene radio and TV newsmen as well as newsreel cameramen, sound men, contact men and tape reporters. It was estimated that more than 300 radio and TV newsmen are engaged in on-the-spot coverage in metropolitan New York.

White on WLIB

WALTER WHITE, executive secretary of the National Assn. for the Advancement of Colored People and also an author, newspaper columnist and war correspondent, started a weekly radio commentary program over WLIB New York June 2 (7-7:15 p.m. EDT). Mr. White observes news and world affairs during the program and interviews leading news figures. Mrs. Franklin D. Roosevelt was his first guest. Sponsor is Vim stores, through Frederick-Clinton, N. Y.

KRDU Open House

OPEN HOUSE for KRDU Dinuba, Calif., brought 1,150 visitors to the station's new offices and studios May 30. New site consists of six acres. The new building, 40x60 feet, was designed by H. A. McMillen, manager KTUR Turlock, Calif. Egon Hofer is president and general manager of KRDU.

ADDITION of 45 rpm system to present facilities at WCCM Lawrence, Mass., has been announced by the station.

'Music Magazine'

EXECUTIVES, continuity writers and members of the music department at WQXR New York were represented with musical compositions and arrangements, when work composed by staff members was broadcast on the station's *Music Magazine* program from 9:05-10 p.m. EDT June 2. Works included concert, popular and experimental songs, piano pieces, minuets, toccata, variations, and dance suite by station manager James E. Kovach, continuity writer Jack Ringgold, director Alfred Simon, producer Fred Grunfeld, music director Abram Chasins, announcer Jacques Fray, recorded - program director Harold Lawrence, and staff members Marilyn Parrish and Eleanor Williams.

CBA CONVENTION

Is Set June 20-22

CATHOLIC Broadcasters Assn. will hold its Fifth National Convention in New Orleans, June 20-22. The Rev. Michael J. Killoughey, of the Catholic Information Center in New Orleans, will be host and chairman of the convention.

Information concerning the meeting may be obtained from Father Killoughey, 608 Common St., New Orleans, or from the CBA office, P. O. Box 1573, Wilmington, Del.

Webb Jay

WEBB JAY, 82, president of the operating company which established WIOD Miami, Fla., died June 4. Mr. Jay, a long-time resident of Miami Beach, also was an automotive engineer and inventor. WIOD is owned and operated by the *Miami Daily News*.

GET THE BIG PLUS IN CINCINNATI

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

DPA TAX LIST

190 Facilities Amortized

CERTIFICATES of necessity for accelerated tax amortization of 190 new or expanded defense facilities have been approved by the Defense Production Administration for the week of May 23-29, it was announced last week.

Amounting to a total of $169,686,166 in five-year allowance amortization for tax purposes, the week's list of companies receiving certificates included the following electronic manufacturers (figure after name of company is total amount certified, followed by percentage allowed):

Raytheon Manufacturing Co., electronic equipment and parts, $431,000, 65%; Sylvania Electric Products Inc., tubes, $431,000, 65%; Raytheon Mfg. Co., tubes, $260,172, 65%; Allen B. DuMont Labs., electronic equipment, $35,743 65%; Treitel-Gratz Co., electronic parts, $2,523, 80%; David Bogen Co., electronic equipment, $48,934, 65%; Electric Tachometer Corp., distance transmitters for Navy, $13,635, 80%; Forged Washer Co., aircraft and electronic parts, $154,010, 50%; RCA, tubes, $325,000, 65%; Continental Can Co., electronic equipment, $100,000, 65%; Sylvania Electric Products Co., tubes, $451,970, 65%.

GENEVA VACANCY

Communications Post Open

VACANCY for a Class 3, Technical Assistant, has been announced by the International Telecommunication Union in Geneva, Switzerland. Salary ranges from about $2,900 to about $4,400, free of income tax. Requirements include a degree or diploma in physics or electrical engineering and at least three years experience in a responsible post in radio-communications.

Applications should be sent directly to Leon Mulatier, Secretary General, International Telecommunications Union, Palais Wilson, Geneva, Switzerland, in time to reach there by July 25. Although not required, it was suggested that interested persons file a duplicate application with the office of Harvey B. Otterman, Acting Chief, Telecommunications Policy Staff, Dept. of State, Washington 25, D. C.

ARMED FORCES Radio Service, Hollywood, awarded citation by Calif. Legislature on AFRS' 11th anniversary, fortnight ago.

KWBB'S 'MANHUNT SALE'

Sells 101 Used Cars in Five Days



LINED UP outside the "Big House" are (l to r) Jack E. Grant, account executive, Lago & Whitehead Inc., agency handling the account; John Merrell, KWBB commercial manager; Don Schmid, motor company president; Rex Johnson, sales manager; Charles Proctor, assistant sales manager, and Joe Andrews, Ralph Stern, Charley Andrews, N. R. Sidel, Chuck Tarbeck, Andy Kimes, "Ace" Kuhn and Homer Knight, all salesmen.

* * *

KWBB Wichita has just completed a highly successful sales campaign for Don Schmid Motors Inc., one of Wichita's leading new and used car distributors.

Using the theme, "The Manhunt Sale," terms such as "sawed-off rate books," "casin' the joint," and "murdering prices," were tied into all copy.

The auto firm, using three 15-minute programs and a schedule of 40 floating spots, established an all-time high during the sale. In a five-day period, 101 used cars were sold, the station reports.

Under the title, *Don Schmid's Used Car Parade*, the three programs included spot descriptions of several cars. The programs were m.c.'d by KWBB's John Merrell.

Spot campaign was built around such attention-getting lead-offs as "Calling All Cars," and "Get that Man!" Lead-offs carried over to the "manhunt" angle, warning that a man was "wanted" and then asking who desired a specific type of car described on the air.

Salesmen were given aliases. Customers were asked to be sure and see Charles "Shaky" Tarbeck, Rex "Muscles" Johnson and Charlie "Ears" Proctor. Each salesman wore a prison-striped jacket and cap. The home office was known as the "Big House."

Campaign generated so much enthusiasm among the public that at one point extra police were assigned to handle traffic, the station notes.

KSID AFFILIATES

With ABC and WC Networks

KSID Sydney, Neb., new daytime station on 1540 kc, has joined ABC network and Wyoming Cowboy Network. The station, which took the air a fortnight ago, is owned jointly by William C. Grove, general manager of KFBC Cheyenne, Wyo., and his brother, Lewis W. Grove of Denver.

The station is applying for full time on 1340 kc. Maxwell Young has been named KSID manager with Art Westergaard as chief announcer and program director. KOWB Laramie, Wyo., last week also joined Wyoming Cowboy Network and ABC.

FM Remote Control

REMOTE control operation of the transmitters of WRAK-FM Williamsport, Pa., and WFRO-FM Fremont, Ohio, was approved by FCC last week through waiver of Sec. 3.265 of its rules. In each case, the FM transmitter will be controlled remotely from the transmitter site of the respective AM station. About 20 other FM stations now are employing this type of operation on a temporary basis, an FCC spokesman indicated earlier upon issuance of the Commission's proposal regularly to allow remote control operation of certain FM and AM stations and to ease transmitter operator requirements in some cases [B•T, June 9].

FARM DIRECTORS

Now On MSA Foreign Tour

FOUR radio farm directors are among 12 farm experts now on a six-weeks tour of European and Middle East farm communities. The radio men were selected by Mutual Security Agency to teach local farm agents better ways to use radio to spread agricultural information.

Farm directors include Sam B. Schneider, KVOO Tulsa, and president of the National Assn. of Radio Farm Directors; Claude Mahoney, CBS Radio; C. W. Jackson, KCMO Kansas City, Mo., and Lawrence Haeg, WCCO Minneapolis. The group left May 23 and will return about July 1.

Young Performer

BOB VESEL, program director of WMTR Morristown, N. J., thinks he has helped set a record for the youngest performer to appear on radio. Two days after his wife had given birth to a daughter April 28, Mr. Vesel had recorded the infant's cry and played the tape during a WMTR commercial for Jersey Central Power & Light Co. Sales message: Modern lighting and power make today's maternity ward a pretty safe place for mother and child.

In Wisconsin... You Can't Complete Your Coverage Without WKTY

Ask Weed and Company

The La Crosse Tribune Station

WKTY PROMOTES!

In 1951 WKTY programs and advertisers received more than 6,000 inches of display space in La Crosse and area newspapers!

Station B used slightly over 2,300 advertising inches . . . Station C none!

Only on WKTY do advertisers inherit this promotional affiliation with Western Wisconsin's largest daily newspaper and area weeklies!

And only on WKTY can advertisers complete their Wisconsin coverage picture!

LA CROSSE, WIS. 580 kc 1,000 w plus ABC

A LEE Radio Station

WKTY ratings are UP 204% in two years!

Meet your BEST CUSTOMER

Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer.

One-tenth of all these prosperous prospects for your product live in WLW-Land—One-tenth of America. The best way to reach them is by Radio . . . and the most effective and economical radio in this area is WLW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.

WLW The Nation's Station

New Survey Shows Radio's Bigness

(Continued from page 27)

secutive 21-day period (including "follow-up" questionnaires), with each separate subsample proportioned in terms of the population estimates. As a result, we were able to obtain an adequate representation for each day in the 7-day cycle.

All "program rating" systems in present use are limited in terms of one common aspect. None of them can possibly provide an adequate measurement of radio's circulation, because none of them include auto-radio listening among their data. This limitation was not too important ten years ago, perhaps, but today—when some 40% of the market households have one, or more, radio-equipped automobiles or trucks — the auto-radio audience constitutes a highly important segment of the total listening audience. And, this is particularly true during the spring, summer and fall months when use of autos for family pleasure trips is greatly increased.

For years, broadcasters have heard so much talk about "summer hiatus" that they have come to believe that radio really does die a little come June. Here again, program ratings are at the core of the problem. The "summer hiatus" concept has been justified on the basis of rating evidence that in-the-home listening drops off sharply in urban homes with the coming of warmer weather. But, when people in urban homes leave their homes for recreation, where do they go? Some of them—on the basis of the evidence in hand, *many* of them—make increasing use of their automobiles for recreational purposes. And, when a man uses his auto for recreation (or for business) he is quite likely to tune-in his auto-radio, at least for part of the trip.

Auto Listening

In order to obtain some measure of the extent and characteristics of this auto-radio audience, we asked the following series of questions.

In terms of what happened YESTERDAY, how many times was the family auto(s) used for separate and different trips?
About how long (in hours and minutes) did the particular trip take? (asked about each separate trip)
"About how long (in hours and minutes) was the CAR-RADIO in use during the trip? (asked about each separate trip)
How many people . . . men, women and children (by age-groups) . . . were in the car during that particular trip?

The data obtained with this question-series are rather extensive, and they will be discussed more fully in a separate report. In general, however, we found that . . .

- The average auto-radio family makes about *32.5 separate trips*, in the family car, *during a typical 7-day week.*
- The *average auto-trip consumes about 57.4 minutes* (including "parking time"), and the *auto-radio use averages 12.6 minutes per trip.*
- On a typical trip in a family-owned auto there are *about 1.71 people (including the driver) in the car, on the average.* This includes *0.81 adult men, 0.52 adult women* and *0.24 children between 5 and 18 years of age.*

When these statistics are projected to the estimated 126,700 households with auto-radio, we find that approximately *4,117,750 separate trips are made in family-owned radio-equipped automobiles during a 7-day week*, and that these trips involve some *3,936,570 hours of auto use, including "parking time"* during a typical week. And, of this total, *auto-radios are tuned-in about 22% of the total time for an approximate total tune-in of 864,700 hours* during a typical 7-day week. All in all, some *1,150,100 adult-hours* are spent in auto-radio listening in a typical week.

In summary: Radio continues to hold its prime place among the media in the Louisville Market. However, some definite changes in "listener behavior" are becoming more apparent. The great increase in the ownership of portable sets, the widespread distribution of AM sets in "work rooms" in and about the home, and the relatively heavy use of auto-radio, all of these point-up the fact that radio's audience is changing, rapidly and markedly, in TV markets.

Radio enjoys one important advantage that the other media cannot match. It is the only solely auditory medium. Radio reaches people when they are concurrently engaged in other activities. And, if the broadcaster is to successfully satisfy the needs of his working/transient/relaxing audience, he must play radio's unique advantage to the very hilt. He must design "stopper" commercials—messages with high attention-getting effectiveness. And, in between these attention-grabbers, he must program easy-to-listen-to material that does not tax the attending powers of the listener too much. In short, he must program for "tomorrow's audience"—because "tomorrow" is almost here.

WJPG
THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE
GIVING MORE PEOPLE MORE REASONS TO LISTEN MORE OFTEN
EMPHASIS ON LOCAL NEWS, SPORTS, EVENTS, AND ENTERTAINMENT FAVORITES
PLUS
MUTUAL'S HEADLINERS
Nearly Everyone in the Green Bay Area has a compelling reason to listen to WJPG some time every day.
GREEN BAY IS A FAVORITE TEST MARKET
WJPG Green Bay, Wisconsin
McGILLVRA, Rep.
New York • • • • Chicago

TABLE I

THE LOUISVILLE MARKET SAMPLE FOR MARCH, 1952

	Original Sample (21 'mailings') number	%	Segments returning usable Q-schedules. number	%	Estimated number of households in market segment.
CITY Households (including Jeffersonville and N. Albany)					
Socioeconomic A (white)	129	4.6	96	9.2	14,490
Socioeconomic B (white)	384	13.7	114	10.9	43,160
Socioeconomic C (white)	512	18.3	192	18.4	57,640
Socioeconomic D (white)	50	1.8	12	1.1	5,670
Negro Households	204	7.3	36	3.4	23,000
Jefferson (Ky.), Clark TOWNS	188	6.7	66	6.3	21,110
& Floyd (Ind.) FARMS	70	2.5	12	1.1	7,880
TOWN Households					
Northeast Quad., to 30 miles	28	1.0	7	0.7	3,150
Southeast Quad., to 30 miles	28	1.0	10	0.9	3,150
Southwest Quad., to 30 miles	36	1.3	30	2.9	4,100
Northwest Quad., to 30 miles	25	0.9	18	0.9	2,840
Northeast Quad., 30-60 miles	162	5.7	90	8.6	17,960
Southeast Quad., 30-60 miles	149	5.3	77	7.4	16,700
Southwest Quad., 30-60 miles	225	8.0	96	9.2	25,200
Northwest Quad., 30-60 miles	163	5.8	42	4.0	18,270
FARM Households					
Northeast Quad., to 30 miles	17	0.6	16	1.5	1,890
Southeast Quad., to 30 miles	22	0.8	8	0.8	2,520
Southwest Quad., to 30 miles	22	0.8	6	0.6	2,520
Nortwest Quad., to 30 miles	17	0.6	6	0.6	1,890
Northeast Quad., 30-60 miles	109	3.9	24	2.3	12,280
Southeast Quad., 30-60 miles	81	2.9	30	2.9	9,140
Southwest Quad., 30-60 miles	78	2.8	36	3.4	8,820
Northwest Quad., 30-60 miles	101	3.6	20	1.9	11,340

Estimated Total In The 60-Mile-Market: 315,000 households

TABLE II

AVERAGE NUMBER OF MEMBERS OF THE TYPICAL HOUSEHOLD 'AT HOME AND AWAKE', AND AVAILABLE TO IN HOME RADIO

	. . . on a typical WEEKDAY in March (Base: 738 households)						. . . on a typical SATURDAY in March (Base: 66 households)						. . . on a typical SUNDAY in March (Base: 240 households)					
			Children						Children						Children			
Time-Segment	Adult Men	Adult Women	To 5	5 — 9	9 — 14	10 — 15	14 — 18	Adult Men	Adult Women	To 5	5 — 9	9 — 14	10 — 15	14 — 18	Adult Men	Adult Women	To 5	5 — 9	9 — 14	10 — 15
5am — 6am	.40	.54	.16	.07	.11	.07		.36	.64	.18	.07	.12	.04		.02	.28	.10	.08	.10	.0
6am — 7am	.38	.69	.20	.11	.16	.06		.36	.82	.36	.08	.10	.04		.25	.35	.10	.08	.10	.0
7am — 8am	.47	1.00	.41	.24	.10	.09		.73	1.00	.36	.14	.10	.06		.40	.68	.23	.15	.12	.0
8am — 9am	.21	.95	.51	.07	.00	.00		.45	1.36	.36	.11	.19	.09		.43	.80	.25	.13	.18	.0
9am — 10am	.15	.95	.46	.08	.00	.00		.36	1.18	.36	.09	.16	.11		.35	.80	.25	.10	.15	.1
10am — 11am	.11	.89	.42	.07	.00	.00		.36	1.00	.36	.07	.11	.06		.25	.75	.20	.08	.10	.0
11am — 12N	.20	.86	.43	.08	.03	.01		.36	1.36	.36	.05	.13	.06		.35	.68	.20	.05	.13	.0
12N — 1pm	.29	.94	.47	.12	.02	.01		.36	1.18	.36	.10	.20	.09		.40	.78	.23	.10	.20	.0
1pm — 2pm	.21	.90	.33	.12	.00	.00		.64	1.09	.36	.08	.12	.15		.50	.95	.18	.08	.13	.1
2pm — 3pm	.13	.87	.34	.17	.07	.00		.55	.82	.18	.05	.06	.07		.40	.73	.13	.05	.05	.0
3pm — 4pm	.16	.84	.41	.27	.20	.10		.45	.73	.18	.08	.06	.07		.38	.65	.08	.08	.05	.0
4pm — 5pm	.25	.92	.41	.27	.16	.14		.73	.91	.36	.13	.14	.09		.50	.75	.18	.13	.15	.0
5pm — 6pm	.48	1.00	.47	.36	.22	.17		.64	.91	.36	.21	.25	.14		.60	.83	.18	.20	.25	.1
6pm — 7pm	.64	.97	.49	.33	.21	.14		.64	1.00	.27	.16	.24	.15		.70	.90	.18	.15	.23	.1
7pm — 8pm	.63	.95	.38	.29	.18	.12		.82	1.09	.27	.16	.24	.12		.63	.80	.17	.15	.23	.1
8pm — 9pm	.67	.93	.28	.15	.12	.11		.82	1.09	.18	.12	.22	.10		.63	.78	.16	.10	.23	.1
9pm — 10pm	.54	.85	.13	.10	.08	.13		.64	1.00	.18	.12	.09	.09		.65	.80	.15	.10	.10	.1
10pm — 11pm	.42	.57	.02	.04	.08	.09		.73	.91	.00	.04	.06	.05		.50	.60	.08	.03	.05	.0
11pm — 12M	.34	.46	.00	.04	.07	.06		.55	.45	.00	.06	.07	.07		.43	.43	.08	.05	.08	.0

*Assuming the essential representativeness of the sample, any 'within cell' statistic ma be multiplied by the estimated population of households in the market (315,000) to obta an estimate of the available in-the-home audience in that category.

Film Report

(Continued from page 86)

Clyde Bruckman and **Harold Goodwin.** Negotiations have already started for release in South America and Europe.

* * *

Sterling Television Co., New York, has acquired from The Michelangelo Co. exclusive rights to "The Titan," Robert Flaherty's Academy Award winner based on life of Michelangelo.

Production . . .

Maurice Kosloff Productions, Hollywood, is preparing a half-hour TV film series, *Roaring Twenties—U.S.A.,* for mid-July production. Based on the experiences of ex-New York detective, **Barney Ruditsky** of the Broadway gangster squad, each film will dramatize highlights in the lives of such underworld characters as Dutch Schultz, Lucky Luciano, Jack "Legs" Diamond, Waxey Gordon and Louis Buchalter.

Writing the scripts is **Hal Biller,** radio-screen writer, which Mr. Ruditsky will open and close with narration. **George Moskov** is to be the director and **Louie Diaz** will be the associate producer.

* * *

Sam Hersh, president of **Family Films,** Beverly Hills, Calif., announces completion of the first group of 13 *Living Bible* films, produced in color for release in color and black and white. The 15-minute lesson units portray events in the life of Christ. **Nelson Leigh** portrays Christ in the films and **Edward Dew** is the director. According to Mr. Hersh, these are the first films using the literal text of the modern English of the revised standard version of the Bible. Release dates are set for September.

* * *

Wizard Telepictures Co., Hollywood, has started production on a quarter-hour TV film series, *The Wizard of Dreams.* Fantasy-comedy-musical series co-stars film actors **Chick Chandler** and **Franklin Langborn. Boris Petroff** is the producer-director.

* * *

Gene Autry's Flying A Television Co., Hollywood, is producing 13 half-hour TV film series, *Death Valley Days,* for **Pacific Borax Co.,** New York (20 Mule Team Borax), sponsor of the radio version. **Stuart** and **Darrell McGowan,** motion picture producer and director, have been signed to serve in those capacities with **Ruth Woodman** adapting scripts. **McCann-Erickson Inc.,** New York, is the agency.

* * *

Bing Crosby Enterprises, Culver City, has started production on its recently-acquired **Bret Harte** short story, "Tennessee's Partner," for inclusion in *Rebound,* a half-hour TV film series. **Jack Patrick** wrote script adaptation for producer-director, **Bernard Girard.**

* * *

Supporting roles assigned to **Dennis Ross, Howard McNear** and **George Pearson** in "The Gentle Years," first in *Ethel Barrymore Theatre* half-hour TV film series being produced by **Interstate Television Corp.,** Hollywood, a subsidiary of Monogram Pictures. **Walter Brennan** stars in the first film, which is narrated by **Ethel Barrymore. Will Jason** directs from an original script by **Jack Ruben** and **Jameson Brewer.** Producer is **Lee Savin.**

* * *

Three more films will soon go into production for CBS-TV *Schlitz Playhouse of Stars* with directorial duties assigned to **Edward Mann** by producer **Edward Lewis. Virginia Field** and **Willard Parker** co-star in "Mr. and Mrs. Trouble", now being filmed. **Irene Dunne** narrates the half-hour series.

* * *

Lou Lilly Productions, Hollywood, has been formed by **Mr. Lilly,** production supervisor and scenario department head for Jerry Fairbanks Productions, to film TV programs and commercials. Headquartered at KTTV (TV) studios, production starts immediately on a 13 half-hour situation comedy TV film series, *The Boy Friend,* featuring screen actor **Todd Karns.**

* * *

Six more half-hour films in **Kellogg Co.'s** *Wild Bill Hickok* TV series, filmed by **William F. Broidy Productions,** Hollywood, get underway June 18. **Guy Madison** and **Andy Devine** head the cast.

Twin Celebration

NOT only did new 10 kw station KBIG Avalon, Calif., start operating on 740 kc, June 1, but President-General Manager John H. Poole, was father of twin girls, Caroline Marie and Claudia Maria, the preceding evening. (Story on KBIG opening page 58.)

Film People . . .

Walter Klinger, in charge of sales for **Scandinavian-American Television Co.,** Beverly Hills, has returned from Copenhagen where the firm is filming *Hans Christian Andersen* TV series. Already completed are "Emperor's New Clothes", "Little Claus and Big Claus", "Simple Simon" and "The Swineherd." Mr. Klinger is arranging for distribution on 26 which are to be ready for fall release. Recently added to company is **Reginald Wyer,** head cameraman for *Seventh Veil, Quartet* and *Trio.*

* * *

Roland Reed, head of **Roland Reed Productions,** Culver City, Calif., is abroad for six weeks to study the feasibility of television film production outside of the United States. With several proposed TV film series in mind. Mr. Reed will tour England, Italy, Sweden, France and Norway inspecting studios and facilities.

* * *

Arthur B. Canning has joined the **George F. Foley** TV packaging and production firm as a sales representative. Formerly an account executive with Newell-Emmett Co. and divisional sales manager of the Brown Co., Boston, Mr. Canning will handle such programs as *Tales of Tomorrow, Dr. George Gallup Show,* and *Coast Guard Cadet on Parade.*

* * *

Arline Judge, former screen star, is to make her TV film debut in *Kerry Drake* series being produced by **Hafner-Halperin Inc.,** Culver City. She will portray *femme fatale* to **Sterling Hayden's** detective.

* * *

Hedy Lamarr has been signed for 36 half-hour television films to be produced in color by **Victor Pahlen** and associates in Mexico City. The series, titled *Great Loves,* will feature Miss Lamarr as the feminine partner in famous love stories. Production is scheduled to start July 1. Each film is budgeted in excess of $20,000, it was reported. In addition to her salary, Miss Lamarr will also share in the profits from the venture. Director of the series is **Edgar Ulmer.**

* * *

William Castle, contact director for Columbia Pictures, is on loan to **Pennant Television Productions Inc.,** Hollywood, as alternate director with **Harold Schuster** on *Date With Destiny,* half-hour TV films.

* * *

Hillary Brooke and **Clarence Kolb** have been signed for supporting roles in CBS-TV *My Little Margie,* summer replacement of *I Love Lucy* for **Philip Morris,** being produced by **Hal Roach Jr.** and **Roland Reed Productions,** Culver City.

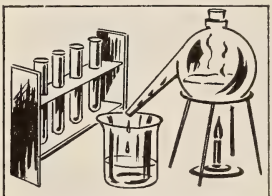
* * *

William Asher, Hollywood director, has been signed to write and direct 26 quarter-hour TV films for **Proktor Syndicated International,** New York, with shooting to start July 21 on the first 13. **Bernard Prokter** is the producer and **Don Ameche** is the m.c.-narrator.

Headline Club Meet

WILLIAM RAY, director of news and special events at NBC Chicago, speaks to the Chicago Headline Club, chapter of Sigma Delta Chi journalism fraternity, at a dinner meeting tomorrow (Tuesday) night. He will appear in a forum on news coverage plans for the upcoming political conventions in Chicago with Charles Hacker, Republican Convention manager, W. Neil Roach, Democratic Convention manager, and Alvin Orton, AP chief in Chicago.

EDGAR BERGEN, star of CBS Radio *Edgar Bergen-Charlie McCarthy,* starts first of several night club engagements, June 21, to break in material for next season's TV appearances.



And the final test is cost per 1000!

You'll find KWK's LOW—low cost per thousand radio homes delivered makes . . .

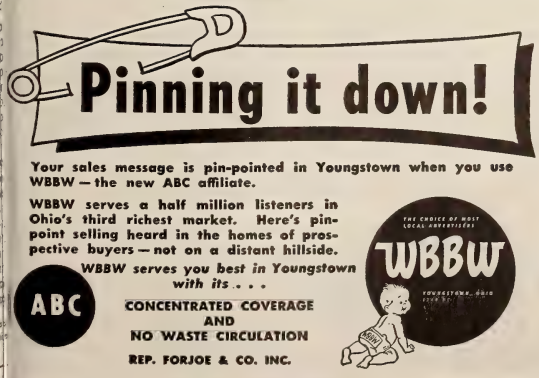
KWK the radio buy in St. Louis!

Your Katz man has the facts based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY



Radio Needs Muscle

(Continued from page 32)

be largely neglected by TV, partly because of commercial demands on TV time and partly as a simple matter of TV economics.

Don't get me wrong. TV is a marvelous medium. And like radio it is a great challenge to those of us working at it. I want to see both mediums prosper. But TV is a glamour boy. If you're wed to him alone, he can get real wearisome and demanding. Radio might be compared to the unglamorous husband who has been bringing home the bacon but may get unbearably dull at times. Fortunately it's permissible to be bigamous and wed to both, and both will be welcome under the same roof.

And fortunate indeed are those station owners who have a stake in both mediums, for they can complement each other. TV can bring the complete sight and sound, at a price, but may never be able to economically operate locally as radio does with its opportunity to do more things less expensively and with less advance planning.

From the station's viewpoint, it's less trouble to sit on one's fat fanny and just take network feeds, only now that the feeds are largely sustaining, the fanny is going to thin out. So since it's going to thin out anyway, why not replace the fat with a little muscle. Programming muscle, that is.

The lack of network night commercials has given radio stations this opportunity for a new start, and it is to be hoped that the chance isn't muffed. Currently national spot business is pretty healthy, so stations have a far better start than when they originally began, for national station representation hadn't yet been formulated, and station income was of the most haphazard variety. How long national spot will now prevail as a major source of income will depend on radio's appeal to the public. As TV continues its inroads on public attention via inevitable expansion, radio must have good sound business reasons for survival. Despite its record of frequent impressions at low cost, a dwindling radio audience will of necessity become suspect under the eagle eyes of the agency research boys.

So it is to be hoped that the industry just doesn't sit around and fret too much about possible network rate cuts with a per cent of a percentage involved. Some rate cuts may be inevitable, and many adjustments may be in the offing. It certainly is no time for crying, but a time for displaying some of the guts that built radio in the first place. Radio stations might well invest in more programming people—give bonuses to employes who are alert and come up with suggestions for feasible local programs and program stimulants. A revival of the imagination and drive that pioneered the industry will certainly please the most important friend and ally the radio station has—his representative—for certainly they have a mutual interest in making the station's audience attractive to the card rate buyer, who is always very jealous of his dollar's buying power.

Whether prosperity continues for radio, or whether austerity sets in, the medium should put its house in order by doing the things it does best, plus the things that TV is least apt to do. Tune-in incentive should be heightened, if radio will again become a more integrated part of the community.

Radio has to stay. We can ill afford to lose such a medium. True, radio is on a reducing diet not of its own choosing, but it will eventually become a harder hitting, leaner looking fellow, and will be healthier and more attractive.

GET THE BIG PLUS IN CINCINNATI

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI



BUSY Drue Smith (behind microphone), who has joined WAPO Chattanooga Tenn., from WDOD same city, has signed Quaker Oats Co. for sponsorship of a quarter-hour segment of her 45-minute morning show, *Drue Smith & Bee Bee*, which Quaker extended six months for Aunt Jemima all-purpose flour at the end of the original 13-week contract. Arranging for the show were (l to r): Walter H. Stamper Jr., WAPO salesman; Nelson Krepps, WAPO production and promotion manager; Fred Kerns, Quaker official; Drue Smith and her show partner, Bee Bee (Bernard Brown), and Ramon Patterson, WAPO owner. Other WAPO shows conducted by Drue Smith are *Party Line*, sponsored every afternoon by the Electric Power Board of Chattanooga, and *House Party* sponsored Sunday afternoon by Miller Bros. department store, Chattanooga.

New Business

(Continued from page 16)

OF HOLLYWOOD COSMETICS, L. A., appoints Jimmy Fritz & Asso Hollywood, to handle advertising in western states.

COLLINGDALE FEDERAL SAVINGS & LOAN Assn. appoints Benha Adv., Phila.

TONI Co., Chicago, appoints Weiss & Geller, that city, for Prom ho permanent.

COCK 'n BULL PRODUCTS, L. A. (Ginger beer), names Leona Shane Agency, that city. Radio-TV will be used.

SUNLITE BAKING Co., San Jose, Calif., names Richard Jorgens Adv., that city.

BAKER CONSTRUCTION CO., Pasadena (swimming pools), nam L. J. Swain Adv., Whittier, Calif.

LOVEKIN WATER HEATER Co. appoints Charles A. White Jr. & C Phila.

THRIFTY DRUG STORES, L. A., names William W. Harvey Inc., t city, to handle all vitamin products.

MUSIC FOR PORTLAND COMMITTEE, Portland, Ore., appoints Ho & Leland, that city.

MAGIC PANTRY Co., L. A. (mfrs. home freezers), appoints Fact Breyer Inc., that city. Media includes radio-TV.

Adpeople • • •

HALE R. TALBOT, assistant advertising manager, Pure Oil Co., C cago, promoted to advertising manager.

JOHN B. HOLMES, former media director, McCann-Erickson, Chica named advertising manager of Hertz Driv-Ur-Self System there.

KARL F. DINNAUER, advertising manager, W. A. Sheaffer Pen Fort Madison, Iowa, named assistant to **GRANT F. OLSON**, vice pr dent in charge of advertising, foreign service and defense producti **DON A. REED**, assistant public relations director, appointed assistant Mr. Dinnauer.

RALPH R. LEDDER, account executive, Walter McCreery Inc., Beve Hills, rejoins W. & J. Sloane, that city (home furnishings), as adver ing manager.

J. CALVIN AFFLECK, sales promotion manager, Receiver Div., A B. DuMont Labs., named advertising manager in addition to pres duties.

WILLIAM H. HARR promoted to marketing service manager, Le Div., Lever Bros. Co., N. Y.

DOLLY REED, beauty editor, *McCall's* magazine, joins advertising partment, Sales Builders Inc., L. A. (distributors Max Factor Hollyw make-up and Signature products).

KFBB TRANSFER

ACLU Urges Hearing Be Held

INFLUENCE of Anaconda Copper Mining Co. in the affairs of Montana was cited last week by the American Civil Liberties Union in a letter urging FCC to hold a hearing on the proposed transfer of control of KFBB Great Falls, Mont., to Fairmont Corp., wholly-owned Anaconda subsidiary.

ACLU contends approval of the transfer without a hearing would violate "the civil liberties principle of diversification in the ownership and policies of the media of mass communication." ACLU noted Anaconda "already owns or controls six Montana newspapers and has an interest in a seventh."

The transfer application, filed with the Commission early this year, requests approval to acquisition of control of KFBB by Fairmount Corp. through purchase of 51% interest for $157,080 from Fred Birch [B•T, Feb. 5]. Mr. Birch would retain a minority interest. KFBB is assigned 5 kw fulltime, directional night, on 1310 kc.

UP PLANS

Underway for Convention

FINAL U.P. plans for political convention news coverage, on behalf of member radio stations, have not been drawn, but will be effected on scale corresponding to reporting for newspaper members, which calls for "record strength" staffing, John J. Madigan, U.P. radio news manager, has announced.

News for TV station members will be filed over special TV script wire, it was reported, with film coverage by United Press Movietone News to be processed specially in an on-scene plant. TV coverage is to be headed by William C. Payette, U.P. television manager, assisted by Chiles Coleman, southern division news manager, William R. Higginbotham of the Washington bureau, and John Zischang and Charles Schuman of New York Movietone bureau.

PRESENTATION of honorary plaque has been made to WGAR Cleveland by 4th Group, Ohio wing of the Civil Air Patrol for "outstanding contributions to the field of aviation."

RADIO REPUBLIC INDONESIA

Is "Most Important" Way To Reach People

"RADIO is the more and more important way to reach our people," the director-general of Radio Republic Indonesia said while visiting New York.

The official, whose complete name is Mr. Maladi, explained that broadcasting is about the only mass medium in a country where more than 60% of the people can not read the Roman alphabet.

Indonesian radio is not limited to educating and informing the people, or to explaining the 3,000-mile-long archipelago to neighboring countries, but can even be identified as one of the primary sources of the democratic government, itself, Mr. Maladi said.

The facts might best be told in Mr. Maladi's own story:

As a teacher in Surakarta (on the island of Java), he was asked to help write scripts for the local radio station, not too long after radio was introduced to the islands in 1933. He started writing sports commentaries for the athletic-minded Indonesians, who reacted so strongly to such radio fare that today blow-by-blow accounts of major American boxing matches are rebroadcast on the islands two days after the event.

Sports Successes

The success of sports shows led him to suggest that the station branch out similarly in other fields and develop beyond the purely Javanese art programs it featured almost exclusively. He was given the chance to put his ideas into effect, and at the end of the four years was made honorary secretary of BBRK, the federation of national radio in Indonesia. It was a post he held proudly, albeit modestly, however, for he received no salary.

Then the Second World War started, the Japanese took Indonesia, and radio was seized by the invader. People were forbidden to listen to anything except "permitted" broadcasts and their frequently inspected radios were fixed to receive only Japanese stations, with the adjustments sealed by an imperial imprint. Workers of the underground reproduced the seal, broke the original on their sets, listened to forbidden channels and then replaced the official mark on their receivers. Mr. Maladi remembers that at that time (1943), San Francisco's Voice of America became the primary source for the commodity otherwise controlled by the Japanese: world news.



Chris J. Witting (standing), director-general manager, DuMont Television Network, and Mr. Maladi inspect TV control room equipment.

* * *

When the Japanese were replaced by Dutch troops at the end of the war, the same local people who resisted invasion fought against colonization and continued to operate the native radio system. Today, the history of the republic's founding can be read in radio logs maintained by radio people during these troubled times.

After independence, Mr. Maladi, like other underground leaders, was given a post in the government he had helped establish and was named director-general of the national radio network. Since 1950, he has maintained his offices in Djarkarta, the capital city, where broadcasting and government continue to be centralized.

As director-general of the state-owned network, Mr. Maladi supervises a system of 24 stations, to be increased by 10 additional outlets as soon as equipment ordered from the United States arrives.

Newspaper circulation is estimated at about 15,000. The lead in educating the nation's 80 million persons is thus taken by radio via the country's 225,000 sets—with one receiver often serving as many as 200-300 people in a single community listening center.

The director-general since April 10 has been making a three-month tour of American radio markets. After visiting, observing and inspecting network operations in New York, he scheduled stops in other principal cities.

O Tempora! O Marconi!

CLIMAX to radio giveaway shows was reached when Mrs. Franklin R. Hart, as prize in a guessing contest by WHIL Medford, Mass., was given the station itself—for one day. Mrs. Hart invited in all the neighbors last Monday to watch WHIL engineers and disc jockeys operate from her home.

On All Accounts

(Continued from page 12)

packages, Mr. Stone now handles the merchandising elements for Sonja Henie, Jackie Robinson, Penguin, Howdy Doody, and Gabby Hayes.

Currently, in addition to *Howdy Doody*, which is a fully-sponsored half-hour each day across the board on NBC-TV, the firm is represented by the *Gabby Hayes Show*, sponsored by Quaker Oats, five times weekly on television; *Author Meets the Critics* on DuMont, *Howdy Doody* on NBC radio, and *Jackie Robinson*, sponsored by Best Foods on NBC radio.

Mr. Stone has been married to the former Lyndel Laura Schwartz since Aug. 1, 1940. The Stones have two children, Judith, 9 and Richard, 6.



In Altoona it's **WVAM:**

First with top programming — *First* in the heart of a rich Central Pennsylvania Market.

"Most Powerful—Most Popular"

first with the finest DAY AND NIGHT

Weed & Co. *representatives*

1000 WATTS WVAM CBS IN ALTOONA 1430 ON YOUR DIAL

WWJ

NBC AFFILIATE IN DETROIT

Owned and Operated by THE DETROIT NEWS

National Representative THE GEORGE P. HOLLINGBERY COMPANY

LANG-WORTH's newest show, *This Is the Hour*, 60 minutes daily of broadway show tunes, light classics and songs from movies, is drawing favorable sponsor and audience reaction, according to C. O. Langlois, Lang-Worth president. Mr. Langlois says that *This Is the Hour* was especially designed as a show case for commercial spots and that it is the first of five new shows of broad popular appeal being added at monthly intervals for release to the Lang-Worth Transcribed Program Service.

programs promotion premiums



BILLBOARD PLUGS RADIO

OPENING of new super highway to Virginia Beach has prompted WCAV Norfolk, Va., to contract for three outdoor billboard locations on the new highway. Billboards will be used to plug station's summer resort programming. Business was placed through John McLaughlin Advertising.

FIRST HAND ACCOUNT

KOREAN airlift assignment has been completed by Esther Van Wagoner Tufty, Washington correspondent for 300 newspapers and 21 radio stations. Objective was to pick up a GI wounded at the front and fly back with him to the homefront. Report written by Mrs. Tufty deals with her experiences and those of Douglas MacKissock, the wounded soldier.

WHAS-TV INTERNSHIP

FOUR radio arts majors at the U. of Kentucky have been selected by WHAS-TV Louisville for a 10-weeks summer TV internship at the station. The program will offer the students working experience with WHAS-TV, co-sponsor with the university of the training plan.

'WLBE JAMBOREE'

ENTIRE three hours of *WLBE Jamboree* on WLBE Leesburg, Fla., has been sold to Howard & Ferguson Inc., distributor for Shell Oil Products, and 21 area Shell dealers. Heard from 5-8 p.m. Saturday, *WLBE Jamboree* is a hillbilly request show. J. Allen Brimmer is m. c.

BUSY BEE PROMOTION

HONEY colored promotion folder has been distributed by Beehive Network consisting of KSL Salt Lake City and KSUB Cedar City, Utah, and KEEP Twin Falls, KEYY Pocatello and KID Idaho Falls, Ida., announcing that business wise "Everything's humming here!" Copy points out that network's outlets in Utah and Idaho have a potential audience of 45,740 more radio families than any competing radio network.

'MUSIC TO MOW BY'

MUSIC to read by, music to dine by and music to buy by has always been featured by WCCC Hartford. Now it has *Music to Mow Your Lawn By*, a new program sponsored by the Hartford Equipment Co. The firm offers to mow the lawn for the lucky listener who can identify the "Mower Mystery Melody." Come winter, says Walt McGowan, WCCC news editor, and listeners probably will hear music to shovel snow by.

BEST MICHIGAN TALENT

BEST Michigan amateur teen-age vocal talent will be aired by WJR Detroit this summer. Talent hunt is being staged by WJR and the Junior Chamber of Commerce. Don Large, WJR choral director, will visit the entire state and will act as a judge in all regions. The WJR mobile studio will be used for most outstate programs. Broadcasts are being handled by Ron Gamble, director; Donn Chown, script writer, and Jim Garrett, m.c.

GEORGIA SONGWRITERS

YOUNG Georgia songwriters are being given a chance to introduce their works by WSB Atlanta. Each day, a Georgian's tune is aired. At the end of the month a champion song will be selected, recorded and forwarded to a publisher for consideration.

SPOT GETS RESULTS

MATCHING a current spot announcement on *Jewish Varieties* on WERE Cleveland dollar-for-dollar with an ad in newspapers for Mothers Day last year, the Davis Restaurant in Cleveland enjoyed 85% more business this year than the previous one, according to station reports. Show is aired on Saturday night and is written, produced and broadcast by Isadore Scheon, one-time program director at WEVD New York.

PRIMARY COVERAGE

CAMERAS were taken into the city room of the *Greensboro Daily News* by WFMY-TV Greensboro, N. C., to cover the May 31 Democratic primary. Arthur C. Stringer, promotion manager, said, "We are very proud of this special coverage which I am sure marks a 'first' in the Carolinas if not in the entire South." Gomer Lesch was in charge of the TV operation.

AIDS SHRINERS' EXPOSITION

SHRINERS' Exposition at Pleasure Beach, Bridgeport, Conn., was helped to success by WICC Bridgeport's Wallie Dunlap and Bob Crane. All of the more than 80 exhibitors in the five-day fair reported favorable business. Paid admissions were estimated unofficially at 80,000, with all proceeds going to the Cerebral Palsy campaign.

STATION'S SALES FORMULA

SERVING a market rather than selling it is topic of promotion piece issued by KMMJ Grand Island, Neb., and KXXX Colby, Kan. Experienced farm programming, copy points out, leads to sales. Reprint of a letter from Ball & Davidson Adv., Denver, giving results of survey conducted by the agency which placed KXXX on top in radio listenership, is featured in the brochure.

HEALTH PROGRAMS

NEW radio series giving news behind the news of progress in health, medicine and science began June 7 on NBC, *Your Key to Health*, scheduled for weekly broadcast, stars Jane Froman, relating health feature stories, and Ben Grauer reporting health news. Series is being presented in cooperation with Health Information Foundation.

KIDDER, PEABODY & Co.'s mutual funds department, New York, is testing series of one-minute commercials via WGHF-FM New York. Firm has also extended *Your Money at Work* on WOR same city every Sunday through July. Doremus & Co., N. Y. is the agency.

CONCISE PROGRAMMING

EFFORT is being made by WAAM (TV) Baltimore to give Marylanders complete news, sports and weather information. Three consecutive five-minute programs are being presented each weekday evening. Ted Jaffee, Nick Campofreda and Bill Watson will disperse news, sports and weather information, respectively, in the programs, *The Newsman, The Sportsman* and *The Weatherman.*

TV'S SERVICE STRESSED

STORY of community service through TV has been told by WEWS (TV) Cleveland in brochure treating station's public service activities. There is a pictorial account of efforts of the station in cooperation with religious civic and educational leaders to utilize the medium to its best advantage. Booklet's introduction states "Television—combining all the arts of sight and sound—can be the clearest, brightest light to illuminate our world today."

SPOTS INCREASE

TO reach Southern California swing shift workers, Orby's Women's Apparel Store, L. A., purchased some spot announcements on *Alex Cooper Show* on KLAC Hollywood six times weekly. Results were so gratifying that store started 32 spot announcements per week for 52 weeks. Agency for Orby's is Joyce True Adv., Santa Monica.

'QUEEN' TO TOKYO

AUDIENCE for July 23d broadcast of MBS *Queen for a Day* must be composed of women with sons or husbands serving with Armed Forces in the Far East. The Old Gold cigarettes sponsored show will send the queen to Tokyo, via Philippine Airlines, for an eight-day visit with son or husband. Military leave will be granted as soon as contestant is selected. On her way home, winner will have stop-overs in Manila and Honolulu.

WORC TREASURE HUNT

TREASURE hunt was sponsored by WORC Worcester, Mass., fortnight ago. Clues were broadcast by Dick Dowling leading participants along a circuitous route which finally ended at the new WORC studios. Mrs. Muriel Porter, first to reach the prize, won $100. Other people finding the finishing point were awarded merchandise prizes.

SALES FORECAST

SMARTEST place to spend the summer is at WCAU Philadelphia, according to promotion folder released by that station. Copy builds idea that wherever you go WCAU goes too. Reader is advised to "put your sales story on WCAU where there's never any vacation from listening or *buying*."



upcoming

June 16: BAB Sales Clinic, Philadelphia.

June 16-17: American Marketing Assn., conference, Netherland Plaza Hotel, Cincinnati.

June 16-18: National Assn. Radio Farm Directors, spring meeting, Raleigh Hotel, Washington.

June 16-19: National Advertising Agency Network, annual management conference, Skytop Lodge, Skytop, Pa.

June 18: BAB Sales Clinic, Baltimore.

June 18-20: FTC hearing on proposed radio-TV trade practice rules, Federal rules, Federal Trade Commission Bldg., 6th & Pennsylvania Ave., N. W., Washington.

June 19: BAB Sales Clinic, Washington.

June 19-20: North Carolina Assn. of Broadcasters convention, The Carolinian, Nags Head, N. C.

June 20: BAB Sales Clinic, Richmond, Va.

June 20-22: Catholic Broadcasters Assn. 5th national convention, New Orleans.

June 20-21: Communications Institute, Bowling Green State U., Bowling Green, Ohio.

June 22-26: Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 23-26: RTMA annual convention, Palmer House, Chicago.

June 25-27: Virginia Assn. of Broadcasters spring meeting, Chamberlin Hotel, Fort Monroe, Va.

June 29-July 2: National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

June 30: BAB Sales Clinic, Syracuse.

July 1: BAB Sales Clinic, Buffalo.

July 1: FCC to commence TV application processing.

July 3: BAB Sales Clinic, Pittsburgh.

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

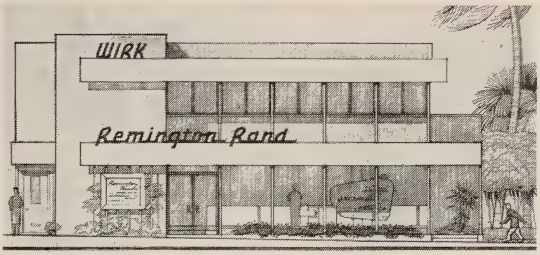
Oct. 20-23: Financial Public Relations Assn., annual convention, Coronado, Calif.

Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.



THIS is the architect's drawing of the new studio-office building of WIRK West Palm Beach, Fla. Joseph S. Field Jr., WIRK president, said that when the building is completed late this summer, it "will be one of the most modern structures in the Palm Beaches." It was designed by architect John L. Volk of Palm Beach.

PAY RAISES

WSB Okays for CBS N. Y.

AN ACROSS-THE-BOARD salary increase of 7½% for CBS New York employes in the labor grade category and on the payroll March 31 was approved by the Wage Stabilization Board last week.

Several hundred employes of CBS and three of its divisions were affected—CBS Radio, CBS Television and CBS Labs.

Spokesmen for the company said it was trying to pay the retroactive adjustments last Friday, but that because of time limitations some employes might not get the extra money until next Friday. Additional adjustments for overtime put in since March 31, they said, will be paid "at the earliest possible date."

The 7½% cost-of-living increase is based on salaries as of March 31. CBS spokesmen said it was accepted by the employe group of the Employe-Management Committee early in April and then submitted to WSB for its approval.

CD EXHIBIT

KCBQ Airs Preview

PREVIEW broadcast by KCBQ San Diego of the traveling federal civil defense exhibit brought impressive response from listeners.

Charles E. Pearce, CD official, commended the station for "the extremely inspiring program. Your timely half-hour broadcast indicates the great power of radio in arousing public interest."

KCBQ News Chief John Halvorsen toured the exhibit with visiting officials and workmen who were setting up the displays. At the request of Mr. Pearce, KCBQ sent the program tape to Washington as a guide to other stations planning similar programming.

INTERIM dividend of 12½ cents a share on common stock has been declared by directors of Capitol Records payable June 25 to holders of record June 14. Also declared is regular quarterly dividend of 65 cents per share on $2.60 cumulative convertible preferred stock payable July 1 to holders of record June 15.

SHEPHEARD NAMED

Heads Marketing Assn. Unit

JOHN E. SHEPHEARD, research director, Fletcher D. Richards Inc., has been elected president of the New York Chapter of American Marketing Assn. for the coming year, AMA announced Thursday.

Other officers for the 1952-53 season include: John Coleman, supervisor of consumer research, General Foods Corp., vice president; Philip Agisim, assistant director of Advertising research, Cowles magazines, treasurer; Caroline Garnsey, associate director of marketing research, *Woman's Day* magazine, secretary; Melvin J. Davis, assistant research director, Cecil & Presbrey, assistant secretary; Ernest E. Engel, market research department, Thomas J. Lipton Inc., assistant treasurer.

Edward B. MacDonald, manager of media research, Young & Rubicam, and Charles W. Smith, associate manager, McKinsey & Co., were elected directors for two years; Margaret C. Boos, research director, D'Arcy Advertising Co., was elected a director for one year.

Chapter board members serving the second year of two-year terms are: Donald B. Armstrong Jr., vice president, McCann-Erickson; Allen B. Sikes, service manager, ANPA Bureau of Advertising; William A. Reynolds, head of copy and media research, BBDO. Out-going Chapter President A. Edward Miller, director of marketing research, *Life* magazine, will serve ex-officio on the new board.

BOARD of directors of Admiral Corp. have declared a regular quarterly dividend of 25 cents per share on stock outstanding payable June 30 to stockholders of record June 16.

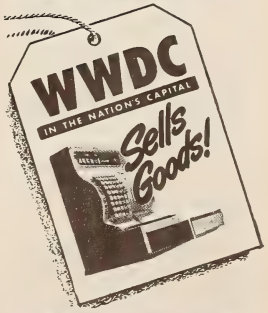
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BUY

Ask your John Blair man for the whole WWDC story

June 5 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KSWB Yuma, Ari.—Mod. CP which authorized new AM for extension of completion date.

WKNK Muskegon, Mich.—Mod. CP which authorized increase in N power and change in DA for extension of completion date.

KSRT (FM) Beverly Hills, Calif.—Mod. CP which authorized new FM for extension of completion date.

WBEN-FM Buffalo—Mod. CP which authorized new FM for extension of completion date.

AM—1010 kc

WEAS Decatur, Ga.—CP to increase power from 10 to 50 kw and install new trans.

Change Studio Location

KBMY Billings, Mont.—Mod. CP which authorized change in frequency and power increase to change trans. and studio location AMENDED to approx. 2 miles west of business district on U. S. Highway # 10, Billings.

WFOB Fostoria, Ohio—CP to change trans. and studio location from 125 S. Main St., Fostoria to U. S. Highway # 23, 3.5 miles south of Fostoria: change ant. height above average terrain from 95 to 205 ft.

AM—1150 kc

WRNO Orangeburg, S. C.—CP to change from 1450 kc 250 w to 1150 kc 500 w N 5 kw D, install new trans. and DA and change studio location.

Change Operating Hours

WCAT Rapid City, S. D.—Mod. license to change hours of operation from daily 11 a.m. to 1 p.m. MST to daily 12:30 p.m. to 1 p.m. MST.

License for CP

WMVO Mt. Vernon, Ohio—License for CP replacing expired CP which authorized new FM.

FM—93.3 mc (Ch. 227)

WEMP-FM Milwaukee—Mod. license to change from 94.1 mc (Ch. 231) to 93.3 (Ch. 227).

License Renewal

Following stations request renewal of license:

KSUE Susanville, Calif.; WBML Macon, Ga.; WIOU Kokomo, Ind.; WKBV Richmond, Ind.; KBIZ Ottumwa, Iowa; WJON St. Cloud, Minn.; WGBB Freeport, N. Y.; WVOS Liberty, N. Y.; KVOS Ardmore, Okla.; WDXB Chattanooga; WDXE Lawrenceburg, Tenn.; WNAH Nashville; KVLF Alpine, Tex.; WDNE Elkins, W. Va.; KFBC Cheyenne, Wyo.; KRAL Rawlins, Wyo.; WEVC (FM) Evansville, Ind.; WBUR (FM) Boston; WDTR (FM) Detroit; WBGO (FM) Newark, N. J.; WKSU-FM Kent, Ohio; WNAD-FM Norman, Okla.; KUHF (FM) Houston, Tex.

TENDERED FOR FILING

KSL-TV Salt Lake City—AMENDED to change ERP from 2.5 w vis. 1.25 w aur. to 45.5 kw vis. 17.75 kw aur.

APPLICATION RETURNED

KCRT Trinidad, Col.—RETURNED application for renewal of AM license.

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Company

Street

City Zone State

FCC actions



JUNE 5 THROUGH JUNE 12

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant
SSA-special service authorization		

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 103.

June 9 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WSLM Salem, Ind.—Mod. CP which authorized new AM for extension of completion date.

AM—1340 kc

KSID Sidney, Neb.—Mod. CP which authorized new AM to change from 1540 kc D to 1340 kc unl.

Extension of SSA

KOB Albuquerque, N. M.—Extension of SSA to operate on 770 kc 25 kw N, 50 kw D unl. for period beginning 3 a.m. EST Sept. 1.

AM—1490 kc

WDXE Lawrenceburg, Tenn.—Mod. license to increase power from 500 w to 1 kw. AMENDED to change name to Lawrenceburg Bcstg. Co.

License for CP

WTCH Shawano, Wis.—License for CP which authorized unl. and installation of DA-N.

License Renewal

Following stations request renewal of license:

WULA Eufaula, Ala.; KWJB Globe, Ariz.; KMBY Monterey, Calif.; KRDU Dinuba, Calif.; KSON San Diego, Calif.; WLAG LaGrange, Ga.; WJOB Hammond, Ind.; WAIN Columbia, Ky.; WCTT Corbin, Ky.; WFUL Fulton, Ky.; WOMI Owensboro, Ky.; WJIM Lansing Mich.; WMOX Meridian, Miss.; KBMY Billings, Mont.; WGVA Geneva, N. Y.; WENC Whiteville, N. C.; KASA Elk City, Okla.; KHBG Okmulgee, Okla.; WKIN Kingsport, Tenn.; WMAK Nashville; WKDA Nashville; KORA Bryan, Tex.; KOCA Kilgore, Tex.; WROV Roanoke, Va.; WOMT Manitowoc, Wis.; WJIZ (FM) Hammond, Ind.; KENO-FM Las Vegas, Nev.; WFAS-FM White Plains, N. Y.; WOPA-FM Oak Park Ill.

Change ERP

WROV-FM Roanoke, Va.—CP to change ERP from 285 w to 2.28 kw; ant. height above average terrain from 5 to 20 ft., overall from 194 to 192 ft.

TENDERED FOR FILING

AM—1550 kc

KEAR San Mateo, Calif.—CP to increase power from 1 to 10 kw, install new trans. and change from DA-N to DA-DN.

AM—1480 kc

WDAS Philadelphia—CP to change from 1400 kc 250 w to 1480 kc 1 kw, install new trans. and DA-DN.

AM—1150 kc

KRSC Seattle—CP to increase power from 1 kw D to 5 kw D, install new trans. and DA-DN.

AM—1390 kc

KYAK Yakima, Wash.—CP to change from 1400 kc 250 w to 1390 kc 1 kw, install new trans. and DA.

APPLICATIONS DISMISSED

WGAR Cleveland—DISMISSED CP to mount FM ant. on east tower of directional array.

KDKD Clinton, Mo.—DISMISSED CP to change from 1280 to 1350 kc.

June 10 Decisions . . .

BY BROADCAST BUREAU

FM—93.3 mc (Ch. 227)

WEMP-FM Milwaukee—Granted mod. of license to change frequency to 93.3 mc (Ch. 227).

To Remain Silent

WSAJ Grove City, Pa.—Granted request for authority to remain silent from June 7 through Sept. 20, to observe summer vacation.

AM—1240 kc

KAPK Minden, La.—Granted license for new AM 1240 kc 100 w unl.

AM—1260 kc

WTJH East Point, Ga.—Granted license covering increase in power, installation of a new trans. and change in studio location; 1260 kc 5 kw D.

AM—1320 kc

WRJW Picayune, Miss.—Granted license covering increase power, installation of new trans., and changes in ant. system; 1320 kc 5 kw D.

AM—1220 kc

WMFC Monroeville, Ala.—Granted license for new AM 1220 kc 250 w D.

AM—1570 kc

KVIM New Iberia, La.—Granted license for new AM 1570 kc 1 kw D.

Extension of Completion Date

WEDK Springfield, Mass.—Granted mod. CP for extension of completion date to 12-1-52.

Granted Temporary License

Following licenses were extended on a temporary basis to 9-1-52:

WGCH (FM) Greenwich, Conn.; WKSU-FM Kent, Ohio.

ACTIONS ON MOTION

By Comr. Frieda B. Hennock

Liberty Bcstg Co. Liberty, Tex.—Granted petition for dismissal without prejudice of application.

KTHT Houston—On Commission's own motion, removed from hearing and restored to pending file KTHT application.

Town & Farm Co. Inc. Columbia, Mo.—Granted petition to amend application to change corporate name of applicant from KMMJ Inc. to Town & Farm Co. Inc., and to retain application, as amended, on hearing docket.

WLAC Nashville—Granted petition for acceptance of late notice of intention to participate in oral argument on exceptions to initial decision released in proceeding upon application of Radio Reading, Reading, Pa.

By Hearing Examiner Fanney N. Litvin

WOL Washington, D. C.—Granted petition for continuance of hearing from presently scheduled hearing date June 9 to Sept. 8 at Washington, D. C.; re application for renewal of license of synchronous amplifier in Silver Spring, Md.

June 11 Decisions . . .

BY COMMISSION EN BANC

AM—1230 kc

KSEY Seymour, Tex.—Designated for hearing application for mod. of license to increase power from 100 to 250 w unl. 1230 kc; made KPAT Pampa, Tex., and KWTX Waco, Tex., parties to proceeding.

CP For CP

KSCY Searcy, Ark.—Granted CP to replace expired permit which authorized new AM 1450 kc 250 w unl. with same conditions as were attached to original grant which included that permittee not to commence program tests until KXLR Little Rock, Ark., commence program tests on 1150 kc and will not be licensed until KXLR is licensed on 1150 kc.

Granted Power Increase

WCAR Pontiac, Mich.—Granted application for mod. CP which authorized change in facilities from 1 kw-D to 50 kw-D, 10 kw-N, DA, on 1130 kc and change location from Pontiac to Detroit, to change trans. location and make changes in specified maximum expected operating values.

Change Main Studio

WVLK Versailles, Ky.—Granted mod. of license to change main studio location from Versailles to Lexington, Ky.

Extension of Authority

The First Baptist Church, Pontiac, Mich.—Granted extension of authority for one year to transmit religious programs to CKLW Windsor, Ont.

To Remain Silent

H. Bee Wood, Trustee in Bankruptcy for WSKB McComb, Miss.—Granted authority to remain silent additional 30 days from May 25, 1952.

Change Antenna System

WILS Lansing, Mich.—Granted mod. CP to make changes in ant. system, subject to conditions specified in original grant.

License Renewal

WKLV Blackstone, Va.—Granted renewal of license on a regular basis.

WATL and WATL-FM Atlanta, Ga.—Granted renewal of license on a regular basis.

Granted STA

WRAK-FM Williamsport, Pa.—By order, waived Sec. 3.265 of rules and

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anted STA to operate FM trans. by mote control from trans. site of RAK-AM, for 6 months.

WFRO-FM Fremont, Ohio—By order, ived Sec. 3.265 of rules and granted 'A to operate FM trans. by remote ntrol from trans. site of WFRO-AM, 6 months.

June 11 Applications . . .

ACCEPTED FOR FILING

License for CP

WHIL Medford, Mass.—License for CP which authorized new AM.

Change ERP

KWPM-FM West Plains, Mo.—Mod. CP which authorized new FM to change from 1.15 to 3.42 kw, change trans. output from 1 to 3 kw and ant. height above average terrain from 130 to 128 ft.

WMRN Marion, Ohio—Mod. CP which authorized new FM to change ERP from 7.6 to 25 kw.

License Renewal

Following stations request renewal

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Managerial post open at KGAE, Salem, Oregon. Ideal conditions. Contact Gordon Allen.

Very successful, highly rated midwest independent needs commercial manager immediately to help carry management load. State qualifications and salary requirements. Please do not phone. Jerome Sill, WMIL, Milwaukee.

Salesmen

Time salesman for Texas station. Salary plus commission. Good market. Box 361P, BROADCASTING • TELECASTING.

Progressive salesman wanted immediately by 5000 watt non-directional daytime 1000 watt directional night-time station with network affiliation in large southeastern city. Exceptional opportunity for aggressive man with good radio background and a proven sales record. State full particulars and submit photo with reply. Box 430P, BROADCASTING • TELECASTING.

Experienced man wanted by independent in competitive southern market. No hot shots or fly-by-nights. Performance insures permanence and good income. Box 454P, BROADCASTING • TELECASTING.

Salesman for 1000 watts in three station New York market of 350,000. Good propcsition. Draw with house accounts. Box 456P, BROADCASTING • TELECASTING.

Can you sell? Immediate need for experienced salesman with production ideas. Single station in sports country. Good housing. Wire or phone KPRK, Livingston, Montana.

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted, protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer, announcer, first phone must be top quality announcer, CBS midwest station. Box 281P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting, Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Young combo man, first phone, seeking varied experience in live Wisconsin city. Emphasis on announcing and commercial copy. Opportunity for promotion. Write Box 297P, BROADCASTING • TELECASTING.

Progressive independent has opening for announcer with sports experience. Box 372P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be good typist. Car necessary. Possibility of working into program director. Good salary. Box 395P, BROADCASTING • TELECASTING.

Announcers with first phone, one as chief. Box 397P, BROADCASTING • TELECASTING.

NBC regional affiliate with TV application located in deep south desires two announcers: one heavy selling, DJ type; the other to specialize in special events, news and play-by-play football. Excellent opportunity, permanent position for first class men. Submit audition, picture, experience and salary requirements in first letter. Box 407P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Copywriter-announcer. Must write copy that sells. Send audition, sample copy and full particulars. Box 438P, BROADCASTING • TELECASTING.

Combo man. Good announcer. Salary, talent and commissions. Daytime work, 30 to 40 hours. Michigan 1 kw station. Box 452P, BROADCASTING • TELECASTING.

Announcer with emphasis on news and DJ. Good pay and a pleasant atmosphere. Write to Box 460P, BROADCASTING • TELECASTING.

Combination announcer-engineer. Send qualifications, photo, audition. KCHJ, Delano, California.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Announcer—1st class engineer with pleasant voice. KMMO, Marshall, Missouri—daytime farm station.

Announcer-engineer with first class ticket needed to start at $65 weekly. Immediate opening with KPAN, Hereford, Texas.

Announcer. Experienced. Straight staff. No east-west coast applicants. Send complete details salary expected. Returnable tape or disc. Long established 250 ABC. Only station 30,000 market. KWNO, Winona, Minnesota.

Announcer-engineer, immediately with first phone license. 250 watt Mutual station in northern Virginia. $60.00 for 40 hour week, overtime after 40 hours. Profit sharing plan after three months service. Raises on merit. Send all details to Ken Gordon, WFTR, Front Royal, Virginia.

Wanted—Combination man for night shift, emphasis on announcing. $75.00 weekly. Walt Gaines, WIEL, Elizabethtown, Ky.

Experienced announcer for 250 w independent. Salary commensurate to ability. Send complete information, audition and salary expected to WJPD, Ishpeming, Michigan.

Engineer-announcer (first phone) to augment staff at mountain top transmitter. Studio of 325,000 watt ERP-WMIT, Clingman's Peak, Mt. Mitchell, North Carolina. See August, 1951 'Radio Communications' magazine for detailed description. Applications should state qualifications and references. Address Box 546, Charlotte, N. C.

Announcer with first class ticket. Good pay, excellent working conditions. Reply to Station WPUV, Pulaski, Virginia.

Help. Morning man moving up to larger station. Immediate opening. Need good air man to start at $80.00, must have first phone. Contact Manager, WRAY, Princeton, Indiana.

Immediate opening combination man. Network station. Good working conditions. Above average pay. Wire or phone A. W. Walthall, 7263, Orange, Virginia.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Immediate opening for first class operator. No announcing. Experience not necessary. South Carolina. Box 332P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. Texas. Box 362P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

First class engineer wanted immediately. Good pay and good working conditions. Box 382P, BROADCASTING • TELECASTING.

Regional station in upstate New York with application for TV filed with FCC needs qualified transmitter engineer fulltime. Fine opportunity with progressive station if you have what it takes. Forty hour shift, good working conditions. Write Box 394P, BROADCASTING • TELECASTING.

Network affiliate, 1 kw, to employ five first phone engineers to announce AM schedule, combo men, $400 per month if experienced. Live in ideal small town bordering large metropolitan area in Illinois. Write full details Box 398P, BROADCASTING • TELECASTING.

Opening for experienced announcer at 1000 watt daytime independent. Must be good on news, commercial and DJ programs. Send complete information and disc to WDBL, Springfield, Tenn.

Chief engineer wanted by Minnesota station. Must be able to do some announcing. Good salary. Box 420P, BROADCASTING • TELECASTING.

Engineer-salesman. Salary for 40 hours engineering plus 15 percent for selling. Good proposition with 1000 watt fulltime in New York 350,000 market. Box 455P, BROADCASTING • TELECASTING.

Engineer, first class. Immediate opening. No previous experience needed. Straight night shift. $180 monthly. KAOK, Lake Charles, Louisiana.

Transmitter engineer with first phone for future TV operation. Good salary for right man. KTSM, El Paso, Texas, NBC affiliate. Send qualifications, experience and salary requirements in first letter.

Immediate opening for first phone operator. Regular and summer replacement. WASA, Havre de Grace, Md.

Engineer-announcer. Immediate opening for experienced, hard working individual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WASL, Annapolis, Maryland.

Engineer, first ticket. Experience unnecessary. WCED, DuBois, Pennsylvania.

Engineer $64.40, 44 hours, overtime $2.10 hour. Permanent. WEED, Rocky Mount, North Carolina.

First class engineer-operator needed immediately for fulltime station. No announcing. WFAH, Alliance, Ohio.

Michigan station has immediate opening for first class engineer. No announcing required. Annual bonus and paid vacation time. Send complete qualifications to Chief Engineer, WHFB, Benton Harbor, Michigan.

Engineer with first phone who wants to learn all phases of broadcasting. Will find WIDE an ideal place to gather experience. Write full details, WIDE, Biddeford, Maine.

Engineer-announcer. Starting salary $70.00 per week WIRB, Enterprise, Alabama.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Immediate opening for combination man holding first class operator's license. WPRS and WPRS-FM, Paris, Illinois.

Immediate opportunity — Experienced transmitter engineer with supervisory qualifications. WSTC, 270 Atlantic Street, Stamford, Conn.

Production-Programming, others

Opportunity male copywriters. Some announcing. Submit samples. Box 363P, BROADCASTING • TELECASTING.

Newsman to become member of Ohio CBS affiliate station news staff. Must have: experience in gathering and writing local news and editing wire copy; ability to broadcast news in authoritative and interesting manner. We want a high calibre newsman capable of joining a topnotch news operation. Send full background first letter. No auditions until requested. Box 387P, BROADCASTING • TELECASTING.

Combination radio writer and producer capable of writing and producing variety, documentary, dramatic and similar shows. Must have experience. Prefer man under 30. Excellent opportunity with large station in progressive southern city. In replying, give details of education and experience and enclose photograph. Box 406P, BROADCASTING • TELECASTING.

Newsman—Gather, edit, write news. Some announcing. $300.00 per month plus mileage. Photo, audition, required. Box 424P, BROADCASTING • TELECASTING.

Program director—farm operation under new ownership. Pays well for man who produces listenable shows, handles traffic and supervises announcers. KMMO, Marshall, Missouri.

Production-programming copy writer. Your salary is $70 per week at this station if you have had two or more years experience in turning out lots of selling copy for cross-section of small market businesses. If you need a better job at a better station get in touch with John Conwell, KNCM, Moberly, Mo., immediately.

Outstanding opportunity for experienced woman with programming background. Chance to plan musical programs for nation's top music, news and sports station. Box A, WIND, Chicago, Illinois.

Situations Wanted

Managerial

If you're building a new station, or want to revitalize an old one, I can bring along all or any part of a versatile staff of one I've just sold, including engineers, announcers, salesmen, writers. Have been in radio 20 years as executive and owner, doing most of my own selling and heading many civic organizations. Am interested in medium-sized market. Box 396P, BROADCASTING • TELECASTING.

Manager. Network and independent experience. Good salesman, announcer. First class license. Employed, available 30 days. Prefer city over 30,000 population. Box 416P, BROADCASTING • TELECASTING.

General manager. Top administrator and sales executive. Years of experience in sales manager jobs with major companies, leading markets. Five years sales manager with 5 kw in south's largest market. Currently managing Mutual outlet. Family man, BS and MBA Degrees from all leading universities. Proven sales record which will stand investigation. Best references. Desire manager Gulf Coast, Virginia, West Virginia, Kentucky. Box 418P, BROADCASTING • TELECASTING.

Young family man, five years selling, knows radio and wants a commercial managership or high-paying sales position in west. Box 459P, BROADCASTING • TELECASTING.

Salesmen

Salesman experienced all phases radio, network and independent. First phone. Presently employed, married veteran. West coast only. Box 440P, BROADCASTING • TELECASTING.

Announcers

Announcer—4 years experience. All staff duties. Friendly, informal DJ. Intelligent news. Draft exempt. Box 318P, BROADCASTING • TELECASTING.

Capable announcer with year's experience. Veteran, single. Prefers upper midwest. Write Box 422P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Three-piece hillbilly band, headed by experienced announcer, seeking job with hillbilly station in south or southwest. Very versatile, exceptionally good, worth investigation. For details, photo, tape write Box 352P, BROADCASTING • TELECASTING.

Combination man. Two years experience. All phases of station operation. Married, draft exempt. Available immediately. Box 367P, BROADCASTING • TELECASTING.

Comboman. Construction, sales, programming experience. Now chief. Excellent voice. Available immediately for right salary. Box 383P, BROADCASTING • TELECASTING.

Singing announcer. Experienced, unusual disc program. Qualified newscaster, sportscaster, and play-by-play. AB Degree in radio. Presently employed. Married veteran. Box 386P, BROADCASTING • TELECASTING.

Experienced announcer, MC. Strong on music, news and sports. College graduate, 25, single veteran. Prefer northeast. Box 390P, BROADCASTING • TELECASTING.

Versatile announcer, strong on play-by-play, commercials, adlib and board operation. Seek position with sports-minded station. Draft exempt family man. Box 392P, BROADCASTING • TELECASTING.

Announcer. Draft exempt, married, college background. Light experience in announcing and promotion. Versed in music. Box 393P, BROADCASTING • TELECASTING.

Qualified staff announcer with terrific sports delivery wants opportunity to learn play-by-play. College math, radio school graduate, one year experience. Box 401P, BROADCASTING • TELECASTING.

Announcer, first phone. Recent radio school graduate, trained in all phases. Married, aged 25, draft exempt, will travel. Available immediately. Box 402P, BROADCASTING • TELECASTING.

Announcer seeks opportunity to break into sports staff, play-by-play and color. Qualified for all staff assignments. Draft exempt veteran. Box 403P, BROADCASTING • TELECASTING.

Combination man. Four years experience. Third class license. Here's program director, record, news and sports man. Presently employed. Prefer midwest location. Box 405P, BROADCASTING • TELECASTING.

Hillbilly DJ. Single 26 years. Old radio school graduate. One and one-half years experience as staff announcer, want change to hillbilly DJ. Play violin; can MC hillbilly group. Present employer will recommend. Prefer south or southwest. $75 minimum. Box 408P, BROADCASTING • TELECASTING.

Newscaster, editor. Currently featured in regional network. Tape, history on request. Box 415P, BROADCASTING • TELECASTING.

Experienced hillbilly DJ, guitarist, 26, single, clean living, control man, future engineer. Want better opportunities, presently employed. Box 423P, BROADCASTING • TELECASTING.

Versatile announcer, two years—proven record selling intangibles, allied field. Wants to return to first love—radio. Eastern seaboard preferred. Box 425P, BROADCASTING • TELECASTING.

Fourteen years of radio for hire. Top announcer, excellent writer, good salesman, news-wise, program, promotion, production. Five years on Mutual, play-by-play sports. Married, 31, draft exempt. Presently program director. Solid references. Southeast preferred. Go anywhere. No "big time!" Just good permanent job with future. Salary open, location primary. All inquiries answered. Hurry. Box 429P, BROADCASTING • TELECASTING.

Versatile announcer. Single, excellent references. Available immediately. Prefer south. Box 431P, BROADCASTING • TELECASTING.

Announcer with distinctive speech training. Young and experienced. No Orson Welles but (1) good newscaster-editor, (2) strong production background, and (3) knowledge of TV writing and directing techniques. Disc on request. Box 434P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Versatile announcer experienced from DJ to sports and everything between. Presently employed at 1 kw independent. Married, 27, deferred. Desire relocate permanently in northeast. Personal interview only. Box 435P, BROADCASTING • TELECASTING.

First phone. No station experience. Technical school graduate. Married veteran age 31. Box 437P, BROADCASTING • TELECASTING.

Topflight sportscaster now available due to live broadcast brought into major league city, cutting games to be broadcast in half. Best baseball references. Major, minor league experience. Box 442P, BROADCASTING • TELECASTING.

Announcer. Intelligent news, good commercials and disc work. Prefer New York, New England area. Draft exempt. Tape, details, myself available immediately. Box 443P, BROADCASTING • TELECASTING.

Announcer. Thoroughly experienced in all phases: news, disc, shows, remotes. Desires immediate employment. Night turn acceptable. Excellent references. Write or wire Box 444P, BROADCASTING • TELECASTING.

Announcer. Experienced, veteran, single, 22, neat, sober. Specialize morning DJ. Also news and sports. Have done copywriting, programming; logging. Ready to leave. Call in N. Y., AStoria 4-9038 or Box 445P, BROADCASTING • TELECASTING.

Experienced young announcer desires permanent position with topflight station. Well versed in all phases; DJ, news, etc. Free to travel. Draft exempt. Single. State salary. Box 447P, BROADCASTING • TELECASTING.

Experienced announcer. News, quiz shows and staff. College graduate, single, 27. Prefer northeast but all offers considered. Two years commercial and AFRS experience. Box 449P, BROADCASTING • TELECASTING.

DJ with 15 years successful experience desires change. Prefers east coast or California. Available within two weeks. Can handle himself as staff man or DJ and can sell hard when necessary. His own record library of over 18,000 records. Personally acquainted with most top musical personalities. Also has Variety, Cash Box and Metronome listings. Married? One child, reliable. Salary not important as opportunity. Welcomes personal interview or audition. Box 450P, BROADCASTING • TELECASTING.

Announcer with eight years experience in all phases. CBS trained. Board, remotes. Box 451P, BROADCASTING • TELECASTING.

Sports, news or combination post with future sought by radio-TV director doubling in publicity major unit national organization. Also interested in promotion opportunity. Currently doing sports part-time. Ex-newsman, college graduate, 33, veteran, good background, references. Box 457P, BROADCASTING • TELECASTING.

Staff announcer. Morning man, five years with NBC affiliate in midwest. Part or full time in or near New York City. Personal interview. Box 458P, BROADCASTING • TELECASTING.

Topnotch experienced play-by-play man, all sports. Highest recommendation present employer. P. O. Box 692, Cedar Rapids, Iowa.

Boy from the farm desires start in farm radio. Single, non-reserve, some radio experience. BA Radio, M.A. Radio, agriculture minor. Master's thesis on farm radio. Bill Arneson, 4408 West 34th Ave., Denver, Colorado.

Announcer, 6 years experience, 50 kw experience, desires position as newscaster or general staff. Minimum $85.00 anywhere. Bob Donaldson, Sam Davis Hotel, Nashville, Tenn. until June 20th.

Mature top commercial announcer, five years versatile experience. Superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Selling commercials, news and DJ. Vet, married, 32. Disc available. Kenneth Johnson, 727 N. 21 St., Milwaukee. Div. 2-4061.

Available immediately. Announcer—operate board. Married, 28, draft exempt. Will travel. Experience N. Y. Bob Miller, 1141 Elder Ave., N.Y.C. TIvoli 2-4780.

To manager large station, sizeable market looking for thoroughly experienced, (minimum 5 years), dependable announcer with excellent voice, smoothness, knowledge all phases radio, ability to adlib, MC convincingly, exempt and be permanent, should contact Harvey D. Murphey, 153 Mount Joy Place, New Rochelle, New York.

Situations Wanted (Cont'd)

Combo-program director. Three years all phases at independent and Mutual. GI, family. 24. Pleasing personality. Hard worker. Doesn't drink or smoke. Prefer Rocky Mountain states. TV. Resume, disc available. T. S. Neilsen, Lewiston, Utah.

Experienced combo man all phases. Available vacation relief only. Commercial voice, news, adlib. Tape on request. Have car, first phone. July open. Salary open. West only. Wire, phone Vacation - announcer, KYOR, Blythe, Calif.

Morning man, draft free, deep voice. Plenty of knowhow $60.00 minimum, go anywhere. Phone 705-W, Morganton, N. C.

Salesman-announcer. Ten years experience, all phases radio. Started as announcer, worked into sales. Can do play-by-play. Proven sales record. Three years college, married, sober, capable, thoroughly reliable. References, disc furnished. Presently employed but desire change. Go anywhere. Box 462P, BROADCASTING • TELECASTING.

New York newspaperman (you'll recognize byline) turned broadcaster—experienced, deep voice—wants newscasting spot with metropolitan station, part or full time. Background includes special events, announcing, commercial copy and continuity writing. Box 463P, BROADCASTING • TELECASTING.

Top - flight news - sportscaster desires change to larger radio-TV market. Nine years experience play-by-play in all sports including hockey, ski-jumping. Four years successful station management. Married, children, 33, exempt. Best references. Box 464P, BROADCASTING • TELECASTING.

Announcer-control board operator, accent on DJ. Available immediately, will travel, New York experience. Lonnie Padron, 520 W. 139th St., New York, N. Y.

Announcer-engineer 1st phone, fine strong voice. Experienced. Good DJ, etc. Prefer middle-east. Write or wire Dale Woodbine, c/o General Delivery, Bridgeport, Conn.

Technical

Chief engineer to take charge of progressive broadcast and television station in southwest portion of U. S., preferably California. 10 years experience (including construction) at 5 kw directional. Extensive knowledge of television circuits and techniques. Include full information first letter. Can interview about July 17. Box 343P, BROADCASTING • TELECASTING.

Present chief engineer wishes to relocate. Wishes to stay in California. Experienced in all phases of maintenance and repair. Have car. Married and very reliable. Wish permanent location. Very good references. Box 354P, BROADCASTING • TELECASTING.

Engineer. Married veteran with first phone license. Six months experience plus 2 years through radio, communications and TV schooling. Please forward complete details in first letter to Box 391P, BROADCASTING • TELECASTING.

Experienced with first phone desires AM or TV. Graduated from accredited school. Box 409P, BROADCASTING • TELECASTING.

Chief engineer. Six years experience AM and FM. Desires chief position or engineer large station. TV training. Box 419P, BROADCASTING • TELECASTING.

Chief engineer. Twenty years broadcast, five years television. Experienced operation, construction, planning television. Desire change to progressive station. $10,000. Box 426P, BROADCASTING • TELECASTING.

Studio technician. August graduate-TV Workshop, New York. All aspects studio operations. Will travel. Box 427P, BROADCASTING • TELECASTING.

Engineer, experienced, single, 26, veteran. Prefer southern New York, Pennsylvania but will travel. Available September 1. Box 435P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone. Fine voice quality. Seventy-five minimum. Ohio only. Box 446P, BROADCASTING • TELECASTING.

Engineer-operator. Experienced construction, maintenance, control room, etc. Eastern states. Box 451P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

1st phone, some experience, 24, single, draft exempt, engineer only. Available June 23rd. Write Alfred Lipschitz, 2112 Dorchester Rd., Brooklyn 25, N. Y.

Production-Programming, Others

Program director: play-by-play. Excellent dee-jay. Six years of experience. Top references. Box 330P, BROADCASTING • TELECASTING.

Employed continuity woman seeks advancement, air work. College graduate. Disc, copy on request. Box 356P, BROADCASTING • TELECASTING.

Experienced program director for small market AM station. Practical, working executive with background that speaks for itself. Excellent newscaster. Also sell. Ten years radio-TV. Married. Presently employed metropolitan station. Seeks opportunity for versatility. Midwest only. Box 400P, BROADCASTING • TELECASTING.

Femme continuity writer, with two years versatile experience including air work is interested in position with definite future in programming or as women's director. Midwest only. Box 404P, BROADCASTING • TELECASTING.

Radio-TV program continuity director. Experienced-employed. My programs attract audiences: my copy creates customers; customers mean sponsors: which means you'll be able to raise my $5000 starting salary. Box 410P, BROADCASTING • TELECASTING.

News director available immediately. Top local news reporting, special events, documentaries. Member NARND, SDX. News background over past ten years. Four and one-half years radio. Ohio State graduate. Now with metropolitan CBS affiliate. Top ratings. Telegraph Box 411P, BROADCASTING • TELECASTING.

Copywriter. Efficient, ambitious, experienced. Salary secondary to opportunity. For details write Miss Box 417P, BROADCASTING • TELECASTING.

PD (genuine!). Know programming, advertising, overall station operation. Employed. $5,000. Box 428P, BROADCASTING • TELECASTING.

Program director, 29. Thoroughly experienced, family man with top references. Disc or tape and resume on request. Box 432P, BROADCASTING • TELECASTING.

Program director. Five years experience as assistant PD. Capable of producing rating results through effective programming. Presently employed. Married, family. Box 433P, BROADCASTING • TELECASTING.

News writing wanted. Although short on experience, sound background from education, travel, interests. Now in magazine work. 1951 journalism graduate. Veteran. 25. Box 441P, BROADCASTING • TELECASTING.

Available now: program director-morning man. P. O. Box 1366, Norfolk, Va.

Promotion manager or assistant. Available July 1. 27. Family. 4 years agency and media experience. Al Jones, WNAX, Yankton, S. D.

Television

Situations Wanted

Managerial

TV station manager. Creative, practical executive experienced in all phases of radio, TV, local station, network, agency, time-buying, programming. Four years heavy TV experience. Married, dependable with know-how to make TV station pay off quickly. Ability warrants good incentive deal. Box 429P, BROADCASTING • TELECASTING.

For Sale

Stations

$15,000 for controlling interest in established 1,000 watt daytimer located in one of Ohio's rich industrial areas. Box 364P, BROADCASTING • TELECASTING.

5,000 watt radio station in Picayune, Mississippi for $70,000. Will accept cash or terms. If interested, please write Box 381P, BROADCASTING • TELECASTING.

(Continued on next page)

For Sale (Cont'd)

Southwest: 1000 watts. Nets $2,000 month. Ideal opportunity in fast-growing area. Box 388P, BROADCASTING • TELECASTING.

Eastern fulltime independent. Single station market. 60,000 population. Controling interest $60,000. Box 453P, BROADCASTING • TELECASTING.

Equipment, etc.

Two new GE 3 kw FM amplifiers; one GE 250 watt exciter. All export packed. Very reasonable. Box 384P, BROADCASTING • TELECASTING.

TV equipment. Synchronizing generator; monoscope camera; camera controls; monitors and push-button switching equipment for large or small station. Owner ill, will sell at 50 percent discount. Equipment new, export packed. Box 385P, BROADCASTING • TELECASTING.

GE, FM, studio link type BL-2A, complete with transmitter, receiver, 2-dish antennae, coax, 926 mgs.; cost $4200, used two years. Changed studio location eliminates need. Excellent performance. Improve your fidelity to compete with TV. Highest cash offer. Box 421P, BROADCASTING • TELECASTING.

Two Radio Music VL-1D vertical pickup assemblies complete with spare head. Never been used, Brush BK-403 tape recorder Lingo antenna 194' 9" complete with guys, lighting equipment, and tuning unit. Box 448P, BROADCASTING • TELECASTING.

GY250 Gates transmitter. New, Fall 1949. Fine to replace your oldtimer rig with. KCNI, Broken Bow, Nebraska.

New Gates 21A antenna tuning unit. New Gates model 24B lighting chokes. Used MO 2765 rectifier. Also used VD Rek-O-Kut cabinet, turntable, cutting arm, head. Contact Chief, KDDD, Dumas, Texas.

Complete one kilowatt station equipment priced for immediate sale. RCA equipment in service less than four years. Also complete directional array with four Wincharger towers, coax line and phasing equipment. KROC, Rochester, Minnesota.

Gates 1-MO-2830 model BF-250-A FM transmitter, HP monitor and antenna complete. Excellent operating condition. Best offer accepted. Contact Albert A. DeFilippo, c/o WAVZ, New Haven 10, Connecticut.

200 foot Wincharger type 101 tower, guys, insulator and flasher. WDOR, Sturgeon Bay, Wisconsin.

One 640AA condenser microphone and RA-1095 amplifier equipped with plug, cable and suspension ring-$350.00. WJR, Detroit.

1 kw, Gates, BC-1E transmitter for immediate sale due to 5000 watts power increase. Only 4 years old and in good condition with more than 100% tube supply. Yours for $4,000. Contact R. A. Dowling, WOOF, Dothan, Alabama.

RCA BFO, 68-B $275.00. RCA Dist. & noise meter, $325.00. Presto model "Y" disc recorder, mounted in cabinet, $400. All excellent condition. WPAG, Ann Arbor, Michigan.

RCA 308A field intensity meter with portable power supply ex con recalibrated. Very reasonable. Ray Osterbusch & Son, Wheaton, Illinois.

Wanted to Buy

Equipment, etc.

REL model 646-B FM receiver. Also one GE 250 watt FM transmitter, Model BT-1-B. Box 389P, BROADCASTING • TELECASTING.

Wanted: Used equipment: Limiting amplifier, console, Universal pickups with preamplifiers, jack panel, Cabinet rack, 1⅝ coaxial cable 51 ohm. Presto turntables. Box 313P, BROADCASTING • TELECASTING.

Ready to sell? Returning to east to inspect for purchase small station in Middle-Atlantic states. Interested in medium sized, non-metropolitan market. Will pay cash. Not broker. You will be contacted personally by purchaser. Box 414P, BROADCASTING • TELECASTING.

Used RCA 308A or B 120 to 18,000 kc, cash or will trade Federal 101B with broadcast loop. Also want 308A 120 to 550 kc loop only. Walter F. Kean, 1 Riverside Rd., Riverside, Ill.

Miscellaneous

Needed: all types educational television programs. If you have an idea for a discussion group, lecture, dramatic show, etc., write giving particulars to Box 413P, BROADCASTING • TELECASTING. Include costs, if possible, number of persons required for program, and as many details as are necessary for clarification. All replies will be kept in strictest confidence. Include a stamped, self-addressed envelope if material is to be returned.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Announcers

DISC JOCKEY

Top-Rated Independent. Excellent opportunity for outstanding personality. Rush audition.

WNOR

Norfolk, Virginia

Technical

Operating engineers wanted for defense radio project. Four station chief engineers, four transmitter supervisors, four receiver supervisors, 16 transmitter operators, 16 receiver operators, radio telegraph, radio telephone. Advanced amateur license desired but not necessary. Salary, $6,000 to $9,000 on a per diem basis. Travel expenses paid. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

Help Wanted (Con't)

CALIFORNIA VHF TV APPLICANT

We have:

1. Money
2. Local Ownership
3. Outstanding principals, tops in this community
4. Knowhow
5. Good chance of getting grant

We don't have:

1. Broadcast experience
2. Ownership-management integration

We want:

One or two associates, persons of unquestioned character and qualifications, with important broadcast experience—preferably in TV—to participate in ownership and management. Initial investment required (about 1/20th of costs attendant on prosecuting application, hearings). Additional $25,000 investment if CP granted. Prefer person who can devote substantial time and take residence in area.

BOX 232P,
BROADCASTING • TELECASTING

For Sale

Equipment, etc.

New 250 w Transmitter

Used less than a week—
A real buy.

Write for particulars.

KTRI Sioux City, Iowa

5 KW TRANSMITTER

WESTERN ELECTRIC

High dependability—off the air only 89 minutes in past year. High stability—never more than 3 cycles off. Includes tubes worth $2,230, most brand new. Complete operating records available. For engineer's opinion, see George Lohnes, Munsey Building, Washington, D. C. Will take good 250 watt transmitter as part payment. Send your offer or request for more facts to Joe Close, WKNE, Keene, New Hampshire.

For Sale (Cont'd)

For Immediate SALE!

TV TRANSMITTER

Now in operation and available for inspection

RCA TT-5A TV Transmitter, including:

1 set of new spare tubes

control console

side band filter

duplexer, and other essential equipment

•

(If interested, suggest immediate attention as equipment will be disposed of as soon as possible)

•

Write to: **KPIX**

Al Towne
Director of Engineering
San Francisco

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

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TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Midwest Independent
$100,000.00

One of the very successful midwest independents with a consistent record of increases in gross and profits. Above average plant and equipment. Delivered free and clear plus more than $30,000.00 in cash and accounts receivable.

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Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

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STATIONS

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PL 5-1127 — E. C. Lobdell, Licensee

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JUNE 12

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,350	2,331	86	327	211
FM Stations	633	581	69	12	8
TV Stations	108	97	11	587	7

CALL ASSIGNMENTS: WPNX Phenix City, Ala. (Community Bcstg. Corp., 1270 kc, 1 kw D); WARN Fort Pierce, Fla. (Hurricane Bcstg. Service, 1330 kc, 1 kw D); WSPN Saratoga Springs, N. Y. (Spa Bcstrs. Inc., 990 kc, 250 w D); KSGA Redmond, Ore. (Redmond Bcstg. Co., 1240 kc, 250 w unl.); WSSC Sumter, S. C. (Radio Sumter, 1240 kc, 100 w unl.); KBRZ Freeport, Tex. (Brazosport Bcstg. Co., 1460 kc, 500 w D); WTND-FM Orangeburg, S. C. (WTND Inc., 102.7 mc [Ch. 274] ERP 4.1 kw), and KLBS Houston, Tex. (Trinity Bcstg. Corp., changed from KLEE).

(Also see Actions of the FCC, page 98.)

Docket Actions . . .

OPINION AND ORDER

WTUX Wilmington, Del.—Port Frere Bcstg. Co. By memorandum opinion and order FCC granted petition for rehearing and other relief and supplements thereto filed by WTUX directed against FCC decision released Oct. 12, 1950 [B•T, Oct. 16, 1950], which denied license renewal. FCC set aside decision insofar as it denied renewal application and granted renewal of WTUX (see story this issue). Order June 12.

INITIAL DECISION

WHOL Allentown, Pa. — Allentown Bcstg. Co. FCC Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of 1230 kc, 250 w fulltime. Simultaneously, Hearing Examiner Smith denied application of Easton Publishing Co. seeking same facilities at Easton, Pa. (WHOL is now broadcasting under special authorization on 1230 kc, 250 w fulltime, pending conclusion of proceedings in this case which was remanded to FCC by U. S. Court of Appeals for D. C.; see story this issue.) Decision June 11.

Non-Docket Actions . . .

AM GRANTS

Mobile, Ala.—The Gadsden Radio Co., 960 kc, 1 kw daytime; condition. Estimated construction cost $11,525. Principals include Cary Lee Graham and Edwin H. Estes, who are licensees of WETO Gadsden, Ala. (Original application requested 1340 kc. 250 w fulltime, B•T, April 9, 1951.) Granted June 11.

Menominee, Mich.—Green Bay Bcstg. Co., 1340 kc, 100 w fulltime, engineering condition. Estimated construction cost $12,550, first year operating cost $54,000, revenue $70,000. Applicant is licensee of WDUZ Green Bay, Mich.

TRANSFER GRANTS

KCLF Clifton, Ariz.—Granted assignment of license from Dwight Hawkins Amusement Enterprises Inc. to Saguaro Bcstg. Co. through formation of new corporation, 50% of stock in which will be owned by Dwight Hawkins Amusement Enterprises Inc., and 50% by H. Chester Darwin, general manager of KCLF, who will become president of new corporation.

KPAS Banning, Calif.—Granted assignment of license from Byron-Wood Motors, d/b as Pass Bcstg. Co., to Kenneth L. Colborn for $10,400. Mr. Colborn is owner of The Center Inc., which controls business property in Palm Springs, Calif.

KDAC Fort Bragg, Calif.—Granted assignment of license from Charles R. Weller, receiver pendente lite of Mendocino Coast Bcstg. Co., to Edward Mertle, for whom court judgment has been granted following conclusion and settlement of partnership litigation, during which time Superior Court of Mendocino County appointed Mr. Weller receiver pending final court disposition of case. Mr. Mertle is owner of Golden West Hotel, Fort Bragg, and Welcome Inn Restaurant & Bar, Fort Bragg.

KMOR Oroville, Calif.—Granted assignment of license from J. Steventon, d/b as Oroville Bcstrs., to Oroville Bcstrs., new corporation composed of Mr. Steventon and two others. New stockholders will pay about $7,751.55 for their interest.

KBLF Red Bluff, Calif.—Granted assignment of license from Arvo Haapanen and Victor Lahti, a partnership, to Hal K. Shade for cancellation and release of Tehama Bcstg. Co.'s obligations. Mr. Shade pays Russell G. Frey, holder of Tehama Bcstg. Co.'s promissory notes, $27,500, of which $5,000 is paid at close of agreement and remainder at $150 monthly for not more than five years. Mr. Shade owns 30% of KNPT Newport, Ore., and is general manager of H. W. Critchlow Co. (syndicated radio sales), Red Bluff, Calif.

WBIB (FM) New Haven, Conn.—Granted transfer of control from The Church Court Co. to Samuel Botwinik, Louis Botwinik, Meyer J. Botwinik, Norman I. Botwinik and William Horowitz through stock transfer; same individuals continue to hold proportionate shares of stock. No actual change of ownership or control, no monetary consideration. Simultaneously, consent granted to assignment of license to Connecticut Radio Foundation Inc.

WCNH Quincy, Fla.—Granted acquisition of control by Andrew B. Letson through sale of 320 out of 500 shares of stock for $18,400. Mr. Letson is general manager and chief engineer of WCNH, and already holds 26% interest in station; he will hold 78.2% of stock. He also is applicant for new AM station in Tallahassee, Fla.

KCLO Leavenworth, Kan.—Granted assignment of license from Leavenworth Bcstg. Co. to Cecil W. Roberts for $31,000. Mr. Roberts is owner of KREI Farmington, Mo., KNEM Nevada, Mo., and KCHI Chillicothe, Mo., and is applicant for new AM station in Chanute, Kan.

WUST-AM-FM Bethesda, Md.—Transfer of control from Harold S. Russell, Parker W. Jones, Willard D. Egolf and Carl J. Batter, who each hold 25%, to same group, except that Mr. Egolf's stock is retired, Mr. Jones' stock is decreased to 0.46%, Messrs. Russell and Batter's stock is increased to 40.57% each and a new stockholder, W. Parker Jones, acquires 18.40% interest. W. Parker Jones is a Washington, D. C., attorney.

KOBK Owantonna, Minn.—Granted transfer of control from William F. Johns Jr. to Myles H. Johns for $6,888.50. Myles H. Johns is president and 50% owner of Broadcasting Service Inc., St. Paul, Minn., and a brother of William F. Johns Jr.

KOB-AM-TV Albuquerque, N. M.— By memorandum opinion and order granted transfer of control from T. M. Pepperday to Time Inc. and Wayne Coy for $900,000 [B•T, June 2]. After series of reorganizations, which will transfer assets of Albuquerque Bcstg. Co., a Time Inc. subsidiary, 50% interest in station will be sold to Mr. Coy for $75,000, plus eight-year contract as general manager at $26,000 per year. In addition, Mr. Coy will remain consultant to Time Inc. at fee of $24,000 per year. Time Inc. publishes *Time, Life, Fortune* and other periodicals. In memorandum opinion and order, FCC said approval was subject to any action it may take to carry out mandate of U. S. Court of Appeals as set forth in ABC v. FCC; further, FCC ordered *denial* of (1) petition of ABC requesting dismissal of pending application of KOB for mod. CP and for license, (2) request that node above mentioned be carried out prior to action on transfer application case, and (3) request that Special Service Authorization by which KOB is presently operated be rescinded.

WTRF-AM-FM Bellaire, Ohio—Granted relinquishment of negative control from Thomas M. Bloch and Betty Bloch Harris, co-executors of estate of Jesse A. Bloch, deceased, and Gordon C. Dix and Albert V. Dix, to the same parties plus Robert W. Ferguson through a stock transaction.

KUGN-AM-FM Eugene, Ore.—Granted relinquishment of negative control by O. E. Berke and P. R. Beebe to Ewing C. Kelly. The Messrs. Berke, who each hold 25% interest, will sell total of 5% interest to Mr. Kelly for $4,602.91 (leaving them with total of 45% interest); in addition, Mr. Kelly has option to buy remaining interest within the next two years for $41,426.19 plus 5% interest from time sale is closed. If Mr. Kelly does not elect to buy remaining 45% within two-year period, the Messrs. Berke have option to buy 5% interest they sold to Mr. Kelly for $4,602.91. Other 50% interest of KUGN owned by C. H. Fisher not affected in agreements between the Messrs. Berke and Mr. Kelly.

KFDA - AM - FM Amarillo, Tex.— Granted transfer of control from Gilmore N. Nunn, J. Lindsey Nunn and Gilmore N. Nunn, trustee, to Amarillo Bcstg. Co. (a Delaware corporation), which is owned equally by C. C. Woodson, Wendell Mayes, Charles B. Jordan and Gene L. Cagle, for $240,000. Mr. Woodson owns 95% interest in Brownwood Newspapers Inc. (*Brownwood Bulletin*), Brownwood, Tex., and other Texas and Florida newspapers; he has oil and gas interests in Texas; he is applicant for new television stations in Austin, Tex., and Amarillo, and at one time owned 50% interest in KBWD Brownwood and KNOW Austin, 24% interest in KRIO McAllen, Tex., and WACO, Waco, Tex.; his interest in various AM stations was sold by 1950. Mr. Mayes now is president and owns controlling interest in KBWD and KNOW; he had interest in KRIO and WACO which was sold in 1949. Mr. Jordan was associated with WRR Dallas for 20 years, last seven of which he was managing director; he is now vice president and assistant general manager of Texas State Network and vice president of KABC San Antonio, WACO, KRIO and KFJZ Fort Worth. Mr. Cagle is president, director and general manager of Texas State Network, KFJZ, KABC, WACO and KRIO; he also owns 34% of capital stock of Texas State Network, which in turn owns 100% of capital stock of KFJZ, WACO and KRIO; Texas State Network is applicant for new television station in Fort Worth.

WDVA Danville, Va.—Granted relinquishment of control by John S. Meade to Virginia-Carolina Bcstg. Corp., through transfer of 22% of Mr. Meade's 52% interest. Transferred will be 3,550 shares of stock, of which 2,150 shares will be transfered to other stockholders and remaining 2,150 shares will be transferred to Harry Meade and John S. Meade Jr., Mr. Meade's sons.

KPUY Puyallup, Wash.—Granted assignment of license from Clarence E. Wilson to partnership composed of Mr. Wilson and P. D. Jackson, d/b as Radio Station KPUY. Messrs. Wilson and Jackson are equal partners owning KWCO Chickasha, Okla., KTMC McAlester, Okla., and applicants for new TV station in Oklahoma City, Okla. Mr. Jackson pays about $15,130 for his interest in KPUY.

WTRW Two Rivers, Wis.—Granted transfer of control from Two Rivers Bcstg. Co. to Chris Hansen, fruit grower and fruit farm operator; Charles Whitford, also fruit grower and fruit farm operator, and Wendell Hansen, trainer-exhibitor of "Bertelles' Birds," for $40,000 for 95% interest.

New Applications . . .

AM APPLICATIONS

Richmond, Ky.—Richmond Bcstg. Co., 1340 kc, 250 w fulltime. Estimated construction cost $12,388, first year operating cost $60,000, revenue $80,000. Equal ⅓ partners include J. W. Betts, general manager of WFTM Maysville, Ky.; Charles P. Clarke, farm owner, and J. M. Finch Jr., Maysville building contractor. Filed June 2.

Pontiac, Mich.—William R. Reed, 1460 kc, 500 w daytime. Estimated construction cost $15,556, first year operating cost $90,000, revenue $105,000. From 1947 to 1951 Mr. Reed was administra-

(Continued on page 104)

FCC Actions

(Continued from page 99)

of license for regular period:

WCOV Montgomery, Ala.; KHUM Eureka, Calif.; WBHB Fitzgerald, Ga.; KDEC Decorah, Iowa; WHAI Greenfield, Mass.; WFAK Memphis; WOKE Oak Ridge, Tenn.; WJEJ Hagerstown, Md.

APPLICATION RETURNED

WJXN Jackson, Miss.—RETURNED CP to change trans. location, install new trans. and change ant. system.

APPLICATION DISMISSED

WKOX Framingham, Mass. — DISMISSED mod. of license to change main studio location.

June 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WKOV Wellston, Ohio—Mod. CP which authorized new AM to change ant. and ground system.

License for CP

WIPR Santurce, Puerto Rico—License for CP which authorized change in trans. location.

Extension of Completion Date

KACE Dallas, Tex.—Mod. CP which authorized new AM for extension of completion date.

License Renewal

Following stations request renewal of license for regular period:

WWWB Jasper, Ala.; KSMA Santa Maria, Calif.; KCRT Trinidad, Col.; WPAX Thomasville, Ga.; WHIZ Zanesville, Ohio; WHBQ Memphis; WCHV Charlottesville, Va.



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SESAC Inc., 475 Fifth Ave., N. Y. C.

FCC Roundup

(Continued from page 82)

tive assistant, U. S. Senate, Washington. Filed June 10.

Columbia, Miss. — Southwestern Bdcstg. Co. of Mississippi, 980 kc, 500 w daytime. Estimated construction cost $9,225, first year operating cost $24,000, revenue $30,000. Principals, all equal 1/3 partners, are: Louis Alford, Phillip D. Brady and Albert Mack Smith, who are equal partners in WAPF McComb, Miss. Filed June 10.

Oxford, Ohio—Eugene Napier and Richard Plessinger, 1090 kc, 500 w daytime. Estimated construction cost $10,350, first year operating cost $23,000, revenue $27,000. Equal 50% partners are Eugene Napier, student at Stewart High School, Oxford, Ohio, and Richard Plessinger, serviceman for McFarland Radio Service, Oxford. Filed June 12.

Raymondville, Tex.—Willacy Bdcstg. Co., 1470 kc, 1 kw daytime. Estimated construction cost $23,350, first year operating cost $36,000, revenue $40,000. Principals are Kelly Bell (75%) and J. C. Stallings (25%). Mr. Bell owns KOSF Naogdoches, Tex., and 50% of KBRZ Freeport, Tex. Mr. Stallings owns 25% of KBRZ. Filed June 2.

Keyser, W. Va.—Glacus G. Merrill, 1270 kc, 1 kw daytime. Estimated construction cost $19,970, first year operating cost $21,000, revenue $30,000. Mr. Merrill is president and treasurer of WHAR Clarksburg, W. Va. Filed June 2.

FM APPLICATIONS

Jacksonville, Fla. — WIVY Inc., 93.7 mc (Ch. 229), ERP 3.256 kw. Estimated construction cost $5,000, first year operating cost $4,800, revenue $5,000. Applicant is licensee of WIVY Jacksonville. Filed June 4.

San Mateo, Calif.—San Mateo Junior College, 91.1 mc, 10 w. Estimated construction cost $16,500. Non-commercial educational FM. Dr. Elon E. Hildreth is president of San Mateo Jr. College. Filed June 9.

TRANSFER REQUEST

KTOK Oklahoma City, Okla.—Transfer of control from O. L. Taylor Co. to Amarillo Bcstg. Co. for $225,000. Principals in transferee include: President Wendell Mayes (25%), president and major stockholder in KBWD Brownwood, Tex., and KNOW Austin; 25% owner of KFDA Amarillo; former partowner of KRIO McAllen, Tex., and WACO Waco, Tex., sold in 1949. Vice President C. C. Woodson (25%), 95% owner of *Brownwood* (Tex.) *Bulletin*, and other Texas and Florida newspapers; he has oil and gas interests in Texas; applicant for new TV outlets in Amarillo and Austin, Tex.; 25% owner of KFDA; at one time owned 50% interest in KBWD and KNOW, and 24% interest in KRIO and WACO; interest in these stations was sold by 1950. Secretary-Treasurer Charles B. Jordan (25%), with WRR Dallas for 20 years, last seven of which he was managing director; now vice president and general manager of Texas State Network and vice president of KABC San Antonio, KFJZ Fort Worth, KRIO and WACO; he is now 25% owner of KFDA. Gene L. Cagle (25%), president and general manager of Texas State Network, KABC, KFJZ, KRIO and WACO; owner of 34% capital stock of Texas State Network, which in turn owns 100% of capital stock of KABC, KFJZ, WACO and KRIO, and is applicant for new TV station in Fort Worth; he also is 25% owner of KFDA. Sale terms: $10,000 in escrow, $140,000 cash at transfer date, $75,000 promissory note to be paid off by $1,000 monthly at 4% interest.

New Program Firm

PILSBURY PUBLISHERS Inc., New York, has announced formation of a new television division called Pilsbury Productions Inc. Firm will package and distribute both live and film TV programs. It is located at 170 E. 79 St., New York. Telephone is Trafalgar 9-9208. Larry Merchant, president of the publishing firm, will be executive producer and Bob Blum, formerly of NBC, is in charge of directing and script editing. First effort, a children's program, is being shown to agencies for presentation in the fall.

APRIL-MAY FCC BOXSCORE

STATUS of broadcast station authorizations at the FCC:

	—As of April 30—			—As of May 31—		
	AM	FM	TV	AM	FM	TV
Total authorized	2,415	646	108	2,418	647	108
Total on the air	2,347	632	108	2,352	630	108
Licensed (all on air)	2,325	579	94	2,328	581	94
Construction permits	90	67	14	90	66	14
Total applications pending	976	133	644	973	125	656
Total applications in hearing	217	8	9	211	8	7
Requests for new stations	324	9	536	323	10	541
Requests to change existing facilities	209	13	53	208	16	64
Deletion of licensed stations	0	4	0	0	2	0
Deletion of construction permits	1	1	0	0	0	0

Sixth Report Taken to Court

(Continued from page 82)

which the 170-mile separation is based." It notes WLWC in its application to change from Channel 3 to Channel 4, as provided for in the Sixth Report, proposes to use a tower of only 436 ft.

"A reduction in height of only a few feet below the 1,000-foot permissible maximum would make the allocation of Channel 4 to Braddock entirely within the Commission's standards as regards interference, yet WLWC proposes to use only 44% of the maximum permissible height," the petition continues, remarking that this decision of WLWC "is obviously a proper one in view of the size of the Columbus market. It is equally unlikely that any applicant for the use of Channel 4 in the Pittsburgh area will be able prudently to use a 1,000-foot tower."

The petition explains that "the Pittsburgh metropolitan district is irregularly shaped, having a maximum length of 62 miles and a maximum width of 80.8 miles. It is illogical, unreasonable and arbitrary to fix the site of this huge metropolis at the exact pinpoint of the latitude and longitude fixed in its book by the Department of Commerce for entirely unrelated purposes."

Refusal Unjustified

"Accordingly," the petition concludes, "the refusal to allocate Channel 4 to Pittsburgh or to Braddock is entirely unjustifiable."

The petition requests the court to "remand to FCC the matter of the assignment of Channel 4 to Pittsburgh or Braddock, with instructions that by appropriate proceedings the FCC redetermine on the basis of cogent reasons particularly related to the provisions and purposes of the Communications Act of 1934 whether or not Channel 4 may be assigned to Pittsburgh or Braddock and that the Commission publish its findings, conclusions and order in the premises."

The other court appeal respecting the failure to add Channel 4 to the Pittsburgh area, filed by WLOA, contends this action was "arbitrary and capricious" because such an allocation could be made "in accordance with the Commission's Rules by changing the assignment" of WLWC from Channel 3 to Channel 10 (instead of Channel 4 as done) and changing WBNS-TV Columbus from Channel 10 to Channel 4. Separation between Braddock and the transmitter of WBNS-TV is 170 miles, the allowable minimum, the petition notes.

The WLOA petition points out that in assigning Channel 4 to WLWC, a co-channel separation of only 159.043 miles results between WLWC and WWJ-TV Detroit, whereas assigning Channel 4 to WBNS-TV would increase this less-than-minimum separation to 162.9 miles.

"Permitting sub-minimal co-channel mileage separations in favor of existing licensees and permittees—which in itself constitutes an arbitrary and unlawful discrimination in favor of existing licensees and permittees—does not legalize the Commission's proposed assignment of Channel 4 to WLWC for two reasons," the petition asserts. These are: "(1) No existing licensee or permittee is presently authorized to operate on Channel 4 at Columbus and (2) the co-channel separation of WLWC on Channel 3 (from WDTV at Pittsburgh) of 162.459 miles would be *reduced* to a co-channel separation on Channel 4 (from WWJ-TV at Detroit) of 159.043 miles."

The petition further asserts that the "standard of notice established by the Administrative Procedure Act was not met in the television rule making proceeding in view of the entire lack of correlation between the Commission's notice of the technical standards on which it proposed to base its allocation of Channel 4 to WLWC and the technical standards which is actually adopted and used in the Sixth Report. Thus, petitioner had no notice that the co-channel assignment separation for VHF channels in the Braddock-Columbus area would be 170 miles rather than 180 miles; or that 'reference points' and methods of determining distances selected by the Commission would involve distances between transmitters of existing stations and post offices of certain cities."

Lack of adequate legal notice fundamentally "derives from the failure of the Commission to adopt technical standards for television stations before requiring interested persons to plead to the Commission's proposed specific allocation table of assignments of television channels." Petitioner's right to "full and fair" notice and hearing, WLOA asserts, "was debased in this proceeding to a guessing gam in which petitioner had, at it peril, to guess which of the in finite possible technical standard the Commission might adopt simultaneously with its decisio on allocation of channels—and t base its participation therein o such a guess."

The WLOA appeal challenges th legality of FCC's use of "assign ment spacing" (city - to - city rather than "facility spacing (transmitter - to - transmitter WLOA argues the Sixth Repo therefore "elevates administrativ convenience above the substantiv standards of the Communication Act and defeats the public inte est."

'Reconsider Such Assignment'

The petition further challenge the legality of the FCC sho cause order to change WLWC fro Channel 3 to Channel 4 since i precludes comparative considera tion with the mutually exclusiv request for Channel 4 at Brad dock.

The petition asks the court t "set aside and determine to b invalid" the Sixth Report in s far as it denied the allocation o Channel 4 to Braddock or in s far as it modified the assignmen of WLWC from Channel 3 t Channel 4. WLOA asks the cour to remand the matter to FCC "wit instructions to reconsider such as signment on reasonable and law ful grounds."

WISC appeals to the cour respecting FCC's failure to al locate UHF Channel 21 for con mercial broadcasting at Madiso and failure to allocate VHF Char nel 3 there for noncommercial edu cational use. WISC earlier had pr tested the inter-mixture of VH and UHF for commercial telecast ing on the ground it would preclud "truly competitive" commercia service. The other two UHF char nels allocated there are Channel 27 and 33.

WISC contends FCC erroneousl considered its "objections to inte mixture" in place of the station "comments" on the city-by-cit allocation of channels at Madiso and hence was denied full and fai hearing.

FCC's failure to assign VH Channel 3 to education at Madiso is attacked by WISC as being con trary to the Commission's "avowe policy" to assign VHF to educa tion wherever possible in a majo educational center. "In 21 com munities the Commission has re served a VHF channel for educa tional use where only one VH channel has been assigned. Thes 21 communities include 16 com munities in which UHF channel were available for assignment t educational use," the appeal ob serves. It asks that the matter b remanded to FCC for reconsidera tion.

Taking a position similar to tha argued by WLOA, KVOL in its ap peal contends the Commission vio lated the Administrative Procedur Act when it failed to give du

notice and full hearing on its unexpected action assigning Channel 5 to Alexandria, La., instead of Lafayette.

KVOL also attacks FCC's failure to give adequate legal notice through failure to adopt technical standards before requiring the parties to plead to the proposed table of city-by-city allocations.

"Independent of considerations of notice," the petition asserts, "FCC's action favoring Alexandria since it has a population of 35,000 while Lafayette has only 34,000 is arbitrary and capricious."

KVOL Assertions

KVOL further asserts that Secs. 309(a) and 307(b) of the Communications Act have been violated by FCC's Sixth Report since its pending application for Channel 5 cannot be considered with the channel removed.

"What the Commission has done in its rule making proceeding," KVOL asserts, "is to prejudge the petitioner's application without giving petitioner the opportunity of presenting, by means of its rightful hearing, all of the facts relevant to determining that the facilities requested by the petitioner would provide a fair, efficient and equitable distribution of television facilities and has decided on the basis of inadequate and partial information that Channel 5 should be used in Alexandria rather than in Lafayette."

In its appeal, WLAN contends that FCC's show cause order switching WGAL-TV from Channel 4 to Channel 8 unlawfully deprives it of comparative hearing on its application for Channel 8.

The petition notes that the memorandum opinion and order dismissed WLAN's protest of the FCC proposal to switch WGAL-TV to Channel 8 on the ground that the protest was filed before the final assignment of the channel at Lancaster and because WLAN's application, in common with all pending applications, would have to be amended to conform with the new rules and regulations or be dismissed.

Final assignment of Channel 8 there was described as 30 days after publication of the Sixth Report in the *Federal Register*, hence WLAN could amend its application and again bring up the question of whether it was entitled to comparative hearing with WGAL-TV respecting Channel 8, the petition recalls from the memorandum opinion of the Commission.

WLAN Argues

WLAN's appeal argues that the Commission "has arbitrarily failed to consider all of the prayers for relief" recited by WLAN in its petitions. "More particularly, the Commission has failed to consider the *matters of law* involved in petitioner's requests that (1) the order to show cause (re WGAL-TV) be set aside and (2) the petitioner's applications be accorded a comparative hearing prior to any assignment of Channel 8 to WGAL Inc."

WLAN contends the order to show cause issued to WGAL-TV "is invalid to the extent that it purports to decide what WGAL-TV shall operate on Channel 8, if that channel is allocated to Lancaster, in a rule making proceeding which can decide only the communities to which channels shall be assigned. Any advance decision . . . that WGAL Inc.'s subsequent application for Channel 8 must be granted deprives any timely applicant for the same channel at Lancaster of its hearing rights under 309(a) of the Communications Act and the *Ashbacker* case."

Meanwhile, WLAN filed with FCC another petition for comparative hearing of its application with that of WGAL-TV for Channel 8. The petition also asked that WGAL-TV's license renewal application, filed in late April, be included in the proceeding.

WGAL-TV in turn filed with the Commission its opposition to the earlier WLAN petition for reconsideration. WGAL-TV asks FCC to dismiss the WLAN request "because it does not set forth a single reason which has not been previously considered by the Commission."

WGAL-TV charges WLAN "has consistently in all of its subsequent actions and pleadings misconstrued this type of proceeding and has been attempting to confuse and confound the issues."

WGAL-TV contends "it is to be noted the Commission announced at the outset that the proceeding under the show cause order" respecting WGAL-TV "was a proceeding under Sec. 303(f) and 312(b) of the Communications Act. . . . This was not a proceeding under Sec. 309."

WGAL-TV further argues that Peoples Broadcasting Co.'s petition for reconsideration, in addition to being repetitive, should be dismissed because, in part:

(a) Peoples seeks for its own peculiar and selfish reasons to discriminate against and reduce an existing licensee, WGAL-TV, with hundreds of thousands of dollars invested in its pioneering operation in television over the past several years, to the status of a new applicant for a television station. In so doing, Peoples seeks to destroy not only the large investment of WGAL-TV in television, but it also seeks to foreshadow and belittle the good-will and prestige established by the pioneering efforts of this licensee when the possibility of financial returns from television operations were vague and unknown at the outset.

(b) Peoples forgets and fails to reiterate that its own engineer when testifying in its behalf at a hearing in this proceeding, stated in substance that Peoples was not interested in pioneering a UHF channel in Lancaster if a VHF assignment was not available. . . . Instead of seeking UHF Channel 21 now available . . . Peoples prefers to: (1) adhere to the policy announced in the testimony of its engineer; (2) reiterate its untenable position now finally determined by the Commission as moot and (3) continue to harangue and harass an existing and pioneering licensee in television, WGAL-TV.

(c) The prayer of Peoples is for a reconsideration of the Sixth Report and Order, as well as the Memorandum Opinion and Order. . . . Nowhere in the petition does Peoples set forth any facts or reasons outlining the necessity or propriety for the reconsideration of the entire Sixth Order of the Commission, with its many ramifications and allocations covering the whole country. Peoples request for a reconsideration of the entire Sixth Order by the Commission without any cited reasons therefore is too frivolous to be worthy of serious consideration.



CAPT. Willis Henry Beltz (r), former RCA engineer, takes over as director of the Naval Research Laboratory, Washington, from Capt. Frederick Raymond Furth, who, in turn, succeeds Capt. Beltz as assistant chief of the Bureau of Ships for Electronics.

Alexandria Broadcasting Co., new TV applicant at Alexandria for Channel 11, in its opposition and request for dismissal of the petition for reconsideration filed by KVOL, argues that if KVOL has any right to have its application for Channel 5 acted upon, then Alexandria has equal right to consideration of its bid for Channel 11. The Sixth Report deleted Channel 11 from Alexandria, substituting Channel 5.

Alexandria Broadcasting, answering KVOL's claim of no prior notice to the channel changes, observes, "There is no legal requirement of identity between proposed regulations and the regulations as finally adopted. Such a requirement would defeat the very purpose of the rule-making proceeding."

Petitions FCC

Since KVOL did not file comments on the allocation proposals within the deadlines set by FCC, Alexandria Broadcasting comments that KVOL appears to have "overstated its claim to procedural rights."

Meanwhile, the State Radio Council of Wisconsin, through Gov. Walter J. Kohler Jr., last week petitioned FCC to amend its allocation of VHF Channel 3 at Madison so as to reserve the lone VHF facility for noncommercial, educational use rather than UHF Channel 21 [B•T, June 9]. It is the first of five petitions to seek reserved allocation of VHF channels for educational use also at Eau Claire, Green Bay, LaCrosse and Wausau. UHF channels are reserved in those cities now.

In a brief, supplemental petition to its earlier request for reservation of Channel 3 rather than Channel 21, WISC last week also points out that "the open and forceful statement of its position by the State of Wisconsin now brings its participation in these proceedings into full accord with the Commission's announced allocation policy" to reserve VHF channels where possible in major educational centers.

In other quarters, more educators were reported working toward use of reserved channels. On Tuesday, joint sponsorship by several counties of an educational TV station in Tampa, Fla., where Channel 3 is reserved, was explored by educators. Principal speaker was Dr. I. Keith Tyler, Ohio State U., JCET member.

One plan drafted by a committee under the chairmanship of Denton L. Cook, supervisory principal of Plant City schools, calls for establishment of a five-county program to divide the costs among the respective counties. Construction cost was estimated at about $250,000 with operating costs per year ranging from $50,000 to $250,000 depending on the hours of operation.

A similar area meeting was held among local educational representatives in Milwaukee on June 3 while a like session is planned at Baltimore June 19.

More than 100 Iowa educators met June 9 at the WOI-TV studios on the Iowa State College campus at Ames to further explore the utilization of television in enriching the school curriculum. The conference was sponsored by WOI-TV in cooperation with the Iowa Department of Public Instruction.

Martha Gable, director of radio and TV education in the Philadelphia public schools; Dr. Franklin Dunham, chief of radio and television, U. S. Dept. of Education, and Richard B. Hull, Radio-TV director of Iowa State College, were featured speakers. Miss Gable also produced a demonstration telecast similar to those used in the Philadelphia school system.

FOR FINEST TAPE RECORDING

WGBA

Columbus, Georgia

USES

Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!



PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!



QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.



CONSOLE OR CONSOLETTE Operation available by combining units in rich Magnecorder cabinet.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.



at deadline

McCONNELL SAYS TV RIGHTS ARE CLEAR

NBC PRESIDENT Joseph H. McConnell, in Friday evening address before North Carolina Bar Assn. at Wrightsville Beach, N. C., urged legal profession to use its great influence to oppose any restrictions on television reportage of matters of public interest. Mr. McConnell said he recognized that there are proceedings which "should be held in closed sessions to protect the national interest or private rights.

"But," he declared, "where the public is physically admitted, we must assume that public attendance is proper. In these cases the only limitation on the number of people who can attend is a physical limitation. Television gets rid of this limitation. It permits everyone to attend. And we must stand on the basic principle that wherever the public is admitted the television camera should be admitted, so that all can see."

WMAW NOW WCAN

WMAW Milwaukee has become WCAN, with approval of FCC. Following transfer of station May 15, call letters of 5 kw regional were shifted. Station, ABC affiliate, operating on 1250 kc, was sold by Midwest Broadcasting Co. stockholders, headed by Clifford Randall, to group headed by Alex Rosenman, formerly vice president of WCAU Philadelphia, and Lou Poller, owner of WPWA Chester and part owner of WARL Arlington, for $235,000. Mr. Rosenman has taken over active direction of station as president and general manager. He replaced Jack Bundy, who resigned.

'LUCY' BEATS WALCOTT

MILLION and half people in Chicago in 500,000 homes saw Charles-Walcott fight, which earned rating of 43.4, according to June Videodex. First hour rating of 46 slumped to 33.1 after picture and sound were lost. Also in Chicago, Gen. Eisenhower had 3 rating on Tuesday morning press conference from Pentagon, 12.8 on Wednesday night Abilene speech, and 7.2 on Thursday morning press conference. Chicago top 10 for June were: *I Love Lucy*, 50.5; Charles-Walcott fight, 43.4; *What's My Line*, 37.3; boxing on Wednesday night, 36.2; Red Skelton, 36.1; *Talent Scouts*, 35.2; *Godfrey & Friends*, 34.4; *My Friend Irma*, 27.1; *The Web*, 26.5; *Strike It Rich*, 26.1.

MARYLAND-D. C. STATIONS HOLD SPRING MEETING

MEMBERS of Maryland-District of Columbia Broadcasters Assn. opened two-day spring meeting Friday at Ocean City, Md., with 60 members and wives attending.

Jack Surrick, WFBR Baltimore, president of association, said medium hasn't even scratched surface of promotional potentialities in showing advertisers value of medium. He compared broadcast advertising to promotional job done by newspapers and magazines. Describing work of new association, he said it obtained passage of bill giving some measure of libel protection in political talks but added that political maneuvering had softened bill somewhat in legislature.

PEOPLE...

J. E. BAUDINO, vice president and general manager, Westinghouse Radio Stations Inc., elected to BMI Board to serve until October, completing unexpired term of late Walter C. Evans, WRS president at time of his death May 28 [B•T, June 2].

RICHARD ASH, formerly with Getschal & Richard and Blaine Thompson Co., N. Y. advertising agencies, has joined McGraw Assoc., that city, radio & TV program producers, as co-partner in charge of sales.

SYDNEY JURIN has been named national sales manager for Majestic Radio & Television, Div. of Wilcox-Gay Corp., N. Y., having formerly served with Pilot Radio Corp. and Tele-Tone Radio Corp. in similar capacity. To be in charge of sales of company's radio and TV receivers, Mr. Jurin, along with Harold Ashbach, Majestic vice president, has begun seven-week tour of major TV markets to promote summer sales.

JAY RUSSELL, formerly DuMont TV Network publicity director in Pittsburgh, has joined Sidney Koretz & Co., Newark agency, as director of radio-TV.

WILLOUGHBY (BILL) WALSH, staff member of DuMont TV Network's accounting department since 1947, named network purchasing agent, succeeding late Roy Skaar.

ROLAND P. S. CAMPBELL, product manager in charge of Post Cereals sales and advertising, division of General Foods, joins Andrew Jergens Co., Cincinnati, in charge of Jergens and Woodbury advertising and public relations.

WILLIAM F. MILLER, for past year New York sales representative for CBS-owned KMOX St. Louis, named general sales manager of network's WCBS New York, effective today (Monday).

Progressive Party Challenges Sponsored Political Coverage

LEGALITY of sponsorship of radio-TV political coverage challenged by Progressive Party Friday in letters sent to FCC and to Attorney General McGranery. Letters also accused networks of discriminating against third party—they've scheduled 96 hours' coverage for each of major party conventions and 15 minutes for Progressives', spokesmen claimed —and asked FCC to act before Progressives convene July 4, 5, 6 (also see early story page 29).

Citing Westinghouse sponsorship of CBS Radio-TV convention coverage, Philco's on NBC radio and TV, and Admiral's on ABC radio-TV, C. B. Baldwin, party secretary, told attorney general that "sponsoring of these programs" violates Federal Corrupt Practices Act, and that "the conduct of these corporations constitutes a violation" of Hatch act. Corrupt practices act, he said, forbids this type of contributions or expenditure "in connection with" a "political convention" . . . held to select candidates. Hatch act, he continued, forbids purchase of goods or advertising if proceeds of purchase "directly or indirectly inures to the benefits of . . . any candidate . . . or any political committee or other political organization." Mr. Baldwin asserted:

"It is perfectly evident that the sponsorship of these programs by these corporations, thus making such extensive coverage of the convention possible, will inure to the benefit of both the candidates and the political organizations involved."

Mr. Baldwin also said "it is our understanding that there is an implicit condition in the contract between the networks and these advertisers that coverage on this program be given only to the views and candidacies of those on the Republican and Democratic ticket, and that no coverage be afforded to the Progressive Party and its candidates." Such condition, he told FCC, would violate political broadcast section of Communications Act.

Letter to attorney general, asking "investigation and prosecution," named NBC, CBS, and ABC networks and their respective convention sponsors. Letter to FCC, charging "discrimination," said "all of the major networks" had announced plans for full coverage of Republican and Democratic conventions but that Progressives' convention will suffer "virtual blackout" unless present coverage plans are changed.

David Rein, Progressives' Washington attorney, said party's reliance on equal-opportunity requirement of Communications Act got strong support from FCC's recent decision upholding demand of William R. Schneider, St. Louis attorney, who had entered New Hampshire and Oregon preferential primaries as candidate for GOP Presidential nomination, for time on CBS Radio Network [B•T, June 9, 2]. CBS Radio announced Friday its *Presidential Profiles* series would be extended one week to permit broadcast by Mr. Schneider (Thurs., 10:30-11 p.m. EDT).

In other political coverage developments, Robert C. Doyle, ABC producer and director, was named executive producer for pooled portions of Democratic and Republican convention pickups. He will be assisted by TV director named by each TV network covering conclaves.

Meanwhile, United Press announced that, whereas, final details are yet to be worked out, UP's coverage of Chicago conventions will call for "record strength" staffing.

News for television station members will be filed over special TV script wire, with film coverage by United Press Movietone News to be processed specially in on-scene plant (see story, page 95).

TRUMAN STATISTICS

CAPITAL confusion hit new high last week when President Truman, answering news conference query on stumping plans, said U. S. has *47 million TV sets*. This tops B•T circulation figure by 30 million receivers. Wrapping it up, Chief Executive said TV ownership shows how prosperous nation has been in last few years.


WMBG
Richmond, Virginia
ANNOUNCES
THE APPOINTMENT OF
The Bolling Company
AS
NATIONAL SALES REPRESENTATIVES
AS OF
JUNE 1, 1952



Interviewers found that Whitley County families listen to WOWO almost twice as much as to all other stations combined

Newspaper Survey Develops Startling Lesson in Midwest Time-Buying

COLUMBIA CITY, IND.—A market survey of Whitley County, Ind., recently completed by the Columbia City *Post*, indicates that Whitley County families listen to WOWO *6 times* more frequently than to its nearest competitor.. and almost twice as often as to all other stations combined.

Since Whitley County lies within shopping range of Fort Wayne, it was expected that Station WOWO would figure prominently in replies to the question "What stations do you listen to most?" But the preferences expressed in the survey were even more one-sided than had been anticipated.

Listed in the survey were 2,232 families with radios and only 40 without (better than 98% ownership).

This typical survey of a typical county underscores the fact that WOWO is simply indispensable in reaching the rich tri-state area centering in Fort Wayne. A powerful signal and popular programs.. aided by continuing promotion packed with local color.. keep thousands and thousands of sets tuned to the WOWO wavelength, from the early-morning Farm Show till post-midnight sign-off. Availabilities are limited, but WOWO or Free & Peters will do their best to help you get the schedule you want.

Fire Prevention Award Again Won by WOWO

For outstanding public service in Fire Prevention, the National Board of Fire Underwriters has again named WOWO the winner of its Gold Medal award. This makes a total of two gold medals and two honor citations presented to WOWO by the NBFU since 1945.

"Five Alarm Follies," a puppet performance presented in schools throughout the Fort Wayne area, spearheaded WOWO's 1952 fire prevention activity.

WOWO FORT WAYNE NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW · KDKA · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales

JUNE 23, 1952

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

litics on The Air: Million Headache
Page 23

cFarland Bill Goes To Conference
Page 25

eaver, White Head NBC Networks
Page 27

Sales Lift With Swingshift
Page 28

TELECASTING
egins on Page 61

21ST
The Newsweekly of Radio and Television
year

Cavalier renews co-sponsorship of "BROADWAY TV THEATRE"



R. J. Reynolds Tobacco Co. picks up Cavalier option four weeks ahead of time—to extend run through summer—on television's top dramatic show... original Broadway hits, presented live, five nights a week, reaching more homes per dollar than any other TV drama.

WOR-tv
Channel 9

"BROADWAY TV THEATRE"
A WARREN WADE PRODUCTION
7:30-9 P.M. MONDAY THROUGH FRIDAY

CO-SPONSOR: THE GENERAL TIRE AND RUBBER CO.
CO-SPONSOR: R. J. REYNOLDS FOR CAVALIER CIGARETTES

WOR-tv
1440 Broadway, New York
LOngacre 4-8000

Go where there's GROWTH...

GO WHAS!



FARMING IN KENTUCKY IS BIG BUSINESS!

There's more to the Kentucky Farm Story than last year's record crop! There's the story of tractors and trucks . . . 59,193 tractors were in use in 1950; an increase of 142.5% over 1945! 50,032 farm trucks were in use in 1950; up 102% over 1945! From 1939 to 1949, farm gasoline and other petroleum fuel and oil purchases increased 410% . . . and tractors in use were up 396%!

That's a lot of tractors, trucks and petroleum fuel! FARMING IN KENTUCKY IS BIG BUSINESS!

GO WHAS!

No other station, or group of stations in this market can match the audience delivered by WHAS . . . seven days a week; morning, afternoon and night. WHAS farm programs have an average listenership 329% *greater* than that of the next highest rated station. *(Benson and Benson)*



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

CBS
WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

WKMH GETS RESULTS!

1253 Orders from 18 Spot Announcements

(Letters Contained an Average of $1.75 for a Total of $2,192.75)

WHERE DID THESE ORDERS COME FROM?

79 Michigan Cities Including:

- Detroit
- Dearborn
- Pontiac
- Mt. Clemens
- Monroe
- Ann Arbor
- Saginaw
- Flint
- Bay City
- Port Huron

36 Ohio Cities Including:

- Toledo
- Fremont
- Sandusky
- Tiffan
- Findlay
- Lorain
- Mansfield
- Fostoria
- Norwalk
- Cleveland

For Coverage of METROPOLITAN DETROIT

SOUTHEASTERN MICHIGAN and NORTHERN OHIO

BUY

WKMH

1310 ON THE DIAL

5000 WATTS DAYTIME • 1000 WATTS NIGHT

Affiliated with WKHM Jackson, Mich.

SEE YOUR LATEST **PULSE** AND YOUR **HEADLEY REED** MAN

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

CHANNEL 4 IS NO. 1

CBS



In the Great
DALLAS-FORT WORTH VIEWING AREA
KRLD-TV

I. The best picture and audio signal in North Texas . . . Survey of 750 Television dealers.

II. 10 out of the first 15 Television shows in the Dallas-Fort Worth area are on KRLD-TV. Current Videodex. (Individual Stations)

III. More local and retail advertisers than all other stations in Dallas and Fort Worth combined. "Rorabaugh"

IV. Telephone Answering Services report KRLD-TV produces the same number of calls in Fort Worth as Dallas, in proportion to population.

V. Exclusive programming . . . KRLD-TV is the only TV station to televise the great Columbia Television Network programs in Dallas-Fort Worth and contiguous areas.

VI. Texas' Most Powerful Television Station on low Channel 4.

July 1st . . . .

KRLD-TV becomes a basic, inter-connected member of the COLUMBIA BROADCASTING TELEVISION Network.

Programs direct from New York, Los Angeles . . . and the momentous Democratic and Republican conventions at Chicago will be telecast by KRLD-TV.

See More on Channel 4.

KRLD-TV
Channel 4, Dallas

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

TEXAS' MOST POWERFUL TELEVISION STATION

The Branham Company, *Exclusive Representative*

John W. Runyon, *President*
Clyde W. Rembert, *Managing Director*



at deadline

CLOSED CIRCUIT

PRESSURES of advertisers and agencies for lower radio rates now being turned also against proposals that daytime rates be boosted as partial offset for widely expected cuts in network nighttime charges. Group of major agencies, who contend daytime charges should be reduced, too, though probably not as much as nighttime rates, is seeking permission to appear and present arguments when CBS Radio affiliates and CBS officials meet July 1-2 to consider network radio problems. Another request for "outside" participation—by NARTSR—was rejected by affiliates' group on theory these are in-the-family meetings.

IS THERE change in Detroit affiliation of CBS upcoming? CBS, it's learned, is making coverage survey of Detroit area presumably against day it negotiates with WJR for contract renewal. Station gets network's highest rate—full rate minus usual sales commissions, amounting to about 50% of card rate. This as against maximum 37½% for major market stations carrying full schedules.

DON'T WRITE off deal involving KMPC Los Angeles in not distant future. Transaction in neighborhood of $1 million is entirely possible, either with NBC which is only network not owning Los Angeles key, or syndicate headed by John McNeil, former ABC executive and now with Doherty, Clifford & Shenfield, national advertising agency, or group headed by Robert O. Reynolds, vice president-general manager and part owner of KMPC.

NEWS OF SALE of NBC's KOA Denver may come any day. Network officials were said Friday to be still undecided whether to sell, but it was acknowledged they'd had several "flattering" offers—one of which led Financial Vice President Joseph V. Heffernan to Denver for negotiations earlier in week. Among bidders: Bob Hope and Denver Mayor Quigg Newton, for one; Don Searle and Herbert Hollister (owners of KMMJ Grand Island, Neb., and KXXX Colby, Kan.), for another [CLOSED CIRCUIT, June 9, May 19].

BROADCASTERS in South have been alerted to plan of NABET-CIO to undertake "Operation Dixie" looking toward organization of technical and programming staffs. Report reaching them is that $300,000 war chest has been established and that 35 to 40 organizers will be assigned in area.

NEW TWIST to proposals for amendment of FCC temporary processing procedure to get big cities off bottom of city priority listing will be suggestion that cities with applications in hearing prior to freeze be given preference. Pioneer applicants would gain indirect equity at least for efforts. Request expected to be made today (Monday), deadline for petitions for reconsideration of Sixth Report lifting TV freeze. Several other bids for rehearing also expected today (see page 63).

FURTHER evidence that TV towers won't be major menace to air navigation—as feared by aviation groups when FCC issued Sixth Report heralding 2,000 stations and 2,000-ft. anten-

(Continued on page 6)

MARTIN QUITS CROSLEY, JOINS GENERAL TELERADIO

DWIGHT D. MARTIN, vice president and assistant general manager of Crosley Broadcasting Corp., resigning to become vice president of General Tire & Rubber Co.'s radio-TV subsidiary, which today (Monday) officially changes name from Thomas S. Lee Enterprises Inc. to General Teleradio Inc. Announcement of his appointment by General Teleradio, being released today, does not specify his duties except to say that he will be vice president and general officer. He has been especially active in TV.

General Teleradio is licensee name of WOR New York radio and TV properties, which were acquired by General Tire early this year. New General Teleradio is incorporated under California laws, encompasses all General Tire broadcasting properties: Don Lee and Yankee networks, controlling interest (about 58%) in Mutual, plus WOR stations.

K & E RESIGNS KELLOGG

KENYON & ECKHARDT, New York, Friday resigned estimated $3 million Kellogg Co. account, effective Oct. 1. Leo Burnett Agency, Chicago, is expected to pick up some of Kellogg business since it already handles part of it. It was understood that K & E may have another cereal company to service in near future.

BUSINESS BRIEFLY

PONTIAC HOUR SHOW ● Pontiac dealers signed for 15-week series of full-hour evening shows, *Pontiac Film Theatre*, on WCBS-TV New York, starting Tuesday (8-9 p.m.). Purchase represents estimated $75,000 in billings. Agency, MacManus, John & Adams, New York.

HARRIS MAY EXPAND ● Harris Chemical Co., Cortland, N. Y. (Fly-Ban insecticide), currently in two-week radio spot campaign, will expand to 40 or 50 markets if test is successful. Marfree Agency, N. Y., is servicing.

NAME AGENCY ● Economics Lab., St. Paul (Soilax household cleaner and electra-sol dishwater compound), names Scheideler, Beck & Werner, N. Y., as its advertising agency. Account formerly serviced by Cunningham & Walsh.

SWANSDOWN MAY EXPAND ● General Foods, N. Y. (Swansdown cake flour), which is sponsoring *The Second Mrs. Burton* on CBS Radio (2:15 p.m., five times weekly), is considering possibility of increasing station lineup or adding another network radio show to combat competitors' increasing use of daytime radio.

SEABROOK LOOKING ● Seabrook Farms, Bridgeton, N. J. (frozen foods), through its agency, Hilton & Riggio, N. Y., asking for half-hour radio availabilities in about 110 markets. Campaign will start mid-August.

Without Discounts Network Sales Up

ADVERTISERS in May spent $28,696,746 for time on national radio and TV networks, rise of 7.9% over broadcast network time sales of $26,598,029 in same month of last year, according to figures released today (Monday), by Publishers Information Bureau, which reports its figures in terms of gross time sales, calculated at one-time rate, before discounts of any kind.

Combined gross of four nationwide radio networks for May totaled $13,994,919, decline of 15.6 percent from May 1951 gross of $16,576,895. Concurrently, time sales of four TV networks totaled $14,701,827 in May of this year, increase of 46% over TV gross of $10,021,134 for May 1951.

Network-by-network tabulations of PIB for May and January-May, this year compared with last, show:

NETWORK RADIO

	May 1952	May 1951	Jan.-May 1952	Jan.-May 1951
ABC	$ 3,323,092	$ 2,991,227	$16,402,402	$14,664,888
CBS	4,989,424	6,745,098	25,036,805	32,958,144
MBS	1,820,521	1,510,818	8,628,653	7,668,217
NBC	3,861,882	5,329,752	20,475,920	25,260,843
Total:	$13,994,919	$16,576,895	$70,543,789	$80,552,092

NETWORK TELEVISION

	May 1952	May 1951	Jan.-May 1952	Jan.-May 1951
ABC	$ 1,501,148	$ 1,385,901	$ 9,434,888	$ 6,941,260
CBS	5,602,634	3,066,249	27,065,274	14,168,546
DuMont	775,063	662,646	3,740,274	2,496,088
NBC	6,822,982	4,946,338	35,162,947	22,495,292
Total:	$13,994,919	$16,576,895	$70,543,780	$80,552,092

Month-by-month gross time sales for each radio and TV network, corrected as of June 19, follows:

NETWORK RADIO TOTALS TO DATE

1952	ABC	CBS	MBS	NBC	Total
Jan.	$3,301,479	$5,161,397	$1,699,282	$4,357,353	$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924*	4,078,593	13,948,063*
May	3,323,092	4,989,424	1,820,521	3,681,882	13,994,919
Total:	$16,402,402	$25,036,805	$8,628,653	$20,475,920	$70,543,780

NETWORK TELEVISION TOTALS TO DATE

1952	ABC	CBS	DuMont	NBC	Total
Jan.	$2,020,461	$5,074,643	$717,148	$7,259,307	$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593*	7,320,358	15,789,126*
April	1,699,760*	5,641,831	738,926	6,946,751	15,027,268*
May	1,501,148	5,602,634	775,063	6,882,982	14,701,827
Total:	$9,434,888	$27,065,274	$3,740,274	$35,162,947	$75,403,383

(*) Revised as of June 19, 1952.

for more AT DEADLINE turn page



at deadline

THREE MORE PROTEST SIXTH REPORT; FCC REPLIES

THREE MORE petitions for reconsideration of FCC's Sixth Report to lift TV freeze were filed with Commission Friday. FCC concurrently made public its reply to protest of Pittsburgh Mayor David L. Lawrence respecting failure of Commission to allocate more VHF channels to that rugged terrain area (see story, page 63). Letter includes new war of words between Comrs. Robert F. Jones and George E. Sterling.

Chesapeake Television Broadcasting Inc., Baltimore TV applicant, seeks reshuffle of UHF channels there and in Harrisburg and Reading, Pa., to make channels workable in area. Firm points out UHF allocation in area overlooks minimum spacing provisions and contends site to south of city which meets minimum separation prevents inadequate coverage because of terrain.

WFOX Milwaukee, TV applicant prior to freeze, seeks "same procedural and substantive rights" on Channel 12 as it had on Channel 8, for which it went through hearing and, when extra applicant withdrew, petitioned for grant just days before September 1948 freeze order. Otherwise, WFOX asks restoration of four VHF channels there. FCC now assigns three VHF (one reserved) and three UHF.

WJDX Jackson, Miss., challenges legality of Sixth Report in establishing zone system and wider spacings in Zone III than proposed in earlier Third Report. WJDX asks modification of order to switch city to Zone II and permit allocation of VHF Channel 3 there.

FCC told Mayor Lawrence it couldn't comment on VHF allocations at Pittsburgh since case has been appealed to courts and is also before Commission for reconsideration. Pittsburgh fared as well as other major cities in priority list, FCC indicated. Comr. Jones, however, in separate view charged letter constituted amendment of processing procedure since FCC said Group A and Group B applications would be processed simultaneously. Thus, he argued, some Group B cities with multiple services would get still more before Pittsburgh got second service or some Group A cities got first service. Comr. Sterling, in additional view, opposed Comr. Jones' holding letter constitutes no amendment of procedure since simultaneous processing of A and B applications was provided in Sixth Report.

ABC SIGNS EIGHT

SIGNING of eight new affiliates reported by ABC Radio on Friday, bringing total to 336. They were listed as:

KGPH Flagstaff, Ariz. (1230 kc, 250 w), owned by Frontier Bcstg. Co. and managed by A. S. Holm; KCLF Clifton, Ariz. (1400 kc, 250 w), licensed to Saguaro Bcstg. Co. with Chet Darwin as manager; KGAN Kingman, Ariz. (1230 kc, 250 w), owned by J. J. Glancy; KTBB Tyler, Tex. (600 kc, 500 w daytime, 1 kw night), owned by Blackstone Bcstg. Co., managed by M. E. Danbom; WGRA Cairo, Ga. (1300 kc, 1 kw day only), owned by Grady Mitchell Bcstg. Co., managed by Jim Honey; WDWD Dawson, Ga. (990 kc, 1 kw day only), owned by Dawson Bcstg. Co., managed by W. C. Woodall Jr.; WARN Fort Pierce, Fla. (1330 kc, 1 kw), owned by Hurricane Bcstg. Service, managed by Claude C. Tillman Jr.; WBCU Union, S. C. (1460 kc, 1 kw), owned by Union-Carolina Bcstg Co., managed by C. P. Stribling.

In this Issue—

Regular commercial sponsors are figuring out how to adjust their schedules to the disruptions that are bound to be caused by radio-television coverage of the political conventions. And the Democratic Party has made contracts for radio-TV network time next fall. The political season is both help and headache to broadcasters. *Page 23.*

NBC moves toward reintegration of radio and TV. Pat Weaver is put in charge of both radio and television networks, and Frank White becomes general manager of both. Meanwhile, CBS Radio affiliates committee, planning strategy for July 1-2 meeting of all CBS Radio affiliates in New York, swears to resist any rate reductions. *Page 27.*

House passes McFarland Bill with some important changes from version that the Senate passed. One is an amendment to make broadcasters immune to libel suits arising from political broadcasts. Some other discrepancies between House and Senate measures will have to be ironed out in joint conference committee. *Page 25.*

Wise sponsors will buy both radio and television, the "best unduplicated buy an advertiser can make," Edward D. Madden, NBC vice president in charge of TV sales and operations, tells American Marketing Assn. *Page 26.*

Tall TV towers won't be the navigation hazard that aviation interests first feared they would be. A study in preparation for the industry-government committee investigating this question shows that most new telecasters will not want to put up towers tall enough to interfere with the airways. *Page 63.*

TV applications and arguments over the processing procedure proposed by the FCC are on the increase. Commission denies petition to amend its processing plan and says it will stick with its city priority listing. *Page 63.*

This week broadcasters will come to their own defense in the radio-TV morals hearings of the House subcommittee which two weeks ago saw a demonstration of the "hootchie kootchie" by a Congressman who said he had seen it on TV. *Page 38.*

After-midnight broadcasting is attracting listeners and sponsors. Here's a special B•T report on 24-hour-per-day radio broadcasting. *Page 28.*

Upcoming

June 22-26: Advertising Assn. of the West, Olympic Hotel, Seattle.
June 23-26: RTMA Convention, Palmer House, Chicago.
June 26-27: Virginia Assn. of Broadcasters, Chamberlin Hotel, Fort Monroe, Va.
June 29-July 2: National Industrial Advertisers Assn., Palmer House, Chicago.

(Other Upcomings page 44)

Closed Circuit

(Continued from page 5)

nas—contained in fact that nearly half of 1,200 communities assigned channels have populations around 10,000. Such cities economically can't support big power, tall tower stations, observers point out. Statistics of towers currently planned also show minority above 1,000 ft. (see story page 63).

AMICABLE solution expected soon in only major problem thus far tossed into lap of NARTB Code Review Board. Details still under wraps but it's known there aren't any necklines or morals involved.

LOOK FOR ANNOUNCEMENT this week that one of major radio-TV set manufacturers is making substantial grant to help noncommercial educational television get off ground on nation-wide basis, coupled with plan looking toward raising multi-million dollar fund for similar purposes through manufacturers in number of fields.

SPACE accommodations for independent stations desiring to cover political conventions no problem but cost factor poses obstacle. As with networks, stations must bear facilities installation costs. National committees' formula was to pro-rate costs based on number of indies wanting in. Some have dropped plans, however, with resultant higher tab for others. Plan to parcel out space set off by sound-proof curtains.

LAPFULL of political time lost by major network when all its brass happened to be "in conference" or "busy" while buyer cooled heels in reception room, and finally went across street.

THERE'S TALK that Harris subcommittee of House investigating morals of radio-TV programs is thinking seriously of inviting advertising and talent agencies to answer charges of "offensive" performers and shows. Some committeemen also understood to be impressed with "dry" testimony regarding frequency and "sell" of beer and wine commercials, want to ask agency men who's responsible—they or advertisers.

GENERAL FOODS, N. Y., through Young & Rubicam, N. Y., late Friday was still trying to clear daytime strip on CBS Radio for sponsorship of Bing Crosby by Jell-O. Talent figure said to be in neighorhood of $16,000. If radio time not acceptable to all sides, GF-Crosby negotiations probably will dissolve and advertiser will be forced to start again with another show.

STORM CLOUDS are gathering over FCC proposal to relax transmitter operator rules, permit remote operation of some transmitters [B•T, June 9]. It's broadcaster vs. engineer as comments begin to flood FCC, NARTB and unions. Management says technical help is short, wages forced disproportionately high. Engineers, some seeking tougher rules, say stations want cheap operation, bigger profits. Watch for this argument against relaxation: Unattended transmitters will be wide open to enemy sabotage.

PRIVATE study of TV program sources understood to show no network produces even half of commercial programs on its facilities, with one said to "own" less than 5%.

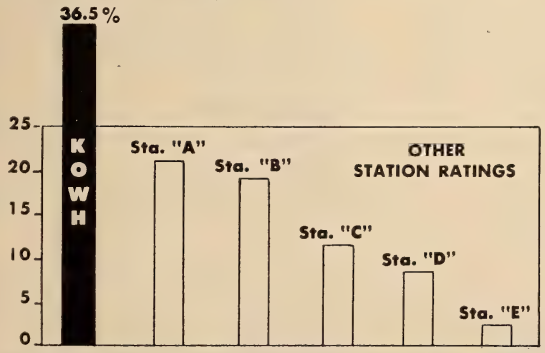
for more AT DEADLINE see page 98

All It Took was a Hot Lick . . .



. . . And Joshua really "sent" Jericho—tumbling, that is.

KOWH swiped the page from history and tried it on the Omaha, Council Bluffs area. Darned if it didn't work! Popular music "hath charms" . . . especially when served up a la KOWH, garnished by program techniques that have placed KOWH first in the nation! For an idea of how many walls are being penetrated by KOWH, glance at the below Hooper share-of-audience chart averaged for October, 1951-April, 1952, 8 A.M.-6 P.M., Monday through Saturday.



- *Largest total audience* of any Omaha station, 8 A. M. to 6 P. M., Monday through Saturday! (Hooper, Oct., 1951 thru April, 1952.)

- *Largest share of audience,* in any individual time period, of any independent station in all America! (April, 1952.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

PROMOTION IS

BIG BUSINESS AT WGY

Sponsors using WGY have the benefit of tremendous support for their sales messages through the station's many promotional activities—

AUDIENCE PROMOTION:

- WGY publishes *Mike and Camera* monthly and distributes it to an up-to-date mailing list containing over 20,000 subscribers.
- Over 900 hard-hitting promotional announcements are scheduled each month.
- Over 10,000 lines of advertising are placed in Albany and Schenectady newspapers each month.
- One minute movies of station artists are shown on WGY's sister station—WRGB.
- Motorists on area highways have their attention called to the station by seven 8' by 24' colorful scotchlited billboards.
- WGY artists are furnished with promotional postcards on which they answer their large volume of mail.
- The complete WGY program schedule is carried in 14 area dailies having a circulation of 332,934 and in three Sunday papers with a circulation of 217,797.
- Many remote broadcasts are conducted throughout the year, including several from N.Y.S. Fair and County Fairs in the area.

MERCHANDISING:

- Dealer letters and postcards are mailed on request to 1436 grocers and 299 druggists.

WGY IS A TOP PROMOTIONAL BUY! The extensive promotional activities insure a maximum audience for all sales messages broadcast by this pioneer station which serves 840,000 radio families in 53 counties in Eastern New York and Western New England.

810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

Represented by NBC Spot Sales

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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IN THIS BROADCASTING . . .

Agency Beat	14
Aircasters	60
Allied Arts	87
Editorial	52
FCC Actions	90
FCC Roundup	95
Feature of Week	20
Film Report	80
Front Office	58
New Business	18
On All Accounts	14
Open Mike	10
Our Respects to	52
Programs, Promotion, Premiums	84
Strictly Business	20
Telestatus	68
Upcoming	44

TELECASTING Starts on page 61

WASHINGTON HEADQUARTERS

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ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead* 8181; David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

FORECAST FOR ARKANSAS:
WEATHER AND POLITICS... HOT

In this election year, something besides the weather is going to be HOT in Arkansas! Folks down here like their politics at a boil and their politicians "pouring on the heat"! It makes for more interesting elections just as it makes for a more enlightened electorate.

★ With five men in the race for governor, with a Congressional seat at stake, with other state, county and local offices being contested for . . . summer in Arkansas will surely be "Hot and Unsettled"!

★ KLRA will cover the state political scene from all angles. Only KLRA with the state's only full-time News Department (soon to be implemented with special personnel), is in a position to fully report the news of politics as well as the usual run of events.

★ Special coverage of the Democratic Primary on July 29, as well as the Run-Off Primary on August 12, has been planned. The general election in November will be covered by CBS on a national scale and by KLRA on a state-wide basis.

★ Gubernatorial candidates will be heard on special public service broadcasts as well as paid political time. Significant, we believe, is the fact that the first gubernatorial candidate to make his opening address chose KLRA alone of the Little Rock stations to carry his message to Central Arkansas.

★ The National Conventions of both parties will be completely covered by CBS Radio under the sponsorship of Westinghouse. This is an ambitious coverage, and Arkansas will be listening avidly, because the choice of both Republicans and Democrats will be important to the people of Arkansas. KLRA, which has proven itself "Arkansas's Listening Habit", is proud of the fact that it is "CBS Radio for Arkansas".

So there will be no "summer slump" in listening to KLRA this summer (there NEVER has been!) but advertisers with a message for this up-and-coming market will get MORE VALUE than ever with a schedule on KLRA.

For the Complete KLRA Story Ask any O. L. Taylor Company Office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

open mike

Chary of Charity

EDITOR:

Your report on "Free Plugs" in the June 9 issue of BROADCASTING • TELECASTING was welcome coverage of a most irritating income loss to radio stations and networks —but it stopped short of the most serious "steal" of all.

You failed to mention the fact that one entire industry depends almost entirely for its success on radio—and spends only pennies for paid advertising on the air while pouring literally thousands into newspapers and magazines . . . and thousands more into the palms of individuals on the talent payrolls of the nation's stations.

Of course, I mean the phonograph record folks. For 25¢ or less —the manufacturing cost of one of their discs—they can "buy" a minimum of three minutes of commercial devoted entirely to their product. And when you hear some of the DJ's slobbering over a platter that arrived a day ahead of the rest, you realize that the cash value of these "commercials" runs into staggering figures. . . .

The interesting thing about it all is the fact that any group of stations in a sizable area could torpedo the whole "steal" in 30 days. All it takes is a little organized effort. No label mentions, for example. Some judicious "knocking" of pet releases. The omission of a major label for a month—from all stations, all programs. Tearing up all those "top-ten" reports and those return postcards from the publicity departments. If that treatment doesn't slam sales down and scare up some fast, legitimate advertising dollars, then our medium is no good in the first place and the record people are simply being charitable, sending out all those "free" records!

It will be suggested that my interest in this subject stems from my connection with the transcription library field. Not at all. Long before I reached here, I was pounding away at this "steal", in company with a lot of self-respecting operators who learned long ago that "you can't sell it if you give it away."

Maurice B. Mitchell
Vice President
Associated Program Service
New York

* * *

Fudd's No Dud

EDITOR:

OUR COMPLIMENTS ON THE SERVICE RENDERED THROUGH "BUSINESS BUILT BY RADIO." IF AVAILABLE, PLEASE SEND AND BILL US FOR 100 ADDITIONAL COPIES.

GEORGE M. BURBACH
GENERAL MANAGER
KSD ST. LOUIS

* * *

EDITOR:

Your dissertation on "Eustace T. Fudd" really hits the mark and certainly, in my estimation, should take its place among the masterpieces of radio promotion. . . .

John E. Bernhard Jr.
General Manager
WFOY St. Augustine, Fla.

* * *

EDITOR:

"Radio Is No Damn Good" . . . is a fine job . . . handled with your usual high quality . . . and should be most effective.

What'll reprints run? . . . want to use it as soon as possible.

Ralph J. Robinson
General Manager
WACE Chicopee, Mass.

* * *

EDITOR:

Congratulations on the collection of radio success stories and the excellent form in which you have presented them.

Can you please send me an additional 25 copies and bill us.

Del Leeson
Promotion Manager
KDYL Salt Lake City

* * *

War or Peace?

EDITOR:

I see in your June 9 issue that you have declared a state of war exists: "Research Wrangle—Nielsen, SAMS Battle." Please tell me who invaded whom. All I know is that we announced we were a going business producing a very up-to-date new kind of coverage service, NCS.

There was a time when we had hoped a single combined service (Nielsen-SAMS) might have been offered to the industry, but SAMS preferred to fan the embers of a once live BMB, rather than tackle the real problem of answering radio and TV's currently different problems on coverage and audiences. So we went on alone to research the problem and develop NCS.

Way back in B. B. (before Baker), BMB said no to personal in-

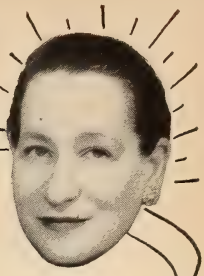
(Continued on page 16)



Pictured is KFAB Farm Service Director presenting KFAB's University of Nebraska scholarships to Nebraska's Champion 4-H Club Speakers: Doris Jean Anderson and Douglas York.

KFAB—4-H Clubs . . . working together for a better Nebraska . . . is the achievement citation commemorating the 10th annual KFAB-sponsored 4-H Club Public Speaking Contest. Boys and girls throughout Nebraska take part in this service sponsorship every year . . . with awards and ribbons going to the best boy and girl speaker in each county contest . . . helping to build 4-H is a continuing achievement of the Midwest Empire Station—another achievement that builds acceptance for the station's advertisers. Get the facts on KFAB from Free & Peters . . . or contact General Manager Harry Burke.

GO YANKEE





Go Home-Town with the Yankee Home-Town Food Show

featuring
RUTH MUGGLEBEE
and
BILL HAHN

These products are featured regularly on

YANKEE HOME-TOWN FOOD SHOW

AMAZO
CERTO
SURE-JELL
GLENWOOD RANGES
HABITANT SOUPS
LA CHOY PRODUCTS
LAMOUR COLOR COMB
SHAMP-O-PADS
LOG CABIN SYRUP
DAWN FRESH MUSHROOM SAUCE

Yankee Home-Town Food Show is the sensation of New England food shows — and for good reasons:

1. It's a great show featuring Ruth Mugglebee, Woman's Editor Boston Record-American and Sunday Advertiser and Bill Hahn, Yankee Radio and TV Personality —

Monday thru Friday, 1:15-1:45 P.M.

2. It reaches *locally* into more places where volume sales are made than any other food show.

3. The merchandising plan is exclusive and distinctive in New England. Renewals prove the high selling impact of this show.

Go Yankee! Go Home-Town — with the Yankee Home-Town Food Show!

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.


By any measure
WGAC is first



COVERAGE:

With 5,000 watts on 580 k.c. WGAC and only WGAC blankets the twenty county, 500,000 population, four hundred million dollar Augusta Retail Trading Area, with an average daytime penetration of 71% and with 80% more listeners than its nearest competitor (Broadcast Measurement Bureau Study No. 2).



RATINGS:

WGAC captures first place in 47 of 52 quarter hours daily, Monday through Friday, 7 A.M. to 8 P.M., in the Augusta Retail Trading Area (Pulse, January 1952).

ADVERTISING:

More local and national spot advertisers spend more money on WGAC than on any other Augusta radio station.

MAIL PULL:



Always Augusta's top mail pull station, WGAC demonstrated its marked superiority in this category last Christmas when, to eliminate confusion among the small fry all four Augusta radio stations carried the same Santa Claus at the same time. WGAC accounted for a fat 40% of the total mail response:

WGAC	2,174 Letters
Station B	1,345
Station C	1,002
Station D	489

Right now? Typically, Busby's Bargain Block is averaging 1,000 letters a week in response to its Mystery Tune contest on WGAC.

TOP TALENT:



WGAC's local personalities capture first place in the 1952 Pulse ratings whenever they are on the air.

1. Claude Casey and the WGAC Sagedusters at 7:15 A.M., 12:15 to 1:00 P.M. and 6:30 P.M. daily.

2. Joyce Hayward, who conducts Augusta's only women's program, 1:15 to 2:00 P.M. daily.

3. Hugh Grant, former U. S. Minister to Albania and Thailand, and Augusta's only news commentator, at 7:00 P.M. daily.

4. Warren Hites, WGAC's star newscaster, at 7:00 A.M., 7:55 A.M., 8:30 A.M. and 12:00 Noon daily.

5. Farmer Chambers, Richmond County Agent and Augusta's only farm commentator, 6:15 A.M. daily (not rated because of early hour).



COMMUNITY ACTIVITIES:

WGAC, its personnel and its management are active in nearly every phase of Augusta's civic life. Included on its staff are the Chairman of the Augusta Chapter of the American Red Cross, the President of the Civitan Club, the Chairman of the Hospital Entertainment Committee of the Red Cross, the Campaign Chairman and Treasurer of the Boys' Club of Augusta, the Chairman of the Scrap Mobilization Committee of the Augusta area and members of the Boards of Directors of the Community Chest, the Red Cross, Boys' Club, Kiwanis Club, the American Businessmen's Club and the Merchants' Association.

COMMERCIAL:



By any measure, by any yardstick, WGAC is the Augusta area's *first* station. No matter what measurement you prefer, we've got it. For results, use WGAC. For action, see our

NATIONAL REPS:



Avery-Knodel, Inc.—New York, Atlanta, San Francisco, Los Angeles and Chicago.

in the Augusta area



WGAC

AUGUSTA, GA. • 580 KC • 5,000 WATTS D • 1,000 WATTS N • **ABC NETWORK**

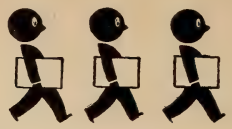
WDEF
CHATTANOOGA, TENNESSEE

has more audience, all morning, in Chattanooga than the next two network stations combined!

WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

Represented by BRANHAM



agency

MARVIN FRANK, executive vice president, W. B. Doner, Chicago, elected president.

PENELOPE SIMMONS, radio-TV timebuyer, Federal Adv., N. Y., to Foote, Cone & Belding, same city, in same capacity.

ROD McKENZIE, Sherman & Marquette Inc., N. Y., elected vice president and account supervisor.



Mr. McKenzie

TED KEADY, radio-TV director, Lloyd Mansfield Co., to Pitluk Adv. Co., San Antonio, in same capacity.

NICHOLAS B. BJORNSON, Levenson Bureau, Phila., to Gray & Rogers, that city, in copy department.

RICHARD S. OLMSTED to Cecil & Presbrey Inc., N. Y., as assistant account executive. **NORMAN WEXLER**, Brooke, Smith, French & Dorrance, to C&P's copy staff.

GAR W. YATES, vice president of Rogers & Smith, Chicago, and **HOWARD N. SMITH Jr.** of Dallas office, elected to board of directors.

DUDLEY D. CARROLL, manager of N. W. Ayer & Son, Honolulu, returns to Philadelphia office, replaced by **JAMES P. SMITH**. **FRANCIS M. WATERS**, assistant to president, Assn. of National Advertisers, to agency's New York office on public relations staff. **DIRK A. WATSON** returns to latter office in radio-TV department after tour of duty with Navy.



on all accounts

A BRIEF newspaper career on the *San Francisco Examiner* served as the portal for entrance into the agency field for Maury Baker, radio-TV director of the San Francisco office of BBDO.

Born at Salt Lake City in 1915, the son of a newspaperman there, Mr. Baker was graduated from the U. of California, but admits he learned more as managing editor of the informal *Daily Californian* than he did in the halls of learning.

His newspaper work led to general assignments and beat work on the *Examiner*. When World War II began slenderizing city room staffs, he joined the advertising department of Associated Oil, and shortly afterward was appointed assistant director of public relations for the western division of the American Red Cross.

After an interim of three wartime years as a commissioned officer in the China-Burma-India theater, he entered radio with KGO San Francisco, ABC's owned and operated station there. When ABC opened its extensive television plant, Mr. Baker took over promotion and publicity operations.

"The pace was fast, but the preconditioning in so many fields has come in mighty handy since I've been with BBDO," Mr. Baker says. He joined BBDO in June, 1951.

Not so much an account man as he is a radio-TV specialist, Mr. Baker works on all accounts at present active in the broadcasting media. These are Standard Oil of California, Gallo Wine, Pacific Telephone, MJB Coffee and Circus Foods.



Mr. BAKER

In 1949, Mr. Baker won a national award for his promotional and advertising activities with KGO-TV. He is a member of Alpha Delta Sigma and a long-time member of the San Francisco Press Club.

Married in 1945, he is father of two sons, ages 6 and 1. He lives in Palo Alto.

Although Mr. Baker is an enthusiastic booster of both radio and television, he admits: "TV grabbed me by the ears when ABC first opened its San Francisco video plant. It hasn't let go yet."

beat



LEONARD H. RUSSELL, supervisor of research operations, Young & Rubicam, N. Y., to Warwick & Legler, same city, as director of research and member of plans board.

EARL WENNERGREN, William Kostka & Assoc., Denver (public relations firm), joins MacGruder-Bakewell-Kostka Inc., that city, as radio director. He succeeds **JOSEPH W. PALMER,** who transfers to Oil Industry Information Committee of American Petroleum Institute as representative, that city.

PAUL BRILLMAN, Electrical Distributing Co., Portland, to James Emmett Adv., that city, as account executive.

RICHARD MARSHALL, junior account executive, Foote, Cone & Belding Inc., L. A., named media manager.

VINCENT P. BLACK, Perfex Corp., Milwaukee, to Grant Adv., Detroit, as vice president serving as account executive on Chrysler Airtemp, Udylite Corp. and Frederic B. Stevens Inc. accounts.

LEONARD S. NAURISON, Thomas & Delehanty Inc., N. Y., to S. R. Leon Co., same city, as account executive.

DALE PLUMB, *Vancouver* (Wash.) *Sun,* to Showalter Lynch Adv., Portland, as account executive.

RAY McCAREN, account executive, Julian R. Besel & Assoc., L. A., to Clyde D. Graham Co., that city, in similar capacity.

FRAZIER NOUNNAN, J. Walter Thompson Co., Chicago, to Ruthrauff & Ryan, that city, as director of public relations and publicity.

DONALD A. BENJAMIN, Geyer, Newell & Ganger, N. Y., to Grant Adv., N. Y., to handle eastern area public relations for Dodge Div., Chrysler Corp.

ELIZABETH BEOHM, radio-TV writer, Sales Builders Inc., L. A., to Milton Weinberg Adv., that city, as copywriter.

POLLY PREDMORE, Aerogram Studio, Hollywood, joins Blitz Adv., Portland, as chief copywriter.

JAMES SPILLAN, Benjamin Eshelman Adv., Phila., elected vice president of Council of Adv. Clubs, Adv. Federation of America.

PHIL LAVEN, Tintair Co., N. Y., to Action Adv., Memphis, as division manager supervising offices in central and mid-southern states.

SAM HERMAN, assistant copy chief, Gourfain-Cobb, Chicago, to copy staff, William Hart Adler, that city.

RALPH WEINSTOCK, Ted H. Bell Co., Hollywood, to Consolidated Adv. Directors, L. A., as account executive and head of sales and merchandising staff.

FRANK E. CLARKE, Erwin, Wasey & Co., L. A., elected president of Adv. Agency Production Managers' Assn. there. Named vice president was **WILLIAM M. CLARK,** West-Marquis Inc. **JOE HALL,** The McCarty Co., is new secretary and **GIL RICH,** Martin R. Klitten Co., treasurer.

MORTON & CLYDE, Portland, changes to **HENRY J. MORTON Co.** with sole ownership purchased by **HENRY J. MORTON** from **VELMA CLYDE,** who has resigned because of ill health.

HIXSON & JORGENSEN Inc., discontinued San Francisco office with accounts transferred to Los Angeles headquarters.

RUPERT ARNOLD Adv., L. A., moved to new headquarters at 439 S. Western Ave. Telephone is Dunkirk 2-4409.

YOU GET THAT
PERSONAL-ITY
TOUCH...



...PLUS...on The MODERN WOMAN Programs, WMAL's sales-getters starring Ruth Crane with Jacvkson Weaver—Mon. thru-Fri., AM-FM: 11:30 to 11:55 a.m., TV: 3:30 to 4:00 p.m. Earning the HIGHEST local AM-FM-TV ratings* among women's daytime participations shows, The MODERN WOMAN Programs offer you a SURE-FIRE WAY to more Sales! SALES! SALES!
*May Pulse

Call or Wire
The KATZ AGENCY, Inc.
or WMAL Sales Department

WMAL AM FM TV
THE EVENING STAR STATION IN WASHINGTON, D. C.

Open Mike

(Continued from page 10)

terviews (and it was my voice that was used). There just wasn't a well-trained available Nielsen field staff that could tackle such a job; and, anyway, it wasn't necessary to get answers from non-owners, radio owners and TV owners in proper proportions. Nor had anyone developed the "family edit" to insure full interview cooperation. But times have changed.

NCS has to find all those missing pieces of radio (and TV) listening —in the living room, up in the back bedroom and yes, out of home, too. And we don't want any "forgetting" or "exaggerating." Our Audimeter will help us there because we have the perfect check in what these machines record against what the *same* homes report. The machines must be pretty good or NRI and NTI subscribers wouldn't use them for programs, far more demanding than circulation measurements. And as for programs, Page 5 of our ballot only goes to a subsample and isn't used for station coverage anyway regardless of what SAMS would like to think.

These trade press "wars" get wearisome after 20 years. We have a job of helping radio and TV and that's battle enough. How about a crusade instead of a civil war for a change.

John K. Churchill,
Vice President,
A. C. Nielsen Co.

[EDITOR'S NOTE: Mr. Churchill, who once was director of research of BMB, is advised that if war exists, BROADCASTING • TELECASTING did not declare it.]

* * *

Thank-You Note

EDITOR:

At this time it is possible to examine the results of our efforts in obtaining cooperation from the radio and television industries for our 1952 crusade . . .

During the month of April, Cancer Crusade Month, and the early part of May, into which the crusade was extended, the radio networks gave us 346 appeals as compared with 240 last year. For the same period, the television networks gave us a total of 156 appeals as compared with 135 last year. We had three simulcasts, 12 radio and 18 television integrations, and 10 advertisers using national spot radio gave us mentions running well above 200. In radio there were four network programs devoted either completely or mostly to the American Cancer Society and in television there were seven features . . .

The figures I gave above are for network cooperation, but our field representatives tell me of areas throughout the country where it was impossible to avoid hearing the subject of cancer throughout the month of April.

We are grateful to you for helping us tell the industries of our crusade and we are thankful to the good men and women in radio and television for helping so admirably in the fight to control cancer.

Walter King
Dir. of Radio-TV
American Cancer Society
New York

in the public interest . . . .

IN an all-out safety drive, WABJ Adrian, Mich., 27 months ago enlisted 13,000 students in 11 high schools and more than 100 grade schools in Lenawee County, awarding pennants and students' "safety" buttons in the case of schools with no accidents for a month. Weekly *Safety Quiz* is recorded in various schools for broadcast and Mon.-Fri. *Safety Story Lady* promotes safety.

* * *

Share-Ride Service

DURING transportation strike, WGSM Huntington, L. I., secured transportation to New York for 200 commuters through morning disc jockey Bob Murphy, who acted as intermediary between the strike-bound Nassau-Suffolk commuters and 53 car owners who offered rides during the program's 6:15-9:15 a.m. period.

* * *

Air Raid Instructions

AIR RAID test alert in Hartford, Conn., found WDRC there ahead of time with a mobile unit cruising the streets giving instructions to listeners on what to do when the sirens went off. In the mobile unit were Station Manager Walter Haase, a civil defense public relations official and announcer Leif Jensen.

* * *

WBAL Aids Reunion

AFTER a 20-year separation, Navy seaman Robert Phipps and his father, Ralph Hamblin of Geneva, N. Y., were reunited last Monday on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT and CDT). Seaman Phipps had written to news commentator Archdale J. Jones of Baltimore *News - Post's* WBAL, seeking aid in locating his real father, whom he had not seen since his adoption as an infant by another family. Knowing only that Robert had been born 21 years ago in Waterloo, N. Y., Mr. Jones enlisted the aid of his radio audience and followed tips until he located Mr. Hamblin in Geneva, N. Y. Until their belated introduction during the program, neither Seaman Phipps nor Mr. Hamblin knew the reason for his invitation to appear on *Today*.

A **TOP** Testimonial
for a **TOP** Program
on the Midwest's **TOP** Station

An Agency Executive wrote WGN in May:

"I can say that without qualification that the "M.J.B. Show" was the best participation program that we used anywhere in the West or Far West. In fact, he outpulled almost all of the other 50,000 watt stations combined and these stations were located in Cleveland, Detroit, Los Angeles, Pittsburgh, Boston and other important markets throughout the country."....

Remember... RADIO SELLS MORE TO MORE PEOPLE FOR LESS ...
and your BASIC BUY in the Middle West is WGN ... delivering
the greatest coverage and the most homes reached per week*

*1949 BMB

A Clear Channel Station ...
Serving the Middle West
MBS

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

"I love politicians"



Photograph by RALPH STEINER

Ray Henle has a long, sincere and requited affection for the political genus. It goes back to his first years in Washington and one of his first big political stories — when President Coolidge chose not to run. In the intervening years, Henle has covered every convention and traveled extensively with each president as well as candidates Landon, Willkie and Dewey.

As editor-in-chief of THREE STAR EXTRA, his understanding of and continuing interest in politicians stands him in good stead.

With Albert Warner as expert on international affairs, Ned Brooks covering domestic news, and Henle on the Washington beat, the Sun Oil Company's THREE STAR EXTRA presents nightly the interpretations of three experts — each working in his special field.

Credit NBC with another unique format for broadcasting news, and credit NBC for having such eminently able newsmen as Henle, Warner and Brooks.

It's not easy to hold news leadership in both radio and television as NBC consistently does. It has to be done the hard way — by having a larger, more distinguished news force and by broadcasting more hours of news every week. That's why most people hear the news first and hear more of it from NBC.

NBC *radio and television*

a service of Radio Corporation of America

Mrs. MUFFIN IS NO Myth ANYMORE!



- We're not lisping, either . . . when we say there's no myth to Mrs. Muffin's capturing the interest and imagination of "the younger set" in New Orleans.
- Bright and early each Saturday morning, young ears are literally glued to their radios (WDSU, of course) between 8 and 9 o'clock. During these sixty magic minutes, Mrs. Muffin weaves fascinating stories . . . as well as giving tips on health, safety, and good deeds.
- As proof of her magnetic personality, recently Mrs. Muffin received more than 6,000 letters during a single week. If sales to the "small fry" is your problem . . . Mrs. Muffin can easily provide the solution!
- Don't ever be fooled by myths . . . let WDSU show you real sales in the "Billion Dollar New Orleans Market."

• Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS CBS

new business

Spot • • •

EMERSON RADIO & PHONOGRAPH Corp., N. Y., and **PAN AMERICAN WORLD AIRWAYS**, to sponsor radio spot campaign in various markets to boost sales of Emerson " Pan American" portable during vacation season. Agency: Grey Adv., N. Y.

REV. PERCY CROSBY planning to place radio version of TV show, *Young People's Church of the Air*, in Los Angeles, Chicago and Pontiac-Detroit areas Monday through Friday. Agency: John Camp Agency, Ft. Wayne, Ind.

INTERNATIONAL SHOE Co., St. Louis, adds 45 stations to lineup on *Howdy Doody*, NBC-TV. Company has 52-week contract for a quarter-hour, adding the new list to its current 81 stations. Agency: Henri, Hurst & McDonald, Chicago.

LYON VAN & STORAGE Co., L. A., starting *Elmer Peterson and the News* on 13 NBC Pacific Coast radio stations, Tues., 5:45-6 p.m. PDT, for 26 weeks from Aug. 5. Agency: Smalley, Levitt & Smith Inc., L. A.

GENERAL FOODS Ltd., Toronto (Swansdown flour), has started spot announcements on a number of Canadian stations. Agency: Baker Adv. Ltd., Toronto.

Network • • •

NAUMKEAG STEAM COTTON Co., N. Y. (Pequot sheets and pillow cases), to sponsor Tuesday and Thursday segments of 15-minute *Paula Stone Show* on MBS, Mon. through Fri., 10:15-30 a.m. EDT effective July 22. Agency: Jackson & Co., N. Y.

KRAFT FOODS Co., Chicago, renews *The Great Gildersleeve* on NBC from July 23 for 59 weeks, Wed., 7:30 p.m. CT. Agency: Needham, Louis & Brorby, Chicago.

CHEVROLET dealers renewing *Dinah Shore Show*, Tues. and Thurs., 7:30-45 p.m. on NBC-TV for 1952-53 season. Agency: Campbell-Ewald, N. Y.

R. J. REYNOLDS TOBACCO Co. (Camel cigarettes), to sponsor *Pantomime Quiz* as summer replacement for *My Friend Irma* beginning July 4 on CBS-TV, Fri., 8:30-9 p.m. EDT. Agency: William Esty & Co., N. Y.

PROCTER & GAMBLE, Cincinnati, to sponsor *Boss Lady* as summer replacement for *Fireside Theatre* from July 1 on NBC-TV, Tues., 9-9:30 p.m. Agency: Compton Adv., N. Y.

Agency Appointments • • •

IMPERIAL KNIFE ASSOCIATED Co., N. Y., appoints Wilson, Haight & Welch, N. Y. Account executive is **CHARLES B. H. PARKER.**

WESTERN IRRIGATION Co., Eugene, Ore. (Dry-Lift drain valve), and **MEADOWLAND CREAMERY Co.**, that city, appoint Coleman Adv., Portland.

THRIFTY DRUG STORES, L. A., appoints William W. Harvey Inc., that city, to handle vitamin products' advertising.

J. HENRY HELSER & Co., Portland (investment counselors), names House & Leland, that city.

COBBLERS Inc., L. A. (women's shoes, bags), **HOLLYWOOD STATE BANK**, Hollywood, and **COMPUTYPER Corp.**, L. A. (div. Benson-Lehner Corp., applied cybernetics, business machines), name Vick Knight Inc., Hollywood.

Adpeople • • •

RAYMOND K. MEFFEN, sales manager, Bymart-Tintair Inc, N. Y. (hair coloring), named director of newly created professional division. **ALBERT M. BEHRENS** appointed coordinator of all firm's advertising, publicity and point of sale material.

DON HOYT, art-production department, Adolph L. Bloch Adv., Portland, to Mixermobile Mfg. Co., that city, as advertising manager.

J. J. CURTIS, eastern regional manager, Johnson's Wax, named national accounts manager to coordinate company's advertising and marketing policies succeeded by **R. W. GRIFFITH. G. O. POTTER** of firm's Chicago office, appointed national accounts manager in charge of midwest and western areas.



The XL Stations

RESULTFUL ADVERTISING

on the XL Stations Pays Big Dividends Continuously.

KXL PORTLAND • KXLY SPOKANE • KXLF BUTTE • KXLL MISSOULA • KXLJ HELENA • KXLK Great Falls • KXLQ BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company



Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

FIRST SHOWING of cars "live" on television by a new and used car firm in the Philadelphia area is claimed by John B. White Inc., Ford dealer there.

Capitalizing on the new WCAU-TV studios' accessibility from ground level, permitting cars and trucks to enter the studios, the White company initiated "live" demonstrations in the commercial portions of its news show a week after opening of the WCAU center [B•T, June 2].

The firm's advertising agency, J. Cunningham Cox, reported the "live" demonstrations televised excellently with favorable consumer reaction. Firm plans demonstrations on all future shows.

Six cars, "television specials," are shown on each program, and the firm thus can keep track of sales attributed to TV.

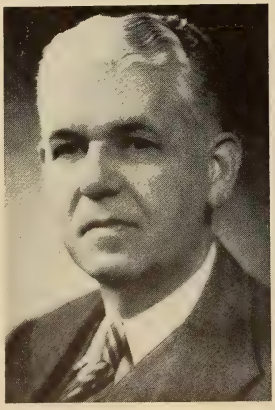
Keyed in this manner, the firm has been able to keep track of sales directly attributed to their TV expenditures. A company spokesman stated a "good number" of sales have been traced to television, of which the greater percentage were used cars.



Mr. Facenda, star of news program sponsored by John B. White Inc., helps "sell" a new Ford during a commercial.

* * *

strictly business



JACK HALEY

APPEAL to advertisers to join the TV industry in raising video's standards, made June 11 by NARTB Television Code Review Board Chairman John E. Fetzer, probably will fetch a wholehearted approval from John W. (Jack) Haley, advertising manager of Narragansett Brewing Co. of Cranston, R. I.

Head of the brewing firm's advertising since 1933, Mr. Haley this year breezes through his 25th year in radio. His associates tag him "an extremely vocal proponent of good taste in radio and TV."

He is proud of the several occasions Narragansett and his other clients have been honored for excellence of entertainment. Narragansett, with its heavy use of radio and its pioneering advertising on television making it one of the biggest advertisers in New England, received a certificate Award of Merit from City College of New York in 1947.

A Brown U. man (treasurer, Class of 1919), Mr. Haley first appeared on radio as commentator, actor and commercial announcer on a wide variety of local broadcasts sponsored by firms with products ranging from chewing gum to public utilities.

He probably has established some sort of a record by writing, producing and being featured on *Rhode Island Historian*, one of radio's oldest commercial programs. Sponsored continuously by the Providence Institution for Savings, a Mutual Savings Bank, from 1927 through 1949, the weekly radio program was supplemented only with occasional newspaper institutional advertising.

Radio scripts of the *Historian* program have been printed in pamphlet form and widely distributed to request mailing lists, and four bound volumes still are in demand at libraries and schools —each has passed the 20,000 copies mark. Many have been printed in Braille.

Mr. Haley is in national demand

(Continued on page 42)

It's Coverage That Counts!



Grandfather sure knew the value of coverage. He didn't take any chance of getting burned . . . and speaking of coverage, WBRE is the "must" buy to reach this 3rd largest populated market in Pennsylvania. Yes, it's coverage that counts and WBRE and only WBRE can deliver this mining-manufacturing market to you.

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

Greener Pastures for EUROPE too!



SAM SCHNEIDER



At the request of the Mutual Security Agency of the United States Government, Sam Schneider, KVOO Farm Director and President of the National Association of Radio Farm Directors will head a delegation of his co-workers on a six weeks' tour of Europe to help establish a more effective farm radio service on the continent.

An important part of Sam's work, in addition, will be to set up a GREENER PASTURES PROGRAM modeled after the highly successful KVOO Greener Pastures Program which has already been adopted in several South American nations.

Translations of this highly important and effective plan* have already been made available to European farm directors in order that they may be prepared to plan progressive steps toward its accomplishment when the American delegation arrives.

The success of the KVOO GREENER PASTURES PROGRAM is a source of pride to us and we are happy for the opportunity of sharing it with our friends in South America and Europe. The land is basic, whether here or any other place in the world. Let's all work to improve and restore it to its rich, original beauty and fertility.

*Your copy of this important Program is free for the asking. Just address your request to KVOO or your nearest Petry & Company office.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

NBC AFFILIATE



Like pork goes with beans

That's the way successful advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • *REPRESENTED BY FORJOE AND COMPANY*

BROADCASTING

Vol. 42, No. 25 JUNE 23, 1952

POLITICS ON AIR: $10 MILLION HEADACHE

Democrats Already Are Buying Up Time

By JOHN OSBON

PACTS for "excellent time periods" in radio and television have been corralled by the Democratic National Committee for the post-convention political campaign, it was revealed last week.

While actual sums were not specified, it was learned that the contracts involve "hundreds of thousands of dollars" covering basic time purchases on all major radio-TV networks.

In announcing that contracts have been signed, Committee Chairman Frank E. McKinney boasted that the Democrats, for the first time, had skirted time pre-emption problems at a great saving to the national committee—and incidentally minimizing the headaches of network executives later on.

The purchases cover basic time only on "all national networks" for programs to be broadcast and telecast starting next September and ending just prior to the election Nov. 5. The announcement came as the committee accelerated its Victory Chest drive to raise funds for radio, television and other media. Results for radio-TV funds thus far have been gratifying.



CHAIRMAN McKINNEY

. . . He beat commercial sponsors to the punch

In the feverish campaigning for the Presidential elections, political broadcasting will play hob with commercial schedules on radio and television throughout the summer and the fall. Regular sponsors are already making plans to adjust their spots and programs to the dislocation bound to be made by the broadcasts of next month's political conventions. And politicians have already entered the market to buy up time next fall.

Details were not available late last week but will be released shortly so Democratic officials can coordinate state and local campaign plans with the national schedule. The Joseph Katz Co., Baltimore, has been instructed to push ahead on programs.

Early Bird

"I believe we have secured excellent time periods which will reach every city, every town, every community and rural area in the country," Chairman McKinney said. "By moving early, we have saved substantial sums of money. We plan to see that this time is used to achieve the maximum effect."

Thus, the contracts presumably were signed with ABC, CBS and NBC radio and television networks; with MBS, and with DuMont Television Network. There were some reports that commitments will approximate $1 million, give and take either way.

It was reliably learned the Democrats had purchased 10:30-11 p.m. Election Eve network segments.

Chairman McKinney pointed out that choice time periods were obtained early—"before commercial sponsors have signed their fall contracts." In a letter to Democratic party workers, Mr. McKinney explained:

. . . By contracting for this time now we are saving substantial sums which in previous campaigns we have had to pay to remove regularly scheduled sponsored shows to make way for political broadcasts. This expense—whatever amount it cost to produce the program—was in addition to the money paid to the network for the time.

To give you some idea of what kind of money this involved, the production cost of many top television shows is as much as $40,000 or $50,000, over and above the cost of the network time.

This year, however, we have secured choice time periods on television and radio *before* commercial sponsors have signed their fall contracts. If we had waited until late summer to sign these contracts we would have had to pay money running well into six figures to remove sponsored shows in order to get the same time we now have under contract.

Mr. McKinney noted that the Victory Chest drive [B•T, June 9] "is off to a good start," although most of the contributions have not been large and "it takes a lot of these contributions to meet the high cost of radio and TV time." In fact, the radio-TV appeal bids fair to become "the most successful campaign" the party has ever conducted, he added.

The Democratic chairman assured party workers that emphasis on the radio-TV fund did not mean "we are going to rely only on those media." He proposed a "well-rounded publicity and advertising program, utilizing every medium of communication to the maximum that our legal campaign ceiling will permit."

Fund Raising

Mr. McKinney referred to the $3 million ceiling imposed on campaign expenditures during an election year under the Hatch Act. Early estimates placed radio-TV funds for the Democrats at somewhere between $1-$2 million.

"We will be able to do a better job in all [media] fields because we are moving early to raise our radio and TV fund to contract for basic national network time," Mr. McKinney observed. He called on party workers to send in any con-

(Continued on page 97)

How Sponsors Plan To Meet Disruptions

By FLORENCE SMALL

AN ESTIMATED seven to ten million dollars worth of radio and TV spot announcement schedules will be disrupted by the networks' coverage of the political conventions during July, with agencies split in their demands for either time-credit or substitute ("make good") time, the latter to be cleared with the agencies in advance.

The situation derives from the fact that the networks anticipate that during the conventions' keynote addresses and dramatic occasions like the first balloting, coverage will not be interrupted for station identification. However, during predictable convention action all the networks will strive for at least half-hour breaks in radio of the usual 30 seconds duration and at least one break during the hour in television.

Disappearing Spots

Thus, since the individual station on the network will be able most of the time to retain the 30 seconds for station identification, that revenue will not be unduly affected, but the stations still face the loss of the quarter-hour spot.

One of the first radio station representatives to query New York agencies on the problem last week was the O. L. Taylor Co. President Lloyd G. Venard sent letters to the agencies asking approval of a suggested method to be used in handling affected national accounts.

Mr. Venard's plan as expressed in his letter suggested that "if a national account is missed during the convention, the station is to run that announcement on the first break that is open. If for instance, an announcement is scheduled for 11 a.m. and is knocked out by the convention, it would run at the first open break."

Although it was too early for Mr. Venard to have received complete replies, B•T was able to spot

(Continued on page 30)



ATTENDING the National Assn. of Radio & TV Station Representatives' Spot Radio Clinic luncheon in New York's Hotel Biltmore June 10 are (l to r): Arthur McCoy, Avery-Knodel Inc.; C. L. Miller, president, C. L. Miller Co., honored guest; T. F. Flanagan, managing director, NARTSR, and Jones Scovern, Free & Peters Inc.

LBS VS. MAJORS

Trial Date Now Jan. 19

THE EXPIRING Liberty Broadcasting System was revived a bit last week as a Chicago federal district court judge set Jan. 19 as the trial date in the network's anti-trust suit charging conspiracy by major league baseball clubs.

Liberty's Chicago law firm, McConnell, Lutkin & Van Hook, on Tuesday requested and received a January trial date. The early date is expected to influence creditors so they may agree to continuance of the costly litigation.

Creditors of Liberty—to whom almost $1½ million is owed—will meet in Dallas July 8 to select the trustee in bankruptcy, who is the permanent replacement for the receiver. The receiver is William J. Rochelle, Dallas attorney, who may also be named trustee.

The trustee and creditors will decide what disposition is to be made of the baseball suit. Should the network win a favorable decision, creditors would stand to collect everything owed them. However, they might decide to drop the suit because of litigation costs and the possible time involved in getting a decision. As it is now, debts might be paid off at the rate of 10 cents on the dollar. Liberty's liquid assets are unknown, but presumably include accounts receivable from former affiliates and equipment.

COPYRIGHT BILL

Senate Group Okays

BILL to broaden the Copyright Act to protect recording rights of authors of non-dramatic literary works [B•T, March 31, 24] was reported favorably last week by the Senate Judiciary Committee. Bill (HR 3589) is substantially the same as the House-passed version, which would require broadcasters to secure the consent of the author for airing.

Maximum damages of $100 are permitted "where the infringing broadcaster shows that he was not aware that he was infringing and that such infringement could not have been reasonably foreseen."

HUMPHREY LAUDS

Talent on OPS Shows

PRAISE for patriotic services donated by radio and film talent in connection with radio programs of the Office of Price Stabilization was given by Sen. Hubert H. Humphrey (D-Minn.). He paid the tribute to their "patriotism and selflessness" in response to charges that broadcasters and artists were aiding OPS "propaganda" programs.

Sen. Humphrey's statement, introduced in the *Congressional Record*, pointed out that the people must understand the OPS program to check inflation as well as maintain and expand production. He said:

I am confident that your contribution of talent and time has the appreciation of all Americans who fear inflation and desire to protect their economy. You and your associates have been criticized by a small handful of my colleagues for assisting your government. If helping your government in its anti-inflation program is to be considered controversial and political, then I say that we are only a step away from condemning any individual who desires to help his government carry out a program enacted by law through Congress.

BAB CLINICS

Management Units Held

SERIES of Broadcast Advertising Bureau clinics for station managers and sales managers was held in the East last week, with sessions at Philadelphia, Baltimore, Washington and Richmond, Va. Kevin B. Sweeney, BAB vice president, and Jack Hardesty, director of local promotion, made the tour.

Morning programs covered BAB's internal operations, with presentation of income distribution and jobs accomplished along with plans for the rest of the year. These plans include extensive advertising and retail sales promotion drives.

Afternoon sessions were devoted to sales discussions with station sales and program executives. BAB projects were described in detail.

DORLAND ASSETS

Liquidation Authorized

LIQUIDATION of the fiscal assets of Dorland Inc., New York, was authorized last week after the agency, with liabilities said to be $190,000, filed an assignment for benefit of creditors in New York County Court.

The authorization was given to A. Alan Reich, attorney for the assignee, at a meeting at which 32 of the agency's largest creditors —among them WOR New York ($28,260) and the DuMont TV Network ($25,000)—met to appoint a committee of five creditors. They are: Merrell Morgan, representing DuMont Network, Chauncey H. Levy, General Television-Radio; Muriel Henle, ABC; Joseph Lewis, Bingham Photo Engravers, and Leo M. Rogers, Rogers Engravers Co.

The creditors' committee also employed an accountant to go over the books and report to the committee within a fortnight.

Among the questions for the accountant to pursue are the relationships, if any, (1) among Dorland Inc., Dorland Adv. Ltd., and Dorland International, and (2) between Dorland Inc. and the Wesley Assoc. agency, which occupies office space with Dorland Adv. Ltd. and whose staff includes Dorland President Atherton Pettingell and Executive Vice President Walter Maas.

At the creditors' meeting, Eugene Roth, attorney for Dorland Inc. said that merchandising activities of radio-TV division under Harold Kaye were the main cause of the agency's financial break-up. He said Mr. Kaye was part owner of some of the companies that were delinquent in paying their bills.

Lewis Ullman, attorney for Mr. Kaye, who was not represented at the meeting, pointed out that in a settlement back in March Mr. Kaye paid Dorland Inc. approximately $15,000 and that there is still a possible rebate of $2,000 or so owed to Mr. Kaye by Dorland. The original settlement of $15,000 was made, he said, after Mr. Pettingell stated in a letter during the Dorland-Kaye litigation that "we may have been in error with respect to the amount of $46,142.04, which we asserted was due. . . . The figure alleged now appears to have been unduly large."

Clandestine VOA?

IS THE Voice of America violating the law of Japan? The Japanese Foreign Office and Radio Regulatory Commission, according to newspaper accounts, think perhaps VOA and Korean language broadcasts may run afoul of Japan's electric wave law. A section of that law stipulates that no license for operating a station shall be given to a foreign country. But the U. S. expressly demanded the right of broadcasts when it negotiated the security pact with Japan. Nipponese authorities hold the broadcasts are not intended for U. S. forces there but the local populace.

FRENCH SARDINE BUYS

Godfrey Show Segments

FRENCH SARDINE Co. of Terminal Island, Calif., has bought two weekly quarter-hours of the simulcast of Arthur Godfrey's morning show on CBS radio and CBS-TV, effective Sept. 2, bringing to 14 the number of 15-minute simulcast segments already sold for this fall.

CBS-TV Network Sales Vice President Fred M. Thrower announced the purchase of the simulcast on Tuesday and Thursday for the firm's Starkist Tunafish product, through Rhoades & Davis, San Francisco.



Drawn for BROADCASTING • TELECASTING by Dick Wang

"Just think! In twenty minutes your appendix will be in practically every living room in the city!"

HOUSE PASSES McFARLAND BILL

Also Libel Measure

By EARL ABRAMS

FIRST major revision of the Communications Act in 18 years is in the hands of Senate-House conferees this week, following passage last Tuesday of the House version of the Senate-passed McFarland Bill (S 658).

Only major amendment adopted on the House floor was a provision to exempt radio stations from damages for libel uttered by political candidates or their authorized spokesmen. This was offered by Rep. Walt Horan (R-Wash.).

The same amendment would forbid stations from charging political candidates more than the comparable commercial rate.

Horan amendment was adopted 92 to 27, after the House defeated by 59 to 37 an amendment offered by Rep. Joseph P. O'Hara (R-Minn.) which would have permitted station operators to censor candidates' speeches for defamation and obscenity.

House also defeated by voice vote an amendment by Rep. Harry R. Sheppard (D-Calif.) to strike the provision to forbid the FCC to discriminate against newspaper applicants "solely" because of newspaper ownership.

This motion, and the debate preceding and following it, brought the admission from the bill's managers—Reps. Oren Harris (D-Ark.) and J. Percy Priest (D-Tenn.)—that the newspaper provision does not bar the FCC from turning down a newspaper applicant if in its judgment a favorable grant would conduce to monopoly in the dissemination of news in the community involved.

This is one of the provisions which was believed to have been at the root of the White House's objections to the McFarland bill, and which led to its removal from the House schedule two weeks ago [B•T, June 16].

Bill as passed by the House follows the general outline of the legislation passed in February 1951 by the Senate with several important differences (see summary of principal points below).

Senate-House conferees are scheduled to meet this week behind closed doors. No major changes are expected to be made in the McFarland bill, although it was said two weeks ago that the FCC had "reached" the White House which had ordered that certain provisions be "adjusted."

Fact that the only attempt to "soften" the bill was made by Rep. Sheppard surprised industry observers. The four-and-a-half-hour debate produced no opposition to the bill. Most of the time was spent on the newspaper section and the political censorship amendment.

Representing the Senate in the conference committee are Democratic Sens. Ernest W. McFarland (Ariz.), author of the bill; Edwin C. Johnson (Col.), Lester C. Hunt (Wyo.), and Republican Sens. Charles W. Tobey (N. H.) and Homer E. Capehart (Ind.).

Representing the House are Democratic Reps. J. Percy Priest (Tenn.), Oren Harris (Ark.), Homer Thornberry (Tex.) and Republican Reps. Charles A. Wolverton (N. J.) and Carl Hinshaw (Calif.).

Agreement Seen

Little difficulty is expected in "compromising" differences between the House and Senate bills.

Broadcast spokesmen are hopeful that the provisions relating to suspensions, cease and desist orders and fines will be eliminated. They also believe that the provision regarding the purchase of the apparatus of unsuccessful applicants for license renewal by the successful grantee can be deleted. They feel that the language of the Horan amendment referring to political charges will be clarified.

Spokesmen for major broadcasters also are hopeful that House conferees will accept the Senate provision eliminating the double jeopardy clause.

Most spirited debate was on the respective merits of the Horan and the O'Hara amendments. The former, which was adopted, would exempt broadcasters from liability for libel uttered on the air by political candidates or their authorized spokesmen. The latter would have permitted stations to censor political speeches for "defamation and obscenity."

The O'Hara amendment was defeated by a House which felt political candidates' speeches should be inviolate and that it was unfair to station owners to require them to give time to political candidates and forbid them to censor such talks, while at the same time permitting them to be sued for libel.

Adoption of the Horan amendment evoked strong words from Mr. O'Hara. After raising the question of constitutionality, Mr. O'Hara declared:

I do not believe, and I assure you I say this in all sincerity, that the Congress of the United States could pass an act which would exempt someone . . . from the libel laws, either civil or criminal, of the States, and that is just what you are going to be passing on in this provision.

Adoption of the amendment drew even stronger words from Rep. Clare E. Hoffman (R-Mich.):

"This amendment . . . is an in-

(Continued on page 36)

Horan Amendment

REVISED Section 315 of the Communications Act, adopted by the House by a vote of 92 to 27 upon a motion by Rep. Walt Horan (R-Wash.), is as follows:

"'Facilities for Candidates for Public Office

"'Sec. 315. (a) If any licensee shall permit any legally qualified candidate for any public office in a primary, general, or other election, or any person authorized in writing by such candidate to speak on his behalf, to use a broadcasting station, such licensee shall afford equal opportunities in the use of such broadcasting station to all other such candidates for that office or to persons authorized in writing by such other candidates to speak on their behalf.

"'(b) The licensee shall have no power to censor the material broadcast by any person who is permitted to use its station in any of the cases enumerated in subsection (a) or who uses such station by reason of any requirement specified in such subsection; and the licensee shall not be liable in any civil or criminal action in any local, State, or Federal court because of any material in such a broadcast, except in case said licensee shall willfully, knowingly, and with intent to defame participate in such broadcast.

"'(c) Except to the extent expressly provided in subsection (a), nothing in this section shall impose upon any licensee any obligation to allow the use of its broadcasting station by any person.

"'(d) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the minimum charges made for comparable use of such station for other purposes.

"'(e) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.'"

Main Points in House Version of New Bill

SALIENT features of the McFarland Bill (S 658), passed last week by the House and now the subject of Senate-House conference, are as follows:

Cease and desist orders, suspension of licenses, fines—House bill gives FCC power to suspend licenses up to 90 days, issue cease and desist orders, levy fines up to $500 per day per infraction. This is in addition to existing authority to revoke licenses for cause. Senate bill permits issuance only of cease and desist orders.

Newspaper ownership — House bill forbids FCC to discriminate against newspaper applicants "solely" because of newspaper ownership or association. Senate bill does not contain this provision.

Political broadcasts—House bill exempts broadcasters from damages for libel uttered by political candidates speaking over stations. It also forbids stations to charge more than the "minimum charges made for use of such station for other purposes" for political broadcasts. Senate bill does not contain these provisions.

Double jeopardy—Senate bill deletes that portion of Section 311 of Communications Act which gives FCC power to revoke licenses of any licensee found guilty by Federal court of anti-trust violations in radio or communications business. House version does not touch this provision, leaving this section as *status quo*.

Separation of staff and Commissioners—Both bills forbid staff of FCC from consulting with or making recommendations to Commissioners regarding decisions on cases before them. Both bills set up a review staff whose only function is to digest evidence for Commissioners. Senate bill adds a legal assistant to staff of each Commissioner. House bill adds a "professional" assistant to staff of each Commissioner. House bill is more rigid than Senate version.

Action on cases—Both bills require FCC to reach final decision on applications within three months after filing on cases not requiring hearings, within six months after close of hearing on hearing cases. Both also require full report to Congress on cases not acted upon which are on file for longer than above periods.

Job jumping—Senate bill prohibits any Commissioner from representing a client before FCC for one year after resignation. It also applies to staff executives. House bill does not include this provision.

Declaratory orders—Senate bill orders FCC to issue declaratory orders only when requested. House bill does not include this provision.

Sale of equipment—House bill requires FCC to compel a successful grantee to purchase equipment of unsuccessful applicant when latter is licensee of facility involved. Senate bill does not include this provision.

Renewals—Both bills put burden of proving that a licensee is not qualified for renewal of license on the FCC.

Hearing procedures—Both bills require FCC to notify applicant and other interested parties of time and place of hearing and reasons why grant cannot be made. Applicant is permitted to object to FCC's reasoning. If FCC, after reply of applicant, still feels it cannot grant application without hearing, it may then set case for hearing.

Protests and petitions for rehearing—Both bills permit protests against grants or petitions for rehearing to be filed up to 30 days after a grant. Both bills also require FCC to answer protests or petitions for rehearing within 15 days after filing.

COMBINED RADIO-TV SELLS BEST

Says NBC's Madden

"BEST unduplicated buy an advertiser can make is the combination of radio and television," Edward D. Madden, NBC vice president in charge of TV sales and operations, said Tuesday in an address before the American Marketing Assn. meeting in Cincinnati.



Mr. Madden

Citing Nielsen figures on "an actual experience of last year," Mr. Madden reported that an advertiser sponsored a network radio program reaching 14.1% of all U.S. homes and a network TV show reaching 7.9% of the nation's homes, but with only 1/10th of 1% of all homes reached by both programs.

Duplicated Audience

"The important thing here is that the duplicated audience—the number of homes reached by both programs—is only 43,000 out of almost 10 million homes reached by the advertiser with this combination," Mr. Madden pointed out.

"Radio," he declared, "has too much basic circulation—and, in addition, secondary sets, portable and auto sets—to be passed over. It has too much grass roots penetration, too much advertising impact, for it to be omitted from any advertiser's schedule."

Answering critics who have charged TV with pricing itself out of the reach of most advertisers, Mr. Madden stated that "day or night, television gathers an audience for the advertiser at an economical cost per viewer. And its price is low in comparison with the cost of reaching people through the older visual media."

He backed up these statements with figures showing that an average NBC-TV sponsored evening half-hour cost the advertiser $37,600 for time and talent and reached 11,192,000 viewers in 4,204,000 homes for an average cost of $3.36 per thousand viewers. The average NBC-TV daytime half-hour, costing $15,100 and reaching 4,224,000 viewers in 2,057,000 homes, delivers viewers at the price of $3.57 a thousand, he reported.

In contrast to these TV costs of $3.36 for an evening half-hour and $3.57 for a daytime half-hour per thousand persons reached, Mr. Madden said that a black-and-white page in *Life* costs $3.83 per thousand and a 500-line ad in the leading newspaper in 64 markets costs $5.17 per thousand. "The most economical medium is television," he noted, "which is substantially below either the largest magazine or newspaper advertising."

Realizing several years ago that as TV circulation increased, costs would also increase, NBC-TV "introduced new selling concepts of multiple participating sponsorship, which are making network television advertising available to moderate budget advertisers," Mr. Madden stated.

"They also enable advertisers with somewhat larger budgets to co-sponsor programs which they alone couldn't afford," he commented, reporting that of the 50 leading advertisers, 48 are using television and of those 48, "36 are using some form of participating sponsorship." In the next 50 advertisers, 35 are using TV and 19 some form of participating sponsorship, he said.

"Actually, what we're doing is to make it as easy for the advertiser to buy TV as it is for him to buy space in magazines," Mr. Madden said. He pointed out that an advertiser who wants to reach housewives can buy 15 minutes of the *Kate Smith Hour* (Monday-Friday, 4-5 p.m.) for $12,044, at a cost per thousand of $2.27. A quarter-hour of *Howdy Doody* (Monday-Friday, 5:30-6 p.m.) costing $12,541, will deliver viewers (90% kids) at a cost of $1.93 per thousand. To reach the whole family, Mr. Madden noted, the advertiser can use as little as a five-minute segment of *Today* (Monday-Friday, 7-9 a.m.) for $2,352, or a cost per thousand of $1.36. The three advertisers who jointly sponsored the middle half-hour of *Your Show of Shows* paid $17,329 each a week, he said, reaching viewers at 85 cents a thousand.

"I'm not saying that you will not have individual sponsorship of individual programs," Mr. Madden declared. "What I want to get across to you is that television advertising will not be frozen into the traditional patterns of network radio."

Asking, "Do these new TV selling concepts vitiate the soundness of advertising practices established in radio?" Mr. Madden pointed out that "in radio you had the same advertiser sponsoring the same program on the same stations week after week in 13-week cycles. You had frequency and continuity of advertising impressions on a mass market of consumers.

"If you analyze that situation, you find it's made up of two important elements: One, the program, which listeners could get by turning to the same station, on the same day, every week; two, the frequent and continuous advertising impressions the advertiser could make on the audience attracted by the program.

"These two elements—the mass audience and the frequent, continuing advertising exposure—we must and will retain in the new selling plans television will develop. In many instances we will have to forego the luxury of exclusive advertiser identification with the program, as you had in radio."

Research organizations should revise their radio evaluation methods

(Continued on page 97)



AMOUNT of selling copy in 35-word commercial is demonstrated to William H. Weintraub & Co. executives Carlos Franco (l), head of radio and TV, and Les Blumenthal (r) by George Backus, Edward Petry & Co. New York salesman, in the Petry drive to sell more 20-second chain breaks. Copy was prepared for Kaiser-Frazer.

PROFIT SQUEEZE

Theme of Doherty Talk At Nags Head Meet

BROADCASTERS, one of few industries to absorb rising operating costs out of profits, must avoid or minimize the squeeze between income and operating costs, Richard P. Doherty, NARTB employe-employer relations director, told the North Carolina Assn. of Broadcasters, meeting Friday at Nags Head, N. C.

★

At the same time, he said, radio seems to be the only industry content to reduce profits to pay higher costs of operation. The results could be "devastating" if inflation continues, he added.

John H. Smith Jr., NARTB FM director, called on broadcasters to get FM out of the "foreign language class and into the great radio family" by talking "radio and TV" instead of "FM, AM and TV."

In his analysis of labor and operating costs, Mr. Doherty said the upward spiral will continue "regardless of the political outcome of the November elections." He said inflationary forces "have jumped the national income from $233 billion in 1947 to $328 billion in 1951—an increase of 41%. During the same period the revenue of the radio broadcasting industry rose by 30%. Radio stations and networks need a combined additional income of some $153 million if the industry is to get the same proportionate share of the nation's income as was received in the 1946-50 period."

Lists Operating Problems

Operating problems of the broadcaster are shaped and influenced by broad and complicated national trends, Mr. Doherty said. He listed these as: National policies which generate inflation; national tax programs which affect potential sponsor advertising budgets; national wage and employment patterns; nationwide union practices; national radio rate tendencies; national legislation which directly affects, or threatens, the standards of all radio and TV operations.

"Never before in the history of broadcasting," he continued, "has there been such a crying need for industry-wide cooperation and for outside operating services and aids if profit-making stations are to maintain their profits and 'red-ink' stations are to get into the black."

Referring to radio's absorption of rising costs out of profits, Mr. Doherty said:

Newspapers and other lines of business have raised rather substantially the prices of their product or services to cover the steady upward march of costs. In fact, it is ironical that so many businessmen who, in their own businesses, know full well the impact of higher costs upon prices virtually fail to realize that radio has been equally subjected to higher wages, higher costs of equipment, higher taxes, higher costs for services and, in total, higher operating cost ratios.

NARTB's three-year campaign for better control of operating and labor costs has assisted a substantial segment of the radio and TV industry and has contributed greatly toward the improvement in the industry's profit margin. . . .

Operating costs for the majority of radio and TV stations are too high. These relative high operating costs result primarily from excessive payroll expenditures. While many stations operate with an efficient minimum staff, a full 50%, if not more, of the nation's stations employ too many persons. . . .

Chiding management, he said: "The fault with many station managements is that they are content to sit complacently on their profit margains—many of which are not too fat—and ride out the 'liquidation' of radio broadcasting. . . . Established businesses don't die; they wither from managerial hardening of the arteries. We like to think of radio as one of America's younger industries; some of radio's management wants to act like old men sitting out the green bench era . . . . There is nothing wrong with radio that creative, courageous and competent management cannot solve. . . ."

In calling for recognition of FM broadcasting, Mr. Smith said "the great FM discovery" is being made in many more places, including radio manufacturing firms that had grown apathetic about FM. At least two firms are resuming production of FM sets, he said.

MEETING THE CRISIS

NBC Reinforces; CBS Stations Buck Cuts

THE biggest problem facing network radio—how to re-stabilize it—was approached in separate but significant moves last week by the management of NBC and a group of affiliates of CBS Radio.

● NBC, to coordinate its radio and TV activities more fully, put NBC-TV Vice President Sylvester L. (Pat) Weaver Jr. in charge of both the radio and TV networks and installed Frank White as vice president and general manager of both, almost simultaneously starting to promote the use of radio and TV in combination as the most effective advertising buy.

● Looking toward the July 1-2 "Crisis Conference" of CBS Radio affiliates and CBS officials, members of the affiliates' steering committee met in an agenda session whose tenor gave notice that the network faces a scrap if and when it undertakes any major reduction in rates.

The NBC realignment, calculated to result in "more use of radio in both radio-only and television homes," as well as to benefit TV, came without warning. Announced by President Joseph H. McConnell late Tuesday, it makes Mr. Weaver's abilities—recognized especially in the programming field—available to the radio as well as the TV network, while giving both radio and TV the benefit of Mr. White's broad experience in administration and sales and also in labor and talent negotiations and relations.

Mr. White, who resigned as president of Mutual effective May 31, joined NBC June 10 and had been slated to head the network's projected television film division. This post went, almost simultaneously with the Weaver-White appointments, to Vice President Robert W. Sarnoff, who will be responsible for all NBC film activities including planned expansion of film syndication, reporting to Mr. White (see separate story, this page).

Denny Status

The exact future role of Charles R. Denny, executive vice president of NBC and acting head of the radio network, was not defined. Officials said, however, that he would remain in an executive capacity.

President McConnell's statement of the goals of the Weaver-White appointments—which represent a reversal of the concept which led the network to separate its radio and TV operations a few years ago—was as follows:

"Placing of the actual operating management of the radio and television networks under a single, coordinated control will benefit our audience and our customers. NBC radio network listeners will gain access to the outstanding personalities and attractions which have made our NBC television network such a success. The NBC television audience will have the advantage of a coordinated schedule of entertainment and information programs on both radio and television.

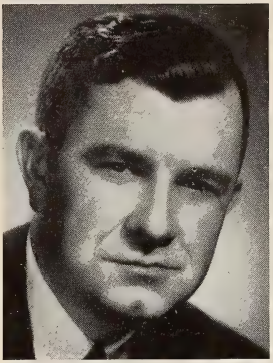
"We expect this coordinated management to give new excitement to our radio programming by bringing into radio many of our television stars and attractions. This will benefit our audience in homes which use radio as the primary source of entertainment and information. This same coordinated planning will also offer television homes a more exciting supplementary program schedule on radio. We expect the result to be more use of radio in both radio-only and television homes."

Mr. McConnell also felt the new arrangement would mean improved sales service to advertisers using both radio and TV, and more coordinated supervision and guidance for NBC employes.

Almost simultaneously with the new appointments—which became effective immediately—NBC's approach to advertisers began to emphasize the advantages of coordinated use of both radio and television as combined sales tools, and authorities expected that this would become standard procedure.



Mr. WEAVER
. . . heads radio and TV networks



Mr. WHITE
. . . vice president & gen. manager

* * *

The 43-year-old Mr. Weaver, with NBC since August 1949, has won reputation as a new-program idea man. Some of the departures from standard programming concepts which he has installed at NBC-TV are represented in the Saturday-night *Show of Shows*, with its rotation of stars, and *Today*, the two-hour early-morning communications program.

He started his career with advertising copy writing in Los Angeles following graduation from Dartmouth College in 1930, moved next into radio program production with CBS-Don Lee network, and became program manager of Don Lee's KFRC San Francisco. Moving to New York in 1935, he produced the *Fred Allen Show* for Young & Rubicam. By 1936 he had become manager of the agency's radio department. In 1938 he joined American Tobacco Co. and a year later—at 31—he was its advertising manager. After wartime service which started in 1941, he returned to American Tobacco in 1945, then went back to Y&R, where he was vice president in charge of radio and television—the post he held before moving to NBC.

Mr. White, who reports to Mr. Weaver in the new organizational structure, served both CBS and Mutual before joining NBC early this month. His entry into the broadcast field came in 1937, when he joined CBS as treasurer. In 1942 he was elected a vice president and director, continuing also as treasurer until 1947 when he was named president of the subsidiary Columbia Records Inc. He moved from CRI into the Mutual presidency on May 1, 1949. Substantial advances in MBS sales were made under his three-year administration.

CBS Radio Session

The CBS Radio affiliates' steering committee members met in Detroit on Monday. Though the details of their plans for the July 1-2 sessions were not made public, it was learned that they shared the conviction that reductions in rates—the subject which is expected to occupy the limelight at the meetings, in view of wide speculation that CBS Radio is planning cuts—will never stabilize radio, but instead will lead to greater uncertainties and losses.

The group, it was learned, felt that officials of the networks tend to rationalize the "inevitability" of reductions in rates, and fail to take into account the full vitality that does exist in the medium. Stabilization of the network radio situation can be achieved better by rate increases, if anything, and by rejec-

(Continued on page 34)

ROBERT SARNOFF

Heads New NBC Film Division

ROBERT W. SARNOFF, vice president of NBC and director of Unit Productions in its television network, last week was named to head a new NBC film division which will encompass all film activities of the network including a projected expansion of film syndication.

Announcing creation of the new division and the appointment of Mr. Sarnoff to direct it, NBC President Joseph H. McConnell said "we at NBC believe that films will play an ever greater role in the future of television" and that "we intend to stay in the forefront in this field as we have in other aspects of television."



Mr. Sarnoff

In his new post Mr. Sarnoff, who joined NBC-TV as an account executive in network sales in January 1948, will report directly to Frank White, vice president and general manager of the radio and TV networks under the reorganization which installed Sylvester L. (Pat) Weaver Jr. as vice president in charge of both networks (see story above).

The new film division chief was elected a vice president of NBC in June 1951, and became director of NBC Unit Productions last June 22. Before that he had progressed from network sales account executive to production manager for the television network, and manager of program sales.

As Unit Productions director, he was responsible for the several special NBC production units for *The Comedy Hour, All-Star Revue, Saturday Night Revue, Kate Smith Hour*, and the *Victory at Sea* documentary which will be released this fall.

Mr. Sarnoff, a son of RCA Board Chairman David Sarnoff, was assistant to the publisher of *Look* Magazine, and previously had served with the *Des Moines Register and Tribune* in a similar capacity, prior to joining NBC. He was in the Navy for three and a half years, with rank of lieutenant, and before that he served in the office of Gen. William Donovan, Coordinator of Information, in Washington.

THE "wee small hours" have meant big business for many station operators who have kept a surprisingly large listening audience entertained and informed between midnight and 6 a.m. Formats vary from a program including information on how fish are biting to that of a mysterious female disc jockey whose signature is "Lovingly Yours, Laura."

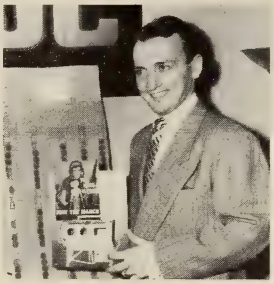
SALES LIFT



Joe McCauley interviews celebrities such as Rudy Vallee (r) on WIP Philadelphia, The Dawn Patrol.



Jim O'Leary, KCBQ San Diego, Midnight to Dawn *record man.*



Felix Grant, WWDC Washington, combines sales and public service.



Del from Dixie and Bob McKee alternate as emcees after midnight on WGN Chicago

BROADCASTING after midnight can be successful, too.

Stations on the air 24 hours a day report happy sponsors and worthwhile revenue from the 12 p.m. to 6 a.m. segment of their operation.

Others admit that while extra-hour programming does not always pay its way in cash it is a prestige builder for the station and makes radio more attractive to advertisers in other time classifications.

Increased local and national spot business is making many a station manager take a second look at the possibilities of these usually "blacked out" hours.

Advertisers who have difficulty finding the time they want during daylight or early evening hours or who like a lot of time for a comparatively low rate are looking at this "neglected" period, too.

A baker's dozen station managers in all parts of the country who have operated 24 hours a day anywhere from one year to 20 were checked by BROADCASTING • TELECASTING. Here are some of their conclusions:

- Favorite format: Records and news.
- Average personnel: Disc jockey and engineer.
- Typical sponsors: Local business (wishing to appeal to night listeners) and national advertisers (a good part of these per inquiry on some stations).
- Success: Every station reported satisfactory listener reaction.

Of course there are many variations. While most stations prefer to keep to a format of popular music, chatter and regular news roundups, others have found variations that appeal to their markets. KFAC Los Angeles uses classical music instead of popular. WWJ Detroit has a mystery girl disc jockey. WIP Philadelphia interviews celebrities. KDAL Duluth tells how fish are biting.

Proof that there is a substantial after-midnight audience has come from a number of sources. Advertest Research made a report in mid-March of this year on a study of the New York market that showed one in every ten homes in that area uses the radio after midnight. The report indicated that on the average week-day 10.3% of all families used the radio from 12 to 1 a.m.; 4.3% from 1 to 2 a.m.; 1.7% from 2 to 3 a.m.; .4% from 3 to 4 a.m.; .4% from 4 to 5 a.m. and .6% from 5 to 6 a.m.

Other markets with substantial swing shift factory operation or other night activity report an even larger percentage of late night listeners.

Since stations checked included those in every part of the country and formats varied widely the following capsule reports should prove interesting to advertisers considering this time segment and to station managers who are thinking of expanding into late-hour programming.

WGN Chicago

The WGN *720 Club* takes over promptly at midnight daily except Monday and continues to 6 a.m. Programming consists of records with five minutes of news each hour on the hour. First four hours of the show is devoted to popular music while the 4 to 6 a.m. period is made up almost entirely of hillbilly tunes.

Two personalities handle the show: Bob McKee, a staff announcer who became interested in the new and different selling methods needed for mail order commercials and Delores (Del from Dixie) Ward of Macon, Ga. Mr. McKee believes he is perhaps the only hillbilly announcer who ever went to Harvard. Miss Ward, with her soft southern voice, has a great following both above and below the Mason-Dixon line. The two alternate hours during the night.

Much of the program is seasonal advertising. Best results are obtained, WGN reports, from the 12 to 1 a.m. and 4 to 6 a.m. periods. Many advertisers are on a per inquiry basis. Advertisers participate in either 10 or 15-minute segments.

WIND Chicago

Beer and amusement advertising give a solid background of sponsorship for the midnight-to-morn-

WITH THE SWING SHIFT



Ted Jones presides over Night Beat *on KNUZ Houston.*

ing segment on WIND Chicago. The station started its extra-hour operation with a 22-hours-a-day schedule in January 1933. On Dec. 8, 1941 the schedule was expanded to 24 hours and has continued since.

The program first had the name *Milkman's Matinee* but this was changed in 1936 to *The Night Watch.* Popular music on records is used, with five minutes of news each half-hour.

While the program is not a big revenue producer for the station, continuance is felt worthwhile. Management of the station believes a large industrial population is necessary to make this type of program self-sustaining.

WCKY Cincinnati

The nighttime audience in the Cincinnati area is largely male, in the opinion of WCKY's management. The station has been on the air all night since 1947 with its *Nighthawks* program. To cater to men listeners WCKY plays pop with a sprinkling of pop hillbilly until 4 a.m. with five minutes of sports highlights every hour. At 4 the format is changed with an hour of relaxing waltz music.

Frank Taylor, disc jockey handling the show, claims 5,000 members belong to the Nighthawks club. Most sponsors are mail order advertisers.

The late show boasts a number of outstanding success stories. One occurred last summer when the South Carolina Peach Growers' Assn. reported a bumper crop with few truckers coming into the market. The agency, Henderson Adv., of Greenville, S. C., bought a saturation schedule telling fruit truckers in what area the peaches were ripe. Agency and association were pleased with results.

While WCKY finds it difficult to make the late programming pay its own way with direct advertising revenue, management believes the public service it performs is worthwhile.

WSRS Cleveland

Newcomer to the 24-hour operation field, WSRS Cleveland is still experimenting with format and as yet has not investigated its commercial possibilities. In its sixth month on the station, the late shift is covered by one disc jockey who plays request numbers and makes dedications. Advertisers have been attracted to the program and are buying spot announcements. WSRS management is pleased by the mail count and listener response attracted.

WJR Detroit

Constantly successful in drawing vast amounts of mail is the WJR Detroit format of transcribed music with five minutes of news every hour from midnight to 5 a.m. The station employs four disc jockeys for the period, including Marty McNeely, Johnny Russell, Bill Barber and Vic Cotton. Bob Conger reports news during the period while the disc jockeys keep listeners informed of the regional weather reports, road conditions and time.

The station has received mail from 43 states, six Canadian provinces, Alaska, Greenland, Cuba, Puerto Rico and New Zealand. One example of the program's pull came during a Chrysler-sponsored segment when an offer was made to give those who wrote in within 24 hours an automatic pencil. Although the offer was made on Sunday morning and many postoffices were closed, 17,129 requests postmarked within the time limit were received.

While the after-midnight segment is currently unsponsored on WJR, station management believes it well worth continuing because of the prestige and listener interest it builds. Interest in the program has been shown by several national advertisers because of its apparent pulling power and present favorable rates.

WWJ Detroit

From 2:05 to 6 a.m., WWJ Detroit listeners are soothed and entertained by the station's mysterious girl disc jockey, who signs herself, "Lovingly Yours, Laura." For more than a year she has spun discs and dispensed chatter six nights a week. On the seventh her counterpart, Lorraine, takes over. Beyond their voices the audience has no knowledge of who they are. Her secret identity, WWJ executives feel, adds relish to the program.

Laura does a five-minute newscast on the hour and between records chats anonymously about her family, friends, apartment, and the neighbors' dogs and children. Her voice has a very practical side, however. It has sold such commodities as new and used cars, men's clothes, women's clothes, gasoline, river boat cruises, department store items and ale. When Laura announced a special Mother's Day offer for a florist, his entire supply of special plants was sold out by 9 a.m. Her signature, "Lovingly Yours, Laura," has caught on in Detroit and listeners have given her name to favorite pets. Biggest thrill came when a man and his wife sent her a birth notice. The couple had waited for a taxi and the stork at the same time while they listened to her program. When the stork won, the baby was named for Laura.

The midnight-to-2 segment on WWJ is handled by Johnny King, an old showman and night club m.c. who uses show business for the basis of his between-record comments.

KDAL Duluth

So greatly did KDAL Duluth's audience seem to appreciate the station's first experiments with 24-hour operation and its *Vacationland Calling* program that it continued the plan after the vacation season. Since favorable comment has followed and actual loss is small in carrying the program through the months when there is little sponsorship, management plans to continue.

Decision to begin extra-hour programming came after a long, cold spring in 1950 threatened Minnesota's second greatest industry, the tourist business. KDAL checked schedules of other stations on 610 kc and found only one station, on the Atlantic Coast, operating after midnight. Assured of a big area of audience the station immediately started *Vacationland Calling.*

With Robert Daniels, an expert on fishing and woodcraft, in charge, format consisted of recorded music, time and temperature reports. Detailed descriptions of fishing conditions in Northern Minnesota lakes were given, plus information on camping sites and on the many resorts equipped for tourists. Within two weeks inquiries were received by the Minnesota Arrowhead Assn. and KDAL from 15 states as far south as Texas, and tourists started to arrive. It was estimated 70% of the early tourists on the Gunflint trail reported they had heard the program and became interested in the area.

Advertising during the vacation season has been brisk, much coming from hotels and merchants that profit from the influx of tourists. During the winter all-night filling stations and similar establishments have continued to use the program.

KNUZ Houston

Houston's only 24-hour station, KNUZ, programs its 12 to 5 a.m. segment with *Night Beat,* a music and news record show emceed by Ted Jones and its 5 to 7 a.m. segment with *123 Ranch.* Write-ins and wires prove the popularity of both programs.

Good example of past-midnight

(Continued on page 85)



Frank Taylor is disc jockey for WCKY Cincinnati Nighthawks Club.



ON HAND for signing of contract for Amoco's 10th year of sponsoring the Washington Redskins National Football League games on WMAL-AM-FM-TV Washington were (l to r) Ben Baylor, WMAL assistant general manager; K. H. Berkeley, WMAL vice president-general manager; E. F. Kalkhof, American Oil Co. advertising manager, and Joseph Katz of the Joseph Katz Co., Baltimore, Amoco's agency. In 1943, WMAL fed the games to only one other station. This season outlet will feed 35 other radio stations and six other TV stations.

Advertisers to Meet Disruptions

(Continued from page 23)

the following approaches to the situation:

Best Foods and General Foods, through Benton & Bowles, New York, will be guided by suitable "make good" arrangements. In the case of a participation show, however, they will not consider a spot outside the show as a substitute fill-in. They will agree to retaining the spot in the participation show if the show as a whole is aired at a later or different time.

Spot radio-TV advertisers such as Utica Club Beer, Four-Way Cold Tablets, Lydia Pinkham, Black Draft Beer, Groves Chill Tonic, will accept substitutes, providing the time is first cleared through the agency. If the agency—Harry B. Cohen—does not agree to the new time it would prefer credit.

On the other hand, an executive at Young & Rubicam told B•T that "if the spots do not run as scheduled" its accounts will expect full credit and will not accept substitute time. Among the major spot advertisers that this policy applies to are Lipton Tea, Borden products, General Foods and International Silver.

At the Ted Bates agency, such summer advertisers as Minute Maid Coffee, American Sugar Refining, B & B Mushrooms and Carter products will ask for "credits" unless equally acceptable time is presented, a spokesman told B•T As for Colgate-Palmolive-Peet, at the same agency, no definite plan has yet been formulated but C-P-P usually accepts "make-goods."

At Compton agency, clients such as Standard Coffee and Tea, Hubinger Starch, Goetz Beer and Crisco, will take omission credits during the convention.

Dancer-Fitzgerald-Sample, New York, will also demand credits for its General Mills and Procter & Gamble spot omissions.

BBDO, New York, indicated that it had no firm policy but will leave it entirely to the account to say whether "make goods" or credit would be in order. "We will treat each one individually," a BBDO executive said. Among the agency's accounts which will be affected are Lever Brothers, Breeze, Bromo Seltzer, General Electric, Vick Chemical (TV only), Schaefer Beer, Polaroid Corp. and Johnny Mop.

SSC&B, New York, on behalf of Arrid and Filbert will accept "make-goods" within a reasonable time after the convention sessions but if time is not available shortly it will take credit.

Kenyon & Eckhardt, New York, has advised station representatives that the agency would like "make good" offers wherever possible for Kellogg Co. Agency will take "make goods" instead of credit where possible. Amazo Desserts are also using "make goods" in some cases and taking credits in others.

Cunningham & Walsh, New York, for Chesterfield Cigarettes will accept substitute time providing the "make good" is comparable to the original time scheduled—for example, before and after the convention.

Scheideler, Beck & Werner, New York, expects to take credit in most cases, unless the "make good" is so attractive that it can't be turned down. Agency summer spot accounts are Muellers Products, Sterling Salt and A-1 Sauce.

WISMER QUITS

Redskins for N. Y. Giants

AFTER a nine-year association as radio-TV commentator with the Washington Redskins professional football team, Harry Wismer has resigned and will do the telecasts of the New York Giants' football games this fall, Jack Mara, Giants president announced last week.

Mr. Wismer, an MBS vice president, handles five shows a week from New York and gave this as the reason for making the change. Marty Glickman will continue to call the Giants' plays on radio.

Pre-Convention Radio-TV Developments

Spivak, Rountree Set Series; Expand 'Meet the Press'

LAWRENCE E. SPIVAK and Martha Rountree, owner-producers of *Meet the Press* and *Keep Posted* programs, will launch a new half-hour TV show, *Nation's News Conference* in a special pre-convention series on NBC-TV, starting July 1 (7 p.m.). Current plans call for the program to be telecast frequently during the conventions.

Meanwhile the owner-producers will present special full-hour *Meet the Press* shows on NBC-TV interviewing all leading candidates for the nomination on the nights before the Republican and Democratic conventions (July 6 and 20, 7-8 p.m.). These special pre-convention programs, double the usual length of *Meet the Press*, will originate in NBC-TV convention coverage headquarters in Chicago. Show is sponsored by Revere Copper & Brass Inc., through St. George & Keyes, New York.

★ ★ ★

CBS Radio Series to Trace Convention Strategy

TO advise listeners when and where to expect the strategic moves at the Republican and Democratic national conventions, CBS Radio will broadcast a five-day series, *You and the Political Conventions*, June 30-July 4 at 6:15-6:30 p.m. Wells Church, CBS Radio director of news and public affairs, and CBS Radio newsmen Charles Collingwood, Griffing Bancroft, Eric Sevareid and Bill Shadel will be heard on the series, with Dwight Cooke as host.

★ ★ ★

GOP Film Unit Moves To Chicago July 7

REPUBLICAN National Committee is planning to move its TV film equipment to Chicago with the idea of "shooting" Republican Senators and House members on the floor of the convention which opens July 7.

Sixteen-millimeter films will be processed in Chicago and airmailed to the Congressmen's local TV stations without cost. Idea is to insert the 3½-5 minute clips during dull moments of networks' coverage of convention.

Plan is dependent on acceptances from TV stations. Managers who desire the service can write to Ken Adams, director of TV films, Republican National Committee TV Studio, 210 First St., S. E., Washington.

Studio produces six to eight programs a week. Programs run from 9½ to 13½ minutes. Studio includes an Auricon film camera and associated equipment, it was noted by party spokesman in setting convention plans.

Eastman-Kodak Plans Rapid Processing in Chicago

RAPID processing for 16mm Cine-Kodak film at its Chicago Processing Lab. in connection with film coverage of the national political conventions was announced last week by Eastman Kodak Co. There will be no extra charge for the special service during the conventions, it was added.

The company suggested that M. D. Francis, Eastman Kodak Co., 1712 Prairie Ave., Chicago, 16, be notified of intentions to use the laboratory facilities. The laboratory will remain open on weekends for prompt processing.

★ ★ ★

Convention Conduct to Change Because of TV—India Edwards

POLITICAL conventions next month in Chicago will be tailored especially for television, with demonstrations cut down in order to hold the attention of televiewers, India Edwards, vice chairman of the Democratic National Committee, said last week.

In a speech prepared for delivery Saturday before the Sixth Annual Political Institute of the New York State committee's Youth Division at Hobart College in Geneva, N. Y., Mrs. Edwards noted that "continuous TV coverage will cause more complications than are immediately apparent." She warned that TV cameras could catch delegates in situations not calculated to impress home audiences.

Television now has a "new secret weapon," the Zoomar or telescopic lens, that could focus on delegates without warning. "I suspect the men will have to watch their shaves and women their lipstick a little more closely this year," she added.

Mrs. Edwards also used TV as projection board for favoring national conventions — "the biggest political show on earth"—over national Presidential primaries because of color and drama.

FELLOWS AT AWRT

Stresses Vote Messages

SUPPORT of the drive to bring out voters in the Presidential election was asked by NARTB President Harold E. Fellows in a June 20 address to the New England chapter of American Women in Radio & Television at the Hotel Statler, Boston.

Women in radio and TV can play a great part in the campaign, Mr. Fellows said, "because as a group you talk to more women than any other single professional group in the action. You have, therefore, special obligations in the field of citizenship."

NARTB currently is conducting a "Get Out the Vote" campaign.

More Samples from the WHO Mailbag

Dear Mr. Shelley:

These few lines are just a "Thank You" note for the article concerning our son, Robert, which you received and so kindly sent on to us. I had thought of writing to you for this but didn't know whether you kept these articles on file or destroyed them after they were used. Bob is our only son and has been over in Korea since the beginning of the War.

And since I've never had any special reason for writing to WHO before I'm going to take this opportunity to tell you how much our family enjoys your station and it's the station most often listened to in our home. We can even tell when a strange announcer's voice is heard. We enjoy all your entertainment and what I wouldn't give to be able to play the piano like Bill Austin, sing like the "Chore Gang" and that guy, Gene Godt and his witticism. I'll bet his wife could choke him sometimes. We even like the chuckles he provokes from the fellows in the studio. To make a long story short we just enjoy all of WHO. Only one thing that we haven't heard for a long time that we enjoyed a great deal, Jack Kerrigan's singing. The last we heard of him he was in the office, too.

My "Thank You" has gotten quite lengthy but did want you to know how much we appreciated your thoughtfulness.

Mr. & Mrs. Thos. McClelland
Madrid, Ia.

Dear Mr. Loyet:

This letter is to express the appreciation of the Iowa Milk Dealers Association and Association of Ice Cream Manufacturers of Iowa for the fine program conducted by Herb Plambeck on your Radio Station WHO.

We appreciate the fact that Mr. Plambeck evidently took a considerable amount of time to make a study of our industry which was so interesting and so capably explained during his broadcast Wednesday morning, May 17th.

Thanks again for the splendid cooperation your Radio Station has given the Iowa Industry.

John H. Brockway
Executive Secretary
Association of Ice Cream Manufacturers
Des Moines, Iowa

Dear Sirs:

This is to tell you how high we rate WHO above all other stations especially for News. We left our home at Greene, Ia. last June & have been in Miss., Montana, Wash., Oreg., Calif., full length, then here in very south of Texas. We couldn't get you on the West Coast & surely were delighted to hear you here. We heard the basket ball broadcasts & scores on billboard often & were on the night our Marble Rock won over Allison to take tournament. Many Iowans here & all are anxious for the weather items at 10:15 P.M. often cold there & 92° here during day. This is a nice place. Very pretty country —

Mr. and Mrs. Galen R. Gates
Val Verde Motel, Dorma, Texas

To WHO-all!

I am determined to write you a letter right now, and do you s'pose I can find any paper?

But I just wanted to greet each and every one of you and thank you for the joy you have given us this past year thru WHO!!

Herb Plambeck, Gene Godt — oh what a kick I get out of your humorous episodes! We *sure* enjoyed the WHO kids' hour Saturday! Bud Hovland & Lucia congrats on baby! Jack Shelly — Song fellows — We *love* you! In fact we love *all* of you down there.

From all of us
Samuel (11)
Karl (10)
Peter (9)
Tom (8)
Miriam (4)
Knute (11 mo.)
Olaf & Bernice Watne
Galt, Iowa

Dear Mr. Shelley:

I wish to express my appreciation for the emergency broadcast announced by your station today on the 12:30 News to locate me. My family had been trying since last night to reach me to inform me of the death of a member of my family.

A friend in Marshalltown heard the broadcast and told me on my arrival there this afternoon. Many thanks for your trouble and kindness.

Yours very truly,
L. R. Binder
Des Moines, Iowa

Gentlemen:

This is a note of appreciation in behalf of the thirty-eight churches in the Presbytery of Des Moines for airing the Presbyterian News of our General Assembly meeting at Cincinnati, Ohio.

We wish to thank the sponsors of the Lowell Thomas program for relinquishing their time so that the more than 9800 members of our denomination in this presbytery might have the opportunity of hearing the highlights of the Assembly.

Sincerely yours,
Harold S. Gilleney
Stated Clerk
Presbyterian Church in the U.S.A.
Presbytery of Des Moines

As a sophisticated, big-city advertising man, it may be difficult for you to realize what WHO *means* in Iowa Plus.

Day in and day out, our mailbags are jammed with personal letters of friendship and confidence — "stamp-of-approval" evidence, from *your customers,* that WHO is giving a unique radio service to the millions of people in Iowa Plus.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives



a BIG push by a BIG group put KBIG on

MY SINCERE THANKS TO . . .
The KBIG Staff

Emma Barberio, Accounting
Carl Bailey, Larry Berrill, John Haradon, Gene McGehee, George Sanders, Announcers
J. D. Edwards, Sam Margolin, Gordon Calcote, C. B. Carlin, Bill Dalton, Roy Glanton, Charlie Green, Engineers
Gloria Bizzarri, Carol Cook, Lois Haszillo Phyllis Nungester, Shirley Wray, General Office
Cliff Gill, Operations
Alan Lisser and Stu Wilson, Program Department
Jeannette Huston and Peggy Wood, Publicity
Patti Kelly, Record Librarian
Bob McAndrews, Phil Dexheimer, Carl Hill, Wayne Muller, Joe Seideman, Sales Department

Our Test Boats and Their Skippers

Larry Wilson of the *La Belle*
Oscar Griffith of the *Hurricane*
Nick Nojkovich of the *Bess Ross II*

Our Contractor and Sub-Contractors

Herbert Lutz and Robert Larson and The Austin Company
O. R. Benedict and O. R. Benedict Co., Excavation
Fischbach & Moore, Inc., Electrical Work
Carl W. Garson, Plumbing
Clifford Monk, Painting
Western Air & Refrigeration, Air Conditioning
Frank S. Smith, Concrete Block Work
Los Angeles Millwork Co., Millwork
California Glass & Mirror Co., Glazing
J. F. Holbrook Co., Water & Oil Tanks
Olcott's Inc., Flooring
R. W. Downer Co., Inc., Acoustical Installation
Owen Parks Lumber Co., Lumber
Cal Conrad, Landscaping
Anderson & O'Brien, Generator Installation

Our Equipment Suppliers

Robert Kuhl and Gates Radio Co.
William Whiteman and International Derrick & Equipment Co. (Div. of Dresser Industries)
Moe Kudler and Speed Krogar and Advance Radio Tower Co.
Robert Walker and General Electric Co.
Jack Frost and R.C.A. Radio Equipment Division
Robert Yorke and R.C.A. Record Division
Art DePaul and George Oliver and Leo J. Meyberg Co.
Robert Thompson and Johnny Valardo and Graybar Electric Co.
Robert Kronkright and Kierulff & Co.
Jay Eisman and Hollywood Radio Supply

Our General Suppliers

P. K. Wrigley, Arthur Meyerhoff, Malcolm Renton, Orval Liddell and Santa Catalina Island Co.
Edgar Bergen and Peggy Purcell and Cal Interests

the air

Ken Wilson, Distributor, and Chris Craft Co.

James Plusch and Glen Conrad and Long Beach Technical Junior College

Joe Quinn and United Press

Claude McCue and Clyde Wood and A.F.R.A.

George Mulkey and Harry Stillman and I.B.E.W.

Bob Meeker, Don Pontius, Carl Jewett, Tracy Moore and Robert Meeker Associates

Harry Timmins and Harry L. Timmins Co., Multigraphing

Bud Edwards, Jack O'Mara, Jimmy Vandiveer, Jim Jonson and John I. Edwards and Associates

James A. McKenna and Vernon Wilkinson, Attorneys

Andrew G. Haley, Attorney

Robert E. Ritch and George Adair and George P. Adair Co., Consulting Engineers

Jay Tapp and T. & T. Radio Measurements

Jim Wally and Jack Reader, Field Engineers

Catalina Transfer

Avalon Transfer

Ralph Baetz and Ralph Baetz Transfer

Without the help of all these people KBIG would never have been launched so successfully.

John H. Poole

JOHN POOLE BROADCASTING COMPANY, OPERATING

And my thanks to our charter sponsors and their agencies, who showed their faith in KBIG by signing contracts before we commenced broadcasting:

Advertisers

1. Tom Ashbrook Dodge-Plymouth
2. Dr. Frederick Bailes
3. Berman Clothing Co.
4. Best Motor Exchange
5. Carrell Speedway
6. California Air College
7. Catalina Inn
8. Catalina Steamship Company
9. J. B. Finch Furniture Co.
10. Four Seasons, Inc.
11. Gledhill Dodge-Plymouth
12. Golden State Company, Ltd.
13. Good Housekeeping Furniture
14. Hoffman Auto Repairs
15. Jerseymaid Milk Products Co.
16. Kaiser-Frazer Dealers Association
17. Fred Klein Mortgage Co.
18. Kramer's TV
19. Lee's Distributing Co.
20. Lloyd's of Avalon
21. Local Loan Co.
22. Los Angeles Daily News
23. Macy Jewelry Co.
24. Don Manchester's Parrot Cage
25. Media Agencies Clients Magazine
26. Leo J. Meyberg Co.
27. Murnat Motors
28. Arthur Murray School of Dancing
29. Native Daughters of the Golden West
30. Eddy Nelson Dodge
31. Nix-Ine Co.
32. Northrop Aircraft, Inc.
33. O'Keefe & Merrit
34. Pacific Telephone & Telegraph Co.
35. Palomar Watch Company
36. Prudential Insurance Co.
37. A. P. Smiley & Son
38. Streamland Park
39. Thrifty Drug Stores
40. Troy Upholstering Co.
41. Vent-A-Hood
42. Vine Street Motors
43. Water Conditioning Co. of America
44. Earl Weatherford
45. Welch's Restaurant
46. West Electric Sewing Machine Co.
47. Western Airlines
48. Western Amusement Company
49. Western-Holly Appliance Co.
50. Wilton Hotel
51. Dean Witter & Co.

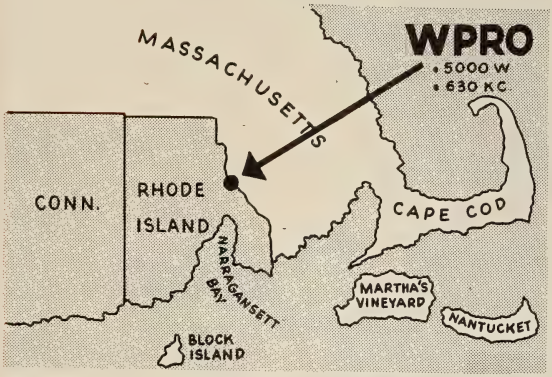
Agencies

1. Action in Advertising
2. Ad Associates
3. Bruce Altman Advertising
4. Arc Advertising Agency
5. Richard B. Atchison Advertising
6. Batten Barton Durstine & Osborn
7. Brooks Advertising Agency
8. Calkins & Holden, Carlock McClinton & Smith
9. The Caples Co.
10. Al Carmona Advertising
11. Darwin H. Clark Advertising
12. John I. Edwards and Associates
13. Spence Fennell & Associates
14. Guild Bascom & Bonfigli
15. Heintz and Co., Inc.
16. Hixson & Jorgensen, Inc.
17. McNeill & McCleery
18. The Mayers Company, Inc.
19. Jack Mears Advertising
20. Arthur Meyerhoff & Co.
21. Dan B. Miner Co.
22. Mogge-Privett, Inc.
23. Claire Rankin Agency
24. Roche-Eckhoff & Associates
25. Rutledge & Schideler, Advtg.
26. Lisle Sheldon Advertising Agency
27. Jack Vaughn Advertising Agency
28. Milton Weinberg Advertising Co.
29. Welsh-Hollander Advertising
30. West-Marquis, Inc.

KBIG, GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

$900,000,000 BONANZA

New England's vacation industry earns approximately $900,000,000 yearly . . . *and a large share of that within WPRO's coverge area.*



In Rhode Island, vacationists find hundreds of miles of seashore and beaches . . . excellent sailing . . . the best in salt water fishing . . . sports for the entire family . . . a state crammed with historic and scenic interest. Neighboring Massachusetts offers exciting Cape Cod and a shore line famous for vacation glamour.

Most of each New England vacation dollar is spent for the PRODUCT YOU SELL—23¢ for general merchandise . . . 22¢ for food . . . 12¢ for gas, oil and transportation services. *Get your share of that dollar by talking to the vacationist thru WPRO—the most-listened-to-station in this rich, New England vacation-land.*

More New Englanders listen to WPRO than ANY other Rhode Island station

BUY BASIC.. CBS ..WPRO AM & FM
PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

Meeting the Crisis

(Continued from page 27)

tion of under-the-counter deals even though such an attitude might mean temporary loss of some business, it was contended.

George B. Storer of the Storer Broadcasting Co., one of the principal initiators of the July 1-2 conference, was named chairman for the July 1 meeting, which will be confined to the affiliates themselves. Victor A. Sholis, of WHAS-AM-TV Louisville, is slated to deliver the "keynote" address at the opening session. CBS officials will participate in the July 2 conferences. Top executives are expected to be on hand, headed by Board Chairman William S. Paley, President Frank Stanton, and CBS Radio President Adrian Murphy.

The steering committee in its Detroit session rejected a request of the National Assn. of Radio and Television Station Representatives that NARTSR be permitted to take part in the July 1-2 sessions, to be held at the Ambassador Hotel, New York. The rejection, it was reported, was based solely on the belief that in these meetings the discussions would be more fruitful if participation is confined to the affiliates and the network alone.

Steering Committee

Steering committee members at the meeting were Messrs. Storer and Sholis; William Quarton, WMT Cedar Rapids; John E. Fetzer, WKZO Kalamazoo; Hulbert Taft, WKRC Cincinnati, and John F. Patt, WGAR Cleveland and WJR Detroit. Members unable to attend were Kenyon Brown, KWFT Wichita Falls, Tex.; Saul Haas, KIRO Seattle, and Ray Herndon, KTRH Houston.

In the discussion of rates, it was understood, there was some feeling that reductions may be justified in some cases, though this feeling was not shared by all members. Those who did indicate such a view, however, maintained that any reductions that might be made should be decided upon only on a case-by-case basis.

CBS Radio also was said to have come in for criticism for its renegotiation of affiliation contracts to obtain the right to change affiliates' network rates virtually at a moments notice. Affiliates felt the network originally asked for this contract change so that it would be able to adjust quickly in case some other network reduced rates, and not for the purpose—which some affiliates now apparently suspect—of initiating a round of cuts itself.

Population Rises

TOTAL population of the United States was approximately 156,602,000 as of May 1, 1952, according to Roy V. Peel, director of the Census Bureau. This figure, which includes armed forces overseas, is 3.6%, or 5,469,000 persons, above the April 1950 total.

RADIO-TV HEALTH

McDaniel Notes Growth

PUBLIC confidence in advertising has permitted the "healthy growth and development of both radio and television broadcasting" which in turn have been responsible for the growth of the set manufacturing industry, Glen McDaniel, president of Radio-Television Mfrs. Assn., told the annual conference of the Assn. of Better Business Bureau, Friday at Swampscott, Mass.

Advertising, to be effective, must be honest, he said, adding that the economic soundness of many broadcasting operations would be imperiled if the public were to lose confidence in the advertising it sees and hears.

RTMA is encouraging and promoting improved ethical trade practices, Mr. McDaniel said, referring to current negotiations with Federal Trade Commission to expand the radio trade practice code to include television. He predicted the new code would contain clauses on color TV, adaptors for UHF, size of viewing screen and effectiveness of antennas.

Since the formation of RTMA in 1924, he said, only one case involving an FTC order against advertising of radio or TV sets has come to the federal courts, and this involved technical questions. He cited factors in TV set advertising, such as erratic behavior of electromagnetic waves.

At the same time, Mr. McDaniel said, radio set makers are entitled to indulge in time-honored "puffing" practices and cannot be expected to dwell on adverse or derogatory factors in advertisements.

Description of picture tube areas and diameters presents a special problem, he said.

Mr. McDaniel said RTMA's engineering standardization work has eliminated much public confusion.

D.C. BOXING BILL

Set for Senate Debate

BOXING COMMISSION for the District of Columbia will be cut in for 10% of any income from the sale of radio-TV and motion picture rights, as well as from general admissions if the Senate approves a House-passed bill (HR 5768) reported favorably last week by the Senate District Committee.

Bill was scheduled for Senate debate Saturday (June 21). It is based on the fact that the D. C. Boxing Commission does not have the power to collect a percentage of gross income, only of admissions. It was passed by the House last month.

In a letter to the Congress in 1951, former president of the D. C. Board of Commissioners John Russell Young stated that the impact of TV on the income of the local Boxing Commission has been "disastrous." He cited figures showing that the Boxing Commission's income has slumped from a high of $37,900 in 1944 to $13,031 in 1950 and $12,548 in 1951.

All this . . .

DAVE SHANKS . . . AUSTIN'S BEST KNOWN FARM EDITOR . . . in
"Reuben's Radio Half-Acre"
6:30-6:45 A.M. Monday through Friday
Sponsors: The Purina Dealers of Central Texas
Safe-Way Farm Products

PAUL BOLTON . . . DEAN OF CENTRAL TEXAS RADIO NEWS EDITORS . . . in
"Straight Texas News" . . .
with emphasis on Austin and Central Texas . . .
7:30-7:45 A.M., Monday through Saturday
Sponsor: The T. H. Williams Company

"CACTUS" PRYOR . . . AUSTIN'S OWN RADIO PERSONALITY . . . in
"The Austin Hoedown"
8:15-8:55 A.M., Monday through Saturday
. . . for laughs, drama, music and SALES . . . .
"Cactus ain't a lady, but the ladies listen and buy!"
Available for non-competitive one-minute announcements.

and CBS, too!

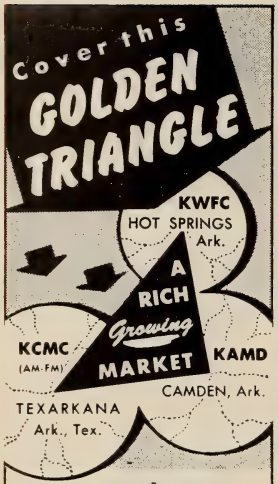


KTBC

590 on your dial
AUSTIN, TEXAS

"The Strongest Voice in the Capital of the Biggest State"

Represented Nationally by The O. L. Taylor Company



where 571,000 people have $420,267,000 in Effective Buying Income*

KWFC Hot Springs Arkansas

0.5 MV/M area:

Population . . .	138,400
Radio homes . . .	39,500
Eff. buying income	$ 96,375,000
Retail sales . . .	91,822,000

KCMC (AM-FM) Texarkana Ark., Tex.

0.5 MV/M area:

Population . . .	223,200
Radio homes . . .	62,800
Eff. buying income	$175,750,000
Retail sales . . .	145,127,000

KAMD Camden Arkansas

0.5 MV/M area:

Population . . .	209,400
Radio homes . . .	57,900
Eff. buying income	$148,142,000
Retail sales . . .	130,589,000

ONE ORDER
ONE CLEARANCE
ONE BILLING

(Sold Singly or in Groups)

For Facts, write
Frank O. Myers, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark., Tex.

THE ARKTEX STATIONS
Serving a rich market in the great Southwest

*From Sales Management

House Passes McFarland Bill

(Continued from page 25)

vitation to a foul, dirty, vilifying campaign over the radio."

And Rep. George A. Dondero (R-Mich.) added: "I think the amendment . . . is an invitation for the lowest kind of a political campaign."

Mr. Hoffman's interest in the amendment stemmed from his concern over the technicalities of legal service for damages against defamation when uttered over the air. He has pending a bill to make liable the speaker who broadcasts defamation in the district in which the victim resides or where the defamation is heard.

References to discrimination against newspapers if radio stations are absolved of liability for defamation were answered by spokesmen for the amendment who pointed out that stations are licensed, that they are required to give equal treatment to political candidates and that they are forbidden to censor such speeches.

Potent support for the Horan amendment was furnished by Rep. John W. McCormack (D-Mass.), the House Majority Leader. He also led the fight for inclusion of the section prohibiting stations from charging candidates more than comparable commercial rates. He said:

Certainly, if we are going to do anything now about proper and justifiable protection of men and women who aspire to public office in the use of radio stations and television stations, now is the time to see that we are not charged more than the minimum commercial rate charged to others.

Mr. McCormack's sentiments were echoed by other House members.

Discrimination Point Debated

Import of the provision forbidding the FCC to discriminate against newspaper applicants aroused the greatest amount of debate.

Rep. Harris, was asked repeatedly whether the provision might be construed to hamstring the FCC from deciding against a newspaper applicant if a grant meant monopoly of the means of news dissemination.

Time and again, Mr. Harris and other members of the House Interstate & Foreign Commerce Committee answered that it did not—that if the Commission determined that a grant to a newspaper applicant might unduly concentrate the media of communications, it could decide against such a grant.

"If there is a question of monopoly involved, where you have two applicants, then certainly the Commission could not say that it would be in the public convenience and necessity to give it to a station that would bring about a monopoly in this field," Mr. Harris asserted.

Exact meaning of the provision, in this light, was given by Rep. Priest, House Majority Whip and author of the provision:

I am just as strongly opposed as any member of the House to any proposition that would authorize and establish or encourage a monopoly of newsgathering and news-disseminating agencies in a community . . . [But] I feel that simply because an individual is a publisher of a newspaper, and applies for a license to operate a radio or television station, there should not in a sense be two strikes against him to begin with . . . The public interest must always be paramount. I do not believe that the public is best served by granting a monopoly to newsgathering or news-disseminating agencies.

Rep. Harris, in answer to other questions, emphasized that: "It was in no way to give any preference to newspaper applicants" that the provision was recommended.

Speaking enthusiastically for the amendment was Ohio publisher Rep. Clarence J. Brown (R.) He warned:

I say to you that if the FCC, through an arbitrary ruling, can say an American citizen who happens to have an interest in a newspaper or magazine, or who is engaged in the publishing business, shall be considered unfit to receive a radio or television license, then just as easily the Commission might rule that if a man has red hair he shall be considered unfit to own a radio station or to engage in television, or the Commission can say, if you please, that if a man belongs to the Methodist Church or the Catholic Church he shall be barred from radio and television.

Similar sentiments were voiced by the Republican Minority Leader, Rep. James W. Martin Jr. (Mass.), also a newspaper publisher.

Clarifying questions were asked by Rep. Clinton D. McKinnon (D-Calif.), former owner of KCBQ and the *San Diego Journal*.

Mr. McKinnon pleaded for additional funds for the FCC: "Congress, I think, sometimes has been penny-wise and pound-foolish in not providing the FCC with sufficient funds to operate efficiently and with good speed, and as a result of that we have denied a lot of people the right to be in business who would otherwise be serving the public and making tax money for Uncle Sam."

FCC Legal Staff Scored

FCC's legal staff came in for castigating, as did some former FCC charimen, by Rep. Eugene E. Cox (D-Ga.), long-time baiter of the Commission. He urged the adoption of a provision to forbid practicing before the FCC for one year following resignation of commissioners and key staffmen. This provision was in the Senate version, but is not in the House bill.

After relating the history of recent chairmen of the Commission, Rep. Cox declared, "I am told that the process of washing it out is very rapidly going forward."

In Mr. Harris' description of the bill, which he revealed had been under executive consideration by House Interstate & Foreign Commerce Committee for 23 days following the close of hearings, he pointed out that most "vital" portion related to separation of staff from commissioners. He said:

The committee [House Interstate & Foreign Commerce Committee] believes that this will have a very salutary effect on the operations of the Commission and will make it act in a manner similar to that of a court in these contested proceedings . . . The committee regards this particular provision of the bill as of vital importance in guaranteeing fair and open hearings in cases involving applications for licenses.

Matter of requiring stations to tape-record all programs was brought up by Rep. Albert P. Morano (R-Conn.). He referred to the WMCA-Barry Gray situation last year when it was alleged the New York disc jockey had "ad libbed" criticisms of a column in the *Greenwich* (Conn.) *Times* [B•T, Oct. 29, 1951]. Attempts by the editor of the newspaper to ascertain what was said were fruitless, it was said, because the station had no tape recording of Mr. Gray's remarks.

Reason for the inclusion of the provision requiring a successful applicant to purchase the equipment of the unsuccessful applicant, where the latter is a licensee, was given by Rep. Carl Hinshaw (R-Calif.) in answer to a question by Rep. James G. Donovan (D-N. Y.).

He said FCC granted WJKS Gary, Ind., which deleted WPCC and WIBO Chicago through no fault of the latter. Subsequently, the Supreme Court upheld the right of the FCC to act in this manner in 1933, Mr. Hinshaw said.

ABC AGAIN ASKS
Denial of KOB Requests

ABC on Tuesday petitioned the FCC again to dismiss pending applications of KOB-AM-TV Albuquerque for modification of permit and license to operate KOB on 770 kc. ABC's WJZ New York is the clear channel outlet assigned 770 kc.

The ABC petition for dismissal of KOB's application for transfer of ownership from T. M. Pepperday to Time Inc. and Wayne Coy was refused by FCC on May 28 [B•T, June 2], the transfer permit was granted and the FCC was notified June 13 that the transfer transaction had been made.

ABC based its new petition on Paragraph 4 of the FCC memorandum opinion and order of May 28 granting permission for the KOB sale. The paragraph stated in part that "whether the Albuquerque applications should be dismissed is not properly before us at this time since, as a matter of law, we cannot say that the corporate licensee is now owned by new parties. We therefore must deny that portion of the petition seeking dismissal of the pending Albuquerque applications and we do so without passing upon whether, in the event the transfer is consummated, those applications would be dismissed by us."

The ABC petition Tuesday stated KOB had been given 11 years of special service authorizations for "temporary" operation on 770 kc. In its memorandum opinion May 28, the FCC conditioned its approval for the transfer to whatever action the Commission may take to carry out the mandate of the U. S. Court of Appeals to reconsider KOB's status on 770 kc.



This oft-repeated scene has become a tradition between Clothier H. V. Holmes and KTUL Account Executive R. P. (Bud) Akin. For the 19th consecutive year, these two men have swapped signatures on KTUL advertising contracts. The satisfaction is obviously mutual.

"SUCCESS STORY"

19th ANNUAL PERFORMANCE

starring

ORIGINAL CAST

★ H. V. Holmes, president of S. G. Holmes & Sons, clothiers, Tulsa, Oklahoma.

★ R. P. (Bud) Akin, senior account executive, the KTUL Sales Staff.

KTUL Offers Advertisers A Tradition of Confidence Based on Years of Consistent RESULTS

- KTUL has MORE LOCAL PROGRAM SPONSORS than ALL OTHER TULSA network radio stations COMBINED.
- LOCAL ACCEPTANCE is the "GRASS ROOTS" TEST of a Radio Station's SELLING POWER!
- Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

The AUDIENCE ACTION STATION

KTUL TULSA **RADIO**

CBS Radio Network

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

'MORALS' PROBE

Industry Prepares for 'Day in Court'

MORAL tone of radio-TV programs will be defended June 25 and 26 when broadcast representatives appear before the Harris subcommittee investigating "immorality" and "offensiveness" on radio and television [B•T, June 16, 9].

The right of broadcasters to self-regulate themselves is also expected to be urged when NARTB and network officials take the stand before the House subcommittee, headed by Rep. Oren Harris (D-Ark.).

Committee was set up under a resolution by Rep. E. C. Gathings (D-Ark.) which authorized a probe of radio-TV programs.

Expected to be the first industry witness is John E. Fetzer, chairman of the NARTB Television Code Review Board. Mr. Fetzer is owner-operator of WKZO-AM-TV Kalamazoo and WJEF-AM-FM Grand Rapids, Mich.

Other NARTB witnesses will be Harold Fellows, president; Thad H. Brown, TV director, and Ralph Hardy, government relations director.

CBS is scheduled to be represented by Jack Van Volkenburg, president of CBS Television; NBC by Charles R. Denny Jr., executive vice president.

Gordon P. Brown, WSAY Rochester, N. Y., who proposes to set up American Assn. of Affiliated & Independent Radio & Television Broadcasters to take advantage of the FCC's rebroadcast rule, has requested a chance to testify following NARTB's appearance. His topic would be radio monopolies and network influence on the type and character of programs as well as FCC's past views on networks.

Brewers Foundation also is expected to have a witness testify in rebuttal to complaints of temperance leaders that beer and wine ads are blatant and repetitive.

A subsequent session will be scheduled for FCC officials, it is understood. The Commission already has furnished the subcommittee with a breakdown of complaints in its files.

In the *Congressional Record* for June 18, Rep. Joseph R. Bryson (D-S. C.) inserted an editorial by *Memphis Press-Scimitar's* editor Edward J. Meeman. *Memphis Press-Scimitar* is affiliated with WMC, WMCF (FM) and WMCT (TV) in Memphis and through Scripps-Howard Radio Inc. with WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and KNOX Knoxville.

Mr. Meeman's editorial took advertisers to task for appealing to the "common denominator . . . [which] is pretty common."

This is how Mr. Meeman reasoned: "In choosing programs the advertisers are motivated by these desires: (1) to get the attention of the largest possible number of viewers (2) to persuade them to buy their goods (3) to get the viewers to think well of the company which offers the product." Mr. Meeman did not think the last factor looms large in the advertiser's mind these days.

After reciting the great potentialities of TV, Mr. Meeman closed with these words: "We are allowing the tremendous influence of television to be shaped by the desire for entertainment and the gratifying of our whims.

"Not only is there too much entertainment, but too much of it is provided by the same source as provide entertainment for night clubs and the sophisticated Broadway theatre, and it isn't suited for the family at all."

When Rep. Gathings sponsored the investigation of radio-TV programs, he also asked for a probe of pornography in books, magazines and comics.

This week, the special committee to study the morals of printed media was tentatively given $25,000 by a House Administration subcommittee. The sum must still be approved by the full committee and then by the House.

Appointed to the special committee, which Mr. Gathings heads, were Democratic Reps. Reva Beck Bosone (Utah), Emanuel Celler (N.Y.), Francis E. Walter (Pa.), George P. Miller (Calif.) and Republican Reps. Edward H. Rees (Kan.), Louis E. Graham (Pa.), Katherine St. George (N.Y.) and Carroll D. Kearns (Pa.).

Earlybird
GRASSROOTS COMMENTATOR
Holds 55% of the 7:00 A.M. audience*
in
ROCKFORD, ILLINOIS
No. 2 MACHINE TOOL CENTER IN THE NATION



JOHN J. DIXON
another reason why
NATIONAL ADVERTISERS
buy more listeners per advertising dollar
on
WROK-AM-FM
* CONLAN SURVEY—1952 • H-R Nat'l Reps.

TRIAL EXAMINERS

Celler Urges 'Quality'

CALL for "high quality decisions, concisely reasoned and expeditiously rendered" was made by Rep. Emanuel Celler (D-N. Y.) in a speech before the Federal Trial Examiners Conference annual dinner in Washington two weeks ago.

Discussing the Administrative Procedure Act, which set hearing officers apart from the agencies in which they work, Mr. Celler said:

We are interested in the maintenance of complete independence and freedom of decision on the part of the administrative hearing officer. We owe an obligation to the people who are subject to prosecution or those whose investments in radio, television, airlines, railroads, motor carriers or securities are daily subject to regulation and adjudication by administrative agencies to insure that these agencies do not control the decision of their hearing officers either by hope of reward through selective promotion, or through imposition of sanctions by discriminatory assignment of cases, or, worse, through arbitrary budget manipulation so as to cause reduction in the trial examiner force. . . .

It is important that the litigating agency not be in a position to influence the trial examiner functions. . . .

Mr. Celler, who is chairman of the House Judiciary Committee, also made a plea for reasonable haste in decisions:

Justice before the heavily burdened administrative agencies often depends upon the rendition of a final decision within a reasonably short time. The applicant for a television license or an airline route who must wait five years or more before the ultimate result is known may not be able to earmark his resources for such a period. Delay in processing always favors the "haves" . . . [not] the "havenots."

ABC PROGRAMS

Summer Changes Announced

DETAILS of ABC radio's summer program format re-alignment, highlighted by a two-hour mid-afternoon block of hillbilly music and commentary effective June 30 [B•T, June 16], were announced last week by Leonard Reeg, vice president for radio programs.

Evening lineup changes will bring *The Mayor of Times Square*, featuring band leader Vincent Lopez, into the 8-8:30 p.m. EDT Tuesday spot beginning tomorrow (Tuesday) and a weekly half-hour of sentimental songs in the 8:30-9 p.m. Wednesday period under the title, *Valentino*, starting July 2.

Postmark U. S. A. moved into the 8-8:30 p.m. Wednesday slot last week, featuring Jimmy Blaine in a new type audience participation show, and *Summer Cruise*, a program of light classical and musical comedy music was to take over the Friday 9:30-10 p.m. period. *Masquerade*, another light musical program, is to start July 6 in the Sunday 9:15-9:45 p.m. spot.

Mr. Broadway, described as "a latter-day counterpart" of O. Henry will be presented Thursday 8-8:30 p.m. beginning July 10.

Afternoon programming for youngsters will start at 5 p.m., with *Big Jon and Sparkie* from 5-5:30, followed by *Fun Factory* in the 5:30-5:50 p.m. slot. *World Flight Reporter* will be heard at 5:50-5:55 and a sportscast featuring Frankie Frisch will be aired from 5:55-6 p.m.

Mid-afternoon programming will offer a sustaining hillbilly musical program with Tennessee Ernie from 2:30-4 p.m. Monday-through-Friday. The following half-hour, featuring commentator Cal Tinney, will be sponsored by General Mills (Monday - Friday). Additionally, General Mills for Pura Snow, Rex and other products, will sponsor *The Bill Ring Show*, new 15-minute program of western and country-style music, in the 12:30-12:45 p.m., EDT time slot, effective June 30.

Rounding out the afternoon, the network will present pianist Ronnie Kemper from 4:30-4:45 p.m., followed by news commentator Dean Cameron, from 4:45-5 p.m.

Coincident with its new afternoon programming, the network will offer, effective June 30, a new forenoon series, *Top of the World*, featuring Tom Reddy as commentator, 11:15-11:30 a.m., EDT.

Willson Radio-TV Plan

WHAT is believed to be the first comprehensive television spot campaign in the sun glasses industry is being inaugurated by Willson Products Inc., Reading, Pa., and will include radio and TV during the summer months, covering 20 major markets on TV immediately before the Fourth of July and participating in *Stop the Music* jackpots on ABC radio network, 8 p.m. Sunday. Agency is Beaumont, Heller & Sperling Inc., Reading.

where are these 24 million listeners?





Now, for the first time, timebuyers will know where are the 24,000,000 car radios . . .

THE 1952 BROADCASTING-TELECASTING MARKETBOOK

will contain a county-by-county listing of automotive registrations. This is the information that buyers have requested. These are the figures that key radio research men have said will be used throughout the year.*

Automotive listening has become a basic part of *total* radio circulation. Automotive listening is big. Automotive listening is adult. Automotive listening today is an important factor in buying and selling radio time.

The big push is on out-of-home and automotive listening. Hook your promotion to a car–24,000,000 of them. Put your sales into high gear and reserve space in

THE 1952 BROADCASTING-TELECASTING Marketbook *today!*

*These facts are also to be included in the 1952 Marketbook that will be used throughout the year:

Spot Rate Finder • Radio Homes • Foreign Language Markets • State Maps • and other features

RELAX RULES

Md.-D. C. Group Endorses

PROPOSED relaxing of its operator requirements rules by FCC [B•T, June 9] was endorsed by the Maryland-District of Columbia Broadcasters Assn. at its June 13-14 meeting at Ocean City, Md. The association adopted a resolution approving the plan, long advocated by NARTB.

Next meeting of the group will be held in November at Baltimore. Jack Surrick, WFBR Baltimore, association president, presided at the weekend sessions [B•T, June 16].

In a sales clinic, John S. Hayes, WTOP Washington, laid down five rules for sale of time to retailers, explaining that retailing is the only major industry in Washington aside from the government.

First, Mr. Hayes said, the station must understand the retailer's selling problems, including items to be sold, type of customer to be reached, locale, and appropriate media.

Second, he continued, the retailer must be indoctrinated with knowledge of the radio medium since he is newspaper conscious and his advertising employes are generally newspaper-trained. "I think you will find that any time you invest personally in simply discussing radio, the makeup of radio audience, the intricacies of radio research, and tricks of radio copy and presentation with every retailer with whom you come in contact, will in the long run pay dividends."

Community Action Urged

Mr. Hayes urged stations to be active in community affairs, so the community-minded retailers will think of the broadcaster when he has a sales problem. Fourth, he said, the account must be well serviced since retailing is a day-by-day operation and the retailer expects a day-to-day interest in his radio advertising.

Retailers are bound to find out what you charge for your facilities, he added, urging that time be sold by the rate card.

William T. Stubblefield, NARTB station relations director, discussed future trends in broadcasting and telecasting at the closing luncheon session. A check of transmitter manufacturers, he said, indicated that no UHF transmitters are in production.

Attending the two-day meeting were E. K. Jett, WMAR (TV) Baltimore; Mr. Surrick; Charles E. Smith, WTBO Cumberland, secretary-treasurer; Charles J. Truitt, WBOC Salisbury, vice president; Mr. Hayes; Ed Gross, Sydney Hollander Co.; R. C. Embrey, WITH Baltimore; William Cochran, DuMont; Frank Stearns, Associated Press; Norman Reed, Herman M. Paris, WWDC Washington; H. B. Cahan, WAAM (TV) Baltimore; E. S. Clammer, R. L. Haeseler, RCA; Bert Hanauer, WFBR Baltimore; Rudy Frank, Frank King, WELI New Haven, Conn.; Ed Tracy, RCA; Frank Barnes, William Cody, General Electric Co.; FCC Comr. George E. Sterling; Leslie H. Peard Jr., WBAL Baltimore; Eugene Juster, WRC Washington; Maury Long, BROADCASTING • TELECASTING; Thomas Maguire, WCEM Cambridge; Shelton Earp Jr., WBMD Baltimore; Charles W. Irwin, WASA Havre de Grace; Howard Bell, Vincent Wasilewski, Robert Church and Mr. Stubblefield, NARTB; J. W. Paulsgrove, WJEJ Hagerstown; Joseph L. Breckner, WGAY Silver Spring, Md.; Ken Sparnon, BMI; Allan W. Long, WFMD Frederick; D. L. Provost, WBAL Baltimore; Richard Rudolph, WITH Baltimore; William B. Ryan, Broadcast Advertising Bureau; Roy H. Knotts, WCUM Cumberland.



BOARDWALK GROUP at the Maryland-D. C. association session, held at Ocean City, Md. (l to r): Jack Surrick, WFBR Baltimore, president; Joseph L. Brechner, manager, WGAY Silver Spring; Herman M. Paris, WWDC Washington; FCC Comr. George E. Sterling; Charles E. Smith, WTBO Cumberland.

NABET WRITERS

May Strike in Chicago

ABC and NBC Chicago have been notified staff newswriters, members of the National Assn. of Broadcast Engineers and Technicians (CIO), will strike if contract negotiation agreement has not been reached July 1.

The news writers, who recently bolted from Radio Writers Guild (independent) to affiliate with the engineers union, seek $130 weekly for staff writers employed more than one year, $110 weekly for beginners, name credits on commercial shows and commercial fees, as well as a one-year instead of a five-year escalator.

Under terms of the old RWG contract, which expired May 31, beginners received $325 monthly with a maximum of $500 over a five-year period. Companies reportedly have offered to raise the minimum to $350 and the maximum to $530.

George Smith, president of the Chicago local, is representing the newsmen, five at ABC and eight at NBC. WBBM (CBS) and WGN (Mutual) are excluded because they do not belong to NABET. Attorneys Walt Emerson and Tom Compere represent ABC and NBC, respectively.

TSN's 20th Affiliate

KTTB Tyler, Tex., on June 29 will become the 20th affiliate station of the Texas State Network, according to Gene L. Cagle, TSN president.

CRIME HEARINGS

Chicago Okays Some Casts

MAJORITY of Chicago City Council's nine-man Emergency Crime Committee last week voted to permit broadcasting and telecasting of committee hearings, which have been opened to the public. Still banned to broadcast newsmen, however, are the more informative and colorful sessions in which subpoenaed witnesses will testify in the campaign to rid the city of crime. First meeting open to radio-TV newsmen is July 14, when committee policies and procedures will be set.

Although one broadcast concession has been made by the council, bigger ones are sought by militant newsmen, including Bill Ray, news director at NBC who formerly headed the Freedom of Information Committee of the National Assn. of Radio News Directors, and Sigma Delta Chi, professional journalism fraternity. They protest discrimination in favor of newspapers.

The council's closed-door stand on broadcasting presumably is based on a declaration by members of the Chicago Bar Assn., who say witnesses can object to radio and TV on constitutional grounds.

HOWARD FIRM

Is Formed in New York

FORMATION of Sandy Howard Productions, New York, television and radio packaging firm, was announced early last week by Sandy Howard, president. Company is located at 152 W. 42nd St., New York, 36. Telephone: Bryant 9-6286.

As its initial project, the new firm has taken over complete production of WOR-TV New York's daytime children's show *The Merry Mailman*, starring Ray Heatherton. Under terms of contract with station, SHP will also handle promotion, publicity, sales, and act as licensee on profit-sharing basis for merchandising the program. Additionally, SHP has been authorized by WOR-TV to handle production of the new *Dave Elman's Curiosity Shop* (WOR-TV, Sunday, 8-8:30 P.M. EDT).



what should you do about automotive listening in your coverage area?

Promote Auto Radio Circulation in your Area by Reserving space adjacent to your county listing in the 1952

BROADCASTING-TELECASTING MARKETBOOK

Regular rates apply. Deadline July 20th.

Send in your coupon today!

Reserve ..... space in the following state data:

.....

Signed .....

Radio Station .....

Advertisement



From where I sit
by Joe Marsh

Well, What Do You Know?

Do you believe in a bunch of old tales about lightning—about how it's attracted by cats or the warmth of cattle . . . how it never strikes in the same place twice . . . or how it's liable to turn milk sour? Lots of people often do—but they're wrong.

Dad Hawkins inspired this column today. He's really studied up on lightning since his own cow barn was struck that time.

"Trouble is, most of us don't know half enough about the subject," Dad says. "And about half of what we *do* know is false!"

From where I sit, Dad's statement applies to a lot of things besides lightning. Too many people think they know their neighbor's wrong when he votes for his candidate instead of theirs. Some people even resent our right to enjoy a friendly glass of beer if and when we choose. Opinions based on misinformation and prejudice, instead of being "grounded" on true facts can cause more damage than lightning ever did.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Strictly Business

(Continued from page 20)

as a public speaker, often in the person of the "Rhode Island Historian," the radio character he created. Once he addressed an Indian pow-wow. He has produced outstanding documentary films, in addition to many TV public service sequences.

For the past 25 years Mr. Haley also has written, produced and been featured in an annual Christmas radio program for the Outlet Co., owners of WJAR-AM-FM-TV Providence. This dramatization of religious and Yuletide themes has been such a high spot of southern New England broadcasting that a juvenile mail response to this special feature exceeded 25,000 as far back as 1929.

Under Mr. Haley's supervision, Narragansett Brewery at present co-sponsors Red Sox broadcasts and telecasts, with a 31 radio station network and three TV station hookups (WBZ-TV WNAC-TV Boston and WJAR-TV), plus heavy spot schedules regionally and live weekly sports show over WNHC-TV New Haven.

Other Public Activities

He has served as chairman of the New York World Fair Commission for Rhode Island. He is an active member of the Rhode Island Historical Society and American Legion, and during World War II was chairman of the Aviation Cadet Committee.

He is director of the Rhode Island Cancer Society and the Nickerson Settlement House. He is a member of the corporation of the Rhode Island Hospital, Butler Hospital, Roger Williams General Hospital and the Rhode Island District Nursing Assn.

With his wife, Beatrice, he lives on Blackstone Blvd., Providence. The Haleys have four children—John Jr., who is in the advertising and printing business; Nancy, a registered nurse, now Mrs. Alexander G. Lyle Jr.; Jane and Ann, twin daughters, 19, who recently were graduated from Southern Seminary, Buena Vista, Va.—and four grandchildren, whom Mr. Haley says are "naturals" for radio careers.

SINGLE RATE

WMDN Begins New Policy

WMDN Midland, Mich., last week announced a new single rate policy for national and local accounts during all hours.

Joseph A. Sturgeon, WMDN general manager and news director, said that studies and tests "satisfied me that all time was equally valuable, and that local stations could and did hold their audiences with the right programming. And the advertiser could expect returns on his advertising dollar in proportion to the placing of his messages at the proper times."

Gee I Want to Hear . . .

GIs in England are soon to hear a recorded tape taken directly off the air from WSPD Toledo. Cpl. Frank Roach, native Toledoan, wrote to WSPD, requesting a "recording of several of your programs—and include the commercials. Here in England, radio just isn't the same—or as good—and we're homesick for American radio and commercials." In response, WSPD taped segments of the noon newscast featuring Jim Uebelhart; the *Sidewalk Interview* program of John Saunders, and of *Petticoat Partyline*, a disc jockey show m. c.'d by Emerson Kimble.

MULTIPLE SETS

Double One-Radio Homes

THERE are twice as many multiple-set radio homes (66.1%) as there are single-set homes (33.9%), according to "Extra Sets," a brochure released last week by BAB.

Reporting on a survey of 5,000 families in 20 metropolitan areas conducted last January by Pulse Inc. covering the number of radios and their location in the home, "Extra Sets" reveals:

"There are more families with two radios (37.1%) than with one radio (33.9%) and nearly as many families with three or more radios (29.0%) as there are with one radio. More than one home in ten (10.8%) now has four or more radios.

"Today's radio family is a two-radio family." On the average, each family would own 2.11 radios.

"Radio-television homes have more radio sets than radio-only homes"—2.34 to 1.87.

Other findings of the BAB-financed study indicate ownership of extra sets tends to parallel the family's economic status, that there are more radios outside living rooms than in them, with roughly half of all radio homes having sets in bedroom and kitchen, and that the distribution of sets in TV homes is "significantly different" than in radio-only homes.

The survey did not count auto radios nor sets not in regular use in the home.

The brochure was announced Monday by Kevin B. Sweeney, BAB vice president, at a BAB sales clinic at Philadelphia's Barclay Hotel, attended by 85 management and sales representatives of member stations in eastern Pennsylvania. Another BAB clinic was held Thursday at the Hotel Statler in Washington, D. C., and a third Friday at the Jefferson Hotel, Richmond.

The schedule calls for 27 more BAB clinics, with the chairmanship rotated among William B. Ryan, BAB president, Mr. Sweeney and John F. Hardesty, director of local promotions.

Vic RADIO PROFIT Diehm Says:



"Time Buyers Meet My 'Airem!"



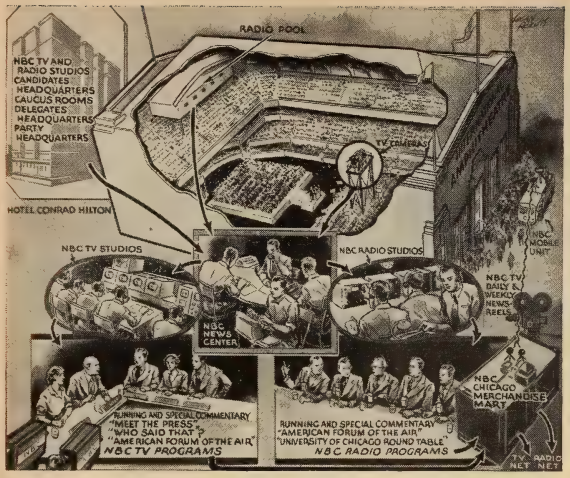
WAZL... What a beautiful buy! She has the figures to prove it, too! From 8:00 to 10:00 AM 57.4% of the audience; 2:00 to 4:00 PM 66.3%; 6:00 to 8:00 PM 69.3% and 8:00 to 10:30 PM 70.4%. Who listens to any other station in Hazleton, Pa.? Nobody!

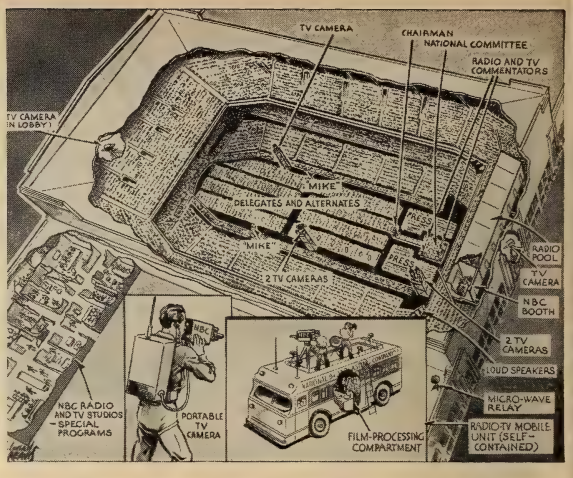
WHOL... Speaking of beauties - here in this Allentown, Pa. trading area there are 6 stations, but the one that always wins the popularity contests is sound, solid and sales-wise WHOL. Want to measure her figures against the other five? Just drop me a note... I'll give them to you.

WHLM... In my "airem" this lovely blossom from Bloomsburg, Pa. is one of my favorites. And why not? She covers a prosperous manufacturing and farming area far in the lead of other stations, and this is her 5th straight year for major league baseball.

WIDE... Here is the newest member of my "airem". She hails from the Biddeford-Saco Old Orchard Beach area of Maine. She is the "must-listen" to station in a prosperous manufacturing center and the leading resort section of that great state.

WAZL	WHOL	WHLM	WIDE
HAZLETON, PA. NBC-MBS	ALLENTOWN, PA. CBS	BLOOMSBURG, PA.	BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Robert Meeker Associates).		(Owned and Operated by Harry L. Magee).	(Represented by Edward Devney).





NBC radio-TV coverage plans for the Republican and Democratic national conventions in Chicago next month are blueprinted in two sketches giving interior and exterior views of layout at the International Amphitheatre.

LEFT PHOTO—NBC studios in Conrad Hilton Hotel and equipment in amphitheatre pipe news to network's news center for channeling to radio-TV studios and use as running commentary and on special programs. Programs are transmitted to NBC headquarters in Merchandise Mart and sent out over respective radio and video networks. Also seen are placements for mobile unit and newsreels. Conrad Hilton will house caucus rooms and headquarters for candidates, delegates and each party and serve as originating point for several NBC radio-TV programs.

RIGHT PHOTO (with amphitheater position reversed)—Exterior view shows space for TV camera, radio-TV commentators, radio pool, NBC's booth, loudspeakers, microwave relay, film processing compartment, and self-contained radio-TV mobile unit. Seat placements for microphones, delegates and alternates, press and national committee chairmen also are indicated. Sketches were made for NBC by Logan Reavis.

upcoming

June 22-26: Advertising Assn. of the West annual convention, Olympic Hotel, Seattle.

June 23-24: BMI Program Clinic, New York.

June 23-26: RTMA annual convention, Palmer House, Chicago.

June 26-27: Virginia Assn. of Broadcasters annual meeting, Chamberlin Hotel, Fort Monroe, Va.

June 29-July 2: National Industrial Advertisers Assn. annual conference, Palmer House, Chicago.

June 30: BAB Sales Clinic, Syracuse.

July 1: BAB Sales Clinic, Buffalo.

July 1: FCC to commence TV application processing.

July 3: BAB Sales Clinic, Pittsburgh.

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver U., Denver.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.

Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-13: NARTB District 14, Brown Palace or Cosmopolitan Hotel, Denver.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 18-19: NARTB District 13, Hotel Texas, Ft. Worth.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-23: NARTB District 10, The Elms, Excelsior Springs, Mo.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-26: NARTB District 9, Hotel Plankinton, Milwaukee.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 20-23: Financial Public Relations Assn. annual convention, Coronado, Calif.

Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

KINGAN RADIO *Pays Off in Results; Godfrey Show Renewed*

KINGAN & Co., whose first investment in network radio last fall involved more money than the company had been spending in all media, found the investment paid off in sales results, Kingan Sales Vice President N. Bruce Ashby reported last week.

His statement came with the announcement that Kingan is renewing *King Arthur Godfrey and His Round Table* on CBS Radio (Sunday, 5-5:30 p.m. EDT) for another 52 weeks, starting in October [B•T, June 9]. Warwick & Legler, New York, is the agency.

"The CBS Radio Network program has paid off for Kingan or we would not have renewed at this time for our coming fiscal year," Mr. Ashby asserted.

When Kingan embarked on the Godfrey *Round Table* series in October 1951, the meat company executive said, "there still were a number of major points where we had inadequate or no distribution on our consumer identified products."

Since then, he continued, "Definite gains have been made in all classes and types of retail trade handling meat products, from the independent operator right through the large corporate chains."

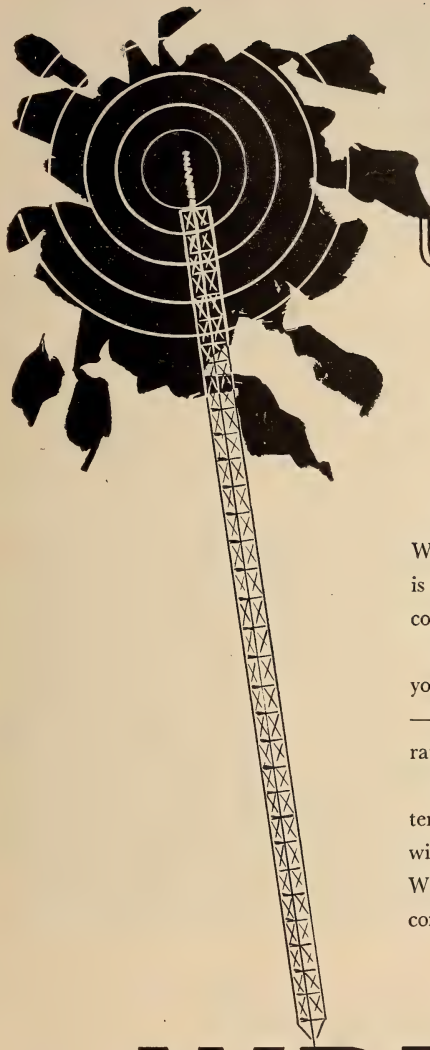
In this connection, he said:

"Some of the specific advantages that have been gained through the combination of *Godfrey and His Round Table*, CBS Radio and Kingan merchandising are a definite pin-pointed attack on selected consumer identified items on which we have desired to expand distribution and volume. . . . The Godfrey personality and our particular type of program has been very well adapted and very well used for point - of - sale merchandising material and in - store promotions. Local CBS Radio stations have been very cooperative in helping make the promotions successful.

"Finally, of course, the sales results warranted renewal. I attribute these sales results to an excellent sales job by Arthur Godfrey over the air and a well-coordinated selling and merchandising job by CBS, Warwick & Legler, and Kingan."

Mr. Ashby pointed out that when Kingan undertook *Round Table* sponorship, "the program called for a major investment, in network radio alone, greater than total company expenditures for all types of advertising during recent preceding years," and that Kingan officials "obviously" feel their decision "was sound."

The *Round Table* series consists of recorded highlights from the Godfrey morning programs, integrated into a weekly half-hour show and presented at a time suitable for listening by persons unable to hear the morning shows.



wonderful spot

Want to buy spots for less than in 1946? Well, the place is Memphis, and the Station is WREC—where your advertising actually costs 10.1% less than in 1946.

That's because more people are hearing your message—the area has grown, and also —WREC has the highest average Hooper rating of any Memphis radio station.

Ask salesmen who travel the huge WREC territory—ask advertisers on WREC. They will tell you from experience your spot on WREC is a wonderful spot in a thriving area completely covered by WREC.

WREC

REPRESENTED BY THE KATZ AGENCY

MEMPHIS NO. 1 STATION

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

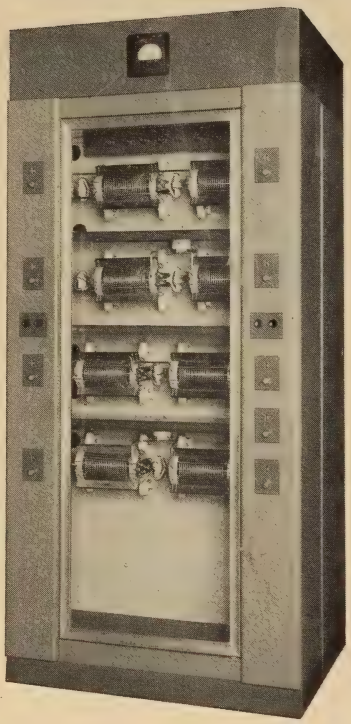
Continental

BROADCASTING EQUIPMENT

is custom-built to your requirements

For broadcasting equipment individually engineered to meet exact station requirements, put CONTINENTAL skill and experience to work on your next installation.

CONTINENTAL specializes in the production of all types of antenna phasing equipment, and each layout is specifically designed to meet the requirements of the particular directional array involved.



A typical Phasing Control and Power Division Unit

by CONTINENTAL is shown above. This modern unit was manufactured especially for Radio Station KWTO, Springfield, Mo. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

GraybaR QUALITY SINCE 1869 * REG U.S PAT OFF — Distributed by GraybaR ELECTRIC COMPANY

IN OVER 100 PRINCIPAL CITIES

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas



Arthur Feldman (l) records a special WLFH opening-day message from former President Hoover.

* * *

WLFH LITTLE FALLS

Ready to Make Air Bow

WLFH Little Falls, N. Y., announced last week that it expected to begin operation within 10 days. The station, an MBS affiliate, is to operate on 1230 kc with 100 w. WLFH co-owners are Arthur Feldman, MBS director of special events, and M. Robert Feldman, of Little Falls.

Heading a list of well-known public figures to participate in the special opening-day program is Herbert Hoover, the nation's only living ex-President. Robert Earle, formerly with WKAT Rome and WKTV Utica, both New York, is general manager. Ed Dumas, formerly with Pan-American Airways Communications in South America, is chief engineer.

CARSON NAMED

For Seven-Year FTC Term

PRESIDENT Truman last Wednesday nominated John Carson for re-appointment to the Federal Trade Commission for a seven-year term beginning Sept. 28. The nomination was referred to the Senate Interstate & Foreign Commerce Committee, which has not yet scheduled action.

Almost simultaneously, FTC was brought to full strength for the first time since last January as Albert A. Carretta, Washington attorney, was sworn into office. Mr. Carretta, confirmed by the Senate June 12, fills the unexpired term of the late William Ayres ending in September 1954. The oath was administered to Mr. Carretta Wednesday by Chief Judge Harold M. Stephens, U. S. Court of Appeals for the District of Columbia.

Mr. Carson, former research and information director for the U. S. Cooperative League, was the center of controversy during committee hearings on his nomination three years ago. He was nominated in April 1949 to fill the unexpired term of then Comr. Robert Freer, who resigned to re-enter private practice. Mr. Carson was confirmed that September.

'GREEN CAMPAIGN'

WTMA Builds Used Car Sales

WTMA Charleston, S. C., is credited with making a success of a campaign which ties the wearing of green hats by salesmen to the idea of saving used-car buyers "on the long green."

Advertising stunt was staged by Frank Norris Motors of Charleston. Manager Bevie L. Machen equipped his used-car salesmen with green hats. With Ralph J. Shade, WTMA account executive, he worked out a system of spots. Spots included teasers and then a continuing series of telephone conversations between WTMA announcer Red Munro and automobile salesmen.

Norris used-car sales jumped about 100% the first month, WTMA reports, and each succeeding month has brought continued increases. WTMA Sales Manager Grange S. Cuthbert Jr. wore a green hat as a gag and in one afternoon picked up three prospects for the automobile agency, station observes.

Mr. Machen comments, "The man-in-the-green-hat campaign, conducted by WTMA for Frank Norris Motors, was one of the most successful advertising campaigns we ever tried. The enthusiasm generated among our own salesmen and the public was of the highest order of any campaign yet undertaken."

NEW WISN CENTER

Planned on Milwaukee Site

ERECTION of a radio-television center will be carried out by WISN-AM-FM Milwaukee at a downtown site which the station has purchased on West Wisconsin Ave., Milwaukee's main thoroughfare, at N. 19th St., according to Harry D. Peck, manager.

The 120,000-sq. ft. site cost $145,000, Mr. Peck said. He said plans now are on the drawing board for the new center, which will house all broadcasting and telecasting activities and offices. WISN is a division of the Hearst Corp.

NU-NBC INSTITUTE

57 Enroll for Session

SIX-WEEK professional session in radio and video training which begins today (Monday) at the 11th annual Northwestern U.-N B C Summer Institute has 57 enrollees from 25 states and three foreign countries.

Of the students, 15 are employed at broadcasting stations, and a smaller number work in broadcast departments at educational institutions. Foreign students include one from Italy, two from Canada and one from the Philippines.



$50,000 a day—for waiting!

These manufacturers are waiting.

In their factory, the production line has halted, the men are idle. And every day of this inactivity is costing them $50,000—and more!

What happened? One small breakdown in an important machine has stopped the works!

Even though replacement parts are hundreds of miles away, there's one way they could cut those days of waiting to *hours*. It's an answer that is saving thousands of manufacturers thousands of dollars every day.

That answer is—Air Express!

Air Express speed means *production* line speed. Whether your business is factories, films, or food, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST — Air Express gets *top priority* of all commercial shipping services — gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at *no extra cost*.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery*.

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.



AIR EXPRESS

GETS THERE FIRST

First or Second in
38
Quarter Hours
Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300
Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM
Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW
1st in its time period!

EVERY WOMAN'S HOUR
Top-rated 30-minute woman's show!

SHOPPIN' FUN
Top locally produced show in its period!

MORNING IN MARYLAND
Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR
ABC NETWORK
5000 WATTS IN BALTIMORE, MD.



PLANNING next fall's United Red Feather campaigns, to receive support by all networks, are (l to r) Sylvester Weaver, NBC-TV vice president; Joseph Allen, Bristol-Myers vice president and chairman of Red Feather Radio-TV-Films Committee, and Charles Denny, NBC executive vice president.

milestones . . .

► STARTING his 25th year in broadcasting on June 12 was C. L. (Chet) Thomas, KXOK-AM-FM St. Louis. He began at WLW Cincinnati and became general manager of KXOK in March 1943.

► JOCKO MAXWELL, sports director of WWRL Woodside, L. I., billed as the nation's first Negro sportscaster, observed his 20th anniversary in radio last Saturday. He started in 1932 on the former WNJ Newark with a morning sports program. After WNJ ceased operations, he moved in 1937 to WWRL, where he conducts a weekly *Sports Digest*. He also writes a weekly sports column, and magazine articles and is author of a book.

► HOUSEWIVES took over at the 10th anniversary of Edith Hansen's radio homemaking on KMA Shenandoah, Iowa, June 6, when more than 1,200 honored her at the station auditorium. A Shenandoah housewife, Mrs. Hansen airs programs heard today on 54 radio stations throughout the country. She started on KMA. Edward May, president, KMA, presented her with an engraved silver tray. Also taking part in the festivities were J. C. Rapp, president, and A. W. Ramsey, vice president, Tidy House Products Co. Mr. Rapp is a former general manager of KMA, Mr. Ramsey a former sales manager at the station.

► TWELVE-year-old *Quiz Kids* will be feted at Chicago's Bismark Hotel on the program's June 26 birthday. Host is Louis G. Cowan, owner and originator of the radio-TV package. Joe Kelly, m.c., and Mr. Cowan will greet more than 400 former and present program kid stars. Show will be tape-recorded for broadcast on its CBS Radio Saturday time period.

WOR NEW YORK supplied about 30 portable radios to Ebbets Field, Brooklyn, last Thursday, when some 400 blind persons attended Dodgers-Cubs game as guests of Dodgers.

SUMMER MUSIC

Replaces MGM Shows on MBS

MUSICAL SHOWS have been picked by Mutual as summer replacements for the MGM productions which occupy the 8-8:30 p.m. EDT periods Mon.-Fri.

Julius F. Seebach Jr., in charge of MBS programs, announced last week that the Mon.-Fri. summertime schedule would see the following programs in the 8-8:30 spot, starting June 30:

Monday, *Jazz Nocturne*, featuring Sylvan Levin, MBS musical director in New York, and orchestra plus singer Jean Tighe and a quartette, the Mac and Jack Singers; Tuesday, *Jimmy Carroll Show*, with Jimmy Carroll, guest vocalist, and Emerson Buckley and orchestra; Wednesday, *Music for a Half-Hour*, a program of operetta and musical comedy melodies with Jimmy Carroll and guests; Thursday, *Symphonic Strings*, with Emerson Buckley and orchestra; and Friday, *Concerto Festival*, with Sylvan Levin and orchestra, plus guests.

A participation quiz, *The Great Day Show*, is scheduled for the 8:30-9 p.m. period on Wednesday, which currently is the second half of the hour-long *M-G-M Musical Comedy Theatre*.

MGM shows vacationing for the summer in addition to *Musical Comedy Theatre*, are *Woman of the Year*, starring Bette Davis and George Brent; *Black Museum*, with Orsen Welles; *Modern Adventures of Casanova*, with Errol Flynn, and *Adventures of Maisie*, with Ann Sothern.

Locke Buys Programs

LOCKE Stove Co., Kansas City, through Calkins & Holden, same city, has bought a half-hour on a 27-station southern NBC network for broadcast of a folk music and variety show originating in Nashville. Contract is effective for 13 weeks from Aug. 16, Saturdays, 9:30 to 10 p.m. CT.

PHILCO Corp., Philadelphia, has established new scholarship fund for engineering students at Lehigh U., Bethlehem, Pa. Grant of $18,000 will provide for three scholarships valued at $1,500 annually for next four years.

BAB SIGNS

For Special Nielsen Service

BAB has contracted for a special Nielsen service, making available to BAB members information developed from the Nielsen Radio Index Service, Nielsen Coverage Service and Nielsen Food-Drug Index Service, it was announced Thursday in a joint release from W. B. Ryan, president of BAB, and Arthur C. Nielsen, president of A. C. Nielsen Co.

Signing of the contract followed months of negotiations between the radio industry's self-owned promotion organization and the market research firm, in which Edgar Kobak, business consultant, whose clients include the Nielsen firm, and also chairman of BAB's executive committee, reportedly played a major part.

First reports to be developed by BAB from NRI material will include analyses of general radio listening and TV viewing habits, early morning and late evening radio audiences, evening radio listening in TV areas, cumulative weekly and monthly audiences of programs broadcast more often than once a week and audience size studies of national spot radio campaigns, Mr. Ryan said.

Auto Data in Fall

Food and Drug Index Service will provide material for additional reports on seasonal variations in the sale of packaged goods, importance of rural and small town markets for various types of products and case histories of radio advertising successes as reflected in store sales records, the joint release stated. In the fall the first NCS report will give BAB subscribers up-to-date information on automobile and other out-of-home listening.

"Through the Special Nielsen Service" Mr. Ryan said, "BAB members will be armed with important new facts about radio listening and the movement of goods resulting from radio advertising. We expect that some of BAB's most significant presentations for local and national advertisers will be based on the tremendous fund of information which A. C. Nielsen has spent many millions of dollars to acquire."

BAB officials would not comment on the amount the organization is paying for Nielsen service other than to indicate the sum is "reasonable."

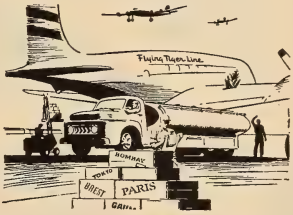
Gallup Sales Expand

EIGHT additional sales of *Dr. George Gallup Show*, transcribed radio program, were announced last week by George F. Foley Inc., N. Y., film packaging and distributing firm. Bringing total sales to 130 markets, new station sales include WWVA Wheeling, W. Va.; WMAZ Macon, Ga.; WMT Cedar Rapids, Iowa; WDNC Durham,, N. C.; KMED Medford, Ore.; KMO Tacoma, Wash.; WLOK Lima, Ohio; WMAS Springfield, Mass.

How the Flying Tigers got over the Hump

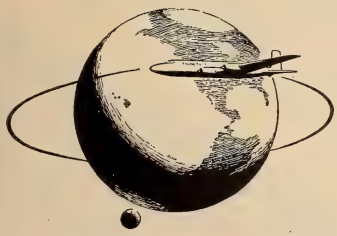


1. In November, 1945, we told the story, in this series, of 12 India-China "hump" flyers from the American Volunteer Group who came home from the war and started an air freight business. They called their company The Flying Tiger Line Inc.



2. As we told you then, the veterans pooled all their savings but they still needed additional capital to launch their project. Several Los Angeles businessmen offered to furnish this capital on a 50-50 basis—the veterans to operate the company. This capital enabled them to start operations on June 25, 1945, with 8 war surplus Conestoga cargo planes.

5. The company has used Union Oil aviation products since it began operations in 1945. But that doesn't seem nearly as important to us as the fact that the men were able to accomplish these things. It could hardly have happened under anything but the American profit and loss system.







3. Over the last seven years the company's growth has been spectacular. Their fleet of planes has grown from 8 to 39. In 1949 they received the first certificate to fly U.S. Air Freight Route 100. And they now operate daily transcontinental schedules to 43 cities, in addition to world-wide contract and charter services. The company has now contracted for seven new DC-6A's—the largest order ever placed for cargo planes.

4. Last year their fleet earned a total revenue of $15½ million compared to $458 thousand the first year. In 1951 their planes flew a total of over 13½ million miles compared to ½ million miles the first year. Today The Flying Tiger Line Inc., is the world's largest certificated freight and contract air carrier.

6. For without the *profit incentive* the businessmen wouldn't have put up the capital to start the business in the first place. Without the hope of gaining financial independence, the veterans wouldn't have had the *incentive* to sweat out the problems of starting the company and developing it. Altogether, we think it's a wonderful example of the advantages of our American free enterprise system over others.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

THANK YOU,

"ZIV SWEEPS NON-NETWORK TV FILM DIVISION WITH 3 OUT OF 4 TOPPERS"

states industry-wide survey!

HOW STATIONS RATE NON-NETWORK TV FILMS

Place	Name	Points
1	CISCO KID	63
2	THE UNEXPECTED	48
3	non-ZIV show	44
4	BOSTON BLACKIE	43

we quote: "Ziv Television Programs, Inc., swept the field, copping first, second and fourth positions with "The Cisco Kid," "The Unexpected," and "Boston Blackie" scoring 63, 48 and 43 points respectively."

THE BILLBOARD, TV FILM QUARTERLY, Page 14.



Billboard Magazine mailed questionnaires to all 109 TV stations. 78 of the questionnaires were returned and the above results printed in Billboard TV Quarterly, June 14, 1952. We're gratified ... we're elated ... we're happy ... we're proud. All we can say is – thanks ... gee whizz.

TV STATIONS!

"STATIONS NAME ZIV BEST TV FILM DISTRIB..." in industry-wide survey!

HOW STATIONS RATE DISTRIBUTORS OF FILMS PRODUCED ESPECIALLY FOR TV

Place	Name	Points
1	**ZIV TELEVISION PROGRAMS, Inc.**	106
2	OUR	59
3	BELOVED	55
4	RIVALS	30

"Ziv Television Programs was voted the outstanding distributor of TV film series especially produced for television by an almost two to one margin in The Billboard's first quarterly survey of TV films. This was the verdict of the nation's Television stations . . ."

THE BILLBOARD, TV FILM QUARTERLY, page 12

ZIV TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD
CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

WOW!

editorial

Price War

NO MATTER whose the fault (if indeed anyone can be singled out for blame) much radio network business in the past year and a half has been conducted in the haggling traditions of a Near Eastern bazaar, where nobody pays the first price asked unless he is a rich and stupid tourist.

A wandering rug merchant may be able to do his pittance of business that way, but it does not work out well for larger enterprises. It certainly has not worked out well for radio, as a special article in last week's issue of this publication made disturbingly clear.

The trouble has been that not very many people in radio have brought themselves to admit that radio network business has really degenerated to the hawker's level. It is not easy to believe that an enterprise dealing in more than $100 million a year could have let its price structure fall into utter chaos.

Only recently, it seems to us, has the radio industry as a whole begun to recognize this problem. The next step, which it appears will soon be taken, is to deal with it realistically.

The heart of the problem is prices.

Quite obviously, many of their canniest customers think that radio networks today are overpriced. Although we certainly do not agree, we must concede that, whatever the reason, the networks have been unable to persuade these customers that the price (or at least the announced price) is equitable.

It was an unhappy consequence that haggling came about once enough customers objected to the first prices asked. There is no point now in wondering whether the line could have been held if the networks as a group had steadfastly stuck to their prices.

Radio networks now have no choice other than to set a new price scale. It must be reasonable enough to attract buyers but high enough to enable networks and their affiliated stations to make a living.

Above all, the price scale must be one to which all the networks will adhere. If, after the readjustment that seems inevitable, a new period of haggling ensues, the demoralization of radio networks will be complete and their destruction unavoidable.

Timely Testimony

INERTIA, which has plagued broadcasters for years, is nowhere apparent in the approach toward the so-called Gathings investigation in Congress, which so far has been marked primarily by side-show exhibitions and an oblique effort of prohibitionists to force alcoholic beverage advertising from the air.

A formidable team of spokesmen for broadcasters and telecasters will testify next week before the House Interstate and Foreign Commerce Subcommittee. They will come prepared to show that radio and television are entirely capable of regulating themselves.

Many broadcasters were deluded by what transpired when the hearings opened three weeks ago. The witnesses launched diatribes against "hootchy-cootchy" dancers and "beercasts." It looked like more of the headline-hunting that animates many Hill hearings.

A timely note of caution is sounded by Committeeman Arthur G. Klein (D-N. Y.). He urges complete and forthright testimony. And he cited the appearance of the prohibitionists, who earlier in the session were thwarted in a drive to get through a Senate committee a bill to prohibit alcoholic beverage advertising. This happened by the slim margin of one vote. So the campaign was carried to the House, smuggled in under the broad terms of the Gathings Resolution, theoretically aimed at purported "offensive" TV programs.

Thus far, an NARTB delegation headed by President Harold E. Fellows and including Code Review Board Chairman John E. Fetzer has scheduled appearances before the subcommittee. Network representatives plan to testify. The Brewers' Foundation, recognizing the ruse of the blue-nosers, also contemplates an appearance.

This is gratifying. The foe hasn't been underestimated. A strong showing should spell the end of these forays against free media (for the moment, anyway). It will become apparent that Congress can't legislate program content without contravening the Bill of Rights.

Revision Needed

IN SOME DETAILS, the version of the McFarland Bill passed last week by the House is unacceptable.

Though retaining some of the major provisions of the original measure, as proposed by Sen. Ernest W. McFarland (D-Ariz.) and passed by the Senate, the House version strayed in just enough particulars to pervert what could be a useful piece of legislation into an extremely dangerous one.

Discrepancies between the Senate and House versions are summarized elsewhere in this issue. Those which strike us as especially in need of straightening out include:

The failure of the House to change Sec. 311 of the existing Communications Act which permits the FCC to refuse broadcasting licenses to persons found guilty in federal court of monopolizing radio communications. This section was eliminated from the act in the Senate bill on the quite justifiable grounds that it constituted "double jeopardy."

The addition by the House of a section authorizing the FCC to suspend licenses for 90 days and levy fines of $500 a day for violations of the Communications Act. The Senate, in its bill, would give the FCC power to issue cease and desist orders, which would be bad enough. The House would make the situation intolerable. An intemperate or willful Commission could wreck a station easily by exercising such punitive powers. The FCC's present power of license revocation is adequate.

The House bill subsection preventing stations from establishing political broadcasting rates that exceed "the minimum charges made for comparable use of such station for other purposes." In the absence of further explanation, this subsection could be interpreted most unfairly. Suppose the political broadcast replaced a show regularly scheduled under a long-term contract earning a favorable discount. Would the discount be figured in when computing the "minimum charges"?

These and other apparent flaws in the House version must be eliminated before broadcasters can regard this legislation favorably. Fortunately, the measure will be taken up by a joint Senate-House committee where, it is to be hoped the ills will be removed.

There would seem to be a chance that a sensible bill may emerge. It is interesting that the roadblocks which certain FCC personnel tried to place in the way of the measure proved ineffective in the House, which passed the bill overwhelmingly. This would indicate that if the conferees can produce a compromise bill reasonably soon, it would have a chance of adoption before the adjournment of Congress.

But one thing must be kept in mind. It would be better to have no new bill at all than one containing serious shortcomings.

our respects to:



BENEDICT GIMBEL JR.

TO BENEDICT GIMBEL Jr. there's no business like show business, unless, of course, it's broadcasting.

Happily, Mr. Gimbel, president-general manager, Pennsylvania Broadcasting Co., licensee of WIP-AM-FM Philadelphia, has been able to combine both of his loves.

Twenty-two years ago, Mr. Gimbel assumed the presidency of WIP and since that time has directed its efforts in entertainment and civic affairs.

How successful has he been? Mr. Gimbel's answer to that query shows that whereas, he brings much imagination to his programming, his feet are solidly on the ground insofar as the practical aspects of station operation.

He has a one-word yardstick with which to measure success. That word is simply: Results.

"Many people have been depreciating radio and its effectiveness," he commented. "We at WIP feel differently. The year just past shows an increase of 26% in local billing over the year before . . . the highest in the 30 years of WIP's existence.

"Next year is going to be even better," he added optimistically. "I don't think any other medium can offer a serious challenge to radio on a coverage basis or on a cost basis.

"Everyone knows that the set sales are the highest ever and radio sales volume is the highest in its history.

"It all adds up," said Mr. Gimbel, "to more penetration, more listeners, more business. Radio is a great medium and I think it will continue to be for years to come. It's economical and it produces. Isn't that the answer to any good medium?"

The early direction of Mr. Gimbel's life was not pointed toward broadcasting. It was assumed that he would inherit the mantle of his family's famous mercantile business.

A native Philadelphian, Mr. Gimbel attended Central High School there, then completed his secondary education at Thorpe School, Stamford, Conn., and at La Villa, Lausanne, Switzerland.

College training at the U. of Pennsylvania's Wharton School was interrupted in Mr. Gimbel's sophomore year when he joined the Army during World War I. He was discharged as a sergeant after 16 months' service. He was graduated from Wharton in 1921.

Then, as planned, he began his business career with the Gimbel store in Philadelphia. Following an apprenticeship of two years, during which he served in every department, young Mr. Gimbel was made assistant mer-

(Continued on page 54)

Here's how to

DOUBLE your impact in the Detroit Market



MARKET MAGIC is a combination selling plan that ties your WWJ on-the-air advertising to A&P in-the-store merchandising. It adds to WWJ's powerful radio salesmanship the direct eye-catching impact of point-of-sale promotion in the 93 A&P stores dominating the Detroit area.

MARKET MAGIC advertisers who distribute their products through A&P stores—where Detroiters spend $100,000,000 annually—are assured a one-week preferred position display in each of these stores, for any one product during a 13-week cycle.

MARKET MAGIC produces double impact from one sales campaign, at one low cost, through one medium. WWJ, Detroit's NBC station.

ASK YOUR HOLLINGBERY MAN FOR A MARKET MAGIC BROCHURE. IT CONTAINS ALL THE DETAILS.

FIRST IN DETROIT *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

PROOF POSITIVE

that **K-NUZ** brings results!

Kaphan's RESTAURANT Speaks Out for K-NUZ Pull Power . . .

Here is a letter K-NUZ received from Peter Petkas, owner of Kaphan's Restaurant in Houston.

Gentlemen:

As we begin our 40th week on K-NUZ I would like to thank the personnel of your station for their friendly co-operation and assistance. As evident in our fourth renewal of our original contract, we are more than pleased with the results we have obtained from our program "Dinner Date" with Paul Berlin. I think you will appreciate knowing that our over-all volume of business has increased 16%, and holidays have shown a 19% increase over the same period before going on K-NUZ.

We are looking forward to continued success with your station.

Very truly yours,
Peter Petkas

TIME BUYERS' INFORMATION

Kaphan's sponsors 5 quarter-hour "Dinner Date" programs per week—6:00 - 6:15 PM, Monday thru Friday.

Call FORJOE
National
Representative

or DAVE MORRIS
General Manager
At KE-2581

K-NUZ

HOUSTON'S LEADING INDEPENDENT

Our Respect To

(Continued from page 52)

chandise manager of the ready-to-wear departments. A year later he was named merchandise manager of those sections.

In 1922, Gimbel Bros. purchased WIP as an adjunct to its advertising department. The station shared time in those days with WFAN, then owned by the Levy brothers of CBS fame. In the early 30s, Gimbel Bros. bought out WFAN, deleted the call letters, and WIP started to hit its stride under the guidance of Benedict Gimbel Jr.

During those long months while he was learning merchandising, Mr. Gimbel had longed for some active participation in show business. When the radio station came along, he seized the opportunity. Here was a field in which he could enlist his knowledge of show business on behalf of the station's advertisers.

Under his imaginative direction, WIP was the first station in the Philadelphia area to go on a 24-hour daily, seven-day-a-week operation; it was the first in Philadelphia to broadcast from airplane to ground and the first to broadcast from the bottom of the sea.

This progressive programming has led to well satisfied advertisers. A source of pride with Mr. Gimbel is the fact that many of the station's current sponsors have been with WIP for 10 to 15 years. One advertiser has just celebrated its 21st anniversary with the station.

Mr. Gimbel not only sets the policy of the station, but he is active also in helping carry it out. He is at his office usually before 9 a.m. and remains in harness as long as he feels he is needed. This sometimes means that he still is working at midnight.

Covers Local Stories

Many ideas are originated by him. And, since WIP tries to give full coverage of local happenings, he often covers stories himself. He is an honorary Philadelphia fire chief.

Philadelphia being his "home town," Mr. Gimbel takes an active part in civic affairs. He lately was honored by the Boys Clubs of America for his more than 15 years of service as a member of the board of the Crime Prevention Assn. He also is a member of the board of directors of MBS and serves as president of the Philadelphia Radio & Television Broadcasters Assn.

On June 3, just three weeks ago, he was awarded an honorary degree of Doctor of Humane Letters by Lincoln U., Oxford, Pa., during the university's 98th commencement.

He has attended every major show's opening night performance in Philadelphia for the past 17 years. Mr. Gimbel's home guest book bears the names of most of the great and near-great of the theatre, movie and radio world; his collection of autographed photographs number nearly 1,500; his personal record library is an enviable collection, as are his collection of strange hats, brought from far parts of the world.

As a youth, Mr. Gimbel was an avid polo player. He rode for the Lancaster Polo Club and for the Philmont Polo Club. A team mate was William S. Paley, CBS board chairman. Incidentally, Mr. Paley also is a "brother" in Zeta Beta Tau fraternity.

Polo playing now, however, attracts only a spectator's interest from Mr. Gimbel. At 49, he follows more sedentary pursuits such as the study of words, their meanings, derivations and proper usage. His library of dictionaries and reference books boasts more than 100 volumes, and includes a research library on curious and little-known facts.

Club Memberships

In addition, Mr. Gimbel is a member of Philadelphia's Poor Richard Club, the Radio Executives Club of New York, the Radio Pioneers, the Lamb's Club of New York and the Variety Club of Philadelphia.

He is now married to the former J. Jessie Kane, of Philadelphia. A son of Mr. Gimbel by a former marriage is Edward Nathanson, ABC-TV producer-director.

As for future ambitions, the Pennsylvania Broadcasting Co. has just filed for UHF TV stations in Philadelphia, Milwaukee and Pittsburgh. Also, Mr. Gimbel plans extensive expansion of WIP.

He has full faith in the future of radio but TV quite naturally, has a fascination for him, too. Every new show would mean an "opening night" and the familiarly beloved backstage call, "Curtain going up!"

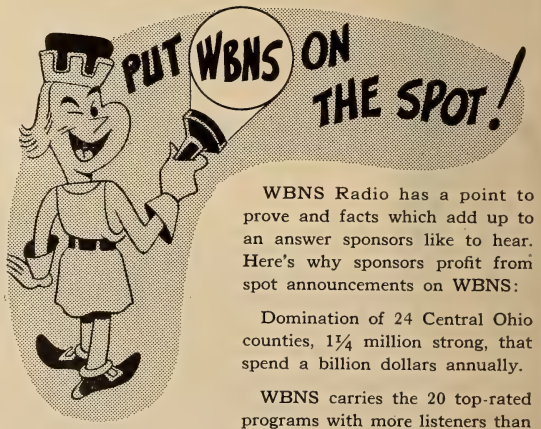
WTSP BALLCAST

Studio Outdraws Ballpark

STUDIO recreation parties held by WTSP St. Petersburg, Fla., to stimulate fan interest in minor league baseball have become so successful that the station actually outdrew the ballpark in attendance on one occasion.

This was the enthusiastic report from Jack Faulkner, WTSP program director, in commenting on the station's newest activity. The parties have been a regular feature the past few weeks, with attendance at the baseball broadcasts hitting 120 for each game. Admission is free and cooperative sponsors supply free sandwiches, soft drinks, ice cream and cigarettes.

When the local Saints team played the weak second-division Fort Lauderdale Braves in a Florida International League game, some wags wagered the studio party would draw more people than the game at Fort Lauderdale. It did—by 20 fans.



WBNS Radio has a point to prove and facts which add up to an answer sponsors like to hear. Here's why sponsors profit from spot announcements on WBNS:

Domination of 24 Central Ohio counties, 1¼ million strong, that spend a billion dollars annually.

WBNS carries the 20 top-rated programs with more listeners than all other local stations combined. For more sales, put Central Ohio's only CBS outlet to work for you.

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

WGEZ DUNKS
Stages Sears Day

WGEZ Beloit, Wis., helped dunk three top local Sears Roebuck & Co. executives into a river as a result of the success of an annual Sears sale.

For several days preceding "Sears Days," and throughout the nine-day sale, WGEZ aired 11 spots daily plugging the event. In addition, Sears co-sponsored Chicago White Sox baseball games over the station.

Immediately preceding the sale, a "planning party" was given. John Barrows, store manager, set the quota, and announced that if 129% of it were reached, he would submit himself, fully dressed, for a thorough dunking in the Rock River, just north of Beloit. If 131% were reached, Gordon Wedge, assistant manager, would be dunked, and if 135% were reached, Alvin Collins, credit manager, would receive the same treatment.

Opening night brought the largest crowd in the history of the store. In three hours, about 10% of the quota was reached. At the end of the nine-day sale, total business equalled 141% of the quota.

Employes declared "D (for dunking) Day" and Messrs. Barrows, Wedge and Collins lived up to their end of the bargain.

WGEZ was on hand at the dunking to give a gurgle-by-gurgle description.

All three executives praised WGEZ's part in making the sale a success. Mr. Wedge commented, "We feel that the success of the sale was due greatly to the power of radio and especially in the kind of promotion we have come to expect of your station after two years of advertising with you."

KAUFMAN AGENCY
Wins 18 NAAN Awaards

HENRY J. KAUFMAN & Assoc., Washington, received 18 awards at the 21st Annual Conference of the National Advertising Agency Network, which met Monday-Friday last week at Skytop, Pa.

The annual creative awards competition had 384 entries by the 30 advertising network members. Kaufman clients who won awards include:

WMT Cedar Rapids; Christian Heurich Brewing Co., Washington, local merchandising campaign and spot radio advertising; Potomac Electric Power Co., local general newspaper campaign and radio program; First Federal Savings & Loan Assoc., Washington, spot TV announcements, and Mason Root Beer Bottling Co., Washington, TV program.

Judges included Stuart M. Armstrong, National Radio Institute; Joseph L. Brechner, WGAY Silver Spring, Md.; John S. Hayes, WTOP-AM-FM-TV Washington; Gene Juster, NBC; Charles L. Kelly, WMAL-AM-FM-TV Washington; Robert K. Richards, NARTB, and Sol Taishoff, BROADCASTING • TELECASTING.



In the Employment Office, too..

GOOD COMMUNITY RELATIONS

are essential. *Radio* can be a real help!

In countless companies, the Employment Director faces a terrific task these days. Management calls for continuing additions to the force, while competition grows stiffer all the time.

Good community relations can be of tremendous assistance. And, as many companies have shown, radio is an excellent tool for fostering friendship in a plant's neighborhood. Radio programs help make friends not only with families near at hand, but also with those in outlying areas that other media usually fail to reach.

If you're not already using radio as an aid to recruitment, it will pay you to look into it. And if you're located in any one of six leading industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, or Portland, Oregon.. you're in luck. You can count on the specialized programming experience of a Westinghouse radio station to help you make friends with your neighbors.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

operation critical



the chips are down... the client's ok is in the balance

This is the crisis of the schedule. The agency is presenting its media recommendations for the year ahead. The client men listen in stony-faced silence.... Their turn will come soon enough.



The account executive finishes his presentation; a cold silence falls on the group.

What do they think of it? Why doesn't somebody say something?

The client's ad manager shuffles his papers; steals a look at his boss. The agency men force themselves to keep still. They know it's the client's turn to speak. The media director unconsciously fingers his copy of Standard Rate ... and waits for the inevitable storm of questions to come.

Every agency man who's been through it knows Operation Critical. A recommendation in five figures—or six—is on the table . . . the result of weeks of research, dozens of interviews with helpful and hopeful representatives, agency sessions far into the night, untold man-hours of just plain work. And all for nothing, if the client doesn't go along.

The questions begin:

"How much of a break in rates would we get if we put the whole magazine campaign into these top five?"

"This newspaper—how well does it cover the city and trading area population?"

"Has there been any study of listening habits in the Kansas City region?"

"Do these business publications get read by employees below management level?"

Questions, questions. They range from simple to complex, from naive to shrewd. But they must be answered, then and there. The time for preparation is gone. This is it—*Operation Critical.*

The media director's fingers fly as he flips to a figure in CONSUMER MARKETS, quickly turns to a fact in Standard Rate & Data. The account executive cites a previous experience while the media man digs.



As usual, the "standard" questions are relatively easy to answer. Standard Rate & CONSUMER MARKETS have most of the facts organized. But some of the questions go beyond facts, into interpretations; comparative studies; trends . . .

"Which of these women's magazines carries the most ethical drug advertising?"

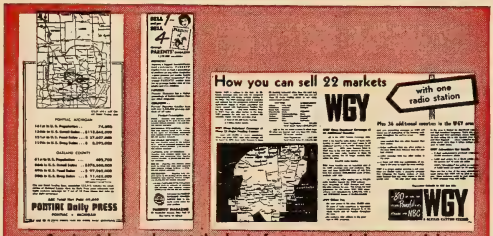
"Do young people read this Sunday supplement?"

"Has this station's audience grown in the last year? How much?"

"Would it be worthwhile to add a second paper in this city?"

Listings of standard facts cannot answer many such questions — they're not supposed to. But the need for quick access to summarized information has been *anticipated* by many publishers and station operators who know from experience what goes on day and night in the media department, in the agency review sessions, and in Operation Critical.

That's why approximately 1,050 individual media used 8,500 Service-Ads in 1951 to supply needed information in packaged form . . . and to place this information near their market listings (in CONSUMER MARKETS) and near their media listings (in SRDS).



Service-Ads supplement the basic facts . . . and they are right there, in the conference room, when this supplementary information is most needed. They help buyers *buy*... they help buyers *sell*.

s r d s

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function



Walter E. Botthof, Publisher

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A. B. C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

THE ONLY PHILADELPHIA STATION CARRYING MAJOR LEAGUE BASEBALL

Play-by-play broadcasts of

Athletics

and

Phillies

HOME AND AWAY GAMES

with

★ BYRUM SAAM
★ GENE KELLY
★ CLAUDE HARING

Philadelphia's top sportscasters

WIBG

DIAL 990

10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY RADIO REPRESENTATIVES, INC.

front office

ROBERT J. BODDEN, program director, WRCO Richland Center, Wis., appointed general manager, WRDB Reedsburg, Wis.

W. W. (NICK) CARTER Jr., station manager, WTRY Troy, N. Y., promoted to general manager and director there.



Mr. Carter

GEORGE W. CLARK Inc., N. Y., appointed national representative by KRSC Seattle.

IRWIN HOTT, sales staff, WONE Dayton, Ohio, and former musical director at WOL Washington and WRFD Worthington, Ohio, to WVKO-AM-FM Columbus, in sales capacity.

DAVID A. CARLISLE added to sales staff, WFIL-TV Philadelphia.

LEWIS D. STEARNS, account executive, KECA Hollywood, has resigned.

KEITH McKENNEY, sales staff, Free & Peters, to WJBK-TV Detroit, in same capacity.



Mr. McKenney

WAYNE MACK, sales staff, WDOK Cleveland, resigns to devote full time to announcing and producing.

THOMAS C. HARRISON to WSM Nashville, as director of national spot sales.

GARDNER COWLES, president, KRNT Des Moines, re-elected chairman of the board, *Minneapolis Star and Tribune*. KINGSLEY H. MURPHY, president, KSO Des Moines, re-elected to board of directors.

THOMAS F. CLARK Co., N. Y., elected to membership in National Assn. of Radio & Television Station Representatives.

Personals . . .

EARL W. WINGER, president, WDOD Chattanooga, presented award on behalf of station for "outstanding service in the field of safety promotion" by National Safety Council. . . . ARTHUR H. CROGHAN, owner-general manager, KOWL Santa Monica, cited by Southern Calif. Broadcasters Assn. and Adv. Club of Los Angeles on 25th anniversary in radio.

HUGH A. L. HALFF, president, WOAI-AM-TV San Antonio, elected to board of trustees of National Jewish Hospital, Denver. . . . DANA CLARK, guest relations manager, ABC Hollywood, recovering from stroke suffered recently.

JOHN T. GELDER, vice president, WCHS Charleston, W. Va., elected president of city's Symphony Orchestra Society. . . . ROY V. SMITH, spot sales manager, Alaska Radio Sales, N. Y. father of girl, Deborah Jean, June 14. . . . BILL GIETZ, sales staff, WTAR-AM-TV Norfolk, Va., cited by Norfolk Sales Executive Club as one of area's outstanding salesmen. . . . HARRY MAIZLISH, president-general manager, KFWB Hollywood and ERNEST L. SPENCER, president-general manager, KVOE Santa Ana, elected to board of directors of Southern Calif. Broadcasters Assn.

LES BEIDERMAN, owner of Paul Bunyon Network and general manager of WTCM Traverse City, Mich., made honorary alumnus of U. of Michigan. . . . COLIN M. SELPH, president, Santa Barbara Broadcasting & Television Corp., Santa Barbara, elected to board of directors of city's Better Business Bureau and chairman of executive committee of Golfers' Assn.

FEIST ELECTED

Music Publishers Assn. Pres.

LEONARD FEIST of Mercury Music Corp. was elected president of Music Publishers' Assn. of the U. S. for the coming year, at the group's 58th annual meeting, held June 12-13 at the Warwick Hotel, New York.

Joseph A. Fischer of J. Fischer & Bro., retiring president, automatically becomes MPA vice president. Donald H. Gray of H. W. Gray Co. was re-elected secretary and Willard Sniffin of Harold Flammer Inc. was elected treasurer.

Four new directors were elected: Donald F. Malin of C. C. Birchard Co., Kermit A. Walker of Bourne Inc., Walter Heinrichsen of C. F. Peters Corp., and Robert Schell of Shawnee Press. Benjamin Pepper of New York was appointed permanent legal counsel for MPA.

Mitchell Elected

L. SPENCER MITCHELL, general manager of WDAE Tampa, has been elected director of District No. 4 of the Columbia Affiliates Advisory Board to serve out the unexpired (1952-53) term of Glenn Marshall Jr., general manager, WMBR-TV Jacksonville, who resigned from CAAB to join the CBS-TV Affiliates Advisory Board now being organized [B•T, June 16]. Mr. Mitchell was chosen in a special election to select a replacement for Mr. Marshall.



The Water's Fine! (really)

A quick dip into the North Dakota pool of buying power will convince you that KFYR in this agriculturally wealthy state pays handsome dividends per advertising dollar. Ask John Blair for KFYR facts and figures.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

KBLA BURBANK

Begins in California

KBLA Burbank, Calif., 250 kw on 1490 kc, was to begin fulltime operation Saturday from its transmitter studio at 239 Amherst Drive. Permanent studios and executive offices at 11516 Oxnard St., North Hollywood, are expected to be ready this weekend.

Licensed to Broadcasters of Burbank, KBLA is owned equally by Floyd J. Jolley, Burbank councilman; Arthur J. Crowley, attorney; Gordon A. Rogers, contractor; Walter Mansfield and Albert S. Hall, realtors. Robert S. Marshall, formerly of KFMV (FM) Hollywood, is KBLA general and commercial manager.

The staff includes Nicholas Muskey, assistant manager and program director; Charles Powers, account executive; Julie Cummings, copy writer-traffic manager; Robert Skiles and Robert Miller, announcers; and Thomas Payne, engineer.

Arthur M. Semones

ARTHUR M. SEMONES, 53, who worked at Henri, Hurst and McDonald agency, Chicago, since it was organized in 1916, died Tuesday after a long illness. Funeral services were conducted Friday. Three years ago he became a vice president. Surviving are his wife and two sons.

MORE AND EARLIER CHRISTMAS RADIO

NRDGA Studies Department Stores '52 Plans

RADIO, widely used in department stores' pre-Christmas promotions last year, is expected to do as well or better this year, while TV is still an unknown factor with most stores, according to Howard Abrahams, sales promotion head of the National Retail Dry Goods Assn.

In the June issue of *Promotion Exchange*, NRDGA bulletin service, Mr. Abrahams said that although Thanksgiving Day is the traditional starting time for retail Christmas advertising, reports from stores indicate that "1952's Christmas promotions will definitely be on the earlier side." Plans are made much earlier, with "newspaper and radio themes planned on the most part during late summer, although actual Christmas formats are not created until later in the season," he said.

"Of 91 stores studied, 52 used radio in the 1951 Christmas season," Mr. Abrahams reported. Stores with regular programs on the air generally reslanted them at Christmas time, while "a substantial number" of stores added special pre-Christmas programs, Mr. Abrahams added.

"From their reports," he said, "it is evident that stores will put as much and probably increased emphasis on Christmas radio programming as compared with last year."

On the video front, Mr. Abrahams reported that "only a small percentage of the stores reporting Christmas plans, use television regularly as a selling medium. Generally, the TV users reslanted their telecasting, whether it consisted of programs or spots, to Christmas themes. Last year, several stores added TV at Christmas time. These stores are divided in their thinking as to whether they will repeat their TV this Christmas.

"However, stores which had specialized programs slanted to children's audiences are definitely enthusiastic about the effect of these programs and will repeat these techniques this year."

RADIO FESTIVAL

Inaugurated by WBEZ

POLITICS of Britain and the drama of Oscar Wilde highlighted the first summer radio festival sponsored last week by the Chicago Board of Education on its FM station, WBEZ. The five-day programming from 9 a.m. to 4 p.m. included shows relayed to educational stations throughout the country by the National Assn. of Educational Broadcasters.

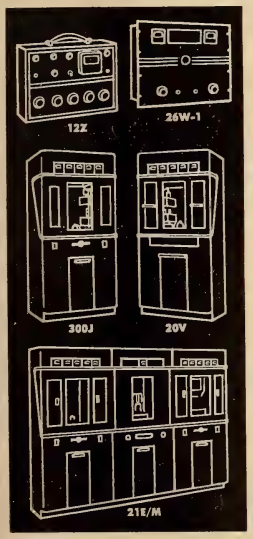
The radio festival included programs from the U. of Michigan, U. of Illinois and U. of Chicago, Northwestern U. and the British Broadcasting Corp. George Jennings, director of the board's radio council, said the effort will be continued during school holidays and summer vacations if response is favorable.

Safety by Radio

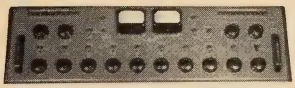
PENNSYLVANIA ASSN. of Broadcasters, noting mounting traffic deaths, is planning a saturation public service spot campaign on all holiday weekends in the interest of traffic safety. PAB board of directors, who met in Harrisburg June 12, is advocating that all members participate in the plan. It is believed, said Robert Trace, station manager, WMGW - AM - FM Meadville, Pa., that radio can play a major role in reducing traffic accidents by constantly alerting motorists of dangers which lurk on crowded highways. Plan is to incorporate messages in station breaks.

BMI is sponsoring series of 10 concerts by the Berkshire String Quartet, which will perform new works of chamber music by 29 contemporary composers. Series will be held at Music Mountain, near Falls Village, Conn.

MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY



COLLINS . . . for broadcast equipment of unquestioned quality



Collins 212A Studio Console

Your studio installation deserves the built-in quality and superior performance the Collins 212A speech input console will supply. Unit amplifiers are individually shock mounted. Main frame and end castings are solid aluminum. Tilt-to-service feature allows installation against window or wall. Write for complete technical information.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18 | 1930 Carpenter Blvd. DALLAS 2 | 2700 W. Olive Ave. BURBANK | Dogwood Road Fountain City KNOXVILLE



Only ONE Station DOMINATES

This Rich Growing 15-County Market

with

FOOD SALES of $124,756,000*

** Sales Management, 1952 Survey of Buying Power.*

WSJS
The Journal-Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate

286
RADIO STATIONS
Now Carry
JOHN T. FLYNN
Transcribed

•



● This is the amazing record which has been built up in just one month by the John T. Flynn daily news commentary which is now being offered to radio stations on a transcribed basis.

● This program, a prestige-building vehicle in production for more than three years, has gained national recognition as an audience-building, sponsor - pleasing, down - to - earth analysis of current events, featuring the nation's outstanding authority on economic and social subjects.

● It is offered exclusively in each market—fifteen minutes one, five, or six times weekly—at no cost to stations while broadcast sustaining. A nominal talent fee is asked when commercial.

● Full cooperation, including visual sales aids, is provided by the distributor to all stations seeking sponsorship. Your inquiry is cordially invited.

R. K. Scott, Sales Director
America's Future, Inc.
205 East 42nd Street,
New York 17, N. Y.
MUrray Hill 4-6023

Also Available
AMERICANS, SPEAK UP!
— fifteen minutes weekly — transcribed—featuring nationally-known personalities interviewed by Bill Slater—winner of a 1951 Freedoms Foundation radio honor medal.

air-casters



ROLLAND C. BOURBEAU appointed merchandising manager, WBAL Baltimore, succeeding **J. WILLIAM MASON**, who transfers to sales service, WBAL-AM-TV.

PATRICIA SCANLAN to CBS Radio public affairs staff, Washington.

ROBERT C. CURRIE, producer-director, WCAU-TV Philadelphia, appointed production manager.

PAUL SCHRIMPF, news editor, KWOS Jefferson City, Mo., to farm programming department, WDAF Kansas City, Mo.

GEORGE SANDERS, Hollywood disc m.c., adds similar duties at KBIG Avalon, Calif.

DONALD McGILL, announcer and producer, CBM Montreal, appointed program director.

TIM OSBORNE, senior announcer, KTHT Houston, promoted to program director, replacing **JOHN KNAPP**, who transfers to KSOX Harlingen in same capacity.



Mr. Osborne



Mr. Knapp

KNOX TAUSSIG Jr., account executive, KMOX St. Louis, appointed merchandising manager at station.

ART WOLDT to announcing staff, WSYR Syracuse, N. Y.

GRANT RECKSIECK, assistant advertising-promotion manager, NBC Chicago, to KNBH (TV) Hollywood as director of sales promotion.

A. C. WILLIAMS, disc jockey, WDIA Memphis, promoted to promotion consultant.

JOSEPH C. BEAL, program consultant, WDSU - TV New Orleans, named production manager.



Mr. Beal

ROBERT M. ADAMS, director of press and public relations, WOL Washington, to WRC and WNBW (TV) that city, in similar capacity.

JERRY REUTER, KLRA Little Rock, Ark., to announcing staff, KWK St. Louis.

HAL LAWSON to WJR Detroit announcing staff.

MORTON COHN, program director, WCHS Charleston, W. Va., and **HARRY BRAWLEY**, public affairs director there, elected to presidency of Kanawha Players and Charleston Open Forum, respectively.

FRANK FONTAINE, star of CBS Radio *Frank Fontaine Show*, assigned role in Paramount Pictures feature film, "Scared Stiff."

ED F. SHADBURNE, sales staff, WAVE-TV Louisville, Ky., to advertising staff, KVOR Colorado Springs.

NORMAN HANSEN appointed assistant farm commentator for Pacific region of Canadian Broadcasting Corp., Vancouver.

FRED GREGG, promotion man with Scripps - Howard papers, to WLWT (TV) Cincinnati, as head of new client service department. Assisting him will be **JAMES ALLEN**, former city editor, *Cincinnati Post*, and **JACK FRAZIER**.



Mr. Gregg

JACK ROSS, WCRO Johnstown, Pa., to WCFM (FM) Washington, as special events director.

JOSEPH R. COX, coordinator of traffic operations for DuMont Television Network, appointed area supervisor in station relations department succeeded by **JAMES P. O'BRIEN**, who tranfers from WTTM Trenton.

E. S. COATSWORTH, formerly with moving picture interests including J. Arthur Rank Organization, Toronto, and National Film Board, Ottawa, named TV publicity director for Canadian Broadcasting Corp., Toronto.

MAX TERHUNE, star of KNXT (TV) Hollywood *Alibi's Tent Show*, named president of Hollywood chapter of Society of American Magicians and West Coast vice president of national chapter.

CHRIS MACK, farm service director, WNAX Yankton-Sioux City, S. D., granted six-month leave to service as radio consultant on agriculture information to Mutual Security Agency. He will be headquartered in Paris.



Mr. Mack

CHARLES KURALT, U. of North Carolina student and former winner of NARTB "Voice of Democracy" contest, to WBT and WBTV (TV) Charlotte, N. C., for summer months.

BOB MENEFEE, WIP Philadelphia announcer, and Barbara McGowan were married June 7.

WAYNE GIBBS, mail department, ABC Hollywood, father of girl, Linda Marie, June 3.

WALTER DUNDON, manager, script department, CBS Radio, Hollywood, married **JACQUELINE AKERS**, executive secretary, Anderson-McConnell Adv., that city, June 2.

GEORGE DOBSON, sports announcer, KTFS Texarkana, Tex., father of boy, William.

BINGO PIVER, star of KECA-TV Los Angeles *Accent on You*, and Keith Whipple will be married July 26.

TOM McCOLLUM, director, WSYR-TV Syracuse, N. Y., and Jean Zimmerman were married June 13.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers
TAKE NOTE
Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE
570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York
NBC Affiliate • Headley-Reed, National Representatives

JUNE 23, 1952

TELECASTING

IN THIS ISSUE:

Latest Television Applications
Page 64

Market-by-Market Set Count
Page 68

FCDA Expands Use Of Theatre TV
Page 79

Hemispheric Network Seen by Elliott
Page 81

in our 7th year

"They come with every can of film"



When you put a CBS Television Film Sales show on the road for your product, we're just starting to sell. As part of the package, we now offer you merchandising services which assure the show *and* the product of catching your customers' eyes.

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Whatever type of show you start out with, we'd like to help make it a success story. Just ask us for details.

CBS Television Film Sales

with offices in New York, Chicago, Los Angeles and Memphis

SAFETY ON THE MARCH









Neither Sergeant H. A. Ries, of the Pennsylvania State Police, nor Sergeant John Eihleiter, School Safety Officer of the Lancaster City Police, was available on May 3 to conduct WGAL-TV's regular Saturday afternoon safety program. Both were busy supervising the FIFTEENTH annual Lancaster City and County Parade of School Safety Patrols, an event sponsored by the AAA in conjunction with the Pennsylvania State Police and the Lancaster City Police. WGAL-TV covered the parade with 3,500 safety patrolmen marching to the music of 26 high-school bands. Forty thousand spectators watched the parade and 11,000 saw the safety demonstration which climaxed the event. Purpose of the parade was to highlight once again the instruction youngsters receive in highway safety. Through alternate Saturday afternoon safety programs—"Guardians of Safety," conducted by the City Police, and "Highway Safety," conducted by the Pennsylvania State Police—WGAL-TV plays an important role in safety instruction to many young people throughout a wide area.

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station

Clair R. McCollough, Pres.

WGAL AM TV FM

Represented by

ROBERT MEEKER *Associates*

New York Chicago San Francisco Los Angeles

TELECASTING

JUNE 23, 1952

TALL TOWER HAZARD

Study May Reduce Fears

By LARRY CHRISTOPHER

AIR HAZARD potential of tall TV towers does not appear as serious as aviation interests once feared, according to statistics contained in a study now being prepared for the industry-government "ad hoc" committee considering the problem.

The study shows there is but one application pending before a regional airspace subcommittee for a 2,000-ft. tower (Dallas-Ft. Worth) while there are only three requests pending before airspace subcommittees in the entire U. S. for towers in the 1,500-1,999 ft. category. Two towers in this range already have been approved, the study shows.

Aviation Interests Alarmed

Aviation interests became alarmed at the prospects of 2,000-ft. towers sprouting over the country when FCC announced its Sixth Report and Order lifting the TV freeze and finalizing the allocation of channels for some 2,000 TV stations in about 1,200 communities [B•T, April 14]. The Sixth Report provides for tower heights up to 2,000 ft.

The ad hoc committee is a working group studying in detail the tall tower air hazard problems and their possible solutions. It is composed of TV, aviation and government representatives, both FCC and CAA, and was appointed to the task by the first major conference on tall towers held in April under the joint chairmanship of FCC Comr. E. M. Webster and CAA Deputy Administrator F. B. Lee [B•T, April 28]. The ad hoc group will submit its reports shortly to Comr. Webster and Deputy Administrator Lee, at which time another large industry-government conference is expected to be called to act on the reports.

Meanwhile, in FCC correspondence disclosed last week on Capitol Hill, it was learned that the Commission considers it has full authority under the Communications Act to deny "any applications which may involve a hazard to air navigation."

The statement was made April 18 by Comr. Rosel H. Hyde in a letter to Rep. Robert Crosser (D-Ohio), chairman of the House Interstate & Foreign Commerce Committee. The letter replied to a request by S. G. Tipton, general counsel for the Air Transport Assn. of America, that Congress amend the Communications Act to specify that authority [B•T, April 7].

The study of the probable instance of high towers, based on statistics available today, is being compiled for the ad hoc committee by Robert E. L. Kennedy, Washington radio-TV consulting engineer. It is one of four subcommittee reports being prepared for the ad hoc group.

According to the Kennedy study, of 92 TV applications on file at FCC early last week, 47 specify towers less than 500 ft. high (above ground, not above average terrain). In most cases, towers less than 500 ft. do not require CAA clearance. The study also shows that 25 applications specify towers 500-599 ft., three fall within 600-699 ft., four each 700-799 ft. and 800-899 ft., none 900-999 ft., seven 1,000-1,499 ft. and none 1,500 ft. and above.

The study also finds that as of June 1 there were 133 tower approval requests pending before regional airspace subcommittees throughout the country. This is based on cities of 50,000 population or greater.

The various airspace subcommittees, the study finds, already have approved 62 towers, and have 21 applications pending, in the 500-599 ft. category. For 600-699 ft. there are 11 approvals plus 12 applications pending; 700-799 ft., 11 approvals and 11 applications; 800-899 ft., four approvals and four applications; 900-999 ft., two approvals, three pending; 1,000-1,499 ft., 11 approvals, 28 applications; 1,500-1,999 ft., two approvals, three applications; 2,000 ft. up, one application pending.

The study also discloses that two towers over 1,000 ft. have been approved in Zone I, the eastern U. S., and four requests are pending before airspace subcommittees there, but it is considered doubtful they will be employed since less than maximum power would be required. FCC's Sixth Report limits towers to 1,000 ft. in Zone I when maximum power is used.

The ad hoc committee last Tuesday considered its second subcommittee report, that of the special projects committee. This report puts into layman's language major problems such as placing all TV antennas on a single tower in each community and the use of satellite booster stations to eliminate the

(Continued on page 65)

CITY PRIORITY

FCC Rejects KXEL Petition

FCC's TEMPORARY processing procedure for handling new TV station applications "will . . . make possible the affording of television service to the greatest number of people in the shortest period of time."

That is what the Commission declared Thursday in denying the petition of Josh Higgins Broadcasting Co. (KXEL-AM-FM Waterloo, Iowa) for amendment of the temporary processing procedure in order to place Waterloo in a more favorable position [B•T, May 5].

Smaller Cities Cut Out

KXEL maintained that by using city population as the basis of priority, applications for the larger cities with no service would get relatively prompt consideration, but smaller cities would have no chance of getting service "for months or even years, even though stations in these smaller cities may serve other substantial populations outside the city to which the channel is allocated."

FCC, however, noted big cities have rural areas which would get service as well.

The temporary processing procedure stems from the Commission's Sixth Report and Order lifting the TV freeze [B•T, April 14].

The city priority listing, compiled in accord with the temporary procedure, was issued by FCC about a month ago [B•T, May 26] and places Waterloo 61st in Group A-2. Waterloo's population was given as 65,198. It is 72 miles from the nearest TV station, FCC's listing states.

Applications for Group A-2 cities (more than 40 miles from existing stations) will be processed beginning July 1 in order of the city listing by population, according to the temporary procedure. Concurrently, applications for Group B cities (less than 40 miles from service) will be processed, starting with Group B-1.

In other allocation developments last week:

● Both WLWC (TV) and WBNS (TV) Columbus, Ohio, filed oppositions with FCC to the petition of WLOA Braddock, Pa., for reconsideration of the Sixth Report so as to assign Channel 4 at Braddock (greater Pittsburgh) [B•T, June 9]. WLOA suggests channel changes involving both Columbus stations.

● WIBA Madison, Wis., asked FCC to dismiss the petition of the State Radio Council of Wisconsin which seeks conversion of the noncommercial educational reservation there from one of three UHF channels to the only VHF channel [B•T, June 16].

● Mayor David Lawrence of Pittsburgh has written FCC: "I am gravely disturbed by what seems to us to be the unfortunate manner in which our city has been treated by the Commission in the assignment of commercial VHF channels." He asked reconsideration. The Sixth Report allocated two VHF and three UHF commercial channels there.

● Rep. L. Mendel Rivers (D-S.C.) on Friday, attacking the Sixth Report, told the House "if there is anything on earth which needs revision, it is the policy and the way of doing business" at FCC. He lauded the Sixth Report dissent and late speeches of Comr. Robert F. Jones.

Amend 15 Mile Rule

● WKDN Camden, N. J., petitioned FCC to amend the newly adopted Sec. 3.607 (b)—the "15 mile rule"—so it can seek a Philadelphia commercial channel at Camden. WKDN explained the rule now precludes such a request since Camden has a noncommercial channel allocated there.

● FCC advised consulting engineers J. G. Rountree and A. Earl Cullum Jr., Dallas, that while minimum station spacings are not provided in the rules by the Sixth Report with respect to Canada and Mexico, the U. S. minimums should be used since they may figure in

(Continued on page 72)

WITH 35 new and amended television station applications filed last week at the FCC, the total number of requests for new TV outlets filed since the FCC Sixth Report & Order [B•T, April 14] rose to 110.

There were 13 new applications filed and 22 amended requests submitted.

Fourteen applicants seek UHF stations, the remaining 21 applicants want VHF facilities.

There was only one request for a change in channel, filed by WCPO-TV Cincinnati [B•T, June 16]. One application was returned.

Three TV applications came from the Empire Coil Co., licensee of WXEL (TV) Cleveland. It seeks stations in St. Petersburg, Fla., Portland, Ore., and Denver. Westinghouse Radio Stations Inc. filed two applications; it asks for facilities in Pittsburgh and Portland, Ore.

★ ★ ★

LISTED BY STATES

†**MONTGOMERY, Ala. — Montgomery Bcstg. Co. (WSFA),** VHF ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,039 ft., above ground 823.5 ft. Estimated construction cost $480,000, first year operating cost $276,000, revenue $366,000. Post Office address: Box 1031, Montgomery 2, Ala. Studio location: Delano St. between South Court and South Perry. Transmitter location: On Mt. Carmel, 21 mi. South of Montgomery. Geographic cordinates: 32° 01′ 15.8″ N. Lat., 86° 20′ 54.4″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Howard E. Pill** (25%), Vice President **R. F. Hudson Sr.** (25%), Treasurer **H. S. Durden** (33⅓%), Secretary **D. E. Dunn** (8⅓%) and **Sebie B. Smith** (8⅓%).

†**DENVER, Col.—Aladdin Radio & TV Inc.,** (KLZ) Ch. 7 (174-180 mc), ERP 72.5 kw visual, 36.3 kw aural; antenna height above average terrain 928 ft., above ground 192.5 ft. Estimated construction cost $440,095, first year operating cost $700,690, revenue not estimated. Post office address: 17th and Lincoln Sts., Denver 2, Col. Studio location: Spear and Sherman Aves. Transmitter location: Lookout Mtn. Geographic coordinates: 39° 43′ 46″ N. Lat., 105° 14′ 12″ W. Long. Transmitter RCA, antenna RCA Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page, Washington. Principals include President **Harry E. Hoffman** (13.3%), Executive Vice President **Hugh B. Terry** (16%), Treasurer **Frank H. Ricketson Jr.** (13.5%), Vice President **J. Elroy McCaw** (20.3%), and Vice President **Theodore R. Gamble** (20.3%).

DENVER, Col.—Empire Coil Co., VHF Ch. 9 (186-192 mc); ERP 61 kw visual, 30.5 kw aural; antenna height above average terrain 1,042 ft., above ground 237 ft. Estimated construction cost $346,900, first year operating cost $400,000, revenue $450,000. Post Office address: 85 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter location, outside Denver city limits. Geographic coordinates: 39° 43′ 06″ N. Lat., 105° 14′ 34″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President **Herbert Mayer** (45.2%), Vice President **Franklin Snyder,** Treasurer **Frances Mayer** (45.2%) and Secretary **Alma Schmidt.** Applicant is licensee of WXEL (TV) Cleveland.

LAKELAND, Fla.—WONN-TV Inc., UHF Ch. 16 (482-488 mc); ERP 84.3 kw visual, 42.1 kw aural; antenna height above average terrain 730 ft., above ground 653 ft. Estimated construction cost $153,800, first year operating cost $80,000, revenue $120,000. Post Office address: P. O. Box 2038, Lakeland, Fla. Studio and transmitter location: Lakeland Highlands Road at Seward Lake Drive, 3.5 mi. S. E. of Lakeland. Geographic coordinates: 27° 57′ 31″ N. Lat., 81° 55′ 31″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principals include: President **Robert S. Taylor** (5.8%), president, general manager and 33⅓% owner of WONN Lakeland; Vice President **E. D. Covington Jr.** (5.8%), vice president, program director and 33⅓% owner of WONN; Secretary **Duane F. McConnell** (5.8%), secretary-treasurer, chief engineer and 33⅓% owner of WONN; Treasurer **Dr. Winburn A. Shearouse** (5.8%), dentist; **Dr. Morris B. Pickens** (5.8%), dentist; **Dr. J. Frank Hawkins** (5.8%), dentist; **Dr. Robert F. Vason** (5.8%), dentist; **Dr. Samuel J. Clark** (5.8%), physician; **Dr. Dodge D. Mentzer** (5.8%), physician; **Dr. Ralph B. Hanahan** (5.8%), radiologist; **Dr. F. Stuart Roux** (5.8%), dentist; **Dr. William P. Logan** (5.8%), physician; **Dr. Luther M. Beal** (5.8%), dentist; **Dr. James T. Shelden** (5.8%), radiologist; **Dr. John E. Daughtrey** (2.9%), physician; **Dr. S. L. Watson** (2.9%), physician; **Dr. John H. Miller** (5.8%), physician, and **Dr. Roger Prosser** (5.8%), dentist.

†**MIAMI, Fla.—Miami Bcstg. Co. (WQAM-AM-FM),** VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 710 ft., above ground 744 ft. Estimated construction cost $1.246,682, first year operating cost $825,916, revenue $757,641. Post Office address: duPont Bldg., 169 E. Flager St., Miami, Fla. Studio location: 1425 Northeast Bayshore Place, Miami. Transmitter location: Near Miami on State Highway No. 9. Geographic coordinates: 25° 57′ 10″ N. Lat., 80° 10′ 51″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **John S. Knight** (who is authorized to vote stock of Miami Bcstg. Co., owned by Miami Herald Publishing Co., totaling 100%), Vice President **James L. Knight,** Secretary **C. Blake McDowell** and Assistant Secretary **Owen Uridge.**

†**MIAMI PEACH, Fla.—WKAT Inc. (WKAT),** VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 25 kw aural; antenna height above average terrain 464.4 ft., above ground 500 ft. Estimated construction cost $428,082, first year operating cost $144,000, revenue $150,000. Post Office address: 1759 N. Bay Road, Miami Beach. Studio transmitter location: 1759 N. Bay Road. Geographic coordinates: 25° 47′ 34″ N. Lat., 80° 08′ 38″ W. Long. Transmitter RCA, antenna RCA. Studio equipment RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer James C. McNary, Washington. Sole stockholder is President **A. Frank Katzentine.**

ORLANDO, Fla. — WHOO Inc. (WHOO), Ch. 9 (186-192 mc), ERP 277 kw visual, 137.3 kw aural, antenna height above average terrain 484.5 ft., above ground 500 ft. Estimated construction cost $324,415, first year operating cost $270.677, revenue $305,000. Post office address: 545 N. Orange St., Orlando. Studio location: 545 N. Orange St. Transmitter location: 6 mi. N.W. of Orlando near Orloviesta, Fla. Geographic coordinates: 28° 34′ 50″ N. Lat., 81° 27′ 00″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Applicant is also licensee of WTOD and WTRT (FM) Toledo, WTVN (TV) Columbus, Ohio, and WIKK and WICU (TV) Erie, Pa. Principals include: President **Edward Lamb** (98.4%), president of *Erie Dispatch,* president of Ed Lamb Enterprises Inc. (amusement park, real estate and investments), and partner in law firm of Lamb & Mack, Toledo; Vice President **Frank C. Oswald** (0.8%), and Secretary **Carl F. Hallberg** (0.8%).

TAMPA-ST. PETERSBURG, Fla.—Empire Coil Co., UHF Ch. 38 (614-620 mc), ERP 263 kw visual, 135 kw aural; antenna height above average terrain 462 ft., above ground 491.5 ft. Estimated construction cost $391,700, first year operating cost $400,000, revenue $450,000. Post office address: 85 Beechwood Ave., New Rochelle, N. Y. Studio location: To be determined. Transmitter location: 10000 4th St. North Geographic coordinates: 27° 51′ 48″ N. Lat., 82° 38′ 17″ W. Long. Transmitter GE, antenna GE. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President **Herbert Mayer** (45.2%), president of Empire Coil Co. and WXEL (TV) Cleveland; Vice President **Franklin Snyder,** general manager of WXEL (TV); Treasurer **Frances Mayer** (45.2%), and Secretary **Alma Schmidt.** Herbert and Frances Mayer hold 9.6% of stock in trust for **Herbert Mayer Jr.**

ALBANY, Ga.—Southeastern Bcstg. System, VHF Ch. 10 (192-198 mc); ERP 54.8 kw visual, 27.4 kw aural; antenna height above average terrain 420 ft., above ground 438 ft. Estimated construction cost $107,200, first year operating cost $75,000, revenue $75,000. Studio and transmitter location: Slap-

(Continued on page 75)

television applications

Digest of Those Filed With FCC June 13 through June 19

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	70	39	110

* One applicant did not specify channel number.

ST. LOUIS BID

University, Businessmen Apply For Channel 11

ST. LOUIS U. and 10 St. Louis businessmen, with an authorized capital of $1 million as St. Louis Telecast Inc., are applying for VHF Channel 11 allocated to that city for commercial TV operation, the Very Rev. Paul C. Reinert, S.J., university president, announced Tuesday.

Father Reinert said the new company's application to the FCC for a construction permit will be filed by June 30, supplanting an earlier application filed by St. Louis U. Jan. 29, 1948. He said all necessary equipment for operation of a TV station has been ordered from RCA.

He said plans were to devote at least 24% of the station's time to educational and public service programming, but that St. Louis U. would continue, nevertheless, to work with other city educational agencies to put on the air a non-commercial educational TV station to occupy Channel 9, tentatively assigned St. Louis for educational purposes.

The university presently owns and operates WEW St. Louis, which he said in 1921 became the second station in the U. S. to go on the air.

Officers of St. Louis Telecast Inc. are: Father Reinert, president; George A. Volz, WEW general manager, vice president; Frederick A. Bertram, university director of business and finance, treasurer; Henry J. Lunnemann, university controller, secretary.

Stockholders, besides the university, are: Howard F. Baer, president, A. S. Aloe Co.; Donald Danforth, president, Ralston Purina Co.; Russell L. Dearmont, counsel for trustee of Missouri-Pacific Railroad Co.; Leo C. Fuller, board chairman, Stix, Baer & Fuller Co.; Gale F. Johnston, president, Mercantile Trust Co.; Bernard C. MacDonald, president, B. C. MacDonald & Co., manufacturers' representative; Richard C. Muckerman, executive vice president, City Products Corp.; James J. Mullen Jr., president, Moloney Electric Co.; Daniel M. Sheehan, vice president and controller, Monsanto Chemical Co.; Leif J. Sverdrup, president, Sverdrup & Parcel Inc., consulting engineers.

Directors are Father Reinert and Messrs. Dearmont, Johnston, Bertram and Volz.

The university owns the necessary tower for the station at 3673 West Pine Blvd. and location of the transmitter would be 3621 Olive St., according to Father Reinert.

Tall Tower Hazard Study

(Continued from page 63)

need for high tower, high power stations.

The ad hoc group earlier considered the report of the subcommittee on criteria for use by airspace subcommittees in making aeronautical studies of TV tower applications [B•T, June 2]. The report, now being circulated, is considered the basic document of the ad hoc group in that it recommends the "status quo" in handling of tower approval applications on a case-to-case basis as now provided in Part 17 of FCC's rules and regulations.

The alternative proposal has been to adopt fixed "criteria" to guide airspace subcommittees in handling tower applications [B•T, April 7].

Concerning the fixed criteria proposal, the report states "the subcommittee doubts that general standards can be developed for use in special aeronautical studies which can be applied to tower applications in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an air navigation hazard viewpoint."

Elsewhere, the report notes the subcommittee considered the proposed criteria "and concluded these criteria related solely to the establishment of minimum en route altitudes and therefore were not pertinent for inclusion in Part 17 of the FCC rules." Rather, they should be included in Part 610 of the regulations of the Civil Aeronautics Administrator governing the establishment of minimum en route instrument altitudes, the report says.

Use Single Tower

Suggesting that airspace subcommittees work with TV applicants to put their antennas on a single tower where practical, the subcommittee report indicates that "in order to assist in such encouragement, the airspace subcommittees may recommend adjustments in the use of the airspace, en route altitudes, or other traffic flow changes as may be required to permit the establishment and protection of high television tower sites.

The report, however, notes that towers of 1,000 ft. and above extend into altitudes normally used by small aircraft "and regardless of the day and night marking placed on them, present some degree of hazard." The report urged that "encouragement should be given to selection of sites on tall buildings or located on well-defined landmarks."

The criteria subcommittee was composed of Chairman D. D. Thomas, L. R. Wright and O. F. Thomas, all CAA; R. G. Dinning, ATA; Capt. R. G. Armstrong, Navy, and A. B. McMullen, National Assn. of State Aviation Officials. Mr. Kennedy, representing the Assn. of Federal Communications Consulting Engineers, was an observer but he was not associated with the proposals.

The criteria subcommittee report states:

The subcommittee considered the suggested criteria for use by airspace subcommittees which have been under consideration by the main committee and concluded these criteria related solely to the establishment of minimum en route altitudes and therefore were not pertinent for inclusion in Part 17 of the FCC rules.

The intent of these criteria would be implemented more appropriately if they were included in Part 610 of the Regulations of the Administrator governing the establishment of minimum en route instrument altitudes.

Prior to publication they will be coordinated in the normal routine manner and the comments of the TV industry will be solicited. It was noted that neither Part 17 nor TSO-N18 includes criteria for the establishment of radio range, ILS, and VOR instrument approach procedures, nor do they relate to the establishment of minimum en route altitudes on the civil airways.

The subcommittee recommends that the suggested criteria be withdrawn from consideration by the joint group and published by the CAA in the appropriate part of the Regulations of the Administrator.

The subcommittee doubts that general standards can be developed for use in special aeronautical studies which can be applied to tower applications in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an air navigation hazard viewpoint.

However, it is probable that guidance can be provided to the airspace subcommittees in working out television tower problems at specific locations.

The idea involves the over-all consideration of aviation and television requirements at any given community and a concerted joint effort to resolve any conflicts of interest that may exist. In general, airspace subcommittees would determine maximum heights of antenna structures in various areas surrounding a given community and would seek to minimize the hazard introduced by tall towers to the extent practicable in consideration of required coverage of the television stations.

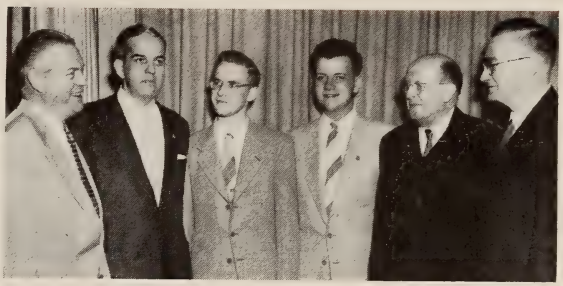
It is suggested that the following general guides be used, with the understanding that they in no way change or affect FCC Part 17, which requires special aeronautical study of antenna towers over 500 feet above the ground:

(1) All applications be handled in accordance with current FCC Part 17 and Airspace Subcommittee coordination and recommendation procedures.

(2) All tower applications involving proposed towers under 500 feet in height above the ground be considered on the same basis as they have been considered in the past.

(3) The airspace subcommittee make every effort to work with television applicants to recommend sites or areas within the community which will accommodate television towers 500 ft. and above in height. Whenever practical, the siting of towers in one, rather than several areas of a community should be encouraged by the airspace subcommittees. In order to assist in such encouragement, the airspace subcommittees may recommend adjustments in the use of the airspace, en route altitudes, or other traffic flow changes as may be required to permit the establishment and protection of high television tower sites. Towers of 1,000 ft. and above extend well into the altitudes normally used by small aircraft, and regardless of the day and night marking placed on them, present some degree of hazard. Therefore, the airspace subcommittees must carefully evaluate the risks, difficulties and restrictions these towers will present to aviation operations of all types if approved. Encouragement should be given to selection of sites on tall buildings or located on well-defined landmarks.

(4) The FCC table of assignments of television channels contemplates the use of very high towers to provide maximum coverage of the United States. The television industry in attempting to provide the service is expected to bid for channels and propose very high towers. Both the aviation and television industries must cooperate toward the end that neither industry is expected to accept unreasonable restrictions.



TWO Voice of Democracy winners and FCC Chairman Paul A. Walker were honor guests at Washington luncheon June 13, with Allen M. Woodall, president of WDAK Columbus, Ga., as host [B•T, June 16]. Left to right: Harold E. Fellows, NARTB president; Mr. Woodall; Dwight Clark, Fort Collins, Col., 1951-52 winner; Robert Burnett, 1950-51 winner; Chairman Walker; Judge Justin Miller, NARTB board chairman.

Mr. Tipton's letter to the House Interstate & Foreign Commerce Committee sought to amend the Communications Act by amending S 653, the McFarland Bill, passed by the House last week (see story page 25). A full explanation of the procedure and policy of FCC respecting towers and the air navigation hazard problem is presented by Comr. Hyde in his reply, sent to Rep. Crosser.

Commissioner Hyde, as acting FCC chairman, wrote in part:

The Commission has carefully considered this proposal and wishes to submit the following comments to your committee.

Mr. Tipton has made his proposal in light of his stated belief that it is necessary to remove any doubt as to the Commission's authority to deny applications which involve radio or television towers which might constitute a hazard to air navigation. The Commission is of the belief that it already has full authority, under the existing provisions of the Communications Act, to deny any applications which may involve a hazard to air navigation. The question of hazards to air navigation is clearly one element of public interest which sections 307, 309, and 319 of the Communications Act direct the Commission to consider in granting applications for licenses and construction permits. Section 303 (q) of the Communications Act gives the Commission specific authority to require the painting and/or illumination of radio towers where they may constitute a menace to air navigation. That section does not purport to limit in any way the licensing power of the Commission and the Commission's duty in the exercise of that power to determine whether or not in individual cases the grant of an application would serve the public interest. The authority contained in section 303(q) certainly does not mean that the Commission is powerless to deny an application on the ground that the hazard of air navigation created by a proposed antenna is such that it would not be eliminated or sufficiently minimized by painting or illumination. Moreover, the Commission's authority in this field was specifically upheld in the case of *Simmons v. Federal Communications Commission* (79 App. D. C. 264, 145 F. 2d 578), where the Court of Appeals stated (79 App. D. C. at 266): "We think that public convenience, interest, and necessity clearly require the Commission to deny applications for construction which would menace air navigation."

Pursuant to its statutory powers and duties, the Commission has promulgated rules which prescribe certain procedures and standards with respect

(Continued on page 66)

MERCHANDISING

NBC TV Plan By Oct. 1

NEW NBC-TV merchandising service, to be available by Oct. 1, was announced Tuesday by Edward D. Madden, NBC vice president in charge of TV sales and operations. He also announced that later this year NBC will release a study made with Schwerin Research Corp. demonstrating through actual case histories ways in which TV advertisers have been able to improve their commercials.

Speaking at the American Marketing Assn. convention in Cincinnati (see separate story, page 26), Mr. Madden said that the new television merchandising service is being developed along the lines of the radio service started by NBC less than a year ago. This service "has proved its value by knitting the network, the individual affiliated stations, the national advertisers and the local retailers into a compact and powerful sales team," he reported.

The Schwerin study to be released by NBC-TV is the latest in a series of television research studies which have cost NBC about a quarter of a million dollars and have produced three reports—the Hofstra Study, Television Today and Summer Television Advertising, Mr. Madden said.

These studies, he explained, "provide precise measurements of the sales effectiveness of television advertising" by comparing, not TV homes with non-TV homes, nor TV areas with non-TV areas, but program viewers versus matched non-viewers.

The frequently used technique of comparing TV markets with non-TV markets is "predestined" to give the average advertiser an incorrect answer of the effectiveness of his TV advertising, Mr. Madden said, because "in the TV market his brand is bucking the competition of other television advertising for competing brands. In the non-TV market this competitive television advertising is not present."

Tall Tower Hazards

(Continued from page 65)

to the Commission's consideration of proposed antenna structures which are designed to serve as a guide to persons intending to apply for radio station licenses. These rules are contained in part 17 of the Commission's Rules and Regulations, a copy of which is enclosed, and were formulated in conjunction with the Civil Aeronautics Administration, the Department of Defense, other Government agencies and the radio industry after exhaustive consideration of all facets of the problems and in light of many years of experience in this field of the parties concerned. We would also like to point out that the Civil Aeronautics Administration and the Federal Communication Commission are now jointly considering the possibility that part 17 of the Commission's rules may have to be amended or amplified in light of the expected filing of a vast number of applications for new television stations as a result of the lifting of the Commission's television "freeze."

In accordance with part 17 of the Commission's rules, proposed antenna structures, which in light of the criteria set forth in the rules, require aeronautical study, are referred by the Commission to the Airspace Subcommittee of the Air Coordinating Committee for its recommendation as to whether a proposed tower will constitute a menace to air navigation. The Air Coordinating Committee was created in 1946 by Executive Order No. 9781 to provide for the development and coordination of aviation policies. The voting members of the Airspace Subcommittee are representatives of various Government agencies and representatives of the aviation industry sit on the subcommittee but not have a vote.

It is important to note that while the Airspace Subcommittee makes recommendations with respect to proposed antenna structures, the final determination as to whether an application must be denied because it proposed a tower which will be a menace to air navigation must necessarily be made by this Commission in accordance with its statutory duties. If the Airspace Subcommittee recommends denial of an application and no adjustment satisfactory to both the subcommittee and the applicant can be reached, the applicant must be afforded a hearing as specified by section 309 (a) of the Communications Act.

As explained above, the Commission believes that it now has adequate authority to deny applications which may involve hards to air navigation and that the procedures established by part 17 of the Commission's rules are functioning satisfactorily, and therefore, we are of the opinion that no amendment to the Communications Act vesting the Commission with specific authority to deny such applications is necessary. The amendment suggested by the Air Transport Association provides for procedures which are similar to those now followed by the Commission in part 17 of its rules, but the Commission considers that it would be unwise to freeze these procedures unnecessarily by making them part of the Communications Act. Both the aviation and radio industries are now undergoing unprecedented growth and change which may require reevaluation and readjustment of the Commission's procedures for dealing with the problem of hazards to air navigation caused by antenna towers.

The Commission appreciates your action in affording us an opportunity to comment on this proposal and we shall be happy to furnish any additional comments or information that your committee may desire. The Bureau of the Budget has informed us that it has no objection to the submission of these comments to your committee.

Eidophor Showing

FIRST American demonstrations of the Eidophor system for projection of large screen theatre television with CBS color are being held at private showings this week in New York. Private showing for the press is being given by 20th Century-Fox Film Corp., owner of the American rights to the Eidophor system, developed at the Swiss Federal Institute of Technology in Zurich.

For the Tardy Tuner

AN ANSWER to the problem of tuning in a TV "movie" after it has started and never discovering how it began has been found by WJZ-TV New York. Beginning June 7, station launched *Complete Theater* starting at 8:30 p.m. and continuing until sign-off. Two consecutive showings of one full-length film will be offered each Saturday, one starting at 8:30 and the other at 10:30 p.m. According to station spokesmen, nine advertisers have already signed for spot announcements on the program, which is offered for sale on a participating sponsorship basis.

FILM CENTER

Asked by FPA of N. Y.

APPOINTMENT of a committee to explore prospects for a TV film production center in New York was made last week at a meeting of the Film Producers Assn. of New York with city governmental, business, and civic authorities.

David I. Pincus, Caravel Films president, was named to head a four-man FPA committee to work on the project, and a city committee is to be named by Mayor Vincent R. Impellitteri and City Commerce Commissioner Walter Shirley, spokesmen reported.

The movement for a city-built film center for New York's 300 film producing companies is motivated by fear most future film production may center in Hollywood, with an estimated $2 billion loss to New York in five years unless greater facilities are available. New York real estate and insurance representatives, along with Chamber of Commerce and other businessmen, are cooperating in the project, an FPA official said.

He reported a preliminary search for a site already has been launched.

Named by FPA to the committee with Mr. Pincus were: Ed Lamm, Pathescope Productions; Walter Lowendal, Transfilm Inc., and Pete Mooney, Audio Productions, who also is president of FPA.

Ken Murray Signed

KEN MURRAY, producer-star of CBS-TV's *Ken Murray Show*, has signed a new long-term exclusive contract with CBS Television Network, Hubbell Robinson Jr., vice president in charge of network programs, announced last week. Plans are now underway for the comedian's new series of programs for CBS-TV this fall, Mr. Robinson noted. *Ken Murray Show* went off the air June 14 for a summer hiatus.

MARCH OF TIME

To Do Miller Series

MILLER Brewing Co., Milwaukee, has commissioned the March of Time, New York, to film a series of 26 half-hour news-documentaries for sponsorship next fall. The March of Time will be converted from the popular theatre format to television for the first time.

Miller's agency, Mathisson and Assoc., Milwaukee, will begin buying time in some 50 markets early next month. The TV campaign will be implemented by a similar radio drive. Plans for radio are not definite, a company spokesman said, and no decision has been made about purchase of regional network and/or spot. Miller dropped its Mutual network sponsorship of Gabriel Heatter late in March, and this summer will use only occasional radio spots and TV shows.

Current news footage will be shot by the March of Time staff each week for the film series. Westbrook Van Voorhis will handle narration. Fred Feldkamp is supervisor and director.

March of Time staffs throughout the world will work on the Miller series. The brewing company previously sponsored *Crusade in Europe* on TV, filmed by the same concern.

BUILDING ORDER

More Aluminum for Radio-TV

NEW government directive permitting radio-TV broadcasters and other industrial-classified groups to self-authorize greater quantities of aluminum for construction and remodeling projects was issued last Wednesday.

Broadcasters now may write their own ticket for 2,000 pounds of aluminum per quarter per project instead of the previous 1,000 pounds. Carbon and alloy steel quotas (25 tons) and copper and copper-base alloys (2,000 pounds) remain the same. Aluminum may be substituted for copper in certain instances.

In announcing the revised order, Henry H. Fowler, National Production Authority administrator, said increased shares were made possible by availability of copper imports and failure of demands for aluminum to materalize.

Radio-TV broadcasters have continued to receive authorizations in late months for materials above self-ordered ceilings on larger building projects. One such approval was for 15 construction programs totaling over $12 million for the third quarter [B•T, June 16].

WHK Legal Counsel

WHK-AM-TV Cleveland, Ohio, which has filed application with FCC for UHF Channel 19 [B•T, June 9], retains Loucks, Zias, Young & Jansky as its Washington legal counsel. Resumé of the WHK-TV application incorrectly listed its Washington counsel as Hanson, Lovett & Dale.

SAG TERMS

ATFP Would Agree on Pay

FACED with a Screen Actors Guild walkout tomorrow (June 24), members of the Alliance of Television Film Producers in an eleventh-hour move last weekend indicated they would agree to SAG terms on re-use payment for actors in video films. Issue has been holding up signing of a new collective bargaining contract by both groups.

With four member companies of the Association of Motion Picture Producers—Columbia, RKO Radio, Universal International and Republic—having started negotiating an interim deal with SAG for re-use payment to actors in films for television, ATFP members feel that to avert a strike they have no choice and must follow pattern set by these major studios.

Residual Rights Issue

In negotiations for some months on a new collective bargaining contract, SAG and ATFP talks have been stymied over the residual rights issue. TV producers have stiffly resisted SAG demands for such additional payment. Both groups, however, are in accord on all other issues of the new contract.

The guild, in conformity with the Taft-Hartley Act, last April served a 60-day notice that it would "assert its legal rights" and cancel existing arrangements with ATFP members unless an agreement on all issues of the new contract was reached by June 24, thus stressing the importance placed on the question of residuals.

Since there is no actual existing contract between the groups, it was explained that SAG's executive board can legally instruct members not to work. However, the customary guild policy is for the board to take a strike vote and then send out a referendum to its membership.

TV 'SUPER CIRCUS'

Available on Co-op From ABC

ABC's successful television feature, *Super Circus*, is being sold for the first time on a cooperative basis to stimulate sales during summer months. Canada Dry ginger ale, a regular winter sponsor, through J. M. Mathes agency, New York, retains alternate weeks of the first half hour of the Sunday, 4-5 p.m. Chicago-originated show.

The first portion is offered for co-op sponsorship in various markets every other week until Sept. 14 and the second portion weekly until Aug. 31. The first half-hour has been telecast live on 22 stations, with a total lineup of 38; the second-half, live on 30 with a total of 48. Dean Milk Co., Chicago, for Scoop ice cream, will sponsor the second segment through Leo Burnett agency, same city, until Mars Inc., Chicago candy concern, resumes sponsorship Sept. 14.

TO FOLLOW THE SUN with a message . . . hit every time zone—same day, same hour—straight across the country—to do all this efficiently, economically—USE FILM . . .

Complete information concerning film selection and processing available . . . also details concerning special Eastman technical services, equipment, and materials.
Address: Motion Picture Film Department, *Eastman Kodak Company*, Rochester 4, N. Y.
East Coast Division, 342 Madison Avenue, New York 17, N. Y.
Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois.
West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.



158000
146000
135000
IT ALL ADDS UP TO...
103000
87000
8200
7900
7000
6300
600
570
WSPD
WHERE, OF THE
186,000 TV SETS
IN THE TOLEDO MARKET
98% PREFER
WSPD-TV
Toledo's only TV station
An NBC television affiliate with only the best from CBS, ABC, DTN
NBC AFFILIATE
STORER BROADCASTING COMPANY
Rep. by The Katz Agency, Inc.
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CHANNEL 13
TOLEDO, OHIO
Nat. Sales Hq. 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus



Trendex, Nielsen Report; TelePulse Expanding

(Report 221)

TOP TEN network TV programs, according to Trendex Inc. ratings for week of June 1-7, were released last week as follows, based on the one live broadcast during that week:

1. I Love Lucy (CBS)	49.6
2. Talent Scouts (CBS)	38.1
3. Godfrey's Friends (CBS)	32.1
4. Red Skelton (NBC)	31.8
5. What's My Line (CBS)	31.0
6. Gangbusters (NBC)	29.7
7. Star Theatre (NBC)	28.0
8. Big Town (CBS)	27.8
9. The Web (CBS)	27.7
10. Strike It Rich (CBS)	27.1
SPECIAL SPORTING EVENT:	
Walcott-Charles Boxing (NBC-TV)	58.6

* * *

TelePulse Expanding To 26 Markets

THE PULSE Inc., New York, announced last week that beginning with multi-market TelePulse for June, the number of markets included will be increased to 26, covering more than nine million TV families. New markets are Milwaukee, Pittsburgh, Richmond, San Antonio, Toledo and Syracuse.

Three additional markets—Providence, San Diego and Rochester—will be included in monthly reports beginning in September when the surveys resume after a summer hiatus.

Network TV programs seen in four or more markets will be included in the reports, with individual market ratings computed according to the number of TV families in the area.

* * *

'Boys Life' Surveys Set Ownership

HALF the families of a group of boys, 10 to 17, representing more than 2 million boys, own TV sets, according to a survey by *Boys' Life*, official magazine of the Boy Scouts of America.

The study indicated 80% of families own record players and nearly all own radios, 53% owning three or more. Most popular TV sets and phonographs were RCA Victor, while Philco radios ranked first, *Boys' Life* reported.

Asked about record-purchasing, most of the boys said they first heard their favorite records on the radio. Others listed TV, juke boxes, record shops, movies and individual programs such as the Arthur Godfrey show.

Quizzed on record speed preferences, the boys indicated 70% of families own 78 RPM phonographs, 19% had 45 RPM machines and 7% owned 33⅓ RPM players. Three-speed players were owned by 26% of the families.

The boys chose the *Red Skelton Show* as their favorite radio and TV program. Next TV choices were *Colgate Comedy Hour* and *I Love Lucy*. Next radio favorites were *Dragnet* and *Lone Ranger*.

Viewers Love 'Lucy,' Nielsen Report Shows

VIEWERS throughout the nation apparently still love the CBS-TV Monday night show, *I Love Lucy*, sponsored by Philip Morris. The top-ranking show stars the husband-and-wife team of Lucille Ball and Desi Arnaz. Other shows which rated Nielsen's top 10 for the two weeks ending May 24, are:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,494
2	Red Skelton (NBC)	7,420
3	Texaco Star Theatre (NBC)	7,415
4	Pabst Blue Ribbon Bouts (CBS)	7,051
5	Philco TV Playhouse (NBC)	7,002
6	Fireside Theatre (NBC)	6,880
7	Arthur Godfrey & Friends (Liggett & Myers Tob.) (CBS)	6,657
8	You Bet Your Life (NBC)	6,455
9	Your Show of Shows (R. J. Reynolds Tob.) (NBC)	6,353
10	Robt. Montgomery Presents (American Tob. Co.) (NBC)	6,186

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	61.3
2	Arthur Godfrey's Scouts (CBS)	52.7
3	Pabst Blue Ribbon Bouts (CBS)	46.5
4	Red Skelton (NBC)	44.7
5	Texaco Star Theatre (NBC)	43.5
6	Arthur Godfrey & Friends (Liggett & Myers Tob.) (CBS)	41.9
7	Your Show of Shows (Participating) (NBC)	41.6
8	Philco TV Playhouse (NBC)	41.2
9	Your Show of Shows (R. J. Reynolds Tob.) (NBC)	41.1
10	Fireside Theatre (NBC)	40.4

Copyright 1952 by A. C. Nielsen Co.

Weekly Television Summary—JUNE 23, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914
Binghamton	WNBF-TV	70,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	150,000
Boston	WBZ-TV, WNAC-TV	904,185
Buffalo	WBEN-TV	271,057
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,145,984
Cincinnati	WCPO-TV, WKRC-TV, WLWT	351,000
Cleveland	WEWS, WNBK, WXEL	623,613
Columbus	WBNS-TV, WLWC, WTVN	277,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	171,791
Davenport	WOC-TV	110,700
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	171,791
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	116,415
Houston	KPRC-TV	150,800
Huntington-Charleston	WSAZ-TV	90,565
Indianapolis	WFBM-TV	240,000
Jacksonville	WMBR-TV	58,000
Johnstown	WJAC-TV	154,297
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	210,105
Lancaster	WGAL-TV	150,093
Lansing	WJIM-TV	100,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,252,184
Louisville	WAVE-TV, WHAS-TV	174,143
Matamoros	(Mexico)-Brownsville, Tex. XELD-TV	21,500
Memphis	WMCT	133,326
Miami	WTVJ	119,500
Milwaukee	WTMJ-TV	336,433
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	71,399
New Haven	WNHC-TV	286,000
New Orleans	WDSU-TV	97,912
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	119,125
Oklahoma City	WKY-TV	129,437
Omaha	KMTV, WOW-TV	130,313
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,052,259
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	448,000
Providence	WJAR-TV	218,500
Richmond	WTVR	127,006
Rochester	WHAM-TV	149,000
Rock Island	WHFB-TV	110,700
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	77,813
San Antonio	KEYL, WOAI-TV	82,181
San Diego	KFMB-TV	137,750
San Francisco	KGO-TV, KPIX, KRON-TV	395,000
Schenectady-Albany-Troy	WRGB	212,600
Seattle	KING-TV	148,500
St. Louis	KSD-TV	402,000
Syracuse	WHEN, WSYR-TV	180,062
Toledo	WSPD-TV	186,000
Tulsa	KOTV	119,800
Utica-Rome	WKTV	71,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	369,579
Wilmington	WDEL-TV	106,227

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 17,537,316

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

he turns the ladies' heads





Carolina ladies by the thousands turn to their TV screens at 3 (M-W-F) when cavalier Kurt Webster animates their afternoon with his half-hour "Kaleidoscope." Appearances by authoritative guests from the worlds of fashion, gardening and entertainment are aptly integrated with Snader telescriptions to produce a gay and intimate setting for your advertising message. Let us show you how "Kaleidoscope" creates new Carolina buying patterns.

WBTV

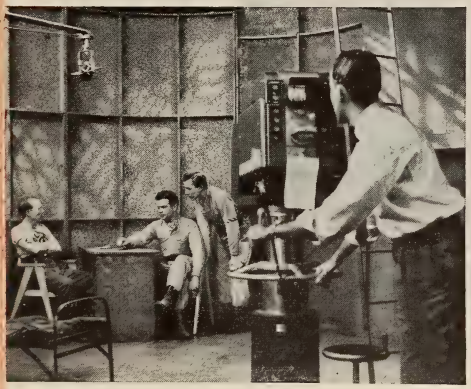
SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

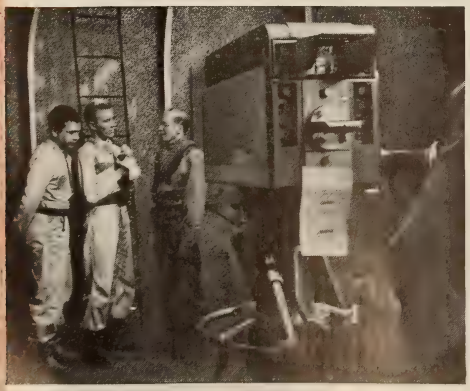
Represented Nationally by CBS Television Spot Sales



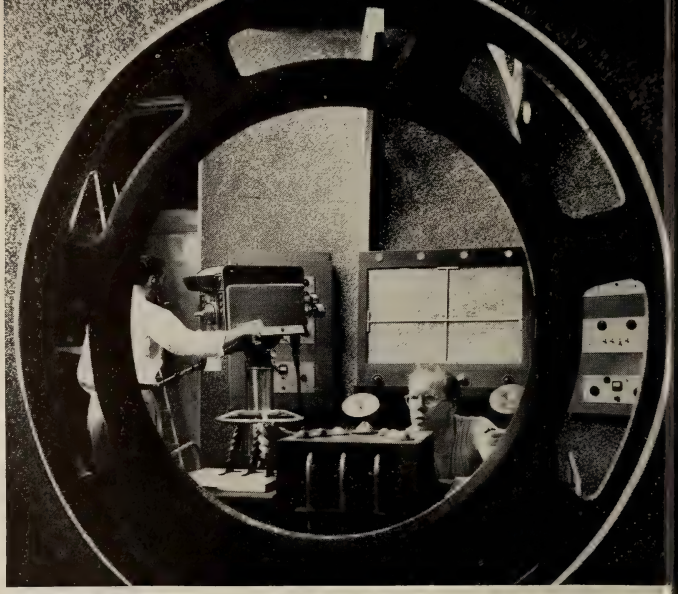
ABC VICE-PRESIDENT Frank Marx says: "These new G-E studio camera channels are being used on one of the most difficult shows we produce. They have been in daily operation for 5 months and have given satisfactory service."



DOLLYING-IN FOR CLOSE-UPS is no major operation with new camera, which fits any standard TV tripod or dolly. Low center of gravity permits camera head to remain steady while in motion. Channel components easily accessible.



FLUSH VIEWFINDER WINDOW and adjustable, removable visor provide full picture viewing from any angle. All essential control knobs are recessed—easy to adjust, yet protected against accidental misalignment. Note cue sheet below lens handle.



QUICK CHANGE OF IMAGE ORTHICON can be effected in 2 minutes. Only one thumb screw and turret to remove. Silent blower system cools I. O. tube uniformly, lengthening tube life.

NEW G-E TELEVISION CAMERAS HANDLE TOUGH JOBS AT ABC

Network finds intricate shows like "SPACE CADET" no problem for new fast-focus, multi-lens G-E units

● Lightweight, quiet, and a vast improvement over conventional studio equipment, General Electric's latest TV camera channel is setting new standards of technical efficiency for ABC. Only 3 hours after these cameras were turned over to ABC operations, they were on the air handling tough commercial shows like "SPACE CADET"—at a remarkable saving in installation, maintenance and operating expense.

More than 30 specific improvements over previous models and those now installed are incorporated in the new units. Engineers at Electronics Park, General Electric's television headquarters near Syracuse, New York, spent 2 years perfecting the equipment now in quantity production.

TV broadcasters who want all-purpose reliability in studio camera channels will find it here—*and these units are completely interchangeable with most existing standard makes.*

The G-E Broadcast specialist at our office near you has more data on the complete G-E line of transmitters, antenna and studio equipment. Call him for full information, or write: *General Electric Company, Electronics Park, Syracuse, New York.*

Nothing like it in the industry!

QUICK, POSITIVE FOCUS. Shooting through skyport of space ship "Polaris", cameraman can 'line up' using outside crank or inside coupling knob. Viewfinder tube is aluminized for bright, sharp pictures. Magnification up to 25 times.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC



HIGH-SPEED COATED LENSES, made for G.E. by Bausch & Lomb, are provided with each camera. More than 15 different lens types can be fitted to the turret, will snap into operating positions without jiggle or wobble.

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego...
the
AIR CAPITAL
OF THE WEST!

Despite the climbing schedule of production, the backlog of unfilled contracts for new planes, as of Dec., 1951, was sufficient to insure peak operations through 1953.

Wise Buyers Buy-
KFMB
For More Business!
KFMB-TV
Channel-8
KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

FCC On City Priority

(Continued from page 63)

international agreements in the future.

Executive Committee of the Federal Communications Bar Assn., meeting last Monday, turned down a proposal to petition for reconsideration of the Sixth Report. Reasons: Petition would only reaffirm FCBA majority view of a year ago that a fixed allocation plan is illegal and the association is not in a position to carry its case to court.

The KXEL petition, first of two directed to the Commission's temporary processing procedure, specifically asked amendment of footnote 10 of Sec. 1.371 of the rules. Footnote 10 sets forth the temporary procedure.

The other protest respecting the procedure was filed a fortnight ago by Westinghouse Radio Stations Inc., which submitted an alternative plan in part [B•T, June 9]. FCC has not acted on the Westinghouse petition.

Applicant for Channel 7 at Waterloo, KXEL told the FCC it "is in general agreement with the policies adopted by the Commission regarding the consideration of applications for new or changed television facilities [but] feels that the population of the city to which a channel is allocated should not be the sole factor in determining the precedence which should be given to applications."

KXEL Quotes Census

KXEL pointed out that the census figures shows 43.5% of the population lives in rural areas and that less than 29% lives in cities with population over 100,000. There are about 100 cities with populations over 100,000, KXEL noted, 100 cities with populations between 50,000 and 100,000 and about 200 cities between 25,000 and 50,000.

Because of the Commission's limited staff and available funds, KXEL said, there will be "substantial delay" in application processing. This, plus the factor of big cities coming first in processing, will put off service to smaller cities with large rural areas to serve, KXEL contended.

Long delay in the granting of service to rural areas "is tantamount to a temporary denial," KXEL argued, hence, consideration of applications solely upon the population of the principal city to be served "unfairly discriminates against rural areas and smaller cities."

In denying the KXEL petition, FCC observed the station "advances no specific amendment for adoption. Moreover, petitioner contends erroneously that the only consideration the Commission has established for priority in the processing of television applications is population of cities."

FCC's explanation continued:

In fact, the Commission has established a detailed breakdown of cities into numerous groups and subgroups in light of several factors without regard to population, factors such as service received from existing stations, whether only UHF channels are assigned to a community, whether any stations are presently operating in the community, etc. In formulating these categories, population was not considered by the Commission. Within each subgroup, it is correct, the Commission has established as a controlling factor population of cities.

We are of the view, however, that this is the most fair and equitable means for the processing of applications within each such category. We believe that the processing procedure we have established will, within each group as categorized, make possible the affording of television service to the greatest number of people in the shortest period of time.

Furthermore, it is not true that the priority afforded to the largest cities within each subgroup will mean that rural areas will be deprived of service. Extensive rural and sparsely settled areas surround the larger cities and, consequently, such areas would receive service from stations located in these larger cities. Petitioner supplies no adequate basis for changing the temporary processing procedure as presently set out in footnote 10, Sec. 1.371 of the rules.

Both WLWC and WBNS-TV contend that the WLOA petition seeking addition of Channel 4 at Braddock should be denied on grounds that full opportunity for comments and participation were afforded by the Commission and should not now be repeated.

WLOA contends Channel 4 can be allocated to Braddock since the failure to meet the 170-mile minimum spacing rule is so negligible. Braddock's post office is 169.39 miles from the transmitter of WLWC. The latter station is to change from Channel 3 to Channel 4 under terms of the Sixth Report.

As an alternative, WLOA suggests WLWC switch to Channel 10 and WBNS-TV change from Channel 10 to Channel 4. WBNS-TV is 170 miles from Braddock, WLOA notes.

Both Columbus stations, however, charge this alternative cannot be considered by the Commission after the final order since it is a new proposal. Full opportunity was given during the proceeding to consider all proposals, they argue, and to consider new proposals now makes the Sixth Report only tentative, not final.

Charges Untimeliness

Similar charge of untimeliness was made by WIBA respecting the "counter proposal" of the State Radio Council to switch the educational reservation at Madison to the sole VHF channel. The council, which operates the state's educational FM network, is seeking to establish a similar TV network.

Pittsburgh Mayor David Lawrence, concerning failure of FCC to allocate more VHF channels there, concluded in his letter, "I hope that I will be able to retain the conviction that this unfair treatment was the result of inadvertence which the Commission will be prompt to correct and it is in that hope that I am writing asking you to reconsider the matter of assigning commercial VHF channels to Pittsburgh."

The Mayor noted "the consensus of engineering opinion is that because of the unusual character of the terrain in Pittsburgh and the surrounding area a UHF station will not provide a comparable or competitive service to a VHF station. To all intents and purposes, therefore, the Commission assigns to Pittsburgh only two commercial television stations."

WDTV (TV), a DuMont-owned station, is the only TV outlet serving Pittsburgh. It is assigned Channel 3 but under the Sixth Report will change to Channel 2. Other VHF channels allocated there are Channels 11 and 13. Latter is reserved. Three UHF channels are assigned.

Mayor Lawrence's letter continued:

Pittsburgh is the eighth largest metropolitan market area in the United States. The seven markets which are larger were assigned by the Commission an average of over four commercial VHF stations apiece, the assignments ranging from seven in some cases to three in others. Despite the fact that the Commission states in its Sixth Report and Order that population is the most important factor in assigning channels, 27 markets smaller (some much smaller) than Pittsburgh are assigned three or four commercial VHF channels. No market of comparable size in the United States is given so few as two commercial VHF channels. The Commission in its Sixth Report

ABC-UPT INQUIRY

Dr. Rosenthal Testifies

THE PARAMOUNT hearing before the FCC, which involves a number of issues including the proposed merger of United Paramount Theatres with ABC, entered its sixth month last week with two days of testimony from Dr. A. H. Rosenthal, an inventor.

Dr. Rosenthal, called the inventor of the dark trace (Skiatron) TV tube, underwent lengthy examination by FCC Counsel Max Paglin and FCC Hearing Examiner Leo Resnick.

He discussed in highly technical language the dark trace tube and its possible military and domestic applications.

Dr. Rosenthal was employed by Scophony Corp. of America, of which Paramount Pictures Inc. and General Precision Equipment Corp. owned 25% each.

Development Suppressed

Earlier in the hearing, Arthur Levy, Scophony president, testified Paramount had tried to suppress the development of SCA. Paul Raibourn, now Paramount Pictures vice president in charge of television, testified the SCA patents were of no military value and while World War II was on he felt Paramount need not encourage the development of the SCA inventions.

Dr. Rosenthal is no longer with SCA. He joined Freed Radio Corp. in 1948.

Meanwhile, FCC Comr. Frieda B. Hennock granted FCC Broadcast Bureau Chief Curtis Plummer an extension of time from June 16 to June 23 to file a reply to the joint petition of ABC and UPT for removal of the merger issue from the hearing [B•T, June 16, 9]. ABC and UPT, which were supported by CBS but opposed by DuMont, indicated it is important that action be taken on the merger by August, in view of ABC's financial status.

and Order (paragraph 363) explicitly recognized the fact that Pittsburgh was entitled to more commercial VHF channels. Notwithstanding this explicit recognition, it refused to put Channel 9 in Pittsburgh in preference to Steubenville. (The Wheeling/Steubenville area is given two commercial VHF channels—the same number as Pittsburgh—although it is only one-seventh the size of Pittsburgh in population. Despite the fact that the smaller area involved in Wheeling/Steubenville would much more adequately be served with UHF than the Pittsburgh area, the Commission decided to permit the use of VHF in Wheeling/Steubenville and assigned UHF to Pittsburgh rather than Channel 9.)

A comparison of the Commission assignments of VHF channels to the State of Pennsylvania and to the State of West Virginia shows that West Virginia received nine VHF channel assignments and Pennsylvania seven, notwithstanding that the population of Pennsylvania is 10,500,000 and the population of West Virginia is 2,000,000. Ohio, with only 8,000,000 population, has received thirteen commercial VHF assignments, exclusive of the two channels allocated to Wheeling/Steubenville. The Ohio allocation is thus practically double that of Pennsylvania.

VHF Channel 4 could also be used for commercial service in Pittsburgh without violating in any manner the Commission's minimum separation of 170 miles between stations. The Commission's contention that the distance must be measured from a Channel 4 station in Columbus, Ohio, to an arbitrary point (Smithfield Street and Fourth Avenue) in the City of Pittsburgh at which no station would ever conceivably be built rather than to an actual site on which a Pittsburgh Channel 4 station could be constructed, led it to the erroneous conclusion that the separation between a Channel 4 station in Pittsburgh would be less than 170 miles from an existing Channel 4 station in Columbus. (Incidentally, Columbus, which has a metropolitan area of 500,000—less than one-fourth the size of Pittsburgh—is assigned three VHF channels.) This unrealistic adherence to technicalities is in marked contrast to the Commission's own action in other cities—for example, Milwaukee—in requiring a station to change from Channel 3 to Channel 4, notwithstanding that the change would require Channel 4 operation in Milwaukee at only 165 miles from another Channel 4 station.

It is apparent from the above that Pittsburgh could have been assigned four commercial VHF channels instead of two, had the Commission considered Pittsburgh important enough to permit it to disregard its fictitious method of measuring station separations (which would have made Channel 4 available) and if it had considered—as it claims it did—population to be the important criterion in comparing Pittsburgh with Wheeling/Steubenville (which would have required the assignment of Channel 9 to Pittsburgh rather than to Wheeling/Steubenville).

No amount of argument can get around the basic fact that Pittsburgh has fewer commercial VHF stations than any comparable market in the United States and that it could be provided with four commercial VHF channels,—which is less than the average of the seven markets larger than Pittsburgh and is no more than many smaller markets were assigned—if the Commission had considered Pittsburgh in the same light that it viewed other less important cities. This could be accomplished simply by providing for the use of Channels 4 and 9 in Pittsburgh and would not affect the present assignment of a VHF channel for educational use in Pittsburgh in any manner.

Almost by way of adding insult to the injury Pittsburgh will sustain if it is limited by two VHF commercial television channels, the Commission, in listing the city-by-city priorities for processing of applications for new television stations, has ranked Pittsburgh 23rd from the bottom of the list of all of the some 1,276 cities in the United States and its possessions. I do not think that anyone can avoid the conclusion that the City of Pittsburgh, both substantively and procedurally, has been badly treated by the Commission in its Sixth Report and Order.

WKDN, in seeking amendment of Sec. 3.607(b), notes that under the Third Report of FCC, issued in March 1951, "an applicant for Camden could have filed for a channel allocated to Philadelphia" and this would be in accord with Sec. 307(b) of the Communications Act which prescribes fair distribution of radio facilities among the states and communities.

"However, as a result of a request by the Commissioner of Education of the State of New Jersey," the WKDN petition explains, "the Commission in its Sixth Report assigned a noncommercial educational channel to Camden (UHF Channel 80).

But, WKDN points out, since the Sixth Report assigns UHF Channel 80 there on a reserved basis for noncommercial, educational use, the present wording of Sec. 3.607 (b) prevents a Camden station from seeking a Philadelphia channel.

"It is believed that this untoward result is entirely inadvertent. If not, it is arbitrary, contrary to the public interest and in contravention of Sec. 307(b) of the Communications Act," WKDN contends.

WKDN asks FCC to amend the rule by adding to Sec. 3.607(b) this final sentence: "For the purpose of this section a community shall be deemed 'unlisted' if no commercial television channel has been allocated thereto."

Concerning the inquiries of consulting engineers Rountree and Cullum as to the mileage separations to be observed between U.S. stations and assignments or stations in Canada, Mexico and Cuba, FCC wrote the following:

As you are aware, the Sixth Report . . . and the rules adopted therein discussed television agreements entered into between Mexico and the United States and Canada and the United States only. No agreement has been entered into between Cuba and the United States with respect to television assignments and except for special cases which may possibly arise mileage separations need not be considered between United States television stations and Cuban television stations and assignments.

With reference to separations that should be maintained between United States stations and Mexican or Canadian stations or assignments, it should be observed that no minimum separations have been specified in our rules and standards. However, as indicated in the Sixth Report and Order mileage separations above the minimum specified in the Commission's Rules have been observed in connection with separations between stations across the

(Continued on page 74)

KPIX NEW ANTENNA

Operation Begins July 1

NEW type antenna, part of a modernization program begun last January, will be pressed into action July 1 by KPIX (TV) San Francisco which hopes it will solve certain transmission and reception difficulties.

A low gain, wide beam General Electric antenna will operate from a new transmitter site on the summit of Mt. Sutro. It will share the same tower now used by KGO-TV that city under a leasehold arrangement. Cost of development is estimated at $100,000. By using the new antenna, the station expects to extend its service area by more than 1,680 square miles to 5,236 square miles. Al Town, KPIX engineering director, supervised the construction.

INTERESTED IN FIGURES?



Here's what we mean when we say, you don't buy just Bloomington when you buy

WTTV

WTTV coverage area takes in 36 counties (32 in Indiana and 4 in Illinois) with a population of 1½ million within a 60-mile radius.

WTTV coverage area in Indiana accounts for:

34.3% *of the total population in the state*
34.4% *of the total families*
35.1% *of the total retail sales*
34.1% *of the total retail food sales*
34.7% *of the total retail home furnishings*
37.8% *of the total retail auto sales*
40.4% *of the total retail drug sales*

Plus a big 4-county bonus in Illinois

WTTV maintains its own micro wave relay system between Cincinnati and Bloomington to bring LIVE network shows to viewers and listeners.

Represented Nationally by ROBERT MEEKER ASSOCIATES, Inc.
STATION WTTV Affiliated with NBC • CBS • ABC • DUMONT
Owned and operated by Sarkes Tarzian, Bloomington, Indiana

FCC on City Priority

(Continued from page 73)

borders. Accordingly, in locating transmitters for United States television stations, station separations shall be maintained as close as possible to the assignment separations which have been established.

In this connection your attention is invited to Section 3.608 of newly adopted television rules which provides that authorizations issued by the Commission for television broadcast facilities are subject to the provisions of agreements entered into by the United States with Canada and Mexico and that these foreign countries may make timely objection to any authorizations issued.

With respect to the method of measurement of distances from Monterrey, Nuevo Leon, Mexico, or any other foreign city it is expected that measurements will be obtained with reasonable accuracy from appropriate maps. In the event there are existing transmitters in the foreign cities the distances may, of course, be calculated from these transmitters.

Rep. Rivers' statement to the House charged that FCC's television plan "not only keeps one great segment of our country in a twilight era but results in a calculated blackout for countless hundreds and thousands of people hoping to buy television sets and utilize them with pleasure as other sections of the nation are now enjoying." He noted hearings on competitive applications will delay service two years.

Bringing Comr. Jones' dissent to the Sixth Report and his Pittsburgh and Columbus speeches particularly to the attention of conferees on the McFarland bill (see story page 25), Rep. Rivers said the nation "is entitled to know the facts behind the delay in bringing to the American people adequate television. As soon as it is completely understood by the Congress, I am confident we will be better able to handle this magnificent avenue of entertainment, information, education and indispensable means of communication."

First strong defense of the Sixth Report, answering the attacks by Comr. Jones and others, was made by Comr. George E. Sterling June 13 before the Maryland-D. C. Radio and TV Broadcasters Assn. He contended the report fulfills Congress' mandate that service be provided all the people and not just part of them [B•T, June 16].

Sterling Answers Critics

Comr. Sterling countered that "all too frequently those who criticize" the table of channel assignments "have made the public interest synonymous with the interest of the public residing in the large metropolitan areas."

He pointed out a table of assignments reserves for the smaller communities channels "which are available for use by these communities when they are ready to enter television." Citing the high cost of TV, Comr. Sterling said "most smaller cities and rural areas are not in a position to support local television service at this time. But it is clear that every community, insofar as it is possible, should have an opportunity to receive television service from a local station."

Citing conservation of the spectrum and reservation of educational channels as additional reasons for adopting a table of assignments, Comr. Sterling explained a block of frequencies for educators and small towns would not be practical since this could have been done "only . . . at the expense of unnecessarily reducing the total number of channels available to meet other television needs, especially the needs of the larger cities."

Concerning the Commission reasoning respecting technical standards for station spacings, antenna heights and powers, Comr. Sterling stated:

Here again, the Commission was required to consider the effect of its standards upon the television service which would be available to the smaller communities and the rural areas of the nation. For merely making a reservation of channels for use by these smaller communities is not enough to insure that these communities will receive adequate service. If the Commission by reason of the reservation of channels for the smaller cities had been led to believe that this was a guarantee of adequate service to these communities, it would, indeed, have made the error of confusing circles on a map for real service. As I have pointed out, the basis for the reservation was that the smaller cities and rural areas could not generally support local television service at this time or in the immediate future. But even if the smaller cities were ready at this time to establish television, could we expect cities and communities with a population of 30,000 or less to support two or maybe more than two television stations?

It is one of the inescapable facts of our economy that people residing in fringe areas away from the large cities and people residing in rural areas are forced, in the first instance, to rely on television service at all. Under these circumstances, the Commission was required in establishing mileage separations and maximum antenna heights and powers to insure that adequate service from the large city stations would get to that family on the farm.

How do standards with respect to mileage separations between stations and maximum antenna heights and powers insure service to the outlying areas? The answer is that making it possible for each station to have the widest coverage possible consistent with an efficient utilization of the spectrum extends the television signal out to the farm. When the stations in the larger cities are placed far enough apart, the signals in the fringe areas render service and do not blot each other out with objectionable interference. The Commission in establishing the Table and the engineering standards had to make sure the separations were adequate; and in this connection, I want to point out that the signal that comes to the farm must be of good quality, if not the best quality picture.

The family that lives on the farm is entitled to more than a picture with a lot of snow and venetian blinds. It may be unfortunate that the outlying and fringe areas cannot receive the very high quality picture which most of the viewers in the large cities may receive. But nothing is more important to insure that the outlying areas receive a high quality picture, than the minimization of interference by the establishment of wide mileage separations between stations.

Similarly, greater antenna heights and higher radiated powers are needed so that the stations may make effective use of the potential service that can be rendered by virtue of wide separations. The maximum antenna heights and maximum effective radiated powers the Commission has established are both designed to permit each station to serve the widest possible area consistent with efficient utilization of the spectrum so that the people in the outlying areas will get a good quality picture. And may I point out here that these high antenna heights and high effective radiated powers also improve the quality of the picture inside the large city. They make possible the use of antennas in apartment houses and help overcome the man-made obstructions which make it so difficult for many city television owners to secure a good picture. . . .

I find it amusing and interesting that the very same critics who attack the Commission for not making more assignments in the smaller cities also criticize the Commission for maintaining wider separations and permitting higher antenna heights and powers. In fact, the particular effect of wider separations between stations and higher antenna heights and powers is the assurance of service to the smaller cities and to the rural areas. I also find it puzzling that some of the critics who claim we have not made adequate provision for the interests of smaller cities, also argue—just as vehemently and in the very same breath—that we should have no Table of Assignments at all. . . . I fail to see how, in the absence of a Table, it would be possible to prevent big cities from gobbling up a disproportionate share of the scarce channels at the expense of the smaller cities. No panacea has been called to my attention which would limit the number of assignments for larger cities if assignments were to be made on a demand basis alone.

It is not true, as some have implied, that we have placed on smaller cities the onerous burden of maintaining television installations similar to those which must be maintained in the giant cities. . . . In fact any city with a population of less than 50,000, may under the Rules, operate with a minimum of 1 kw radiated power with a 300 foot antenna so long as they lay an adequate signal over the principal community to be served.

The loudest criticism directed against our decision is that we have maintained separations in the VHF that are too wide. But why should we have reduced these separations? The ready answer of the critics is that we can get more assignments that way. As a matter of fact, unless we reduce separations substantially, the number of additional assignments that we would pick up by reduced separations would be few. And if we did take such action, we would be employing separations below those necessary to insure interference-free service. We would be right back in the ice age, flirting with another "Freeze." The memory of some men is, indeed, short. . . .

Now a word about the UHF. I must say that on the whole the criticism of the UHF portion of our plan is not as vociferous as the VHF portion. This in my mind is only an indication that most of our critics are only interested in obtaining more VHF channels for larger cities. . . .

I should like to point out here that while the so-called disparity between UHF and VHF coverage may presently be of some substance, it will, I believe, in the long run be minimized. In fact, the service areas of the UHF and VHF stations in the same cities will under very many instances be almost the same size.

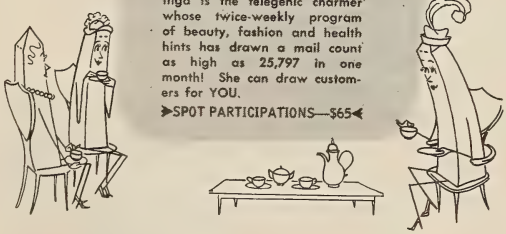
One thing is certain—that UHF will in general provide a TV service free from the effects of several forms of interference that plague VHF frequencies. From a technical standpoint, higher quality of pictures is insured.

Washington Watches Women's Shows

INGA'S ANGLE
2:30 p.m.
Tuesday and Thursday

Inga is the telegenic charmer whose twice-weekly program of beauty, fashion and health hints has drawn a mail count as high as 25,797 in one month! She can draw customers for YOU.

➤SPOT PARTICIPATIONS—$65◄



Watch Washington

In the District of Columbia **alone**, food store sales are in excess of $277 million, apparel store sales run into $126 million and drug store sales are over $66 million. Most of this money is spent by the **women** who watch WNBW on the area's 369,579 television sets.

wnbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

IATSE LOCAL

Raps Foreign TV Film Making

CLAIMING television film production abroad creates unemployment of technicians at home, Hollywood photographers Local 659 has passed a resolution asking IATSE at its international convention Aug. 2 in Minneapolis, to "invoke a boycott against products sponsored by manufacturers through the medium of TV where such pictures have been made by 'runaway' tactics."

The resolution, passed by the local's board of governors, has been turned over to Richard F. Walsh, international president.

TV Applications Filed

(Continued from page 64)

pey Dr., 0.5 mi. North of city limits. Geographic coordinates: 31° 37′ 2.4″ N. Lat., 84° 10′ 23.29″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Sole owner is **James S. Rivers**, licensee of WMJM Cordele, Ga.; 90% owner of WTJH East Point, Ga.; owner of 251 shares of WACL Waycross, Ga., and applicant for new 250 w AM station for Albany, Ga.

†**EVANSVILLE, Ind.—South Central Bcstg. Corp. (WIKY-AM-FM),** VHF Ch. 7 (174-180 mc); ERP 68.5 kw visual, 32 kw aural; antenna height above average terrain 463 ft., above ground 484 ft. Estimated construction cost $195,206, first year operating cost $200,000, revenue $175,000. P. O. address: P. O. Box 148, Mt. Auburn Road at Bismark St., Evansville, Ind. Studio transmitter location: Mt. Auburn Road and Bismark St. Geographic coordinates: 37° 59′ 21″ N. Lat., 87° 35′ 48″ W. Long. Transmitter Federal Telecommunications Labs., antenna Federal. Legal counsel Franz O. Willenbucher, Washington. Consulting engineer Harold R. Rothrock, Bedford, Ind. Principals include President **John A. Engelbrecht** (39.6%), Vice President **George F. Stoltz** (39.6%), and Secretary-Treasurer **Leighman D. Groves** (19.8%).

†**INDIANAPOLIS, Ind. — Universal Bcstg. Co. (WISH),** VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 1,000 ft. Estimated construction cost $597,-980, first year operating cost $602,-650, revenue $818,181. Post Office address: 1440 N. Meridian St., Indianapolis, Ind. Studio location: 1440 N. Meridian St. Transmitter location: Rawls Ave. and South Post Road. Geographic coordinates: 39° 45′ 39″ N. Lat., 86° 00′ 21″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include: President **C. Bruce McConnell** (54.98%), Vice President **Robert B. McConnell** (0.09%), 2d Vice President **Stokes Gresham Jr.** (0.45%), Treasurer **Frank E. McKinney** (14.53%), Secretary **Earl H. Schmidt** (14.01%), **Frank M. McHale** (9.45%), **John R. Atkinson** (0.01%) and **Owen Bush** (2%).

SOUTH BEND, Ind.—South Bend Telecasting Corp., UHF Ch. 46 (662-668 mc); ERP 82.3 kw visual, 46.8 kw aural; antenna height above average terrain 530 ft., above ground 447.5 ft. Estimated construction cost $238,800, first year operating cost $168,000, revenue $150,000. Post Office address: 512 National Bank Bldg., South Bend, Ind. Studio and transmitter location near Ironwood Road between Jackson and Ireland Roads, 1.25 mi. S. E. of South Bend city limits. Geographic coordinates: 41° 37′ 50″ N. Lat., 86° 12′ 26″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Jansky & Bailey, Washington. Principals include President and Treasurer **A. Harold Weber** (33.33%), vice president and 22% owner of South Bend Drug Co., president and sole owner of A. Harold Weber Inc. (real estate sub-dividing), and vice president and 50% owner of Laughlin Machine Co.; Vice President and General Manager **Mark L. Wodlinger** (8.33⅓%), sales manager of WOC-AM-FM-TV Davenport, Iowa; Secretary **Orlo R. Deahl,** partner with Seebrit, Oare & Deahl, South Bend law firm; Assistant Secretary and Treasurer **Wayne J. Blick** (4.17%), auditor for WHO-AM-FM Des Moines and WOC-AM-FM-TV; **Howard L. Cranfill** (16.67%), president and 25% owner of Cranfill & Peterson (brewers' grain broker), South Bend; **Carlton S. Smith** (16.67%), president and 8⅓% owner of Drewrys Ltd. (brewery), South Bend; **J. Harold Sunderlin** (16.67%), president and 14% owner of Radio Equipment Co. (appliance distributor), South Bend; Program Director **Charles R. Freburg** (2.5%), program director for WOC-AM-FM-TV, and Chief Engineer **David J. Hauser** (1.66%), engineer for WOC-AM-FM-TV.

LEXINGTON, Ky.—Central Kentucky Bcstg. Co. (WLEX), UHF Ch. 33 (584-590 mc); ERP 17.8 kw visual, 8.9 kw aural; antenna height above average terrain 361 ft., above ground 355 ft. Estimated construction cost $115,500, first year operating cost $120,000, revenue $175,000. Post Office address: First National Bank Bldg., Lexington. Studio and transmitter location: Russell Cave Pike. Geographic coordinates: 38° 03′ 57″ N. Lat., 84° 29′ 04.5″ W. Long. Transmitter RCA, antenna RCA. Legal counsel, Frank U. Fletcher, Washington. Consulting engineer, D. C. Summerford, Louisville, Ky. Principals include President **J. D. Gay Jr.** (32%), Secretary-Treasurer **H. Guthrie Bell** (32%), **Sam Milner** (12%), **Joe Eaton** (17%) and Gay-Bell Corp. (2%). (Upon FCC approval of transfer of control of WKLX Lexington to Central Kentucky Bcstg. Co., WLEX license will be surrendered to FCC.)

MAYSVILLE, Ky.—Standard Tobacco Co. (WFTM), UHF Ch. 24 (530-536 mc); ERP 15.2 kw visual, 7.6 kw aural; antenna height above average terrain 250 ft., above ground 540 ft. Estimated construction cost $182,133, first year operating cost $100,000, revenue $100,000. Post Office address: 626 Forest Ave., Maysville. Studio and transmitter location 626 Forest Ave. Geographic coordinates: 38° 38′ 31″ N. Lat., 83° 44′ 59″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood, St. Louis, Mo. Principals include President **Charles P. Clarke** (48%), Secretary-Treasurer **James M. Finch Jr.** (48%) and **Robert J. Bissett** (4%).

LAFAYETTE, La.—Camelia Bcstg. Co. (KLFY). UHF Ch. 38 (614-620 mc); ERP 18.25 kw visual, 9.12 kw aural; antenna height above average terrain 438.5 ft., above ground 440 ft. Estimated construction cost $236,000, first year operating cost $76,000, revenue $90,000. Post Office address: P.O. Box 992. Studio and transmitter location on Moss Street Extension. Geographic coordinates: 30° 15′ 43″ N. Lat., 92° 00′ 23″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include President **Paul H. DeClouet** (25%), Vice President **Thomas A. DeClouet** (25%), Vice President **Harold J. Delhommer** (25%), and Secretary-Treasurer **John W. Mitchell** (25%).

NEW ORLEANS, La.—Community Television Corp., UHF Ch. 26 (542-548 mc). ERP 75.2 kw visual, 42.6 kw aural; antenna height above average terrain 419 ft., above ground 438 ft. Estimated construction cost $285,894, first year operating cost $240,000, revenue $204,000. Post office address: 505 Baronne St., New Orleans. Studio and transmitter location: 327-353 South Rampart St. Geographical coordinates: 29° 57′ 07.4″ N. Lat., 90° 04′ 34″ W. Long. Transmitter DuMont, antenna GE. Legal counsel D. F. Prince, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Jules J. Paglin** (12¾%). Vice President **Stanley W. Ray Jr.** (9¼%) and Treasurer **Milton Adler** (2½%). Messrs. Paglin and Ray own 50% each of WBOK New Orleans, 42½% each of KAOK Lake Charles, La., and are applicants for new AM station in Baton Rouge, La.

†**NEW ORLEANS, La.—Loyola University (WWL),** Ch. 4 (66-72 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 710 ft., above ground 750 ft. Estimated construction cost $545,539, first year operating cost $616,927, revenue $634,695. Post office address: 6363 St. Charles Street, New Orleans 18. Studio location: 123 Baronne. Transmitter location: On Cooper Road, 1,000 ft. from Whitney Ave. Geographical coordinates: 29° 54′ 27″ N. Lat., 90° 02′ 24″ W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Engineer J. D. Bloom, chief engineer for WWL. Applicant is non-profit corporation without capital stock; members of board of regents iuclude: President **Rev. W. Patrick Donnelly, S.J.**; Vice President **Rev. Edward Doyle, S.J.**; Secretary **Rev. John S. Fuss, S.J.**, Treasurer Rev. **Theo A. Ray, S.J.**, and Rev. **W. D. O'Leary, S.J.**

†**SHREVEPORT, La. — KTBS Inc. (KTBS),** VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 62 kw aural; antenna height above average terrain 1,141 ft., above ground 1,150 ft. Estimated construction cost $542,900, first year operating cost $400,000, revenue $550,-

(Continued on page 76)

NBC-TV EXPERIMENT

Show Kinescoped On Location

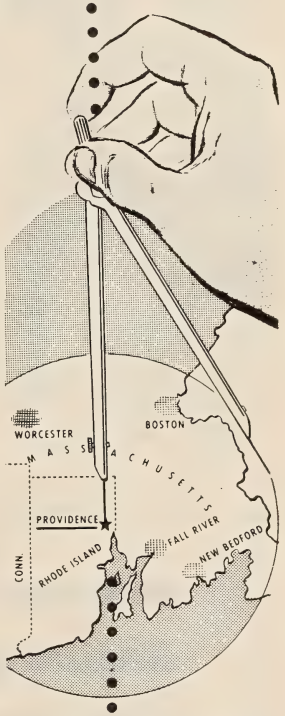
NBC-TV June 13 telecast of the *RCA Victor Show Starring Ezio Pinza* was kinescoped on location June 7 in a special programming experiment.

Using "Stop-start" camera technique of motion pictures, each take was microwaved from San Juan Capistrano to NBC Hollywood, 60 miles south. Video and audio then were reported by "hot kinnie" and edited until the reel was complete. After negatives were cut, the picture was ready for screening.

To circumvent the American Federation of Musicians' 5% prerecording fee, orchestral music by David Rose was fed by master control to New York and piped back along cable with taped dialogue track, thus making entire sight and sound positions originate from New York.

The experiment, resulting from two months planning by Program Producer Ted Mills, might eliminate the necessity of filmed TV for network programs, it was reported.

PINPOINT YOUR PERSISTENT SALESMAN



SELLING PROSPEROUS SOUTHERN NEW ENGLAND with **UNDUPLICATED COVERAGE** in **220,000** HOMES!

WJAR-TV
Providence

Represented Nationally by
Weed Television

In New England — Bertha Bannan

TV Applications Filed

(Continued from page 75)

000. Post Office address: 312 East Kings Highway, Shreveport 77, La. Studio location 312 East Kings Highway. Transmitter location on State Route No. 8, 17 mi. N. W. of Shreveport. Geographic coordinates: 32° 41′ 08″ N. Lat., 93° 56′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Weldon & Carr, Washington. Principals include Chairman of the Board **George D. Wray Sr.** (33⅓%), President **E. Newton Wray** (33⅓%), Vice President **George D. Wray Jr.** (16⅔%) and Secretary-Treasurer **Charles W. Wray** (16⅔%) and **John A. Hendrick.**

HAGERSTOWN, Md.—United Bcstg. Co. of Western Maryland (WARK), UHF Ch. 52 (698-704 mc); ERP 65.32 kw visual, 32.7 kw aural; antenna height above average terrain 292.6 ft., above ground 429.7 ft. Estimated construction cost $213,889, first year operating cost $160,000, revenue $175,000. Post Office address: 128 Prospect, Hagerstown, Md. Studio and transmitter location just off U. S. Highway No. 40, North of Commonwealth Road. Geographic coordinates: 39° 37′ 34″ N. Lat., 77° 42′ 42″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include: President **Richard Eaton** (2%), Secretary-Treasurer (Mrs.) **Margaret G. Eaton** (1%) and (Mrs.) **L. G. Hart.** United Bcstg. Co., licensee of WOOK Washington, WINX Rockville, Md., WSID Essex, Md., and WANT Richmond, Va., owns 97% of applicant; this stock is voted by Mr. Eaton, who owns 309 out of 310 shares of UBC.

†HOLYOKE, Mass.—The Hampden-Hampshire Corp. (WHYN-AM-FM). UHF Ch. 55 (716-722 mc); ERP 65 kw visual, 35 kw aural; antenna height above average terrain 989 ft., above ground 122 ft. Estimated construction cost $180,000, first year operating cost $200,000, revenue $260,000. Post Office address: 180 High St., Holyoke. Studio location 180 High St. Transmitter location Top of Mt. Tom, in Hampden County, Mass. Geographic coordinates: 42° 14′ 32″ N. Lat., 72° 38′ 55″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **William Dwight** (26.16%), Vice President **Charles N. DeRose** (0.16%), Treasurer **Minnie R. Dwight** (40.17%) (mother of William Dwight), Assistant Treasurer **Arthur Ryan** (0.33%) and **Harriet W. DeRose** and **Charles N. DeRose** (as joint owners) (33.16%).

AUSTIN, Minn. — Cedar Valley Bcstg. Co. (KAUS), VHF Ch. 6 (82-88 mc); ERP 18.7 kw visual, 9.35 kw aural; antenna height above average terrain 425 ft., above ground 445 ft. Estimated construction cost $101,880, first year operating cost $110,000, revenue $112,000. Post Office address: KAUS, Austin, Minn. Studio location: 405½ N. Main Street. Transmitter location: 2½ mi. South of Austin on Trunk Highway 105. Geographic coordinates: 43° 37′ 02″ N. Lat., 92° 59′ 20″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood, St. Louis, Mo. Principals include: President **Harry M. Smith** (25%), Vice President **George Wilson** (12.5%), Secretary-Treasurer **Albert W. Smith** (25%), **Harold O. Westby** (12.5%), **Martin Bustad** (12.5%) and **Chester A. Weseman** (12.5%).

†KANSAS CITY, Mo.—KCMO Bcstg. Co. (KCMO). VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 865 ft., above ground 783 ft. Estimated construction cost $529,210, first year operating cost $1,027,517, revenue $1,279,894. Post Office address: 125 East 31st St., Kansas City 5, Mo. Studio and transmitter location 31st and Grand Streets. Geographic coordinates: 39° 04′ 14″ N. Lat., 94° 34′ 59″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Tom L. Evans** (49.5%), Vice President **Lester E. Cox** (49.5%), Secretary-Treasurer **Richard W. Evans** (0.5%) and **Lester L. Cox** (0.5%).

†WATERTOWN, N. Y.—The Brockway Co. (WWNY-AM-FM). UHF Ch. 48 (674-680 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 570 ft., above ground 362 ft. Estimated construction cost $285,000, first year operating cost $150,000, revenue $150,000. Post Office address: 120-132 Arcade St., Watertown, N. Y. Studio and transmitter location Rutland Ctr. Rd., 3.6 mi. East of Watertown. Geographic coordinates: 43° 57′ 23″ N. Lat., 75° 50′ 28″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **John B. Johnson** (1.8%), Estate of Harold B. Johnson, deceased (75.6%) and Estate of Jessie R. Johnson, deceased (22.6%). Applicant also is licensee of WMSA-AM-FM Massena, N. Y., and publishes *Watertown Daily Times.*

† FARGO, N. D.—WDAY Inc. (WDAY), VHF Ch. 6 (82-88 mc); ERP 65 kw visual, 32.2 kw aural; antenna height above average terrain 460 ft., above ground 498 ft. Estimated construction cost $344,000, first year operating cost $180,000, revenue $180,000. Post Office address: 118 Broadway, Fargo. Studio and transmitter location: 207-215 Fifth St. North. Geographic coordinates: 46° 52′ 35″ N. Lat., 96° 47′ 03″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include: President **E. C. Reineke** (54.5%); Vice President **H. D. Paulson** (8.9%); Secretary-Treasurer **N. D. Black Jr.** (1.1%), and **Charlotte Lontz** (21.1%). Same stockholders own controlling stock of *Fargo Forum* and Dakota Photo Ergraving Co.

PORTLAND, Ore.—Empire Coil Co., UHF Ch. 27 (548-554 mc); ERP 91.6 kw visual, 45.8 kw aural; antenna height above average terrain 1,300 ft., above ground 496.5 ft. Estimated construction cost $347,000, first year operating cost $450,000, revenue $525,000. Post Office address: 85 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter location: Portland Heights, N. W. Skyland Blvd., near N. W. Thompson Road. Geographic coordinates: 45° 32′ 54″ N. Lat., 122° 45′ 40″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Lvon, Wilner & Bergson, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President **Herbert Mayer** (45.2%), Vice President **Franklin Snyder,** Treasurer **Frances Mayer** (45.2%) and Secretary **Alma Schmidt.** Applicant is licensee of WXEL (TV) Cleveland.

† PORTLAND, Ore.—Westinghouse Radio Stations Inc. (KEX-AM-FM), VHF Ch. 8 (180-186 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 1,068 ft., above ground 335 ft. Estimated construction cost $855,000, first year operating cost $822,000, revenue $638,000. Post Office address: 1625 K Street N. W., Washington, D. C. Studio location: 1230 Southwest Main St., Portland. Transmitter location: Healy Heights, Portland. Geographic coordinates: 45° 29′ 25″ N. Lat., 122° 41′ 48″ W. Long. Transmitter RCA, antenna RCA. Principals include: Chairman of the Board **Gwilym A. Price** and Vice President **J. E. Baudino.** Applicant is also licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KYW-AM-FM Philadelphia, WOWO-AM-FM Fort Wayne, Ind., and KDKA-AM-FM Pittsburgh. Westinghouse Radio Stations Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

† PHILADELPHIA, Pa.—Pennsylvania Bcstg. Co. (WIP), UHF Ch. 29 (560-566 mc); ERP 275 kw visual, 137.5 kw aural; antenna height above average terrain 804 ft., above ground 632 ft. Estimated construction cost $600,000, first year operating cost $500,000, revenue not estimated. Post Office address: 35 South Ninth St., Philadelphia. Studio location: 35 South Ninth St. Transmitter location: S. W. corner of Ivy Hill Road and Orchard Way. Geographic coordinates: 40° 05′ 00″ N. Lat., 75° 10′ 38″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page, Washington. Principals include: Chairman of the Board **Arthur C. Kaufman,** President **Benedict Gimbel Jr.,** Treasurer **Ray-**

SCHOOL SERIES

WICU Earns Plaudits

WICU (TV) Erie, Pa., has just completed a series of public school telecasts which brought an expression of "lasting appreciation" from school officials.

Twenty programs were aired on a thrice-weekly basis during the final seven weeks of school. More than 800 children participated. Plans are taking shape for continuing the programs in the next school-year. A similar series is being developed jointly by WICU personnel and administrators of the Erie Catholic Diocesan school district.

John M. Hickey, Erie schools superintendent, wrote Edward Lamb, WICU president, "The reactions to the program *(Erie Public Schools At Work)* indicate wide-spread appreciation on the part of the people and justify the tremendous amount of extra effort on the part of so many principals, teachers, and pupils. Be assured of our lasting appreciation," Mr. Hickey concluded.

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mond A. Filske and Secretary A. Arthur Miller. Gimbel Bros. Inc., New York, is sole stockholder of Pennsylvania Bcstg. Co.

†**PITTSBURGH, Pa.—Westinghouse Radio Stations Inc. (KDKA-AM-FM)**, VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 25 kw aural; antenna height above average terrain 672 ft., above ground 574 ft. Estimated construction cost $1,810,000, first year operating cost $1,840,000, revenue $2,650,000. Post Office address: 1625 K Street N. W., Washington, D. C. Studio location: Grant Bldg., Pittsburgh. Transmitter location: 2850 Berthoud St., Pittsburgh. Geographic coordinates: 40° 26′ 48″ N. Lat., 79° 57′ 50″ W. Long. Transmitter GE, antenna GE. Principals include Chairman of the Board **Gwilym A. Price,** and Vice President **J. E. Baudino.** Applicant is also licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KYW-AM-FM Philadelphia, WOWO-AM-FM Fort Wayne, Ind., and KEX-AM-FM Portland, Ore. Westinghouse Radio Stations Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

† **YORK, Pa.—The Helm Coal Co. (WNOW),** UHF Ch. 49 (680-686mc); ERP 95.8 kw visual, 53.8 kw aural; antenna height above average terrain 473 ft., above ground 200 ft. Estimated construction cost $176,500, first year operating cost $96,000, revenue $90,000. Post Office address: P. O. Box 226, York. Studio: 25 South Duke Street. Transmitter location: 2.9 mi. N.E. York city limits. Geographic coordinates: 40° 00′ 00″ N. Lat., 76° 41′ 30.8″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include partners **Howard J. Williams** (30.4%), **Morgan E. Cousler** (43.5%) and **Lowell W. Williams** (26.1%).

† **ANDERSON, S. C.—Wilton E. Hall (WAIM and WCAC [FM]),** UHF Ch. 58 (734-740 mc); ERP 182 kw visual, 91 kw aural; antenna height above average terrain 378 ft., above ground 418 ft. Estimated construction cost $401,444, first year operating cost $150,000, revenue $138-000. Post Office address: P. O. Box 806, Anderson. Studio and transmitter location Anderson College campus. Geographic coordinates: 34° 30′ 52.6″ N. Lat., 82° 38′ 15.2″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Applicant owns Independent Publishing Co. (*Anderson Independent* and *Mail*), Palmetto Publishing Co., National Stamp News, Hall Starr Farm and Hall Bcstg. and Television Co. (transcriptions).

†**COLUMBIA, S. C.—The Bcstg. Co. of the South (WIS).** VHF Ch. 10 (192-198 mc); ERP 266 kw visual, 133 kw aural; antenna height above average terrain 626 ft., above ground 580 ft. Estimated construction cost $597,719, first year operating cost $450,000, revenue $300,000. Post Office address: 1111 Bull St., Columbia, S. C. Studio and transmitter location Gervais and Bull Streets. Geographic coordinates 34° 00′ 06″ N. Lat., 81° 01′ 44″ W. Long. Transmitter RCA, antenna Federal. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **B. Calhoun Hipp** (13.6%), Vice President and Treasurer **Francis M. Hipp** (13.6%), Vice President **Herman N. Hipp** (13.6%), Vice President **G.**



FIFTY New York timebuyers and agency executives visited WCAU-AM-TV Philadelphia's Radio-Television Center last week. At special luncheon were (seated, l to r) Charles Vanda, WCAU vice president for TV; Reggie Schuebel, of Wyatt & Schuebel; Donald W. Thornburgh, WCAU Inc. president-general manager; standing (l to r) are Jack deRussy, WCAU radio sales manager, and Bob McGredy, WCAU-TV commercial manager.

Richard Shafto (1.2%), **Dorothy Hipp Gunter** (13.6%) and **Frances M. McCreery** (9.8%). Applicant is also licensee of WIST-AM-FM Charlotte, N. C., and WSPA-AM-FM Spartanburg, S. C.

†**CHATTANOOGA, Tenn. — WDOD Bcstg. Corp. (WDOD).** VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,062 ft., above ground 284 ft. Estimated construction cost $284,600, first year operating cost $200,000, revenue $250,000. Post Office address: Hamilton National Bank Bldg., Chattanooga, Tenn. Studio location National Bank Bldg., 7th and Market. Transmitter location Taft Highway, Signal Mtn., 7 miles North of Chattanooga. Geographic coordinates 35° 09′ 41″ N. Lat., 85° 19′ 05″ W. Long. Transmitter GE, antenna GE. Legal counsel, Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **Earl W. Winger** (50%), and Vice President and Secretary **Norman A. Thomas** (50%).

†**JOHNSON CITY, Tenn.—WJHL Inc. (WJHL).** VHF Ch. 11 (198-204 mc); ERP 108.43 kw visual, 54.21 kw aural; antenna height above average terrain 716 ft., above ground 629.5 ft. Estimated construction cost $231,086, first year operating cost $102,000, revenue $96,500. Post Office address: 145 West Main St., Johnson City. Studio and transmitter location 143 West Main St. Geographic coordinates 36° 19′ 26″ N. Lat., 85° 20′ 36″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **W. H. Lancaster Sr.** (19.38%), general manager of WJHL; 1st Vice President **W. H. Lancaster Jr.** (4%), commercial manager of WJHL; 2d Vice President (Mrs.) **Harriet B. Campbell;** Secretary-Treasurer **T. F. Dooley** (0.4%); (Mrs.) **Evelyn Lancaster** (22.2%) (wife of W. H. Lancaster Sr.); (Mrs.) **Edna Dooley** (8.53%) (wife of T. F. Dooley) and Estate of **S. H. Campbell Sr.** (31.44%).

†**AUSTIN, Tex.—Texas Bcstg. Corp. (KTBC).** VHF Ch. 7 (174-180 mc). ERP 109.6 kw visual, 54.8 kw aural; antenna height above average terrain 485.8 ft., above ground 289.3 ft. Estimated construction cost $341,039, first year operating cost $250,000, revenue $200,000. Post Office address: P. O. Box 717, Austin, Tex. Studio location Brown Bldg., corner of 8th St. and Colorado St. Transmitter location 3.8 miles N. W. of Texas State Capitol, Travis County. Geographic coordinates 30° 18′ 28″ N. Lat., 97° 47′ 26″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Claudia T. Johnson** (99.5%), Vice President **Paul Bolton** (0.25%), Vice President **J. C. Kellam,** Secretary **Sam Plyler** (0.25%) and Assistant Secretary and Treasurer **A. F. Vickland Jr.**

†**BRISTOL, Va. — Appalachian Bcstg. Corp. (WCYB).** VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,964 ft., above ground 120 ft. Estimated construction cost $335,120, first year operating cost $330,000, revenue $415,552. Post Office address: P. O. Box 1009, Bristol, Va. Studio location Hotel Gen. Shelby, Cumberland and Front Streets. Transmitter location Jefferson National Forest, 17 miles N.E. of Bristol. Geographic coordinates 36° 49′ 45″ N. Lat., 82° 04′ 47″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer George C. Davis, Washington. Principals include President **J. Fey Rogers** (25%), Vice President **Robert M. Smith** (25%), Secretary **Charles M. Gore** (25%), and Treasurer **Harry M. Daniel** (25%).

Amended Application Returned

OSHKOSH, Wis. — The Oshkosh Bcstg. Co. (WOSH), UHF Ch. 48 (674-680 mc), ERP 1.31 kw visual [B•T, June 9]. Amendment returned; obsolete forms and incomplete.

Application Dismissed

FRESNO, Calif.—Television Fresno Corp., VHF Ch. 2 (54-60 mc). "Prethaw" application dismissed at request of applicant.

Existing Stations
Change in Channel

(The following stations request change in frequency as required under provisions of FCC Sixth Report & Order [B•T April 14].

WCPO-TV CINCINNATI, Ohio—Scripps-Howard Radio Inc., Ch. 9 (186-192 mc). ERP 316 kw visual, 158 kw aural; antenna height above average terrain 665 ft., above ground 545 ft. Estimated cost of change $206,687. Change *from* Ch. 7 (174-180 mc). ERP 24 kw visual, 12 kw aural.



Reaches the Audience with the "Green Stuff"

Here's a rich market . . . and here's Central New York's most looked at television station — ready to present your story to a "buying" audience. More top shows . . . more local advertisers . . . greater results.

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WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

TAFT AGAINST TV

During Committee Hearings

SEN. ROBERT A. TAFT (R-Ohio), a candidate for the Republican Presidential nomination told a Washington National Press Club audience last week, that a Congressional committee could not carry on its business satisfactorily while being telecast.

When asked about televising activities of the GOP credentials committee in Chicago, Sen. Taft said:

"I'm inclined not—just as for the same reason that if I were chairman of a committee in Congress that I would not permit television proceedings. It seems to me that where you have a proceeding in which you're trying to determine a semi-judicial proceeding or legislative question, the presence of television cameras makes it almost impossible to give any reasonable attention to what you're doing. Now I don't favor any rule in Congress. That's my own feeling. But as chairman I wouldn't permit proceedings to be televised. I wouldn't object to them bringing a camera in to take pictures before starting. But as far as trying to conduct business under television lights, I think it's utterly impossible to reach a successful conclusion."

His view was an apparent tightening of his opinion set forth last February in BROADCASTING • TELECASTING [B•T, Feb. 4].

TRADE RULES

Third Conference Held On Revised Standards

REVISED rules to guide manufacturers, dealers and distributors in the commerce of radio-TV sets moved a step closer last week when a third government-industry conference was held in Washington, D. C., under the auspices of the Federal Trade Commission.

Suggested trade practice standards drafted by a special all-industry committee were discussed last Wednesday. When finally promulgated—perhaps by the year's end—the rules will cover television as well as radio practices, which manufacturers have followed the past 13 years.

There is general agreement, if not unanimity, on the rules proposed by an industry group under Louis B. Calamaras, executive vice president of the National Electronics Distributors Assn. Top officials of Radio-Television Mfrs. Assn. also participated.

At the conclusion of Wednesday's session, Paul Butz, FTC Trade Practices Conference Bureau, told manufacturing representatives and dealer-distributor trade groups that the commission staff would study the record and summarize the evidence for FTC members. FTC then will publish a final set of rules and hold a hearing, probably this fall.

Major discussion last week centered on proposed rules on pricing (inclusion of excise taxes), breakdown on tube count, uniformity of reference to viewable picture tube area, cabinet designs and so-called "push money."

RTMA President Glen McDaniel said he felt the industry had not been guilty of any deception in advertisements on picture size, which have followed a historic pattern in the industry since TV developed.

Mort Farr, president of the National Appliance and Radio-TV Dealers Assn., asserted that the problem is less one of actual size measurements than deceptive claims involving such adjectives as "giant-size" screens when such is not the case.

Mr. Butz informed industry representatives that the National Better Business Bureau suggested a rule governing deception as to type of cabinet — type of wood, veneer, etc. He agreed some rule should be included to spell this out.

Twenty-nine rules were drafted by the industry group, differing slightly from the FTC staff draft of last year [B•T, May 12]. Two other rules (33 and 34) were omitted in the industry draft because of lack of agreement among industry members, it was explained. These cover "prohibited discrimination" (prices, rebates, discounts, credits, advertising or promotional allowances) and coercion in "aiding or abetting use of unfair practices."

RTMA was represented by Mr. McDaniel and Ray Donaldson, legal counsel. Besides Mr. Calamaras of NEDA and Mr. Farr of NARDA, representatives of most of the major set manufacturing firms attended the conference.



MARKET RESEARCH

MBS, NBC-TV, ABC Join ARF

MBS, NBC-TV and ABC (as a group, to get both radio and television market research information) have become subscribers to the Advertising Research Foundation, joining CBS Radio, which had heretofore been the only broadcasting organization on the ARF roster.

Election of the networks to membership by the ARF board was announced by the foundation, which also reported that eight publications—*Advertising Age, American Home, Better Homes & Gardens,* BROADCASTING • TELECASTING, *Newsweek, Redbook, Sponsor, Successful Farming*—and one advertiser, Phillips Petroleum Co., had become participating subscribers of ARF, bringing the total number to 148.

MILES Labs., Elkhart, Ind. has signed with WMAQ Chicago for sponsorship of 10 football broadcasts Saturday afternoons starting Sept. 27. Agency is Geoffrey Wade Adv., Chicago.

FOUNDATIONS

$75,000 Probe Budget Voted

TENTATIVE approval of a $75,000 appropriation for the Cox select committee to investigate tax-exempt foundations was given last week by a House Administration subcommittee by a vote of 4 to 3. Sum must be approved by the full committee and then by the House.

Resolution authorizing the study was presented by Rep. Eugene E. Cox (D-Ga.) for the purpose of inquiring whether foundations' activities are un-American or subversive or otherwise "not in the interest or tradition of the U. S." It passed the House last April by a 194 to 158 vote amid charges that it would be a probe of ideas. [See editorial, "Cops and Robbers Congress," May 12].

Opposition to the appropriation was voiced at the House Administration subcommittee meeting by Clarence Mitchell, director of the Washington bureau of the National Assn. for the Advancement of Colored People. He claimed that the investigation would attack efforts to improve the opportunities of Negroes.

Besides Rep. Cox, who is chairman, the select committee comprises Democratic Reps. Donald L. O'Toole (N. Y.), Aime J. Forand (R. I.), Brooks Hays (Ark.) and Republican Reps. Richard M. Simpson (Pa.), Angier L. Goodwin (Mass.), and B. Carroll Reece (Tenn.).

NBC TV CENTER

Unit To Be Ready in Sept.

FIRST two studios of the proposed new $25 million NBC Television Center in Burbank, Calif., now under construction at 3200 W. Olive Ave., will be ready for use by the end of September.

Built at an estimated cost of $2.7 million, the two-studio unit with service building, is about 20% completed, according to John K. West, NBC Western Div. vice-president. Each studio will have seating arrangements for 500 persons.

NBC in mid-April was given permission by the NPA for a second unit of studio buildings. The network last year bought 49 acres from Warner Bros. and the city of Burbank for its planned television center.

Jones Dismissal Ruling

THE APPELLATE division of the New York Supreme Court last week awarded Duane Jones Co. a dismissal of the suit brought against the agency by nine former employes seeking compensation for their stock holdings. But spokesman for Scheideler, Beck & Werner, agency formed by the nine former employes, said the dismissal was made with leave to file an amended complaint within ten days and that one will be filed within that time.

CIVIL DEFENSE

Showings Via Closed Circuits

FEDERAL civil defense planning takes on an expanded closed circuit TV network face next Thursday with a presentation for policemen in 10 U. S. cities in eight states.

Flushed with enthusiasm over two previous demonstrations beamed to select CD target groups, government authorities last week wrapped up plans for a more ambitious venture.

Over 32,000 city policemen will be briefed in a one-hour closed circuit telecast originated from the studios of WMAL-TV Washington. Microwave and coaxial cable facilities will link from the East Coast to the Midwest theatres in Boston, New York, Baltimore, Philadelphia, Pittsburgh, Cleveland, Toledo, Detroit, Chicago and Milwaukee.

In announcing the presentation, Millard F. Caldwell Jr., Federal Civil Defense Administrator, explained that the 10-city network—"the first of its kind ever attemped"—stemmed from FCDA's success in its first two "experiments."

So successful were these previous ventures in eastern cities that agency authorities now shy away from any reference to this and any future presentation as an "experiment" in civil defense training by closed circuit theatre TV. Yet, withal, FCDA has been a pioneer in a type of program that has impelled other government departments to analyze this method for their own possible use [B•T, May 5].

On Non-Profit Basis

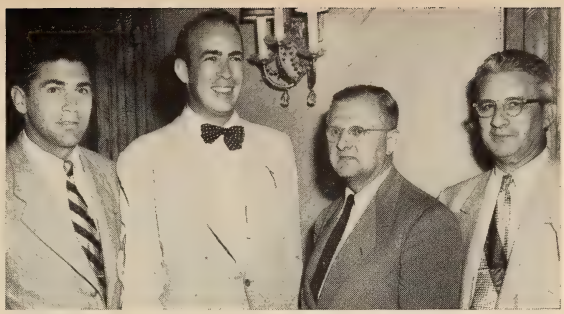
Joining the federal planners on Thursday's project are United Paramount, Warner Bros., Loew's, RKO and Skirball Bros., all of which are offering their theatres on a non-profit basis. Cost of the presentation is borne by FCDA.

Theatres by cities taking part: Loew's State in Boston; Paramount in New York; Warner Stanley in both Philadelphia and Baltimore; Loew's Penn in Pittsburgh; RKO Palace in Cleveland; Rivoli in Toledo; Palm State in Detroit; Warner in Milwaukee; Uptown in Chicago.

City and state police will assemble in local theatres at 10 a.m. for a program designed to acquaint them with the magnitude of policing problems in the event their cities are bombed. Regular policemen form the nucleus of a civil defense police service force. Admission is by invitation.

Two-way audio broadcast communication, over which police will be able to fire questions at instructors, will climax the hour-long program. This setup will permit questioning by officers in Chicago, Detroit, Pittsburgh and Boston.

FCDA Deputy Administrator James J. Wadsworth will open the telecast with a presentation in graphics. An animated sequence, showing potential damage from an atomic blast in Baltimore, will follow. Use of civil defense in peacetime disasters and duties of police and auxiliaries will be outlined.



OFFICERS chosen at the first annual meeting of the National Community Television Assn. at Pottsville, Pa. [B•T June 16], were (l to r) George H. Bright Jr., Lansford, Pa., secretary; Martin F. Malarkey Jr., Pottsville, Pa., president; Claude E. Reinhard, Palmerton, Pa., vice president, and Melvin L. Boyer, Tamaqua, Pa., treasurer.

GIVE US ENTERTAINMENT

Public Tells KFMB-TV; Letters Hit Code

WHILE political and pressure groups agitate for strict supervision and even censorship of TV programs, signs of public resentment against the NARTB TV Code and would-be censors are appearing.

Pro and con comments on the NARTB code were received by KFMB-TV San Diego, Calif., following a recent forum program on the subject, according to Howard L. Chernoff, KFMB-TV general manager.

In a typical observation, Robert T. Logan, of 902 19th St., San Diego, said his set was purchased "for one purpose only, and that is entertainment. So far you people have done a marvelous job of providing that entertainment. Please don't ruin it by your all-too-rigid TV code."

Mr. Logan wrote KFMB-TV that if he wants to hear people "put the hush hush on a drinking joke" he can "walk across the street and go to church." If he wants to further his education, he added, "San Diego provides excellent adult education classes in its schools. Thousands of people depend on the church for our moral guidance, thousands depend on the schools for education, and thousands depend on KFMB-TV for one thing—entertainment."

Stand Against Censorship

Another comment from L. L. Miller, 5208 Chollas Park Way, San Diego, took a sharp stand against censorship of theatres and radios "so that individuals and small groups of people have the right to choose programs and shows that they think are good for the common people."

He continued, "I thought it was too good to be true that TV had escaped for so long. As the old story goes—all good things must come to an end. I think that a person that buys a TV set should have the right to view the program he wishes." In the case of children, he said, parents "should have the intelligence to choose their own entertainment for their children. If there is anything wrong with Red Skelton's program they better start banning western programs because about 50% of the scenes are taken in saloons."

Finally, Mr. Miller wrote:

"The next thing you know we'll be having bootleg TV—where you knock on the door and say Joe sent you. I found that most people who own TV sets after the first few weeks of owning them do a pretty good job of censoring their own programs. On your channel there are some programs that I wouldn't be caught dead watching and others I wouldn't miss for the world, and I govern myself accordingly."

CBS-TV DISCOUNTS

Formula Is Explained

AN INCREASE in CBS-TV's maximum station-hour weekly discount, making it 15% compared to 10% heretofore, was announced fortnight ago after advertisers, agencies, and prospects had been advised in letters from Network Sales Vice President Fred M. Thrower [B•T, June 9].

Mr. Thrower pointed out that the new discount table affords substantial benefits to CBS-TV advertisers effective June 1. It provides discounts graduated as follows (based on the number of station-hours which the advertiser sponsors per week):

Less than 5 station-hour a week, net; 5 through 9 station-hours, 2½%; 10 through 19 station-hours, 5%; 20 through 34 station-hours, 7½%; 35 through 49 station-hours, 10%; 50 through 59 station-hours, 11%, with each additional 10 station-hours increasing the discount by 1% until the maximum 15% discount is reached with sponsorship of 90 or more station-hours per week.

WAVE-TV

First IN KENTUCKY!

First IN AUDIENCE!

First IN HOURS ON THE AIR!

20 MORE HOURS PER WEEK THAN STATION "B"

(May 3-10, 1952)

First IN COVERAGE!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV's *PLUS* is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT

LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.

Exclusive National Representatives

PAY FORMULA

AFM Board Weighs Change

RE-USE payment plan on all TV film productions rather than the present AFM welfare fund 5% royalty formula to which producers must now contribute, may result from a study made by the union's international executive board.

Talk of revamping the present formula, first step of which would be to revise the ruling on TV film commercials, highlighted a closed special session of the board with Los Angeles Local 47 executives in Santa Barbara following the American Federation of Musicians' 55th national convention there June 13.

Changes proposed are being examined and the board will attempt to come up with a new plan in keeping with President James C. Petrillo's convention declaration that the AFM royalty formula must stand "until someone comes along with something better" that will be "to the benefit of all locals" [B•T, June 16].

Revision of the TV film commercial spots ruling was urged by Local 47 President John Groen, Vice President Phil Fischer, Recording Secretary Maury Paul and local executive board member, Arthur J. Rando.

Their plan, it is understood, is based on a fixed fee rather than a percentage deal. Under such an arrangement, it was pointed out, if a set fee were established for a 13 week period, covering so many repeat uses of a commercial on a station, it would be an incentive to producers to use more musicians rather than voice-only backgrounds for spots.

Under a re-use payment formula for TV filmed shows, reportedly favored by some members of the AFM international executive board, a certain percentage of the original music cost would be paid by the video producer on each showing of film. This money, under the plan, would be paid to the AFM trust fund rather than to the individual musician, it was said.

There is growing activity in TV production through subsidiaries on the part of major Hollywood movie studios. Mr. Petrillo and the AFM international executive board last Thursday had a closed meeting with top executives of those production companies.

The meeting, it is understood, centered around royalty payment plans for music in TV film. It was set up as an exploratory means to pave the way for future conferences on music fees when all major producers will be making movies for television.



film report

Production . . .

Interstate Television Corp., Hollywood, has started second in its *Ethel Barrymore Theatre* series of half-hour TV films. "Daughters of Mars," adapted by **Zoe Akins** from a short story by **Louis Bromfield**, stars **Miss Barrymore** and stage-film actors, **Selena Royle, Elizabeth Risdon** and **Phillip Terry. Lewis Allen** is director with **Lee Savin** producing.

* * *

Edward Lewis is in Mexico City to produce five half-hour films in CBS-TV *Schlitz Playhouse of Stars* series. Directors, **Arthur Pierson** and **Herbert Kline**, will handle "The Trial," starring **Gertrude Michael**; "This Plane for Hire," starring **Lloyd Bridges**; "Port of Call," starring **Victor McLaglen**; "Marriage of Lit-Lit," based on an **O. Henry** short story, and "Calamity Jane."

* * *

Television film rights to 8,000 **Damon Runyon** stories have been acquired by **Howard Welsch**, executive producer, **Fidelity Pictures**, Hollywood, from King Features. Production on first of the 39 half-hour TV films starts in August at Motion Picture Center. Negotiations were concluded by **William Morris Agency**, Beverly Hills, who will furnish talent from its free-lance list.

Also scheduled for August production is *The Lady From Lloyd's*, a half-hour TV film series, whose plans were delayed until finalization of the Runyon story deal [B•T, May 12].

* * *

Sterling Television Co., New York, TV film distributors, has begun production on a new music series titled *Music for Everybody* featuring music expert **Sigmund Spaeth** as narrator. The series—produced for Sterling by **Israel Berman** of Viking Films—will cover all phases of music and is being prepared for fall release.

* * *

W. R. Frank, Minneapolis motion picture exhibitor, is now in Hollywood to start a half-hour TV film series, *Medal of Honor*, which he will co-produce with **William Dean.** Series, dealing with lives of Congressional Medal of Honor winners, goes into production at General Service Studios July 8, under banner of **W. R. Frank Productions.** Completed scripts are "Julius Langvein," which concerns 14-year old Civil War drummer boy, and "Dr. Mary E. Walker," only woman so decorated, both of which were written by **Lynn Bowers.**

* * *

Major Television Productions Inc., recently organized by **Irving Lesser** and **Seymour Poe**, has opened West Coast headquarters at RKO Pathe Studios, Culver City. **Maurie Gresham**, the firm's general manager, upon completion of this assignment, will set up sales offices in Chicago and Atlanta.

* * *

Commodore Productions, Hollywood, will resume production on *Clyde Beatty* TV film series in August with new headquarters at Motion Picture Center.

Sales . . .

Jose Escalante & Co., Chicago (Corina cigars), is starting *Corina Academy Theater* on KECA-TV Los Angeles, for 13 weeks from June 23. The program is made up of 13 half-hour TV films produced by **Revue Productions**, Hollywood, for **Gruen Guild Theatre** and **Chevron Theatre** series, now available for second runs. The agency is **Guenther Bradford & Co.**, Chicago.

* * *

Screen Gems Inc., Hollywood, has signed **John English** to direct *Jefferson Davis*, a half-hour film in the NBC-TV *Cavalcade of America* series being produced for **duPont. Jules Bricken**, Screen Gem's producer-director, will devote his time to NBC-TV *Ford Theatre*, now being filmed for **Ford Motor Co.**

* * *

Guild Films Inc. is to open New York sales headquarters at 510 Madison Ave. with President **Reuben Kaufman** in charge. **Wilmer Clark**, West Coast sales representative for DuMont TV Film Sales, joins the firm in similar capacity with headquarters at 5746 Sunset Blvd., Hollywood.

Film People . . .

Gilbert Kay, assistant director at MGM, joins **Flying A Television Pictures Inc.**, Hollywood, in similar capacity.

WABD (TV) Business

WABD (TV) New York, key outlet of DuMont TV Network, last week reported that it had sold $243,640 worth of business during the last week in May, with contracts ranging from single announcements to 52-week schedules of spots and participations.

CBS TV FILM

Sales Service Outlined

OPERATION of CBS Television Film Sales' new merchandising service was outlined last week by Walter A. Scanlon, sales promotion manager, who set up the plan.

The merchandising staff, it was explained, "will make a full set of selling tools available" and visit the sponsors' markets to give on-the-scene assistance, where indicated, regardless of the type of program involved.

Merchandising tools, Mr. Scanlon said, include sales promotion displays and literature, premiums and "gimmicks," information on public relations techniques, publicity releases, personal appearances and other exploitation devices. The merchandising program is handled by the sponsor with the assistance of the CBS merchandising counsel, to form a "community saturation campaign" calculated to "sell the consumer from his living room right into the store to buy," Mr. Scanlon said.

Mr. Scanlon joined CBS Television Film Sales three months ago after extensive experience with Alexander Smith Inc., Quality Bakers of America, World Broadcasting System, Capitol Radio Program Service, USO and National Distillers Products Corp.

WHO LEASES SITE

In Plan for Television

WHO Des Moines has leased a downtown roller skating rink for possible use as a television studio. Station has an application for Channel 13 before the FCC. Col. B. J. Palmer, president of the Central Broadcasting Co., licensee of WHO, said that the rink contains more than 17,000 square feet of floor space.

It is not anticipated, added Col. Palmer, that internal remodeling will begin before July 10, 1953, effective date of the 10-year lease. The leased building is on a midtown corner, one block from where WHO is located.

CHURCH FILMS

Rev. Mack Named Director

THE REV. S. FRANKLIN MACK was appointed director of films for the Broadcasting and Film Commission of the National Council of Churches of Christ in U. S. A. effective June 1, according to the council's general board in Chicago.



Rev. Mack

Rev. Mack will retain his present position as executive secretary of the Committee on Radio, Visual Education & Mass Communication of the Council's Division of Foreign Missions.

RANGERTONE
BEST FOR TV FILMS
USED BY
George Heid Productions
William Penn Hotel
Pittsburgh 30, Pa.
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

CBC-TV ON TEST

Commercial Policy Pends

FIRST test patterns were telecast at Montreal during the first week of June, from temporary antenna at CBC-TV Montreal, on top of Mount Royal. News of tests was withheld by CBC for about a week. A permanent 282 foot antenna on Mount Royal is to be installed soon, CBC officials stated

At Toronto, a temporary antenna will be used in the beginning when CBC-TV Toronto goes on the air in September simultaneously with CBC-TV Montreal. Three hours at least will be telecast each evening as a starter, judging by the increase in staff now at 175 at each production center.

No decision has been announced yet on commercial policy, but it is understood that perhaps 25% of program content will be U. S. commercial programs piped in from Buffalo to Toronto. Commercial content will likely be about 60% of all programming, with remainder of the commercials being taken by Canadian advertisers. CBC has as yet no money available for sustaining programs, but funds are expected to be allocated before the Canadian Parliament recesses at end of June.

At same time, Canadian government may give some sign as to how soon private interests can start TV stations in Canada. According to the Massey Royal Commission report, this would be when national production centers have been set up by CBC at Toronto and Montreal. This will be accomplished by this fall when CBC transmitters at Montreal and Ottawa go on the air. It is understood that the CBC board of governors are anxious to get a ruling from the Canadian government as to how soon they can start holding hearings for TV licenses in view of the Massey recommendations. The CBC board has a number of applications for TV stations at Toronto, Montreal and Hamilton, Ont., on file.

No decision has been made as yet on the annual TV receiver license fee to be charged by Ottawa, which is to be turned over to the CBC for its national production centers.

Canada Set Sales

TELEVISION receiver sales were up in April over those of a year ago, according to the Radio-Television Mfrs. Assn. of Canada. April sales totalled 4,582 units with retail value of $2,172,624, as compared with 4,409 sets in April 1951 valued at $2,500,867. (Reduction of excise tax accounts for partial difference in retail value.) Sales of TV sets for first four months of 1952 totalled 18,433 valued at $9,-997,864. This compares with sales in first four months of 1951 of 8,461 sets valued at $10,197,722. There are now about 97,000 sets in use in Canada, half of them in the Toronto-Hamilton area.



BUSINESS is transacted at WTVN (TV) Columbus, Ohio's new Television Center as its owner, Edward Lamb, signs a contract with Yount Advertising Agency during the dedication. L to r: John Rossiter, WTVN's manager; Mr. Lamb; Herbert Stewart, WICU (TV) Erie, Pa., manager, and Malcom Yount, Yount Advertising Agency of Erie. WICU (TV) also is owned by Mr. Lamb.

GE'S BAKER

Sees 53 Million TV Sets

PREDICTION of an eventual 53 million U. S. TV sets was made by Dr. W. R. G. Baker, General Electric vice president and general manager of the GE Electronics Div., at the dedication of GE's $6 million miniature receiving tube plant June 12 at Anniston, Ala. GE President Ralph J. Cordiner dedicated the new plant.

Dr. Baker also predicted at the ceremonies an eventual 2,000 TV stations. Dr. Baker said almost 100 new stations would be in various stages of construction by June next year and that the demand for receiving tubes would reach 500 million annually within the next five years.

A new GE automatic blanket plant was dedicated at Asheboro, N. C., earlier this month and plans have been announced for a new transformer power plant in Rome, Ga., for a total GE $50 million annual payroll and 13,500 employes in the Southeast. A major appliance center at Louisville, Ky., that is planned, "will almost double these figures," President Cordiner said. William M. Nave, Anniston tube works manager, said the new plant will employ 2,000 people.

VHF TRANSMITTER KIT

GE Claims Improvement

GENERAL ELECTRIC CO. is making available to owners of its VHF TV transmitters a modification kit for conversion of the final video stage to permit use of thoriated filament GL-6039 tubes, GE announced last week.

Frank P. Barnes, GE broadcast equipment sales manager, claimed that the conversion will result in improved performance, lower operating cost, lower power consumption and longer tube life. "Based on a 15-hour operating day, the conversion will in one year save more than twice the cost of the modification kit," Mr. Barnes said.

WTVN (TV) Center

SEN. ESTES KEFAUVER (D-Tenn.), now campaigning for the Democratic Presidential nomination, interrupted his tour to participate in opening ceremonies of WTVN (TV) Columbus' new Television Center a fortnight ago. Sen. Kefauver took part in a telecast interview along with Dave Nichols, WTVN news director, and Edward Lamb, WTVN owner. More than 100 newspaper and radio representatives were in the audience.

HEMISPHERIC TV

Montreal Debut Hailed

ADVENT of video in Montreal this summer was hailed by J. B. Elliott, RCA Victor vice president for consumer products, as an important step toward realization of a Western Hemisphere TV network.

"We shall see the day when Canada, the United States, Mexico, Cuba, Central and South America, and the countries of the West Indies exchange programs regularly," Mr. Elliott told members of the Quebec Radio-Television Distributors Assn. at a meeting last Wednesday in Montreal.

In discussing business outlook for TV dealers, Mr. Elliott told his audience that "Montreal is in for some exciting changes, and I know you'll like them."

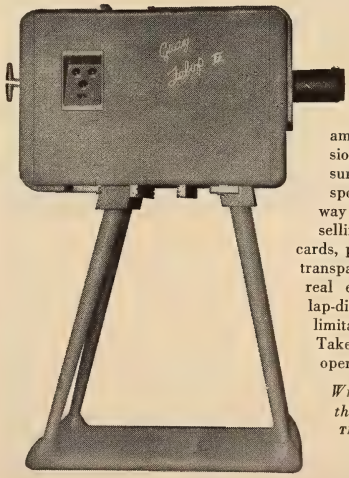
He said that the beginning of TV operation in a city stimulates business conditions in not only that particular field but also in such allied fields as furniture and public utilities.

Mr. Elliott cautioned dealers, however, to prepare for this event, if they expected to benefit from it.

After completion of the Western Hemisphere network, Mr. Elliott foresaw trans-ocean TV, linking the North American continent to Europe.

"As TV girdles the globe," he said, "the new medium will prove to be a great unifying force . . ."

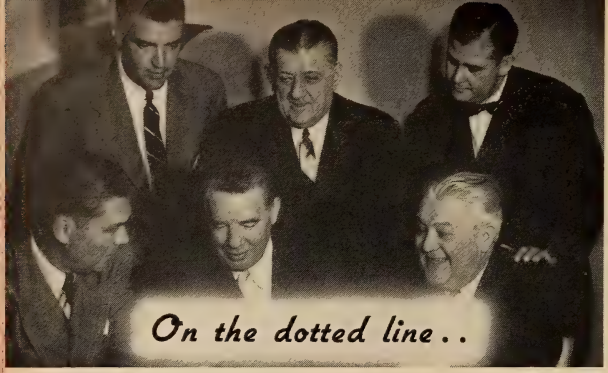
PRODUCE PROFESSIONAL COMMERCIALS AT LOW COST with the New Gray TELOP II



● Now, with the new, versatile Gray TELOP II you can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELOP II presents their selling message with opaque cards, photographs, art work and transparencies. *And* you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination. Takes up very little space. One operator does it all!

Write for full information on the new and exciting Gray TELOP II.

GRAY RESEARCH
and Development Co., Inc., 598 Hilliard St., Manchester, Conn.
Division of The Gray Manufacturing Company—Originators of the Gray Telephone Pay Station and the Gray Audograph



ATLANTIC Refining Co. and Miller Brewing Co. plan sponsorship of pro football games. Seated (l to r): John V. Mara, pres., N. Y. Giants; Arthur J. Rooney, pres., Pittsburgh Steelers; Joseph A. Donoghue, bus. mgr., Philadelphia Eagles. Standing (l to r) are Richard Borden, Atlantic adv. mgr.; Comr. Bert Bell, National Football League; Vernon S. Mullin, Miller adv. mgr.



TOM MANNING (l), veteran sportscaster, contracts for new TV sports show along with Leslie C. McGinley, Cleveland dist. mgr., B. F. Goodrich Co. Show, *Sports, Coast to Coast*, will be heard Mon.-Fri. 6:35-6:45 p.m. Program will feature interviews, local and national round-ups.



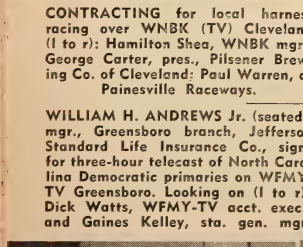
DIXIE Cup Co. buys *Hollywood Off-Beat* on WJZ-TV New York. Seated (l to r): J. D. Catlin, Dixie adv. dir.; Slocum Chapin, v. p. of ABC-TV owned stations. Standing: Ted Maxwell, network acct. exec.; Peter Krug, radio-TV dir., Hicks & Griest; Harry Hicks Jr., agency acct. exec.



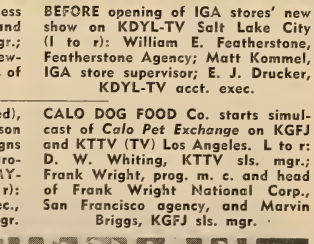
CONTRACTING for local harness racing over WNBK (TV) Cleveland (l to r): Hamilton Shea, WNBK mgr.; George Carter, pres., Pilsener Brewing Co. of Cleveland; Paul Warren, of Painesville Raceways.



BEFORE opening of IGA stores' new show on KDYL-TV Salt Lake City (l to r): William E. Featherstone, Featherstone Agency; Matt Kommel, IGA store supervisor; E. J. Drucker, KDYL-TV acct. exec.



WILLIAM H. ANDREWS Jr. (seated), mgr., Greensboro branch, Jefferson Standard Life Insurance Co., signs for three-hour telecast of North Carolina Democratic primaries on WFMY-TV Greensboro. Looking on (l to r): Dick Watts, WFMY-TV acct. exec., and Gaines Kelley, sta. gen. mgr.



CALO DOG FOOD Co. starts simulcast of *Calo Pet Exchange* on KGFJ and KTTV (TV) Los Angeles. L to r: D. W. Whiting, KTTV sls. mgr.; Frank Wright, prog. m. c. and head of Frank Wright National Corp., San Francisco agency, and Marvin Briggs, KGFJ sls. mgr.



APS TV ENTRY

Offers Britannica Catalog

ASSOCIATED PROGRAM SERVICE, New York, last week announced release of its first catalog of Encyclopedia Britannica Films, marking its official entry into the television field.

Catalog includes four suggested plans for use of the films with emphasis on library arrangement, suggested program series, and a special events calendar relating historical dates to films on the EBF list. A 20-page book in loose-leaf form, catalog is being distributed to all TV stations as well as to interested advertisers and agencies.

In addition to the EBF catalog, APS also announced two sales of its *Great American* television series —26 quarter-hour programs based on the lives of men and women in American history. Southwestern Bell Telephone Co., through Gardner Adv. will sponsor the series on WDAF-TV Kansas City. WDTV (TV) Pittsburgh will carry the programs sponsored by North Pole Real Ice Cream Co., through Wasser, Kay & Phillips, that city.

APS General Manager Maurice B. Mitchell, meanwhile, reported that in the radio field, APS has added 23 new subscribers to its specialized library services, bringing the firm's total to more than 1,000 broadcasters. "We believe this is the largest number yet reported in the transcription library field," he added.

SUCHMANN WINS

Awarded WAAM Fellowship

WILLIAM SUCHMANN, graphic artist and designer with ABC, was awarded the WAAM Television Fellowship last Friday by the Examining Committee. The Fellowship carries a $6,000 stipend and a year's graduate study at Johns Hopkins U., Baltimore.

First of its kind to be offered in the TV industry, the Fellowship was created by the board of directors of WAAM (TV) Baltimore and the university.

"This Fellowship was established," the university said, "in order that a mature person of high standing and currently active in television may have nine months free from his professional duties to pursue special studies of his own choosing which will add to his effectiveness when he returns to his regular work in the industry."

Mr. Suchmann was graduated from the U. of Pennsylvania in 1939 and from the Franklin School of Professional Art in 1948. He has been with ABC's art department since 1949, where he has been assistant director in charge of visual presentations for TV commercial advertising and graphic portions of several types of programs.

During his residency at Johns Hopkins, Mr. Suchmann plans to study visual education and psychology.

Playful Lucifer

THE DEVIL popped up where a politician was supposed to appear—and was popped off again in much haste—on the Doug Edwards news show on CBS-TV, sponsored by Columbia Records Inc., June 10. A series of slides showing former Republican Convention keynoters was being displayed to accompany Mr. Edwards' commentary on the selection of Gen. Douglas MacArthur to deliver this year's GOP keynote address. By error, a slide from the sponsor's commercial—a picture of the devil, to advertise CRI's new "Faust" album — got into the place where a picture of former Gov. Dwight Green of Illinois should have appeared. The operator hastily snapped back to the preceding slide, and the commentator proceeded to talk about Mr. Green while a picture of California's Gov. Earl Warren showed on the screen.

KING NAMED

F&P Detroit TV Sales Hea

PROMOTION of Lon King to succeed Keith McKenney as head o TV sales in Detroit for Free & Peters, station representation company, has been announced by F&P Vice President and Television Director Lloyd Griffin.

Mr. King has been on the company's TV sales staff in San Francisco for the past 18 months. He is being replaced there by Richard Rothlin of the sales staff of KRON-TV San Francisco, an F&P client. Mr. King previously was with NBC in San Francisco eight years of which five were in NBC in sales activities. Mr. Rothlin, before joining KRON-TV, was assistant account executive for Young & Rubicam in San Francisco on the Kaiser account.

Citrus Group's TV Plans

THE FLORIDA Citrus Commission has discussed concentrating most of its TV funds on a single children's show, Ida Mae Stilley's *Happy's Party*. David O. Corey of J. Walter Thompson Co., estimated a 13-week trial, beginning in mid-August, live, over DuMont in Pittsburgh, New York and Washington, would cost $25,000 to $30,000. If successful, the commission could sponsor 26 more weeks in those cities, plus eight others where it now uses TV, for a grand season total of about $160,000. Frank Roper, chairman of the commission, said his group hopes some day to have a TV show of its own.

FILM MAKERS

Modifying TV Stands

CURRENT motion pictures, telecast to private homes direct from the studios that produce them, is a rapidly approaching reality.

So declared Y. Frank Freeman, vice-president of Paramount Pictures Corp. to delegates at the annual Western Institute of Commercial and Trade Executives in convention at Whittier College, Whittier, Calif., June 12.

Making indirect reference to Telemeter, a pay-as-you-see system which is 50% Paramount owned, Mr. Freeman said that, "Transmission facilities for broadcasting television showings of current pictures are now being perfected. Present indication, however, is that the process may be quite expensive."

He stated that motion picture and TV producers now work closely together and complete cooperation in producing quality pictures and programs is assured.

With four big companies already active, imminent entry of all the major studios into TV film production gains momentum daily on the West Coast.

Columbia Pictures Corp., through subsidiary Screen Gems Inc. [B•T, June 16]; Interstate Television Corp., subsidiary of Monogram Pictures; Universal-International Pictures, through United World Films Inc.; and Hollywood Television Service Inc., a division of Republic Pictures, are already in TV production.

20th Century-Fox has blueprinted an off-the-Culver City lot TV film production subsidiary and it is said that M-G-M will do likewise by early winter. RKO Radio Pictures and Warner Bros., among strong holdouts, are reported to be doing TV research and planning behind closed doors.

Paramount is actually in the TV film production business through its subsidiary, Paramount Television Productions Inc. Besides operating KTLA Hollywood, it syndicates *Time for Beany* and other video programs.

KOIN TV CENTER

Portland Site Purchased

PURCHASE of a half-block of downtown Portland property as site for a television center was announced last week by Harry H. Buckendahl, vice president-general manager of KOIN Inc., Portland, Ore.

Mr. Buckendahl said that the 20,000 sq. feet of available ground space thus acquired will provide adequate facilities for the earliest establishment of KOIN-TV if and when FCC approves the company's TV application.

THREE CBS-TV film series, *Gene Autry Show, Range Rider* and *Files of Jeffery Jones,* have been sold to Societa Radio Audiziani Italia, Rome, Italy, for three year run starting January 1953.

IT'S WEWS (TV)

In 'Press' Polling

NINE of 13 first-place awards went to WEWS (TV) in the 1952 *Cleveland Press* viewer popularity poll of local Cleveland TV shows, released Thursday. WEWS (TV) shared one first with WXEL (TV), which won two first places, while WNBK (TV) took one first. Results are:

Best program: Giant Tiger Amateur Hour (WEWS), On the House (WEWS), Polka Revue (WEWS).

Best performer: Bob Dale (WEWS), Gene Carroll (WEWS), Paige Palmer (WEWS).

Best women's program: Beauty for You (WEWS), Living Fashion (WNBK), Women's Window (WEWS).

Best children's program: Charming Children (WNBK), Uncle Jake's House (WEWS), The Big Wheel (WEWS).

Best public service program: Meet Your Schools (WEWS), Western Reserve U. Telecourses (WEWS), Pooch Parade (WEWS).

Best male singer: Randy Culver (WEWS), Ken Ward (WNBK), Bob Whelan (WXEL).

Best girl singer: La Reyne Dahl (WEWS), Janet Haley (WEWS), Judy Dell (WEWS).

Best live music: On the House (WEWS), Pappy Howard (WEWS), Polka Revue (WEWS).

Best sportscaster: Bob Neal (WEWS and WXEL), John Fitzgerald (WXEL), Tom Manning (WNBK).

Best newscaster: Dorothy Fuldheim (WEWS), Warren Guthrie (WXEL), Tom Field, (WNBK).

Best disc jockey: Bob Dale (WEWS), Barbara Page (WEWS), Linn Sheldon (WEWS).

Best movies: WXEL, WNBK, WEWS.

Best commercial: Sohio Reporter (McCann-Erickson on WXEL), 10:30 Theatre (Ketchum McLeod and Grove on WEWS), and Leisy's Premiere Theatre (McCann-Erickson on WXEL).

ROGELL TO FILM

VFW 'Medal of Honor'

FILMING for TV of the Veterans of Foreign Wars radio series, *Medal of Honor,* has been arranged with Rogell Productions Inc., Hollywood. The series dramatizes the stories of American heroes who won the Medal of Honor.

The announcement came last week from Frank C. Hilton, VFW commander-in-chief, after what was described as "protracted negotiations." The half-hour pictures will feature Medal of Honor winners in the Civil War, Indian wars, Spanish-American War, Philippine Insurrection, World Wars I and II and the Korean Campaign. The radio series featured men in only the three last-named conflicts.

The TV plans originally were made when the *Medal* radio series began early in 1950. The radio program series received a special award from Freedoms Foundation of Valley Forge, Pa., last February. The TV films, to be made in cooperation with the Dept. of Defense, will contain film footage made in actual combat, in the heroes' home towns and in Hollywood studios, according to Albert S. Rogell, director-producer and president of Screen Directors Inc.

Jon Yost, radio-TV director of the Russell C. Comer Co., which produced the radio series, will be script supervisor and writer for the TV series. He already has prepared the first 13 scripts.



QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
SCOTT CO.
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
ROCK ISLAND CO.

82nd in Population

among Sales Management's 162 Metropolitan Counties

IF your radio campaign includes the first 100 markets according to Population—then over 234,000 Quad-Citians are among your targets.

WHBF enjoys the respect and good will of the Quad-City area—a progressive community which it has supported and served for over 25 years.

Les Johnson, V.P. and Manager

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

We're beating the drum



because you'll find that LOW-low cost per thousand radio homes delivered makes

KWK the radio buy in St. Louis!

Your Katz man has the facts ready in printed form—all based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

programs promotion premiums



INITIAL broadcast of *Time Capsule*, described as first regularly scheduled program designed for re-broadcast 100 years from now, was heard on ABC radio last Sunday. Producer Bill Berns attempted to "capture the rhythm, color and shape of events which identify the people of today." Each program in the series will be recorded on magnetic tape, sealed and deposited in suitable repository for revival in 100 years.

MUSICAL EXPERIMENT

AUDIENCE reaction shows that many musical radio programs in the future may be slated for a change, according to an experimental broadcast presented by KXYZ-AM-FM Houston. Fortnight ago, *Saturday at the Shamrock*, show carried on the full ABC network, was set up so that listeners could hear music in three dimensional sound. Resulting full richness of tone, station relates, was picked up only by listeners who tuned in both AM and FM receivers at the same time.

TV TEACHES SWIMMING

SWIMMING lessons are now available to televiewers in the Baltimore area on WBAL-TV. A series of three remote broadcasts from Carlin's Park pool are planned with Red Cross instructors giving lessons.

SPOTS STRESS CAUTION

SCHEDULE of 130 spot announcements was carried by WROL Knoxville, Tenn., during the first two weeks in June in connection with a safety campaign emphasizing careful driving. Campaign will continue throughout the month and will include a special announcement each time an accident occurs in the city or in Knox county.

CLUB NEWS SHOW

CLUB women in the Detroit area are given a chance to air news of their organizations on *Gal About Town*, new program broadcast twice weekly on WXYZ Detroit and sponsored by Modern TV & Appliance Co., that city. Show features Mary Lee Lippincott who discusses a "Club of the Day," telling how the group was formed and particulars about leading members.

TV SET sales were 24% higher in May for Admiral Corp., Chicago, than in the same period last year. Dealer inventories were at the lowest point in 12 months, with company distributors having only one-third as many TV sets in stock as a year ago, according to Wallace C. Johnson, Admiral vice president in charge of sales.

NEVER SAY DIE

DAYTIME only stations can provide thorough election coverage too, according to KBOE Oskaloosa, Iowa. Station was unable to broadcast evening returns of the primaries held in the state June 2 so an "election party" was held in the studio. Everyone was invited. Coffee and doughnuts were served and as the returns came in, they were posted on the blackboard in the lobby of KBOE for station's guests to read.

AIR-RAID BROADCAST

MULTI-remote broadcast of Connecticut's first air raid test was handled fortnight ago by WTIC Hartford and fed to a group of stations through the state. Pickups were made from air raid shelters, the state's Civil Defense communications center and local control center. Eight engineers, seven announcers and three producers were assigned to the broadcast.

REBROADCAST PLANS

CUSTOMS, music and personalities of Austria compose format for *Viennese Varities*, new weekly half-hour show on KFAC Los Angeles. Sponsor is Baker Boy Bakeries Inc. Station relates that city's Austrian colony has given the broadcast such support that tape recordings are being prepared for rebroadcast on Austrian State Radio.

TV LAW CASES

SERIES using "real" people in fictional law cases was begun at WTOP-TV Washington on June 17. *Letter of the Law* each week will present real judges, lawyers and personalities playing themselves in everything but the fictional case under consideration. TV audience will be "sworn in" as a jury and will decide the fate of the defendant.

REQUESTS PROVE PULL

SUCCESS story titled "2,252 Requests—Or One Bank Run That Made the Bankers Happy" fronts a program schedule released by WSM-TV Nashville. First National Bank in that city sponsored a one-time announcement offering listeners plastic dime savings banks. Following day, 2,252 banks had been given out in 14 branches throughout the city, according to bank officials. To further prove station's pull, requests were received from people who had heard the spot in 94 towns in Tennessee and Kentucky.

'OPERATION SUNBURST'

AUDIENCE and sales promotio drive for summertime viewers an sponsors was launched last week b WLWT (TV) Cincinnati. "Opera tion Sunburst" features $50,00 contest for viewers with six-roo completely furnished modern hom going to the first-place winne Theme of competition is "If I We a President." Contestants are aske to answer 90 questions pertainin to the Presidency and write a sho essay on what he would do if h were the White House resident.

HOME DECORATING SHOW

WEEKLY quarter-hour Sunda night show, *Royal Tile Time*, mad its bow last Sunday on WFIL-T Philadelphia. Program, sponsore by Royal Tile Co., is designed t provide home owners with uniqu home improvement ideas. Husban and wife team of Mark and Vivia Olds are featured in dramati sketches presenting hints for hom decorating. Agency for the accoun is Robert J. Enders Adv., Phila

DRUGGISTS ATTEND SEMINAR

TELEVISION seminar was hel for Gallaher Drug Co., midwestern chain, in WLWD (TV) Dayto studios last week. Speeches were made by several station executives Workshop, demonstrating various types of commercials and showing camera tricks, was featured on th program. Question and answer per iod was also arranged for the Gal laher personnel.

COURTESY TICKETS

COURTESY Week in Cleveland is providing material for TV programming. Newsreel cameramen are sound-filming motorists in the city as policemen order them over to the curb to give them a ticket. Surprised reaction of the motorist who has been driving carefully and his change of attitude when he receives the "ticket"—for a Cleveland Indians ballgame—are recorded for broadcast by the cameraman. Gimmick, originated by WEWS (TV) station manager J. Harrison Hartley, is being used by all three local TV outlets.

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City Mo

Sales Lift With Swing Shift

(Continued from page 29)

pulling power came when KNUZ campaigned for blood donors and got 500 pledges. Amusing experience happened when the Houston Sport Shop, one of the night program's sponsors, offered a free spool of nylon fishing line to listeners who called at the shop on Saturday morning. Copy was intended to read to the "first ten" who appeared, but the agency omitted the qualifying number. Result was a deluge of customers at the sports shop, the management of which now is convinced of radio's power. The shop carries two half-hour segments giving weather reports, fishing data and similar information each fishing season.

KFAC Los Angeles

After 18 years' experience with all-night programming, KFAC Los Angeles has worked out a format differing from most other 24-hour operations. While the 12-to-1 a.m. programming is of movie music and show tunes, from that time on the music becomes definitely classical in nature. At 5 a.m. music reverts to more popular songs to blend with the 6-8 a.m. *Coffee Cup Concert* with which the station starts its daytime broadcasts.

The entire 12-to-6 a.m. segment is sold to the Hollywood Ranch Market, a large independent that operates 24 hours a day. Management of the market agrees that the program has been successful, for it points to various instances of unusual sales. At Christmas, a year ago, the market was able to sell 10,000 Christmas trees at a time when the items were a drug on the Los Angeles market. Another example was the sale of 3,000 cases of eggs in two nights. In neither case was any other advertising medium used except radio.

While the late operation has not always "made money" for the station, General Manager Calvin J. Smith feels that "it enhances our dial position and builds a certain amount of listening habit which is valuable to our daytime operation."

WIP Philadelphia

In Philadelphia, WIP has been on the air continuously since Dec. 5, 1938, when it launched its late hour *Dawn Patrol*. The same m.c., Joe McCauley, has handled the program nearly ten years. The show follows a music and news format with Mr. McCauley playing requests sent in by letter or telegram. From 20,00 to 25,000 letters and telegrams are received yearly.

From March 8, 1939, for more than eight years The Pep Boys, auto appliance firm, sponsored the program. Their results were clear and definite and were proven over and over by store "specials" that tied in with the show. During the time the firm used the show its only other advertising was in the mail order section of the Sunday newspaper.

In 1947 format of the show was changed to accommodate three sponsors: a night club, a beer distributor and a TV and radio store. From this beginning the show gradually has changed to the present co-op sponsorship plan. Program is sold on a 13-week basis with each sponsor receiving 22 quarter-hours a week. Time is rotated each night. Three quarter-hours are given for six nights and four on the seventh. At present, the program accommodates seven sponsors.

So popular has *Dawn Patrol* become that top recording artists and other talent consent to frequent guest appearances. Recently Krass Bros., clothier using the program exclusively, announced a sale on the program to such success that police had to control the crowd. Other present advertisers include Kaiser-Frazer, Premier Record Co., exclusive on the program, and Charles Antell.

KCBQ San Diego

Rounding out its first year as San Diego's only 24-hour station, KCBQ reports the after-midnight segment of its operation successful both financially and in listener interest from the first. The station programs Monday through Saturday, allowing one night a week for maintenance of studio and transmitter.

Music follows the regular KCBQ format of popular and pop-concert with most numbers on the "sweet" side. No race, western or hillbilly records are used. First two hours are primarily new tunes in the straight pop field with accent on vocals but with a good instrumental spotted about every third disc. Second two hours are devoted to pop-concert and largely employ LPs of show music. The third two hours are early morning format—bright tunes, some novelties and an occasional march or polka. Announcer (no disc jockeys at KCBQ) is Jim O'Leary, 25-year-old Marine Corps veteran. News is an important part of the program.

The entire segment has been sponsored since it began. Ruling out participating programs, management decided to sell the show to one or two sponsors. First segment was sold to a local used car account and the second to a small television retailer, The Video Store, which was so successful that the owner reported the program "one of the best media buys we ever made. The overall advertising impact of 36 hours per week on the community even at that late hour was very evident from our increased business."

At the end of the second 13-week period the TV store transferred its business to other times on the station and the account was sold to Waldorf-Dawson, a home freezer distributor.

Charles E. Salik, president and general manager, says 24-hour operation pays off in programming, promotion and sales and is practical for stations in any major market.

KMOX St. Louis

Since 1948 KMOX has been on a 24-hours-a-day basis with its *All Night Frolics* from 11:35 p.m. to 5:45 a.m. Hillbilly, western and folk music records are used almost exclusively. News is presented on the hour and half-hour and complete weather reports covering the entire area are aired three times nightly.

Some time ago, Stan Levey, manager of night operations for the station, experimented by cutting down the hillbilly programming and using pop records instead, but after six weeks complaints were so heavy the former format was restored.

Sponsorship is good with most of the advertisers having used the program two years or more. The majority of the accounts are on a per inquiry basis and firms using the station also use similar programs throughout the country.

KMOX is the only station in the St. Louis metropolitan area operating around the clock at present.

WWDC Washington

Since 1942 WWDC Washington has operated 24 hours a day with a simple format of news on the half-hour, interviews with celebrities and with just ordinary people and popular records that don't jar the ears. Important element in an

(Continued on page 86)

Mr. William J. Lewis
#1 Lux Promoter
New York City, N.Y.

Dear Bill:

Sometimes I wunder where we git all the bizness thats done here in West Va. Hit seems as bizness is bubblin' up all over th' place just like from Lux' lather. The figgers I just seen on th' boss' desk show 'lectric power prudction up 35% ovur last yr. and bildin' permits up 16%. Comsumir sales taxes is up 16% so peeples must be a'spendin' money. These are beautiful bizness figgers and, by gosh, our wimmin is jist az beautiful. Ov course, they keep thet way by uzing Lux which they heers about on WCHS with 5,000 on 580.

Yrs.,
Aloy



WCHS
Charleston, W. Va.

Key to a $6 Billion Market

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

KGW



THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Sales Lift

(Continued from page 85)

all-night show, WWDC management feels, is that it is relaxing without putting people to sleep. Since the audience ranges from cab drivers to late spooners WWDC feels the disc jockey handling the show should not be a "cornball" comedian. Their answer to this problem is Felix Grant who conducts the program from 1 to 6 a.m.

On weekends, the records are mostly dance music since Washington is not a night club town and at-home parties usually tune to stations with that type of music.

Consistent sponsors of WWDC's *Yawn Patrol* have been Peoples Drug stores (newscasts), Super Music stores (one hour nightly), Eastside Cab Co. (spots each night), Marvin's Clothing Store (spots), White Tower restaurants (half-hour) and others. All the accounts use WWDC during daytime periods as well.

NATIONAL business accounts placed with WKRC Cincinnati are 65% higher now than they were at this time last year, according to David Taft, manager of Radio Cincinnati Inc.

'RETURN TO QUALITY'

Ed Craney Urges Network Affiliates

A RETURN to "quality programming" by all network affiliates was urged last week by Ed Craney, of the Pacific Northwest Broadcasters.

Mr. Craney is president-general manager of KXLY Spokane, Wash., an affiliate of CBS.

With the CBS Radio Affiliates meeting in New York July 1-2 in mind, Mr. Craney sent a letter last week addressed simply, "Mr. Network Affiliate." Its overall tone is:

"Radio must again be made important."

Mr. Craney pointed to a current decline in network radio. "One reason for the decline is, of course, due to the same people selling TV, the glamour child, as have been selling radio.

"This is being overcome," he added, "in the most part, by establishment of separate radio and television organizations within the framework of an overall communications company.

"If those operating the radio and television networks believe the only way a schedule of national network programs on radio can be maintained in the 1952-53 season is through a radio network rate cut, then, of course, a rate cut is inevitable.

"Such a rate cut distributed to the stations equally on a national basis is most unfair," Mr. Craney charged, "and as the first rate cut a year ago will solve nothing except momentarily placing a few dollars on network radio. Some fundamental thinking and action must be effected," he urged.

"Radio must again be made important," he declared. "This means we must see what radio can do best, music, news, word pictures. It means we must again view what we, who are responsible for radio, are doing to it. Radio must have some important shows not duplicated by TV. Radio must have a house cleaning. The lengthy, repetitious, non-interesting commercial must be abolished as should double, triple and sometimes even four or more commercials via the cowcatcher and hitch-hike method. The advertising of products we considered questionable in the past, should be reviewed."

Mr. Craney concluded "There are only two methods of lawful radio operation possible — *quality* or *quantity*. It is not possible to simultaneously emulate both. America has looked to network operation for *quality* in the past. Let us, the affiliates, sit down and find a way to again return *quality* to our airways. Let us again give the people of America a reason for listening."

NO RATE CUTS

Several Stations Up Prices

TEN of 17 stations at the semi-annual convention of the Assn. of Independent Metropolitan Stations held May 26-28 in Louisville, Ky., announced plans for increases in their rates.

None were contemplating a rate cut, despite vigorous rate competition attributed to network affiliates in several markets, it was reported. One station owner, Todd Storz of KOWH Omaha, said, "Our audiences are larger than ever. We deliver them at a lower cost per thousand than any other media, and, in most instances, at a lower cost than competing stations. Our business volume is at a record high. We cannot agree with those persons in high places who are willing to sell radio short. We believe our rates are disproportionately low in relation to value delivered. We're ready for an immediate upward revision."

ROTATING bulletins, 12½ x 47 feet, placed throughout metropolitan Los Angeles, read "Music You Like—Just Enough News—All Day Long—KBIG The Catalina Station, 740 on Your Dial" and pictures housewife at kitchen radio and motorist at car radio.

WOV RATES RISE

Revenue Figures Also Grow

WOV NEW YORK announced last week that not only are its revenues up, but that its rates are following suit.

General Manager Ralph N. Wei reported that the independent out let's revenue for May was 28% higher than the same month year ago.

The rate card revision was de scribed as "generally upward." WOV's daytime and nighttim rates are the same, under a 10 year-old policy.

Referring to the May 1952 gai over May 1951, it was pointed ou that WOV "has been proving ra dio's vitality in all the statistic it has released for months."

WISN BIRTHDAY

Station Marks 30th Yea

WISN Milwaukee yesterday (Sun day) began a week-long celebra tion of its 30th birthday anniver sary. Special broadcasts include the reading of congratulatory mes sages from Wisconsin Gov. Walte Kohler and Milwaukee Mayo Frank P. Zeidler. Harry D. Pecl WISN station manager, acknowl edged the messages on behalf o the station.

WISN, 1150 kc with 5 kw, i owned and operated by the Hears Corp. Gaston W. Grignon ha been associated with WISN sinc its beginning in 1922 and has bee general manager for the past 2 years. Station has been a CB affiliate since 1929.

Joseph Antoine Hardy

JOSEPH ANTOINE HARDY, 62 president, Jos. A. Hardy Ltd., sta tion representative firm in Mon treal, Toronto and Quebec, die June 14 at his home at Montreal In radio for almost 25 years, h had been promotion manager o CHRC Quebec, until 1946 when h started his firm which represente stations in the Quebec province He was known as an authority o Quebec French-language radio op erations. He is survived by fou daughters and a son.

Listen to what $250,000,000 says about the BROADCASTING MARKETBOOK

N. W. AYER—Thomas McDermott:
"Your 1951 Marketbook surpassed your excellent 1950 Marketbook."

MORSE INTERNATIONAL—Chet Slaybaugh:
"The Marketbook is indispensable in my end of the business."

COMPTON ADVERTISING—Frank Kemp:
"A most valuable tool. Convenient and time saving."

FOOTE, CONE & BELDING—Lillian Selb:
"The new BROADCASTING Marketbook is not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific."

LEVER BROS.—Stanley Pulver:
"A masterfully-designed one volume reference source for blueprinting network spot and television campaigns quickly and intelligently; the greatest possible help when it is necessary to—'get this out fast.'"

S S C & B—Frank Mineham:
"We find BROADCASTING's Marketbook very helpful when we need data on radio markets."

HARRY COHEN ADV.—Mary Dunlavey:
"The BROADCASTING Marketbook is one of our important timebuying yardsticks."

B.B.D.&O.—Frank Silvernail:
"It's the timebuyers' Encyclopedia. He has all the market answers from Andalusia to Zanesville."

BIOW COMPANY—Terrence Clyne:
"We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."

BENTON & BOWLES—Mary McKenna:
"It's a very useful tool and has a convenient assemblage of data."

What YOU should say?

DEADLINE: JULY 20 FOR 1952 MARKETBOOK

"Sure, reserve my space today and put my ad near my own listings."





WDUZ
ABC NETWORK
GREEN BAY, WIS.

MARKET . . . SIGNAL . . . AUDIENCE . . . MAKE WDUZ "BASIC" WITH ABC ADVERTISERS IN WISCONSIN. (LIST ON REQUEST.)

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

ED ELECTIONS

Gray Joins Trustee Board

LECTION of Gordon Gray, president of WSJS Winston-Salem, . C., and the U. of North Caroa, and of William Balderston, resident of Philco Corp., to the oard of trustees of the Committee r Economic Development was anounced last Thursday by Marion . Folsom, CED chairman.

Among others elected trustees f the non-profit economic research nd education organization were: ames L. Allen, of Chicago, senior artner and chairman of the exective committee of Booz, Allen & Iamilton, station brokerage firm, nd Stanley Marcus, of Dallas, resident of Neiman-Marcus Co. ED now has 143 trustees.

Three Silenced

HREE stations — WNEW and WMCA New York and WAAT Newark—went off the air with one wipe last Monday when the top f a heavy crane, replacing a worn ater main in the Jersey City ater supply system, struck power nes leading to the New Jersey ransmitters of the three stations. WNEW and WAAT were off the ir about 20 minutes and WMCA bout 40 minutes, when it put its uxiliary transmitter into service.

Cow Story

LATEST reason for a station sign-on failure comes from General Manager James H. Fitzpatrick of WLYC Williamsport, Pa. Engineer Paul Bosted, who was to open the transmitter, got caught behind an unbudging herd of cattle one morning on a country road that leads up a mountain toward the station's transmitter. Cattle proved unconvinced that radio is on deadline. Result: Station signed-on 25 minutes late.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In RETAIL SALES

GREENVILLE $167,610,000

Columbia 146,483,000

Charleston 135,000,000
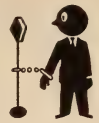
Sales Management 1952

MAKE IT YOURS WITH WFBC 5000 WATTS

NBC affiliate for the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

allied arts



JOHN W. LOHNES, elected vice president in charge of sales for Jeffers Electronics and Speer Resistor Div., Speer Carbon Co., Saint Mary's Pa.

ROBERT SEWARD, Paramount Pictures publicity department, to Fritz Ufer & Assoc., Hollywood, public relations firm.

SAMUEL ABELOW, formerly with CBS advertising and promotion department, N. Y., to BAB's national promotion staff as presentation writer.

WILLIAM J. GREASER, General Electric Co., to Richard H. Rogers Co., N. Y., as account executive and head of manpower development field through audio and video slide films.

JACK H. MOULTHROP, president, Radio Television Supply Co., L. A., has purchased entire interest in firm which distributes Stromberg-Carlson radio and TV sets, electronic and recording equipment.



Mr. Moulthrop

M. KIRTLEY HARRISS promoted to southwestern manager, Gould, Gleiss & Benn Inc., Chicago marketing consultant firm, with headquarters in Houston.

ADOLPH L. GROSS Assoc., new firm of manufacturers representative and sales consultant specializing in electronic accounts, opens office at 45 W. 45th St., N. Y. **ADOLPH GROSS** is president; **ROBERT HERTZBERG** is vice president.

JERRY D. LEWIS, writer, ABC Radio *This Is Your FBI,* has formed **JERRY D. LEWIS PRODUCTIONS** at 15219 Sunset Blvd., Pacific Palisades, for production of radio-TV packages.

ED MANNING to Gordon V. Thompson Ltd., Toronto, as manager of record division.

DAN THOMAS, Universal-International, elected president of the Publicists Guild, Hollywood, succeeding **KEN CARTER,** from same studio. Other new officers are: **ROY CRAFT,** 20th Century-Fox, vice president; **HOMER DAVIES,** Columbia Pictures, treasurer, and **PATRICIA McDERMOTT BARNES,** CBS Hollywood, secretary.

ALL-CANADA RADIO FACILITIES Ltd., appointed by Charles Michelson Inc., N. Y., as Canadian distributor for Gennett, Speedy-Q and EMI sound effects record libraries.

ROBERT JOSEPH, head of publicity for Filmakers Inc., Hollywood, joins Harry M. Popkin Productions, that city, in similar capacity.

A. B. HUNT, manager of Communications Div., Northern Electric Co. Ltd., Montreal (Canadian subsidiary of Western Electric), was elected president of Radio-Television Manufacturers Assn. of Canada at 23d annual convention on June 13 at Bigwin Inn, Ontario.

W. E. HENGES, president, Graybar Electric Co., N. Y., elected trustee of Union Dime Savings Bank, that city.

THOMAS A. KENNALLY, chairman of distribution committee and vice president, Philco Corp., received honorary Doctor of Laws degree at commencement at La Salle College, Phila.

BURNS W. LEE Assoc., L. A. (public relations firm), moved to new headquarters at 607 S. Hobart Blvd. Telephone is Dunkirk 8-4131.

FREDERIC A. CARR, director for ABC-TV and CBS Radio, signs as free lance director with Lester Lewis Productions for *Hollywood Screen Test* and David Lown Productions for *Better Home Show* and *Harmony House.*

Equipment . . .

PICKERING & Co., Oceanside, L. I., announces development of new 410 audio input system designed to serve as audio control center. Three input channels are provided, two for high level audio signals and one for magnetic type pickups.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces production of new voltage-measuring reactor to provide increased safety in measurement of dc voltage by insulating instrument circuit from power source.

ELECTRO-VOICE Inc., Buchanan, Mich., has issued condensed catalog No. 113 illustrating and describing current line of microphones for TV, radio, recording, P.A. and communication.

Technical . . .

CHARLES R. NEWTON to WDRC Hartford, Conn., as control room operator and transmitter engineer.

MICHAEL McMULLEN, engineering staff, KNXT (TV) Los Angeles, to Oregon Television Inc., Portland, as director of technical planning.



Mr. McMullen

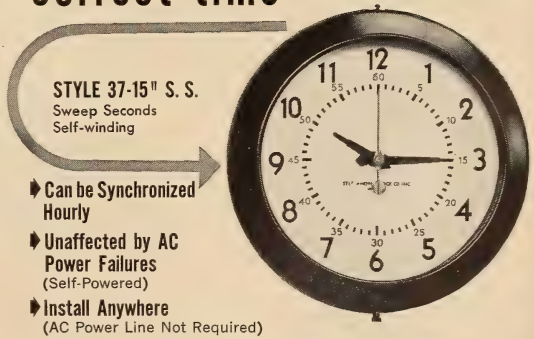
M. LEONARD SAVAGE returns to WLBR Lebanon, Pa., as chief engineer after two years with Army in Korea.

CHARLES A. JOHNS, technical staff, KDKA Pittsburgh, returns to station after second tour of duty with Navy.

WFIN Internship

SUMMER radio-journalism training has been instituted jointly by WFIN Findlay, Ohio, and Ohio U. of Athens (Ohio), the station notes. First person to take part in the program is Benjamin L. Mortan, who already has begun his internship at WFIN. This experience will make him eligible for special seminar study when he returns to Ohio U. next fall.

This Clock gives you correct time



STYLE 37-15" S. S.
Sweep Seconds
Self-winding

- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
- Install Anywhere (AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for *Dependable, Exact Time-keeping.*

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

SELF WINDING CLOCK COMPANY, INC.

Manufacturers of Standard and Specially Designed Clocks and Clock Systems for more than 65 Years

207 WILLOUGHBY AVENUE · BROOKLYN 5, NEW YORK



CAPT. BILL CALVERT (r), who was with WPAT Paterson, N. J., before recalled to active duty with the U. S. Army Ordnance Corps, tape records an "on the job" interview with Sgt. Alfred Ludwicki, Brooklyn, N. Y. Capt. Calvert, ordnance public information officer for the Eighth Army, is producing a series of special radio programs for the Far East Network in Korea.

Cecil Hind

FUNERAL services were conducted in Hollywood, June 15, for Cecil Hind, 54, night news editor of NBC radio, Hollywood. Mr. Hind died June 11 of a cerebral hemorrhage. Before he joined NBC seven years ago, he was news editor of *Seattle Post-Intelligencer*. Surviving are his wife, Bettie, and three children.

the player

Capitol's new, low-cost open end dramatic show

15 minute dramas—mystery, comedy, adventure, westerns —easier to program —easier to sell!

Audition discs and brochures available now!

CAPITOL RECORDS
Distributing Corp.

BROADCAST SALES DIVISION
1453 No. Vine, Hollywood 28, Calif.



RADIO 'FARMERS' *Plow Program Furrows In Washington Meet*

AGRICULTURAL programming on TV and information services provided by the government highlighted a two-day conference of the National Assn. of Radio Farm Directors at the U. S. Dept. of Agriculture in Washington last week.

Nearly 60 farm broadcasters, many of them representing combined AM-TV broadcast operations, met with Agriculture Dept. officials and Congressmen Monday and Tuesday.

Television at the station and government level dominated discussions, with government specialists sounding the theme that eventually farm broadcasters will occupy the same niche in television as in radio.

Problems in presenting video farm shows were thrashed out in a panel session led by Maynard Speece, Radio & TV Service, Dept. of Agriculture. Kenneth Gapen, assistant director of information for radio-TV, also participated.

Mr. Speece stressed the importance of variety and "idea presentations" in reaching both the consumer and the rural audience. He sounded out farm broadcasters on a kit (scripts, visual aids), which the Dept. of Agriculture proposes to distribute to the 100-plus TV outlets for use with agricultural shows.

Special Events Value

Value of agricultural programming lies in planned special events rather than in spot news coverage, Mr. Speece noted, citing the medium's continued search for new techniques in airing news. Additionally, station policy on target audiences — consumer vs. rural viewers—was reported as varying in different communities. Emphasis was placed on general programming until such time as TV penetrates rural areas and on the exchange of program material among TV stations as an economy measure.

Farm broadcasters were urged to take the initiative on programming consonant with community needs. The Dept. of Agriculture is severely limited by lack of funds, they were advised, with a budget pegged at $34,000 covering radio-TV, lowest for any section in the department. The department was cut 25% for fiscal 1953, in addition to another 10% under the Byrd economy rider affecting numerous government agencies. As a result, all but network radio has been affected.

The agency has been active on one TV front—preparation of a series of five-minute films for distribution to TV outlets. Production costs run close to $1,250 for the prints.

Suggestions for improvement of the government's information newsletter to NARFD members and other services were reviewed. R. L. Webster, director of the Office of Public Information, headed a panel that included Homer Martz, KDKA Pittsburgh; Mal Hansen, WOW Omaha and others.

The TV and information session capped formal discussions Tuesday morning. Later RFDs met with farm organizations with a luncheon at the Washington Hotel. Farm broadcasters made recordings for local station use.

Highlight Monday was a meeting with Agriculture Secretary Charles F. Brannan and with the Agriculture Committees in Congress. Panel talks with government research, production and marketing officials rounded out the agenda. A reception and dinner were held at the Mayflower Hotel Monday under NARFD auspices. Tuesday session opened with a Point Four progress report.

Registration at the meeting follows:

Alampi, Phil, WJZ New York; Andrews, Harry, Mr. & Mrs., WLW Cincinnati; Arnold, Burnis, WHAS Louisville; Battles, Roy, WLW Cincinnati; Betts, Joe, Farm Bureau Federation, Washington; Bond, Al, Ext-RFD, Pullman, Wash.; Bradshaw, John, CRFB Toronto, Canada; Brenner, Bernard, UP Farm Radio, Washington; Calkins, C. F., Conklin Mann & Son, New York; Carroll, Chas., Mr. & Mrs., Carl Byor & Associates, Chicago; Chase, John, Mr. & Mrs., WHFB Benton Harbor, Mich.; Diamond, Bill, Chicago; Eagon, Bruce, KOTV (TV) Tulsa, Okla.; Eshbach, Chas., New England Mktg. Service, Boston; Enright, M. C., American Petroleum Institute, Pittsburgh; Evans, Phil, KMBC Kansas City, Mo.; Fleming, Phil, PMA, New York; Freeland, Bayne, Chicago, Ill.; Galusha, Merl, WGY Schenectady; Gapen, Ken, U. S. D. A., Washington; Gifford, Claude, Farm Journal, Washington; Gray, Cliff, WSPA Spartanburg, S. C.; Gurley, Del., Swift & Company, Chicago; Haffert, Wm., Mr. & Mrs., WPTZ-TV Philadelphia; Hansen, Mal, WOW Omaha; Harper, Dix, WIBC Indianapolis; Hass, Howard, Mich. State College, E. Lansing; Heath, Howard, WPAG Ann Arbor, Mich.; Herzman, Carl, KLZ Denver; Hughes, Charles, Armour Livestock Bureau, Chicago; Hunter, Geo., WGAN Portland, Me.; Haystead, Lad; Hyman, Thedore, Ext-RFD, Blacksburg, Va. Jennings, Jack, Coop League, Washington; Kany, Howard, AP, Washington; Kern, Lowell, Petroleum Institute, New York; King, Joseph, Grocery Mfg. of America, New York; Kraeft, Norman, Mr. & Mrs., WGN Chicago; Laden, Norman, Medical and Pharmaceutical Information Bureau; Langfitt, Merrill, KMA Shenandoah, Iow... Laustsen, Vern, Bert S. Gittins Ad... Milwaukee; Lewis, Clem, Mr. and Mr... Ext-RFD, New Brunswick, N. J.; M... Carthy, Don, Mr. & Mrs., Americ... Hereford Assoc., Kansas City, Mo... McDonald, John, WSM Nashvil... Martz, Homer, KDKA, Pittsburgh, P... Miller, Hank, Voice of America, Ne... York; Miller, Bob, WRFD, Worthin... ton, Ohio; Morrow, Keith, CBC Fa... Supervisor, Toronto, Canada; Orr... E. V., KSL, Salt Lake City; Osbo... John, BROADCASTING • TELECASTI... Washington; Peach, Don, KOA Denve... Quann, Homer, WSVA Harrisonbur... Va.; Raymond, Frank & Sue WD... Danville, Va.; Reiber, P. R., New Yor... Roesner, Geo., KTRH Houston; Ruth... mann, Dene, 4-H Committee, Chicag... Ruhmann, "Doc," WBAP Ft. Wort... Reynolds, Dana, MSA, Washington... Saunders, Sandy, WKY Oklahon... City; Schmitz, Harold, KFEQ S... Joseph, Mo.; Seaman, Gerry, Bert... Gittins, National Farm & Home Hou... Seabrook, Paul, Bert S. Gittins Ad... Milwaukee; Seyler, Wes, WIBW Top... ka, Kan.; Slusarczyk, Ed, WIBX Utic... N. Y.; Smith, Bob, WGAR Clevelan... Sykes, J. D., Ralston-Purina, St. Lou... Tait, Elton, Penn State College, Sta... College; Tautkus, Alex, WPAG An... Arbor, Mich.; Thompson, Dave, Gr... cery Mfg. Assoc., New York; Timmon... Jack, KTBS Shreveport, La.; True, ... Scott, WFTM Maysville, Ky.; Turr... John, WBUT Butler, Pa.; Tuttle, Do... WHAI Greenfield, Mass.; Visser, Pa... NBC Chicago; Warner, Al, WFB... Syracuse, New York; Webster, Ly... U. S. D. A., Washington; Wells, Do... Buffalo, N. Y.; Winks, Don, Medic... and Pharmaceutical Information Bu... reau; Zeis, Geo., WHEC Columbu... Ohio; Zipf, Bill, WBNS Columbu... Ohio.

ARBI SURVEYS

Joint Effort in Rocheste

FOUR member stations of the Ra... dio Broadcast Management Cou... cil of Rochester, N. Y., are takin... part in Advertising Research Bu... reau Inc. surveys, it was a... nounced last week.

WARC WHAM WRNY an... WVET, all Rochester, are spon... soring four consecutive ARB... surveys. Stores which are bein... tested are Sears Roebuck & Co... Projansky Inc., E. W. Edwards ... Son and McFarlin Clothing Co.

The Rochester stations are di... viding the cost of the surveys a... well as dividing appropriation... from the stores in this manner:

The lowest frequency discoun... Class B time rate of each statio... was added together. Each sta... tion's percentage of the total wa... then applied to the cost and ap... propriation of advertisers.

Jack Knabb, public relation... counsel, RBMC, predicted thi... joint effort may set a pattern fo... other cities to follow.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

FTC ACTIONS

On Tobacco, Pass Book Firms

ALLEGED advertising misrepresentations in radio, television as well as in printed media figured in actions taken by the Federal Trade Commission last week. Involved were manufacturers of two name-brand cigarettes and a firm handling pass book advertising.

An FTC trial examiner, in an initial decision, recommended that a false advertising complaint against American Cigarette & Cigar Co., New York, (Pall Mall cigarettes) be dismissed "for want of prosecution." Decision becomes final next month unless docketed for commission review.

Examiner Earl J. Kolb observed that the firm has discontinued some of its advertising claims and that other charges "are not sustainable by proof." While the media in which the ads appeared were not specified, the company has used radio-TV broadcasting in late years. Claims were made for protection of the throat against irritation.

In a second cigarette case, FTC held oral argument last Tuesday on a similar complaint involving Philip Morris & Co. Firm had appealed an initial decision by a hearing examiner.

Similar complaint was directed by FTC at respondents trading as Metropolitan Pass Book Co., New York. They were accused of misrepresentations in radio and TV commercials involving a "pass book advertising scheme."

According to the complaint, the co-partners represented that purchasers of the books would receive $175.50 worth of guaranteed passes" entitling them to admission to theatres, bowling alleys and skating rinks—all without extra cost beyond the $1.98 charge for the book.

PHIL DAVIS Musical Enterprises, N. Y., has been commissioned by Arizona Brewing Co., through Advertising Counselors of Arizona, to write 30 and 60 second musical commercials for A-1 Pilsner beer. Spots will be used in Arizona and New Mexico.

1880 Thomas C. Gooch 1952

FUNERAL SERVICES for Thomas Caraby (Tom) Gooch, 72, board chairman of KRLD-AM-FM-TV Dallas and publisher of Dallas' *The Daily Times Herald*, were held June 14. Burial was in Greenwood Cemetery, Dallas.

Mr. Gooch died June 13 at his home after an illness of nine weeks [B•T, June 15].

One of the nation's leading newspaper men, Mr. Gooch served on the staff of the *Times Herald* for more than 50 years. This half century spanned the development of the Southwest, in which the *Times Herald* and Mr. Gooch played a prominent part.

Born in Bonham, Tex., Mr. Gooch was a son of Harold Gooch, who had been born in England. The family included an ancestor who had won the title of knight as an officer under the first Duke of Marlborough. The elder Mr. Gooch had come to the West to seek his fortune in buffalo hides.

Tom Gooch's mother, the former Mattie Revel Taylor, was a granddaughter of Mrs. Mabel Gilbert, who belonged to one of the first U. S. families to settle in what was then the Mexican-Spanish region.

As a boy, Tom Gooch moved with his family to Chicago where he attended the Chicago Art Institute. He abandoned his art career to become a reporter on the *Fort Wayne* (Ind.) *News*. His next job was with the *Fort Worth* (Tex.) *Record*, but when a better opportunity arose, he went to Dallas, 30 miles east. His rise with the *Times Herald* was meteoric, thanks largely to the interest of the late *Times Herald* owner, E. J. Kiest.

Mr. Kiest had exhibited an early interest in radio, and had founded WRR, one of the first municipal stations. In 1926, Messrs. Gooch and Kiest opened KRLD. One of the highlights of Mr. Gooch's life was the birth of KRLD-TV. First telecast of the station was the Southern Methodist U. - Notre Dame football game in December 1949.

Mr. Gooch had decided against a special dedicatory program. He



said simply, "If we do a good job, the people will support us. If we don't do a good job, it won't make any difference what kind of a dedication you have had. It's what comes after the dedication which counts."

During the closing months of his life, Mr. Gooch repelled all suggestions that he take things easier. Until the day he went home for the last time, he arrived at his office by 9 a.m. to confer with business and newsroom executives.

Mr. Gooch married the former Lulu Flateau Nov. 12, 1908. She is his only survivor.

RUNYON ELECTED

Is Tom Gooch Successor

JOHN W. RUNYON last week was elected board chairman of *The Daily Times Herald*, Dallas, succeeding the late Thomas C. Gooch.



Mr. Runyon

Mr. Runyon previously had been first vice president of the *Times Herald*, chairman of its executive committee, and president of KRLD-AM-FM-TV, the newspaper's broadcast affiliate.

His new post comes in Mr. Runyon's 42d year with the *Times Herald*. He began in 1910 as a collector in the display advertising department. Since World War II, he has supervised an expansion program of *Times Herald* properties which cost more than $2½ million.

He was elected vice president of KRLD in 1937, and president in 1941.

STANDARD Radio Transcription Services Inc. has added KXOA Sacramento, Calif., KFAL Fulton, Mo., and CKTB St. Catherines, Ont., to stations subscribing to Standard Program Library.

SET SHIPMENTS

RTMA Gives 1st Quarter 1952

SET shipments to dealers during the first quarter of 1952, according to Radio-TV Mfrs. Assn. were as follows:

State	Radio Sets	TV Sets
Alabama	26,952	19,367
Arizona	9,734	4,077
Arkansas	12,662	4,786
California	99,649	146,434
Colorado	14,996	799
Connecticut	13,370	39,722
Delaware	3,764	5,573
District of Columbia	18,770	14,153
Florida	37,583	21,144
Georgia	35,471	33,313
Idaho	8,514	27
Illinois	85,939	87,757
Indiana	32,344	66,806
Iowa	22,411	30,773
Kansas	21,216	10,326
Kentucky	25,960	23,085
Louisiana	23,725	14,479
Maine	15,118	2,379
Maryland	22,905	26,324
Massachusetts	36,294	69,692
Michigan	52,328	67,087
Minnesota	23,731	23,742
Mississippi	12,776	3,943
Missouri	37,123	42,526
Montana	6,316	18
Nebraska	15,664	13,928
Nevada	2,833	6
New Hampshire	4,288	6,517
New Jersey	52,700	62,331
New Mexico	7,572	2,005
New York	172,096	185,820
North Carolina	38,995	33,790
North Dakota	8,577	26
Ohio	93,434	130,357
Oklahoma	21,792	21,729
Oregon	16,541	79
Pennsylvania	110,354	149,849
Rhode Island	3,652	11,228
South Carolina	15,935	7,960
South Dakota	9,527	139
Tennessee	25,525	21,896
Texas	86,449	56,071
Utah	7,176	9,086
Vermont	3,709	1,579
Virginia	25,793	29,121
Washington	23,944	18,389
West Virginia	18,117	17,806
Wisconsin	27,834	25,920
Wyoming	3,767	52
Totals	1,495,925	1,564,516

There's More SELL on . . . WRNL

RICHMOND VIRGINIA
910 KC — 5 KW
ABC AFFILIATE

NATIONAL REP.— EDWARD PETRY & CO., INC.

FARMERS

Prefer WIBW because we've served their interests for 25 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

FINAL TV ALLOCATIONS REPORT

Extra copies of this 196-page printed report available at $3.00 each.

This complete, easy-to-read volume shows the entire city-by-city breakdowns for all 2,053 proposed stations in 1291 communities.

For extra work copies, tear copies, library copies send the coupon below. Supply is limited so order your copies now.

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870 National Press Bldg.
Washington 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

Name

Company

Street

City Zone State

FOR FINEST TAPE RECORDING

WGST
Atlanta, Georgia

USES
Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!



PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!



QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.



CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions



JUNE 13 THROUGH JUNE 19

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

June 16 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KECC Pittsburg, Calif.—Mod. CP which authorized change in operation for extension of completion date.

WPRT Prestonsburg, Ky.—Mod. CP which authorized new AM for extension of completion date.

KNBR North Platte, Neb.—Mod. CP which authorized new AM for extension of completion date.

KDEF Albuquerque, N. M.—Mod. CP which authorized new AM for extension of completion date.

WJEF-FM Grand Rapids, Mich.—Mod. CP which authorized new FM for extension of completion date.

License for CP

WIVI Christiansted, Virgin Islands—License for CP which authorized new AM.

WVOW Logan, W. Va.—License for CP which authorized new AM.

KFBK-FM Sacramento, Calif.—License for CP which authorized new FM.

WARL-FM Arlington, Va.—License for FM which authorized changes in existing FM.

AM—1480 kc

WDAS Philadelphia—CP to change from 1400 kc 250 w to 1480 kc 1 kw, install new trans. and DA-DN.

AM—1390 kc

KYAK Yakima, Wash.—CP to change from 1400 kc 250 w to 1390 kc 1 kw, install new trans. and DA-DN.

Change ERP

KTNT (FM) Tacoma, Wash.—CP to change ERP from 10 to 20.2 kw, ant. height above average terrain from 425 to 395.5 ft.

WBEN-TV Buffalo—Mod. CP which authorized change in station to change ERP from 0.88 kw vis. 0.44 kw aur. to 53.70 kw vis. 26.85 kw aur.

TENDERED FOR FILING

AM—1380 kc

WACB Kittanning, Pa.—Mod. license to increase power from 50 w to 1 kw.

June 17 Decisions . . .

BY BROADCAST BUREAU

Extension of Completion Date

WBUD Trenton, N. J.—Granted mod. CP for extension of completion date to 9-1-52.

WBEN-FM Buffalo, New York—Granted mod. CP for extension of completion date to 10-1-52.

KSRT Beverly Hills, Calif.—Granted mod. CP for extension of completion date to 12-12-52.

WKNK Muskegon, Mich.—Granted mod. CP for extension of completion date to 1-3-53.

AM—1410 kc

WTIM Taylorville, Ill.—Granted license for new AM 1410 kc 1 kw DA-D.

Change Transmitter Location

KBMY Billings, Mont.—Granted mod. CP to change trans. and studio location.

FM-103.5 mcs (Ch. 278)

WGMS-FM Washington, D. C.—Granted license for FM 103.5 mcs (Ch. 278) 19 kw; 510 ft.

June 18 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KPOO San Francisco—Mod. CP which authorized new AM for extension of completion date.

WDJM Marquette, Mich.—Mod. CP which authorized change in power and frequency for extension of completion date.

License for CP

KLOK San Jose, Calif.—License for CP which authorized change in hours of operation, installation of DA-N, change of trans. location.

AM—1430 kc

KSID Sidney, Neb.—License for CP which authorized new AM.

AM—1430 kc

KGAE Salem, Ore.—License for CP which authorized new AM.

Change Studio Location

WFOS Fostoria, Ohio—Mod. CP which authorized new AM to change studio location and mount FM antenna on top of center tower of directional array.

AM—1150 kc

KRSC Seattle, Wash.—CP to increase power from 1 to 5 kw and install new trans.

License Renewal

Following stations request renewal of license:

WCSI-FM Columbus, Ind.; WCMI-FM Ashland, Ky.; WKBN-FM Youngstown, Ohio; WBIR-FM Knoxville, Tenn.

Change ERP

KSTP-TV St. Paul—AMENDED to change ERP from 98.7 kw vis. 54.3 kw aur. to 100 kw vis. 60 kw aur.

Change Antenna System

KEYL (TV) San Antonio—Mod. CP authorizing changes in facilities to request change in ant. system.

TENDERED FOR FILING

Change in DA

KGNO Dodge City, Kan.—Mod. CP to change from DA-DN to DA-N.

(Continued on page 95)



HOLDING telegrams from well-wishers for WNAW North Adams, Mass debut June 6, are (l to r) Carmo Tubby, program manager; Cecil M. Clifton, owner-manager and Budd E. Starcher, director and national representative. Mr. Starcher also is manager of WMBM Miami Beach Fla., and is head of a just-opened Miami office of Walter F. Bennett & Co., advertising agency.

UCLA-NBC WORKSHOP

Begins in L.A. Today

TENTH annual UCLA-NBC radio workshop conducted jointly by network and U. of California at Los Angeles, starts today, Thomas C. McCray, director of radio network operations for NBC Western Div. has announced.

Western division members who will participate in the six-week workshop session include Mr. McCray; Harry Bubeck, manager of programs and public affairs, who will coordinate activities for the network; Frank Berend, director of network sales; Roger Sprague, director, news and special events; Helen Murray Hall, manager, advertising and promotion; Leslie Raddatz, manager, press department; Paul Gale, manager, station relations traffic; Andrew C. Love and Warren Lewis, producer-director.

NATIONWIDE contest for all radio and TV service dealers with entries based on service promotion campaigns conducted by these dealers between June 15 and Aug. 15 of this year has been announced by Tube Dept. General Electric Co.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

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Executive Offices
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1339 Wisconsin Ave., N. W.
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*Member AFCCE **

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Consulting Engineer
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Telephone District 1205
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—Established 1926—
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Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
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GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
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26 Years' Experience in Radio Engineering
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There is no substitute for experience
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1422 F St., N. W. Kellogg Bldg.
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Dallas, Texas Seattle, Wash.
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Republic 6646
Washington 7, D. C.

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Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
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Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE **

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
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ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoeniz
Box 260 APTOS—3352
*Member AFCCE **

RAYMOND M. WILMOTTE
1469 Church Street, N.W. DEcatur 1231
Washington 5, D. C.
*Member AFCCE **

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CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

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Consulting Electronic Engineers
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1420 New York Ave., N. W.
Washington 5, D. C.

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CONSULTING TELEVISION ENGINEER
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

WALTER J. STILES
Consulting Television Engineer
14230 Aztec, San Fernando, California
EMpire 1-4906
1003 Loyalty Building, Portland, Oregon
ATwater 4282
Washington, D. C.—REpublic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA, 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2536 *DUnlap 8-4871*

*Member AFCCE **

AMERICAN Federation of Radio Artists and *Television Forecast*, fan-program listing magazine, last week contributed $500 each to Chicago Unlimited, group organized to collect $25,000 as yearly budget for promotion of city as radio TV production center. In first 10 days of drive, cash collections were about $3,000.

INTERNATIONAL Telephone & Telegraph Corp. and subsidiaries had consolidated net income of $4,735,255 for first quarter of 1952, compared with $4,136,256 for like period of 1951. Board, on May 29 declared cash dividend of 20 cents a share, payable July 16 to stockholders of record June 13.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Managerial post open at KG4E, Salem, Oregon. Ideal conditions. Contact Gordon Allen.

Salesmen

Time salesman for Texas station. Salary plus commission. Good market. Box 361P, BROADCASTING • TELECASTING.

Experienced man wanted by independent in competitive southern market. No hot shots or fly-by-nights. Performance insures permanence and good income. Box 454P, BROADCASTING • TELECASTING.

Salesman for 1 kw in three station New York market of 350,000. Good proposition. Draw with house accounts. Box 456P, BROADCASTING • TELECASTING.

Sales engineer under 35 for broadcast equipment sales. National organization. Excellent products. Middle west. Some travel. TV experience desirable but not necessary. Replies confidential. Box 474P, BROADCASTING • TELECASTING.

Can you sell? Immediate need for experienced salesman with production ideas. Single station in sports country. Good housing. Wire or phone KPRK, Livingston, Montana.

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted, protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Several mature men who have successfully sold advertising to retailers. Same basic approach as radio. Earn $50 per day on the average. Sound organization, 38 years old. You must travel. Several midwest and eastern territories open. Three men have been with this house over 20 years. Some clients over 30 years. I have known radio and advertising many years as manager and commercial manager (WGST, WSMB, WJBW, WWL, WEW). This deal is right. If you have been successful selling retailers radio, you can make money the first day, everyday. Call, write or wire A.S. (Al) Foster, c/o Syndicate Window Service, 1330 West Van Buren, Chicago 7, Ill.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer. $75.00 for forty-hour week. Emphasis on announcing. CBS midwest station. Box 281P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting, Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be good typist. Car necessary. Possibility of working into program director. Good salary. Box 395P, BROADCASTING • TELECASTING.

Copywriter-announcer. Must write copy that sells. Send audition, sample copy and full particulars. Box 438P, BROADCASTING • TELECASTING.

Announcer-engineer first phone. Emphasis on announcing. Small market, congenial staff, ideal southern community. Box 432P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 485P, BROADCASTING • TELECASTING.

Good announcer with first ticket. $65. to start—fast ups. Inland California net affiliate. Box 489P, BROADCASTING • TELECASTING.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Announcer—1st class engineer with pleasant voice. KMMO, Marshall, Missouri—daytime farm station.

Announcer-engineer with first class ticket needed to start at $65 weekly. Immediate opening with KPAN, Hereford, Texas.

Opening for experienced announcer at 1000 watt daytime independent. Must be good on news, commercial and DJ programs. Send complete information and disc to WDBL, Springfield, Tenn.

Wanted—Combination man for night shift, emphasis on announcing. $75.00 weekly. Walt Gaines, WIEL, Elizabethtown, Ky.

Experienced announcer for 250 w independent. Salary commensurate to ability. Send complete information, audition and salary expected to WJPD, Ishpeming, Michigan.

Technical

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Chief engineer for both AM and currently operating TV properties in middle-sized midwestern city. Good immediate opportunity for top quality engineering executive. TV experience desired but not absolutely necessary. Send all information to Box 296P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. Texas. Box 362P, BROADCASTING • TELECASTING.

First class engineer wanted immediately. Experience not necessary. Good pay and good working conditions. WBBP and WBBP-FM, Forest City, North Carolina.

Regional station in upstate New York with application for TV filed with FCC needs qualified transmitter engineer fulltime. Fine opportunity with progressive station if you have what it takes. Forty hour shift, good working conditions. Write Box 354P, BROADCASTING • TELECASTING.

Network affiliate, 1 kw, to employ five first phone engineers to announce AM schedule, combo men, $400 per month if experienced. Live in ideal small town bordering large metropolitan area in Illinois. Write full details Box 398P, BROADCASTING • TELECASTING.

Chief engineer wanted by Minnesota station. Must be able to do some announcing. Good salary. Box 420P, BROADCASTING • TELECASTING.

Engineer-salesman. Salary for 40 hours engineering plus 15 percent for selling. Good proposition with 1000 watt fulltime in New York 350,000 market. Box 455P, BROADCASTING • TELECASTING.

Immediate opportunity — Experienced transmitter and studio engineer with supervisory qualifications. South Texas ABC outlet. Box 483P, BROADCASTING • TELECASTING.

Engineer diligent and dependable. South Texas city. Box 486P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Transmitter engineer with first phone for future TV operation. Good salary for right man. KTSM, El Paso, Texas, NBC affiliate. Send qualifications, experience and salary requirements in first letter.

Immediate opening for first class engineer. No experience necessary, no announcing. KVOP, Plainview, Texas.

First class engineer needed immediately for daytime station, WAPF, McComb, Miss.

Immediate opening for first phone operator. Regular and summer replacement. WASA, Havre de Grace, Md.

Engineer-announcer. Immediate opening for experienced, hard working individual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WASL, Annapolis, Maryland.

Engineer-announcer. Immediate opening for experienced hard worker. Small town independent. Permanent position. WATM, Atmore, Alabama.

Immediate opening for first class man who can do some announcing. Wire or phone WDOR, Sturgeon Bay, Wisconsin.

Engineer with first class license. First opening in five years. Top organization, best equipment. Every employee benefit including retirement plan. TV applicant. Contact Chief engineer, WENY, Elmira, New York.

Transmitter operator wanted immediately for 1000 watt directional. Contact WGSM, Huntington, Long Island, New York.

Michigan station has immediate opening for first class engineer. No announcing required. Annual bonus and paid vacation time. Send complete qualifications to Chief Engineer, WHFB, Benton Harbor, Michigan.

Engineer-announcer. Starting salary $70.00 per week WIRB, Enterprise, Alabama.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Production-Programming, others

Opportunity male copywriters. Some announcing. Submit samples. Box 363P, BROADCASTING • TELECASTING.

Newsman—Gather, edit, write news. Some announcing. $300.00 per month, plus mileage. Photo, audition, required. Box 424P, BROADCASTING • TELECASTING.

Experienced radio bookkeeper needed by Texas station in beautiful resort city. Box 484P, BROADCASTING • TELECASTING.

Newsman. Must have experience in gathering and writing local news to join topnotch news staff. Top 5 kw Mutual station. Send full background, photo, tape. Box 502P, BROADCASTING • TELECASTING.

Experienced copywriter. Excellent opportunity. Please send samples, salary required, full resume in first letter. KENT, Shreveport, Louisiana.

Program director—farm operation under new ownership. Pays well for man who produces listenable shows, handles traffic and supervises announcers. KMMO, Marshall, Missouri.

Situations Wanted

Managerial

Station or sales manager: Midwest A or TV. Outstanding sales record. Ba references. Experienced in competiti market. Now employed. Desire pe manency on salary, profit-sharing bas Box 365P, BROADCASTING • TEL CASTING.

Manager. Network and independe experience. Good salesman, announc First class license. Employed, ava able 30 days. Prefer city over 30,0 population. Box 416P, BROADCAS ING • TELECASTING.

Manager. Prefer local midwestern st tion with or without network. Twent three years of experience in all phas Proven managerial record. Desire pe manency on salary and profit-shari basis. All opportunities considere Box 477P, BROADCASTING • TEL CASTING.

Manager-chief engineer wishes conta with persons building or buying statio Can buy interest in station. Broa casting experience of 26 years. Refe ences exchanged. Box 509P, BROAI CASTING • TELECASTING.

Young (35), aggressive man, thorough familiar with all phases of successf radio, program and saleswise, plus a counting and business background seel step up to general managership. Bo 1366, Norfolk, Virginia.

Salesmen

Sales consultant available in Washing ton area. Free lance or salary; limite number select clientele. Fifteen yea broadcasting background; two yea government. Box 501P, BROADCAST ING • TELECASTING.

Experienced salesman available July 1 Have had radio sales experience. Tw years account executive with Chicag agency. Able to invest. Under 3 college graduate, single veteran wit car, willing to travel. Box 510 BROADCASTING • TELECASTING.

Announcers

Qualified staff announcer with terrif sports delivery wants opportunity t learn play-by-play. College man, ra dio school graduate, one year exper ence. Box 401P, BROADCASTING TELECASTING.

Hillbilly DJ. Single 26 years. Old radi school graduate. One and one-ha years experience as staff announce want change to hillbilly DJ. Play vie lin; can MC hillbilly group. Presen employer will recommend. Prefer sout or southwest. $75 minimum. Box 408 BROADCASTING • TELECASTING.

Capable announcer with year's exper ence. Veteran, single. Prefers uppe midwest. Write Box 422P. BROAI CASTING • TELECASTING.

Experienced hillbilly DJ, guitarist, 2 single, clean living, control man, futur engineer. Want better opportunities presently employed. Box 423P, BROAD CASTING • TELECASTING.

Versatile announcer. Single, excellen references. Available immediately. Pre fer south. Box 431P, BROADCASTIN • TELECASTING.

Announcer, first phone. School trained Desires combo job southwest. Goo experience. Veteran, single. Box 479P BROADCASTING • TELECASTING.

For a treat instead of the usual crue treatment, listen to my audition record Announcer with 3 years experience i music, news and sports. Box 480P BROADCASTING • TELECASTING.

Announcer, better than average. Firs class license. Three years experience 29, married. University graduate. Wes only. Available August. Aspirations settle down, be happy. Box 481P BROADCASTING • TELECASTING.

Good staff, news, DJ, console. Cartoon ist and actor. Presently employed, 1 years experience. Married, draf exempt. Prefer midwest. Box 488P BROADCASTING • TELECASTING.

Dependable, capable, six years an nouncing, engineering, selling experi ence—now chief. Desires permanen position with future. Box 490P BROADCASTING • TELECASTING.

Commercial manager who is self starter. Has steady six-figure annua personal sales record; ability to trai staff; spark entire organization wit sound ideas. Eleven years presen position. Box 512P, BROADCAST ING • TELECASTING.

Situations Wanted (Cont'd)

xperienced announcer, 24, single, draft exempt. Five years as DJ, newscaster, MC. Currently employed. Box 495P, BROADCASTING • TELECASTING.

nnouncer with first class license. Two years experience. Wants position in the east or southeast. Tops in news and DJ. Box 496P, BROADCASTING • TELECASTING.

taff announcer with thorough experience, major markets. Emphasis on news. Seeks spot with solid station offering good future. Box 500P, BROADCASTING • TELECASTING.

op hillbilly man desires change. Have originality, humor, personal touch to common folk, showmanship, good ad-lib and can build and maintain good rating. Am wide awake with keen, fresh approach. Play and know hillbilly music and can work personals. Looking for opportunity, freedom to express, responsibility. Good education, six years mike work. Have waiting list on present shows. Draft exempt and, fellows, please state all first contact. Box 503P, BROADCASTING • TELECASTING.

ompetent staff announcer; board and all phases; DJ and news; 11 years experience; married. Write or wire Phil Smith, 620 W. Broadway, Somerset, Penna.

ollege graduate with LLB wants staff experience. TV actor on Studio One, Lux Video. Trained singer. Legal experience. Draft exempt. $75.00 week minimum. Apartment 8C, 1192 Park Avenue, New York City.

Technical

ngineer, experienced, single, 26, veteran. Prefer southern New York, Pennsylvania but will travel. Available September 1. Box 435P, BROADCASTING • TELECASTING.

hief engineer with 12 years experience in construction and maintenance on 250 to 5000 watt AM-FM transmitting equipment. Also on all types studio and recording equipment. Married, 35, family. Permanent position desired. Will locate anywhere. References and interview furnished. Available immediately. Box 475P, BROADCASTING • TELECASTING.

ransmitter engineer wishes to relocate in upstate New York. Union station preferred. At present working combo. Box 497P, BROADCASTING • TELECASTING.

ngineer with first phone, inexperienced. Five years in radio. Prefer midwest. Available August. Box 498P, BROADCASTING • TELECASTING.

irst phone. Transmitter posititon. Hundred mile radius of San Francisco. Clyde Cook, age 35. 190 Magnolia Ave., Millbrae, California. Phone OXford 2-2239.

xperienced transmitter operator available. Requirements? Lewis Sherlock, General Delivery, Denver, Colorado.

Production-Programming, Others

opywriter. Efficient, ambitious, experienced. Salary secondary to opportunity. For details write Miss Box 417P, BROADCASTING • TELECASTING.

ews director available immediately. Top local news reporting, special events, documentaries. Box 472P, BROADCASTING • TELECASTING.

ersatile girl. Radio and TV. Box 477P, BROADCASTING • TELECASTING.

rogram director who came up the hard way by advancing from one staff position to another. It's habit to produce selling ideas for sales department; to hold and increase audience. Box 511P, BROADCASTING • TELECASTING.

vailable now: program director-morning man. P. O. Box 1366, Norfolk, Va.

Television

Technical

ecent SRT graduate desiring position TV station as studio technician, knowledge of TV servicing. Some knowledge of film and movie cameras. Veteran, age 28, photos on request. Vincent Testa, 32-32 84th St., Jackson Heights, N. Y.

Production-Programming, others

achelor of Science in Radio-Television from midwestern university desires to learn television production working with experienced people. Draft exempt. Will work anywhere, any task. Full particulars upon request. Box 494P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

TV newsreel pioneer is looking for major connection market. Comprehensive background includes five years TV camera work with leading TV network station. Also supervise all phases of producing TV news show. Have run several awards in TV field. Excellent references from industry tycoons. Try Box 504P, BROADCASTING • TELECASTING.

BA Degree in Motion Picture and Television Production. Presently employed. Four years experience film negative cutter. Desire opportunity anywhere. Veteran. Resume on request. Hal Bernard, 560 Eastern Parkway, Brooklyn 25, New York. Telephone HYacinth 3-0081.

For Sale

Stations

Midwest station, 500 watts. Good dial position. Agricultural area. $52,500. Terms possible. Box 473P, BROADCASTING • TELECASTING.

Camden, New Jersey successful kilowatt daytimer. 3½ percent interest. Best offer. Box 478P, BROADCASTING • TELECASTING.

250 watt daytime. Only station in growing Texas agricultural market. Earns $12,000. Price $31,500. One half down. Replies confidential. No brokers Write Box 493P, BROADCASTING • TELECASTING.

West coast FM now on air. Ideally situated for regular or special service broadcasting. Box 508P, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. All prices. Jack L. Stoll and Associates, 4958 Melrose Avenue, Los Angeles 29, California.

Equipment, etc.

Two new GE 3 kw FM amplifiers; one GE 250 watt exciter. All export packed. Very reasonable. Box 384P, BROADCASTING • TELECASTING.

Two Radio Music VL-1D vertical pickup assemblies complete with spare head. Never been used, Brush BK-403 tape recorder Lingo antenna 194' 9" complete with guys, lighting equipment, and tuning unit. Box 448P, BROADCASTING • TELECASTING.

Collins model 20-C one kilowatt AM broadcast transmitter, completely reconditioned and fully guaranteed. Box 487P, BROADCASTING • TELECASTING.

Gates 250 watt FM transmitter. Slightly used in New York area. First $825 check takes it from Box 499P, BROADCASTING • TELECASTING.

Radio transmitting towers (2)—152' high self-supporting—Mfd. by Dominion Bridge Company. Suitable for FM-TV, taxi radio, police, utility services, etc. Ready for shipment. Contact Radio Station CFCY, Charlottetown, P.E.I., Canada.

Complete one kilowatt station equipment priced for immediate sale. RCA equipment in service less than four years. Also complete directional array with four Wincharger towers, coax line and phasing equipment. KROC, Rochester, Minnesota.

One 640AA condenser microphone and RA-1095 amplifier equipped with plug, cable and suspension ring-$350.00. WJR, Detroit.

RCA 308A field intensity meter with portable power supply ex con recalibrated. Very reasonable. Ray Osterbusch & Son, Wheaton, Illinois.

Model Y Presto recorder with IC head. Complete $335. Stamford, 5641 Kenmore Ave., Chicago.

Wanted to Buy

Stations

Ready to sell? Returning to east to inspect for purchase small station in Middle-Atlantic states. Interested in medium sized, non-metropolitan market. Will pay cash. Not broker. You will be contacted personally by purchaser. Box 414P, BROADCASTING • TELECASTING.

Want to buy station in medium or small market. Coastal state preferred. No brokers. Box 491P, BROADCASTING • TELECASTING.

Is there a profitable station for sale, preferably in the southwest? One with TV available? Tell the details, in confidence, to Box 506P, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Equipment, etc.

REL model 646-B FM receiver. Also one GE 250 watt FM transmitter, Model BT-1-B. Box 389P, BROADCASTING • TELECASTING.

250 watt transmitter. Must be in good shape. Give complete details and price to Box 476P, BROADCASTING • TELECASTING.

Help Wanted

Technical

Operating engineers wanted for defense radio project. Four station chief engineers, four transmitter supervisors, four receiver supervisors, 16 transmitter operators, 16 receiver operators. Radio telegraph, radio telephone or advanced amateur license desired but not necessary. Salary $6,000 to $9,000, per diem, travel expenses. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

For Sale

Equipment, etc.

5 KW TRANSMITTER

WESTERN ELECTRIC

High dependability—off the air only 89 minutes in past year. High stability—never more than 3 cycles off. Includes tubes worth $2,230, most brand new. Complete operating records available. For engineer's opinion, see George Lohnes, Munsey Building, Washington, D. C. Will take good 250 watt transmitter as part payment. Send your offer or request for more facts to Joe Close, WKNE, Keene, New Hampshire.

Schools

FIRST PHONE IN 6 WEEKS

Residence and correspondence courses available. Large enrollment necessitates larger quarters.

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TEXAS CITY FIRE

KTSA Airs Full Coverage

JOHN RASCO, newsman of KTSA San Antonio, was credited with an outstanding performance in covering a fire at Corpus Christi, Tex.

In all, KTSA reported the fire with some 12 hours of recordings. KTSA claims to have "even scooped the Corpus Christi stations on this one."

After having aired two telephone interviews with police workers and Corpus Christi radio newsmen, Mr. Rasco was dispatched to the Gulf city, 150 miles south. KTSA remained on the air to take Mr. Rasco's reports from the scene. Both that night and the following day, Mr. Rasco brought KTSA listeners practically every tense episode.

A total of 11 live broadcasts were aired by KTSA during the fire fighting. In addition, follow-up features and news developments were broadcast.

* * *



Mr. Rasco (extreme left) interviewing fire workers.

Ad Council Appoints

ADVERTISING COUNCIL has announced that Kenyon & Eckhardt, New York, will serve as the volunteer agency next fall for the council's new "Engineers Wanted Campaign," to be headed by George T. C. Fry, K&E vice president. Staff for the campaign to encourage high school students to train for engineering careers will include Chester H. Lang, General Electric Co. vice president in charge of public relations, who will act as volunteer coordinator, and Grant Harper serving as the council's account executive on the project.

Wanted to Buy:

Profitable Radio Station

One with TV available. Preferably in the southwest. Answer giving complete details in confidence. Write or wire:

Box 505P, BROADCASTING • TELECASTING

CITY NEWS COVERAGE

Municipal Officials Urged to Cooperate

LOCAL radio stations and municipal governments would greatly improve their services to the public if they banded together in a closer working relationship and took advantage of radio's effectiveness as a news and public relations tool.

These thoughts were raised by Rex Howell, president of KFXJ Grand Junction, Col., at a conference of mayors and city councilmen in that city June 12. The session was devoted to a discussion of public information problems. Mr. Howell stressed the role of radio in news coverage and emergencies, and emphasized the growing threats of censorship.

Scoring the belief of a "surprising number of people" that radio is exclusively an entertainment service, Mr. Howell said that local stations "need some help from the city in order to adequately cover the news of interest." He noted that many news sources are bypassed "simply because there is not a strong liaison between the city hall and the station."

Mr. Howell ascribed a tendency to ignore radio on news tips to lack of a central source from which it can get necessary information on all city activities. He pledged support of the Colorado Broadcasters Assn., of which he is past president, behind a move for the creation of a liaison committee to help coordinate maximum use of the medium.

"In spite of the seeming apathy toward radio coverage of the day to day news of municipal government, there seems to be ready recognition of radio's importance *in time of emergency*," Mr. Howell observed. He cited examples involving fire, explosions and other tragedies.

The KFXJ president also emphasized current incidents in some Colorado cities whereby broadcasters have been barred from court rooms and council chambers. Such censorship has been based on "mistaken notions" in most instances and broadcasters "are most willing to cooperate thoroughly" on proper broadcast safeguards, he added. Mr. Howell suggested a committee, representing the council, to assist the station in preparation of the final broadcast production.

"Modern methods of recording make possible a completely uninhibited discussion, with objectionable sections removed from the final broadcast," Mr. Howell explained, referring to editing techniques.

SCHOOL RADIO

Theme of U. of Ill. Seminar

SEMINAR on "Public School Broadcasting" was begun June 15 and will continue through Wednesday at the U. of Illinois' Allerton Park. Representatives of 21 school systems were expected to attend.

Problems to be considered are the place of broadcasting in the public school curriculum, the nature of public school broadcasting, the validity of the use of broadcasting as an aid to instruction, the goal educational broadcasting can reasonably be expected to reach, and the distinctive responsibility and opportunities of public school broadcasting.

'Raccolta Fede'

RICHARD E. O'DEA, president of WOV New York, English and Italian-language independent, last week was granted a special audience with Pope Pius XII during which Mr. O'Dea presented His Holiness with a check for $1,737.10 to be used toward reconstruction of Italian churches and religious properties. Entire sum was contributed to WOV's "Raccolta Fede" (Faith Fund) by station listeners and was offered to the Pope in their name.



NEWLY-FORMED six-station Texas Coast Network's officers indicate poi of coverage on map. L to r are Gould Beech, KSOX Harlingen, TCN pub relations director; A. C. Lloyd Jr., KBKI Alice, secretary; Bill Burks, KV Victoria, vice president; Bill Bennett, KTHT Houston, director of sales; R Hofheinz, KTHT Houston, president; Ben F. Blackmon Jr., KUNO Corp Christi, vice president, and Vernon Townsend, KIOX Bay City, treasur

'VOICE' PULL

Listenership Mounting

DESPITE "gag" laws enacted in many Soviet satellite countries, radio listening behind the Iron Curtain has mounted steadily and mail pull of the State Dept.'s Voice of America has jumped three-fold in the past three years, with a daily average of 1,000 letters.

This estimate is given by Howland H. Sargeant, assistant secretary for public affairs, in a current report on the State Dept.'s international information program.

"Radio . . . is our primary means of hammering holes through the Iron Curtain to carry messages of truth to those peoples," Secretary Sargeant emphasized.

The report made these significant points:

- **Reception is about 25% inside Moscow and Leningrad and between 75% and 80% in many outlying areas.**
- **About 98% of radio listeners in western Berlin are regular VOA listeners and 9 out of every 10 listeners in the Soviet zone of Germany are Voice fans. Listenership in the U. S. zone has increased from four to six million.**
- **Listeners caught "warmongering" are subject to imprisonment in Czechoslovakia and other satellite countries under "defense of peace" laws. This would apply to listeners caught repeating what they hear over VOA or BBC.**
- **Licensing and tax levying of all persons in possession of radio equipment are common practices in t Soviet satellite area. Owners a under constant scrutiny.**
- **The communists have taken turning off electric power in so towns and villages during hours wh American broadcasts are comi through.**
- **A great percentage of Sov officers in eastern Germany listen the Voice.**

MEAT STRIKE DISPUTE

Aired by WTAM, WNBK (TV

COMMENDATION went to Ham ton Shea, general manager NBC's WTAM and WNBK (TV Cleveland last week from the ci council for "noteworthy interest public affairs" during a strike 1,000 butchers in some 300 co munity meat shops.

Mr. Shea had persuaded May Thomas A. Burke, Internation Meatcutters, AFL Vice Preside Harry Poole and Food Indust Committee Chairman Howard En lish to meet at the studios for simulcast airing grievances on bo sides. After the discussion th principals agreed to further discu sion which after six hours settl the strike.

SIGNALIZING the tenth anniversa of its weekly ACI survey of songs mo heard on the air, the office of resear has released a list of the top t tunes of each year 1942 to 1951, bas on the number of station broadcas each received.

Small Market Calif. Independent

$20,000.00

250 watt fulltime station providing only radio facility in area. Far removed from TV. Ideal for owner-operator.

Southwest Network Affiliate

$40,000.00

250 watt fulltime, combined operation in an attractive small market. Now operating under absentee ownership. Liberal financing.

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Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

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Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York
PL 5-1127 E. C. Lobdell, Licensee

Docket Actions . . .

INITIAL DECISIONS

WKEY Covington, Va.—Earl M. Key. FCC Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application for CP to change transmitter location and make changes in antenna; engineering conditions. (WKEY on 1340 kc with 250 w fulltime.) Decision June 17.

KURV Edinburg, Tex.—James Cullen Looney. FCC Hearing Examiner James D. Cunningham issued initial decision looking toward denial of application for CP to change from 250 w D to 1 kw D, 250 w N, DA, on 710 kc. Decision June 17.

Non-Docket Actions . . .

AM GRANT

Blackwell, Okla.—Star Bcstg. Co. Granted 1580 kc, 250 w daytime; engineering condition. Estimated construction cost $14,870. Principals include President A. C. Reid (93¼%), contractor; Vice President Randall L. McCarroll (3⅛%), formerly general manager of KMMO Marshall, Mo., and Secretary-Treasurer W. J. Britton (3⅛%), on staff of Arkansas Polytechnic College. Granted June 19.

FM GRANTS

McComb, Miss.—Southwestern Bcstg. Co. of Mississipi. Granted 100.1 mc (Ch. 261), ERP 270 w; antenna height above average terrain 178 ft., above ground 223 ft.; engineering conditions. Estimated construction cost $2,575, first year operating cost $5,000, revenue $7,500. Applicant is licensee of WAPF McComb. Granted June 19.

Duluth, Minn.—Head of the Lakes Bcstg. Co. Granted 92.3 mc (Ch. 222), ERP 64 kw; antenna height above average terrain 750 ft. Applicant is licensee of WEBC Duluth. Granted June 19.

New Applications . . .

AM APPLICATIONS

Lebanon, Ky.—Lebanon-Springfield Bcstg. Co., 1470 kc, 1 kw daytime. Estimated construction cost $14,620, first year operating cost $28,800, revenue $36,000. Equal partners are Charles R. Shuffett, announcer for WKLX Lexington, Ky., and Clarence H. Hulse Jr., chief engineer for WKAY Glasgow, Ky. Filed June 17.

Indianola, Miss.—W. W. Chapman, 900 kc, 250 w daytime. Estimated construction cost $12,475, first year operating cost $36,000, revenue $46,000. Mr. Chapman is manager and 50% owner of *Indianola Enterprise* and owner of *Sunflower Tocsin*. Filed June 18.

FM APPLICATION

Clemson, S. C.—Clemson Bcstg. Co., 105.3 mc (Ch. 287), ERP 53.4 kw.; antenna height above average terrain 376 ft., above ground 354 ft. Estimated construction cost $35,400, first year operating cost $50,000, revenue $60,000. Principals include: President S. Haskel Lusk (25%), president and 80% stockholder of Pendleton Lumber Co.; Vice President, Secretary and Treasurer John W. Gillespie (25%), chemist at Clemson A & M College; Vice President Charles W. Boyd (25%), announcer-salesman at WSNW Seneca, S. C., and Vice President Fred C. Shealy (25%), salesman at WSNW. Filed June 11.

TRANSFER REQUESTS

WCUE Akron, Ohio—Transfer of negative control from Akron Bcstg. Co. to Herberich-Hall-Harter Co. through sale of 50% interest (held by George K. Stroupe and Dorothy P. Stroupe, husband and wife) for $30,000. Transferee deals in mortgage loans and real estate. Principals in transferee are President Walter Herberich (2.91%), Vice President Alfred Herberich (12.5%), Vice President Charles G. Herberich (27.76%), J. D. Crawfis (15.48%), Mary Herberich (22.63%) and eight others with minority interest.

KWKH-AM-FM Shreveport, La.—Transfer of control from Times Pub. Co. to William H. Bronson, voting trustee, to replace John D. Ewing, president of KWKH, former voting trustee now deceased. No monetary consideration.

SALESMAN WANTED

Leading radio station representative. Send full details with photo.

BOX 513P,
BROADCASTING • TELECASTING

FCC roundup



New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JUNE 19

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,352	2,332	86	328	211
FM Stations	634	582	70	11	8
TV Stations	108	97	11	622	7

(Also see Actions of the FCC, page 90.)

TRANSFER REQUESTS

KCSB San Bernardino, Calif.—Assignment of license from Essie Binkley West to F. P. D'Angelo for $50,000. Mr. D'Angelo is owner of F. P. D'Angelo Adv. Agency, North Hollywood, Calif.

KVEC San Luis Obispo, Calif.—Assignment of license from Christina M. Jacobson to herself and Leslie H. Hacker, new partnership tr/as The Valley Electric Co. Mr. Hacker will have ⅓ interest, for which he pays $25,000, and Mrs. Jacobson will have ⅔ interest. Mr. Hacker has been general manager of KVEC since 1937 and is former licensee of KPRL Paso Robles, Calif.

WIVY Jacksonville, Fla.—Assignment of license from WIVY Inc. to Edward J. Oberle. Mr. Oberle is sole stockholder and assignment is from corporation to sole proprietorship. No actual change of ownership or control; no monetary consideration.

WJCM Sebring, Fla.—Assignment of license from The Highlands Bcstg. Co. to Clearfield Bcstrs. Inc. for $6,000. Assignee is licensee of WCPA Clearfield, Pa., WAKU Latrobe, Pa., and publisher of *Clearfield* (Pa.) *Progress*.

WWXL Peoria, Ill.—Assignment of license from William H. Young, trustee in bankruptcy, to Hilltop Bcstg. Co. for $17,050 cash to liquidate bankruptcy estate. Principals in assignee include President Hugh R. Norman (50%), president and majority stockholder of KSTT Davenport, Iowa; Secretary-Treasurer Walter F. Kean (50%), consulting radio engineer, Riverside, Ill., and Vice President E. C. Schocde, partner with his father in Rock Island, Ill., law firm.

WLCS Baton Rouge, La.—Transfer of control from A. M. Cadwell and Willis B. Nelson, co-administrators of estate of Harry R. Nelson, deceased, to Lewis Gottlieb and Roland C. Kizer through sale of 35% of stock for $46,580. Mr. Kizer is senior partner in Baton Rouge law firm of Kizer, Heaton & Craig. Mr. Gottlieb is owner and manager of Standard Motor Car Co., Baton Rouge.

WIHL Hammond, La.—Assignment of license from Sidney S. Rosenblum and Forrest E. Curnutt, partnership d/b as WIHL Bcstg. Co., to Mr. Rosenblum through his purchase of Mr. Curnutt's ½ interest for $10,000 cash.

KMLB Monroe, La.—Involuntary acquisition of control by Melba Liner Gaston, individually and as administratrix of estate of J. C. Liner, deceased. Melba Liner Gaston now holds 4,990 shares of stock out of 10,000 shares; after transfer she will hold 7,500 shares. J. C. Liner III holds 2,500 shares. No monetary consideration.

KTHS Hot Springs, Ark.—Transfer of control from John D. Ewing, voting trustee, to William H. Bronson, voting trustee, due to death of Mr. Ewing. No monetary consideration.

WLDM Detroit, Mich.—Transfer of control from old partnership of Ellis C. Thompson, Harold I. Tanner and John A. Ross to new partnership consisting only of Messrs. Tanner and Ross through sale to them by Mr. Thompson of his ½ interest for $18,000. Mr. Tanner will become general manager, retaining his present title and responsibility of program director. Mr. Ross will continue to serve as comptroller.

WSHB Stillwater, Minn.—Transfer of control from William F. Johns Jr. and Penrose H. Johns d/b as St. Croix Bcstg. Co., a partnership, to St. Croix Bcstg. Co., a corporation. William F. Johns Jr. will continue to hold 95% interest and Penrose H. Johns will continue to hold 5% interest. Change from partnership to corporation only; no actual change of ownership or control. No monetary consideration.

WBRM Marion, N. C.—Transfer of control Lake City Bcstg. Corp. through sale of 21 shares of stock (10.4%) from Mrs. Bessie P. Hunt to W. P. Erwin (who now already holds 39.9%) for $2,100. After transfer Mr. Erwin will have 102 shares of stock (50.2%).

KGW-AM-FM Portland, Ore.—Transfer of control from Donald E. Newhouse to Samuel I. Newhouse Jr. through transfer of 233⅓ shares of stock (out of 700 shares) for $116,666.67. Samuel I. Newhouse Jr. now already holds 233⅓ shares and after transfer will hold 466⅔ shares.

KVOZ Laredo, Tex.—Assignment of license from E. J. Harpole and W. J. Harpole, d/b as Uvalde Bcstrs., a partnership, to Border Bcstrs. Inc., a corporation controlled by them. No actual change of ownership or control; no monetary consideration.

WRJN-AM-FM Racine, Wis.—Transfer of control from First National Bank & Trust Co. of Racine, as executors under will of Frank R. Starbuck, deceased, and Harry R. LePoidevin, to The Journal-Times Co., through transfer of 197 shares of stock out of 200 shares for $157,600. Transfer will produce no new elements of control but will recognize interest of the Starbuck family in its control of The Journal-Times Co. and the Racine Bcstg. Corp., WRJN-AM-FM licensee.

PHILCO SALES

All Time Record Seen

PREDICTION that "Philco Corp. . . . will celebrate the 60th anniversary of the founding of the company by setting an all-time sales record . . . in 1952," was made by William Balderston, president of the company.

Mr. Balderston spoke before the Philco Distributing Organization at a June 20-21 meeting at the Waldorf-Astoria, N. Y. Previous sales record was $335,318,054 in 1950. Occasion of the meeting was announcement of the new 1953 radio-TV line.

Mr. Balderston said "there will be 40 million TV sets in use within the next four or five years and that television continues to be the greatest of all growth industries." The speaker pointed out that over 10 million small screen TV sets will soon be obsolete. This will make the replacement market a substantial factor in the growth of the industry, he added.

FCC Actions

(Continued from page 90)

June 19 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WILD Birmingham, Ala.—Mod. CP which authorized change in power and frequency for extension of completion date.

WQAM-FM Miami—Mod. CP which authorized changes in existing FM for extension of completion date.

WRCM (FM) New Orleans—Mod. CP which replaced expired CP which authorized new FM for extension of completion date.

KOMA-FM Oklahoma City—Mod. CP which authorized new FM for extension of completion date.

AM—1550 kc

KEAR San Mateo, Calif.—CP to increase power from 1 to 10 kw and change from DA-N to DA-DN.

Change ERP

WNOW-FM York, Pa.—CP to change ERP from 13 to 16.74 kw; ant. height above average terrain from 500 to 450 ft.; overall height above ground from 208 ft. to 199 ft. 10 inches.

Renewal of license

WPTZ-TV Philadelphia—Requests renewal of license AMENDED to change name of applicant to Philco Corp.

TENDERED FOR FILING

AM—1230 kc

WSBB New Smyrna Beach, Fla.—Mod. license to increase power from 100 to 250 w.

June 19 Decisions . . .

BY COMMISSION EN BANC
Designated for Hearing

KTRM Beaumont, Tex.—Designated for hearing application for extension of time to complete construction under CP to determine action taken and accomplishments, if any, in furthering construction of station under CP, as modified.

KJCF Festus, Mo. and Cecil W. Roberts, Chester, Ill.—Designated for hearing in consolidated proceeding application to change facilities from 1010 kc 250 w D to 1450 kc 250 w unl., and application of Roberts for new station to operate on 1450 kc 250 w unl.; made WPAD Paducah, Ky., a party to proceeding with respect to Chester, Ill. application only, and WIL St. Louis, Mo., a party with respect to the Festus, Mo. application only.

Request Denied

WBUD Morrisville, Pa.—Denied request for permission to originate less than majority of programs from main studios located in Morrisville pending final decision on application for mod. CP to change trans. location to Trenton, N. J.

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(Sun Sun Babae)

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WDAF-AM-TV

$1.5 Million Plant Formally Opened

NEW $1.5 million plant housing WDAF-AM-TV Kansas City was opened formally Monday, giving the stations greatly expanded facilities and improved equipment.

Dwarfing the original TV station erected in 1949, the new radio-TV home adds 21,000 square feet to the original 7,000. It is designed to anticipate needs of the stations for years to come.

WDAF is being transferred from present quarters in the *Kansas City Star* building on a piecemeal basis. The new center, completely modern in conception, is located at 31st and Summit Sts.

Leading local and national figures participated in the formal ceremony, among them Niles Trammell, NBC board chairman; Roy A. Roberts, publisher of the *Star;* Dean Fitzer, managing director of the radio and TV stations, and Ed Sullivan, m.c. of CBS Television's *Toast of the Town.*

Mr. Roberts predicted TV will have a revolutionary effect on American politics, ending smoke-filled room decisions in both parties. He predicted the nation will have "fewer whistlestop campaigns and more television." Televised news conferences will become routine and accepted as part of the political life of the nation, he continued.

Radio Given Attention

Tracing the growth of WDAF-TV from a garage plant servicing a few thousand sets, he said the service area is nearing a quarter-million sets.

Radio has been given careful attention in the WDAF development, Mr. Roberts said, adding, "Our faith in the future of radio is best exemplified by the fact we have installed entirely new radio equipment both at the transmitter plant out in Johnson County and in the controls in this new building."

Introducing Mr. Trammell, Mr. Roberts recalled that WDAF was one of the five stations that constituted the first radio network. NBC's board chairman said he believed the building was "the most modern, best-equipped and most efficiently arranged I have seen, and I have seen almost all of them in this country." He recollected the old Nighthawks radio show and said he hoped the quarter-century NBC-WDAF association, pleasant and profitable, would continue many more decades.

Mr. Fitzer was praised by Mr. Roberts as the guiding force in establishing the *Star* in the television and radio fields in the last 25 years. In turn, Mr. Fitzer commended the work of the radio-TV station staffs along with that of Arthur C. Wahlstedt, first president of the *Star,* and Joseph Flaherty, technical engineer for both stations.

The stations were complimented for their service to the area by Gov. Edward F. Arn, of Kansas, and Lt. Gov. James T. Blair Jr., of Missouri, along with municipal officials.

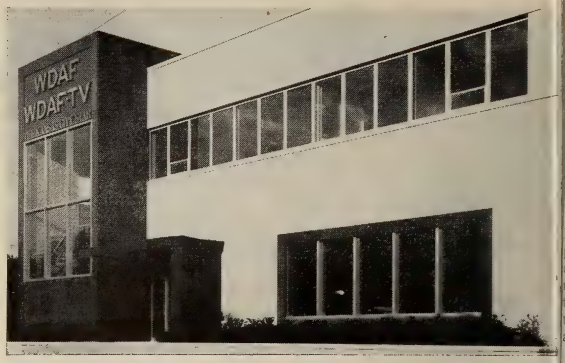
Randall Jessee, news and special events director of the stations, took the listening and viewing audiences on a tour of the new building. Mr. Sullivan praised the new project. He produced a Kansas City *Toast of the Town* Tuesday night.

Other guests included Henry I. Christal, Henry I. Christal Co., New York; James Thompson, of the Christal Chicago office; John Harrington and V. F. Righter, New York, and Carroll Layman, Chicago, all of Harrington-Righter-Parsons; and Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING.

WDAF-TV's original 18 x 20-foot studio will be used for interviews and similar programs, with major productions being staged in the new 40 x 60 studio. Smaller studios are available. The second floor of the center is devoted to radio with the main studio 30 x 40 feet, supplemented by 20 x 30 and 10 x 16 studios.

Back of the building is the 724-foot tower. The main building is of contemporary design featuring metal, stone, crystal and light color tones. The two-story stair tower has an exterior trim of polished dark red marble, furnishing background for two-foot cast aluminum call letters. The free-standing stairway seems to float but actually is supported by hidden steel beams.

The center was designed by Everett L. Peterson, architect, and built by Winn-Senter Construction Co.



FRONT VIEW of WDAF's new TV-Radio Center, representing abou $1,500,000 investment in plant and structure alone.



PRINCIPAL participants in last Monday's ceremonies dedicating the new modern WDAF-AM-TV facilities: (l to r) Niles Trammell, NBC broad chairman; H. Dean Fitzer, managing director of the *Kansas City Star* stations; Roy A. Roberts, president of the *Star.*



ARCHITECTS of the new WDAF properties: (l to r) E. Manne Russo, com mercial manager of WDAF-AM-TV; J. A. Flaherty, chief engineer; H. Dea Fitzer, managing director; Bill Bates, manager of WDAF-TV.

NEWSPRINT MEET

Increased Output Weighed

NEWSPRINT problems were aired before the National Production Authority last Wednesday, emphasing high investment and production costs, but with relatively low returns.

Conference was called by the agency's Pulp, Paper and Paperboard Div. to explore the question of increasing newsprint output in the U. S. by using wood as a basic raw material. Newsprint has been under steady scrutiny in various committee quarters on Capitol Hill in view of skyrocketing prices and possible effects on national and local advertising budgets.

NPA indicated a possible inquiry into the feasibility of installing new facilities in areas where newsprint is not now produced.

NEWS CENSORSHIP

Moody Picks Advisory Uni

SEN. BLAIR MOODY (D-Mich.) chairman of the Senate Anti-Cen sorship subcommittee, has ap pointed an advisory committee o Washington newsmen to aid him i his investigation of the President' security order. Object of the inves tigation, proposed by the forme Washington correspondent for th *Detroit News,* is to uncover an unjustified barriers by governmen agencies to legitimate public infor mation [B•T, May 26].

Roscoe Drummond, chief of th Washington Bureau of the *Christia Science Monitor,* is chairman of th advisory committee. Other member are: Elmer Davis, ABC; George Cu len, Bureau of National Affairs Sterling F. Green, AP; Clark R. Mil lenhoff, *Des Moines Register and Tr bune;* John G. Norris, *Washingto Post,* and James Reston, *New Yor Times.*

Mr. Drummond asked all Wash ington newsmen to let the com mittee know of any case in whic a government agency has at tempted to distort the President security order to suppress legit mate public information.

Members of Sen. Moody's sub committee are Sens. A. S. Mik Monroney (D-Okla.), John L. Mc Clellan (D-Ark.), Andrew F Schoeppel (R-Kan.) and Richar M. Nixon (R-Calif.).

Democrats Buying Time

(Continued from page 23)

tributions—no matter how large or small—because "to reach all voters . . . we must have more radio time and more TV time."

Mr. McKinney is signing and mailing out certificates to all contributors to the committee's fund. Plans for other media are to be revealed later, he added.

Adhering to past procedure, the Republicans are keeping mum on plans for fall campaign time purchases until after the conventions next month. GOP practice is for the nominee's campaign manager to select the advertising agency and map program schedules.

Preliminary forays into these problems have been taken by Edward Ingle, radio-TV chairman, Republican National Committee.

While time purchases were not disclosed, figures were made available which cast light on the depth of the respective treasuries of each national committee. They were filed with the Clerk of the House on Capitol Hill.

As of June 1, the Democrats had a $267,391 balance. During the three-month period, March-June, the national committee took in $529,490 and spent $551,805, shrinking funds from a previous level of $289,705.

Whether this $550,000-plus sum included money expended on radio or television was not immediately known. The breakdown covered the period immediately preceding the kick-off of the Victory Chest radio-TV fund.

As of the same date, the Republican National Committee showed a balance of $228,790. GOP reported that it received $361,097 in contributions during the three-month period.

Sarnoff Honored

BRIG. GEN. DAVID SARNOFF, RCA board chairman, was awarded an honorary degree June 18 at the 196th commencement exercises of the U. of Pennsylvania. Gen. Sarnoff received the degree Doctor of Laws.

REBROADCAST RIGHTS

CBS Says FCC 'Legislating'

FCC last week was told by CBS that in issuing its ruling on rebroadcast rights, the Commission was placing an interpretation on Sec. 325 (a) of the Communications Act that is "not justified by its clear langauge. It is, in effect, legislating."

The CBS petition last Monday was another in the widespread series of protests that followed the May 15 report and order of the Commission that would put any station on the carpet if it refused permission to rebroadcast its programs to another station [B•T, June 16, May 19].

FCC's new rule requires a station, when it denies a rebroadcast request, to report the facts to FCC.

CBS noted that "while an administrative agency may, by adoption of rules in a rule-making proceeding, fill in details where a statute is in general terms and Congress has left to the agency this task of implementation, it may not amend a statute or alter its purpose by the device of issuing rules deemed by it to be desirable or in the public interest."

The petition further held that rules promulgated by the FCC may not supersede explicit Congressional language "merely on the grounds that, in general, the business of broadcasting today is different from what it was when Sec. 325 (a) was enacted."

Accordingly, CBS held, since the FCC lacks such authority, the report and order should be amended by deleting "any inference" that such refusal by a licensee to permit a rebroadcast would place his license in jeopardy.

CBS also said that the reporting requirement set forth is "inconsistent with declared Congressional policy, and imposes an intolerable burden on broadcasters." Citing the Federal Reports Act of 1942, the petition held that unless the submission of such information is essential for a "desirable and lawful" purpose, it should not be sought.

CBS also pointed out that in a great majority of cases, consent to rebroadcast is so conditioned as to render it useless. This referred to the necessity to obtain clearance of music, labor and other type of contracts commonly entered into by networks, a point which the FCC mentioned in its report and order.

Among other assertions in CBS' petition were that one station could be given power to "harass" others by utilization of the amendments; the FCC has not imposed any burden on the party seeking rebroadcast and that there is nothing to discourage indiscriminate requests for permission with the hope that fear of a drastic penalty may induce consent where it otherwise might not have been given.

In its conclusion, CBS said the report and order should be amended to delete any inference that a license would be jeopardized by refusal of rebroadcast rights; that such reporting requirement is not essential; FCC should postpone effective date of the new rules (July 1), pending further opportunity for comments.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

540 KC RULE

FCC Would Add To AM Band

RULE-MAKING proceeding to add 540 kc to the standard (AM) band of broadcast channels in the U. S. was proposed by FCC last week. If adopted, the rule would permit Class II stations to be constructed on 540 kc in a few parts of the country. The AM band now ranges from 550 kc to 1600 kc.

The proposal, considered in industry quarters a long-sought victory for Arthur B. Church, owner of KMBC Kansas City, Mo., would permit KMBC to prosecute its application for 540 kc at Concordia, Mo., where the station's licensee, Midland Broadcasting Co., now operates KFRM on 550 kc, daytime only, with 5 kw directional. KFRM duplicates KMBC programs.

The rule-making proceeding was initiated by FCC in conformity with the provisions of the 1947 Atlantic City convention, as supplemented by the 1951 Geneva agreement. The latter specifies Dec. 1, 1952, as the date for bringing the 540 kc provision into effect.

U. S. and Canadian broadcasters sought for years to extend the broadcast band into the more desirable lower frequency area just above 500 kc, the international distress call channel. First effort was at the Madrid telecommunications conference in 1932. The Canadian delegation, supported by U. S. broadcasters, sought the broadcast use of 520, 530 and 540 kc in addition to the present band. The U. S. delegation, however, opposed this proposal.

Extension of the broadcast band to 540 finally was approved at the Atlantic City conference in 1947.

Comments on FCC's proposed rule change are requested by July 28. Replies are due 10 days thereafter.

The Commission notice observed that 540 kc "is close to the frequencies used in other radio services, such as the government and marine services. Consequently, the action announced by the Commission . . . will have interest even beyond the broadcasting field. In that connection, it may be noted that the marine services have been on notice since 1947 that 540 kc was intended for broadcast purposes and the Safety of Life at Sea Convention, which come into force next November, provides higher standards for new types of auto-alarms used on shipboard."

The latter are automatic monitoring devices which sound when a call is intercepted on the 500 kc distress channel.

Under the North American Regional Broadcasting Agreement, 540 kc is designated as a Canadian clear channel, hence its Class II status in the U. S. In 1938, by executive agreement, the U. S. conceded to Canada the use of 540 kc in the province of Saskatchewan. It has been used since 1939, with full 50 kw power, by the Canadian Broadcasting Corp., CBK Watrous.

In 1948, Mexico filed formal notice that it planned to employ 540 kc with 150 kw power. XEWA San Luis Potosi now is operating on 540 kc, but it is not believed full 150 kw is used. The State Dept. strongly protested the Mexican action, reportedly at the instance of the military which uses the contingent 410-535 mc band, but no relief was obtained.

Midland Broadcasting Co. first filed for 540 kc at Kansas City (for KMBC) in May 1944. The application was dismissed by the Commission in 1946.

Radio-TV Sells Best

(Continued from page 26)

and devise an effective system of measuring total in-home and out-of-home listening, Robert E. Dunville, president of Crosley Broadcasting Corp., told the AMA.

Some efforts have been made toward better research, Mr. Dunville said, but the task ahead should serve as a "great challenge to research - minded and marketing-minded people."

Mr. Dunville asserted that a horizontal reduction in radio rates is unsound and unwarranted. Radio, he said, has the ability to offer advertisers circulation at a low enough cost - per - impression to make it a profitable and usable medium.

Conceding that radio currently is in a period of readjustment, the Crosley executive noted that the medium survived "the greatest watering down period that any industry had to take" from 1940 to 1950 when the number of stations jumped from 814 to 2,234. That decade was one of inflation which, together with the advent of television, led to today's state of readjustment, Mr. Dunville said.

"Radio tomorrow will consist of a fewer number of stations and, I believe, one outstanding network of 55 to 65 stations with reduced talent and production costs. Radio of the future will continue to grow but on a sounder basis right alongside television," he predicted.

Mr. Dunville was introduced by Dr. Charles Sandage, U. of Illinois faculty member and the meeting chairman. Cincinnati chapter of the association was host to the three-day conference at the Netherland Plaza Hotel.

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ADDITIONAL APPLICATIONS FOR TV STATIONS

FOURTEEN new and amended television station applications filed Friday at FCC, raising total filed during week to 49 (see early story, page 64). New applications were:

† **KIDO Boise, Idaho,** Ch. 7, ERP 52.4 kw visual, antenna height above average terrain 80 ft., construction cost $189,018, operating cost first year $91,300, revenue $120,000.

WTAX-AM-FM Springfield, Ill., Ch. 2, ERP 100 kw visual, antenna height 521 ft., construction cost $331,275, operating cost $325,000, revenue $370,000.

KGLO-AM-FM Mason City, Iowa, Ch. 3, ERP 100 kw visual antenna height 464 ft., construction cost $348,540, operating cost $237,600, revenue $240,396.

† **New Orleans Television Co., New Orleans, La.,** UHF Ch. 20, ERP 182 kw visual, antenna height 505 ft., construction cost $441,500, operating cost $365,000, revenue $420,000 (applicant made up of **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** equal partners, each independent Texas oil operator).

† **WLOS-AM-FM Asheville, N. C.,** Ch. 13, ERP 200 kw visual, antenna height 2,087 ft., construction cost $323,450, operating cost $60,000, revenue $60,000.

† **WHUM Reading, Pa.,** UHF Ch. 55, ERP 261 kw visual, antenna height 1,784 ft., construction cost $614,339, operating cost $570,000, revenue $630,000.

WCOS Columbia, S. C., UHF Ch. 25, ERP 90 kw visual, antenna height 649 ft., construction cost $247,117, operating cost $244,630, revenue $355,476.

Southern Television Inc., Chattanooga, Tenn., Ch. 12, ERP 63.54 kw visual, antenna height 831 ft., construction cost $449,409, operating cost $350,000, revenue $375,000 (applicant made up of President **Moses Lebovitz,** 37.5%; Vice President **Z. Carrter Patten,** 12.5%; Secretary-Treasurer **J. H. Hardy; Joel W. Solomon,** 12.5%; **Felix Diamond,** 12.5%; **Manuel Russ,** 12.5%, and **William C. Hudlow,** 12.5% [B•T, June 16].

† **Corpus Christi Television Co., Corpus Christi, Tex.,** Ch. 10, ERP 251 kw visual antenna height 393 ft., construction cost $434,000, operating cost $374,000, revenue $370,000 (applicant made up of **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** equal partners, each independent Texas oil operator).

† **UHF Television Co., Dallas, Tex.,** UHF Ch. 23, ERP 222 kw visual, antenna height 515 ft., construction cost $424,500, operating cost $381,000, revenue $240,000 (applicant made up of **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** equal partners, each independent Texas oil operator).

† **KROD El Paso, Tex.,** Ch. 4, ERP 56.3 kw visual, antenna height 1,052 ft., construction cost $336,400, operating cost $132,000, revenue $120,000.

† **UHF Television Co., Houston, Tex.,** UHF Ch. 23, ERP 176 kw visual, antenna height 510 ft., construction cost $430,500, operating cost $376,000, revenue $300,000 (applicant made up of **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** equal partners, each independent Texas oil operator).

† **KFDX Wichita Falls, Tex.,** Ch. 3, ERP 58 kw visual, antenna height 510 ft., construction cost $308,493, operating cost $120,000, revenue $150,000.

† **WSAU Wausau, Wis.,** Ch. 7, ERP 210 kw visual, antenna height 436 ft., construction cost $298,927, operating cost $240,000, revenue $230,000.

(† Indicates pre-thaw application refiled.)

DISTRICT 14 MEETING

SITE for NARTB District 14 meeting Sept. 11-13 will be Cosmopolitan Hotel, Denver, according to William C. Grove, KFBC Cheyenne, Wyo., district director (see full meeting list, B•T, June 16). District 14 adds extra day of workshop sessions to regular NARTB schedule.

ALL-STAR COVERAGE

NBC-TV coverage of All-Star baseball game, July 8, will be extended to include four TV stations of MBS—WOR-TV New York, WGN-TV Chicago, WNAC-TV Boston and KHJ-TV Los Angeles. Gillette Co., Boston, sponsoring both telecasts on NBC-TV and broadcast on MBS, through Maxon Inc., N. Y.

107 TV STATIONS TO AIR LIVE CONVENTION COVERAGE

ONLY 1% of nation's TV sets will not be able to receive live coverage of national political conventions from Chicago, according to AT&T, which reported Friday that 107 out of 108 stations in 65 cities will carry live proceedings. New cities on network will be Miami, New Orleans, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle. Non-TV areas, Portland, Denver and Fresno, will see closed circuit telecasts in theatres and hotels. In addition, more than 1,200 network radio affiliates will be serviced. Five thousand miles of radio relay and coaxial cable have been added.

WLAC SALE GRANTED

CONSENT was granted Friday by FCC to assignment of license of WLAC Nashville from J. T. Ward, trading as WLAC Broadcasting Service, to Life & Casualty Insurance Co. of Tennessee in transaction involving $1,250,000 [B•T, April 21]. In other actions, FCC granted assignment of license of WBGE-AM-FM Atlanta to General Broadcasting Co. (Edgar B. Pool, 20%; Robert N. Pinkerton, 80%) for $90,000 and granted consent to George H. Thomas to sell 10% interest in KANE New Iberia, La., to Dierrell Hamm for $12,000. Mr. Thomas retains 50% interest.

PEOPLE . . .

RAY VIR DEN, recently resigned president of Lennen & Mitchell, N. Y., opening own agency at 270 Park Ave., N. Y.

WILLIAM E. JOHN JR., Ruthrauff & Ryan N. Y., to Grant Adv., N. Y., as account executive and supervisor of five regions handled by agency's New York office for Dodge Division of Chrysler Corp.

GERALD W. JOHNSON, political analyst and author of many books, signed by WAAM (TV) Baltimore for campaign commentary series.

NARTB, NBC OPPOSE FCC REBROADCAST RULE

DANGER that FCC's rebroadcast rule may put Commission into position of regulating charges was advanced by NARTB as one reason for vacating or at least suspending July 1 effective date of order until fuller hearings are held, according to petition filed Friday.

On same day, NBC, also asking for revocation or suspension of rule, observed, "The rules put the shoe on the wrong foot," declared that asking station should be required to report to FCC why it considered refusal of rebroadcast rights unreasonable."

Both petitions question FCC's legal right to require stations refusing permission of rebroadcast rights to justify refusals to Commission, with implied threat that unless such are reasonable FCC may question fitness of station to be licensee. (Earlier in week, CBS also expressed doubt that FCC had such power; see story on page 97.)

WESTINGHOUSE SPONSOR

WESTINGHOUSE Electric Corp. to sponsor *Pick the Winner* on CBS-TV for 13 weeks starting Aug. 14 (Thurs., 9-9:30 p.m. EDT) as part of its sponsorship of get-out-the-vote campaign and political convention coverage on CBS networks. Agency: Ketchum, MacLeod & Grove, Pittsburgh.

N. C. Group Asks Free Radio-TV Planks

PLATFORM COMMITTEES of Republican and Democrat National Conventions in Chicago were urged last Friday by North Carolina Assn. of Broadcasters to "re-affirm their convictions that radio and television should be accorded all of the privileges traditionally granted the press."

At closing session of two-day meeting at Nags Head, N. C., NCAB unanimously adopted resolution for free radio planks in platforms of each party. Association petitioned state delegations to each convention to seek action by platform committees. Resolution recited that Senate and House by arbitrary action had excluded microphones, recorders and TV cameras from Congressional hearings, contrary to privileges heretofore accorded broadcast reporting "as counterpart of the pencil and paper in the hands of the reporter for the printed media."

With about 100 present, NCAB also adopted resolution expressing appreciation to FCC for its recognition of technical manpower shortage through interim authorization of less-than-first-class operators for transmitters. It thanked NARTB for its follow-through, and pledged to conform to requirement as to first-class operators when manpower situation changes and permits compliance without undue hardship.

Principal speakers were Richard P. Doherty, NARTB employe-employer-relations director and John H. Smith, Jr., NARTB FM director (see story page 26).

Ed Ruggles, director of North Carolina State College, explained plan for establishment this September of technical school in Gastonia to ease shortage of first-class operators. School expected to turn out 25 during first year.

E. Z. Jones, WBBB Burlington, state director of civilian defense, urged cooperation of broadcasters on big job immediately ahead. He said he had just returned from Washington indoctrination and that world situation is "very tense." In North Carolina, he added 8,000 volunteers will be needed for new air detection operation.

Successful litigation against 3% tax on transcriptions imposed by state was outlined by Allen Wannamaker, WGTM Wilson, with State Supreme Court upholding broadcasters. Assessment, however, construed to apply to towers but this is not recurring item.

Two-day session was presided over by T. H. Patterson, general manager of WRRS Washington, N. C. Other officers are Cecil B. Hoskins, WWNC Asheville, vice president, and Jack S. Younts, WEEB Southern Pines, secretary-treasurer.

Operation Sunburst

Winter profits melt into Summer excuses except on • • • • • **WLW-Television**

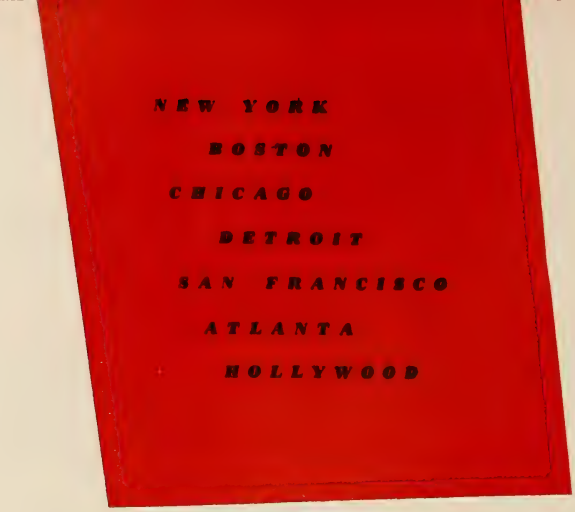
So put starch into those wilting sales with **OPERATION SUNBURST** and the

$50,000

"IF I WERE PRESIDENT" Contest

Exclusive on

WLW Television



weed

and company



JUNE 30, 1952 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

$2 Million Worth TV Applications
Page 23

Affiliates, CBS Radio Ready for Session
Page 24

Full Time Buying Well Underway
Page 27

Pomeroy's Radio Tops 'Blue Monday'
Page 28

TELECASTING
Begins on Page 49

21ST year

The Newsweekly of Radio and Television



Like soda goes with scotch

That's how *fast, profitable results* go with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY



NATIONAL does a complete job...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

Up-up-up go sales of National Bohemian and National Premium Beers in the rich Virginia markets of which Richmond is the center. And small wonder. National brews to a strict policy of "Not how much—but how well." It knows its business well. And it knows how to sell Virginians via Havens & Martin radio and TV stations of Richmond.

WTVR (TV) and WMBG (AM) are sound buys for any advertiser. Why? Their adherence to high broadcast standards, their long-time reputation for service, their pioneering progress have won the affection of Virginians. Today WTVR, now in its fourth year, is still the only TV station in Richmond. And WMBG means NBC for its millions. Here's a duo that's a sound investment for a sound (and sight) advertiser.



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.

WTVR Nationally Represented by Blair TV, Inc.

WMBG Nationally Represented by The Bolling Co.

NOT ONLY THROUGHOUT
THE PACIFIC WEST
but people in
EVERY STATE AND HALF AROUND THE WORLD
LISTEN TO AND ACKNOWLEDGE

KFI

Earle C. Anthony, Inc.

50,000 watt — Clear Channel
640 kc

A Southern California
institution for over
30
years

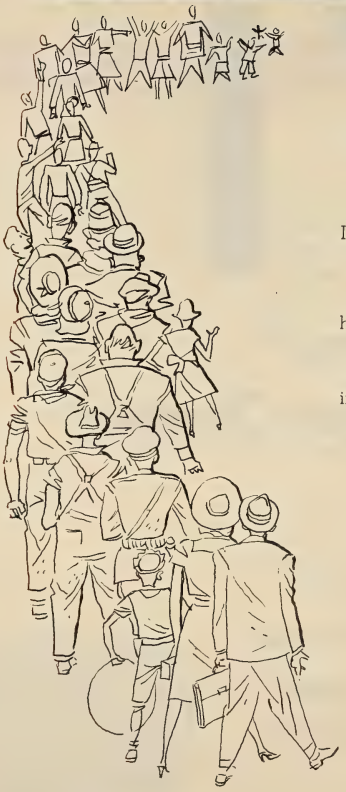
NBC for LOS ANGELES

Represented by Edward Petry Co., Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



the human side of the news



One of the survivors of the recent tragic collision between the Destroyer "Hobson" and the Aircraft Carrier "Wasp" was Fireman 2nd Class Joseph F. Arnold, of Lebanon, Pennsylvania. Nineteen-year-old Arnold was a witness at the Naval Inquiry investigating the collision.

In line with its policy of presenting the human side of the news, WGAL-TV arranged for young Arnold to appear before its cameras. Thousands of people in the area heard Arnold's graphic, first-hand account of the collision.

It's a habit of long-standing, at WGAL-TV, to present informative human-interest news programs such as the one featuring Fireman 2nd Class Arnold. Bringing its viewers the human side of the news is just one of the many ways in which WGAL-TV fulfills its public-service obligations.

WGAL-TV
LANCASTER
PENNSYLVANIA
A Steinman Station
Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles



at deadline

CLOSED CIRCUIT

THOUGH TOP PLANNERS under NBC's newly re-integrated radio-TV command [B•T, June 23] say they're still "in the casing and planning process" and have mapped no definite moves, speculation persists that studies are in works to determine possibility of devising new discount structure which, without involving "tie-in" sales, would give special credit to advertisers who use combination of radio and TV in certain volume. It's said to be under study as part of NBC's new emphasis on radio-TV as complementary media, following appointment of Sylvester L. (Pat) Weaver Jr. as vice president in charge of both radio and television, and Frank White as vice president and general manager of both.

UPCOMING is sale of WJMO Cleveland independent, 1 kw daytimer on 1540 kc. to Richard Eaton, operator of five stations in East (WOOK Washington; WANT Richmond; WARK Hagerstown; WSID Baltimore; WINX Rockville). Price understood to be $100,000 which includes current assets of perhaps $50,000. Seller is W. J. Marshall, who established station in 1947. It's presumed station, upon FCC approval of transfer, will cater largely to Negro population.

EDWARD G. SMITH, who resigned recently as manager of radio at ABC's central division, and was formerly General Mills radio-TV director, will join WTCN Minneapolis as general manager. F. Van Konynenburg, vice president and general manager of Mid-Continent Broadcasting, licensee of WTCN AM-FM-TV, expected to supervise TV activity after FCC approval of stock transfer in which CBS acquires TV station. WTCN, under proposed new ownership, has applied for TV channel [B•T, June 9, May 26, April 21].

ANNOUNCEMENT shortly will be made of election of W. C. Swartley, station manager of Westinghouse Radio Station's WBZ-AM-FM-TV Boston, and Ralph Harmon, WRS chief engineer in Washington, to Board of Directors of Westinghouse Radio Stations Inc.

ACQUISITION by John (Mystery Man) Fox of *Boston Post*, generated new reports last week of his possible entry into Boston radio. While emphatic denial came from CBS, speculation arose that Mr. Fox's next acquisition might be CBS-owned WEEI Boston, followed by application for TV. Forty-five year old financier is reportedly worth $25 million and holds substantial interest in Western Union.

INSIDE GOP headquarters there appears to be smug reaction to claim Democrats have jump in buying choice radio-TV time for post-convention network campaigning, with indication Republicans have bought plenty but aren't tipping hand to opposition.

FORD FOUNDATION about ready to reveal details of 90-minute Sunday afternoon program to start on CBS-TV right after election. Series will reportedly attempt to reflect diverse facets of contemporary life, using both live

(Continued on page 6)

McDANIEL RESIGNS AS RTMA PRESIDENT

GLEN McDANIEL resigned Friday as president of Radio-Television Mfrs. Assn. "solely because of personal considerations which require that I return to New York" [CLOSED CIRCUIT, Jan. 28]. Resignation, effective Oct. 1, drew expression of regret from RTMA board in Chicago (see RTMA story page 34) along with praise for his achievements since taking office April 1, 1951.

A. D. Plamondon Jr., new RTMA board chairman, named committee of past presidents to recommend successor to board. Members of committee are Robert C. Sprague, retiring chairman of board, chairman; Paul V. Galvin, and Leslie F. Muter.

Mr. McDaniel lauded by board for long list of major achievements on behalf of industry and skill in presenting as well as solving problems. Staff has been expanded since he assumed office and organization has grown. He piloted trade practice proposals through Federal Trade Commission conferences. In letter of resignation he thanked entire association and staff for cooperation.

BURNETT GETS ALL KELLOGG BUSINESS

LEO BURNETT Co., Chicago agency, takes on remainder of Kellogg Co., Battle Creek, business, adding seven products to current list of five Oct. 1. New products represent annual billings of $4 million, which switched from Kenyon & Eckhardt, New York [B•T, June 23]. New products are: All Bran, Pep, Bran Flakes, Raisin Bran, Shredded Wheat, Gro-Pup, feed division, added to products already serviced by Burnett: Corn Flakes, Rice Crispies, Sugar Corn Pops, Corn Soya and Gold Medal Macaroni and Spaghetti. In addition, Burnett will handle Kellogg Co. Ltd. of Canada. James E. Weber, vice president, is account supervisor, working with three product men. Burnett agency acquired initial Kellogg business in fall of 1949. Client looking at syndicated film, *Superman*, which would be spotted nationally for children's audience in fall.

YOUNG QUITS WORKSHOP

JAMES WEBB YOUNG has resigned as consultant on mass communications to Ford Foundation, effective Aug. 1. In announcing his resignation, Henry Ford II, Foundation's acting president, said, "We are pleased . . . that the Television-Radio Workshop, which was established by the Foundation at Mr. Young's suggestion and with his guidance, will continue along the lines envisioned by Mr. Young under Robert Saudek, director of the Workshop." Mr. Young said: "Now that the Workshop is established and is proceeding with plans that Mr. Saudek and I worked out together, I feel that it is time for me to turn my attention to a number of personal affairs that I have been neglecting during the last year. I have enjoyed working with the Foundation's officers and hope to be of additional service to them on some future occasion."

BUSINESS BRIEFLY

TEXACO SPOTS ● Texas Co. (gasoline and motor oil), through its agency, Erwin, Wasey & Co., N. Y., considering spot radio campaign in northeast section of country.

TEA ADDS MARKETS ● Tetley Tea Co., Greenwich, through W. Earl Bothwell, N. Y., adding small number of markets, effective immediately, for six weeks.

SEEK 100 MARKETS ● Garret Wine Co., N. Y., through David J. Mahoney, that city, starting to line up radio-TV spot campaign to start Oct. 6, in 100 markets for ten weeks.

PREEN PARTICIPATION ● A. S. Harrison Co., South Norwalk, Conn. (Preen Floor Polish), looking for participation radio—segments and spots—to start after Labor Day on New England coast, through Calkins & Holden, Carlock, McClinton & Smith, N. Y.

STRIKE CANCELS SCHEDULE ● Radio spot schedule destined to start July 21 in five sales districts for Lincoln-Mercury has been temporarily cancelled because of steel strike.

MC FARLAND COMPROMISE EXPECTED SATURDAY

COMPROMISE between Senate and House versions of McFarland bill (S 658) expected to be reached Saturday by Senate-House conference committee. Led by Sen. Ernest W. McFarland (D-Ariz.) and Rep. J. Percey Priest (D-Tenn.), committee met Friday, discussed several non-controversial sections of bill and was scheduled to meet next day at 10 a.m. to iron out remaining differences.

General consensus among Capitol Hill watchers is that final bill will include these provisions, of those significantly in conflict: (1) FCC will have power to issue cease and desist orders in addition to revoking licenses. However, fine provision of House bill may be retained for non-broadcast services. (2) Newspaper anti-discrimination provision will either be rewritten to make it apply to any lawful business or occupation or it will be deleted entirely on ground White House has objected to it, might veto measure because of it. (3) Horan amendment will be accepted, but section forbidding charge of premium rates for political candidates will be rewritten to take into account broadcast practices. (4) Double jeopardy clause in Senate version will be retained. (5) Forced purchase of equipment of licensee who fails to get renewal will be dropped.

DE ROCHEMONT MOVES

RICHARD DE ROCHEMONT, former executive producers of *March of Time*, has joined Transfilm Inc., New York, as producer and consultant on new business matters, moving his business film accounts to Transfilm in deal said to involve more than half-million dollars worth of commercial film production. Mr. De Rochemont plans to release two topical TV programs this fall.

for more AT DEADLINE turn page

at deadline

MOORE NAMED PRESIDENT OF VIRGINIA ASSOCIATION

JAMES H. MOORE, WSLS Roanoke, elected president of Virginia Assn. of Broadcasters at business session held Friday noon, winding up two-day meeting at Old Point Comfort, Va. (see VAB stories pages 30, 51). Robert H. Smith, WCYB Bristol, elected vice president and Frank E. Koehler, WROV Roanoke, secretary-treasurer.

Resolutions supported NARTB get-out-the-vote campaign and FCC plan to relax operator rules. Bernard Koteen, Washington radio attorney, cited cases supporting NARTB effort to have operator rules eased. NARTB President Harold E. Fellows spoke at Thursday night session.

Indication some UHF TV stations will be granted soon after July 1 given by FCC Comr. Rosel H. Hyde in question session after his talk. He declined to get into discussion of directional TV antennas. C. T. Lucy, WRVA Richmond, discussed legislative activities as chairman of committee handling that work. Others taking part in floor debates were John W. Shultz, WMVA Martinsville; Charles P. Blackley, WTON Staunton, retiring VAB president; Richard F. Lewis Jr., WINC Winchester; Philip P. Allen, WLVA Lynchburg, and Robert M. Lambe, WTAR Norfolk.

Elected to VAB board were Fred L. Hart, WLPM Suffolk; John L. Cole Jr., WHLF South Boston; Charles R. Maillet, WFLO Farmville; Earl M. Key, WKEY Covington; E. S. Whitlock, WRNL Richmond.

COURT ORDERS KFDM CASE REOPENED

REOPENING of 560 kc case concerning KFDM Beaumont, Tex., and KWTO Springfield, Mo., was ordered by U. S. Court of Appeals in decision Thursday (No. 10888). Court remanded case to FCC to (1) hear testimony on possible directional antenna design proffered by KFDM and (2) compare amount of interference between what was estimated and what actually has occurred.

In 1947, FCC granted KFDM authority to boost power from 1 kw to 5 kw. Short time before grant, KWTO applied for power increase from 5 kw local sunset and 1 kw night to 5 kw full time, thus throwing interference into KFDM's expanded service area. Commission then revised KFDM grant to condition it on acceptance of any interference that might ensue if KWTO application granted. If KFDM rejected condition, FCC said it would set both applications for comparative hearings. KFDM accepted condition. In 1948, FCC held hearing on KWTO application, granted power boost. KFDM appealed to Court of Appeals.

In other parts of decision, Court denied KFDM complaints that (1) it was denied comparative hearing and (2) that FCC violated 10% rule in granting KWTO increased power. Court held that when KFDM accepted condition on its grant, it waived rights to comparative hearing. Court also said that 10% rule is part of Engineering Standards, and FCC must have flexibility in deviating therefrom in public interest.

AVCO REPORT

NET INCOME of Avco Mfg. Co. for six months ended May 31 totaled $3,542,928 against $5,547,211 in same period of 1951. Earnings in first half of 1952 were 38 cents per common share on 8,887,959 shares compared with 61 cents on 8,731,058 shares for similar period last year. Dividend of 56¼ cents on corporation's $2.25 cumulative convertible preferred stock, payable Aug. 1, 1952, declared Friday.

In this Issue—

A summary of television station applications filed since the freeze was lifted shows the average applicant expects to spend $367,000 to build his station and $292,000 to run it the first year. Average anticipated revenue for first year is $314,000. *Page 23.*

General Telecasting System is formed by General Teleradio Inc. (subsidiary of General Tire & Rubber Co. and principal stockholder in MBS) to produce and distribute television programs. *Page 23.*

This is the week that may settle the immediate future of network-affiliate relationships in radio. CBS Radio affiliates meet with top network executives July 2 to straighten out differing opinions over network rates. *Page 24.*

Monday isn't blue any more for Pomeroy's department store in Pottsville, Pa., since it started using Sunday radio advertising. A special B•T report. *Page 26.*

Despite summer heat, advertisers and agencies are beginning to plan fall schedules on radio and television. *Page 27.*

The President throws his support behind educational television, tells FCC members he hopes private foundations will ante up the enormous sums needed to build non-commercial facilities for educational broadcasters. Meanwhile, Emerson Radio & Phonograph Corp. puts up $100,000 for educational stations. *Page 51.*

Detailed plans for radio and television coverage—the most ambitious in history—of the Republican National Convention next week. *Page 25.*

Harold Fellows, NARTB president, warns against the dangers of "organized efforts at censorship" as he testifies before the House subcommittee investigating morals of radio-TV. *Page 29.*

The 1953 NARTB convention is set for Los Angeles starting either April 28 or 29. *Page 31.*

National Production Authority relaxes its ban against color television production, but concedes that it won't mean anything like mass production of color will be possible. *Page 53.*

FCC's proposed relaxation of transmitter operator rules draws violently opposed reactions. Station operators, on the one side, say engineer shortage requires easier rules. Engineers and unions say there is no shortage but that stations want to hire cheap help. *Page 28.*

Upcoming

June 30-July 2: National Industrial Advertisers Assn., Palmer House, Chicago.
July 1-2: CBS Radio affiliates meeting, Ambassador Hotel, New York.

(Other Upcomings page 73)

Closed Circuit

(Continued from page 5)

and film presentation in flexible format similar to that of leading picture magazines. Understood that series will be available for participating sponsorship.

WHEN FCC appears before House subcommittee on Gathings investigation, it will be called upon to analyze complaints received from public on radio-TV programming. These, as of now, show roughly that main complaints have been against liquor advertising (Hawaii and Alaska), running better than 3-1 over all others. Poor runners-up are low necklines on TV and blatant commercials.

UNDERCURRENT of opposition evident in FCC legal ranks over plan of General Counsel Benedict P. Cottone to hire outsider to fill vacancy of Assistant General Counsel in charge of litigation. J. Roger Wollenberg, of Anti-Trust Div., Dept. of Justice, is mentioned. Staff supports merit promotions from within, particularly on ground that litigation will require trained top personnel. Suggestion strongly favored is promotion of Assistant Broadcast Bureau Chief Joseph M. Kittner to AGC for administration, with AGC Richard A. Sollomon promoted to litigation, and Paul Dobin, who ably directed final TV allocations project, succeeding Mr. Kittner in Broadcast Bureau. All salaries involved are at $10,800.

DON'T kiss off request of Sen. Joseph McCarthy (R-Wis.) for list of State Dept. contacts with radio-TV newsmen. It's likely to come up in election campaigning as basis of charge State Dept. is using private industry for propaganda.

USE of closed circuit TV for civil defense alerting believed to have stirred keen interest inside White House after theatre TV demonstration for policemen last Thursday.

AMERICAN Civil Liberties Union is preparing brief to support its petition asking that hearing be held by FCC on alleged use of blacklist by radio-TV networks and stations. Commission several weeks ago turned down ACLU pleading asking that network stations be placed on temporary license pending hearing [B•T, June 16], but left unresolved request for hearing on subject.

YOU CAN put this down as fact: Even if Democrats remain in White House, former U. S. Sen. James Mead will submit his resignation as FTC chairman early next year.

WMAL EXECUTIVE CHANGES

WITH resignation of Ben Baylor as assistant general manager and sales manager of WMAL-AM-FM-TV Washington, Charles L. Kelly, program director of stations, becomes assistant general manager. Kenneth H. Berkeley, general manager of Evening Star Broadcasting Co., also announced appointment of Mahlon Glascock as director of radio and television sales. Mr. Glascock, now with Kal, Ehrlich & Merrick advertising agency, formerly director of radio sales for WRC Washington, NBC-owned capital outlet. Appointments effective July 1.

CONVENTIONS TO WICHITA

KANS Wichita Friday completed arrangements to bring conventions to Wichita by microwave relay connection with WKY-TV Oklahoma City. Station will set up 65 to 70 sets in Wichita Forum Bldg. Telecast will be presented free as public service.

for more AT DEADLINE see page 86

YOU Get The BIG Audience On KRNT

DES MOINES RADIO

Latest Hoopers show it again . . . KRNT, CBS Radio in Des Moines, delivers the BIG audience—Morning, Afternoon, and Evening. You're right when you buy that very highly Hooperated, sales results premeditated, CBS affiliated station in Des Moines. Katz represents KRNT, The Register and Tribune station.



To the radio advertiser who inquired about an under-the-counter deal

One of our boys recently put aside his rustic clothes and haystrewn speech for a look at the World. "Madison Avenue is a shambles," he reported. "All advertisers are equal only some are more equal than others. Rate cards gyrate. Counters for dealing under are everywhere. One fellow even made me a Proposition!"

We calmed him down with a month's vacation and decided to make a Statement, to wit:

1. Our rate card No. 18 became effective June 1, 1951.
2. If rate increases become necessary a new rate card will be issued (with a year of grace between announcement and effective date).
3. If rate decreases go into effect a new rate card will be issued; everyone will know about it and benefit from the reduction.

We're old fashioned about rate cards. Ours mean what they say. Everyone is treated the same as anyone. This saves time-buyers embarrassment; they know where they stand; they don't have to be worried about bargaining.

We submit that WMT's published rates offer a fertile source of advertising value: 338,480 families who listen each week to WMT's exclusive regional and CBS programming. The Katz Agency, our national representative, says amen.

5000 WATTS, 600 KC

REPRESENTED NATIONALLY

BY THE KATZ AGENCY

WMT CEDAR RAPIDS

BASIC CBS RADIO NETWORK

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
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IN THIS BROADCASTING . . .

Agency Beat	10
Aircasters	70
Allied Arts	72
Editorial	46
FCC Actions	78
FCC Roundup	83
Feature of Week	14
Film Report	67
Front Office	48
New Business	18
On All Accounts	10
Open Mike	16
Our Respects to	46
Programs, Promotion, Premiums	74
Strictly Business	14
Telestatus	58
Upcoming	73

TELECASTING Begins on page 49

WASHINGTON HEADQUARTERS

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CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

is it true what they say about television?

Yes, it is true that television has had a lusty, chaotic infancy.

It's equally true that television today has matured into a major medium sold and bought on a comparative and competitive basis.

It's also true that buyers of television time need and want facts about television markets to do an intelligent buying job.

It's true, too, that the TELECASTING section of the 1952 BROADCASTING-TELECASTING Marketbook will contain the basic data on *all* 63 television markets.

This data will be broken down into easy-to-read, easy-to-refer-to information.

Timebuyers need facts in a hurry. They will find the answers quickly and easily in the Marketbook.

The 1952 Marketbook has the answer on how much spot or network television will cost on any combination of stations throughout the country.

The 1952 Marketbook has the answer on what rating services are available in each of the television markets.

The 1952 Marketbook has the answer on the population of each of the TV markets.

The 1952 Marketbook will contain a television map of the United States. This will enable timebuyers to chart coverage areas.

Because the 1952 Marketbook has these and many other answers, it is true that the Marketbook is the strategic buy for television stations.

It is true, too, that regular rates apply.

The publication date of the Marketbook is August 18th. The deadline is July 20th. Send in your reservation today.



TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



agency

HERBERT A. CARLSON resigns as vice president of Henri, Hurst & McDonald, Chicago, July 1 to enter public relations business on West Coast.

DR. LAWRENCE DECKINGER, research director, Biow Co., N. Y., appointed vice president in charge of research.



Dr. Deckinger

HELEN M. WHIGHAM, assistant account executive, H. M. Conner & Assoc., Hollywood (now discontinued), to Vick Knight Inc., that city, as media director.

JOAN M. KOOB, J. B. Lippincott Co., Phila., and **WILLIAM STEINER** form new agency, **STEINER & KOOB**, N. Y.

RALPH WEINSTOCK, account executive, Ted H. Ball Co., Hollywood, to Consolidated Adv. Directors, L. A., as head of sales-merchandising department.

MARY ANDREW AYRES, account executive with Sullivan, Stauffer, Colwell & Bayles, N. Y., elected a vice president. Her husband is **CHARLES T. AYRES**, vice president in charge of radio at ABC.



on all accounts

GERALD L. (JERRY) SEAMAN, radio-television director of Bert S. Gittins agency, Milwaukee, has the kind of a job about which perhaps people dream. In the line of duty this spring, he spent four weeks visiting 11 South and Central American countries. Last year he toured 15 nations in Europe and the Near East, and next year he will fly to New Zealand and Australia.

Mr. Seaman has averaged 100,000 flying miles yearly in the past 10 years, which probably makes him the country's fastest and farthest-moving advertising-radio-farm expert.



Mr. SEAMAN

Traveling in what amounts to at least a six-day and often a seven-day week (which people *don't* envy), Mr. Seaman shepherds radio's oldest farm program and the only commercial show participated in by the U. S. Dept. of Agriculture, *The National Farm and Home Hour* on NBC from Chicago. A Saturday show and Chicago's first network feature, it is presented in cooperation with the USDA and has been sponsored for 52 weeks yearly since 1945 by the Allis-Chalmers Mfg. Co., Milwaukee. Bert S. Gittins is the agency.

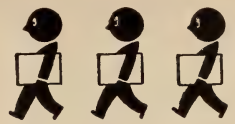
Mr. Seaman's experience in journalism, agriculture and radio are combined ideally for the account. Born on a livestock farm in Iowa, he completed work on bachelor's and master's degrees at Iowa State College in agricultural journalism. As an undergraduate, he wrote freelance news for local and regional farm papers and national magazines, waited on tables in his Delta Chi fraternity house, and was a member of Alpha Zeta (agriculture), Sigma Delta Chi (journalism), and Cardinal Key (senior society).

After 12 months as a graduate assistant when he divided his time between teaching duties and work on his master's thesis, he left the campus for the outside world. In 1942, he returned briefly to receive his M.S. after researching and writing a thesis on "The History of Early Iowa Farm Magazines," covering the years from "zero to 1900."

Mr. Seaman worked as field editor of *New Jersey Farm and Garden*, handling editorial as well as advertising, and as a salesman for the daily *Drovers Journal* in Chicago. Joining the North Dakota Agriculture College at Fargo in 1938, he handled duties as publicity

(Continued on page 71)

beat



ARTHUR H. YOUNG, assistant sales promotion manager, Interstate Department Stores, to merchandising staff, Young & Rubicam, N. Y., in charge of sales promotion and premiums.

MAXWELL M. HAMAN, operator of own direct mail agency, and **CHARLES S. HAYDEN**, to copy writing staff and art department, respectively, of N. W. Ayer & Son, N. Y. **BRANTLEY LIPPINCOTT**, Ward Wheelock Co., to Ayer's Philadelphia office as staff member of checking, audit and file bureau of media department.

WILLIAM C. RAUGHLEY, Al Paul Lefton Co., Phila., to J. M. Korn & Co., that city, as account executive.

CLAIRE COBHAM rejoins S. R. Leon Co., N. Y., in executive capacity.

JORDAN BEYER, salesman, General Electric Supply Corp., L. A., to Ross, Gardner & White Adv., that city, as account executive.

LUSK ROBINSON to White Adv., Oklahoma City, as account executive in charge of business development.

TOBY A. MILLER, manager director, Ted H. Ball & Co., Hollywood, to The Edwards Agency, L. A., as account executive and merchandising director.

FADELL Co., Minneapolis, changes name to **MIKE FADELL Adv. JOHN J. POLIAN** appointed account executive there. **DORIS ANDERSON** named media director. **JOAN MURPHY** added to radio-TV staff.

ALLAN A. DAVID has re-opened **DAVID Adv.**, 20 W. Jackson Blvd., Chicago. Telephone is Webster 9-3788.

A. E. ALDRIDGE, A. E. Aldridge Assoc., Phila., elected vice president of First Adv. Agency Group at Buffalo convention.

JACK WHITEHOUSE, office of public information, U. of Calif., L. A., to Martin R. Klitten Co., that city, as head of newly formed public relations department.

GETSCHAL & RICHARD Inc., N. Y., changes to **GETSCHAL Co.** Office remains at 49 E. 51st St.

BERGIE BOE, manager of radio-TV department, Roy Durstine agency, N. Y., to radio-TV staff, Needham, Louis & Brorby, N. Y. She is wife of **BOB WOOD**, midwest manager of Storer Broadcasting Co.

GILBERT W. WERNER, copy-contact man, H. B. LeQuatte Co., N. Y., and previously with August Adv., Miami, to copy staff of VanSant, Dugdale & Co., Baltimore.

NORMAN C. KAL, president and treasurer, Kal, Ehrlich & Merrick Adv., Washington, D. C., elected business representative on board of Assn. of Better Business Bureaus Inc.

THOMAS P. REILLY to media staff, Ted Bates & Co., N. Y., as space buyer.

RAY VIR DEN, former president of Lennen & Mitchell, N. Y., who was said earlier in B•T to be opening agency, reported last week that it was office which he would use as base of operations, but not an agency.

ARTHUR PARDOLL, business manager, radio-TV department of Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., father of girl, Martha Jean, June 12.

EDWIN B. TYLER to Hermon W. Stevens Agency, Boston, as assistant to president.

Buffalo Retail Market Ranks 14th Among Cream Sales Areas

BUFFALO EVENING NEWS New York Bureau.

NEW YORK, May 27.—The Buffalo retail market today ranks 14th among "cream" metropolitan retail sales markets in the United States.

"The Buffalo metropolitan retail market is actually larger than that of the entire State of Maine," said Dr. Vergil D. Reed, former acting director of the census, in announcing the seventh edition of "Population and Its Distribution."

"Buffalo itself has a population of 580,132, ranking 15th among U.S. cities," said Dr. Reed, who is vice president and associate director of research of the J. Walter Thompson Company.

"But the Buffalo metropolitan retail market really includes the Counties of Erie and Niagara, giving it a total population of 1,089,230. This represents a market larger than Maine, Rhode Island or Arizona."

general stores, accounting for 12.37% of the national total.

The state buys: Drug and proprietary goods, 9:30% of the national total; furniture, furnishings and appliances, 12.30%; automotive, 7.65%; gasoline service stations, 6.82%; lumber, building and hardware, 5.97%.

169,000,000 by 1960

Here are some significant facts with respect to population, shown by the study:

1—The population of the country today is three times that of 1880 and twice that of 1900. Each month it continues to increase more than a Hartford, Conn., or Des Moines, Ia.

2—From 1940 to 1950 the population of the country gained 000,000, or 14.3%, the largest any decade in history.

3—It is estimated that the population will reach 169,000,000 1960, adding three Michigans nearly two Californias to the U

Big Buffalo's 'Cream' Market Larger Than Maine, Arizona or Rhode Island

These figures are stoppers: A total of $1,027,228,000 represents the annual buying of 306,142 Buffalo market households in 14,252 retail outlets. This rich market is completely covered by Buffalo's No. 1 station — WBEN. Petry will tell you all about this "cream" station and market.

WBEN

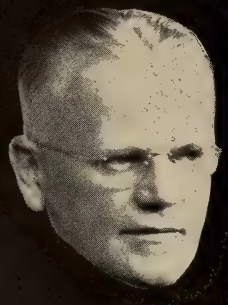
NBC BASIC • BUFFALO

court.

faulty steering mec
broken windshield, no
muffler, testified Patrol

AP NEWS means GOOD NEWS

GOOD NEWS for WJLK, Asbury Park, N. J.:



"We feature AP news every hour," says Station Manager Tighe. "It is the backbone of our local programming and time sales. Our listener ratings show that a local independent which does a good news job can outpull networks in the local market!"

Thomas B. Tighe, Station Manager
WJLK, Asbury Park, N. J.

GOOD NEWS for KARK, Little Rock, Ark.



Commercial Manager Haas reports:
"Our 39 weekly 15-minute AP newscasts are divided among 12 sponsors. All have been with us at least four years. That's proof that AP news with alert local and regional coverage is good business for sponsors and for KARK."

Julian F. Haas, Commercial Manager
KARK, Little Rock, Ark.

More and more of the country's finest stations are announcing with pride: *"THIS STATION IS A MEMBER*

GOOD NEWS GOOD NEWS GOOD NEWS GOOD NEWS GOOD NEWS GOOD NEWS GOOD NEWS

for station and sponsor!

GOOD NEWS for the FISCHER BAKING COMPANY,
with seven 15-minute AP newscasts a week on WJLK:

"Our long sponsorship of AP newscasts on WJLK shows (1) their effectiveness, and (2) our satisfaction," declares George J. Fischer. "These newscasts accomplish two important jobs . . . a public service in keeping our audience informed . . . and an advertising job by promoting Fischer Baked Products to a larger-than-usual audience!"

GOOD NEWS for MEYER'S BAKERY, sponsor of
seven AP newscasts a week on KARK:

"We're in a highly competitve field," says Charles T. Meyer, President, "and we must maintain our leadership as marketers of quality baked goods. Our AP newscasts on KARK help us do this by providing a powerful selling medium plus the public service credit and prestige which go with sponsorship of AP news."

OF THE ASSOCIATED PRESS."



Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

AP NEWS WILL MEAN GOOD NEWS FOR YOUR STATION AND YOUR SPONSORS, TOO! The alert, comprehensive, authoritative news coverage provided by The Associated Press attracts, holds, convinces audiences . . . creates an atmosphere of authenticity in which a sponsor's message takes on added importance. Find out today how the good news brought by AP can mean good news for you and your sponsors! Consult your AP Field Representative . . . or write, wire, or phone:

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

Here's Archer!



GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:-15-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC Spot Sales

feature of the week

MR. RUSSELL DARY, real estate and insurance firm owner, is putting his ability at the organ to good use on KMAN Manhattan, Kan.

Last March, Mr. Dary began a quarter-hour Sunday afternoon program on KMAN, featuring his own organ music. The program, *Melodies at Home*, is aired from Mr. Dary's residence.

In two months, Mr. Dary's firm had moved more than $150,000 worth of real estate alone. Considering that Manhattan is a community of only 19,000 inhabitants, this was quite a feat, Bill Friday, KMAN commercial manager points out.

The insurance portion of Mr. Dary's business has increased to the point where it now pays for the entire overhead expense.

Mr. Dary gives KMAN credit for helping to increase his business as much as 30% over a two-month period. Ten minutes after his first quarter hour, a hitherto unknown prospect phoned to compliment Mr. Dary on his music talent. This phone call eventually resulted in sale of a $30,000 piece of property, which had been mentioned in one of the commercials.

In addition to his advertising over the radio, Mr. Dary participates twice weekly in a public service type program promoting *Safety First*.



Mr. Dary, through KMAN, airs Melodies *from his living room.*

* * *

Mr. Dary is a member of the Washington Committee of the National Real Estate Board, a past-president of the Kansas Assn. of Real Estate Brokers and holds the Kansas Assn. of Real Estate Brokers "Outstanding Achievement Award" for 1951.

As a musician, and as a businessman, Mr. Dary knows that radio brings the most harmonious results from the broad keyboard of advertising.

strictly business

ARTHUR Clarendon Smith, president of Smith's Transfer & Storage Co., has added a new expression to Washington's vocabulary through radio advertising.

The expression, "Don't Make a Move Without Calling Smith," is used by Mr. Smith as a slogan. Children at play use it. Washington officialdom uses it. It has become a household term.

More than incidentally, Mr. Smith traces the phenomenal growth of his moving and storage business to radio use of that slogan, which is whispered by the announcer.

So much, in fact, does he think of that slogan that it has been registered as a trademark. He sold its use to a New York City firm, which also is doing quite well with it.

The whispered slogan actually is the brainchild of Mr. Smith's advertising representative, Courtland D. Ferguson, president of the agency, Courtland D. Ferguson Inc. Mr. Smith first used radio advertising in February 1943. Until that time he used newspaper space spasmodically, radio even less frequently.



Mr. SMITH

. . . his whispered slogan became a household expression

In 1943, he decided to do more

(Continued on page 43)

CLEVELAND
WSRS
"The Family Station"
CLEVELAND'S ONLY NEWS STATION ON THE AIR 24 Hours daily 'round the clock

WSRS
WILL BE AT THE REPUBLICAN AND DEMOCRATIC CONVENTIONS FULL TIME COVERAGE DIRECT FROM CHICAGO OVER OUR OWN EXCLUSIVE FACILITIES

WSRS
LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR 'ROUND THE CLOCK
On the air 24 hours daily

"The Family Station"
WSRS
CLEVELAND
NAT'L REP. FORJOE & CO.

MR. SPONSOR:
Don't fail to read paragraph 3 of this letter

RAND ADVERTISING AGENCY
38 E. 57th ST., NEW YORK 22, N. Y. • MURRAY HILL 8-3480
LOS ANGELES, CAL.: 6399 WILSHIRE BLVD.

April 11, 1952

Mr. Harry R. Lipson
General Sales Manager
Radio Station WJBK
Masonic Temple
Detroit 1, Michigan

Dear Mr. Lipson:

With regard to our recent campaign on behalf of the Perfume Sales Company in the Detroit area, we would like to take this opportunity to advise you of the splendid job that WJBK did for us.

In the two days WJBK was directly responsible for 1,902 telephone calls which resulted in 2,177 actual orders, the difference, of course, are the multiple orders. While the campaign was directly slanted to telephone orders only, we were happy to receive 200 pieces of mail.

Per dollar spent, WJBK brought our client one of the lowest cost per sale figures in the campaign's history. We truly congratulate WJBK!

Would you also convey our sincere thanks to the staff who helped make our stay in Detroit as truly pleasant and successful as it was.

Very truly yours,
RAND ADVERTISING AGENCY
Robert E. O'Connor
Vice President

This letter is typical. WJBK is the "pay-off" station for wise buyers.

A STORER STATION

WJBK — AM — FM — TV DETROIT

Tops in Music—News—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

open mike

Network Story

EDITOR:

Thought your story on network sales ["The Radio Networks' Crisis and Cures," June 16 issue] was an excellent job of reporting and writing.

It was one of the most realistic appraisals of the situation I have seen or heard.

Carl George
V. P. & Gen. Mgr.
WGAR Cleveland

* * *

EDITOR:

Just a note to tell you how much I enjoyed your story on the radio network crisis. . . . It was beautifully prepared, concise and most enlightening. . . .

Robert H. Salk
The Katz Agency Inc.
New York

* * *

Fudd's Friends

EDITOR:

PLEASE SEND 100 COPIES EUSTACE T. FUDD AND CONGRATULATIONS ON FINE PROMOTION PIECE.

MICHAEL R. HANNA
GENERAL MANAGER
WHCU ITHACA, N. Y.

* * *

EDITOR:

SEND IMMEDIATELY 50 COPIES "RADIO IS NO DAMN GOOD." BILL US. WILL PAY ANYTHING.

A. J. BAUER
GENERAL MANAGER
WINK
FORT MYERS, FLA.

* * *

[EDITOR'S NOTE: Because of readers' demands, a new printing of the B•T brochure containing radio success stories has been made. The brochure is available at the following rates: Single copy, 35¢; 25 copies, $7.50; 50 copies, $15; 75 copies, $20; 100 copies, $25. Plus postage.]

* * *

Bonus

EDITOR:

Thank you for . . . that extremely flattering piece you ran about me in BROADCASTING May 12 . . . Those who I think of as my friends still want to know what I had to do to win such a bonus.

Carroll Carroll
Vice President
Ward Wheelock Co.
Hollywood

* * *

Technical Tizzy

EDITOR:

Notice in the June 9 issue of BROADCASTIG • TELECASTING that the NARTB and Mr. [Richard P.] Doherty [NARTB director of employer-employe relations] have succeeded in getting an FCC hearing on their proposal to drastically reduce operator requirements.

Even allowing for Mr. Doherty's inimitable use of doublethink and scrambled semantics, the proposals make very little sense from any rational standpoint.

As for a shortage of licensed operators, FCC figures show that the number of first phone tickets more than doubled between 1946 and 1950. . . . Concerning the same operator requirements for a quarter kilowatt AM station and a television station, the truth of that matter is that the former are not too high, but the latter far too low. UHF and color TV will further increase technical requirements. . . .

Lewis C. Sherlock
Denver

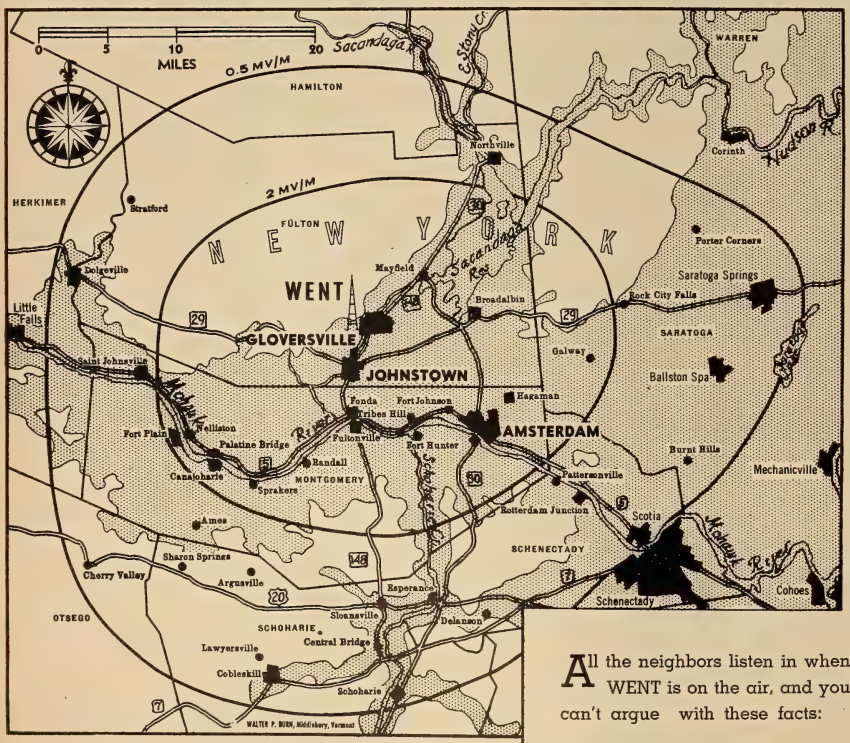
* * *

Score an Assist

EDITOR:

It was with great interest that we read the article in the June 23 issue surveying a typical cross section of the leading advertising agencies and their ideas on the handling of spot schedules which are disrupted by the broadcasting of the political conventions this July. Having an advance look into the situation will be of real assistance to us in planning our own procedure.

H. William Koster
General Manager
WPJB Providence, R.I.



RADIO STATION **WENT** 250 W 1340 KC

C. B. S. Affiliate

GLOVERSVILLE-JOHNSTOWN, N. Y.

WENT serves a prosperous dairy-farming and resort region, studded with manufacturing centers that include Gloversville, Johnstown and Amsterdam. The shaded area includes the lower Mohawk and upper Hudson Valleys below 1000-foot contour, permitting clear groundwave reception of outstanding CBS programs, augmented by carefully planned schedules of local news and talent.

SACANDAGA BROADCASTING CO.
Gloversville, N. Y.

All the neighbors listen in when WENT is on the air, and you can't argue with these facts:

WENT is the only CBS Affiliate between Utica and Troy serving this vast population.

WENT has the top 20 rated programs . . . a combination of top CBS shows and local favorites.

George Bissell — President
J. Charles — Resident General Manager

GILL-KEEFE-PERNA, INC.
National Representatives



2500 SONG WRITERS

WORKING FOR YOU

MR. SHOWMAN:

Suppose you put the country's 2500 leading song-writers on your payroll to create the music your customers demand. Picture the size of your payroll! But there is a simple way to get the same result at a nominal cost.

The way, of course, is through an ASCAP license, which gives you ready access to the best-loved American music . . . an unparalleled catalog containing tens of thousands of compositions of the more than 2500 leading American song-writers . . . the favorites of the past half-century.

In brief, you get the MUSIC that has made the field of entertainment one of America's great Industries. MUSIC is the lifeblood of radio and television, night clubs and taverns, restaurants and hotels . . . wherever Americans while away their hours of relaxation.

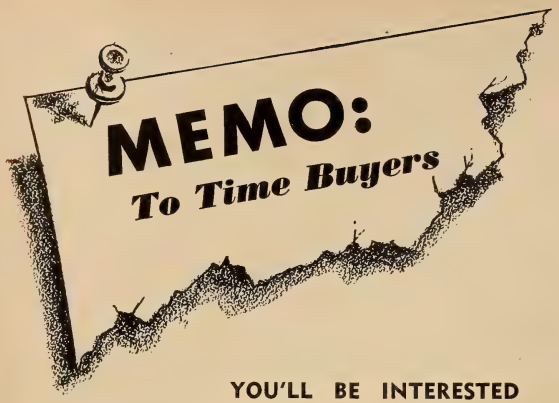
The creative talent that makes MUSIC good business for you is available at low cost. Look at it this way . . . *the total royalties paid to writers and copyright owners last year through ASCAP by all commercial users of music are only a fraction of a cent of each dollar spent on entertainment by the American public.*

An ASCAP license is the biggest bargain in entertainment!

This is the second of a series of advertisements telling the story of ASCAP

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, NEW YORK



YOU'LL BE INTERESTED

IN RADIO'S VERY LOW

Cost per thousand

ON WESTERN NEW YORK'S

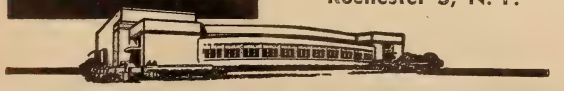
NUMBER ONE STATION

WHAM has available up-to-date cost-per-thousand figures for its many popular *Participation Programs*. You'll find them of special interest in the selling problems of seeking the largest possible market at low, low cost. Your nearest HOLLINGBERY representative will gladly show you the facts.

WHAM

The Stromberg-Carlson Station

Rochester 3, N. Y.



Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

new business



Spot • • •

MALTEX Co., Burlington, Vt., looking for radio spot availabilities for late fall start in hot cereal New England markets. Agency: Samuel Croot Co., N. Y.

SHULTON TOILETRIES, N. Y., lining up possibilities for spot radio campaign to start early fall in top 50 markets. Agency: Wesley Assoc., N. Y.

NESTLE'S CHOCOLATE Co., N. Y. (Semi-Sweet and cookie mix), planning radio-TV spot campaign in 25 markets starting early October. Agency: Cecil & Presbrey, N. Y.

TEA COUNCIL, N. Y., beginning in fall will use TV spots in 23 cities for 20 weeks to promote consumption of hot tea. Agency: Leo Burnett Co., Chicago.

Network • • •

GENERAL MILLS Co., renews *Betty Crocker Magazine of the Air*, on ABC for 52 weeks, Mon. through Fri., 8:40-8:45 a.m., 2:30-2:35 p.m. and 4:25-4:30 p.m. EDT, effective Sept. 1. Agency: Dancer-Fitzgerald-Sample, N. Y.

SERUTAN Co., Newark, moves *Battle of the Ages* from DuMont to CBS-TV starting Sept. 6, Sat., 10:30-11 p.m. EDT. Agency: Franklin Bruck Adv., N. Y.

TONI Co., Chicago, will sponsor five-minute program on ABC radio twice a day, Tues. and Thurs. called *It Happens Every Day*, 2:30-35 p.m. and 10:30-35 p.m., effective July 1. Agency: Tatham-Laird Inc., Chicago.

AMERICAN TOBACCO Co., N. Y. (Lucky Strike cigarettes), to sponsor *Your Lucky Clue* with Basil Rathbone as m.c., effective July 13, as summer replacement for *This Is Show Business*, Sun., 7:30-8 p.m. on CBS-TV. Agency: BBDO, N. Y.

GENERAL FOODS, N. Y. (Instant Sanka coffee and Swans Down cake mixes), will sponsor *Footlight Theatre* effective July 4, CBS-TV, 9:30-10 p.m. for 13 weeks when firm will pick up *Our Miss Brooks* in same time slot. Agency: Young & Rubicam, N. Y.

Agency Appointments • • •

RUM & MAPLE TOBACCO Corp., N. Y. (cigarettes and smoking tobacco), appoints Rand Adv., that city, to handle radio and television advertising.

DAYSTORM FURNITURE Corp., Olean, N. Y. (tubular and plastic furniture), reappoints N. W. Ayer & Son, N. Y.

SCUDDER FOOD PRODUCTS Inc., Monterey Park, Calif. (mayonnaise, potato chips, peanut butter), names BBDO, L. A. Radio-TV is being used.

HOUDRY PROCESS Corp., Phila., appoints John Falkner Arndt & Co., that city.

HUDSON DEALERS OF SOUTHERN CALIF., L. A., appoints Erwin, Wasey & Co., that city. TV is being used.

COMPRESSED PRODUCTS Corp., Phila., appoints Lee Ramsdell & Co., that city, for new product, Delicate. GERALD F. SELINGER is account executive.

Adpeople • • •

HARRY W. CHESLEY Jr., vice president in charge of national sales, Pepsi-Cola Co., N. Y., to Philip Morris & Co., that city, as vice president to coordinate and supervise company's advertising, selling and merchandising activities.

ROLLA E. McDONALD, vice-president and creative director, Hoffman & York, Milwaukee, to Payne Furnace Div. and Day & Night Div. of Affiliated Gas Equipment Inc., Monrovia, Calif., as advertising manager. He succeeds JOSEPH J. MURLO, who has joined Free Sewing Machine Co., Beverly Hills, in similar capacity, replacing ERVING BERG, named sales promotion manager.

ROBERT P. CLARKE Jr. promoted to assistant director of advertising, Mutual Life Insurance Co., New York.



Is it time for another Declaration of Independence?

The men who wrote the first one struggled to put new ideas into simple words. Humbly, they tried to set down clearly certain rights of man that could be called God-given, and hard-to-say things of a spiritual nature — truth, equality, freedom.

And the words came alive, and the ideas shone clear. The idea that each man is more important than his government; his independence more precious than his security; his spiritual strength more lasting than his armies.

Upon these, a nation grew great.

There are always people who fear such ideas — even today, even in America. These people feel that man cannot be trusted with his destiny. They are working to make government the master — instead of the servant — of the people.

Their distrust of the individual has spread frighteningly in the past few years.

It can be stopped by ideas — the same ideas spelled out in the Declaration of Independence.

It's time for all of us, privately and in public, to declare once again our independence — to speak up for freedom, and against anything that threatens it.

• • • • •

The trend toward more and more government controls is a threat to every business, every family, every individual. That's why this message is published by America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES*.

**Names on request from this magazine*

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Co-op George Sokolsky $	Tex Beneke Show	Bobby Benson	Texas Rangers Joel McCrea *MM
6:15	Monday Headlines $	"	"	"
6:30	Here Comes the Band $	Syncopation Piece	Nick Carter	First Nighter $
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	Musical Etchings $	December Bride	Affairs of Peter Salem	Promenade Concerts $
7:15	"	"	"	"
7:30	Time Capsule $	Doris Day Show (192)	Howard Cable & His Concert Band	"
7:45	"	"	"	"
8:00	Stop the Music $	Frank Fontaine	Great Day Show	RCA, Meredith Willson, Music Room (180)
8:15	"	"	"	"
8:30	Stop the Music *PP (193)	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	Best Plays
8:45	Lorillard Stop the Music (197)	"	"	"
9:00	Carter Prods. Drew Pearson (175)	Wrigley Meet Millie (186)	Opera Concert	"
9:15	Masquerade $	"	"	"
9:30	"	Pearson Pharm. Inner Sanctum (192)	TBA	Hats in the Ring $
9:45	The Three Suns $	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	(10-10:05) Bob Trout	This Is Free Europe	Meet the Press
10:15	Gloria Parker Show $	Convention Broadcasts	"	"
10:30	William Tusher Show $	"	Little Symphonies	American Forum of the Air
10:45	Vacationland U.S.A. $	"	"	"
11:00	News $	News	News	News from NBC
11:15 PM	Thoughts In Passing $	Thinking Out Loud (11:15-25)	The Political Picture	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren $
6:15	"	You and the World $	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Westinghouse Todays Convntn. * (193)	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	"	Dinner Date $	No Network Service
7:30	General Mills Lone Ranger (153)	Alistair Cooke Convention Story *	Gabriel Heatter	Miles Labs News of World (168)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (165) H R
8:00	General Motors Henry Taylor (159)	Horatio Hornblower	Jazz Nocturne	AA of RR's Railroad Hour (181)
8:15	World Wide Flashes $	"	"	"
8:30	This Is Music $	Lever-Lipton Godfrey Talent Scouts (167) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (145)
8:45	"	"	"	"
9:00	Paul Whiteman Teen Club $	Wrigley Romance (186)	Crime Fighters	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	"	Steve Allen Show	Co-op War Front—Home Front	Cities Service Band of America (111) N
9:45	"	"	"	"
10:00	Gulf Oil John Daly News (310)	R. J. Reynolds Walk a Mile (178)	A. F. of L. Frank Edwards (135)	America's Music (10-10:30)
10:15	Dream Harbor $	"	Co-op I Love A Mystery	Life (104) Montgomery (10:30-10:35)
10:30	Time For Defense $	R. Trout (10:30-35) Ford (120)	Dance Orchestra	Dangerous Assignment (MM) (10:35-11)
10:45	"	Dance Orchestra	"	"
11:00	Band	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report $	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren $
6:15	"	You and the World $	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Westinghouse Todays Convntn. * (193)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	"	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Alistair Cooke Convention Story *	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (165) H R
8:00	Mayor of Times Square $	American Chicle People Are Funny (176)	Jimmy Carroll Show	The Scarlet Pimpernel $
8:15	"	"	"	"
8:30	Escape With Me $	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (185) R	(Co-op) Story of Doctor Kildare	Barrie Craig Confidential Investigator
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley The Lineup (185)	Official Detective	Meet Your Match $
9:15	"	"	"	"
9:30	"	Steve Allen Show	Mysterious Traveler	Truth or Consequences Fibber McGee & Molly (184)
9:45	Chr. S. Publ. Co. Chr. S. Monitor Views News (20)	"	"	"
10:00	Gulf Oil John Daly News (310)	Strawhat Concert	A. F. of L. Frank Edwards (28)	Philip Morris What's My Line (137)
10:15	Dream Harbor $	"	Co-op I Love A Mystery	"
10:30	Hotel Edison Orchestra $	R. Trout (10-10:05) Ford (120)	Bands for Bonds	Life (104) Montgomery 10:30-10:35
10:45	"	Dance Orchestra	"	(10:35-11) " TBA
11:00	Band	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report $	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)
6:15	"	You and the World $
6:30	"	No Service
6:45	"	Lowell Thomas
7:00	Co-op Headline Edition	Westinghouse Todays Convntn. * (193)
7:15	Co-op Elmer Davis	"
7:30	General Mills Lone Ranger (153)	Alistair Cooke Convention Story *
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)
8:00	Postmark U.S.A. $	TBA
8:15	"	"
8:30	Valentine $	Chesebrough Dr. Christian (182) R
8:45	"	"
9:00	Co-op Mr. President	Wrigley Johnny Dollar (186)
9:15	"	"
9:30	Co-op Crossfire	Steve Allen Show
9:45	"	"
10:00	Gulf Oil John Daly News (310)	Boxing Bouts
10:15	Dream Harbor $	"
10:30	Latin Quarter Orchestra $	R. Trout (10-10:05) Ford (120)
10:45	"	Dance Orchestra
11:00	Band	News
11:15 PM	Sports Report $	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Operalbum $	Keyboard Concerts	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty (266)
9:15	"	News $	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel $	Church of Air $	Radio Bible Class (311)	National Radio Pulpit $
10:15	"	"	"	"
10:30	Negro College Choirs $	"	Voice of Prophecy (327)	Dr. Peale Art of Living $
10:45	"	"	"	News Highlights $
11:00	Fine Arts Quartet $	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (59) Spl.
11:15	"	"	American Protam Corp. Health Quiz	Morning Serenade $
11:30	The Christian in Action $	Invitation to Learning* $	Northwestern U. Review $	U.N. Is My Beat $
11:45	"	"	"	TBA
12:00 N	News $	People's Platform	U. S. Military Academy Band	Viewpoint USA
12:15 PM	Branch Time $	"	"	Chan's Fiesta
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light $
12:45	"	Bill Costello News	Dawn Bible Frank & Ernest	"
1:00	Churches of Christ Herald of Truth (198)	Your Invitation To Music	Vandeventer & The News $	Critic at Large
1:15	"	"	American Protam Corp. Health Quiz	Mike 95

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Foods Breakfast Club (266)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
9:30	"	"	Mac McGuire Show	P&G Young Dr. Malone (189)
9:45	Philco Corp Breakfast Club (289)	Co-op In Town Today	"	P&G Brighter Day (189)
10:00	Sterling Drug My True Story (212)	Frigidaire Sonotone Godfrey (193) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (190)
10:15	"	Toni Realemon Arthur Godfrey (186) R	Paula Stone Program *	"
10:30	General Mills Whispering Streets (324)	Lever Bros. Arthur Godfrey (179) R	Co-op Take a Number	Campbell Double or Nothing (147)
10:45	Philip Morris Against the Storm (255)	Pillsbury Arthur Godfrey (192) R	"	"
11:00	Lone Journey $	National Biscuit Arthur Godfrey (193) R	Ladies Fair 11-11:25	C-P-P Strike It Rich (178)
11:15	Top of the World $	Liggett & Myers Arthur Godfrey (199) R	"	"
11:30	Bristol-Myers (MWF) (230)	Contnl. Baking Grand Slam (52)	Queen For a Day 11:30-45 Tu & Th	C-P-P Bob & Ray (168)
11:45	Toni Co. Break the Bank (TuTh) (257)	P&G Ivory Snow Rosemary (141)	11:45-12 MWF Lorillard	Armour Dial Dave Garroway (183)
12:00 N	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	ABC Late News $	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
12:30	General Mills Tills TBA (174)	Whitehall Helen Trent (178)	Headline News	"
12:45	Not in Service	Whitehall Our Gal Sunday (188)	Faith In Our Time	No Network Service
1:00	Co-op Paul Harvey	P&G Ivory Big Sister (150)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (158)	Bob Poole Show	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	[No Network Service	Intn'l Stve. Howdy-Doody (83)
9:15	"	No Service	"	L/P 6/14 "
9:30	"	"	"	Anybody Home
9:45	"	Garden Gate	"	"
10:00	"	St. Louis Melodies	Miscellaneous Program $	Archie Andrews $
10:15	"	Dr. Pepper Old Dom. Barn Dance (49)	"	"
10:30	Ralston Space Patrol (284)	Quiz Kids	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Student Symphony Concerts $	Cream of Wheat Let's Pretend *(154)	Brevard Music Camp Programs	My Secret Story
11:15	"	"	"	"
11:30	Eddie Fisher Show $	Cannon Mills Give & Take (152)	U.S. Marine Band	Hollywood Love Story $
11:45	"	"	"	"
12:00 N	101 Ranch Boys $	Armstrong Cork Theatre of Today (187)	Man on the Farm	News At Noon
12:15 PM	"	"	"	Public Affairs $
12:30	American Farmer $	Carnation, Stars Over Hollywood (161)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour $	Toni Grand.Cen.Sta. (185) *	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
1:15	"	"	"	"

DAY

	ABC
1:30 PM	National Vespers $
1:45	"
2:00	Marines In Review $
2:15	"
2:30	Sammy Kaye's Sunday Serenade $
2:45	"
3:00	This Week Around the World $
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Bestg. Co. Old-Fashioned Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	Chautauqua Symphony $
5:15	"
5:30	"
5:45 PM	"

BROADCASTING

JULY 1952

TUESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Bill Stern's Sports Review (MM)
"	No Network Service
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
Co-op Men's Corner	No Network Service
Gabriel Heatter *	Miles Labs News of World (168)
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) H R
Music For A Half Hour	Philip Morris What's My Line (154)
"	"
TBA	Kraft Gildersleeve (160)
"	"
Out of the Thunder	DeSoto Plymouth Dealers, You Be Your Life (191)
"	"
Family Theatre S	TBA
"	"
A. F. of L. Frank Edwards (135)	Summer Serenade
Co-op I Love A Mystery	"
Dance Orchestra	Life (104) Montgomery (10:30-10:35)
"	Portrait of a City 10:35-11:00
Co-op Baukhage Talking	News from NBC
U.N. Highlights	News of the World Morgan Beatty

WEDNESDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Westinghouse Todays Convntn * (193)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
Co-op Elmer Davis	"	Co-op Rukeyser Reports	No Network Service
General Mills Silver Eagle (137)	Alistair Cooke Convention Story *	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) H R
Mr. Broadway S	American Chicle Mr. Keen (176)	Symphonic Strings	A Life in Your Hands S
"	"	"	"
Defense Attorney *PP	Ameri. Tob. Co. F.B.I. in Peace & War (193)	(Co-op) The Hardy Family	The Chase
"	"	"	"
Lorillard Amateur Hour (285)	Wrigley Mr. Chameleon (186)	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R
"	* "	"	"
"	Steve Allen Show *	Co-op Reporter's Roundup	Gulf Refining Counterspy (123)
I Covered The Story S	"	"	"
Gulf Oil John Daly News (310)	10:05-11 Dance Orchestra	A. F. of L. Frank Edwards (28)	Pabst Nightbeat (157)
Heartstrings S	"	Co-op I Love A Mystery	"
Hotel Edison Orchestra S	"	Dance Orchestra	Life (104) Montgomery (10:30-10:35)
"	"	"	Robt. Armbruster & His Music 10:35-11
Band	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Westinghouse Todays Convntn * (193)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
Co-op Elmer Davis	"	Co-op Rukeyser Reports	No Network Service
General Mills Lone Ranger (153)	Alistair Cooke Convention Story *	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) H R
Top Guy * PP	Musicland USA	Symphonic Strings	A Life in Your Hands S
"	"	"	"
Equitable Life This Is Your FBI (280) R	"	(Co-op) The Hardy Family	The Chase
"	"	"	"
Newsstand Theatre S	The Big Time	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R
"	"	"	"
Summer Cruise S	Steve Allen Show	Co-op Reporter's Roundup	Gulf Refining Counterspy (123)
"	"	"	"
Gulf Oil John Daly News (310)	(10-10:05) * Morgan News Capitol Cloakrm.	A. F. of L. Frank Edwards (28)	Pabst Nightbeat (157)
Eddie Fisher's Serenade	"	Co-op I Love A Mystery	"
" Band	Dance Orchestra	Dance Orchestra	Life (104) Montgomery (10:30-10:35)
"	"	"	Robt. Armbruster & His Music 10:35-11
"	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	Lowell Thomas	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Westinghouse Todays Convntn * (193)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
Co-op Elmer Davis	"	Dinner Date	No Network Service
General Mills Lone Ranger (153)	Alistair Cooke Convention Story *	Gabriel Heatter	Miles Labs News of World (168)
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) H R
Top Guy * PP	Musicland USA	Concerto Festival	General Foods Roy Rogers (148)
"	"	"	"
Equitable Life This Is Your FBI (280) R	"	(Co-op) Gracie Fields Show	Pabst Bob & Ray (144)
"	"	"	"
Newsstand Theatre S	The Big Time	Magazine Theatre	Coca-Cola Mario Lanza Show (198)
"	"	"	"
Summer Cruise S	Steve Allen Show	Armed Forces Review	Short Story S
"	"	"	"
Gulf Oil John Daly News (310)	(10-10:05) * Morgan News Capitol Cloakrm.	A. F. of L. Frank Edwards (135)	Hy Gardner Calling
Eddie Fisher's Serenade	"	Co-op I Love A Mystery	Words in the Night
" Band	Dance Orchestra	Dance Orchestra	Life (104) Montgomery (10:30-10:35)
"	"	"	Bill Stern (10:35-10:45)
"	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Una Mae Carlisle S	News	Smiley Whitley Show	Bob Warren News
Bible Messages S	TBA	"	Earl Godwin's Washington
Co-op Bob Finnegan Sports	CBS Radio Sports Roundup	Preston Sellers	NBC Summer Symphony Orchestra
Labor-Management S	Larry LeSueur News	S. C. Johnson Peewee Reese (Repeat)	"
"	This I Believe Saturday at The Chase	Co-op Al Helfer	"
Women In Uniform S	"	Report From The Pentagon	"
Dinner At The Green Room S	Gunsmoke	Down You Go (7:30-7:55)	TBA
"	TBA	State Farm Auto Ins. Co. C. Brown	"
Dancing Party S	Wrigley B'way Is My Beat (180)	20 Questions	Jane Ace Disc Jockey
"	"	"	"
"	GF-Post Cereal Tarzan (75) R	(Co-op) MGM Theatre of the Air	Stars In Khaki 'n' Blue S
"	"	"	"
"	Gangbusters	"	Ohio River Jamboree
"	"	"	"
"	Robert Q's Waxworks	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)
"	"	"	"
Saturday at Shamrock S	"	Chicago Theatre of the Air S	Tin Pan Valley
"	"	"	"
Adolphus Hotel Orchestra S	Dance Orchestra	"	Chamb. Mus. Soc. Lower Basin St.
"	"	"	"
News S	News	News	News from NBC
The Playboys S	Dance Orchestra	Dance Orchestra	Alex Dreier

SUNDAY

CBS	MBS	NBC
Your Invitation To Music	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"
"	Top Tunes with Trendler	The Catholic Hour
"	"	"
String Serenade	Dixie Four Quartet	Sunday Symphonic Adventure
"	American Prolam Corp. Health Quiz	"
Galaxy of Hits	Jimmy Carroll	Elmo Roper
"	"	Intermezzo
Music For You	Bandstand U.S.A.	Earl Godwin's Washington
"	"	John Cameron Swayze
Band of The Day	Orange Crush	The Falcon S
"	Green Hornet	"
Main Street Music Hall S	Under Arrest	U. S. Tobacco Martin Kane (183)
"	"	"
Holland Furnace Arthur Godfrey Sunclaire (140)	Wildroot The Shadow	American Bakers Assoc. Hollywood Playhouse (183)
"	"	"
Admiral Robt. Trout * (191)	Williamson & Motorola (all. wks.)	Whitehall 1212 S
	True Detective Mysteries	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Grisco Dr. Malone (154)	Luncheon with Lopez	Co-op News Merrill Mueller S
"	P&G Duz Guiding Light (156)	"	Wesson Oil Dr. Paul (61)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (157)	Say It With Music	Jane Pickens Show
"	P&G Tide Perry Mason (159)	"	Meredith Willson's Music Room
Tennessee Ernie S	Toni, Seeman Nora Drake (170)	Repeat Paula Stone Program	Live Like A Millionaire
"	P&G Ivory Fl. Brighter Day (142)	TBA	"
"	Miles Labs Hilltop House (144) R	Co-op Poole's Paradise	P&G Life-Beautiful (170)
"	Pillsbury House Party (167) R	"	P&G Road of Life (163)
"	Lever Bros. Houseparty (169) R	"	P&G Pepper Young (166)
"	* Cedric Adams	"	P&G Right to Happiness (163)
General Mills Cal Tinney (274)	General Foods Grady Cole (M-T-W) (47) R	"	P&G Backstage Wife (152)
"	MTW Chicagoan Thr St. Louis Matinee	Miscellaneous Programs	Sterling Drug Stella Dallas (151)
Ronnie Kemper S	Treasury Bandstand	Mert's Record Adventures	Sterling Drug Young Widder Brown (151)
Dean Cameron S	"	"	Manhtn. Soap Woman in My House (181)
"	4:55-5 News	"	Whitehall Just Plain Bill (143)
Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Merry Mailman	Whitehall Front Page Farrell (138)
"	"	"	P&G Lorenzo Jones (105)
Fun Factory S—See Footnote	"	M-F 5:30-5:50 Songs of the B-Bar-B	Ex-Lax Inc. Doctor's Wife (170)
"	Miles Labs Curt Massey Time (147) R	M-F 5:50-6 Johnson & Son Cecil Brown	

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (152)	Dunn On Discs	Dude Ranch Jamboree
"	"	"	"
Front & Center S	Hormel & Co. Music with H. Girls (120)	"	Coffee in Washington S
"	"	"	"
Lawrence Welk's Treasury Show S	Make Way for Youth	Georgia Crackers	Big City Serenade
"	"	"	"
Pan-American Union S	Report From Over Seas	Bandstand U.S.A.	The Downhomers S
"	Adventure in Science	"	"
Lone Pine & His Mountaineers S	Farm News Co-op	Sports Parade	U. S. Army Band
"	Radio Reporters Scratch Pad	"	"
ABC Late News S	Horse Racing	Dunn's Adobe	Win Place & Show Tunes
Finnegan's Sat. Box Scores S	Stan Dougherty	"	Racing
International Jazz Club S	Convention Size-Up	Hawaii Calls	Musicans
"	"	"	"
Roseland Ballroom Orch. S	Eddie Fisher Show	Dancing By The Sea	Mind Your Manners
"	"	"	"
At Home with Music S	Treasury Bandstand	"	The Author Speaks
Club Aluminum Club Time (20)	"	Johnson & Son Peewee Reese Show	Your Key to Health

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
5:30-5:55 p.m., M-F, World Flight Reporter.
5:55-6:00 p.m., M-F, Union Oil Co. of Calif., Royal Triton Basketball Roundup (275)
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
* PP (Pyramid Plan) American Chicle & General Mills participations on The Top Guy, W., 8:30-9 p. m.; Defense Attorney, Th., 8-8:30 p.m.; Stop the Music, Sun., 8:30-8:45 p.m., seg.
CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107).
11:00-11:05 a.m., Sat., Campana Sales, Bill Shadel (185).
1:25-1:30 p.m., Sat., Toni Co., It Happens Every Day (185).
3:45-3:50 p.m., M-F, Kellogg Co., Carl Smith (140)
4:00-4:05 p.m. M-F, Toni Co. It Happens Every day (191)
5:55-6:00 p.m. Sun., Best Foods, Larry LeSueur (182)
7:00-7:30 p.m., M-F, Westinghouse Electric, Convention weeks of July 7 & July 21 (193).
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155).
9:25-9:30 p.m., Th., General Foods, Bill Shadel (159).
9:30-9:35 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (182)
10-10:05 p.m., Sun.-Thu., Fr., General Foods, Robert Trout (155).
11:30-11:35 a.m., Sun., Bill Shadel (S)

ON A SUNDAY AFTERNOON

String Senenade, 2:30-3 p.m.
Galaxy of Hits, 3:00-3:30 p.m.
Music for You, 3:30-4 p.m.
Band of the Day, 4-4:30 p.m.
Main Street Music Hall, 4:30-5 p.m.
MBS—2-4:30 p.m., Mon.-Sun., Game of the Day—Network B (Falstaff Brewing and Co-op), Gillette Warm-Up Time, 5 min. preceding games, Mon.-Sun. Camel Baseball Scoreboard, 5 min. following, Mon.-Sat. Wheaties Scoreboard, 5 min. following, Sun.
8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs
11:25-11:30 a.m., M-Sat., Johnson & Son, News
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.
NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:15-11 a.m. Hymn Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
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TELECASTING
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NORTH CAROLINA'S

Number 1 Salesman

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF

also WPTF-FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

Vol. 42, No. 26 JUNE 30, 1952

TV APPLICANT LIST GROWS

170 to Spend $62 Million

By LARRY CHRISTOPHER

AS NEW TELEVISION applications began to arrive at FCC in ever increasing numbers last week—on the eve of the July 1 commencement of processing — a study of the 170 bids on file late Thursday showed that these applicants plan to spend more than $62 million in construction of their facilities, a per-station average in excess of $367,000.

Of these applicants, 169 estimate first year operating costs totaling over $49 million, an average of $292,000-plus per station. First year revenue estimates, of 162 applicants reporting their income expectations, total nearly $51 million, or almost $314,000 per outlet.

Of the 30 operating stations, required by FCC's Sixth Report to change their channel assignments to conform with the new allocation plan [B•T, April 14], 17 to date have filed applications for such changes with the facility switch and new construction to cost them a total of nearly $4.5 million, or a per-station average of almost $260,000.

Meanwhile, as nearly a score of last-minute petitions for reconsideration of the Sixth Report hit the Commission on Monday, the FCC last week took the following actions relating to TV and allocations:

● Indicated it could determine only "in the light of the circumstances presented by a specific application" whether two or more AM operators in the same market may legally prosecute a joint TV application and still retain their competitive and separate AM stations. The pronouncement, made in a memorandum opinion and order denying the petition of KFBI Wichita for a declaratory ruling, was interpreted to mean FCC will consider such joint applications on a case-to-case basis.

● Granted the application of WXEL (TV) Cleveland for change in frequency from Channel 9 (186-192 mc) to Channel 8 (180-186 mc) in accord with a Sixth Report show cause order. WXEL is one of the 30 existing outlets required to change facilities. Increase in effective radiated visual power from 7.5 kw to the maximum 316 kw was granted, along with move of main studio location from WXEL's transmitter site at Parma, Ohio, to Cleveland. Change will extend WXEL's Grade A service to about 45 miles, Grade B to about 63 miles. Comr. Frieda B. Hennock dissented.

● Denied the petition of Westinghouse Radio Stations Inc., supported by KROW Oakland, Calif., for modification of the temporary processing procedure to establish city priorities on the basis of a "television service factor" of population divided by existing services [B•T, June 9]. FCC held the Westinghouse plan would substantially eliminate the precedence FCC has given UHF in the Group B-2 cities (those with one or more stations and having only UHF channels available).

● Issued notice of proposed rule making to add UHF Channel 14 at Palm Springs, Calif., as requested by Dr. Forbes Farms Inc. in first such petition to be filed [B•T, June 9]. Aug. 11 was specified as deadline for comments.

● Amended its new station application form 301 to add another page to Section II on legal qualifications to obtain additional information from applicants for noncommercial, educational stations.

● Advised WDRC Hartford, Conn., that the term "principal community" as used in Sec. 3.613 of its rules relating to main studio location means city, town, village or other political subdivision, not "metropolitan district." FCC explained the main studio must be within the corporate boundary but noted the rule's provision for case-to-case consideration of "severe and undue hardship" situations where studios must be located outside such boundaries.

● Amended its multiple application rule, Sec. 1.364, to include TV outlets with AM, FM and other type stations. The rule provides that while one application is pending, FCC will not accept another from the same applicant which seeks new or additional facilities for a station of like class to serve the same community.

● In spite of the concern of certain Washington broadcast attorneys, FCC informally explained the new "application acceptance" policy of the Broadcast Bureau's

(Continued on page 32)

Complete Data on Last Week's TV Applications
Starts on Page 52

STREIBERT NAMED

General Telecasting Head

NEW major TV program and sales organization was launched last week by General Teleradio Inc. with formation of an associate video operation, General Telecasting System.

The project is based on a new concept of nationwide television program distribution under the General Tire & Rubber Co. banner, with General Telecasting selling and delivering programs to its own stations and to affiliates and advertisers, combined with variations of spot and co-op broadcasting.



Mr. Martin

Theodore C. Streibert, formerly president of General Teleradio's WOR New York, is president of General Telecasting. Dwight Martin, who left Crosley Broadcasting Corp. a week ago to join General Teleradio [B•T, June 23], becomes executive vice president. He also is vice president and general officer of General Teleradio. John Poor, Boston attorney for Yankee, is secretary. He is understood to have handled incorporation of General Telecasting under a Delaware charter. General Telecasting expects to distribute programs by the best available means, whether film, coaxial cable or radio relay. In the early stages it was speculated that its main effort would be concentrated on film programs but both film and live product will be distributed.

John Sutherland, head of John Sutherland Productions, Hollywood, producer of commercial TV films, is understood to have been retained by General Telecasting as a production expert to advise on procurement of programs for distribution. It is believed he will headquarter in both Hollywood and New York.

General Telecasting's plan is said to contemplate arrangements with many production companies for procurement of film and live programs. It could not be learned whether Mr. Sutherland's firm would produce films for the new company.

It appeared clear that General Telecasting does not plan to engage in TV network business in the accepted means. Instead it is expected to distribute programs anywhere by the most economical and efficient sense. It was not clear what arangements would be made for time clearance on TV stations.

In getting under way General Telecasting will have a nucleus of the General Teleradio stations, including WOR-TV New York, WNAC-TV Boston and KHJ-TV Los Angeles.



Mr. STREIBERT

* * *

While General Teleradio is majority stockholder of MBS, no confirmation could be made of sugges-

(Continued on page 34)

RADIO'S FUTURE

May Be Affected by CBS Radio Affiliates Meet

RADIO broadcasters were waiting tensely last week for a meeting this Tuesday and Wednesday which, they felt, may go a long way toward shaping radio's future.

This is the meeting of CBS Radio affiliates, first among themselves and then with topmost CBS officials. The center of the discussion is expected to be rates: Network radio rates, and collaterally, the effect of any change in those rates upon all radio time charges.

Leaders of the affiliates—who are expected to number about 125 at the meetings at New York's Ambassador Hotel—are marshalling arguments against the nighttime rate cuts they fear are coming, while CBS Radio officials are preparing to "lay it on the line" with a report on network problems, including circulation and financial data.

Some specific proposals toward solution of current problems reportedly are being prepared by the affiliates' steering committee, but committee representatives declined to reveal them prior to the sessions. Network authorities said they, too, have been working—over a long period—on a series of possible solutions, but doubted that such proposals could be firmed in time for presentation during the affiliates conference.

The one point which found network and affiliates in harmony on the rate question was the conclusion that if CBS Radio cuts its rates, the other networks will be compelled to follow suit.

To speculation that CBS authorities may decree as much as a 50% reduction in nighttime rates—or a 40% cut, accompanied by a 10% increase in day rates, which also would make day and night rates equivalent—one leading station executive cited this example of the effect upon an affiliate:

Assume that a station now has a nighttime sales potential of $1,000 a night and is selling $550 of this. Then assume the nighttime rate is cut 50%. Even if the station then sells a full 100% of his potential at the reduced rate, it nevertheless will be receiving $50 less than it did in selling only 55% of its potential at the old rate.

Many affiliates protest that rates not only should not be cut but that daytime rates should be increased —at least to the point where they stood before the general 10% reduction was put into effect by all networks a year ago.

Affiliates contend network executives have been too prone to rationalize a need for rate reductions, ignoring also the high level of radio business which stations are experiencing at the local and national spot sales levels. A number of them also are openly critical of CBS Radio for its recent renegotiation of affiliation contracts, through which the network gained the right to change affiliates' network rates also at will. They contend they had thought CBS Radio was seeking this right in order that it would be able to change rates quickly to "meet competition," in event another network reduced rates first. Now they fear CBS Radio is going to use the right to initiate a reduction itself.

Half-Dozen Lacking

Network officials say all but a half-dozen of their major affiliates have agreed to the new contract. The half-dozen includes: WJR Detroit, WGAR Cleveland, WHAS Louisville, WREC Memphis, KOIN Portland, Ore., and KIRO Seattle.

Representatives of four of these six are members of the affiliates' steering committee which set up the July 1-2 sessions: John F. Patt of WJR and WGAR; Victor A. Sholis of WHAS, and Saul Haas of KIRO.

The steering committee will meet today (Monday) with the Columbia Affiliates Advisory Board, headed by I. R. Lounsberry of WGR Buffalo, to discuss plans for the Tuesday and Wednesday session. Tuesday's session will be limited to affiliates; on Wednesday they will be joined by CBS top officials, including Board Chairman William S. Paley, President Frank Stanton, CBS Radio President Adrian Murphy, and Station Relations Vice President Herbert V. Akerberg.

George B. Storer of Storer Broadcasting Co., one of the originators of the meeting, has been designated chairman for the affiliates conference. Mr. Sholis will make the keynote speech.

Members of the steering committee, in addition to Messrs Storer, Sholis, Patt, and Haas are William B. Quarton, WMT Cedar Rapids; John E. Fetzer, WKZO Kalamazoo; Hulbert Taft, WKRC Cincinnati; Kenyon Brown, KWFT Wichita Falls, Tex., and Ray Herndon, KTRH Houston.

The Network Picture . . . . . AN EDITORIAL

ALL EYES ARE on New York. CBS meets Wednesday with its radio affiliates to attempt to settle, amicably and across the table, the troubled state of their business relationships.

Should radio rates be adjusted, day or night, or both? up or down? That's the wrap-up question. The only thing certain is that there won't be any midnight action, without affiliates' consent, as was done in April 1951.

What has happened in the past solves nothing. The 10-15% cuts didn't stem the tide. What happens this week will set the pattern for other networks. The profound affect it will have cannot be overstated.

The pressure from the networks is for further cuts, sharp enough to permit them to dig in and build anew. Affiliates contend they can't stand further cuts and that the networks haven't sold radio as the biggest and best buy for the advertisers' dollar.

We side with the stations, as we have from the beginning. But we believe if current rates are to be retained, a way must be found to make sure they are observed. It is the under-the-table deal that has brought about the present crisis in network radio.

No one relishes the off-card deal. The advertiser accepting one is suspicious that his competitor may be getting another that is better. The agency, in between, must bicker and bargain, else it stands to lose accounts to another agency which lets the client know it can get radio for him wholesale.

The whole buyer-seller fraternity of network radio would be relieved if the sellers went back to selling at announced prices.

It is to this problem that the CBS meeting must address itself: How to get network radio back on the rate card.

A reawakening of old antagonisms won't do. It may be a fact that the networks got themselves into this mess by making concessions to clients, but the affiliates cannot get them out of the mess by doing nothing more than citing this fact.

No matter who is responsible for creating the problem, all hands must cooperate in solving it.

It may be the CBS meeting will result in the fateful conclusion that full-scale revision of network-affiliate relations is essential. Radio is being sold on the local and national spot levels in greater volume than ever before. Network radio isn't. There must be something organically wrong.

There are favorable indications that a solution, or at least important steps toward one, may come out of the CBS meeting. The nine broadcasters responsible for the conference with the network are among the most intelligent and successful operators in the nation. Other operators of equal ability will attend.

The fact that CBS is bringing in its first team—headed by Chairman William S. Paley—is significant and encouraging. An impressive congregation of network and station brains will be present. If, together, these leaders cannot create a sound and prudent plan to restore stability to network radio, no one can.

Indeed, if hopes are realized, the CBS meetings could be a forerunner of a general revitalization of network radio, a problem that simultaneously is being worked on seriously at rival networks too.

At NBC, Frank White has taken over as vice president and general manager, fresh from a three-year, hard-selling job at Mutual, and Pat Weaver has been directed to apply his proven talents in program management to the radio network as well as television.

Mutual is beginning to function as an old-line network under the policies and know-how of its General Tire parent and the new ideas of young, smart Tom O'Neil.

If ABC's merger with United Paramount survives the interminable scrutiny of the FCC, that network will be infused with new operating capital and showmanship experience.

And, though hampered by anti-trust strictures within which it must operate, the all-radio Affiliates Committee continues to do its job. As a meduim for the exchange of information among the outlets of various networks, if nothing else, that committee would be well worth the trouble to which its members have gone.

What happens this week in New York will set the pattern for what is to happen generally in network radio in the future. Adjustments, admittedly, are needed. But we think they should be principally adjustments in the attitudes of the networks.

A network is an aggregation of affiliated stations, hooked up by wires or cables. The CBS affiliates are determined to keep it that way, or maybe look for another way of doing business.

We hope the meetings will produce a relationship in which both affiliates and networks can prosper, as we believe there is every possibility of doing.

Nothing but good can come from a full, frank and open discussion of network-affiliate problems. The affiliates group is to be commended for making the effort, in broad daylight, and CBS for accepting it. Reasonable men, fully informed, usually find the answers.

THE CHICAGO POLITICAL SHOW Is About Under Way

"THE GREATEST show on earth" —no longer the circus but the passing political parade—will unfold with unprecedented drama and pageantry before the greatest viewing-listening audience in broadcasting history with the opening of the Republican National Convention in Chicago next Monday.

With the emergence and growth of television it is perhaps significant that the words "smoke-filled rooms" are passing from the politician's lexicon to the limbo of another age.

An estimated 60 million Americans will have a front-row seat at the 1952 conventions, with the assistance of American Telephone & Telegraph Co. and its associated Bell system companies. And, of course, "everywhere you go, there's radio."

It is apparent that television, itself, has traversed a long path—in progress and geographically—since the 1940 and 1948 nominating conventions in Philadelphia. But there is every indication, too, that radio will not be outdone in point of painstaking preparations and arduous planning.

Network and independent station coverage gives promise of rivaling Hollywood's own boisterous claims in the "never-never" land of fabulous deeds. Indeed, advance blueprints of the broadcast media suggest that it would be folly to chronicle "the era of wonderful nonsense" until radio-TV coverage of "the greatest show" is a poignant political reality.

The claim of the GOP and Democratic factions that each will be a wide-open convention, in full view or sound of America's viewers-listeners, is perhaps not the least attributable to these comprehensive plans. Coverage will be wide open, too, and both parleys will be tailored to accommodate the audio-visual media, especially television.

Anticipating the conventions, AT&T managed a herculean task by laying some 5,000 miles of new radio-relay and coaxial cable to accommodate at least 10 new cities and a good 99% of the nation's 17.5 million TV receivers. Even non-TV cities will be availed of coverage by means of closed circuit hookups.

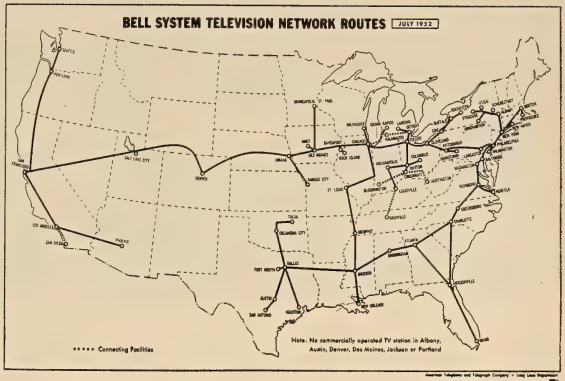
Circuits also have been geared to assure interconnection by long lines of more than 1,200 radio stations, with many independent outlets accredited for direct pickups on an economical pro-rated fee for the first time.

Four years ago, the nominating conventions filtered out to some cities on a makeshift 16-station network comprising Boston, New York, Newark, Philadelphia, Baltimore, Washington and Richmond. AT&T estimates that live telecasts will be offered, starting next week to 107 out of the 108 outlets in 65 cities. Only Albuquerque, N. M. (KOB-TV), is off the AT&T route.

Joining the AT&T-Bell network for the first time will be Miami, New Orleans, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle. Residents in Denver, Fresno (Calif.) and Portland (Ore.) will view activities by special arrangements in theatres and hotels.

Lest it be reckoned that the 1952 convention story is one of physical facilities, it should be added that the best laid plans of men—network and station, plus sponsors—figure auspiciously, too.

Here are capsuled developments in advance planning by networks, station, national political committees, sponsors, and Congressional factions:



TEN new cities will be added to the Bell System's interconnected TV network by next Monday, the opening of the Republican Nattional Convention, availing "live" coverage of the GOP-Democratic meets to 99% of the nation's televiewers. AT&T and associated Bell companies are increasing network span from 24,500 to 29,500 miles of radio relay and coaxial cable channels. Map shows TV network routes as of July 7, hooking in every TV city save Albuquerque, N. M.—or 65 cities with 107 stations. "Connecting facilities," indicated by dots, refer to hookups provided by other than AT&T.

● Unofficial estimated cost of network pool operations runs between $35,000 and $40,000 per network for TV and about $10,000 for each in radio.

● Small stations will be able to cover both conventions by heavy spending as in the past, thanks to the National Assn. of Radio News Directors, the Chicago News Broadcasters Assn. and United Press.

● Radio-TV representatives will number about 2,000—more than 15% above the number who covered the 1948 parleys in Philadelphia. They will cover more than 300 network and individual outlets, according to the Executive Committee of the Radio-TV Galleries on Capitol Hill.

● ABC announced a tentative pickup schedule for both radio and video coverage of the Republican and Democratic meets.

● Upwards of an estimated $7 million will be spent by the networks to telecast the two conventions, with virtually none expecting to show a profit despite sponsored coverage.

● The Democratic National Committee has named J. Leonard Reinsch, on leave from the James Cox Radio-TV properties as consultant to Chairman Frank McKinney [B•T, May 19], and James Sauter, widely known in broadcast circles, as co-chairmen of an Entertainment Industry Committee for its convention.

● A host of special features and tape-recorded programs will be aired by the networks and local stations, respectively, during the political meetings. Regular pickups will be aired at 12:30 p.m. and 9:30 p.m.

Both conventions will be held at the International Amphitheatre on Chicago's south side, with additional activities to be broadcast from the Conrad Hilton Hotel, convention headquarters, and at other points. NBC and CBS have provided sketches of their facilities layout [see page 36, and also B•T, June 23]. The Democratic convention opens July 21.

National radio-TV coverage and sponsorship of both conventions were negotiated under an arrangement which called for the networks to sustain installation costs and permitted them to sell sponsorship on the condition that advertisers be acceptable to both national committees.

Regional and local stations also were asked to submit their sponsor lists to the committees, which prescribed general requirements on advertising messages and other phases.

NBC spokesmen estimate that the network's convention program costs, radio and TV, will amount to at least $500,000, covering housing, personnel, transportation, etc. This also includes the $35,000 to $40,000 pool contribution. The sum does not include station compensation and pre-emptions. NBC was able to save some money on pre-emptions by cancelling certain programs 30 days in advance.

CBS gave no estimate on its radio-TV convention program expense, but generally it's expected to approximate NBC's estimated half-million. ABC's probably will run somewhat less.

The above figures refer to com-

(Continued on page 36)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Mr. Taft insisted on exactly the same facilities Ike got at Abilene."



DEPT. STORES' BLUE MONDAY

Here's the lineup of eager customers awaiting the opening of Pomeroy's one morning after the word had spread by radio that good buys awaited the early birds.

* * *

• • • Pomeroy's Has a Radio Answer

WHAT happens to Monday department store sales in a town which has no Sunday newspaper?

In such communities, Monday is the ebb day of the department store week.

But in Pottsville, Pa., Monday has become a lively merchandising day for one department store. And, for some articles it has become better than any other day in the week.

The answer is radio.

In a continuance of its experiments on the use of radio to sell merchandise [B•T, May 5], Pomeroy's of Pottsville has found that a properly planned Sunday radio campaign can sell selected, sales-priced items on Monday in a volume exceeding expectations.

Pomeroy's is an Allied Stores Corp. department store with a sales volume of under $5 million per year. Its ratio of sales to advertising runs 2-2½%. It had been running about 16% of its space and time advertising budget on radio time purchases, but this lately was boosted to 20%.

The campaign consists of a single half-hour Sunday afternoon program plus eight spot announcements throughout the day on the local WPAM (250 w on 1450 kc).

The program, which has been operating for the past month with a light classical music format, opens and closes with a minute-long commercial. During the show, short, pithy sales plugs are given preceding the playing of each musical selection for the single item chosen as the sale merchandise for the next day.

Outlay for the Sunday campaign runs a mere $35. This is what has been accomplished:

Sold six TV console receivers plus two others (one higher priced, one lower priced). Total sales, $1,600. Selling cost, 2.2%.

Sold six private brand refrigerators. Total sales, $1,400. Selling cost, 2.5%.

Sold two brand name refrigerators (all that were in stock) plus others. Total sales, $1,900. Selling cost, 1.8%.

The results of a fourth test, a Father's Day special on men's slacks, had not been collated at this writing.

Essence of the Sunday radio advertising program in Pottsville is this:

Radio can be used by department stores in the same pattern as they use newspaper advertising—heavy Sunday displays to promote Monday sales.

Generally, radio has been used at a constant level through the week. Retailers, however, have always plunged heavily, newspaperwise, on weekend promotions to build sales and traffic for Monday openings.

Success of Pomeroy's Sunday broadcast tests can be measured by the results of its TV receiver sales.

Pottsville has no TV station and, because it is in a valley, TV signals from Philadelphia (90 miles away) don't reach the 55,000 homes in that Schuylkill County trading center. Pottsville TV viewers get their TV programs via privately-owned Trans Video community television system, which charges $135 installation fee and $3.75 a month for service.

Therefore, the sale of six TV sets in one day—any day of the week—could be considered extraordinary. That such a number of video receivers were sold on a Monday is considered even more extraordinary.

Among previous radio tests was one on the sale of a specially-priced 9x12 ft. Axminster rug. Newspaper promotions had offered them at $59—down from the original $89 list—and had moved none. Pomeroy's was willing to sell them for $49, but the radio people felt that was too low. So the rugs were priced at $69—$10 higher than offered in newspaper advertisements. However, salesmen were given a $5 bonus for selling the rugs to customers brought in by the radio promotion.

Results? Sold $4,445 in two radio spot campaigns. First was a two-day series, with 15 announcements. It sold 11 sales-priced rugs, plus eight $89 rugs for a total of $2,605. Second was a three-day campaign, with 67 spots. It sold 11 more sales-priced rugs plus five $89 rugs for a total of $2,140.

Total cost for the 82 spots—$155.80. Selling cost, 3.3%.

But, significantly, other merchandise was sold to rug customers—to the total of $2,060.

Another excellent result of radio advertising was scored by the Pottsville store when it engaged in a saturation campaign to sell coupon books. This is a credit gimmick, whereby good risks are permitted to take out credit in the form of coupon books—available for immediate use.

In a 10-day spot campaign preceding last Easter, the store pitched 255 spots at the market, increasing its coupon book accounts from 313 at the same period in 1951 to 494 in 1952—an increase of 57.8%. Average value of the book was raised from $31.64 in 1951 to $36.04 in 1952. Total value of the book was raised from $9,905 in 1951 to $17,805 in 1952—a jump of 79.8%.

Costs? For time, $515; for giveaway (a compact), $247—or a total of $762.

Selling cost, therefore, was only 4.7%—or, including the cost of giveaway, 9.5%.

Result of the coupon book campaign so impressed Pomeroy's management that in the two weeks preceding Father's Day, it went all out in a second radio spot saturation campaign on this item. This resulted again in an 80% increase in coupon book value.

Only one failure has so far been reported in these tests of radio's effectiveness. That was an attempt to sell a $7.95 defroster unit, which turns any refrigerator into an automatic defroster. Both the department store and radio executives probed the reasons for the failure, and then decided that the item needed to be more fully explained to the buying public.

This has been done by having WPAM's daily woman's commentator mention the defroster and how it works every day for the past two weeks. There is no selling.

In another week or so, the station

(Continued on page 77)

* * *

That Selling Pitch

ONE of the significant aspects of the radio test being conducted by Pomeroy's of Pottsville is that the station (WPAM) completely controls the writing of the advertising copy. It not only sends its own copywriters to the store to inspect the merchandise chosen for promotion, but their copy is inviolate—except for factual corrections.

Thus, the station is building up not only a roster of success stories, but a staff of experienced, merchandising-wise *radio* copywriters. This will stand it in good stead for selling and servicing other accounts in its service area of 109,000 people (Pottsville itself has 26,000 people).

WPAM has also determined, by trial and error, the proper uses to be made of announcers—whether a male or female voice is best for a particular type of merchandise, or a particular type of copy. It has also built a backlog experience on the use of hard-selling or low pressure copy on different types of merchandise.

Station checks the pull of its copy hourly, has so geared its operation that it can change the script on an hour's notice—and continue to tell how it is pulling.



ROBERT B. GABLE

. . . Pomeroy's president, who with his brothers put WFPG Altoona, Pa., on the air back in 1924

FALL SCHEDULES

Advertisers Finalizing Plans

By FLORENCE SMALL

ADVERTISERS responded to the first week of summer with a sudden gust of action directed generally at fall TV and radio schedules.

Executives of Grant Adv. and those of one of its clients, the Dodge Div. of Chrysler Corp., will meet in Detroit the week of July 7, B•T learned last week, to plan for the autumn season. A television network show is expected to materialize as one result of that planning.

Regent cigarettes through its agency, Hilton & Riggio, New York, it also was learned, has not renewed its sponsorship of a portion of *Today*, early morning show on NBC-TV, but expects to put its advertising budget instead into a network television show to start in the fall. The agency currently is looking over program formats with that in mind.

In another fall development, John F. Dulaney (frozen foods), already creditably represented with John Reed King's *Dulaney Daily Double* on ABC radio and a spot campaign in both radio and TV, is planning to increase its fall television budget. A definite decision will be released about Aug. 1. Agency is W. Earl Bothwell, New York.

Bab-O Plans

In a development of another sort, B. T. Babbitt Co. (Bab-O), which recently left the William Weintraub agency, has studied presentations of 21 agencies and reduced to four the list of candidates for its account. Company officials are expected to assay the remaining four this week, with definite assignment of the new agency affiliation anticipated July 7.

Meanwhile, Piel's beer, another account which recently changed agencies—from Kenyon & Eckhardt to Young & Rubicam, both New York—is understood to be determining its fall radio and TV schedule.

Ford Motor Co. (J. Walter Thompson) and General Foods (Postum, through Foote, Cone & Belding and Log Cabin syrup through Benton & Bowles) effective today (Monday) will sponsor *Robert Trout and the News* on Sundays and Tuesday through Friday at 10-10:05 p.m. and Mondays at 10:30-35 p.m.

Among the frozen food advertisers, one which celebrates the seventh birthday of its trademark, Teddy Snow Crop, is planning to start its radio and television spot schedule in late summer, about mid-August. Maxon Inc., New York, is the agency.

Birdseye frozen orange juice, through Young & Rubicam, New York, plans to start a three-month spot radio and TV campaign early in July in eight markets.

Another frozen food advertiser, Seabrook Farms, is continuing to line up half-hour radio programs in 110 markets [B•T, June 23] through Maxon Inc.

American Tobacco Budgets

For the fall, American Tobacco Co. [B•T, March 3], for its Tuesday 9-9:30 p.m. period on CBS-TV, has bought a film series owned and packaged by Music Corp. of America and entitled *Biff Coulter USA*. The firm continues to sponsor, for Lucky Strike, *This Is Show Business* (Sunday on CBS-TV) and *Robert Montgomery Presents* (Monday on NBC-TV). BBDO New York, is the agency. During the summer months *Man Hunt* will be the summer replacement for *Your Hit Parade* for the second successive year, Saturday on NBC-TV, which will return for Lucky Strike early in September.

In scotching a report its budget would be directed in part to promoting a change in the length of Lucky Strike. Paul Hahn, president of American Tobacco Co., announced last week that the company "is not planning to change its principal brand Lucky Strike to king-size."

"Sales records for the industry," he said, "show standard-size cigarettes continue to be favored by the great majority of the smoking public, and account for about 85% of the cigarettes smoked in the United States. Sales of Lucky Strike cigarettes have made good progress since the first of the year," he observed.

"Pall Mall and Herbert Tareyton cigarettes, both made by American Tobacco Co., are the two largest-selling king-size cigarettes on the market," he added.

P. Lorillard Co. (Old Gold cigarettes), through Lennen & Mitchell (soon to be Lennen & Newell), New York, has signed the *Fred Allen Quiz Show* for its Tuesday 10-10:30 p.m. period on NBC-TV, starting in September. Meanwhile,

(Continued on page 34)

NBC'S KOA SALE

Now Seeks L. A. Outlet

NBC was more definitely than ever in the market for a Los Angeles radio station last week, after selling its 27-year-old clear-channel KOA Denver for $2,250,000 to Bob Hope, a group of prominent Denver business and professional men and associates of Mr. Hope [CLOSED CIRCUIT, June 2, 23].

The G. A. (Dick) Richards estate's KMPC (710 kc, 50 kw), for which the network has negotiated intermittently for years; Earle C. Anthony's KFI (640 kc, 50 kw), and Harry Maizlish's KFWB (980 kc, 5 kw) were understood to be among stations being eyed by NBC in its search for an owned station to replace KOA (850 kc, 50 kw). The KOA sale is, of course, subject to the customary FCC approval.

Long-Speculated Sale

Long-speculated sale of the Denver station—which has no TV affiliate and could get none under NBC ownership unless the network chose to give up an existing outlet to meet FCC multiple ownership rules—tied nearly (1) NBC's reinvigorated policy of stronger promotion of radio and television as complementary media, and (2) its long-standing desire for an owned radio station in Los Angeles.

It also dovetailed neatly with the Hope-Denver group's TV ownership ambitions. TV-less Denver ranks No. 1 on FCC's priority list for television grants and it was reported that Metropolitan Television Co., an avowed aspirant for a Denver TV station, would be the company operating KOA under its new ownership. What other TV aspirations the new owners may have could not be ascertained immediately.

Although exact details of stock distribution among the new owners was not reported, it was said flatly that the Denver group—composed of 15 local business and professional men and one business concern—would have working control of the company. This group includes William Grant, president of Metropolitan Television Co., and Denver Mayor Quigg Newton.

Bob Hope and his associates will own 50% of the stock. His associates are James Saphier, and Mr. Hope's attorneys, Martin Gang, Robert Kapp and Norman Tyre.

NBC's desire for a radio station of its own in the key Los Angeles market—it is the only major network without one—has kept network officials in negotiations for years, especially for KMPC. A few years ago it appeared that a deal had been made with G. A. Richards, but it fell through.

Latest talks for KMPC were initiated several weeks ago with representatives of the late Mr. Richards' estate, but these also were subsequently reported to have struck dead-end. Their renewal at any time was seen as a strong possibility. The snag thus far: How much? Talks to date reportedly have centered around figures in the neighborhood of $1 million.

NBC President Joseph H. McConnell emphasized in the KOA announcement that NBC will seek to buy a radio station in the Los Angeles area to complement its local television station KNBH-TV there. This somewhat unusual public declaration of intent was attributed, at least to a considerable degree, to a desire to kill—before it could arise—any speculation that NBC is easing itself out of the radio business.

Beyond that, however, is the known fact that NBC has long tried to buy—for the last 15 years, one official noted—a station in the Los Angeles market. It intends now to realize that ambition as soon as it can, "provided the price is right," as a spokesman put it.

In further explanation of the KOA sale, Mr. McConnell noted again that NBC had declined several offers for the station in the past. But, he said, network officials finally concluded that radio and television can operate better together in a market such as Denver, and decided to sell KOA and seek an AM station to go with their Los Angeles television station.

Negotiations by Heffernan

Negotiations with the Denver-Hope group for the $2.25 million transfer of KOA were handled for NBC by Financial Vice President Joseph V. Heffernan. Principal negotiators for the purchasers were Mr. Grant and R. M. Davis and Ralph Radotsky, all of Denver.

Other members of the Denver group: William J. Ahearn, George B. Berger Jr., Hugh R. Catherwood, Thomas P. Campbell, Myron Emrich, Arnold Gurdler Jr., Robert Kohn, Mayor Newton, Morrison Shafroth, Walter M. Smith, Henry W. Toll, David S. Touff and the Hendrie & Boltoff Co.

KOA, founded Dec. 15, 1924, by General Electric Co., became an NBC affiliate in February 1928. NBC took over its operation and management in March 1930, prior to acquisition of the station in 1941.

You Can Bank on Radio

TEST CAMPAIGN of all media was conducted during May by the First National Bank, Bridgeport, Conn., for new loan accounts, with WICC Bridgeport bringing in 42 applicants and newspaper ads accounting for 76. Because the radio campaign secured more than half as many applicants as did the newspaper for one-third the cost of the newspaper advertising, the bank, according to WICC, is completely sold on its one-year schedule which began on WICC last February. Other media included direct mail, car cards and billboards.

OPERATOR PROPOSAL Comments Flood FCC

SUPPORTING letters—and protests—are beginning to flood FCC concerning the Commission's proposal to relax its transmitter operator rules and permit remote operation of certain AM and FM transmitters [B•T, June 9].

The FCC's proposed rule-making proceeding, instituted upon petition by NARTB, would amend Part 13 of the Commission's rules and regulations so that (1) persons holding less than first class radiotelephone operator permits would be allowed to stand regular transmitter watches at AM and FM stations employing non-directional antennas and operating with power of 10 kw or less and (2) remote control of the transmitters of such stations would be allowed.

FCC has specified Aug. 4 as deadline for comments and in its notice outlined many questions on such operation about which it desires information. Two of the questions touch on fulfillment of emergency operation under the Conelrad plan (control of electronic radiation to prevent enemy planes from "homing" on broadcast signals), while other questions concern the technical training and duties of transmitter operators and their ability to cope with technical problems that may arise.

If adopted, observers have noted, the practical effect of the changes would be to ease the staff and operating cost problems of virtually all local channel stations, a substantial number of daytime-only outlets and many other AM and FM stations.

Shortage of Operators

In general, station operators contend there is a shortage of qualified first class operators and the law of supply and demand has forced the wages of these men disproportionately high, particularly handicapping small market stations. They further contend that technical equipment today is stable and does not need constant attention and adjustment by a first class operator. Rather, they say, a restricted operator can watch the meters and make the log entries. He would work under the supervision of a first class man, usually the chief engineer, who thus would be freed from sitting routine watches and have time to do "preventive" maintenance and actual repair.

The station operators argue that by saving on engineering costs they would be able to hire better production personnel and hence gain better programming and service to their community.

On the other hand, engineers and union representatives charge there is no shortage of engineers. They point out, however, there is a shortage of men who are willing to work for "day laborer's wages."

The engineers are telling FCC the operation of transmitters is not as simple as management asserts, charging that station owners are seeking only another means to cut costs and increase profits. They find it hard to believe that much of the savings would go into better programming.

Three state associations of broadcasters already are reported on record favoring the NARTB-FCC proposal. They are the South Dakota, Kentucky and North Carolina Assns. of Broadcasters [B•T, June 23].

Several IBEW locals already have passed resolutions protesting the proposal while IBEW headquarters in Washington reports numerous complaints from members and non-members alike.

Resolution of Protest

IBEW Local 1224 at Cincinnati already has put a resolution of protest before the Cincinnati Central Labor Council, written all member and non-member engineering personnel of area stations and urged other IBEW radio and TV locals to take positive action.

"This matter is more serious than most of our people think," Local 1224 wrote other IBEW locals, "and if put into effect our operating standards will deteriorate at a rapid pace."

Local 1224 suggested other locals appear before their central labor councils to have them pass resolutions of protest, write the "various Senators, Representatives and lobbies which they may have contact with and urge the FCC to study it at length before leaving the radio communications system of America *unattended* and at the mercy of saboteurs during the grave times we are undergoing."

In its open letter to "all broadcast operating and engineering personnel," Local 1224 wrote, "If you value your job, act now!" Engineers were urged to "stand up for your rights" and write to FCC. The letter pointed out:

Your letter of opposition will be filed with the petition as a note of opposition to this movement. This is definitely a move by the small operators of 250 w stations to increase their revenue by throwing out engineering personnel. We further urge that you request a tightening of the operating standards. This will in turn increase the quality of the operating personnel and help to prevent such moves as this in the future.

The various labor unions representing the operating engineers will be actively opposing this move. These people were active in the last fight which came up a few years back on the same subject. The case then was decided in our favor.

On the other hand, this is how a typical local station operator tells the story. C. H. Simpson, part owner and general manager of 250-w WKBI St. Marys, Pa., supporting the NARTB proposal, wrote FCC:

. . . It is our opinion that radio transmitting equipment has been refined and developed to the point where today the necessity to have a licensed engineer with the equipment at all times is not only unnecessary, but an added expense which hangs like a millstone around the neck of many small station operators, especially those who, for one reason or another, find themselves with studios and transmitter separate from one another.

In earlier years, the primary goal was to try to stay on the air as much as possible. Stations proudly boasted of extremely small amounts of time off the air due to technical failure. Nowadays, constant operation without technical failure is taken for granted. The necessity to have an experienced technician hovering over the equipment waiting for the equipment to fail is now obviated.

Having operated WKBI without a full complement of first-class operators since last June, I think I can discuss intelligently the results, both favorable, and unfavorable, that have resulted therefrom. Our lost air time since then has consisted of three interruptions and the total of all of these interruptions has been less than an hour. Two of these were electric power failures. Our third-class operators have been thoroughly schooled on operation of the equipment, keeping of logs, safety regulations, and the like, together with the importance of keeping a high-level of modulation, which I'd like to discuss more fully later. The third-class men are studying for their regular tickets under the chief

(Continued on page 76)



PAUL M. HAHN, president of the American Tobacco Co., one of radio and television's largest advertisers, takes his place in line as company employes are processed prior to contributing blood to the Armed Forces. A Red Cross Bloodmobile unit visited the company's New York office, 111 Fifth Ave.

McFARLAND BILL *Industry States Objections*

OBJECTIONS by broadcasters to some provisions of the Senate and House-passed McFarland Bill (S 658) were enumerated by Ralph W. Hardy, NARTB government relations director, last week as Senate-House conferees met for the first time on Friday in an attempt to iron out differences between the two bills [B•T, June 23].

Broadcasters want repeal of:

● Equipment purchase section of House bill. This would require the successful applicant to buy the equipment of an unsuccessful licensee if the latter's license was not renewed.

Besides putting the FCC into the position of being "a condemnation appraisal agency" the new licensee might have to buy obsolete equipment, the NARTB comment stated, possibly from a station owner who did not wish to remain in business. Mr. Hardy also declared he understood the FCC was opposed to this provision.

● Suspension and fine provisions of House bill. NARTB declared it would be satisfied if the FCC was given authority to issue cease and desist orders, which "coupled with the power to revoke a license . . . is completely adequate." Senate version of bill authorized the FCC to issue cease and desist orders in addition to the existing power to revoke licenses.

NARTB statement also asked that—

● Senate section removing the double jeopardy clause now in the Communications Act be reinstated. House deleted this provision to eliminate this section from the Act. Section in present Act permits the FCC to revoke the license of a licensee found guilty of anti-trust violations in radio or communications field.

● Reinstatement of provision in Senate version of the bill providing that the Commission may only issue declaratory orders upon request. House dropped this in its version of the bill.

● Section of Horan amendment regarding political broadcasts which specifies that broadcasters may not charge political candidates more than the minimum rate for other purposes, be clarified by deleting the word "minimum" and adding the following:

"For the purpose of this subsection, charges shall include base rates and all other terms and conditions affecting charges."

This would take care of the practical problems raised by the amendment, Mr. Hardy pointed out. He referred to the "normal practice" of granting frequency discounts, and additional charges over and above the time charges—lines, special arrangements for studio equipment, personnel, rehearsal time.

Basically, however, the industry is opposed to any government rate-making, Mr. Hardy pointed out.

Hillbilly for WINS

SWING to hillbilly music in the prime 8-10 p.m. time Monday through Saturday was announced last week by WINS New York General Manager Harry C. Folts. Beginning tonight (Monday), this two-hour block "will feature nothing but square dances, folk songs, hillbilly and cowboy songs," the announcement said.

'WE CAN DO JOB' NARTB Tells 'Morals' Group

LET US police ourself. We're sure we can do the job.

That, in essence, was radio-TV broadcasters' position when spokesmen Harold E. Fellows, NARTB president, and John E. Fetzer, TV Code chairman, testified last week before the House Interstate & Foreign Commerce Committee subcommittee investigating offensive radio-TV programs.

Committee, headed by Rep. Oren Harris (D-Ark.), adjourned after 2½-hour session Thursday. It is not expected to resume hearings until September, at which time it may sit in New York.

Grind of Congressional deadline, upcoming political conventions—and broiling Washington heat wave —was conducive to the decision for a hiatus in the investigation.

Investigation began early in June, heard parade of witnesses decry what they claimed to be a plethora of crime and horror programs, indecent exposure in the matter of dress and off-color humor and "business." Majority of witnesses, however, objected to beer and wine commercials and drinking scenes in programs. Investigation was result of a resolution sponsored by Rep. E. C. Gathings (D-Ark.).

Main tenor of Mr. Fellows' testimony was the "dangerously generalized" charges of immorality and offensiveness. He also warned against "organized efforts at censorship."

Recalling his 24 years as a broadcaster, Mr. Fellows, who came to the NARTB presidency from the managership of CBS-owned WEEI Boston, told the committee of an organized campaign which in several instances produced complaints of immodest dress against the *Kukla, Fran & Ollie* children's program.

Previous witnesses "with very few exceptions" have failed "to make specific allegations of 'immoral' radio and television programs," he said.

Local criticisms are respected by broadcasters, he pointed out, but "a substantial number of so-called national criticisms . . . tend all too often to be dangerously generalized, and in many cases . . . are inspired by organized campaigns of minority groups having an axe to grind."

"What I do say is that it is virtually impossible to adopt rigid standards of program acceptability that will meet the diversified tastes of the American people. . . . The definition of 'offensive' may, and usually does, vary from community to community depending on a wide variety of factors."

Disagreement with this position was most vocal by Rep. J. Edgar Chenoweth (R-Col.), who declared:

"You have tried to please that segment of the American people who like vulgar, vile and crude, objectionable programs. . . . There are serious, well-founded objections to the types of programs coming into the American home."

Similar attitude was expressed by Rep. Joseph P. O'Hara (R-Minn.), who warned that unless programs improved "something will be done. [There have been] strong criticisms, and not just from one person, of what goes into the home."

But, Rep. Arthur G. Klein (D-N. Y.) termed many of the "thousands of letters" received by the Committee as from the "lunatic fringe." "They must torture themselves by listening to these programs," he said referring to a communication which he did not read into the record.

He also enlivened the hearing with the apocryphal story of the spinster who complained to her apartment house manager that there was a nude man in the apartment across the court. When the manager came up and failed to see any nude man, she replied: "Of course not. You have to stand on a chair and lean way out in order to see him."

Rep. Klein was the committee member in the hearing earlier this month who offered the pungent advice to shocked viewers: "Why don't you turn the damned thing off!"

Broadcasters undoubtedly will adhere to the TV code, Mr. Fetzer told the committee, because it is to their self-interest to do so. But, he admonished, the viewer must exercise some discretion in his selection of programs.

"To buy a television receiver and in effect just let the thing run hour after hour without regard to program selection is an indictment of the taste and discrimination of the viewer just as it is the station who puts on inferior programs," he said. "In other words, enjoyment from a television receiver is related directly to how intelligently the receiver is employed."

Mr. Fetzer, who is owner-operator of WKZO-AM-TV Kalamazoo and WJEF-AM-FM Grand Rapids, emphasized that the station licensee is the final arbiter of what goes over the air from his transmitter.

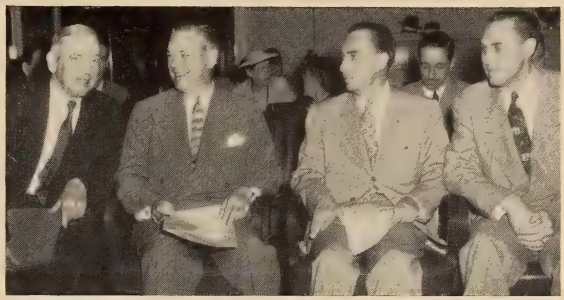
He agreed, in response to doubts expressed by committee members, that broadcasters must not only purvey to the wants of their audiences, but also attempt to elevate the taste of their viewers.

The TV Code Board will attempt to enforce the provisions of the standards of good programming by persuasion, and by withdrawal of the seal of approval, he observed.

Broadcasters are united in their recognition that they must regulate themselves, Mr. Fetzer asserted. "The public as well as the majority of our industry have a common goal. The industry cannot survive without widespread public approval," he said.

Referring to the widespread differences in public reaction even within the same community, the Michigan broadcaster - telecaster told how a lecture on astronomy by

(Continued on page 84)



Awaiting their turn to testify are Bishop Hammaker, NARTB President Fellows, NBC Executive V.P. Denny and TV Code Chairman Fetzer . . .

* * *



NARTB's Government Relations Director Hardy and TV Director Brown put their heads together . . .

CONTROLS

Exemption Machinery Hums On Capitol Hill

AN AMENDMENT designed to free radio and television from wage controls consonant with their price exemption status was approved by the House last week but its adoption may have had only passing significance in the swelling demand for an end to all economic curbs.

The amendment was offered by Rep. Paul C. Jones (D-Mo.) and okayed without objection last Wednesday during debate on extension of the Defense Production Act, which would expire today (Monday) unless extended.

Radio-TV employes and those of other media are under wage controls administered by the Wage Stabilization Board which exercises jurisdiction over AFM, TVA, AFRA and other union contracts.

The House late Thursday voted to end most price controls, under which these media had been exempt, and to retain wage curbs for another year. The former was rejected Friday, however, by a Senate-House conference group set up to iron out differences. Senate voted to extend controls to March 1.

Rep. Jones explained that there is no ceiling on prices charged by radio-TV stations and networks, newspapers, magazines, periodicals and motion picture houses. Thus, he felt, they should be freed from wage ceilings. Enactment of this proposal probably would have varying effects on different-size stations.

Salaried performers in radio and television come under the jurisdiction of the Salary Stabilization Board, which has drafted regulations to be administered by each industry rather than on a mandatory basis by government.

Two other amendments of significance to broadcasters and manufacturers were also rejected by the House the past fortnight. These involved bids to restore standby controls on consumer credit (Regulation W on installment purchases) and to repeal the controversial Capehart formula.

The House Banking & Currency Committee had voted to delete consumer credit curbs authority over purchase of radio-TV receivers and other appliances which the Federal Reserve Board suspended last month [B•T, May 12]. "The threat of dangerous credit expansion has been abated for some considerable time," the committee reported. The Senate wants controls extended to June 30, 1953.

The move to repeal the advertising cost formula, authored by Sen. Homer E. Capehart (R-Ind.), was instigated by Rep. Abraham J. Multer (D-N. Y.). He claimed that prices are 11% higher than before Korea because of the Capehart and Herlong amendments. Under the Capehart formula, manufacturers may compute costs incurred for advertising, selling, administration and research before July 26, 1951, and add them to final selling prices.

RADIO THRIVES WITH TV

VAB Is Told

RADIO can live long and profitably in the same market with television, serving advertisers with a low-cost and efficient mass medium, the Virginia Assn. of Broadcasters was told Friday.

Two successful broadcast operators, whose stations are operating at peak income in a multi-station video market, told the Virginians what to expect when TV enters a market and what to do about it. They were Ben Strouse, manager of WWDC Washington, and Joseph L. Brechner, manager of WGAY Silver Spring, Md.

The Virginia group opened a two-day meeting Thursday at the Chamberlin Hotel, Old Point Comfort, Va. Charles P. Blackley, WTON Staunton, Va., presided.

Speakers included William B. Ryan, Broadcast Advertising Bureau president; Harold E. Fellows, NARTB president; FCC Comr. Rosel H. Hyde, and George C. Davis, consulting engineering (see Hyde-Davis story page 51).

Messrs. Strouse and Brechner showed how they have met the competition of four television stations in the Washington area, maintaining their community roles and continuing to provide advertisers with an efficient means of spreading their message to the buying public.

TV is just another competitor, Mr. Strouse said. "Your town goes TV-happy in the first six months," he warned, with advertisers and listeners going a bit daffy. He advised stations to tell TV advertisers what they are missing if they fail to use radio, keeping them on the list of accounts against the day of "the awakening," even if they spend only small sums.

As to the awakening, he said daytime ratings rebound but nighttime ratings level off and stay at a point below the pre-TV level. "TV stations find costs high, raise rates," he said. "Local advertisers begin to examine costs, frequently return to radio" because it is better on the same dollar expenditure. Local advertisers have increased the purchase of radio time 2½ times since end of the war, he said.

Mr. Strouse said TV set dealers are finding that home demonstrations arranged via radio advertising really work, while newspaper advertising "currently is not pulling." He referred to extensive use of radio for home-freezer plans, with "immediate and sensational" response that has food retailers worried. Safeway Grocery Stores has just signed a contract, he said, suggesting the copy will deal with this subject. "Radio has been the medium that overnight established a revolutionary new method of food purchasing," he noted.

The network picture is "very dark," according to Mr. Strouse, with big advertisers sharply cutting network radio, newspapers and magazines even though the bulk of TV money is "new money." The result has been price-cutting among networks to make deals, he explained, adding, "The future of network radio is not bright."

He advised stations to "program locally, particularly at night," and to hire more and better air salesmen. He particularly emphasized the importance of doing a good local news job. Urging study of rate structures, he said night rates might have to be reduced in some TV areas but daytime rates probably could stand an increase. He urged joint AM-TV operations to split sales staffs.

Since arrival of TV in a city may bring a sharp decline in national spot and network business, he urged radio stations "to do a job with your local advertisers." Study your newspaper competition, he recommended, adjust rates if necessary, examine programming and start fighting even before TV arrives.

Mr. Brechner reminded that WGAY, as a Washington suburban station, competes against all types of electronic media, including a dozen other AM outlets, FM, TV, transit and storecasting. "Radio is surviving and durable," he explained.

He credited ingenious and inspired management, plus aggressive sales policies, with radio's success in the area. He declared WGAY's May business was one of the highest in the station's history, with 1952 likely to run 10%-15% over 1951. Most accounts are suburban and downtown business, he said, with no per inquiry or guaranteed mail order accounts.

TV's main impact centered in two beer accounts, he explained, but this was offset by a major food chain, major department stores and automotive business. Advertisers will use radio if there are enough listeners to justify time purchases, he insisted. He said the small businessman is "our pal because he feels we're his friend." As TV rates climb, Mr. Brechner said, local radio improves.

KOIL CHANGES

Swisher Succeeds Newens

ARDEN E. SWISHER, commercial manager of KOIL Omaha for two and one-half years, has been named general manager, it was announced last week.

Announcement was made by George Sebastian, executive vice president, Stuart Investment Co. of Lincoln, owner of KOIL and KFOR Lincoln. Other personnel shifts were:



Mr. Swisher

Bill Talbot, morning newscaster at KOIL for over seven years, is now program director; Henry Kelpe, a KOIL announcer since 1940, was appointed production manager, and Margaret Croghan, in the KOIL sales department since 1937, was promoted to the post of local sales manager.

Mr. Swisher succeeds William J. Newens, who has resigned. Mr. Newens has joined Allen & Reynolds, Omaha, according to the advertising agency.

FUNDS COMPROMISE

$300,000 More for FCC

SUM of $6,408,460 for the FCC for the 1953 fiscal year was voted by a Senate-House conference committee last week.

The sum is $300,000 more than the House voted for the FCC last March [B•T, March 24] and that much less than the Senate voted for the Commission early this month [B•T, June 9]. If both houses now accept the report, the appropriation bill will go to the White House.

According to informed sources, the entire $300,000 can be considered earmarked for TV because that was the sense of the Senate's $600,000 increase. The conference report (H Rept 2315) indicated that the House accepted the Senate's amendment increasing the FCC's appropriation, but halved the sum.

The Senate increase was recommended "to provide more adequately for the increased workload occasioned by the lifting of the television 'freeze'."

Conference committee also called on the FCC to look into the matter of levying fees for its services. There is some question whether the wording of the conference report does or does not require the Commission to charge fees. It is felt, however, that the provision is strong enough to force the FCC to reinvestigate the feasibility of fee-charges, determine carefully that it is or is not practicable.

The wording of the sentence in question reads:

The conferees are advised that the FCC under the provisions of Title V of the Independent Offices Appropriation Act, 1952, are (sic) authorized to levy fair and equitable fees in connection with the issuing of licenses. The conferees, therefore, request the Commission to give prompt attention to the matter with a view to levying such fees at the earliest practicable date.

The Senate requested the Commission to investigate the possibility of charging such fees "in order that such work of the Commission may be made self-sustaining to the fullest extent possible. . . ."

In response to the original suggestion that fees be charged, made in the 1952 appropriations, the FCC had reported that its investigation showed that revenues raised through such a course would be insufficient to justify the additional personnel and work necessary. Thus, the Commission concluded that the charging of fees was not feasible.

It is believed that the increase of $300,000 which the Commission received over that proposed by the House would enable it to hire between seven and eight additional examiner teams to take care of the expected avalanche of TV applications. An examiner team comprises an examiner, attorney, engineer, accountant and clerical help, at an annual cost of $40,000.

During the hearing before the Senate Appropriations Committee, Interstate & Foreign Commerce Chairman Edwin C. Johnson (D-Col.) and committee member Sen. Homer E. Capehart (R-Ind.) plumped for a boost of $800,000 on the assumption that that sum would permit the hiring of an additional 20 examiner teams. When the Senate voted only $600,000 additional, Sen. Johnson estimated that that sum would permit the hiring of 15 additional examiner teams. Ten other influential members of the Senate Commerce Comittee joined with Sens. Johnson and Capehart in signing a proposal favoring the $800,000 boost in FCC funds [B•T, May 26].

Although FCC officials were grateful for the extra $300,000, there were indications that a drastic realignment of personnel would be necessary to cope with the TV workload. Other activities of the Commission will be cut, it was made clear, to move TV applications along the processing line.

Repeated also were warnings that the hiring of new personnel was not the end of the problem. It takes about a year to properly train all elements of an examiner team, it was pointed out.

The sum recommended is $1,666,540 below that requested by the President. It is also about $180,000 below the present operating level of the Commission.

Included in the $6,408,460 budget for the July 1, 1952-June 30, 1953 year was $88,525 top for travel expenses. The President had asked for $118,000. This was cut to $78,700 by the House, raised to $98,350 by the Senate. The $88,525 figure is half of the difference between the House and Senate recommendations.

It is believed that the Commission will find it necessary to hold most TV hearings in Washington because of its limited travel funds.

SET SALES

Outlook Encouraging, RTMA Told

OUTLOOK for sales of radio and TV receiving equipment is encouraging, with the manufacturing industry in an excellent position to meet a rising demand for TV sets as new video markets are opened, the Radio-Television Mfrs. Assn. was told last week at its 28th annual convention held at the Palmer House, Chicago.

The convention closed Thursday night with presentation of the first RTMA Medal of Honor to Brig. Gen. David Sarnoff, RCA board chairman (see story this page).

While an upward trend was foreseen in radio-TV demand by RTMA President Glen McDaniel, he said a sudden surge in set sales should not be expected. Instead he anticipated "a gradual rise in 1952 and for several years thereafter."

The going rate of electronics and communications for civilian set output plus replacements and accessories, is about $1½ billion, Mr. McDaniel told the RTMA membership. Adding $2½ billion for the military, the industry's total production rate is $4 billion, exceeding the peak during World War II.

In the military field, he said, electronics and components output is eight times that of the three months after the outbreak of the Korean fighting and three times the figure one year ago. A rise of 50% or more can be expected by the end of 1952, when it will level off, he said.

Mr. McDaniel reviewed the greater statistical services performed by RTMA since the headquarters staff has been expanded. He paid a tribute to General Manager James D. Secrest and to Robert C. Sprague, RTMA board chairman, for their services.

The RTMA is planning a major statistical project—reports on sales and inventories of radio and TV sets at the retail level, he said. The service has been tried on an experimental basis and is to be financed by subscriptions. Data will be on a regional basis, with first reports to be made in September.

The joint FM promotion conducted with NARTB in selected areas has shown that FM receivers can be successfully marketed under favorable conditions, he explained, and has virtually eliminated friction between some FM broadcasters and set makers.

Work of the RTMA Sports Committee in sponsoring publication of the Jordan studies showing TV's effect on attendance at sports events has offset much of the misinformation on this subject, he said. The committee was credited with "greatly improving relations between the industry and sports organizations by inducing set manufacturers to promote public support of professional sports in their respective communities."

Mr. McDaniel outlined legislative and regulatory contacts of the association, including the successful fight against the proposed increase of the set tax from 10% to 25% and relaxation of Regulation W. Other activities reviewed were the 1952 components symposium and the Dept. of Justice anti-trust investigation of RTMA and manufacturers.

John W. Craig, vice president and general manager of Crosley Div. and chairman of the RTMA Set Division, reported to the convention that radio set sales, particularly portable and auto models, "have continued surprisingly active, and there is every indication that they will continued so in the years ahead."

As to TV receivers, Mr. Craig predicted sales will rise in 1953 and remain for several years at a higher level than at present.

During the past fiscal year, production of radio and television sets was maintained "at a reasonably stable level except for normal seasonal fluctuations although it did not reach either the peak or the depression of the previous year," he reported. Pressure of scare buying, which began with the outbreak of the Korean War, and later accumulation of excessive inventories and slow sales, were no longer factors during the last year, he said.

Mr. Craig said set sales were stimulated last summer when Congress, at RTMA and industry suggestion, relaxed Regulation W. Production and sales rose until the end of the calendar year, when the

(Continued on page 84)

SARNOFF AWARD

Highlight at RTMA Meet

FIRST "Medal of Honor" awarded by Radio-Television Mfrs. Assn. was presented Thursday night to Brig Gen. David Sarnoff, RCA board chairman, for outstanding contributions to the advancement of the radio-television and electronics industries.

The medal was presented to Gen. Sarnoff at the RTMA banquet climaxing the 28th annual convention at the Palmer House, Chicago. Authorized by the RTMA board in February, the award is to be made yearly to the person, company or organization which the RTMA directors believe has performed a distinctive service for the industry.

Gen. Sarnoff was nominated for the award by the annual Awards Committee, headed by Leslie F. Muter, chairman. The selection was unanimous. Mr. Muter said the award recognizes the many achievements of Gen. Sarnoff over a long period, with credit to his part in bringing the industry to its present stature.

Chairman Robert C. Sprague, of RTMA, said he was presenting Gen. Sarnoff the award "as a small token of the esteem in which you are held by your fellows and in recognition of your many notable achievements toward the development and progress of the radio-television industry."

RTMA ELECTION

Plamondon Is Board Chmn.

A. B. PLAMONDON Jr., president of Indiana Steel Products Co. of Chicago, was elected board chairman of the Radio-Television Mfrs. Assn. when it met in Chicago Friday. He succeeds Robert C. Sprague, president of Sprague Electric, North Adams, Mass.



Mr. Plamondon

Mr. Plamondon formerly served as chairman of RTMA's Small Business Committee, as a vice president and as chairman of the Parts Division.

The RTMA board also re-elected Leslie F. Muter, president of The Muter Co., Chicago, as treasurer for his 17th term. It also re-named Dr. W. R. G. Baker, vice president

(Continued on page 84)

L. A. CONVENTION

NARTB Works Out Plans

ANNUAL NARTB convention in 1953 will be held at the Biltmore Hotel, Los Angeles, starting either April 28 or 29, under plans worked out last week by the NARTB Board's Convention Committee.

The committee, at a meeting in Chicago, favored a Wednesday starting date for the annual three-day convention to take advantage of the special airline family rates available early in the week.

At the weekend Chairman Clair R. McCullough, WGAL Lancaster, Pa., was understood to be considering proposals for a Tuesday starting date. This plan would still give delegates access to special airline rates since Los Angeles can be reached within a day from most cities.

Annual equipment show will be staged in the Biltmore ballroom, though additional rooms may be added. Light equipment and service exhibits are usually placed on a special floor.

The Engineering Conference will be held at the same time as the main convention, under present plans, with meetings to be held in the Philharmonic Bldg., across the street from the Biltmore. Main convention meetings will be held in the Biltmore Theatre, adjoining the hotel, as was the case at the 1948 Los Angeles convention.

Chairman McCollough and C. E. Arney Jr., NARTB secretary-treasurer, will go to Los Angeles in the near future to check facilities. All convention plans are subject to negotiation of satisfactory contracts for facilities. NARTB already has an option on the Biltmore Theatre and has had preliminary discussions on other facilities.

The Biltmore and the new Statler, now near completion, will house delegates though other hotels may be utilized if necessary.

Little work has been done on the convention agenda other than to set the opening time for 10:30 a.m. on the 28th or 29th.

Attending the Tuesday committee meeting were Chairman McCollough; Jack Harris, KPRC-TV Houston; Albert Johnson, KOY Phoenix; Howard Lane, WJJD Chicago; H. W. Slavick, WMC Memphis; Calvin J. Smith, KFAC Los Angeles. Hugh B. Terry, KLZ Denver, was excused. Attending for NARTB were Mr. Arney; Harold E. Fellows, president, and Robert K. Richards, assistant to the president.

NARTB representatives also met with the Register and Vote Committee in outlining procedure on the upcoming get-out-the-vote campaign for broadcasters. The drive is sponsored by the Advertising Council and American Heritage Committee in cooperation with Leo Burnett Agency, Chicago, which volunteered its services.

NARTB will release its own materials for radio and television station promotion of the public service campaign.

Promotion matter will be distributed in two portions of the campaign, the first extending over 30 days at the local level in cooperation with state broadcasting associations. Late last week, 16 of the 38 state groups had agreed to extend the campaign to the local level. In areas where there is no state group, NARTB members will select a vote committee. This intensified 30-day campaign will be conducted in each state immediately before registration closes.

The second phase of the campaign will take place 10 days before the Nov. 4 election. NARTB hopes to place 10 spots daily on every station in the country, with 23,000 daily as the goal.

Participating with the other cooperating agencies, NARTB will release a promotion kit aimed at work on the local and state level.

NARTB hopes to work out a package which can be aired as a sponsored public service feature.

TV Applicant List Grows

(Continued from page 23)

License Division will aid processing after July 1 and not place an applicant in the possible position of learning later he must amend his bid, during which time a competitor might get a grant.

Effective last week, the mechanical survey of applications for "acceptance for filing" is being done on the basis of the city priority lists so that all bids on hand will be ready on time for processing by FCC's lawyers, engineers and accountants. The License Division expects this check will be two months ahead of actual city processing after the temporary procedure gets under way.

Petitions filed at deadline last Monday, seeking reconsideration or amendment of the Sixth Report lifting the TV freeze and setting the final allocation plan [B•T, April 14], included the following :

WMCT (TV) Memphis requests rehearing of the Sixth Report provision that the station be changed from Channel 4 to Channel 5. Earlier petition on same subject asked for modification of the Sixth Report to specify change to Channel 3 [B•T, May 5]. WMCT charges FCC erred in requiring it to move to Channel 5 since its transmitter site is 187.5 miles from Nashville (also allocated Channel 5), the distance being less than the required 190-mile minimum established for Zone II stations.

WREC Memphis asks dismissal of WMCT's petition on ground the Sixth Report requires WMCT to file for Channel 5 and another cannot be substituted. WREC is applicant for Channel 3.

WISN Milwaukee, requesting immediate grant of its long-pending application for Channel 10, petitioned for reconsideration of Sixth Report provisions deleting Channels 6 and 10 from commercial assignment there. Channel 10 is now reserved for noncommercial, educational use. Similar petition was filed earlier by WFOX Milwaukee, seeking "same procedural rights" to Channel 12 as it had to Channel 8, for which it was long applicant [B•T, June 23].

WSAL Logansport, Ind., seeks rehearing of Sixth Report provision denying assignment of Channel 10 there.

KROW Oakland, Calif., asks reconsideration and reversal of Sixth Report provisions which (1) removed its application from hearing and opened it to comparative consideration with new, non-hearing applications and (2) reduced from six to four the number of commercial VHF channels assigned to the San Francisco-Oakland area.

WLBR Lebanon, Pa., seeks reconsideration or rehearing of allocation of UHF Channels 15 and 30 to Lebanon and Baltimore, respectively, on grounds FCC's minimum separation requirement of 75 miles (to prevent image interference) would preclude establishment of its TV transmitter at the AM site. WLBR's argument relates to that earlier of Chesapeake Television Broadcasting Inc., Baltimore UHF applicant, asking reshuffle of UHF channels at Baltimore, Harrisburg and Reading, Pa., to overcome minimum spacing errors [B T, June 23].

WCAE Pittsburgh seeks rehearing and assignment of Channels 4 and 9 there on commercial basis.

WSIX Nashville asks modification or appeal of Sec. 3.613 to clarify "ambiguities" respecting main studio site requirements.

WBEC Pittsfield, Mass., requests substitution of UHF Channel 68 at Rutland, Vt., in lieu of Channel 49 to meet separation requirements at only suitable transmitter site.

A. Earl Cullum Jr., Dallas consulting engineer, contends the Commission in the Sixth Report "proposes to make final decisions that are not consistent with the notice of hearing." This applies to the table of assignments as well as technical standards, he holds.

WHYU Newport News, Va., requests assignment of UHF Channel 33 there rather than to Norfolk-Portsmouth-Newport News as a whole.

Polan Industries, Youngstown, Ohio, maker of television tube blanks and prospective TV applicant, asks addition or substitution of another UHF channel there. UHF 75-mile separation problems are raised.

KDTH Dubuque, Iowa, requests reconsideration of FCC's denial of earlier petition for allocation of VHF Channels 5 and 11 there.

Mercer Broadcasting Co., operator of WTOA (FM) Trenton, N. J., asks rehearing with respect to the assignment of VHF channels there exclusive of consideration of UHF channel assignments. Firm charges FCC's conclusion that VHF and UHF channels shall be allocated homogeneously rather than separately is unlawful, violating Sec. 307(b) of the Communications Act.

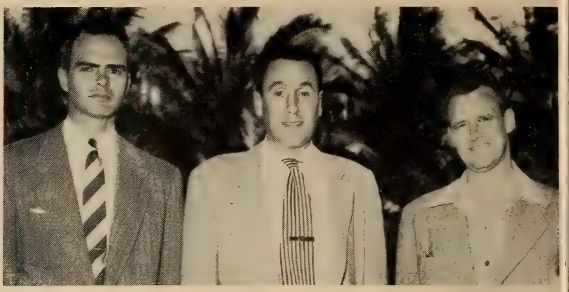
Lehigh Valley Television Inc., applicant at Allentown, Pa., seeks rehearing on same grounds as Mercer Broadcasting, also citing incomparable VHF and UHF coverage capabilities.

WLAN Lancaster, Pa., asks reconsideration and rehearing of the Sixth Report to set aside FCC's show cause order switching WGAL-TV Lancaster from Channel 4 to Channel 8. WLAN earlier petitioned FCC for comparative hearing of its application with that of WGAL-TV for Channel 8 and appealed the case to the U. S. Court of Appeals for the District of Columbia [B•T, June 16].

WGAL-TV in turn requests FCC to dismiss WLAN's bid for comparative hearing and asks FCC to issue an order modifying its license to specify Channel 8, including special temporary authority to continue operation on Channel 4 until the changeover can be effected. WGAL-TV also filed with the Court of Appeals for intervention in the WLAN complaint.

Study of the pending applications reveals the comparative high cost of television construction and operation, based on typical balance sheets and income statements submitted with the bids.

The 17 stations which have filed to make facilities changes required by the Sixth Report have costs of conversion ranging from $91,000 for WSAZ-TV Huntington, W. Va., to $561,000 for WHIO-TV Dayton, Ohio. WSAZ-TV seeks to change from 16.8 kw effective radiated visual power on Channel 5 to 84 kw on Channel 3, using same site and antenna. WHIO-TV, to change transmitter site, is to change from 24 kw on Channel 13 with 517 ft. antenna to 200 kw on Channel 7 with 1,086 ft. antenna.



AFTER adoption of a constitution, the newly-formed Hawaiian Assn. of Radio & Television Broadcasters held elections. Among those voted into office were (l to r) William O. Paine, general manager of KGU Honolulu, secretary-treasurer; Jack A. Burnett, president-general manager, KULA Honolulu, president, and Fin Hollinger, general and commercial manager, KPOA Honolulu, vice president. This trio automatically serve on the five-man board of directors. Other directors, not pictured here, are Ezra J. Crane, general manager, KMVI Wailuku, Maui, and Ralph M. Fitkin, president, KHON Honolulu.

Two other existing stations' changes will cost more than $450,000 and two others exceed $350,000. The former are WDEL-TV Wilmington, Del., and WGAL-TV Lancaster; the latter WOOD-TV Grand Rapids and WTMJ-TV Milwaukee.

WXEL's switch from Channel 9 to 8, power boost to 316 kw and studio move, as approved by the Commission, will cost $237,000, according to present estimates.

Estimated construction costs submitted for requested new stations range from $100,580 for Fairmont Broadcasting Co. (WVVW), seeking UHF Channel 35 at Fairmont, W. Va., to $1,810,000 for Westinghouse Radio Stations Inc. (KDKA), seeking VHF Channel 11 at Pittsburgh.

Under $110,000 Cost

There are five applications already on file for stations costing less than $110,000. In addition to WVVW's UHF bid, these include Cedar Valley Broadcasting Co. (KAUS) for VHF Channel 6 at Austin, Minn., estimated to cost $101,880; Southeastern Broadcasting System (James S. Rivers), Albany, Ga., VHF Channel 10, $107,200; Washtenaw Broadcasting Co. (WPAG), Ann Arbor, Mich., UHF Channel 20, $108,000; and Georgia-Carolina Broadcasting Co. (WJBF), Augusta, Ga., VHF Channel 6, $88,000 (not including several major items of equipment on hand). WJBF's original application estimated total $103,000 cost of construction.

Another low cost station is proposed by Central Kentucky Broadcasting Co., licensee of WLEX Lexington, which expects its UHF Channel 33 outlet will cost $115,500.

Four pending applicants propose stations costing in excess of a million dollars. Topped by Westinghouse's KDKA Pittsburgh at nearly two million, the others include Fisher's Blend Station Inc. (KOMO), Seattle, seeking VHF Channel 4 with cost estimated at $1,115,460; Isle of Dreams Broadcasting Corp. (WIOD), Miami, VHF Channel 7, $1,259,957; and Miami Broadcasting Co. (WQAM), Miami, also seeking Channel 7, $1,246,682.

Westinghouse estimates it will cost $1,840,000 to operate its Pittsburgh station the first year, with income of $2,650,000 predicted.

The other three major installations estimate annual operating costs and expected revenues of around a million dollars.

Four other applicants propose installations of almost a million dollars. Westinghouse seeks such stations in two locations, Fort Wayne, Ind., and Portland, Ore. It is licensee of KEX Portland. The Fort Wayne bid is for UHF Channel 21 ($997,000); Portland, VHF Channel 8 ($855,000).

Vindicator Printing Co. (WFMJ), Youngstown, Ohio, will spend $971,943 to build on UHF Channel 33 there, while the Tribune Co. (WFLA), Tampa, Fla., expects it will take $961,887 to construct an outlet on VHF Channel 8 there.

Some 42 of the applications now on file request stations costing less than $200,000; 39 applications are in the $200,000-299,999 category; 37, $300,000-399,999; 15, $400,000-499,999; 15, $500,000-599,999; 9, $600,000-699,999; 3, $700,000-799,999; 1, $800,000-899,999; 3, $900,000-999,999; 4 in excess of $1 million.

Westinghouse Radio Station's four proposed outlets will cost together in excess of $4 million to construct. The least expensive will be the TV counterpart for KYW Philadelphia, on UHF Channel 17, estimated at $440,000.

Westinghouse expects to bear a substantial operating loss of the UHF station at Philadelphia during the first year's operation. Cost of operation is expected to total $1,117,000, while revenue of only $279,000 is predicted. Operation estimate is based on the firm's experience with its WBZ-TV Boston.

The Philadelphia application noted that the city is presently

(Continued on page 34)



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

NEW COAL DEPOSITS TO AID WESTERN STEEL INDUSTRY.

Pointing again to the fact that the U. S. has tremendous coal reserves, the Bureau of Mines has announced the discovery of new deposits of high-grade metallurgical coking coal in the Coal Creek District of Gunnison County, Colorado, so located that the fuel can be supplied to the growing steel industry of the Far West. The minable reserves of the newly-found deposit, the Bureau says, will run to more than 100 million tons of bituminous coal.

INCREASING SHARE OF COAL PRODUCTION BEING "LAUNDERED" FOR MARKET.

Today, more than 40% of the nation's coal production is being "laundered," sized, graded, and treated for market by modern coal preparation plants. In the past four years the number of preparation plants has grown from 461 to 638. These plants turn out coal that is tailor-made to each customer's specific needs. This better-prepared coal is one reason why today's modern coal-burning equipment can get anywhere from 10 to 40% more power from each ton of coal than was possible a few years ago.

MAJOR STEP TAKEN IN BUILDING NEW COAL CHEMICALS INDUSTRY.

Coal's big future as a basic raw material has been brought nearer by Union Carbide & Carbon Corporation's new coal hydrogenation plant in West Virginia. This pilot plant marks the longest forward step yet taken to launch a coal chemicals industry in the United States. Formerly coal chemicals have been produced only as by-products of the steel industry's coking ovens, but this source of supply has not kept pace with demand. Output of aromatic coal chemicals from coking ovens has increased only 3 to 5% a year while demand for these chemicals has been rising at the rate of 25 to 36%.

MODERN COAL HANDLING IS FACTOR IN PRODUCING LOW-COST POWER.

A new conveyor belt that carries coal 2½ miles from mine to river barges is helping to make possible the economical generation of additional electric power in the Kanawha River Valley near Charleston, West Virginia. The belt, with a capacity of 550 tons of coal an hour, eliminates an expensive 14-mile round-trip trucking operation. Result: Lower-cost electric power (thanks largely to modern coal handling) which is attracting new industries to the area. A new electric generating station is being built, and plants already in the region are expanding their outputs in step with this increasing power potential.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

TV Applicant List

(Continued from page 32)

served by three VHF stations and VHF set circulation is over a million receivers.

"It is not known how rapidly an audience can be built for a new UHF service since it will be necessary for present set owners to have their receivers modified or purchase new sets in order to receive the transmission from the proposed station on Channel 17," FCC was told. "Since the income of a radio or television station is related to the potential audience, it is expected that the first year of operation will be conducted at a substantial loss."

Pennsylvania Broadcasting Co., a subsidiary of Gimbel Bros., New York, and licensee of WIP Philadelphia, expects it will cost $600,000 to build the UHF station it proposes on Channel 29 at Philadelphia. First year operating cost is put at $500,000 and revenue is not estimated.

Typical full-power VHF station might be that of Scripps-Howard Radio Inc. at Knoxville, Tenn., where it operates WNOX. Channel 10 with 316 kw ERP is sought, using 620 ft. tower. Estimated construction cost is $546,693, while first year operating cost and revenue will be $441,480 and $418,600, respectively.

Scripps-Howard Radio operates two TV stations now: WCPO-TV Cincinnati (WCPO affiliate) and WEWS (TV) Cleveland. Scripps-Howard Radio is owned by E. W. Scripps Co., which controls the Memphis Pub. Co., licensee of WMC and WMCT (TV) Memphis.

Scully to Good Luck

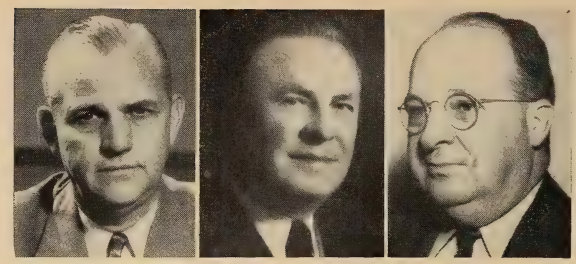
WILLIAM H. SCULLY, advertising brand manager for Lever Division, Lever Bros. Co., New York, has been named advertising manager of company's Good Luck Division, effective immediately. Mr. Scully succeeds J. Harvey Howells, recently promoted to advertising manager of Lever Division.

Russell Reception

F. M. (SCOOP) RUSSELL, vice president of NBC Washington, and Mrs. Russell were hosts to 200 guests at the Carlton Room of the Carlton Hotel, Washington, D. C., last Wednesday. Among those attending the reception were members of FCC, of the Senate and House, and radio-press representatives. Secretary of Agriculture Charles F. Brannan; Secretary of the Senate and Mrs. Leslie Biffle, and other members of Washington officialdom were among the guests.

Rayburn, Finch Split

THE WNEW New York disc jockey team of Gene Rayburn and Dee Finch will be dissolved Jan. 1, 1953. On that date, Mr. Rayburn will move to WNBC and WNBT (TV) New York with whom he has signed a five-year contract.



Mr. REMBERT Mr. RUNYON Mr. GREENWELL

. . . in new posts at Daily Times-Herald and KRLD stations

Streibert Named General Telecasting Head

(Continued from page 23)

tions that an MBS television network was involved in the General Telecasting project. It was believed General prefers to keep radio and TV operations completely separate.

Official announcement was made last week that the name of Thomas S. Lee Enterprises, General Tire & Rubber Co. subsidiary, had been changed to General Teleradio Inc. The firm is incorporated in California and is parent company of WOR-AM-TV, Yankee and Don Lee networks as well as MBS majority stockholder.

At a meeting of MBS stockholders Thursday. Ward D. Ingrim, Don Lee executive vice president, was elected to the network board. Previously Thomas F. O'Neil, president and board chairman of MBS, had announced election of Jack R. Poppele, WOR vice president in charge of engineering for radio and TV, as engineering vice president of MBS. Julius F. Seebach Jr., WOR vice president in charge of radio and TV programming, had been named MBS vice president in charge of programs.

Board members of MBS now include Messrs. O'Neil, Ingrim and Poppele; E. M. Antrim, WGN Chicago; Willet H. Brown, of Don Lee; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; Linus Travers, Yankee Network; Frank Schreiber, WGN Chicago; William H. Fineshriber, MBS New York; James E. Wallen, MBS New York.

All other MBS officers were reelected Thursday, including Mr. O'Neil as president and Mr. Fineshriber as executive vice president; Adolf N. Hult, vice president in charge of sales; Earl M. Johnson, vice president in charge of station relations; Robert A. Schmid, vice president in charge of advertising, public relations and research; Mr. Wallen, secretary-treasurer; George Ruppel, controller; Elisha Goldfarb, asistant secretary and Emmanuel Dannett, assistant secretary.

Fall Schedules

(Continued from page 23)

the firm's *Old Gold Amateur Hour*, presently heard in this period has not yet been assigned a new time on the network. However, officials of both the agency and network are expected to conclude negotiations for a new time shortly.

Listerine toothpaste, through Lambert & Feasley, New York, is looking for a half-hour TV film to be placed on a regional basis. The firm is expecting to introduce a new product on the show, it was understood.

Esquire shoe polish, through Emil Mogul, New York, is expected to renew the Kate Smith daytime program on NBC-TV on an alternate-week basis starting in the fall.

Another agency switch was announced late last week by Chicopee Mills Inc.'s cotton and plastic divisions, when Lennen & Mitchell, New York, was named to handle the firm's advertising, effective immediately.

Both Coca Cola Co. (D'Arcy agency) and General Foods (Young & Rubicam) still are in negotiation with Bing Crosby for possible radio and TV package.

L-W Issues New Show

SECOND of its new across-the-board programs, *The Sunshine Boys*, 15-minute gospel songs show, has been released by Lang-Worth Feature Programs Inc. First broadcast is set for July 6, C. O. (Cy) Langlois, president, has announced.

MATERIALS REPORT

Paley Completes Project

CBS BOARD Chairman William S. Paley last week completed his special assignment as chairman of the President's temporary Materials Policy Commission with praise from Mr. Truman for a "landmark in public services" he and staff had achieved during the past 17 months [CLOSED CIRCUIT, June 2].

Formal presentation of the commission's "trail-blazing" report and recommendations on U. S. raw materials resources for the next 25 years was made to the Chief Executive at the White House last Monday. Mr. Paley and other commission members were present for the ceremonies.

The CBS board chairman has been commuting to Washington since January 1951.

KRLD CHANGES

Runyon Announces New Posts

JOHN W. RUNYON, newly-elected board chairman of *The Daily Times Herald*, Dallas, last week announced executive changes at the *Times Herald*, and at the newspaper affiliate, KRLD-AM-FM-TV Dallas.

Mr. Runyon, who succeeded to the board chairmanship following the death of Thomas C. Gooch [B•T, June 23], made the announcement following meetings of the stockholders and the board of directors.

Clyde Rembert, who has been managing director of KRLD-AM-FM-TV, was named president of the radio-TV properties.

D. A. Greenwell, who previously was *Times Herald* vice president and treasurer, was elevated to the post of first vice president and treasurer of the newspaper. Mr. Greenwell also retains the duties of KRLD vice president-treasurer.

C. V. Upton, heretofore *Times Herald* secretary, was raised to the post of second vice president and secretary of the paper and assistant secretary of KRLD.

Clyde Taber, general superintendent of the newspaper, retains his title of assistant secretary of KRLD.

Allen Merriam, until now editor, becomes editor-in-chief. B. C. Jefferson, who has been associate editor and chief editorial writer, assumes the title of editor along with his editorial writing duties.

Four new board members, who join those men already mentioned to compose the full board, are Sam R. Bloom, advertising director; Albert Jackson, assistant advertising director; James F. Chambers Jr., managing editor, and Mr. Rembert.

Mr. Chambers also was appointed a member of the executive committee to fill the vacancy created when Mr. Runyon became president of the newspaper. Other executive committee members are Chairman Greenwell and Messrs. Merriam, Upton and Jefferson.

CBS Radio Film

ESTIMATED 400 top-level agency personnel in Chicago saw the CBS Radio film presentation, "More Than Meets the Eye," at the Drake Hotel Tuesday. The cocktail party-buffet was preceded by showing of the film, which is making the CBS station circuit this month. H. Leslie Atlass, CBS Central Division Vice President, introduced Adrian Murphy, president of CBS Radio, and John J. Karol, vice president in charge of network sales. Mr. Karol in commenting on the strength of the network's fall radio lineup saleswise, said: "As of today CBS is 90% as solidly sold as it was in September of last year. We are convinced we can beat last year's record."

50,000 WATTS - CBS

WJR

DETROIT

50,000 WATTS - CBS

WGAR

CLEVELAND

announce the appointment of

THE HENRY I. CHRISTAL CO.

as national representatives

Effective July 1, 1952

Chicago Political Show

(Continued from page 25)

bined costs for both the GOP and Democratic conventions.

There are conflicting reports—and claims—about the number of affiliates each TV network has lined up. One estimate, completely unofficial, was that NBC-TV will have 46 or 47; CBS-TV 36 or 37; ABC-TV 13 or 17.

Four DuMont stations will carry the convention programs sponsored by Westinghouse on CBS-TV, and in addition DuMont may originate some special programs of its own. DuMont stations carrying the Westinghouse programs—and being paid by Westinghouse — are WGN-TV Chicago and the three DuMont-owned stations: WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh. DuMont will air its *Starring the Editors* at different times July 9 and 23.

In addition to actual convention coverage, national, regional and local advertisers are lining up for programs built around the two political conferences.

Sponsor breakdown for national radio-TV networks and estimated contract value:

ABC radio and television, Admiral Corp. ($2 million); CBS Radio and Television, Westinghouse Electric Corp ($3 million); DuMont, Westinghouse; MBS, co-op sponsorship; NBC radio and television, Philco Corp. ($2 million).

NBC-TV reportedly last week was in a quandry, along with its affiliates, over a possible conflict with network coverage of the All Star baseball game Tuesday (July 8). The Gillette Co. signed for baseball coverage, as part of a sports package, before Philco negotiated political commitments. NBC was reported to be conferring with the Republican National Committee in an attempt to have the GOP schedule routine business that afternoon.

Interrupt for Bulletins

Mutual was beset with the same problem. It is covering the All Star game on radio. At last reports MBS was planning to air the game and interrupt for any bulletins from the convention floor.

Individual stations using direct lines, microphones and other equipment are joining a pool arrangements at $250 each, with an additional $200 for installation of lines. William McAndrew and George McElrath, NBC New York, were coordinating details. Stations ordering the pooled pickup will channel it to their individual studios.

Small stations will benefit from the NARND arrangement, with the trade group and Chicago Broadcasters Assn. operating a headquarters newsroom at Convention Hall. Accredited radio-TV newsmen are invited to headquarters in the hall, where TV sets, telephones and other facilities will be available. Magnecord Inc. will operate tape recording equipment in adjoining space. Charge for tapes will be $5 for five minutes and $9 up to 15 minutes covering cost of air mailing to the newsman's home station. NARND explained:

At previous conventions, only the largest stations and networks could afford direct coverage because of excessive costs. Charges to be assessed at the 1952 convention for broadcast facilities indicate that such costs will reach an all-time high this year. A price of $700 was fixed for the use of broadcasting booths, for example, and even when the cost was reduced because of vigorous complaints from radio stations, the price was still beyond the limits of most news budgets. Premium charges are being assessed also for the installation of lines and loops and other technical equipment, making it additionally costly for stations to originate remotes at Convention Hall.

The cost factor had posed difficulties among certain individual stations who plan out-of-town feeds [CLOSED CIRCUIT, June 23]. Some stations will carry only one of the two conventions. Arrangements Committee is headed by Spencer Allen, WGN-TV Chicago, CNBA president.

Six times the number of independent radio-TV entities than were at the 1948 conventions asked for and received space assignments at the two conventions, the Senate-House Radio-TV Gallery superintendents reported.

Provisions for stations scheduled to report direct from Chicago include 11 booths on the second floor of Exhibition Hall, adjacent to the Amphitheatre, plus six tables for independent stations to tie-in for direct broadcasts to their home stations.

Assigned booths are the following: WINS New York, WSRS Cleveland, WLW Cincinnati, CBC and BBC, WHDH Boston, WKRC Cincinnati, WXLW Indianapolis and WAPI and WAFM-TV Birmingham, KTRH Houston, WMT Cedar Rapids, KRNT Des Moines and KFWB Los Angeles.

WSRS and KFWB also will have direct lines to their stations from seats in the radio-TV section of the convention floor.

At the GOP convention, 311 radio-TV organizations have been accredited. They will have 724 radio newsmen and commentators, 466 technicians and 681 staff men (producers, directors, etc.) to handle the pickups.

At the Democratic convention, 305 organizations have been accredited. They plan to have on deck 721 newscasters and commentators, 468 technicians and 683 staff men.

Networks will have more than 900 accredited newscasters, technicians and staff personnel running things at the two conventions. Following are the breakdown: ABC radio, 141; CBS Radio, 105; NBC radio, 201; MBS, 138; ABC-TV, 100; CBS-TV, 149; NBC-TV, 57, and NBC-Newsreel, 26.

Overlooking the convention floor at the back of the amphitheatre will be six booths. One each have been assigned to ABC, CBS, NBC, MBS, the radio pool, and the TV pool.

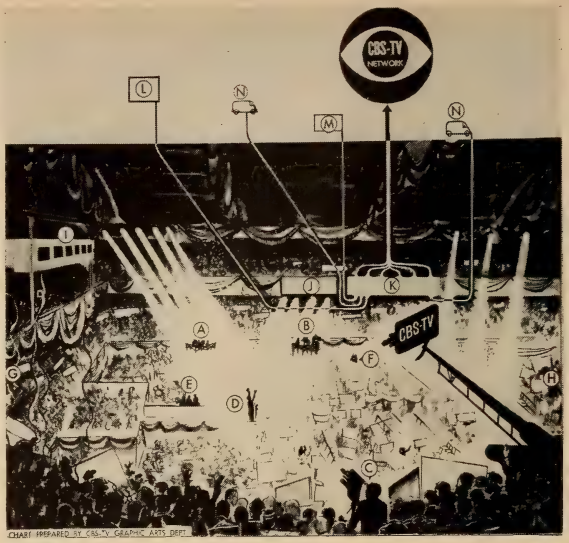
All radio-TV organizations have been berthed on the fifth floor of the Conrad Hilton Hotel. Room 539A is the headquarters of the Senate - House Radio - TV Gallery staff.

Applications of networks and stations were screened by the Radio-TV Correspondent Galleries in cooperation with Edward Ingle and Ken Fry, respective radio-TV directors of the GOP and Democratic National Committees. Staff members are led by D. Harold McGrath and Robert Menaugh, respective gallery supervisors in the Senate and House.

High power stations also will receive special service during the conventions through Clear Channel Broadcasting Service, which will maintain four large studios at the amphitheatre, plus two more at the Hilton hotel. CCBS will offer facilities for "live" feeds and tape recordings to some 15 stations, with engineers from WGN and WLS supervising details. Additionally WJR Detroit will provide mobile units. WLW Cincinnati, another clear, will have its own staff.

Cost of equipment slated for convention use will be astronomical. NBC alone is sending about $1.5 million worth to Chicago. Neither are other networks skimping.

Other media are going all out. AT&T Long Lines has provided some 670,000 miles of teletypewriter circuits, serving some 7,500 press locations. Illinois Bell will have over 1,000 telephones, 30 telephoto and 215 radio channels, and 70 visual and audio TV channels, plus walkies-talkies. More than 70 United Press Movietone cameramen, directors and other personnel will headquarter in Chicago. Plans are underway for on-the-spot processing, according to William C. Payette, UP TV manager. UP will move scripts over its TV wire to client stations.



ELABORATE preparation for CBS Television Network coverage of the Republican and Democratic National Conventions from the International Amphitheatre in Chicago is sketched in this chart by the CBS-TV Graphic Arts Dept. Symbols are these: (A), (B) and (C), cameras; (D) speaker's rostrum; (E) commentators' table; (F) walkie-talkies; (G) rear entrance camera; (H) front entrance camera; (I) commentators' booths; (J) TV pool control room; (K) CBS-TV studios, control room, master control; (L) Conrad Hilton Hotel studios; (M) WBKB (TV) CBS-TV studios; (N) two mobile units. NBC radio-TV coverage plans were blueprinted in two sketches in the June 23 issue of BROADCASTING • TELECASTING.

Coverage Picture

Here is the coverage picture by networks:

ABC commentator staff will include John Daly, Elmer Davis and others, supplemented by members of *Newsweek* magazine and the New York *Herald-Tribune*, and syndicated columnists. ABC AM and TV executive roster will be headed by Thomas Velotta, overall supervisor and vice president in charge of news and special events for ABC radio. ABC radio has slated 12, ABC-TV 9 special events shows July 4-6, and 430 radio and 304 TV broadcasts for both meets.

ABC will transport over $1 million worth of equipment, operated by a task force of 55 radio-TV engineers from New York, Los Angeles, San Francisco and Detroit.

CBS Radio last Tuesday announced a series of 230 broadcasts for both parleys, with 66 special programs starting today (Monday). Many of the network's regular weekly news and panel programs will originate in Chicago, including *Capitol Cloakroom* and *People's Platform*.

CBS Television Network has planned previews of parley preparations and coverage July 6-21, with six CBS-TV shows moving from New York to Chicago. Edward R. Murrow will be on hand. Additionally, the network has launched a new program, *Candidate Closeups*, as part of its

election year coverage.

A quintet of five newsmen will lead special MBS radio coverage, 5:45-6 p.m. daily under sponsorship of S. C. Johnson & Son Inc. They are Cecil Brown, H. R. Baukhage, Frank Singiser, Holland Engle and Francis Coughlan. Twenty-two Mutual commentators — Fulton Lewis Jr., Gabriel Heatter, Bill Henry. among them—will be on hand for regular coverage. Mutual will have 150 persons on hand, with most news programs emanating from Chicago. The network has scheduled four successive Sunday broadcasts (9:30-10 p.m.) to preview and review convention activities starting July 6.

NBC radio has assigned Joseph Mevers. radio news operation manager, as director of convention coverage. He will supervise more than 30 commentators and newsmen. Network's special pre-GOP convention programs kicked off June 28 with *Convention Preview*. They were to run through convention eve, with *Convention News Conference, Headquarters Report* and *First Ballot*. Convention programming is to include origination of *Today* in Chicago during July and *Republican Review* with George Hicks July 11.

All radio-TV networks were planning to ship engineering and news personnel from other cities—primarily those in which their O&O stations are located.

Example of local sponsorship is that by Richfield Oil Corp., Los Angeles, which will pick up the tab for convention coverage on KTLA (TV) Hollywood, starting July 7 and 21. Agency is Hixson & Jorgenson Inc. Other regional and local advertisers were seeking availabilities.

The Entertainment Industry Committee set up by the Democratic National Committee with Messrs. Reinsch and Sauter will work out convention and campaign diversion plans. Vice chairmen will be appointed from various entertainment industry segments.

DEMOCRATS

Radio-TV To Cover Hearings

PUBLIC hearings set by the Preliminary Drafting Committee studying the 1952 Democratic platform will be open to full media coverage, including radio and television, the Democratic National Committee announced last Wednesday. Sessions will be held in Chicago starting July 16.

Plans for full media coverage were given by Rep. John W. McCormack (D-Mass.), House Majority Leader and chairman of the platform-drafting group.

"Our platform hearings will be 'small-d' democracy in action and we want the voters to have every opportunity to be informed . . . through the media of newspapers, radio, newsreels and television," Rep. McCormack said. Group's recommendations will be presented to the full Platform and Resolutions Committee at the Democratic National Convention July 21.

AAW AWARDS

Go to KERO, Pabst

TOP AWARDS in competition by the Advertising Assn. of the West went to KERO Bakersfield, Calif., in radio, and to the Pabst Sales Co. (Pabst beer), in television, at the AAW's 49th annual convention which ended Wednesday at Seattle.

KERO received a trophy donated by the Vancouver Advertising & Sales Bureau for its successful spot campaign which sold tours of the Golden Crust bakery. The Pabst TV award was donated by the Hollywood Adv. Club.

New AAW officers named at the four-day meeting were: President, Arthur E. House, House & Leland agency, Portland, Ore.; senior vice president, Howard Willoughby, executive vice president, Lane Pub. Co., San Francisco; vice president-at-large, Mrs. Glad Hall Jones, account executive, KRKD Los Angeles; secretary-treasurer, Clair G. Henderson, Arthur G. Rippey Co., Denver.

Approximately 450 delegates saw three other awards made for radio and four for television, as follows:

RADIO—Commercial programs in cities under 100,000, KOPO Tucson, Ariz., for Duro's Flower Shop; commercial spot announcements in cities over 100,000, Abbott Kimball Co., San Francisco, for Regal Amber Brewing Co. over regional stations; same in cities under 100,000, KERO Bakersfield, Calif., for Golden Crust Bakery.

TELEVISION—One-minute or less film commercials: Local advertiser, Metropolitan Federal Savings & Loan Assn., Los Angeles; agency, Anderson-McConnell, that city, and producer, TV Ads Inc., Hollywood. Regional advertiser, Folger's coffee; agency, Grant Adv., Hollywood, and producer, Five-Star Productions, Hollywood. National, advertiser, Pabst Sales Co.; agency, Warwick & Legler, Hollywood, and producer, Five-Star Productions, Hollywood. General classification, live, kinescope or film commercials of any length, advertiser, Golden State Sales Co.; agency, Guild, Bascom & Bonfigli, San Francisco, and producer, Guild, Bascom & Bonfigli.

BAB NAMES BROWN

To Work on Promotion

WALTER E. BROWN, advertising and promotion manager, DuMont Television Network, has joined the New York staff of Broadcast Advertising Bureau, effective today (Monday), according to William B. Ryan, BAB president.

Mr. Brown, with DuMont for the past year and a half, will be assigned both national and local promotion for BAB. Prior to his DuMont Association, he was for six years a member of ABC's advertising and promotion department.

Mr. Ryan also announced the appointment of Marian Jackson, former presentation analyst with A. C. Nielsen Co., New York, as a research analyst in BAB's research department.

KLZ—31 YEARS OF SERVICE



Denver Honors KLZ's Public Service Excellence!

Here is proof of KLZ's home-town impact: The Denver Advertising Club, an organization usually dedicated to recognizing superiority of commercial efforts, has seen fit to pay special recognition to KLZ's non-commercial public service programming.

Of two "awards-of-the-year" for public service...both went to KLZ. The top award for KLZ's "Sounding Board," a weekly presentation of important local controversial issues. A special award for KLZ's one-time coverage of a question of great interest to all Coloradoans, "Lifting of the TV Freeze."

KLZ's local and national award-winning record is consistent proof of leadership during 31 years of broadcasting in the public interest.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

PARAMOUNT

Financing Effort Cited By Porter at Hearing

PARAMOUNT Pictures Inc., did not buy stock in Scophony Corp. of America until SCA spent four years and "aggressive" promotion in trying to line up American backers for the British-born company.

That was what Paul Porter, Paramount Pictures Corp. counsel, sought to prove last week in his cross-examination of Arthur Levey, Scophony president, during the 24th week of the FCC's Paramount hearing.

One issue in the case is whether the Commission will approve the merger of ABC with United Paramount Theatres Inc. (see story this page).

Mr. Porter, who had copies of the diaries which were kept by Mr. Levey, interrogated the SCA executive about entries made from 1938 to 1942. Mr. Levey indicated in his diary, and testified under questioning by Mr. Porter, that he had negotiated with representatives from other motion picture companies (mostly Warner Brothers and RKO-Trans Lux) in addition to Paramount.

When asked why he was going into such minute detail—he went through Mr. Levey's diaries almost on day-to-day basis—Mr. Porter replied that it was Paramount's purpose to show that as early as 1938 and on through to the formation of SCA, "there were a whole series of negotiations with as many as 15 or 20 possible sources of finances, none of which came to anything.

"For a period of four years before these final negotiations were developed under the most aggressive kind of promotional tactics, there was no one who was sufficiently interested to put a nickel in the development of an American company [Mr. Levey was with British Scophony at the time]."

Mr. Porter said, "I think the witness [Mr. Levey] has testified and I think the Commission has alleged that the basic issue here is one of suppression, and we intend to prove that not only was there not any suppression, but that both Paramount and its partner, GPE, come into this matter after all alternatives had been exhausted by . . . Mr. Levey."

The other side of the picture, however, was brought out by Mr. Levey who asserted that Paul Raibourn, Paramount vice president, had dangled "bait" in the form of a large investment in front of Scophony. But Mr. Raibourn did not say anything definite, Mr. Levey said, which explained why he continued to talk with other possible investors.

Mr. Levey had earlier testified [B•T, May 19, 12] that Paramount had attempted to suppress development of his firm. He accused Paramount and GPE of enjoying "squatters rights" to valuable patents.

NEWSMAN EJECTED

By N. Y. Deputy Mayor

ABC reporter Julian Anthony was ejected last Thursday from New York City's Board of Estimate public hearing on a proposed increase in taxi-cab fare rates. Deputy Mayor Charles Horowitz ordered Mr. Anthony to "remove yourself and your tape-recording machine from the premises."

Thomas Velotta, ABC vice president in charge of news and special events, filed a formal protest late Thursday with Mayor Vincent Impellitteri against the action.

Newspaper reporters were allowed to remain at the hearings. No other radio newsmen were in attendance at the time.

An ABC spokesman said Mr. Horowitz's action forced the cancellation of a broadcast of the proceedings scheduled for delivery that night over WJZ New York, 10:30-11.

In an informal interview with other members of the Board of Estimate, the network spokesman said Mr. Anthony learned that none had any objection to a tape-recording of the meeting.

It was pointed out that Mr. Anthony had covered board hearings on the city budget April 8, 9 and 14. These proceedings reportedly were broadcast over WJZ.

the NBC *station serving greater* YOUNGSTOWN, O.

30th population area in U.S.

5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM



NEW portable broadcast amplifier has been developed by General Electric Co., Syracuse, N. Y., with flexibility for use in studio and remote operations. Unit (Type BA 6-B) has four built-in preamplifiers, master mixer, AC power supply, plus battery provisions. GE claims amplifier practically eliminates "hiss, hum and microphonics" through low - noise miniature tubes. Output transformer is so equipped as to permit broadcast program to be fed to public address system or other amplifier. New cue amplifier gain control facilitates operation in noisy locations and high-low level plug-in headphone connections are provided.

GENE HOWE

Found Dead in Automobile

GENE HOWE, 66, president of Plains Radio Broadcasting Co., licensee of KGNC Amarillo, Tex., was found dead in his car near Amarillo last Wednesday. A bullet had pierced his right temple and an inquest verdict of suicide was returned. He was the son of Ed Howe, who for 50 years was publisher of *Atchison* (Kan.) *Globe*.

Mr. Howe was publisher, editor and daily columnist of the Amarillo *Globe-News*, until 1936 when he gave up most of his executive duties but continued to write his column, "The Tactless Texan." At the time of his death, he was board chairman of Globe-News Publishing Co.

According to the *Globe-News*, Mr. Howe had been despondent because of ill health.

He entered the newspaper business at 13, setting type for his father. He started the *Evening Globe* in Amarillo and two years later bought out the *News*.

In 1950 Mr. Howe announced his retirement as publisher and president of his newspaper chain to take the board chairmanship. To the end he remained a reporter as well as executive and recently wrote an exclusive interview with Sen. Estes Kefauver (D-Tenn.) One of Mr. Howe's achievements was origination of Mother-in-Law Day.

Some years ago he was one of the founders of the Taylor-Howe-Snowden station representative firm, now the O. L. Taylor Co.

Surviving are his wife; a daughter, Mrs. Shelby Kritser, wife of Tom Krister, manager of KGNC; a brother James, one time AP foreign correspondent, and a sister, Mrs. Mateel Howe Farnham.

SPLIT OPPOSED

In Paramount Case

PETITION of Paramount Pictures, United Paramount Theatres and ABC to split up the issues and get a quick decision in the long-pending FCC proceeding drew opposition Thursday from Curtis B. Plummer, chief of the FCC Broadcast Bureau.

ABC and United Paramount Theatres filed the petition June 6, with CBS supporting and Allen B. DuMont Labs. opposing such action.

First, the FCC bureau contends the groups of applications do not lend themselves to a split, with separate action, because they are "inextricably tied together . . ."

The same facts and evidence are vital to the decision on identical issues involved in the cases, it is argued. For example, it is stated, the application to assign WBKB (TV) Chicago to CBS "ignores the decision which must be made as to the legality of the purported transfers from Paramount Pictures to United Paramount Theatres and Paramount Pictures Corp." along with license and renewal grants.

Evidence has not been completed in relation to WBKB, the bureau contends, with at least three Commission witnesses yet to be heard.

The bureau charges the petitioners are trying to "steamroller" the case into the proposition "that it is unnecessary to determine the qualifications of a licensee, whose license has been placed in a 'temporary' status because of anti-trust violations, in the event he wishes to sell his station, but only that the qualifications of the transferee need be considered."

Two potential trouble spots cited by the bureau include a situation whereby ABC-Paramount Theatres would own KECA (TV) while Paramount Television Productions, 100% subsidiary of Paramount Pictures Corp., owns KTLA (TV) in the same city, involving overlap in ownership.

The second instance deals with WBKB (TV) Chicago, owned by Balaban & Katz, in turn substantially owned by United Paramount Theatres, and WENR-TV, owned by ABC. Should an ABC-Paramount merger be granted, ABC-Paramount Theatres would then own and operate two stations in Chicago pending decision on proposed assignment of WBKB to CBS, according to the Broadcast Bureau.

Three weeks of hearings remain, the bureau explains, with the hearing having passed its 82d day and consisting of 11,776 pages of testimony and 829 exhibits.

The bureau estimates an initial decision cannot be expected on the entire record before Jan. 15, 1953 at the earliest. Severance of applications would save "very little time," it is claimed, and it is impossible for an initial decision to be issued in August, as requested.

Presenting

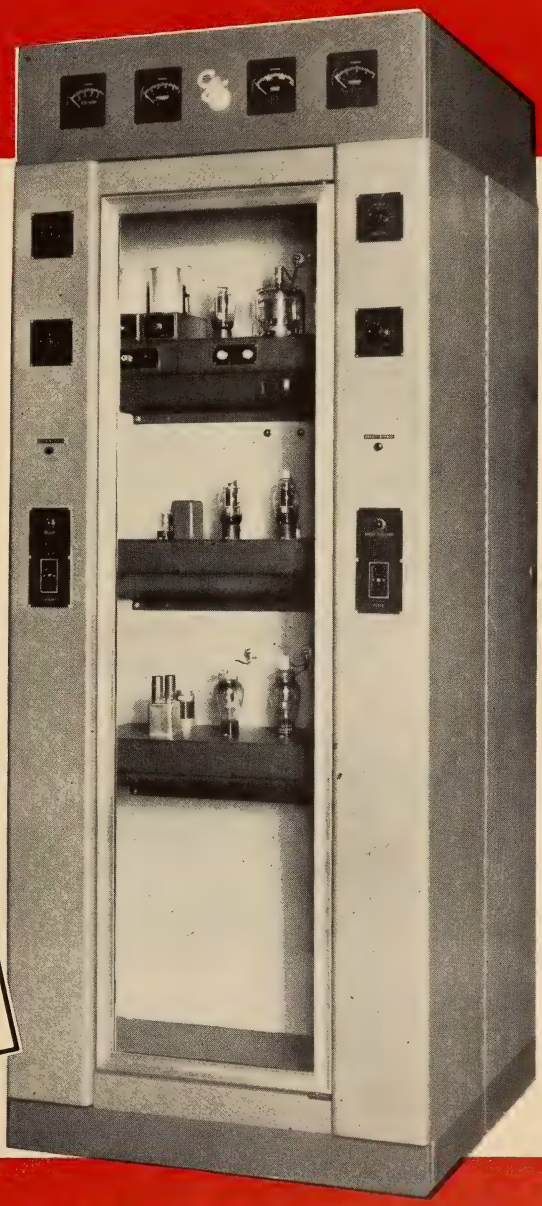
THE NEW

Continental

TYPE 312

250

WATT TRANSMITTER



The CONTINENTAL Type 312 is a 250 watt AM Transmitter in which the design is entirely new and different. Extreme simplification of circuitry with unexcelled performance are its most important features. Extremely low values of both RMS and Inter-modulation distortion are obtainable.

Only two RF stages following the crystal oscillator are utilized. The first of these is fixed tuned for the entire broadcast range of 540 to 1600 KC and the output stage has only one control to cover the entire range. The transmitter has one other control — the output loading control. Since tetrode type tubes are used, the necessity for neutralizing circuits is eliminated.

The Type 312 Transmitter is contained in one of CONTINENTAL'S new, all aluminum cabinets. This cabinet is of special unified, frameless design and incorporates the well-known Transview styling together with functional features that afford maximum accessibility, shielding and circulation of cooling air.

Distributed by GraybaR ELECTRIC COMPANY

GraybaR QUALITY SINCE 1869 * REG. U.S. PAT. OFF.

IN OVER 100 PRINCIPAL CITIES

Continental Electronics

MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVergreen 1137

N. Y. BMI CLINIC

Radio's Strength Cited

RADIO is far from dead and can thrive in the future by improved programming geared to community interests, speakers at the Broadcast Music Inc. radio clinic told 100 broadcasters at the Monday and Tuesday meeting in New York.

This viewpoint was sounded on Monday by John M. Outler Jr., general manager of WSB and WSB-TV Atlanta, and was echoed by other speakers. As a panacea to broadcasting ills, Mr. Outler offered two general suggestions: Give the people more and better programs tied to their communities and sell radio vigorously as a medium to the people of America.

He called on broadcasters to free themselves from dependence on the networks and develop worthwhile projects in their own cities. Mr. Outler cited several examples of the steps taken by his station to permit its audience "to become part of the operation and thus to feel it is participating in the activities of the community."

Warning that unless radio as a whole is sold to the people of the country as a whole the entire industry will suffer, Mr. Outler commented: "If we sell radio short, we've committed a crime against the community."

Dr. Clarence L. Menser of Stetson U. and WJBS Deland, Fla., formerly vice president in charge of programs for NBC, asserted that sound broadcasting can thrive in the future if stress is placed on quality programming that considers the needs of the community that is being served.

"I say to the radio industry, by which I mean sound broadcasting, 'let down your buckets where you are,'" Dr. Menser declared. "You are in the midst of a situation that will give life to you and service to your community for many years if you will only get the full facts about your real position. If you have served your listeners well, they will stick by you for those things in which you can excel."

After long and serious consideration of sound broadcasting problems, Dr. Menser said, he still refused to believe there is a crisis. He conceded there were changes to be made to meet ever-shifting problems but he added that these did not justify the fears that are plaguing the industry.

He listed these fears as (1) fear of the FCC; (2) fear of the advertising agencies; (3) fear of its own judgment and (4) fear of competition, i.e., television.

Ted Cott, vice president and general manager, WNBC and WNBT (TV) New York, hammered at the point that radio is the best advertising medium around because its frequency unit cost is the lowest of all. He deplored the fact that the industry was not "shouting this from the tree tops, to everybody and not just to people in the trade."

Mr. Cott, in fact, assailed the "inbred promotion" that radio has been carrying on for years. He said there was no advantage to be gained by telling other people in the industry "what a wonderful job" radio is doing. Station managers, he said, must bring this message home to listeners—to the people who ultimately foot the bills.

He viewed television as no more competitive than a new station coming into the field. For the bad station, he said, TV will, of course, mean more competition. But he remarked that "nothing can help a bad station, it would probably fall by the wayside anyway."

Radio Bigger in Future

Harry Bannister, NBC vice president for station relations, said that once "radio gets out of this transitional period and business becomes stabilized, it will become bigger than ever."

Ben Laird, president of WDUZ Green Bay, Wis., urged broadcasters to explore more carefully the possibility of obtaining sponsors for public service programs. He deplored the notion prevalent among some leaders in the industry that sponsorship "taints" such programs. He cited several examples of successful sponsorship at WDUZ and reminded listeners that financial help makes possible the broadcasting of programs of merit that otherwise might have to be sidetracked.

The importance of farm news was outlined by J. Scott True, farm director of WFTM Maysville, Ky. He laid down the following rules for farm directors: Be informative, be natural, be friendly and be gracious.

George Higgins, vice president and managing director of KMBC-KFRM (FM) Kansas City, called for closer cooperation between program, sales and management. He urged joint meetings among the groups to gain a better understanding of what each is doing. In this way, Mr. Higgins said, management has an opportunity to sell that organization to its workers, which he called a necessary job, before "it tries to sell an advertiser."

The development of the youth forum was explained by Dorothy Gordon, moderator of the *New York Time Youth Forum* on WQXR New York.

Norman Reed, program director, WWDC Washington, spoke on "Building Personality Record Shows." He warned that a "good personality" is often ruined by "poison-ality" of records chosen for the show. Suggestions advanced by Mr. Reed to pick up a sagging show were the addition of telephone quizzes, mystery tune contests and number games.

Other features of the meeting were a story-telling presentation by Mrs. Ellis Barrett of Good News Productions, Philadelphia, and a production of the radio program *Mind Your Manners* which was introduced by Leonard Patricelli of WTIC Hartford.

Allen Ludden served as moderator and six teen-agers discussed problems which were tape recorded for broadcast on June 28.

General chairman for the clinic was Herbert V. Akerberg, vice president in charge of station relations, CBS Radio and CBS-TV.

At Monday's session, Mr. Harlow and Mr. Higgins were given life membership certificates in the Wisconsin Broadcasters' Assn. by Mr. Laird.



T. M. PEPPERDAY, publisher of the *Albuquerque Journal* and former owner of KOB-AM-TV Albuquerque, opens a gift from employes, tendered as Mr. Pepperday turned over the keys to Time Inc., and Wayne Coy, former FCC chairman. Mr. Pepperday sold KOB-AM-TV to Time Inc. and Mr. Coy for a reported $600,000 [B•T, June 2].

Uridge Appointed

OWEN URIDGE, manager of WQAM, ABC affiliate in Miami, has been appointed a new committeeman for District 8 of ABC's Station Advisory Committee, replacing Jim Hicks, former general manager of WCOS Columbia, S. C., who is resigning effective July 1. An alternate member for District 8, Mr. Uridge in his new capacity will represent ABC radio affiliates in North Carolina, South Carolina, Georgia, southern Virginia and northern Florida.



Use the **Broadcasting Marketbook**—the only fact book designed expressly for the buyer of time.

Over a quarter billion dollars of spot and network radio and TV is placed by buyers of time who use the MARKETBOOK daily. Nowhere else can they find the copyrighted "Spot Rate Finder" which enables them to compute in minutes preliminary estimates of spot campaigns. Or county-by-county breakdowns of essential radio facts, census figures, marketing maps, state market indicators, etc.

It's only between the covers of one book—the MARKETBOOK—and it's the only book built to help you sell time.

Reserve space now to assure position near your own listing . . .

BROADCASTING TELECASTING MARKETBOOK

DEADLINE JULY 21, 1952 EDITION
PUBLISHED MID-AUGUST

RADIO'S VITALITY

Stressed by NBC's McCray

WITH receiver sets selling at the rate of one every 2½ seconds all year long, and despite propaganda to the contrary, radio is very much alive and is here to stay.

So stated Thomas C. McCray, NBC Western Division director of radio network operations, at a Los Angeles Advertising Women's meeting at Hollywood Roosevelt Hotel.

Terming radio as "9.7% bigger than last year," he said that there has been a 9,300,000 new radio set population created thus far in 1952, bringing the total in this country to more than 105 million.

Admitting that with the new medium of television, there is bound to be a "certain momentary transference of affection," Mr. McCray declared however that "this most inflexible yardstick of all, set sales, reinforces surveys which point up the continuing importance of radio to listeners and advertisers."

He told the ad women that every new set sold means more profit for the radio advertiser. He presented survey figures which showed that radio sets outnumber total circulation of all magazines by 114,000 and more than double the total circulation for all newspapers.

"There are also six times as many radio sets as TV receivers," Mr. McCray reminded.

Media Adaptability

Although radio continues the "greatest means of mass communication to be derived by man and does a tremendous selling job," Mr. McCray stressed the fact that the medium never has nor does it now claim to be the *best* means of advertising for *every* product.

"Some are better for television, some for newspapers, magazines, billboards and other media," he conceded. "However those who can pay the bill are using all available media to bring their sales message to the consumer. Radio will continue to play an important role in this regard."

Backing up his statement with success story examples, he said that it isn't always the high-rated program that does the best selling job for an advertiser. High-rating will indicate the show's popularity, but it doesn't always mean consumers are buying the sponsor's product, was his explanation.

Conceding that wherever there is TV it does an excellent selling job, Mr. McCray said however that radio gives the same competent coverage and at a fraction of the cost.

"Radio is not only the mass medium, but the economy medium," he added. "As economy is a by-product of mass production, so it is a by-product of mass coverage.

"Currently 53% of all TV sets are located in just 7 markets. In the remaining 56 TV markets, radio-only homes far exceed TV homes. This means that approximately 25 million homes throughout the country are reached only by radio."

Next to mass coverage, Mr. McCray considers radio's flexibility it's greatest asset to an advertiser, because a sponsor can fit the "sell" message to the area.

Five Minutes: $7,000

FIRST VENTURE into radio advertising paid off with a $7,000 cattle sale for J. C. Lewis, owner of Meadowbrook Farms, Ellicott City, Md., when he contracted for a series of 13 five-minute noontime stockyard report programs over WBAL Baltimore. First broadcast, containing two 100-word commercials, attracted a customer 40 miles from Baltimore, who paid $7,000 for a heifer and a bull.

SO. CALIF. NEWS AWARDS

Presented to 15

FIFTEEN trophy awards for radio and TV news coverage during 1951 were made by the Radio & Television News Club of Southern California June 24 at the Nickodell Restaurant, Hollywood.

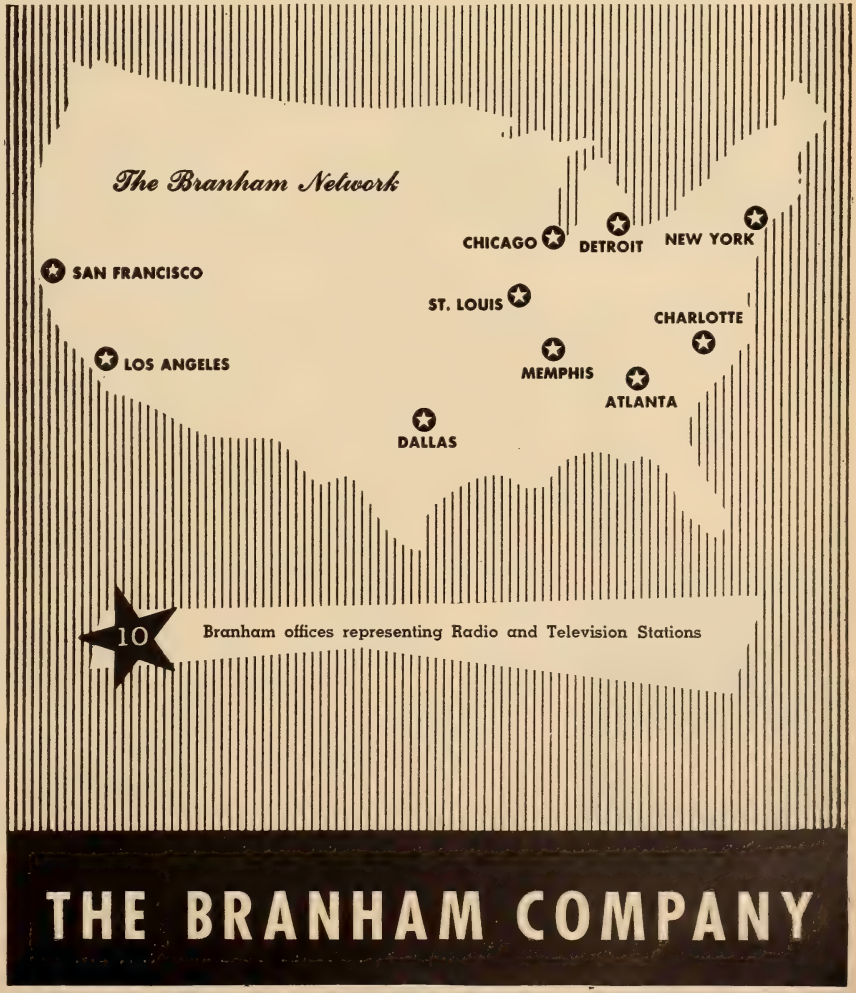
Named consistently best in the respective radio categories were:

(1) Jim McCulla, KMPC, news presentation; (2) Chet Huntley, ABC, news commentary; Al Gordon, KFWB, special mention; (3) Cecil Hind, NBC, news writing (Mrs. Bettie Hind accepted the posthumous award for her husband who died June 11 [B•T, June 23]; (4) Cameron Cornell, CBS, special events coverage; KFWB, special mention; (5) Paul White, KFMB San Diego, news reporting for non-metropolitan station; (6) Sam Balter, KLAC, sports reporting.

Television division: (1) Glenn Hardy, KNBH, news presentation; (2) Wilfred Brown, KNBH, news writing; (3) Tom Harmon, KNXT, sports program; (4) KTLA, special events coverage; Clete Roberts, KLAC-TV, special mention, world coverage; Ed Murrow, CBS, special award, trans-continental news reporting; Richfield Oil Co., special award, Japanese Peace Treaty coverage.



N. BRUCE ASHBY (l), vice president for sales, Kingan Co., signs renewal contract for Kingan sponsorship of *King Arthur Godfrey & His Round Table*, over CBS Radio for 52 weeks [B•T, June 23]. John Karol, vice president for network sales, CBS Radio, witnesses signing.



WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

Effective July 1

WSAZ will be represented nationally by the KATZ AGENCY INC.

New York
Chicago
Kansas City
Dallas
San Francisco
Atlanta
Detroit
Los Angeles

5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION
WSAZ

ANTI-TRUST

WDAF-AM-TV and Star Records Subpenaed

POSSIBILITY of anti-trust action against the Kansas City Star Co. arose last week in the wake of subpena action involving records and contracts negotiated by the publisher for its newspaper and radio-TV holdings.

The firm was ordered to produce all corporate records and contracts of the *Star* and WDAF-AM-TV Kansas City, Mo. since Jan 1, 1926.

While officers in the Anti-Trust Div. of the Justice Dept. in both Kansas City and Washington declined comment, the *Star* management acknowledged the action is part of an investigation undertaken by the government.

The action probably would have little bearing on the operation of WDAF-AM-TV, according to H. Dean Fitzer, managing director of the *Star* stations. He said the stations are only one phase of the Kansas City Star Co. operation and that he had not heard officially of any possible anti-trust inquiry. He declined further comment.

The firm also publishes the *Kansas City Times*. In its statement the company noted that the subpena action followed a recent opinion of a U. S. district court in New Orleans against the morning *Times-Picayune* and *Evening States*. The court upheld certain charges and dismissed others in ruling on a complaint charging Times-Picayune Publishing Co. with an attempt to monopolize advertising through combination unit rates.

Roy A. Roberts, president of the Kansas City Star Co. and publisher of the *Star*, told BROADCASTING • TELECASTING that the management would stand on its initial statement until the company learns what, if any, charges are lodged.

'Nothing to Conceal'

The *Star* management said it had "nothing to conceal in its business practices" and that its "record of service to this community for nearly three-quarters of a century speaks for itself."

Mr. Roberts said no practice of combination rates between any of the two newspapers and the radio-TV properties is involved. Noting the New Orleans decision, he said there are 173 U. S. newspapers which use the practice whereby advertisers buy space in two newspapers under the same ownership in the same city.

He said attorneys for the company would confer with the Justice Dept. during July to ascertain the nature of the inquiry and produce the requested data for a federal grand jury.

The subpena called for all corporate records; all contracts signed by the publishing firm, including those of WDAF-AM-TV; pacts for news services and features, and all advertising contracts for the past 26 years.

WDAF has been on the air since 1922 and WDAF-TV since 1949. The TV outlet formally opened its new $1.5 million plant facilities the past fortnight, with leading local and national figures participating in the ceremonies [B•T, June 23].

Practice of offering unit rates to advertisers in jointly-owned newspapers has been a common practice in the publishing industry. The New Orleans district court ruled against the Times-Picayune Publishing Co. May 26 in a decision which it since promised to appeal. The publishing company is the licensee of WTPS-AM-FM New Orleans.

The court held a complaint filed by the *New Orleans Item* that the defendants "attempted to monopolize that segment of the afternoon newspaper general and classified advertising field which was represented by those advertisers who also required morning newspaper space and who could not because of budgetary limitations or financial inability purchase space in both afternoon [*States and Item*] newspapers."

'Lorain Journal' Case

The court cited the Lorain Journal Co. case on "attempt to monopolize." The U. S. Supreme Court had upheld a district court ruling that the *Lorain* (Ohio) *Journal* violated anti-trust laws by refusing to sell advertising to local advertisers who bought time on WEOL Elyria, Ohio. Similar practices were attributed to the *Mansfield Journal* against WMAN Mansfield [B•T, Dec. 17; Oct. 22, 1, 1951]. Defendants were charged by the district court with an "attempt to destroy" WEOL.

The New Orleans district court noted that in the *Lorain Journal* case it was held "not necessary to show that success rewarded appellant's attempt to monopolize" and that the Sherman Anti-Trust Act must be directed "against (the) dangerous probability as well as against the completed result."

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
EXTRA-WEEK
May 11-17, 1952
NIELSEN-RATING*
EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	10.1
2	Jack Benny (CBS)	9.4
3	Amos 'n Andy (CBS)	9.3
4	Charlie McCarthy Show (CBS)	9.3
5	Fibber McGee & Molly (NBC)	9.2
6	Dragnet (NBC)	8.7
7	You Bet Your Life (NBC)	8.4
8	Suspense (CBS)	7.2
9	Life With Luigi (CBS)	7.2
10	Great Gildersleeve (NBC)	7.0

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

KENNETT APPOINTED

Manager of MBS Station Div.

APPOINTMENT of Robert L. Kennett, identified with radio for more than 20 years, as manager of the Southern Division of Mutual's station relations department was announced last week by Earl M. Johnson, station relations vice president.

Mr. Kennett, who has been serving as general manager of WICC Bridgeport, formerly was associated with WLW Cincinnati, WHAS Louisville, WONS Hartford, and CBS in New York. At Mutual he will be directly responsible for supervision of network relations with all MBS affiliates in North and South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi, Louisiana and Arkansas.

Deceptive Ads

TOTAL of 1,345 radio and periodical advertisements were set aside during May for further study, the Federal Trade Commission said in its monthly report released June 20. The continuities were not broken down by media. Out of 922 ads referred to FTC's Bureau of Antideceptive Practices, 850 were channeled to the investigation division. Bureau of Industry Cooperation received five advertisements and the general counsel's office 418. FTC makes a "continuing" survey of current advertising.



FIRST — IN NEWS
— IN SPORTS
— IN MUSIC

ASK TO SEE THE APRIL 1952 HOOPER

•

SEE RAMBEAU
NEW YORK—CHICAGO—
LOS ANGELES

IMPACT RAIDO SALES—DETROIT

•

5000 WATT DAY
1000 WATT NITE

LANSING, MICHIGAN

Strictly Business

(Continued from page 14)

advertising. Mr. Ferguson convinced him that since he was selling a service, radio was his best medium.

At that time, movers for the most part advertised only in the summer and autumn, the period during which most persons are in need of the service.

Mr. Smith, however, agreed with Mr. Ferguson's suggestion that radio advertising be used all year around. Mr. Ferguson pays tribute to Mr. Smith as a "man of vision."

From a business volume of $260,000 in 1942, the Smith Transfer & Storage Co. business mushroomed to $1,160,000 in 1947.

"That was during the war years," Mr. Smith pointed out, "when everybody, it seemed, was moving."

He added that when the war was over, he resisted the temptation to reduce his advertising and he's happy he stuck by radio. "Today, I'm glad to say that we've kept business around that figure. Last year we did $1,360,000."

At the outset, in 1943, Mr. Smith bought about $10,000 worth of radio spots. Repetition of that whispered slogan was the well-advised aim.

Mr. Smith now spends about $5,000 a month in all media, of which about $2,000 is spent for radio, about $1,800 in television.

Shortly, Mr. Smith said, he is going to drop TV for the summer and put that money into additional radio. He feels that too many persons spend evenings out-of-doors to justify the summer use of TV but he said that he plans to return to video in the fall.

One of those rare individuals, a native Washingtonian, Mr. Smith was born just four days before Christmas, 1883.

In Washington, he "managed" to advance to high school, although his mind dwelt more on his favorite hobby—business—than it did on school texts. As a boy, he had sold flavored ice "snowballs" for a penny each, and later had a neighborhood concession for selling guinea pigs.

At 18, he convinced his father, the late Clarendon Smith, that he was cut out to be a salesman. This ended his formal education—Mr. Smith points out that this was one of the worst mistakes he ever made.

Forty-three years ago, Mr. Smith began his moving business with a horse and wagon. Growth was steady but not rapid until he began using radio. Today he has $1 million in property, including a fleet of moving vans. There are 150 employes in the Smith firm, some with 35 years company records.

Obviously proud of the company's reputation as a mover of diplomats and high officialdom, Mr. Smith still gets a kick out of the request which came from President Woodrow Wilson to move him out of the White House in 1921.

Mr. Smith has personally organized 45 different organizations and has been president of 56 organizations—charitable, social, political, religious and military.

He is most proud of his part in establishing the Truman-Barkley Club in the District of Columbia. From this area, the club quickly spread to 28 states.

Firm Truman Supporters

When President Truman returned from his long campaign trips just 10 days before the 1948 election, many Democrats had given up the ghost. Not Mr. Smith and his small band of followers.

Although the President was weary, he still had time to make one phone call that evening. In essence, he said, "Mr. Smith, I will never forget what you and your group did for me today. I want to say that I appreciate your faith in me. . . ."

Mr. Truman has not forgotten, and Mr. Smith is a frequent White House visitor. A side-line of Mr. Smith's is match-making. He claims to have matched 167 couples who now are married.

"I thought Margaret Truman was going to make it 168," said Mr. Smith, "but things didn't work out. However, she said to me, 'Don't give up on me, Mr. Smith.'" To which he replied, "I won't, Miss Margaret."

Perhaps his penchant for match-making may be traced to his own happy marriage. In 1907, Mr. Smith married the lovely Elizabeth Toulson, after what he terms a five-year *selling* job. The Smiths have two children, and five grandchildren.

At the age of 69, when most men are thinking of retiring, Mr. Smith has retained his youthful exuberance. He is constantly looking for ways to improve and expand his business.

Needless to say, radio advertising is taken for granted in his future plans. That slogan has won him friends and acquaintances in all walks of Washington life.

Only last week, Mr. Smith said, at a White House reception, a naval officer seated next to him leaned over and whispered, "Don't Make a Move. . . ."

THE QUILL

Read

"Equal Rights—For Press, Radio and Television"

By Theodore F. Koop, Director CBS News and Public Affairs, Washington, D. C.

in the June Issue

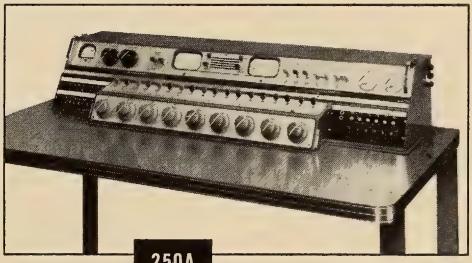
The QUILL, 35 E. Wacker Dr., Chicago 1, Ill. A monthly magazine for newsmen-editors. $3 a year.

FOUNDED 1912



WITH EFFICIENT NEW ALTEC CONSOLES

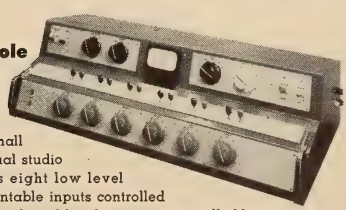
The Altec 250A and 230B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. They are compact and *completely* self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.



250A console For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1⅝"x4¼"x9". The line amplifiers and power supplies are 2⅜"x4¼"x9". You will find that the new Altec 250A Console leads to better control, more economical operation.

Frequency Response (± 1 db 20-20,000 cycles)
Very low distortion
Very low noise level
As many as 12 balanced line mike inputs (mix 7 simultaneously)
4 line inputs } (mix 4 simultaneously)
4 utility inputs }
Miniature plug-in amplifiers and power supplies
Color coded controls according to function
Two output channels with illuminated VU meters
Complete patching panel
Only two amplifier types, three tube types
Built-in tube checking facilities
Compact (36" x 31" x 55" including desk)

230B console



The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (9⅜") provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.

ALTEC LANSING CORPORATION

Distributed by Graybar

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York


COLUMBIA PA



Scope!

On the Pacific Coast, sales areas are vast . . . statistics astronomical. And the population (15,302,000) scattered over the area like stars over the sky. You need a medium of unusual scope and power to cover it all. You need *radio!*

Radio—and only radio—sells all of the Coast at one time. Most of your West Coast customers live and shop in the broad coastal and valley area. Many, too, live in the country . . . far away from shopping. To sell them *all* at one time, you must tell your story to the whole Coast.

Columbia Pacific Network has the combination of high-powered stations in strategic locations needed to blanket metropolitan and rural areas at the same time. Columbia Pacific covers an area where 95% of the Coast's population is located . . . where 94.6% of the Coast's retail sales are made. Only Columbia Pacific has power where the people are!

And Columbia Pacific constantly delivers the Coast's biggest audience, with higher average ratings than any other regional network on the Coast.

Advertisers with vision see beyond the claims of partial-coverage media. They know from observation (and past experience) that the sky's the limit for sales when they penetrate the *entire* West Coast via . . .

COLUMBIA PACIFIC NETWORK

Represented by CBS Radio Spot Sales

Sources: Sales Management, May 1952; BMB 1949, CBS nighttime minimal estimates; Pacific NRI total day, Jan. 1951—March 1952.

editorial

Frieda's Follow-Through

WE CANNOT help but admire the indomitable charity of Emerson Radio & Phonograph Corp. in announcing last week a grant of $100,000 to educational television, at virtually the same moment it advised stockholders that dividends would be cut from the customary 35 cents to a dime.

Such corporate selflessness would deserve more than mere admiration, perhaps outright worship, if it were not for the fact that it had come at the persuasion of one of the most successful political fund raisers produced by (and still producing for) the New Deal.

FCC Comr. Frieda B. Hennock largely owes her present job to her unstinting work raising campaign funds for the Democratic Party before she became a Commissioner and owes her present political prestige to her one-woman crusade for the reservation of television channels for non-commercial educational use.

In furtherance of her educational television project, which, if realized, would become her own monument, she has fallen back on her earlier accomplishments. She has set out to find the money with which to finance the erection of stations. It was she who encouraged Benjamin Abrams, president of Emerson, to drop the first dime in the hat.

In so doing, Mr. Abrams received commendation from no less a personality than the President of the United States who thoughtfully, if at the obvious prompting of Miss Hennock, dispatched a telegram congratulating Mr. Abrams and hoping other industrial leaders would follow suit.

One must assume that Miss Hennock was not disassociated either from the President's decision to call in the full membership of the FCC last week and urge his Commissioners to advance educational television with all their resources.

Mr. Truman reportedly told the Commissioners he was hopeful that such philanthropies as the Ford and Carnegie Foundations would elect to provide the necessary funds.

The timing of these events is interesting. As reported some time ago in this publication, the board of trustees of the Ford Foundation meets July 15-16 to consider a host of requests for grants to non-commercial, educational television stations.

It would be a much less experienced fund raiser than Miss Hennock who failed to realize that Presidential wishes carry more weight than those of most men, especially when they are connected with a project bearing the appealing name of education.

However successful Miss Hennock's present fund raising efforts, it must be kept in mind that there is more to television than simply getting stations on the air. Not by wildest imagination can it be hoped that more than a few stations will be built—even with the substantial support of large philanthropies—and once built, operate effectively without vastly greater funds.

It is with the necessity of assuring a continuity of income that Miss Hennock and her associates must concern themselves.

In his news release announcing his company's donation, Emerson's President Abrams last week pointed out that educational stations would undoubtedly broadcast some network programs. This would seem to be a prelude to the next step in the planning which is to change such stations from a non-commercial to non-profit basis.

The inherent inequity of that kind of status has been pointed out in this journal before.

Money troubles for educational television do not stop with the financing of construction. They will be perpetual. The thing to watch for and to stop when it comes is the probably inevitable proposal for non-profit operation.

NOT TO disparage the generosity of Emerson Radio & Phonograph Corp., realism compels us to mention that the $10,000 which that company proposes to give to each of the first 10 educational stations going into operation would be about one twenty-fifth of the cost of putting a modest station on the air. A hundred thousand dollars is a lot of money, but it is only a drop in the bucket when television economics are involved. It shows how wholly unrealistic is the concept of non-commercial, educational television and how impossible of realization on anything like a national scale.

The ABC's of ABC

THIS WEEK the FCC must make a fateful decision. It involves the survival of ABC as a network.

The FCC has before it the joint petition of ABC and United Paramount pleading for action on the proposed merger of the two companies. ABC confesses its radio and television operations could go under if it does not procure new capital to allow it to compete with other networks. It has operated for more than a year trying to cut expenses to meet income. It hasn't been able to program for the fall season. It admits the stigma of being moribund.

The FCC also has before it the opposition of its Broadcast Bureau to the petition for severance and early disposition. As we read this opposition, it is a virtual restatement of the issues involved in the hearing ordered last August. It doesn't take into consideration the testimony that has been adduced in almost continuous hearings since last January.

Now the FCC is duty-bound to ferret out the facts. But it cannot turn its back on practical considerations. There are some 300 affiliated stations involved—stations also confronted with an overall price war affecting the networks. The over-riding provision of the Communications Act is that the FCC must encourage the wider use of the spectrum for the public good. Certainly the strangulation of an enterprise through legalistic inaction does not conduce toward fulfillment of that mandate.

Great emphasis is placed upon the anti-trust aspect of the merger, evolving from the motion picture consent decree which brought the forced separation of Paramount Pictures from the exhibition houses, which became United Paramount. The parties went into the merger with their eyes open. They were willing to take their chances on anti-trust. The question here seems to be whether the sins of the parents should be visited on their offsprings.

Obviously, there is no "monopoly" involved in the fusion of a network now losing money, and a chain of theatre exhibition houses which, while admittedly in the forefront of that field, nevertheless has rigorous competition. If, by virtue of the union, violation of the anti-trust laws later appears to develop, the Department of Justice—not the FCC—is the authority to make the first move.

It is against this backdrop that the FCC this week must render judgment.

our respects to:



ARTHUR WILLIAM SCHARFELD

ARTHUR W. SCHARFELD, president of the Federal Communications Bar Assn., is a busy man these days.

As are other radio-TV lawyers in Washington, he is busy with clients seeking TV channels.

He already has filed three appeals to the U. S. Court of Appeals in behalf of clients who don't like the FCC's allocation plan.

This is in addition to his normal business of protecting and advising his regular radio clients.

As president of the FCBA, he is the leader among those who take a professional interest in the FCC's rules and procedures—and with the April 14 issuance of the final TV report, that organization is giving the report considered review. Some Washington legal practitioners do not like the final report while others have their own ideas on the procedures set up for processing TV applications.

Withal, Mr. Scharfeld likes to think of himself as a procrastinator.

Writing in the 25th anniversary yearbook of his Harvard U. class (1924), he had this to say of himself:

"During the recent 25 year interval, I have been continuously procrastinating and meeting deadlines as an accepted mode of life. I have often thought that I could get along with less procrastination, but my more lethargic disposition has always conquered that meritorious inclination."

Apparently this aptitude to dally started at an early age. In his freshman year at Harvard, young Scharfeld dabbled in what was then the roaring bull stock market of the '20s. He dabbled so assiduously, he ran $1,000 into $15,000 (on paper), to the detriment of his class attendance record.

His father, a responsible and serious-minded Cleveland businessman, arrived in Cambridge post-haste after receiving word from the dean that his son didn't seem to be happy at Harvard—he wasn't attending his classes.

A little probing and the secret came out. Stern father laid down an ultimatum: Quit the stock market or quit school. Young Scharfeld chose the former, and father returned home convinced he had saved his son from the damnation of stock market gambling.

But, young Scharfeld dallied, and was a week in arrears in acting on his promise. He went down to Boston's State St. finally to carry out his oath, found that his stock broker had been closed up as a bucket shop. Farewell, $15,000.

Many years later, Mr. Scharfeld was sent to Mexico on a case. This was when he was as-

(Continued on page 75)

Mail from all Chicagoland... proof of TV coverage



An announcement on ONE recent early afternoon telecast on Station WNBQ resulted in mail from . . .

144 **Illinois cities and towns** ***in addition to Chicago***

34 **Indiana cities and towns**

10 **Michigan cities and towns**

8 **Wisconsin cities and towns**

FORTY PER CENT of the mail was received from areas OUTSIDE Chicago — again proving that it's Station WNBQ which offers COMPLETE Chicagoland television coverage and a loyal and responsive audience which BUYS.

NBC **TELEVISION IN CHICAGO**

Represented by NBC Spot Sales

WNBQ CHANNEL 5

front office

ELTON RULE, account executive, KLAC-TV Hollywood, to KECA-TV Los Angeles as assistant general sales manager in charge of national spot sales.

HARRY BRUCE, sales staff, WFRD Worthington, Ohio, promoted to sales manager.



Mr. Bruce

JERROLD MARSHALL to sales staff, WCOJ Coatesville-West Chester, Pa., from Boston U., where he completed year in graduate work in radio-TV.

KENNETH FISHER, treasurer and board member, KOMO Seattle, appointed assistant general manager of Fisher Flouring Mills Co., that city. Station is subsidiary of that company.

PAUL GOODYEAR returns to WFLN Philadelphia as assistant to **RAYMOND S. GREEN**, general manager, after tour of duty with Army.

DICK McGEARY, account executive, KWKW Pasadena, and **DALTON DANON**, general sales manager, West Coast Engineers, L. A. (garbage disposals), to KHJ Hollywood as account executives.

GILL-KEEFE-PERNA, N. Y., appointed national representative by WEW St. Louis and WCYB Bristol, Va.

ROBERT KLEIN, sales manager, KLAC-TV Hollywood, has resigned. **DON STALEY**, San Francisco manager of Katz Agency, station representative firm, to station as account executive.

RADIO TIME SALES Ltd., Toronto, appointed Canadian representative by WGAR Cleveland and WJR Detroit.

CARROLL FOSTER, director of public affairs, KIRO Seattle, appointed assistant to **SAUL HAAS**, president.

Personals . . .

WALTER HAASE, general manager, WDRC Hartford, Conn., elected director-at-large of city's Chamber of Commerce for three-year term. . . . **PETER MUSTAKI**, account executive, WQAM Miami, father of boy, Christopher Paul.

HAYDEN HUDDLESTON, sales staff, WROV Roanoke, Va., presented with Distinguished Salesman Award by Roanoke Sales Club . . . **JAMES BOWDEN**, Minneapolis manager of John E. Pearson Co. station representative firm, father of twins, Michael Laure and Margaret Mary, June 22 . . . **STEPHEN W. RYDER**, station manager, WENE Binghamton-Endicott, N. Y., elected president of Triple Cities Adv. & Sales Club . . . **GRAEME W. ZIMMER**, manager of WCAV Norfolk, Va., was special guest at recent Midshipman maneuvers in Norfolk. Mr. Zimmer addressed group on importance of radio in Naval public relations work . . . **TOM KRITSER**, general manager of KGNC Amarillo, elected to board of directors of National Better Business Bureau, only radio station operator on board of 21 members. . . . **FORTUNE POPE**, president of WHOM New York and publisher of *Il Progresso Italo Americano*, during his current visit to Italy was granted private audience with Pope Pius XII, was honored at luncheon by Luigi Einaudi, president of Italy, and awarded government's highest award, The Star of Solidarity, by Premier Alcide De Gasperi.

ALAN C. TINDAL, president, WSPR Springfield, Mass., elected to board of directors of city's Orchestra Assn. . . . **JOHN D. SCHEUER**, operations assistant to general manager, WFIL-AM-TV Philadelphia, named chairman of public relations committee of central Philadelphia branch, American Red Cross.

Leaders in TWO of the Midwest's Richest Markets!



KMTV-OMAHA
54% Saturation in a Billion Dollar Market

KMTV advertisers get top coverage in the rich Omaha area. More than ¾ million people living in the area have an effective buying income over a Billion Dollars. Pulse figures for the week of April 13, 1952 show that KMTV leads in 68 out of 100 nighttime (6-11 PM) quarter-hours — Monday through Friday. Pulse also reveals that 4 of the top 5 multi-weekly shows and 4 of the top 5 once-a-week shows in the Omaha area are telecast by KMTV.

In addition, KMTV's 52-week rate protection plan provides for the guarantee of rates in effect up to 52 consecutive weeks from starting date of schedule. Advertisers can now make a more realistic year-round TV budget approach.

For the best in TV coverage of the rich Omaha area, contact Katz Agency or KMTV today.



2,779,531 Soil-Rich Midwesterners Live Within KMA's ½ MV Line

At last count, 2,779,531 predominantly-rural midwesterners lived within the KMA ½ Millivolt day-time contour area in Iowa, Nebraska, Missouri and Kansas. That's a market greater than Iowa, Washington State, Oklahoma or Colorado and Nebraska combined!

They're America's top-spending farm market! In 1950 these KMA-Landers spent $2,819,660,000 for goods and services-a figure surpassed only by a handful of metropolitan markets!

Here is the BIG farm market . . . served by the 5,000 powerful watts of KMA — The Midwest's TOP Farm Station. IF YOU sell products or services in the rural and small town midwest, then YOU BELONG on KMA! Contact Avery-Knodel or KMA today.

KMTV CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by AVERY-KNODEL, INC.

MAY BROADCASTING COMPANY

RCA SCHOLARSHIPS

Revised Program Announced

AN EXPANDED and revised scholarship program offered by RCA for the 1952-1953 academic year will include 14 post-graduate fellowships and 19 scholarships, Dr. C. B. Jolliffe, RCA's vice president and technical director, announced last week.

Total amount of the awards will be $53,000, according to Dr. Jolliffe. This means seven new scholarships and one new fellowship will be made available to deserving young engineers and scientists, it was pointed out.

The revised program includes the award of the David Sarnoff Fellowship, established in honor of the RCA board chairman, for predoctoral students of electrical engineering at New York U. Other RCA fellowships, for which an annual grant of $2,700 is made to each university, are available for graduate students at California Institute of Technology, Columbia U., Cornell U., Princeton U. and the U. of Illinois.

The program also establishes the Frank M. Folsom Scholarship at the U. of Notre Dame in honor of the president of RCA and the Charles B. Jolliffe Scholarship at West Virginia U. Each scholarship carries an annual stipend of $800.

NEW book dealing with psychosomatic medicine titled *Love, Emotions and Your Health* by Norman Ober, staff member of CBS Radio program writing division, has been published by the Modern Living Council, N. Y.

WMPS ELECTIONS

Krelstein, Rudner Promoted

ELECTION of Harold R. Krelstein as president, and William B. Rudner as vice president of WMPS Memphis, was announced last week following a board of directors meeting.

The board also elected Abe Plough, president of Plough Inc., owner of the station, to the newly-created post of chairman of the executive committee. Re-elected officers are Charles Harrelson, secretary-treasurer, and Volney Edwards, assistant secretary-treasurer.



Mr. Rudner



Mr. Krelstein

Mr. Krelstein, a former vice president, will continue as general manager. Mr. Rudner retains the duties of station director.

Also a vice president of Plough Inc., Mr. Krelstein joined WMPS in 1939. In 1940, he was made commercial manager. In 1943, he was promoted to vice president and general manager.

Mr. Rudner came to WMPS in 1946 as a salesman and in 1948 was made sales promotion and merchandising director. He became station director in 1950. His wife is the former Jocelyn Plough.

JUNE 30, 1952

TELECASTING

IN THIS ISSUE:

Last Week's Television Applications
Page 52

Latest Set Count By Markets
Page 58

Report on Film Activities
Page 67

in our 7th year

9

reasons why YOU can SELL N.Y. on channel 9

WOR-tv offers you:

★ low-budget programs
★ low-cost facilities
★ time rates at Oct. '51 level
★ non-preemption guaranteed
★ New York's finest studios
★ top film facilities
★ prime 60-second availabilities
★ live-commercial opportunities
★ sales-booster saturation plans

ACT NOW

for best availabilities;
orders for Fall campaigns
now being signed.

America's best tv-spot buy

WOR-tv

serving over 3,000,000 TV homes in the world's largest market



The eyes of Texas' richest TV market are shining with visions of "live" network programs . . .

here comes the cable!

. . . that's a magic phrase to people who plan to buy TV sets—and to those who have them. It's a transfusion for a market which will soon have a quarter of a million TV sets! When you point the advertising budget toward Texas, aim for Channel 8—Dallas!

CHANNEL 8
WFAA-TV
First in Dallas
NBC - ABC - DUMONT
27.1 KW VIDEO • 13 KW AUDIO

RALPH NIMMONS: STATION MANAGER
EDWARD PETRY & CO.: REPRESENTATIVES

TELECASTING

JUNE 30, 1952

SUPPORT TO EDUCATORS

Given by Truman, Abrams

PRESIDENT TRUMAN has thrown his support behind the efforts of educators to build noncommercial TV stations.

Last week the President called members of the FCC to the White House for a conference on the educational TV problem.

In a second step, Mr. Truman congratulated Emerson Radio & Phonograph Corp. for its outright gift of $10,000 to each of the first 10 educational licensees to begin regular TV broadcasting, calling for support of educational TV "as a source of great hope for the future of our country."

Obviously concerned over the problem of financing of educational television outlets, the President told FCC members that private foundations might help stimulate the movement. He mentioned the Ford Foundation and recalled how the Carnegie Foundation had been instrumental in establishing libraries in many cities.

When the six FCC members left the Executive Offices, Chairman Paul A. Walker, acting as spokesman, said the President had shown deep interest in educational television outlets.

"He said he wants to see that the 242 channels allocated to educators are utilized and educational TV encouraged by the Commission and the President," Chairman Walker said. "We told him the Commission has allocated the channels. The frequencies are there but the educators have to build the stations."

Organizational Job

Comr. Frieda Hennock pointed out that an "organizational job must be done by the educators." She said the President had suggested that private foundations could help finance these projects and that he hoped the educational stations would last forever.

The President's wire to Benjamin Abrams, Emerson president, follows:

Congratulations on your contribution and support to educational television. The scientific marvel of television has already proved its worth in the fields of entertainment, news and sport events, and I hope will continue to grow in these fields. However, the basic element in American strength and progress has been its educational system. Therefore, I think it is important that an appropriation of our television facilities be devoted to education. This project is a source of great hope for the future of our country. I wish success to the efforts to carry forward this hope to reality.

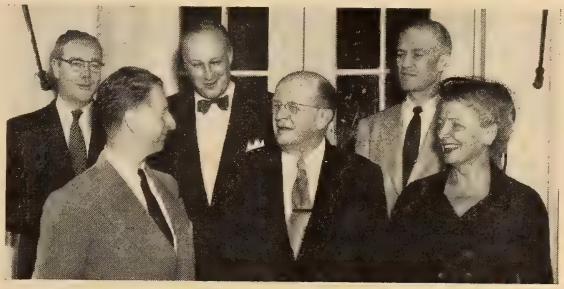
Harry S. Truman

Comr. Hennock also lauded Emerson for its $100,000 grant. Her wire follows:

It has given me great pleasure to learn of your program to stimulate, encourage and assist the development of educational television. As the first member of the television industry to formally initiate such a policy you are acting in accordance with the highest concepts of the public interest. Moreover, such action is clearly in the best interests of that industry for it and educational television have much to give to one another. Emerson's initial program and its later implementation will play a significant role in bringing a substantial number of educational TV stations into early operation. I confidently believe that it will start a chain reaction that will inevitably lead to a widespread support for educational television among the receiver manufacturers and other industries in this country. For this, you deserve the gratitude not only of education but of those many millions of Americans who will in the future receive this highly beneficial TV service supplying them with the finest in education and culture in homes and classrooms. My congratulations at your forward looking and public spirited action.

Frieda B. Hennock
Commissioner, FCC

* * *



MEMBERS OF FCC at entrance to White House executive offices after conference with President Truman on educational TV (front row, l to r): George E. Sterling, Chairman Paul Walker and Frieda Hennock. Back row, Robert T. Bartley, Robert F. Jones, Rosel H. Hyde. Comr. E. M. Webster is in Europe.

Mr. Abrams voiced hope that the grant, marking Emerson's 30th birthday, would be the beginning of

(Continued on page 85)

HYDE DEFENDS TV PLAN

Before VAB

FCC'S TV assignment plan, and accompanying rules, should bring "efficient handling of hearing cases and just determinations," Comr. Rosel H. Hyde told the membership of Virginia Assn. of Broadcasters Thursday, at their meeting at Old Point Comfort, Va. (see VAB story, page 30).

The issues will be simplified, Comr. Hyde said, "usually to comparative examination of applicants for the same channel in the same city. The number of participants will be limited and the costs in time and money vastly reduced from what would otherwise be expected."

The alternative would have been a vast hearing mess involving frightening complications, he contended, with danger of years of delay in bringing service to the public.

George C. Davis, engineering consultant, predicted reasonable interpretation of the TV allocation rules by the FCC would solve some of the problems. He discussed some of the difficulties facing the Commission along with technical problems inherent with TV.

Comr. Hyde defended FCC's allocation procedure, pointing to the types of VHF hearings and appeals that would have developed through the adoption of any other method. Taking the UHF band, he suggested detailed problems that would have arisen.

Supporting Factors

By any other method, he said, there would have been "a proceeding that was administratively unfeasible, economically wasteful and so demanding in time as to make the recent freeze appear as a brief interlude. . . . In my opinion, avoidance of this administrative morass alone would have been more than ample justification for the adoption of an allocation plan."

He listed other factors in support of the allocation as efficient use of the TV spectrum; protection of small communities in assignments; proper distribution and allocation of channels for noncommercial educational stations, and need of an orderly settlement of assignment problems along the borders.

Any one of these five elements made an assignment plan desirable and necessary, Comr. Hyde said. "All five of these basic factors made an assignment plan the only feasible method of proceeding," he said, adding, "No other more satisfactory method has been made known to us." He conceded that the assignment plan could have been improved had another year been devoted to its consideration, explaining, "We felt that it was more important to have a good plan immediately reflecting the record before us than a more perfect plan sometime in the indefinite future."

Because the TV "production line" had been stopped for a considerable period, he said, the Commission adopted "special rules" based on public need and demand with the objective of providing service "to

(Continued on page 83)

TOTAL number of television station applications filed with FCC since April 14 rose to 168 late last Thursday, with 59 new and amended applications filed during the week (see late story AT DEADLINE).

Actually, 62 applications were submitted to the Commission, but three had been filed once since mid-April and were merely resubmitted on the new forms.

There were 35 requests for VHF stations and 24 for UHF outlets. Thirty amended applications were tendered and 29 new ones were turned in. There was only one request by an existing station for a change in channel, required under the FCC Sixth Report and Order [B•T, April 14].

Westinghouse Radio Stations, which filed for two stations a fortnight ago, filed for two more—for Fort Wayne, Ind., and Philadelphia —last week. Both are for UHF stations.

Scripps-Howard's WNOX Knoxville filed for a TV station. The City of Jacksonville, which had a CP for a TV station at one time but lost the permit when the FCC concluded the city was taking too long to build, filed again. And the three Texas oil men who at one time owned three-fourths of KPHO-TV Phoenix, Ariz., and had control of KEYL (TV) San Antonio, Tex., applied for stations in New Orleans, Dallas, Houston and Corpus Christi. The trio is made up of R. L. Wheelock, W. L. Pickens and H. H. Coffield. Mr. Coffield's son, C. H. Coffield, also applied for a TV outlet last week. He seeks an Austin, Tex., station.

* * *

LISTED BY STATES

†OAKLAND, Calif.—Tribune Bldg. Co. (KLX-AM-FM), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,338 ft., above ground 240 ft. Estimated construction cost $651,062, first year operating cost $682,643, revenue $676.528. Post Office address: 13th & Franklin Sts., Oakland 12, Calif. Studio location: Tribune Tower. Transmitter location: 0.2 mi. W.-N.W. from Redwood Peak. Geographic coordinates: 37° 49′ 08″ N. Lat., 122° 10′ 45″ W. Long. Transmitter RCA, antenna RCA. Legal counsel St. Clair, Connolly & Corini, San Francisco. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **J. R. Knowland Jr.** (22%), Vice President **J. R. Knowland**, Secretary-Treasurer **Jean H. Crawford**, Asst. Treasurer **William F. Knowland** (22%), Franklin Investment Co. (55%).

†WATERBURY, Conn.—American-Republican Inc. (WBRY), UHF Ch. 53 (704-710 mc); ERP 229.1 kw visual, 114.6 kw aural; antenna height above average terrain 627 ft., above ground 510 ft. Estimated construction cost $408,769, first year operating cost $264,000, revenue $245,000. Post Office address: P. O. Box 1627, Waterbury. Studio and transmitter location between Bunker Hill Road and Park Road. Transmitter location: extension 0.6 mi. East of substation. Geographic coordinates: 41° 33′ 51″ N. Lat., 73° 04′ 29″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer James C. McNary, Washington. Principals include President and Treasurer **William J. Pape** (0.002%), 1st Vice President and Assistant Treasurer **William B. Pape** (7.2%), 2nd Vice President **Eric Pape** (4.2%) and 3rd Vice President **E. Robert Stevenson** (5.1%). Pape Shares Voting Trust hold 63% of stock.

† WATERBURY, Conn. — WATR Inc. (WATR), UHF Ch. 53 (704-710 mc); ERP 257 kw visual, 120.22 kw aural; antenna height above average terrain 792 ft., above ground 120 ft. Estimated construction cost $283,698, first year operating cost $200,000, revenue $190,000. Post Office address: 440 Meadow St., Waterbury. Studio location: 440 Meadow St. Transmitter location: West Peak, Meriden, Conn. Geographic coordinates: 41° 33′ 42″ N. Lat., 72° 50′ 36″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer G. W. Ray, Stratford, Conn. Principals include President **Harold Thomas** (98.5%), Vice President **Leon Thomas** (0.5%) and **B. Z. Zucker** (0.5%).

†JACKSONVILLE, Fla.—City of Jacksonville (WJAX-AM-FM) VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 548 ft., above ground 595 ft. Estimated construction cost $390,290, first year operating cost $245,000, revenue $364,562.50. Post Office address Municipal Bldg., Jacksonville. Studio location Hyde Park Cedar Hills Golf & Country Club, Jacksonville. Transmitter location same as studio. Geographic coordinates 30° 17′ 09.366″ N. Lat., 81° 44′ 52.181″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. The City of Jacksonville is sole owner. Mayor **W. Haydon Burns**, Commissioners **J. Dillon Kennedy, Guy L. Simmins, Claude Smith, Ernest L. Haselden.**

television applications

Digest of Those Filed With FCC June 20 through June 26

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	104	63	168

* One applicant did not specify channel number.

†TAMPA, Fla.—Tampa Times Co. (WDAE-AM-FM), VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 465 ft., above ground 501 ft. Estimated construction cost $390,320, first year operating cost $400,000, revenue $425,000. Post Office address: 114 North Franklin St., Tampa. Studio location: 114 North Franklin St. Transmitter location: Tampa and Whiting Streets. Geographic coordinates: 27° 56′ 42″ N. Lat., 82° 27′ 29″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **David E. Smiley** (88.58%, Vice President **Joseph F. Smiley** (3.14%) and Treasurer **David E. Smiley Jr.** (3.14%).

†TAMPA, Fla—The Tribune Co. (WFLA) VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 486 ft., above ground 531 ft. Estimated construction cost $961.887, first year operating cost $655,000, revenue $270,000. Post Office address: Corner Lafayette & Morgan Sts., Tampa, Fla. Studio location: Lafayette & Morgan Sts., Tampa, Fla. Transmitter location: Near Routes 41 & 316, near Tampa, Fla. Geographic coordinates 27° 55′ 14″ N. Lat., 82° 22′ 02″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include Chairman of Board **D. T. Bryan,** Pres.-Treas. **John C. Council,** Vice-Pres. **James A. Griffin Jr.,** Vice-Pres. **Truman Green,** Secy. **J. S. Bryan Jr.** Vote by Proxy: J. C. Council (4,933), J. A. Griffin Jr. (2,506) (out of 7,439 shares).

AUGUSTA, Ga.—Twin States Bctg. Co. (WGAC) VHF Ch. 12 (204-210 mc); ERP 108 kw visual, 54 kw aural; antenna height above average terrain 426 ft., above ground 420 ft. Estimated construction cost $245,340, first year operating cost $210,000, revenue $170,000. Post Office address: 664 Broad St., Augusta. Studio and transmitter location ½ mi. SW of Martinez, Columbia Co., Ga. Geographic coordinates 33° 30′ 41″ N. Lat., 82° 04′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Chairman of the Board **F. F. Kennedy** (33⅓%), President **A. D. Willard Jr.,** Vice President **Millwee Owens** (33⅓%), Vice President - Controller **D. McDonald,** Secretary-Treasurer **G. R. Boswell** (33⅓%).

† BOISE, Idaho—KIDO Inc. (KIDO), VHF Ch. 7 (174-180 mc); ERP 52.4 kw visual, 26.2 kw aural; antenna height above average terrain 80 ft., above ground 387 ft. Estimated construction cost $189,018, first year operating cost $91,300, revenue $120.000. Post Office address: Chamber of Commerce Bldg., 709 Idaho St., Boise. Studio and transmitter location: 0.2 mi. N.-N.W. of Crestline Drive. Geographic coordinates: 43° 37′ 50″ N. Lat., 116° 10′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Georgia M. Davidson** (93.1%). Vice President **Walter E. Wagstaff** (6.9%), and Secretary-Treasurer **Oscar W. Worthwine.**

HARRISBURG, Ill.—Turner-Farrar Assn. UHF Ch. 22 (518-524 mc); ERP 11 kw visual, 5.5 kw aural; antenna height above average terrain 502 ft., above ground 530 ft. Estimated construction cost $167.194.60, first year operating cost $75,000, revenue $60,000. Post Office address: 21½ W. Poplar St., Harrisburg, Ill. Studio and transmitter location 21 W. Poplar St., Harrisburg. Geographic coordinates 37° 44′ 20″ N. Lat., 88° 32′ 21″ W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include General Partners **O. L. Turner** (25%), **Oscar L. Turner** (25%), **Charles O. Farrar** (25%), **Ethel M. Turner** (20%), **Harry R. Horning** (5%). O. L. Turner has interests in: Turner-Farrar Theatres, operating a number of Illinois theatres; Grand Enterprises, Carrier Mills, Ill.; Albion Theatres Inc., Albion, Ill.; Chester Theatres Inc., Chester Ill.; Sparta Theatres Inc., Sparta and Coulterville, Ill.; Capitol Theatre Co., Rosiclare, Ill.; Galatia Theatre Co., Galatia, Ill. Oscar L. Turner and his wife, Ethel M. Turner, as partners, have interests in: Harrisburg Lumber Co., Harrisburg, Ill.; Turner-Farrar Theatres, Grand & Orpheum Theatres, Eldorado, Ill.; Grand Enterprises, Albion Theatres; Chester Theatres; Sparta Theatres; and half of several Harrisburg business buildings. Charles O. Farrar has interests in the following firms mentioned above: Galatia, Turner-Farrar, Albion, Sparta. Henry Horning has interests in Turner-Farrar, Sparta, Galatia.

PEORIA, Ill. — Trans-American Television Corp. UHF Ch. 43 (644-650 mc); ERP 22.9 kw visual, 11.45 kw aural; antenna height above average terrain 500 ft., above ground 430 ft. Estimated construction cost $188,811 first year operating cost $120,000, revenue $140,000. Post Office address Suite

(Continued on page 62)



JASPAR N. DORSEY, district manager, Southern Bell Telephone Co., adjusts dial which brings "perfect" cable picture from New York to WTVJ (TV) Miami. Watching are (l to r) Hoke Welch, managing director, *Miami Daily News;* Col. Mitchell Wolfson, WTVJ president, and Lee Ruwitch, WTVJ vice president-general manager.

COLOR BAN

Partial Thaw Stirs Little Optimism

PARTIAL thaw of the government's freeze on manufacture of color-casting equipment last week raised little prospect in industry circles for any immediate progress in the color TV mass production market.

In a compromise gesture, the National Production Authority finally issued its amended regulation (M 90), permitting standard set-makers to apply for authority to produce home-type color receivers under certain conditions and exempting theatre, department store and other commercial equipment [B•T, May 12].

Thus, NPA hoped—and frankly conceded—that it would quiet charges that the government had banned the end product—color TV equipment.

The agency left the door ajar but so hedged its new order with an array of imposing obstacles as to continue preclusion of mass color TV set output and related equipment during the current emergency. Instances of approval would, indeed, be "exceptional," NPA acknowledged.

Highlights Listed

Highlights of the new directive:

● Manufacturers may apply for permission to turn out household colorcasting receivers, adapters and converters out of present materials providing they:

(1) Have made a "substantial" investment in color TV research and development.

(2) Don't divert key technicians and other engineering personnel from defense projects.

(3) Maintain military schedules and not refuse government contracts because of proposed colorcasting production.

(4) Use no additional amounts of steel, copper, aluminum, and other controlled materials.

● Manufacture of certain types of TV equipment—viz., the proposed Eidophor projection theatre system (which General Electric would make), is now exempt, as is equipment for closed circuit department store use.

● Manufacture of equipment for "experimental, defense, industrial and hospital or educational uses" still is exempt.

The amended regulation was viewed with mixed reaction in manufacturing and Congressional quarters as RCA once again took up the cudgels for its color TV system (see story page 54).

Sen. Edwin C. Johnson (D-Col.), most vociferous critic of the original order in Capital Hill, described the order as a "feeble step." He told BROADCASTING • TELECASTING:

"Unnecessary and uncalled for restrictions have been placed on the application of color television by this order." Obviously displeased with the order despite NPA's removal of the ban on the actual end product, he refused to discuss the order further beyond indicating he planned no direct action.

Paul Raibourn, president of Paramount Television Productions Inc. and vice president of Paramount Pictures Corp., stated:

"It's as well drawn as possible to prevent the manufacture of color television sets for the public and still withdraw from the position of control of the end product."

Dr. W. R. G. Baker, general manager of General Electric Co.'s Electronics Division, Syracuse, N. Y., declared:

If General Electric at this time were to gear up for mass production of color television receivers it would cause irreparable harm to important military production. In February I informed NPA that 75% of our engineers . . . are engaged on military projects and that commercial production of color television equipment would require the diversion of from 15% to 20% of these engineers from highly important military work. This situation remains unchanged today. We are entering the peak period of military electronics production. I feel it would not be, in these still uncertain times and for some months to come, in the best interests of our national security for General Electric to undertake production of color television receivers.

Prospect for any mass rush into home-type color TV production was viewed dimly by DuMont Labs., Motorola Inc., John Meck Industries, Hallicrafters, Admiral Corp. and other firms. They agreed mass-market color receivers are still from two to three years off.

Allen B. DuMont, president, Allen B. DuMont Labs., said: "This order won't change things at all at this time. No one is anxious to get into the field sequential system and it will be some time before the dot sequential system will be available for use."

RCA, Columbia's principal opponent in the color TV battle, had only a firm "no comment" on the NPA action.

Earl I. Sponable of 20th Century-Fox Film Corp., who headed the film company's work on Eidophor, said plans for manufacture of this large-screen color TV equipment have not reached a point where they can be publicly disclosed. He pointed out, however, that the company has an arrangement with General Electric for ultimate production of Eidophor equipment and that work is progressing on the refinements of techniques and on completion of designs for industrial uses.

CBS Statement

CBS Inc. said the order would have no affect on its "present operations or our plans for the future." CBS statement follows:

CBS-Columbia Inc., the CBS set manufacturing subsidiary, is now engaged in defense work and has plans for increased participation which will occupy fully all available technical and engineering personnel.

The NPA conditional authorization for color TV receivers manufacture applies only to those companies which have made a substantial investment in color television research and development. As NPA points out, few companies will be able to qualify. No single manufacturer or broadcaster, or even a small group, can make color television a living reality in the homes of the nation in the face of resistance or lack of cooperation from the majority of the industry.

CBS, almost singlehandedly, developed the system of color television which received official approval of the FCC, and this in spite of active or passive opposition from most of the large manufacturers of television equipment. We are not justified in extending at this time further manufacturing and broadcasting resources in this effort unless it appears that other substantial segments in the industry are prepared to go forward.

We will, however, continue active research efforts in the color field and give full support to the development of industrial, theatre, and other non-broadcast applications of color television.

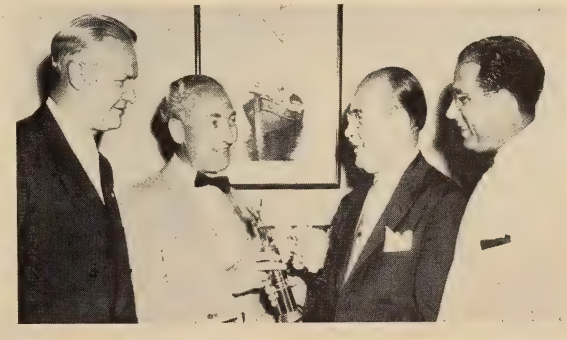
NPA Administrator Henry H. Fowler said he does not anticipate that many applications will be filed, but NPA explained it will make a "careful investigation and determine there will be no interference with defense activities before approving production for a specific, limited period of time."

In announcing the amended order, Mr. Fowler said it "removes the only NPA restriction on the production of a specific type of end product — color television equipment—and substitutes a regulatory provision which is more consistent with NPA policy and the purposes of the Defense Production Act." Mr. Fowler also heads the Defense Production Administration, NPA's policy parent.

Mr. Fowler acknowledged that earlier criticism of the regulation was justified "on the grounds that it discriminated against companies devoted exclusively to the development of color television, and also interfered with the entry of new firms and new developments in the television industry."

Noting that the original order, in effect since last November, did

(Continued on page 54)



HENRY J. KAUFMAN (2d l), of Henry J. Kaufman & Assoc., Washington, receives the annual Creative Awards Trophy at the National Advertising Assn. Network convention at Skytop, Pa. [B•T, June 23]. At ceremony were (l to r) Harry Hoffman, Hoffman & York Inc., Milwaukee; Mr. Kaufman; Oakleigh R. French, of Oakleigh R. French & Assoc., St. Louis, and Bill Sigmund, of the Kaufman agency.

PROGRAM COSTS

Nielsen Reports Lower Level

WHILE critics decried spiralling program costs in television, several shows achieved a satisfactory level of low cost per thousand homes reached during the past winter season, according to the June issue of *Nielsen Newscast*. Bulletin is issued monthly by the Radio-TV Div. of A. C. Nielsen Co.

There were *Captain Video*, sponsored by General Foods Corp. across the board on Du Mont at 7-7:30 p.m., which Nielsen figures reached homes at $4.80 per thousand; *Strike It Rich*, Colgate-Palmolive-Peet sponsored program on CBS-TV, which got into a thousand homes for $3.75; *I Love Lucy*, Philip Morris' top-rating show on CBS-TV ($4.27); *Lone Ranger*, whose ABC-TV network was split between General Mills and American Bakeries ($6.72); *Howdy Doody*, performing for nine sponsors on NBC-TV ($2.69), and *Godfrey's Talent Scouts*, whose Lever Bros. Co. Lipton Tea plugs reached TV homes at $2.65 a thousand.

Morning televiewing across the country doubled from December to March, the Nielsen statisticians reported. Between 7 a m. and noon, the average TV set was used for 13 minutes a day in December, 27 minutes in March. Afternoon viewing also was up, from 1 hour and 6 minutes in December to 1 hour and 24 minutes in March.

Radio listening, meanwhile, held its own in the morning, averaging 55 minutes per home per day in both December and March. In the afternoons there was a slight increase in radio set use, from 1 hour, 13 minutes, in December to 1 hour, 17 minutes, in March.

Spraynet Campaign

HELENE CURTIS Industries, Chicago, will use TV spot to introduce its new Spraynet, placing of which will be contingent on product's distribution. Schedule is slated to start in Chicago, New York and Los Angeles. Agency is Russell M. Seeds, Chicago.

EIDOPHOR SEEN

N. Y. Demonstration Held

EIDOPHOR system of theatre color television won the commendation of observers last week at its first "public" demonstration in the U. S.

President Spyros P. Skouras of 20th Century-Fox Film Corp., which holds world rights to manufacture and distribution of Eidophor projectors, said it marks "a new era of prosperity for the motion picture industry."

The initial U. S. demonstration, held by 20th Century in New York on Wednesday and to be followed by 20 others by the middle of this week, consisted of a 30-minute live variety show witnessed by some 200 scientists, theatre owners, and newspapermen.

Compared to Technicolor

The results, in the opinion of observers, appeared to be approximately comparable with those of technicolor reproduction. Color reproduction was accepted as faithful, except for occasional "blooming" of strong colors upon nearby objects, and a tendency of facial tones to vary somewhat with changes in lighting. No color breakup was noticeable.

The Swiss-developed Eidophor system as demonstrated by 20th Century employs an adaptation of the CBS color TV process (field sequential system, but with standards different from those proposed by CBS for home color TV). But film company spokesmen said "it can be made to receive any type of TV signal either in black-and-white or in color. . . ."

The program originated from sound stages of Movietone News studios two blocks from the 20th Century home-office theatre where it was viewed. Mr. Skouras said that it was arranged with an eye toward showing the system's color capabilities and not as examples of theatre color TV shows.

But the features covered a wide range, including singers, dancers, chorus lines, a comedian, a dramatic sketch, a scene from "Faust," and a round of boxing. TV star Kyle McDonnell was mistress of ceremonies.

A 20th Century statement issued at the demonstration gave company thinking on Eidophor:

As now planned, Eidophor will be launched with a show built up for telecast in the same manner as stage shows are presented at the Music Hall and Roxy Theatres in New York today. Just as these shows are played in the theatre three or four times a day, they will be telecast for the exclusive theatre reception and used by each theatre according to its individual policy.

It is planned to telecast these shows from New York, for example, to cover the Eastern time zone. For the Central time zone, other or similar shows will be telecast from Chicago, or some other central location in that zone; from Denver to cover the Mountain time zone; and from Los Angeles or San Francisco to cover the Pacific time zone.

There can be a new show every week so that eventually there will be three, four or perhaps more shows telecasting every week to cover all theatres. In smaller towns, where theatres may have two changes or more a week, it will be possible for them to have different television shows for each change. . . .

Color Ban Thaw Stirs Little Optimism

(Continued from page 53)

not restrict color TV research and development, Mr. Fowler said that it prevented the utilization of the "practical results of research in products for general use."

The new order, he explained, "eliminates these objections, while affording protection against an all-out production of color television sets that could hinder defense production by drawing engineers away from even the most urgent military projects."

The regulation partly eliminates "objections" voiced by Paramount Pictures, of which Chromatic is a subsidiary, and 20th Century Fox Film Corp., which carried its case to NPA through the Motion Picture Assn. of America, Theatre Owners of America and National Exhibitors Theatre Television Committee.

Sen. Johnson, chairman of the powerful Senate Interstate & Foreign Commerce Committee, had sharply criticized the first order as an "unwarranted crippling blow" at color TV and an attempt to ban the end product.

Sen. Johnson has felt it "apparent . . . that Chromatic Television Labs or anyone else . . . could go ahead and manufacture color equipment so long as additional materials, other than those duly allocated, were not required. . . ."

It is the claim of Paramount-Chromatic that no greater quantities of materials would be needed to launch production of the Lawrence tri-color TV tube. Under the new order, Chromatic could file for authority to produce a receiver capable of receiving both color and monochrome TV [B•T, Jan. 27, 7]. Mr. Raibourn feels chromatic could meet all NPA requirements.

Paramount contends that any good-quality receiver can be modified to receive color and monochrome by inserting the Lawrence tube, adding an adapter and making minor circuitry changes. NPA officials said differential in materials for circuitry changes from monochrome would be a key factor in approval.

Materials Question Raised

With respect to Eidophor, 20th Century Fox Film Corp. has held that "little, if any, critical material, will be required for color projection over and above that now permitted for black and white theatre television." Progress in development and simplification of large screen projection equipment in the CBS-20th Century-GE system was extended further last week by private showings in New York (see story, this page).

Exemption of theatre TV was viewed as a victory by attorneys for MPAA, NETTC and TOA which had beseeched NPA not to impede this "growing industry" with prohibitions intended for home-type color sets.

Mr. Fowler also recalled that at the second industry-government conference last winter [B•T, Feb. 11, et seq.], manufacturing representatives stated they are heavily engaged in defense work and felt broadcasters are not disposed or prepared to offer color TV programs. Color TV was blacked out for the duration last fall following the first conference [B•T, Nov 26, Oct 29, 22, 1951].

NPA has been under fire in recent months to amend the original order by exempting theatre TV interests and clarifying other provisions. The Defense Dept. has strongly supported retention of the order in its present form or, if amended, maintenance of the ban on mass production in the interest of keeping vital technical help on military contracts.

Thus, NPA last Tuesday issued a revised M 90 with the hope of satisfying theatre TV, Paramount, Defense Dept. and Congressional critics.

Mr. Fowler of NPA frankly expects few standard black and white set makers to qualify for permission to make home-type color sets, under the rigid reservations imposed by the NPA, and approval in any case would be "exceptional," he conceded.

The engineering factor has transcended that of scarce materials since Nov. 20, 1951, when the order first went into effect. At that time materials were acutely short; now, however, while the shortage has somewhat abated, scarcity of electronic engineers and technicians has become more aggravated. This condition is expected to continue for another two years, NPA said.

Industry's requirements for engineers and other skilled personnel have mounted substantially, with a number of firms reporting assignment of up to 90% of their staffs to defense projects. Part of this is attributable to greater needs for complex military electronic products.

To meet this condition, manufacturers would be prohibited from diverting electronic technicians, design engineers, draftsmen, professional engineers, physicists or tool and die makers to civilian color TV pursuits. "Technicians" group includes all but those concerned with service-repair of broadcast-receiver equipment.

Firms applying for permission must file with NPA on NPAF-207. Approval would cover only certain specified periods and applies to activities involving "production and assembly of home-type television sets" and "attachments and parts" designed to facilitate color TV reception.

There was another indication that manufacturers intend to concentrate on black-and-white set production. For one thing, the government has taken steps which virtually exempt all but the larger companies from controls over copper and aluminum.

RCA COLOR TEST

Waits on FCC Approval

RCA is prepared to conduct extensive field experiments with its "compatible color television system and tri-color tube" but thus far has only a vague indication that FCC might permit it. The Commission previously had turned down similar requests of Philco, General Electric Co. and others.

In an exchange of RCA-FCC correspondence, made public Wednesday by the Commission, RCA disclosed it wanted to carry out on-the-air color tests during broadcast hour (see color equipment story, page 53).

FCC, in reply to a letter sent to Chairman Paul A. Walker by Dr. C. B. Jolliffe, RCA vice president and technical director, said the Commission "up until now maintained a strict policy against permitting experimentation with compatible color television systems during broadcasting hours."

The Commission said it believed "in general" the policy "ought to be maintained" but recognized "that deviations from this policy will be necessary on occasion in order to permit full scale experimentation and field testing."

FCC Reply

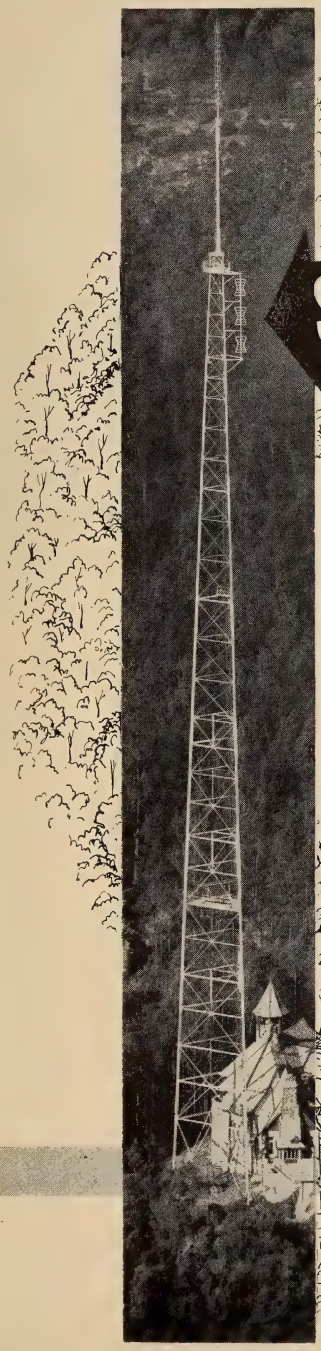
In its reply, FCC said it will consider "on a case to case basis applications for experimental authorization during regular broadcast hours upon a showing that such experimentation is necessary in light of the individual field tests contemplated. Any such application must describe in detail the nature of the field test and state exactly why such field tests cannot be accomplished at other than regular broadcast hours."

The RCA letter had set out reasons for the desire to conduct tests during broadcast hours. RCA explained regular WNBT (TV) broadcasts start at 7 a.m. five mornings a week, at 9 a.m. Saturday and 9:30 a.m. Sunday, never ending until after midnight. This "seriously hampers and delays the required testing" of its color experiments, RCA noted.

Work on the color system has now reached a point "where extensive field testing and work on-the-air under regular broadcast conditions is required" if an application to set standards for a compatible system is not to be delayed, according to RCA.

Early morning tests do not permit comparative broadcasts with monochrome standards, RCA pointed out, and a representative number of viewers in different locations under varying conditions cannot be obtained. Besides, RCA added, time restrictions place a severe physical burden on personnel.

The RCA letter cited FCC actions setting standards for the "incompatible field sequential system" and that it did not close the door to further tests. It added that the FCC had restricted color tests during regular broadcast hours.



ONE DIRECTION FORWARD IS STRAIGHT UP!

And up goes the antenna height for San Francisco's pioneer television station, KPIX ... up atop Mt. Sutro ... up from 630 to 1350 feet above sea level, adding 1680 square land miles to its Channel 5 viewing area, giving KPIX viewers Northern California's top TV reception quality.

To make this assurance doubly sure, KPIX telecasting will now be powered by a great, new G-E transmitter.

The utilization of this new equipment on July 1 marks another step in the program of progress undertaken by KPIX with the construction of the West's finest TV studio building, completed last February.

★

Greatest shows ... brightest stars ... top production ... finest reception. These are your advantages on ...

KPIX

SAN FRANCISCO, CALIFORNIA

TELEVISION CHANNEL 5

... affiliated with CBS and DuMont Television Networks ... represented by the Katz Agency

FLA. FILM BID

Would Lure Producers

GOV. FULLER WARREN of Florida served notice yesterday (Sunday) that Florida plans to buck Hollywood and New York for a major slice of the growing film industry.

In a directive to Walter Keyes, executive head of the Florida Improvement Commission, Gov. Warren said that a strong bid must be made in presenting Florida's advantages to the large and small producers who make motion pictures for theatre and television showing.

Gov. Warren recalled in the directive that Florida tried to attract the film industry as far back as 1933 when its citizens voted a constitutional amendment exempting such investors from all property taxes. Though such exemptions have since expired, Gov. Warren indicated that additional tax concessions could be legislated to lure segments of the industry to Florida.

He noted that Florida's constitution prohibits certain business taxes and its equitable property taxes with homestead exemptions would appeal to entertainers and film production personnel.

FILMED PITCH

Made for KRON-TV by F&P

WHAT was said to be the first 16mm sound-on-film presentation of a television station's programming and talent personalities is now being shown to New York agency account and media personnel by Free & Peters, according to John W. Brooke, eastern television sales manager.

The film was produced for the *San Francisco Chronicle's* KRON-TV by Don Flagg Productions. It stresses the theme, "You Will Sell More on Channel 4 Because Your Customers See More on Channel 4." Free & Peters is KRON-TV's national sales representative.

REED NAMED

Heads JCET Field Program

PAUL C. REED, consultant for visual and radio education, Rochester Public Schools, has been appointed assistant director of the Joint Committee on Educational Television. He will head the JCET field service program. The appointment was announced last week by Ralph Steetle, JCET executive director. Mr. Reed is on one year's leave of absence from his Rochester post and will headquarter with JCET in Washington.

With JCET, Mr. Reed will administer an extensive TV consultant service. He will assign specialists in programming, engineering, communications law and administration to conduct exploratory discussions with educational groups who plan to utilize the TV channels reserved for educators by FCC in its Sixth Report [B•T, April 14]. JCET presented education's case for channel reservations during the allocation proceeding.



WELCOME is given by Charles H. Crutchfield (r), WBT and WBTV (TV) Charlotte, N. C., general manager, to George Delios, former program manager for Greek Radio Institute of Salonika. Mr. Delios was a guest of WBT under auspices of the State Dept.'s exchange program. Mr. Crutchfield had been in Greece on a State Dept. mission.

MIAMI U. GRANT

For Study of TV in Elections

CROSLEY Broadcasting Corp., Cincinnati, has awarded a $10,000 grant to Miami U., Oxford, Ohio, for a study of television's role in the 1952 elections.

The grant was arranged by James D. Shouse, Crosley board chairman, and was made to the marketing department of Miami's School of Business Administration. That department will work out the study under the direction of Dr. Joseph C. Seibert, department head.

Dr. Seibert said that Crosley, aware of the obligation of the television industry to determine the extent of television influence, enlisted the aid of the university. A preliminary report is scheduled for January and a final report will be made next June.

This is the third annual grant made by Crosley in its educational program. The U. of Cincinnati and Xavier U. in Cincinnati have received research grants in the past two years.

Crosley owns WLW and associated TV and FM stations in Cincinnati, TV and FM station in both Dayton and Columbus, and WINS New York.

CD THEATRE SHOWING

Officials Highly Pleased

CLOSED CIRCUIT theatre TV demonstration beamed by the Federal Civil Defense Administration for over 15,000 policemen in 10 U. S. cities came off last Thursday without a hitch. Agency authorities said they were highly pleased with audience reaction thus far.

The one-hour program originated in the studios of WMAL-TV Washington and was sent out by microwave and cable to theatres in Boston, New York, Baltimore, Philadelphia, Pittsburgh, Cleveland, Toledo, Detroit, Chicago and Milwaukee [B•T, June 23].

Candidate for TV

PRESIDENTIAL candidate or not, Gov. Adlai Stevenson of Illinois, part owner of Sangamon Valley Television Corp. (WTAX - AM - FM Springfield), is the first political "hopeful" to become a TV applicant. The Governor is 2.5% owner of Sangamon, applicant for VHF Channel 2 in Springfield. Additionally, Max O'Rell Truitt, son-in-law of Vice President Alben Barkley, is shown as 8% owner in the Eastern Radio Corp. (WHUM Reading, Pa.), applicant for UHF Channel 55 in that city.

MOVIE TV HEARING

MPAA, ANE Asks Fall Date

THEATRE television interests last week asked FCC to quit putting off the long-delayed hearing on their application for sanction of service.

The case was first set for hearing nearly 2½ years ago, it is pointed out in a joint petition filed by Motion Picture Assn. of America and National Exhibitors Theatre Television Committee. Continuances have come at frequent intervals, with the latest date for hearing set at Jan. 12, 1953.

Theatre interests have suffered a "heavy burden," the petition states, having repeatedly prepared to meet each hearing date by readying witnesses and material. The Commission is asked to assign a minimum period of eight hearing days in the autumn, with Oct. 13 or 20 suggested as a starting date.

FILM GRID SERIES

Sportsvision Gets PCC Rights

SPORTSVISION Inc., Hollywood, announced last week it will produce five football games a week, on film, for television this fall. One of the films—*National Game of the Week*—will be a coast-to-coast presentation, the company said.

Others to be filmed are the *Big Ten Game of the Week, the Big Seven Game of the Week* and the *Pacific Coast Games of the Week.* The latter will be shown in six western television markets.

The firm, a spokesman said, has been selected by member schools of the Pacific Coast Conference to act as their exclusive representatives for the sale and production of all "live" television and film television rights and programs during the academic year 1952-1953.

WBAP-TV Prepares

WBAP-TV Fort Worth is completing last-minute details toward bringing area viewers their first "live" network programs tomorrow (Tuesday). A crew of technicians have installed a 6x8' reflector screen some 275' above the ground on the station's 502' antenna as part of temporary signal channeling arrangement.

NCAA RIGHTS

Awarded to NBC-TV For '52

TELECASTING rights to the 1952 college football program as set up by the National Collegiate Athletic Assn. [B•T, June 9], have been awarded to NBC-TV, the NCAA Television Committee announced Thursday.

Twelve major college gridiron contests will be broadcast during the season—on 11 successive Saturday afternoons starting Sept. 20 and ending on Thanksgiving Day. There also will be "a comprehensive offering of small college games, to be presented locally."

Selection of the games to be telecast each week will be the responsibility of NBC-TV, presumably with the aid of the sponsor or sponsors of the series and their advertising agencies. NBC-TV will also negotiate for the rights to those games directly with the colleges. Cities will not be blacked out as they were last year.

Three Days Negotiating

Award of the NCAA telecasts to NBC-TV came at the conclusion of three days of negotiations between TV networks, advertisers and advertising agencies and the NCAA TV committee. Basis was NBC-TV's proposed geographical coverage, its facilities and its projected program for informing the public about the colleges and their educational and athletic activities.

Bob Hall, director of athletics of Yale U., chairman of the committee, in a letter to Joseph H. McConnell, NBC president, stated:

The NBC proposal was the most complete and comprehensive of all the bids we received. . . . The public will not only see the finest of football fare, but through the great medium of television will be informed . . . of the values which are inherent in the college educational and athletic programs. We are completely convinced that NBC will do the job.

Details of NBC-TV's plan were not divulged by neither the committee nor the network, which under the NCAA plan could not begin negotiating with any college or university until after its acceptance by the committee. Tom Gallery, director of sports for NBC-TV, who, with Davidson Taylor, general executive, carried on the network's negotiations with NCAA, said that he has already started contacting colleges to arrange the TV schedule.

NBC-TV now must also start looking for a sponsor for the 12 major and many minor gridiron telecasts. Last year, when NBC-TV carried the NCAA season, the 19 games included were sponsored by Westinghouse Electric Co., at a reported $633,142 cost. Westinghouse this year is sponsoring a summer-fall political series on CBS-TV starting with the political conventions and culminating with election night and thus presumably not in the market for another fall football TV schedule.



this man can sell groceries in Cleveland

ice cream in Indianapolis or soft drinks in Jacksonville

You can still buy
"Dangerous Assignment"
—if you act fast—in:

BALTIMORE
JOHNSTOWN
LANCASTER
WILMINGTON
PROVIDENCE
JACKSONVILLE
RICHMOND
FORT WORTH
AMES-DES MOINES
CLEVELAND
GRAND RAPIDS
INDIANAPOLIS
SAN DIEGO

Proof? Look at his nation-wide record. He's selling Durkee's foods in San Francisco and Los Angeles . . . he's boosting sales of Manor House Coffee in Davenport . . . he's creating customers for jewelry stores in Erie, Pa. and Huntington, West Va.

He's moving a lot of merchandise for 39 different sponsors in 51 TV markets. *He can do it for you.*

Who is he? Brian Donlevy, top radio and TV personality, and star of "Dangerous Assignment"—NBC-TV's exciting adventure-mystery film program produced for exclusive *local sponsorship at local cost.*

How does he do it? By attracting king-size audiences and holding their attention . . . right through the commercials. Stations report these typical May ratings: 22.1 in New York (ARB); 34.5 in Detroit (ARB); 18.8 in Columbus (Pulse); 24.2 in San Francisco (ARB); 45.5 in Milwaukee (Pulse); and 55.5 in Pittsburgh (April Pulse).

You must act fast! "Dangerous Assignment" sells *for* sponsors—that's why it was sold *to* sponsors in 51 TV markets in less than five months. For special audition film, list of sponsors and prices, write, wire or phone:

NBC-TV *film syndicate sales*

30 Rockefeller Plaza, New York 20, New York

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area...
NOW
171,791
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4... Represented by
The BRANHAM Company

telestatus

Program Survey Made By Research Foundation

(Report 222)

SELECTION of "The Top Ten of TV" by the National Foundation for Psychological Research in an effort to combat proposed Congressional censorship of television was announced last week by Dr. Mason Rose, foundation's head.

Dr. Rose said his organization had conducted a survey among thousands of TV viewers with this conclusion: "These top ten programs clearly demonstrate that none of them can be classed among what certain congressmen have declared 'objectionable and in bad taste.'"

The ten shows selected were:

Best dramatic show (live)—*Studio One*, CBS-TV.

Best dramatic show (filmed)—*Rebound*, a Bing Crosby Enterprises series, ABC-TV.

Best musical show—*The Dinah Shore Show*, NBC-TV.

Best situation comedy show—*I Love Lucy*, a Desilu Production, CBS-TV.

Best children's program—*Kukla, Fran & Ollie*, NBC-TV.

Best news show—Edward R. Murrow's *See It Now*, CBS-TV.

Best variety program—*The Ken Murray Show*, CBS-TV.

Best daytime show — *The Garry Moore Show*, CBS-TV.

Best audience participation program—Groucho Marx's *You Bet Your Life*, a Filmcraft Production, NBC-TV.

"To censor an entertainment medium where the widest segment of the public has selected these stars and attractions as their regular listening fare would be adding a fifth wheel to the statute books," Dr. Rose stated.

* * *

Meck Sees Boxing As TV's Best Salesman

BOXING MATCHES on TV are the medium's best salesmen, according to John S. Meck, president of Scott Radio Labs., Chicago. He said orders for home demonstrations of sets are 75% higher on Wednesdays, when a favorite bout is telecast weekly, than on any other day of the week. Second best day is Friday, he said, when boxing matches again are shown. "Seeing events while they are happening is the biggest appeal of television, and the chance to be there when something important is happening is the greatest motivation to get the set," Mr. Meck said.

* * *

'Personality' Best For Effective Commercials

USE of a personality to deliver the sales message was concluded to be the most effective method of television program advertising in a study by a U. of Syracuse student.

J. Daniel Logan, for his master's thesis at the university's Radio & Television Center, chose as his topic, "A Study of the Effectiveness of Program Commercial Announcements on Television."

Using personal interview methods, Mr. Logan attempted to learn what types of programs and commercials were most effective regarding sponsor identification and association.

Mr. Logan concluded also from his study that popularity rating is no indication of commercial retention or program-sponsor association.

* * *

Survey on 'Pitchmen' Made by Hilton & Riggo

A STUDY made by Hilton & Riggio, New York agency, revealed last week that practically all television mail order merchandise sold by "pitchmen" is sold on a C.O.D. basis. In addition, 85% of the ordering is done by telephone and 15% by mail, the report revealed.

Normally about 10% of the C.O.D. orders are returned, the survey also showed. It reported that the "live pitch" is more successful than the filmed commercial.

The survey also pointed out that "A" time (6 to 10 p.m.) is too expensive for this type of advertising and late afternoon or 10 p.m. to sign off time is preferred. Advertisers know results in four hours, the agency stated.

Weekly Television Summary—June 30, 1952—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914
Binghamton	WNBF-TV	70,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	150,000
Boston	WBZ-TV, WNAC-TV	904,185
Buffalo	WBEN-TV	271,057
Charlotte	WBTV	227,271
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,145,984
Cincinnati	WCPO-TV, WKRC-TV, WLWT	354,000
Cleveland	WEWS, WNBK, WXEL	623,613
Columbus	WBNS-TV, WLWC, WTVN	** 234,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	171,791
Davenport	WOC-TV	110,700
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	240,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	171,791
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	116,415
Houston	KPRC-TV	150,800
Huntington-Charleston	WSAZ-TV	90,565
Indianapolis	WFBM-TV	240,000
Jacksonville	WMBR-TV	58,000
Johnstown	WJAC-TV	154,297
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	210,105
Lancaster	WGAL-TV	150,093
Lansing	WJIM-TV	100,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,272,568
Louisville	WAVE-TV, WHAS-TV	174,143
Matamoros	(Mexico)-Brownsville, Tex. XELD-TV	21,500
Memphis	WMCT	133,326
Miami	WTVJ	119,500
Milwaukee	WTMJ-TV	336,433
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	71,399
New Haven	WNHC-TV	286,000
New Orleans	WDSU-TV	97,912
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	119,125
Oklahoma City	WKY-TV	134,676
Omaha	KMTV, WOW-TV	130,313
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,052,259
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	448,000
Providence	WJAR-TV	218,500
Richmond	WTVR	127,006
Rochester	WHAM-TV	149,000
Rock Island	WHFB-TV	110,700
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	77,813
San Antonio	KEYL, WOAI-TV	82,873
San Diego	KFMB-TV	137,750
San Francisco	KGO-TV, KPIX, KRON-TV	395,000
Schenectady-Albany-Troy	WRGB	212,600
Seattle	KING-TV	148,500
St. Louis	KSD-TV	402,000
Syracuse	WHEN, WSYR-TV	180,062
Toledo	WSPD-TV	186,000
Tulsa	KOTV	119,800
Utica-Rome	WKTV	71,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	369,579
Wilmington	WDEL-TV	106,227

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 17,597,157

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

** Columbus figure was higher last week because of clerical error.



Pulse for May shows 11 out of 15 top once-a-week shows were aired via WHIO-TV.

Rockhold delivers a real rural market on "Farmers Guide"

Here's a friendly farm show that rounds out WHIO-TV's full schedule of diversified programming. "Farmers Guide" is aimed at the big* rural audience here every weekday—and it's aimed just right (12:15 to 12:30 p.m.). Joe Rockhold handles the show right, too—and he's got the right background for it. He's been doing farm broadcasts for the last 22 years.

A typical show gives the farmer up-to-the-minute livestock, poultry and egg prices from Dayton, Columbus and Cincinnati—helpful tips from the county home demonstration agent—interviews with one of the 8 county agents (who jump at the chance to appear) or other interesting guests. Rockhold's plans for future shows include special features for women and coverage for every fair held in 8 different counties.

"Farmers Guide" ties in with the Future Farmers of America, the 4-H Club and similar organizations, too. It's an all-round rural program with time enough for 3 participating sponsors. If you've got a message for rural delivery—give it to Rockhold. George P. Hollingbery, our national representative, can make all the arrangements.

*An Ohio State University survey shows that *75%* of the farmers in this rich, rural area own television sets.



Left to Right: Dick Ruppert, associate adviser of the 4-H Club; John Mowbray, Warren County agricultural agent (growing a beard for a sesqui-centennial celebration), Joe Rockhold, WHIO-TV farm director; Alfred Fedders, president of the 4-H Club, and A. T. Easton, 4-H Club adviser.

CBS • ABC • DUMONT
whio-tv AM FM
DAYTON, OHIO



*Mr. Theodore F. Shaker of Chicago, or Mr. John A. Schneider or Frank Shakespeare, Jr., of New York . . . or—for that matter—our Messrs. A. through Z.

Our Mr. S has just been where you're going*

You can make an expedition out of finding the right TV spots. But the easiest way—and the best—is to talk with our Mr. S.

For he travels farther than anyone to keep up with seven of your top markets. And does it more frequently, too.

In the last six months, for instance, every one of our account men has made at least one complete tour of all seven markets.

Our Mr. S. has brought back the most first-hand facts on these markets you'll find in captivity. He has an on-the-spot perspective which no one else can give you.

And when he recommends a TV spot, you can be sure that your product will be in the right place at the right time.

You'll climb the highest sales curve with Mr. S. as your guide. When you plan your next campaign, he'd be pleased to help you.

CBS TELEVISION SPOT SALES

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.



TV Applications Filed

(Continued from page 52)

600, 1420 Walnut St., Philadelphia 2, Pa. Studio location in Peoria, Ill., to be determined. Transmitter location 3½ mi. S. of Peoria, Ill. Geographic coordinates 40° 38′ 01″ N. Lat., 89° 35′ 22″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President-Treasurer **James L. Rubenstone** (100%), but will own 2,700 shares or 57% of voting stock when subscribed stock is issued, out of total of 6,700 shares; Secretary **Irwin Apfel**, an attorney in Philadelphia. Mr. Rubenstone is associated with WFIL-AM-TV Philadelphia with no ownership interests, and is sole owner of Airston Co. (merchandise brokerage), now inactive Philadelphia, Pa. Applicant also is applying for TV stations at Evansville, Ind., and Flint, Mich.

†ROCKFORD, Ill. — Rockford Broadcasters Inc. (WROK-AM-FM) VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 314 ft., above ground 324 ft. Estimated construction cost $447,000, first year operating cost $250,000, revenue $300,000. Post Office address: 109 South Water Street, Rockford, Illinois. Studio and transmitter location: 3800 Abbottsford Road, Rockford, Ill. Geographic coordinates 42° 16′ 50″ N. Lat., 89° 02′ 16″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Pres. **A. G. Simms**, Vice-Pres. **T. B. Thompson**, Secty. **Walter M. Koessler**, Treas. **H. J. Hanson**, Rockford Consolidated Newspapers, Inc., Rockford, Ill. (100%).

SPRINGFIELD, Ill.—Sangamon Valley Television Corp. (WTAX-AM-FM), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 521 ft., above ground 552 ft. Estimated construction cost $331,275, first year operating cost $325,000, revenue $370,000. Post Office address: U. S. 66 and East Cook St., P. O. Box 214. Studio location: 0.25 mi. North of intersection of U. S. 66 by-pass and State Highway 29. Transmitter location: Intersection of State Highway 29 and South Grand Ave. Geographic coordinates: 39° 47′ 22″ N. Lat., 89° 35′ 58″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **O. J. Keller** (through WTAX, which owns 32.5% of Sangamon Valley Television Corp.); Vice President **F. M. Lindsay Jr.** (through Illinois Bcstg. Co., which owns 27.5% of Sangamon Valley Television Corp.); Treasurer **H. B. Barthholf** (3.7%), Secretary **Ernest L. Ives** (2.5%), and **Adlai E. Stevenson** (2.5%).

EVANSVILLE, Ind. — Evansville Television Inc. (KPHO), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 603 ft., above ground 573.5 ft. Estimated construction cost $439,246, first year operating cost $240,000, revenue $480,000. Post Office address: 408 South East First St., Evansville 10. Studio location: Evansville, to be determined. Transmitter location: N. of New Harmony Rd., 2.5 mi. NW of the center of Evansville. Geographic coordinates: 37° 59′ 57″ N. Lat., 87° 37′ 06″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include President **Rex Schepp** (45%), Vice President **B. F. Schepp** (13.5%), Secretary-Treasurer **J. E. McManamon** (22.5%), **Mary Eaton Schepp** (9%), **Freeman Keyes** (5%) and **George Bayard** (5%).

†FORT WAYNE, Ind.—Westinghouse Radio Stations Inc. (WOWO-AM-FM), UHF Ch. 21 (512-518 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 734 ft., above ground 800 ft. Estimated construction cost $997,000, first year operating cost $986,000, revenue $886,000. Post Office address: 1625 K Street, N.W., Washington, D. C. Studio and transmitter location: Westbrook Drive at Parkwood Road. Geographic coordinates: 41° 06′ 01″ N. Lat., 85° 08′ 28″ W. Long. Transmitter GE, antenna GE. Principals include Chairman of the Board **G. A. Price** and Vice President **J. E. Baudino.** Applicant also is licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KYW-AM-FM Philadelphia, KDKA-AM-FM Pittsburgh and KEX-AM-FM Portland. Westinghouse Radio Stations Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

INDIANAPOLIS, Ind. — Mid-West TV Corp., VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158.1 kw aural; antenna height above average terrain 583 ft., above ground 624 ft. Estimated construction cost $465,746, first year operating cost $504,000, revenue $912,000. Post Office address: Inland Bldg., Market & Delaware Sts., Indianapolis. Studio location to be determined. Transmitter location: Inland Bldg., Indianapolis. Geographic coordinates: 39° 46′ 06″ N. Lat., 86° 09′ 16″ W. Long. Transmitter DuMont, antenna not given. Legal counsel Barnes & Neilson, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include President **George Sadlier** (40%), Vice President **Paul A. Walk** (2.5%), Secretary-Treasurer **Harry D. Leer** (10%), **Richard T. James** (5%), **James K. Northam** (5%), **Lawrence E. Morris** (10%), **Thomas K. Denton** (5%), **Burkett C. Herrick** (5%). Mr. Sadlier is president of Union Federal Savings & Loan Assn., Indianapolis. Mr. Walk is new and used car sales manager of Ford Motor Co. Indianapolis district. Dr. Leer is a dentist. Mr. James is secretary-manager of Hoosier Motor Club. Mr. Northam is an attorney, general counsel for United Home Life Ins. Co. and director and secretary of Agricultural Credit Inc. Dr. Morris is a dentist. Mr. Denton is vice president of Dancer-Fitzgerald-Sample Adv., Chicago. Mr. Herrick is vice president, J. Walter Thompson Co. Adv., Chicago.

†DES MOINES, Iowa — Cowles Bcstg. Co. (KRNT-AM-FM), VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 614 ft., above ground 706 ft. Estimated construction cost $665,670, first year operating cost $668,045, revenue $1,050,397. Post Office address: 715 Locust St., Des Moines 4, Iowa. Studio and transmitter location: Ninth and Pleasant Sts. Geographic coordinates: 41° 35′ 18″ N. Lat., 93° 37′ 46″ W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Gardner Cowles**, Chairman of the Board and Vice President **John Cowles**, Vice President **Luther T. Hill**, Vice President **James S. Milloy**, Vice President **Robert R. Tincher**, Vice President **Robert Dillon**, Treasurer **Carl T. Koester** and Secretary **Vincent Starzinger.** The Register & Tribune Co. owns all stock, which is voted by Gardner Cowles.

FORT DODGE, Iowa—Northwest Television Co. (KVFD-KFMY-FM) UHF Ch. 21 (512-518 mc); ERP 22.475 kw visual, 12.15 kw aural; antenna height above average terrain 510 ft., above ground 531 ft. Estimated construction cost $240,284, first year operating cost $172,500, revenue $175,000. Post Office address: 912 1st Avenue South, Fort Dodge, Iowa. Studio location Near U. S. Highways 169 & 20 Southwest of Fort Dodge, Iowa. Transmitter location same as studio. Geographic coordinates 42° 29′ 16″ N. Lat., 94° 12′ 9″ W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Duvall, Wayland & Southmayd, Washington. Consulting engineer Everett L. Dillard, Washington. Principals include Pres. and Director **Edward Breen** 9% (20%-with wife Elizabeth B.), Vice-Pres. and Director **George Haire** (2%), Treas.-Director **Allen R. Loomis II** (.2%), Secty.-Director **L. V. Greer** (2%).

MASON CITY, Iowa—Lee Radio Inc. (KGLO-AM-FM), VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 464 ft., above ground 500 ft. Estimated construction cost $348,540, first year operating cost $237,600, revenue $240,396. Post Office address: 12½ Second St., N. E., Mason City. Studio location to be determined. Transmitter location: Intersection of U. S. 65 and County Road "A." Geographic coordinates: 43° 21′ 25″ N. Lat., 93° 12′ 57″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Principals include President **Lee P. Loomis** (9.83%), Executive Vice President **Herbert R. Ohrt** (2.67%), Secretary **Donald G. Harrer** (0.16%), Treasurer **Roger Sawyer** (0.16%), Assistant Treasurer **R. N. Rorick** (0.46%), **Ralph Norris** (16.67%), **Laura Lee** (12%), **Elizabeth Norris** (9.06%), **(Mrs.) James Powell** (5.83%) and **W. Earl Hall** (5%).

†SIOUX CITY, Iowa—KCOM Bcstg. Co. (KCOM) VHF Ch. 4 (66-72 mc); ERP 46.18 kw visual, 23.09 kw aural; antenna height above average terrain 500 ft., above ground 519 ft. Estimated construction cost, first year operating cost, and revenue not given; application incomplete. Post Office address: 620 Insurance Exchange Bldg., Sioux City. Studio and transmitter location 7th & Jackson Sts., Sioux City. Geographic coordinates 42° 29′ 50″ N. Lat., 96° 24′ 04″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer McIntosh & Inglis, Washington. **Dietrich Dirks** is president of applicant firm.

SIOUX CITY, Iowa—Siouxland Television Co., VHF Ch. 9 (186-192 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 600 ft., above ground 537 ft. Estimated construction cost $349,513, first year operating cost $271,450, revenue $248,284. Post Office address: North 560 Orpheum Electric Bldg., Sioux City, Iowa. Studio and transmitter location: 5300 Perry Creek Road. Geographic coordinates: 42° 33′ 31″ N. Lat., 96° 24′ 04″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Robert E. Kennedy, Washington. Principals include President **Arthur Sanford** (55%), president and 55% owner of Arthur Sanford Co. (realtors and property management) and vice president and 55% owner of Affiliated Theatres Inc., Sioux City; and Vice President **Stella Sanford** (45%), 20% owner of Des Moines Co. (owner of office building).

ALEXANDRIA, La. — KSYL Inc. (KSYL), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 583 ft., above ground 583 ft. Estimated construction cost $251,900, first year operating cost $110,000, revenue $96,000. Post Office address: Bolton Ave. & Highway 71, Box 1489, Alexandria. Studio location: 1710 Jackson St., Alexandria. Transmitter location: 4.5 mi. NE of Alexandria. Geographic coordinates: 31° 21′ 18″ N. Lat., 92° 23′ 09″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Milton Fox** (49⅜%), Vice President **Harold M. Wheelahan** (49⅜%), also manager of WSMB New Orleans; Secretary **Mrs. Harold M. Wheelahan** (⅓%) and Treasurer **Mrs. Milton Fox** (⅓%).

BATON ROUGE, La. — Modern Bcstg. Co. of Baton Rouge Inc. (WAFB-AM-FM), VHF Ch. 10 (192-198 mc); ERP 101.8 kw visual, 51 kw aural; antenna height above average terrain 479 ft., above ground 500 ft. Estimated construction cost $278,293.04, first year operating cost $180,000, revenue $204,000. Post Office address: P. O. Box 1566, Baton Rouge. Studio location: Corner of Government & Maximilian Sts., Baton Rouge Transmitter location: Same as stu-

NBC CLAIMS FIRST

With Telarc, Flexitron Use

NBC last week claimed two "firsts" —on the technical side—in its production of "Of Lena Geyer" on *Robert Montgomery Presents Your Lucky Strike Theatre* (NBC-TV, alternate Mondays, 9:30-10:30 p.m., EDT). These are the use for the first time of the Telarc projector and of the Flexitron.

The Telarc projector is a rear-screen projecting device which flashes a slide on a huge screen, thus creating a backdrop setting. It was designed by NBC's special effects department and reportedly gives off three-and-a-half times more light intensity than previous rear-screen projectors.

The Flexitron is a device causing the picture to wave and thereby creating a montage effect. It was invented by NBC engineer William Klages and further developed by the network's special effects department.

dio. Geographic coordinates: 30° 26′ 36″ N. Lat., 91° 10′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Gautney & Ray, Washington. Principals include President **Louis S. Prejean** (18.3%), Vice President **T. E. Gibbens** (4.59%), Director **C. C. Barnard** (14.93%), Secretary **Jack S. Burk** (14.93%), Treasurer **Francis H. Lee** (4.24%), **Charles W. Lamar Jr.** (9.17%), also owner of KCIL Houma, La.

†**NEW ORLEANS, La.—New Orleans Television Co.,** UHF Ch. 20 (506-512 mc); ERP 182 kw visual, 91 kw aural; antenna height above average terrain 505 ft., above ground 529 ft. Estimated construction cost $441,500, first year operating cost $365,000, revenue $420,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: 1100 S. Liberty St., New Orleans. Geographic coordinates: 29° 56′ 43″ N. Lat., 90° 04′ 48″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in Corpus Christi, Tex., Dallas and Houston.

SALISBURY, Md.—Peninsula Bcstg. Co. (WBOC and WESN-FM), Resubmitted [B•T, June 9], UHF Ch. 16 (482-488 mc); ERP 112 kw visual, 56 kw aural; antenna height above average terrain 414 ft., above ground 444 ft. Estimated construction cost $296,400, first year operating cost $115,000, revenue $115,000. Post Office address: Radio Park, Salisbury, Md. Studio location Radio Park, Salisbury. Transmitter location same as studio. Geographic coordinates 38° 23′ 03″ N. Lat., 75° 34′ 48″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co. Washington. Principals include President **John W. Downing** (14.5%), Vice President **W. Lee Allen** (7.7%), Secretary-Treasurer **Avery W. Hall** (0.97%), Asst. Secretary and Manager **Charles J. Truitt** (2.1%), Asst. Treasurer **Lena R. Dashiell** (0.7%), **I. L. Benjamin** (10.5%), **Virginia Phillips Ward** (5.4%). The Shore Bcstg Co. (WCEM Cambridge, Md.) is a wholly-owned subsidiary of applicant.

ANN ARBOR, Mich.—Washtenaw Bcstg. Co. Inc. (WPAG-AM-FM), UHF Ch. 20 (506-512 mc); ERP 1.7 kw visual, 0.92 kw aural; antenna height above average terrain 342 ft., above ground 276 ft. Estimated construction cost $108,004.80, first year operating cost $55,000, revenue $65,000. Post Office address: Hutzel Bldg., Main & E. Liberty Sts., Ann Arbor. Studio location: Main & E. Liberty Sts., Ann Arbor. Transmitter location: 1795 Maple Rd., near Ann Arbor. Geographic coordinates: 42° 15′ 31″ N. Lat., 83° 46′ 37″ W. Long. Transmitter GE, antenna GE. Legal counsel D. F. Price Esq., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President-Secretary **Arthur E. Greene** (50%), Vice President-Treasurer **Edward F. Baughn** (50%) and Director **John W. Conlin.**

BAY CITY, Mich.—Saginaw Bcstg. Co. (WSAM-AM-FM), VHF Ch. 5 (76-82 mc); ERP 61.4 kw visual, 30.7 kw aural; antenna height above average terrain 444 ft., above ground 493 ft. Estimated construction cost $321,515.18, first year operating cost $240,000, revenue $342,000. Post Office address: 2435 Holland Ave., Saginaw, Mich. Studio location: Jones Rd., Bay City. Transmitter location: Jones Rd., Bay City. Geographic coordinates: 43° 29′ 58″ N. Lat., 83° 48′ 58″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Milton L. Greenebaum** (66%), Vice President **Burnett J. Abbott** (5%), Secretary **Morris Nover** (17.50%), Assistant Secretary **Maude Greenebaum** (0.50%), Treasurer **John W. Symons Jr.** (4.50%) and **Jay Lenick** (5%). Saginaw Bcstg Co. also owns WLEW Bad Axe, Mich.

FLINT, Mich.—Trans-American TV Corp. UHF Ch. 28 (554-560 mc); ERP 17.4 kw visual, 8.7 kw aural; antenna height above average terrain 491 ft., above ground 546 ft. Estimated construction cost $189,411, first year operating cost $130,000, revenue $150,000. Post Office address: Suite 600, 1420 Walnut St., Philadelphia 2, Pa. Studio location not specified. Transmitter location 3.1 mi. E. of Flint, Mich. Geographic coordinates 43° 02′ 37″ N. Lat., 83° 35′ 42″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President-Treasurer **James L. Rubenstone** (100%), but will own 2,700 shares, or 57% of voting stock when subscribed stock is issued, out of total of 6,700 shares; Secretary **Irwin Apfel,** an attorney in Philadelphia. Mr. Rubenstone is associated with WFIL-AM-TV Philadelphia with no ownership interests, and is sole owner of Airston Co. (merchandise brokerage), now inactive, Philadelphia, Pa. Applicant also is applying for TV stations at Evansville, Ind., and Peoria, Ill.

JACKSON, Mich.—Jackson Bcstg. & TV Corp. (WKHM) UHF Ch. 48 (674-680 mc); ERP 69 kw visual, 34.5 kw aural; antenna height above average terrain 193 ft., above ground 223 ft. Estimated construction cost $202,151.17, first year operating cost $175,000, revenue $175,000. Post Office address: 15001 Michigan Ave., Dearborn, Mich. Studio location 228 W. Michigan, Hotel Hayes, Jackson, Mich. Transmitter location same as studio. Geographic coordinates 42° 14′ 52″ N. Lat., 84° 24′ 38″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Frederick A. Knorr** (33⅓%), Vice President **Harvey R. Hansen** (33⅓%), Secretary-Treasurer **William H. McCoy** (33⅓%), First V.P. **Walter S. Paterson,** Second V.P. **Jerrold L. Martin,** Asst. Secretary **Bernard F. Zinn.** First-named three also own one-third each of WKMH-AM-FM Dearborn, Mich.

JACKSON, Mich. — WIBM Inc. (WIBM-AM-FM), UHF Ch. 48 (674-680 mc); ERP 208 kw visual, 104 kw aural; antenna height above average terrain 1,026 ft., above ground 949 ft. Estimated construction cost $487,685, first year operating cost $125,000, rev-

(Continued on page 64)

coast-to-coast

service



TV spots, shorts, package shows Interesting TV shorts and package shows that sell merchandise . . . unusual and ingenious effects for any length TV spots . . .

motion pictures Vogue Wright has some of the ablest script writers in the business . . . plus producing facilities in Chicago, New York and Hollywood . . . resulting in new approaches in films such as the new safety film just completed for Kaiser-Frazer Sales Corp. . . .

slide films Expert counsel and guidance in all forms of visual training aids . . . of particular interest in these days of "hard selling" . . . let our representative arrange a screening of slide films produced for some of America's largest and best known companies . . .

Vogue Wright Studios
DIVISION OF ELECTROGRAPHIC CORPORATION
CHICAGO: 237 East Ontario Street
HOLLYWOOD: Sam Goldwyn Studios, 1041 N. Formosa Avenue
NEW YORK: 225 Fourth Avenue

TV Applications Filed

(Continued from page 63)

enue $100,000. Post Office address: 2511 Kibby Rd., Jackson. Studio location: 2511 Kibby Rd., Jackson. Transmitter location: Browns Lake Rd., Jackson. Geographic coordinates: 42° 09′ 09″ N. Lat., 84° 24′ 20″ W. Long. Transmitter GE, antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include President-Treasurer **Roy Radner** (40%), Vice President **Herman Radner** (60%), Vice President **Irving Radner** and Secretary **Myron A. Keys.**

†**MINNEAPOLIS, Minn. — Family Bcstg. Corp. (KEYD)** VHF Ch. 9 (186-192 mc); ERP 169 kw visual, 84 kw aural; antenna height above average terrain 454 ft., above ground 604 ft. Estimated construction cost $333,-700, first year operating cost $540,000, revenue $600,000. Post Office address: 15 N. Ninth St., Minneapolis, Minn. Studio location 15 N. Ninth St. Transmitter location Foshay Tower, Marquette Ave., Minneapolis. Geographic coordinates 44° 58′ 30″ N. Lat., 93° 16′ 01″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Henry C. Klages** (5.0%), Vice President **Joseph E. Dahl** (5.4%), Vice President and General Manager **Lee L. Whiting** (40.0%) Secretary **Kenneth E. Pettijohn** (1.0%), Treasurer **C. Theo. Skanse** (2.0%).

JOPLIN Mo. — Air Time Inc. (KSWM) VHF Ch. 12 (204-210 mc); ERP 10.6 kw visual, 5.3 kw aural; antenna height above average terrain 504 ft., above ground 442 ft. Estimated construction cost $143,401, first year operating cost $100,000, revenue $100,000. Post Office address: 1928 West 13th Street, Joplin, Mo. Studio and transmitter location 1928 W. 13th St., Joplin, Mo. Geographic coordinates 37° 04′ 45″ N. Lat., 94° 32′ 9.5″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer Austin A. Harrison, Joplin. Principals include President **Austin A. Harrison** (50%), Secy.-Treas. **Eleanor F. Harrison** (46.7%), Vice-Pres. **Herbert Van Fleet** (1.65%).

† **ST. LOUIS, Mo.—St. Louis Telecast Inc. (WEW),** VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 637.5 ft., above ground 623.5 ft. Estimated construction cost $560,-000, first year operating cost $700,000, revenue $1,200,000. Post Office address: 221 North Grand Blvd., St. Louis 3, Mo. Studio and transmitter location: 3621 Olive St. Geographic coordinates: 38° 38′ 18″ N. Lat., 90° 14′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Joseph A. Volk, St. Louis 8, Mo. Principals include **St. Louis U.** (60%), President **Paul C. Reinert, S. J.,** president of St. Louis U.; Vice President **George A. Volz,** general manager of WEW; **Howard F. Baer,** (4%), president of A. S. Aloe Co. (hospital supplies); **Donald Danforth** (4%), president of Ralston Purina Co. (mfrs. of cereals and livestock and poultry feeds); **Russell L. Dearmont** (4%), counsel for trustee of Missouri Pacific Railroad Co. and chairman of the board of Federal Reserve Bank of St. Louis; **Leo C. Fuller** (4%), chairman of the board of Stix, Baer & Fuller Co. (department store); **Gale F. Johnston** (4%), president of Mercantile Trust Co. (commercial banking and trusts); **Bernard C. MacDonald** (4%), president of B. C. MacDonald & Co. (mfgrs. representative for railroad, industrial and brewery supplies); **Richard C. Muckerman** (4%), executive vice president of City Products Corp., Chicago (ice, fuel, cold storage, brewery and dairy products); **James J. Mullen Jr.** (4%), president of Moloney Electric Co. (mfgrs. of electrical goods); **Daniel M. Sheehan** (4%), vice president of Monsanto Chemical Co., and **Leif J. Sverdrup** (4%), president of Sverdrup & Parcel Inc., consulting engineers.

KEENE, N. H.—WKNE Corp. (WKNE) UHF Ch. 45 (656-662 mc); ERP 22.8 kw visual, 11.4 kw aural; antenna height above average terrain 800 ft., above ground 375 ft. Estimated construction cost $164,615.62, first year operating cost $74,100, revenue $50,000. Post Office address: 17 Dunbar St., Keene. Studio location 17 Dunbar St. Transmitter location 7.5 mi. NW of Keene. Geographic coordinates 43° 01′ 06″ N. Lat., 72° 21′ 31″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Joseph K. Close** (61.78%), Treasurer **George W. Smith** (9%), **Lyman Spitzer** (5%). Figures represent ownership after stock subscriptions are issued.

MANCHESTER, N. H.—The Radio Voice of New Hampshire Inc. (WMUR-AM-FM) VHF Ch. 9 (186-192 mc); ERP 59 kw visual, 29.5 kw aural; antenna height above average terrain 966 ft., above ground 191 ft. Estimated construction cost $288,000, first year operating cost $300,000, revenue $350,-000. Post Office address: WMUR Bldg., Manchester. Studio location 1819 Elm St. Transmitter location Goffstown, N. H. Geographic coordinates 42° 58′ 59″ N. Lat., 71° 35′ 19″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cummings, Stanley, Truitt & Cross, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Francis P. Murphy** (97%), president, Parnell Investment Corp., Nashua, N. H. and Vice President **Dr. James J. Powers** (3%) physician.

ALBUQUERQUE, N. M.—Greer & Greer, Resubmitted [B•T, April 21] VHF Ch. 7 (174-180 mc); ERP 91 kw visual, 45.5 kw aural; antenna height above average terrain 4,152 ft., above ground 274 ft. Estimated construction cost $355,819, first year operating cost $180,000, revenue $240,-000. Post Office address: Lensic Bldg., Santa Fe, N. M. Studio location not listed in application. Transmitter location Sandia Peak, 14 mi. NE of Albuquerque. Geographic coordinates 35° 12′ 30″ N. Lat., 106° 27′ 02″ W. Long. Transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include General Partners **E. John Greer** and his wife, **Saloma S. Greer,** doing business as Greer & Greer at Sante Fe, N. M., each 50% owner. Mr. Greer owns 18.2% of Hilton Hotel, Albuquerque; 50.64% of Sante Fe firm owning & operating four theatres; 16.67% of Denver firm o/o five theatres in Colorado and New Mexico; 50%, Sante Fe realty firm. Mrs. Greer owns 18.2% of a realty firm in Albuquerque, and 49.36% and 50% of two similar firms in Sante Fe. She owns and rents ten commercial build-

SOURCE OF PROGRAMMING

Independents' Output Tops Networks, Agencies in Ross Study

FEARS of station operators that the networks would completely dominate the television broadcasting field through their control of video programming may be safely forgotten. So, too, may the station owners discard any idea that the advertising agencies might seize control of TV's programs.

Those conclusions stem from an analysis of TV program data in the May issue of *Ross Reports on Television Programming,* which lists all programs telecast on the networks or locally in New York City during the year from May 1951 to May 1952. Programs still on the air in April are listed with full data on station or network, time, sponsor, packager, producer, director, casting, commercials, production cost and March Pulse rating. The year's program casualties are listed separately, with dates of debut and departure.

Itemized by type of producer (Table I), the Ross data show that of 217 network programs, the networks produced only 92 or 42%. Agencies accounted for 26 (12%), while independent producers contributed 99 (46%). When sustaining TV shows are taken out of the total and only the 154 commercial programs considered, the Ross breakdown gives 52 programs (34%) to the networks, 26 (17%) to the agencies and 76 (49%) to the independent producers.

Noting that today's "complex talent-network-agency-packager deals" make the determination of actual program control "a touchy proposition," Ross concludes that the criteria must be: "Who controls the created idea; who hires and pays the performing and writing talent; who supervises production details, and, could the show be moved to another network?"

Filmed programs, which are described as "the most significant program force yet developed," are credited with swinging the "packaging pendulum back in the direction of the independent producers and away from the networks." Special credit is given to the films made expressly for video use, although the report includes newsreels and feature films made primarily for theater showing with those made especially for TV.

"Monopoly fears," says the Ross analyst, "are disproved by the chart (Table I), which shows ABC-TV and DuMont controlling a minor percentage of their schedules, while NBC-TV and CBS-TV controlled less than half their commercial shows and only slightly more of their entire schedule during the last cycle."

Increased use of feature films by the New York stations, which in May of this year were the most-used program fare, accounting for 609 quarter-hours a week, a more than 30% increase over the 459 quarter-hours a week of feature films used by these same stations in May 1951, is credited with a major role in pushing the total telecasting time in the city to 2,250 quarter-hours a week (Table II).

* * *

TABLE I

	ALL SHOWS—COM'L. & SUST. (217)						COMMERCIAL SHOWS ONLY (154)					
	Netw.	Prod.	Inde.	Prod.	Agcy.	Prod.	Netw.	Prod.	Inde.	Prod.	Agcy.	Prod.
ABC	7	(18%)	27	(71%)	4	(11%)	1	(4%)	23	(82%)	4	(14%)
DuM	13	(36%)	21	(58%)	2	(6%)	3	(20%)	10	(67%)	2	(13%)
CBS	34	(49%)	26	(37%)	10	(14%)	25	(45%)	21	(37%)	10	(18%)
NBC	38	(52%)	25	(34%)	10	(14%)	23	(42%)	22	(40%)	10	(18%)
	92	(42%)	99	(46%)	26	(12%)	52	(34%)	76	(49%)	26	(17%)

TABLE II

PROGRAM TRENDS: MAY 1950-'51-'52

(All programs, network & local, seen on six NY stations)

QUARTER HOURS (1 Week)

	1952	'51	'50	+ or —
Feature Films	609	459	249	+150
Daytime-Women's *	536	470	376	+ 66
Sports Rls. & News	331	372	417	— 41
Children's	183	208	197	— 25
News Reviews	158	58	56	+100
Dramas & Adventure	136	118	69	+ 18 **
Interview	20	31	35	— 11
Comedy-Variety	56	99	77	— 43
Public Affairs	55	33	23	+ 22
Musical Variety	42	74	82	— 32
Situation Comedy	33	22	13	+ 11
Panel Quiz	24	26	26	— —
Aud. Partic.	19	24	25	— 5
Religious	19	15	8	+ 4
Educa. Exposi.	17	38	15	— 21
Talent-Showcase	12	20	26	— 8
Total Quarter Hours	2250	2067	1694	+183

(Evening and Weekend Shows except where *)

* Includes all daytime except sports, news, feature film.

** Actually plus 43 quarter hours, since daytime serial dramas were included here in previous years, now in daytime-women.

ings in Sante Fe and Albuquerque. Applicant firm also making application for new TV station at Sante Fe (see below).

SANTE FE, New Mexico— Greer & Greer, Resubmitted [B•T, April 21] VHF Ch. 2 (54-60 mc); ERP 10 kw visual, 5 kw aural; antenna height above average terrain 419 ft., above ground 600 ft. Estimated construction cost $329,449, first year operating cost $150,000, revenue $200,000. Post Office address: Lensic Building, Sante Fe, N. M. Studio location Sante Fe, New Mexico. Transmitter location Sante Fe, New Mexico. Geographic coordinates 35° 42′ 45″ N. Lat., 105° 57′ 10″ W. Long. Transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include **E. John Greer** (50%) and **Saloma S. Greer** (50%), New Mexico and Colorado theatre operators (see Albuquerque, N. M., application above).

†**BUFFALO, N. Y.—WGR Bcstg. Corp. (WGR),** VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 499 ft., above ground 551 ft. Estimated construction cost $558,320, first year operating cost $624,000, revenue not estimated. Post Office address: Rand Bldg., Buffalo. Studio and transmitter location: Rand Bldg., 14 Lafayette Sq. Geographic coodinates: 42° 53′ 12″ N. Lat., 78° 52′ 25″ W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include Chairman of the Board **Leo Fitzpatrick** (69.98%), President **I. R. Lounsberry** (30%) and Secretary-Treasurer **Norman E. Nobes** (0.02%).

ELMIRA, N. Y.—Elmira Television, UHF Ch. 18 (494-500 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 848 ft., above ground 431 ft. Estimated construction cost $241.380, first year operating cost $200,000, revenue $275,000. Post Office address: c/o Sayles & Evans, 415 E. Water St., Elmira. Studio location: Mark Twain Hotel, Elmira. Transmitter location: RFD #1, Ashland, N. Y. Geographic coordinates: 42° 01′ 51″ N. Lat., 76° 47′ 10″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Partners **T. K. Cassel** (50%) and **John S. Booth** (50%). Mr. Cassel is president and 99% owner of WDAD Indiana, Pa., sole owner of WATS Sayre, Pa., 25.8% owner of WCHA Chambersburg, Pa. Mr. Booth is vice president-general manager and 33% owner of WCHA, 45% owner of a real estate firm in Chambersburg and 45% owner of a farm and real estate development firm.

KINGSTON, N. Y.—Kingston Bcstg. Corp. (WKNY), UHF Ch. 66 (782-788 mc); ERP 24.8 kw visual, 12.4 kw aural; antenna height above average terrain 250 ft., above ground 436 ft. Estimated construction cost $171,825.39, first year operating cost $93,927.96, revenue $40,000. Post Office address: 17 Dunbar St., Keene, N. H. Studio location: Plainfield St., Kingston, N. Y. Transmitter location: Plainfield St., Kingston, N. Y. Geographic coordinates: 41° 56′ 48″ N. Lat., 73° 59′ 55″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Joseph K. Close** (0.56%), Vice President and General Manager **Robert M. Peebles** (1.11%), Treasurer **George W. Smith** (0.10%); **WKNE Corp.** (50.98%), **Luette S. Close** (7.94%), **Lyman Spitzer** (5.52%), **Mildred M. Smith** (5.05%), **Arthur H. Wicks** (5.52%). Figures represent ownership after stock subscriptions are issued. For ownership of WKNE Corp., see Keene, N. H. (WKNE) TV application, this issue.

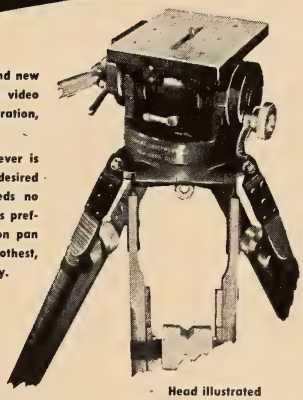
†**ASHEVILLE, N. C. — Skyway Bcstg. Co. (WLOS-AM-FM),** VHF Ch. 13 (210-216 mc); ERP 302 kw visual, 156 kw aural; antenna height above average terrain 2,089 ft., above ground 380 ft. Estimated construction cost $441,559, first year operating cost $156,746, revenue $250,000. Post Office address: P. O. Box 2389, Battery Park Hotel, Asheville, N. C. Studio location to be determined. Transmitter location: Top of Bear Mountain. Geographic coordinates: 35° 27′ 40″ N. Lat., 82° 21′ 35″ W. Long. Transmitter Federal, antenna Federal. Studio equipment Federal. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. Principals include President **Charles M. Britt** (12.21%), Vice President **Charles B. Britt** (13.87%), Secretary **Charles G. Lee Jr.** (1.88%), Assistant Secretary **(Mrs.) Julia L. Pfaff** (0.08%), Assistant Treasurer **M. T. Karleskint** (1.21%), **Joe H. Britt** (16.84%) and **Dr. G. Curtis Crump** (5.37%).

†**CHARLOTTE, N. C.—Radio Station WSOC Inc. (WSOC),** VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 714.5 ft., above ground 719 ft. Estimated construction cost $575,000, first year operating cost $834,000, revenue $1,278,000. Post Office address: P. O. Box 2536, Charlotte. Studio location: 1925 N. Tryon St., Charlotte. Transmitter location: Same as studio. Geographic coordinates: 35° 14′ 34″ N. Lat., 80° 49′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President-General Manager **E. J. Gluck** (0.72%), Vice President **E. E. Jones** (31.432%), Vice President **Charles M. Marshall** (0.5%), Secretary-Treasurer **R. S. Morris** (36.416%), **Hunter Marshall** (16.332%), **Mrs. Adelaide M. Marshall** (14.6%).

†**CANTON, Ohio—The Brush-Moore Newspapers Inc. (WHBC-AM-FM),** UHF Ch. 29 (560-566 mc); ERP 107 kw visual, 53.5 kw aural; antenna height above average terrain 256 ft., above ground 351 ft. Estimated construction cost $245,000, first year operating cost $110,000, revenue $80,000. Post Office address: 500 Market Ave., South, Canton 2, Ohio. Studio location: 550 Market Ave., South. Transmitter location: 2nd Street and Cleveland Ave., N. W. Geographic coordi-

(Continued on page 66)

From Station Break to Feature...
the NEW "BALANCED" TV Tripod
is doing a whale of a job
every day!



WE THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

Head illustrated contains adjustable camera tie-down screw for locating center of gravity. This feature is optional.



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly.

If you work with film... for Studio, Newsreel, Commercials, Business, Industrial or Home Movies—it will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

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Complete line of 35mm and 16mm equipment available for rental
MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm
BELL & HOWELL: Standard, Shiftover, Eyemos
MAURER: 16mm Cameras
MOVIOLA: Editing machines, Synchronizers

We Design and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

We Calibrate Lenses Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. For proper exposure density, it is important that you have your lens "T" stop calibrated. Lenses coated for photography. Special TV coating. Rapid service.

TV Applications Filed

(Continued from page 65)

nates: 40° 47′ 59″ N. Lat., 81° 22′ 36″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Roy D. Moore** (9.15%), Vice President **Joseph K. Vodrey** (7.4%), Vice President **Thomas S. Brush** (2.1%), Secretary-Treasurer **William H. Vodrey** (8.18%), Assistant Secretary **William H. Vodrey Jr.** (7.4%), **William T. Moore** (7.11%) and **Louise Vodrey Boyd** (7.4%).

ZANESVILLE, Ohio—Southeastern Ohio TV System, UHF Ch. 50 (686-692 mc); ERP 93.6 kw visual, 46.8 kw aural; antenna height above average terrain 533 ft., above ground 492 ft. Estimated construction cost $259,-994.65, first year operating cost $200,-000, revenue not estimated. Post Office address: 48-52 N. Fifth St., Zanesville, Ohio. Studio location: Downerd Ave. & Downerd Rd., Zanesville. Transmitter location: Same as studio. Geographic coordinates: 39° 55′ 42″ N. Lat., 81° 59′ 06″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Manager and General Partner **Clay Littick** (25%), secretary-treasurer and 48.9% owner of Zanesville Pub. Co., which owns 60% of Southeastern Ohio Bcstg. Co., licensee of WHIZ Zanesville; General Partners: **Orville B. Littick** (25%), and 49.3% owner of Zanesville Pub. Co.; **Arthur S. Littick** (25%), and 1.8% interest in Zanesville Pub. Co.; **Ernest B. Graham** (15%), and owns 20% interest in WHIZ licensee firm; **Clarence A. Graham** (10%), and owns 20% of WHIZ licensee firm.

McALESTER, Okla. — McAlester Bcstg. Co. (KTMC), UHF Ch. 47 (668-674 mc); ERP 113.04 kw visual, 56.8 kw aural; antenna height above average terrain 450 ft., above ground 322 ft. Estimated construction cost $142,-853, first year operating cost $60,000, revenue $84,000. Post Office address: P. O. Box 158, McAlester, Okla. Studio and transmitter location: 2 mi. North of McAlester business district. Geographic coordinates: 95° 44′ 39″ N. Lat., 34° 56′ 36″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel A. James Gordon, McAlester, Okla. Consulting engineer Leonard R. Lyon, Chickasha, Okla. Principals include President **William E. Young** (5%), Vice President **Elmer Hale Jr.** (3%), Treasurer **C. L. Priddy** (2%), Secretary **William J. Edwards** (1%), Manager **James O. Wilson Jr.** (5%), **William A. Cornish** (20%), **Clovis Young** (15%), **Leo Goldberg** (5%) and **M. M. Schene** (5%).

† **OKLAHOMA CITY, Okla.—Oklahoma County Television & Bcstg. Co.,** UHF Ch. 25 (536-542 mc); ERP 17.26 kw visual, 8.65 kw aural; antenna height above average terrain 500 ft., above ground 536 ft. Estimated construction cost $142,264, first year operating cost $51,000, revenue $90,000. Post Office address: KWCO Chickasha, Okla. Studio and transmitter location NW 63rd and North Harvey, Oklahoma City. Geographic coordinates: 35° 32′ 24″ N. Lat., 91° 31′ 07″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer Leonard R. Lyon, Chickasha, Okla. Principals include Equal Partners **Philip D. Jackson** and **Clarence E. Wilson,** each 50% owner of KWCO Chickasha, Okla. Mr. Wilson is owner of KPUY Pullallup, Wash.

† **PORTLAND, Ore. — KOIN Inc. (KOIN),** VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,146 ft., above ground 594 ft. Estimated construction cost $666,315.73, first year operating cost $480,000, revenue $510,000. Post Office address: New Heathman Hotel Bldg. Studio location: 1402 SW 2d Ave. Transmitter location: Barnes Rd., West of Portland City Limits. Geographic coordinates: 45° 30′ 58″ N. Lat., 122° 43′ 59″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **Marshall Field** (.1%); Vice President **C. Howard Lane** (.1%); Secretary-Treasurer **Carl J. Weitzel** (.1%); Vice President **Harry H. Buckendahl** (.1%), and Vice President **Arthur R. Kirkham** (.0%). Field Enterprises Inc., Chicago, owns 99.4% of stock.

N. of LEBANON, Pa.—Steitz Newspapers, Inc., UHF Ch. 14 (476-482 mc); ERP 19.25 kw visual, 10.7 kw aural; antenna height above average terrain 417 ft., above ground 353 ft. Estimated construction cost $212,-600, first year operating cost $104,-000, revenue $112,000. Post Office address: 24-26 South Eighth St., Lebanon. Studio and transmitter location: Road No. T-487, N. of Lebanon, Pa. Geographic coordinates: 76° 25′ 42″ N. Lat., 40° 22′ 13″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Adam S. Wilder,** Secretary **John Schropp,** Treasurer **Joseph Sansone.** Lebanon News Publishing Co. sole stockholder.

† **PHILADELPHIA, Pa.—Daily News TV Co. (WIBG),** UHF Ch. 23 (524-530 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 620 ft., above ground 528 ft. Estimated construction cost $640,815, first year operating cost $600,000, revenue $500,000. Post Office address: 1425 Walnut St., Philadelphia. Studio location: 13th and Market Sts., Philadelphia. Transmitter location: Vernon Rd. and Cheltenham Ave., Philadelphia. Geographic coordinates: 40° 04′ 42″ N. Lat., 75° 09′ 46″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Roberts & McInnis, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include Seaboard Radio Bcstg. Corp. (84%), Philadelphia Daily News Inc. (10%), President **Paul F. Harron,** First Vice President **Joseph Lang,** Second Vice President **Lemuel Schofield** (3%), Secretary-Treasurer **Katharine A. Harron.**

† **PHILADELPHIA, Pa. — Westinghouse Radio Stations Inc. (KYW-AM-FM),** VHF Ch. 17 (488-494 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 536 ft., above ground 622 ft. Estimated construction cost $440,000, first year operating cost $1,117,000, revenue $279,-000. Post Office address: 1625 K St., NW, Washington 6, D. C. Studio location: 1619 Walnut St. Transmitter location: 17th and Sansom Streets. Geographic coordinates: 39° 57′ 04″ N. Lat., 75° 10′ 00″ W. Long. Transmitter RCA, antenna RCA. Principals include Chairman of the Board **G. A. Price** and Vice President **J. E. Baudino.** Applicant also is licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, WOWO-AM-FM Fort Wayne, Ind., and KEX-AM-FM Portland, Ore. Westinghouse Radio Stations Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

† **READING, Pa. — Eastern Radio Corp. (WHUM),** UHF Ch. 55 (716-722 mc); ERP 261 kw visual, 135 kw aural; antenna height above average terrain 1,784 ft., above ground 1,036 ft. Estimated construction cost $614,339, first year operating cost $570,000, revenue $630,000. Post Office address: Berkshire Hotel, Reading. Studio location: Berkshire Hotel, 5th and Washington Streets, Reading. Transmitter location: 2.8 mi. S.-S.W. of Summit Station, Berks County, Pa. Geographic coordinates: 40° 31′ 34″ N. Lat., 76° 13′ 43″ W. Long. Transmitter GE, antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **Humboldt J. Greig** (32%), Vice President **Richard G. Fichthorn** (2%), Secretary **Paul A. Flickinger** (2%), Treasurer **Jessie P. Greig** (24%), **Arthur W. Hein** (10.8%) and **Max O'Rell Truitt** (8%).

COLUMBIA, S. C.—Radio Columbia (WCOS), UHF Ch. 25 (536-542 mc); ERP 90 kw visual, 45 kw aural; antenna height above average terrain 649 ft., above ground 548 ft. Estimated construction cost $247,117, first year operating cost $244,630, revenue $355,476. Post Office address: Cornell Arms Bldg., Columbia. Studio and transmitter location: Two Notch Road and Wisteria St. Geographic coordinates: 34° 03′ 22″ N. Lat., 80° 58′ 52″

(Continued on page 68)

Advertisement

What is the Future of TV and Moving Pictures?

Spyros P. Skouras, president of Twentieth Century-Fox Film Corporation, gave the answer to stockholders.

In the lower right hand corner of page eleven, Printers' Ink of June 6th, is a news item that every TV official and TV salesman should read and ponder. To save you the time of looking it up in your file, here it is:

Said Mr. Skouras, at the annual meeting of his stockholders, "In my opinion, the future of both television and motion pictures will see the merging of these two mediums, to their mutual benefit. The success of home television will depend substantially on film entertainment—not the same as shown in the theatres, but, nevertheless, programs on film. The theatre, in turn, will be benefited by the introduction of the new large-screen television which, in my opinion, will be the greatest boon to theatre attendance in its history."

Thousands of our readers, buyers of advertising, most certainly read this tight, clear-cut statement made by one of the greatest authorities in the field of entertainment.

As new TV stations are opened, the fight for more local, regional and chain business will be intensified. Now, today, is the time for any TV sales staff to start laying the foundation for future business. Of our 23,-309 subscribers, more than two-thirds are buyers of advertising: sales managers, advertising managers, time buyers, top management, plus thousands of agency people who execute the orders of their clients.



Bob Kenyon

Only in Printers' Ink, "The Voice of Authority" in the world of advertising for 64 years, will you find so many prospects for your station. Week after week, our editors report the happenings in the world of distribution, and tell buyers of advertising of the important changes that lie ahead.

Now, today, is the time to start your regular schedule in Printers' Ink. Tell buyers of advertising what your station can do to aid in winning new customers.

We would like to explain how Printers' Ink may help you. When may we see you?

ROBERT E. KENYON, JR.
Advertising Director

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OLYMPIC SHOW

Nets $1 Million in 14½ Hours

BING CROSBY, Bob Hope, Dorothy Lamour and 250 other entertainers teamed up to raise more than a million dollars in pledges for the U. S. Olympic Games fund in a 14½ hour telethon over the CBS-TV and NBC-TV networks early last week.

The show began on Saturday, June 21 at 11 p.m. EDT and finished Sunday, June 22 at 1:30 p.m. EDT. Total amount pledged was $1,000,020 with Los Angeles contributing $309,265 and New York $279,579. Detroit was said to have placed third with WJBK-TV reporting $89,156 in addition to pledges received by WWJ-TV, which carried parts. The program was carried over 68 CBS and NBC television stations in 48 cities.

A sidelight was the TV debut of three radio personalities: Bing Crosby reportedly has been meeting with the D'Arcy Adv. Co., which represents Coca-Cola; Phil Harris lately signed an exclusive radio-TV contract with NBC and Louella Parsons, whose TV pilot film is being considered by Lustre-Creme for a CBS-TV series.

The coast-to-coast fund-raising program was the first such telethon to originate from the West Coast and the first to be carried on two networks. It was produced by Ed Sobol and Albert Capstaff while Warren Jacober was producer-director of the New York operation. Norman Blackburn and Jack Hope were in charge of talent production.

TV PRODUCER GROUP

Snader Named President

LOUIS D. SNADER, president of Snader Telescriptions Corp., has been re-elected president of National Society of Television Producers, Hollywood, for a two-year term.

David Chudnow, president of Rosamund Productions, was named vice president for a one-year term and Maleese Black, independent producer, was elected treasurer for a two-year period. Gladys Rubens, head of Rubens Productions, has one more year to serve as secretary.

New board of directors are Max Gilford, president of Pegasus Productions Inc.; Bob Clampett, producer-packager of KTLA (TV) Hollywood *Time for Beany*, and Jack Voglin, president of Voglin Corp. The other board members are Tom Armistead, Murray Lerner, Syd Cassyd, all independent producers, and Mike Stokey, producer-packager of NBC-TV *Fantomime Quiz*.

film report

Sales . . .

Colgate - Palmolive - Peet Co., through **Sherman & Marquette Inc.**, New York, has contracted for a 39 half-hour TV film series of *Mr. and Mrs. North* to be made by **Federal Television Corp.**, Beverly Hills. Starting July 21, the first 20 films are to be completed by Oct. 25. **Barbara Britton** and **Richard Denning** will enact the title roles with **Ralph Murphy** set as the director. **John Loveton**, owner-producer of the CBS Radio version, will produce. Federal Television Corp., owned jointly by **William Collier Jr.**, **Harry Joe Brown** and **Randolph Scott**, will headquarter at Goldwyn Studios.

* * *

Jerry Fairbanks Productions, Hollywood, is preparing *The Magic Wheel*, a half-hour TV film commercial for the **National Cash Register Co.** The script by **Leo Rosencrans** shows the relationship between big business and the American way of life.

* * *

Pacific Telephone & Telegraph Co., San Francisco, through **BBDO**, that city, has contracted for 30 20-second and three 60-second TV film commercials to be produced by **Jack Denove Productions**, Hollywood.

* * *

Cascade Pictures of Calif. Inc., Culver City, is making three 60-second live action TV film commercials for **Toni Co.**, Chicago (hair preparations). Agency is **Foote, Cone & Belding Inc.**, that city.

Production . . .

J. G. Stevens Television Productions, Hollywood, has completed the first film in quarter-hour TV series, *I Cook for a Star*. Highlighting Hollywood names through the eyes of their cooks, each program also will feature star's home, family and favorite foods. Narrated by **Reba** and **Bonnie Churchill**, syndicated columnists, the pilot film is built around **Pat O'Brien's** home, family and cook.

* * *

Pivar Productions, Culver City, Calif., headed by **Ben Pivar**, production executive at Universal-International, plans a half-hour TV film series to be called *Bureau of Missing Persons*. Starting in mid-July, the programs will be based on factual cases with the camera crew shooting at the actual scenes of the happenings. **Arthur Hilton** will direct.

Film People . . .

Argyle Nelson, production executive at RKO Radio Pictures, joins **Desilu Productions**, Hollywood, as general manager in charge of production. He succeeds **Al Simon**, named production manager on CBS-TV *George Burns and Gracie Allen show*.

* * *

Lou Victor, who operates his own Hollywood advertising agency, has joined **Wilshire Television Productions Inc.** as second vice-president in charge of the commercial division, to be known as **Televictor Unit.**

* * *

Gene Fowler, Hollywood writer, is in New York for conferences pertaining to distribution of the George M. Cohan story and music properties, developed by him and **Gene Towne** as a TV package. Preproduction has started on the team's original TV film series, *The Unsinkable Mr. Ruddigore* and *The Looking Glass Kid*.

Miscellany . . .

Interstate Television Corp., Hollywood, subsidiary of Monogram Pictures, which holds an option on half-hour TV films made by **National Repertory Theatre Inc.**, that city, has selected "The Victim" for inclusion in *Ethel Barrymore Theatre* TV film series. **Arthur Kennedy** and **Edward Arnold** are co-starred. Through a deal recently concluded by National Repertory Theater and **William Morris Agency**, Beverly Hills, the agency acquires national sales rights to future films.

* * *

Lew Kerner, executive in charge of production for **Motion Pictures for Television**, Hollywood, has acquired the personal rights to over 22,000 short stories and articles published in *Liberty* magazine from 1924-50 through **Network Story Sales Inc.**, New York. Disposal or adaptation of the properties to TV or feature films has not been determined by Mr. Kerner.

* * *

Guild Films Co., Hollywood, headed by **Reub Kaufman**, will handle the national distribution of a half-hour TV film series, *The Guild Theatre*, produced by **Telepictures Corp.**, Beverly Hills. The programs, 13 of which have been completed, are dramas of suspense and action, featuring **Richards Travis, Ann Savage, Edward Brophy, Iris Adrian** and others.

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KFMB-AM 550-K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

TV Applications Filed

(Continued from page 66)

W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Charles W. Pittman** (71%), Executive Vice President **James W. Hicks,** Vice President **H. W. Pittman** (29%) and Secretary-Treasurer **Margaret B. Pittman.**

† **GREENVILLE, S. C.—The Greenville News-Piedmont Co. (WFBC-AM-FM),** VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,406 ft., above ground 683 ft. Estimated construction cost $696,179, first year operating cost $475,000, revenue $525,000. Post Office address: News Bldg., Greenville, S. C. Studio location to be determined. Transmitter location: Paris Mountain. Geographic coordinates: 34° 55′ 41″ N. Lat., 82° 24′ 22″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Roger C. Peace,** Vice President **Charlie Peace,** Secretary **B. H. Peace Jr.** and Treasurer **J. Kelly Sisk.** Laura C. Peace, Roger C. Peace and Charlie Peace, trustees of estate of B. H. Peace, control 83.9% of stock.

CHATTANOOGA, Tenn.—Mountain City Television, Inc. (WAPO) VHF Ch. 3 (60-66 mc); ERP 16.4 kw visual, 8.2 kw aural; antenna height above average terrain 1131 ft., above ground 300 ft. Estimated construction cost $381,962.58, first year operating cost $290,000, revenue $290,000. Post Office address: c/o Read House, Chattanooga, Tenn. Studio location McCallie & Lindsey Sts. Transmitter location Fairmount Road near State Highway 8, Near Chattanooga. Geographic coordinates 35° 09′ 39″ N. Lat., 85° 18′ 53″ W. Long. Transmitter DuMont, antenn RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principals include Pres. **Ramon G. Patterson** (50%), Treas. **Will Cummings** (50%), Vice Pres. **Helen H. Patterson,** Secty. **W. Tillman Grant.**

CHATTANOOGA, Tenn.—Southern Television Inc., VHF Ch. 12 (204-210 mc); ERP 63.54 kw visual, 31.77 kw aural; antenna height above average terrain 831 ft., above ground 187 ft. Estimated construction cost $449,409, first year operating cost $350,000, revenue $375,000. Post Office address: 509 Cherry St., Chattanooga. Studio location: 1103 Hixon Pike. Transmitter location: East Brow Road. Geographic coordinates: 35° 09′ 47″ N. Lat., 85° 18′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Moses Lebovitz** (37.5%), president of Independent Theatres Inc.; Vice President **Z. Carrter Patten** (12.5%), manager of property including Hotel Key Bldg.; Secretary-Treasurer **J. H. Hardy,** CPA; **Joel W. Solomon** (12.5%), secretary-treasurer of Independent Theatres Inc.; **Felix Diamond** (12.5%), insurance agent; **Manual Ross** (12.5%), Chattanooga Rock Products; **William C. Hudlow Jr.** (12.5%), Arrow Transfer & Storage Co.

JACKSON, Tenn.—The Sun Publishing Co. (WTJS-AM-FM), VHF Ch. 9 (186-192 mc); ERP 19.2 kw visual, 9.6 kw aural; antenna height above average terrain 634 ft., above ground 564 ft. Estimated construction cost $195,925, first year operating cost $93,300, revenue $100,000. Post Office address: 104-106 West Baltimore St., Jackson. Studio and transmitter location on West side of Highway 45, 2.2 mi. NW of Jackson. Geographic coordinates: 35° 38′ 46″ N. Lat., 88° 49′ 57″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President **(Mrs.) Sally Person Pigfird** (57.5%), Chairman of the Board **W. A. Caldwell** (1%), Vice President and General Manager **Albert A. Stone** (10%), Executive Vice President **Harris Brown** (14%) and **Dr. J. L. Cook** (5%).

KNOXVILLE, Tenn. — Mountcastle Bcstg. Co. Inc. (WROL-AM-FM) VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 930 ft., above ground 585 ft. Estimated construction cost $559,250, first year operating cost $274,718, revenue $335,000. Post Office address: 612 Gay St. SW., Knoxville, Tenn. Studio location 612 Gay St. SW. Transmitter location Sharps Ridge Memorial Road 0.9 mi. West of Highway 33. Geographic coordinates 36° 00′ 13″ N. Lat., 83° 56′ 35″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President **Paul Mountcastle** (100%), Vice President and General Manager **W. H. Linebaugh,** Secretary **John A. Ayres,** Treasurer **Paul Mountcastle Jr.**

† **KNOXVILLE, Tenn. — Scripps-Howard Radio Inc. (WNOX),** VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 958 ft., above ground 620 ft. Estimated construction cost $546,693, first year operating cost $441,480, revenue $418,600. Post Office address: 110 South Gay St., Knoxville. Studio location: 110 South Gay St. Transmitter location: Top of Sharp Ridge. Geographic coordinates: 35° 59′ 57″ N. Lat., 83° 56′ 59″ W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer J. B. Epperson, Cleveland 14, Ohio. Principals include Chairman of the Board **Karl A. Bickel,** President **Jack R. Howard,** Vice President **R. B. Westergaard,** Vice President **J. C. Hanrahan** and Vice President **M. C. Watters.** Voting rights to 100% of stock are held by The E. W. Scripps Co., Cleveland.

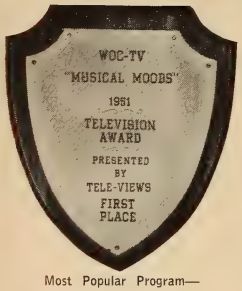
† **AMARILLO, Tex.—Plains Radio Bcstg. Co. (KGNC),** VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 767 ft., above ground 750 ft. Estimated construction cost $700,000, first year operating cost $314,652, revenue $273,239. Post Office address: 8th and Harrison St., Amarillo. Studio location: 2000 N. Polk. Transmitter location: 4.5 mi. North of Amarillo city limits. Geographic coordinates: 35° 18′ 52″ N. Lat., 101° 50′ 47″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **B. E. Walker,** Vice President **Parker F. Prouty** and Secretary-Treasurer **Tom Kritser.** Globe News Publishing Co. holds 81% of stock, which is voted by **Gene A. Howe** (see story, page 38); remaining 19% of stock held by Globe News Employes Pool.

† **AUSTIN, Tex.—Capital City Television Co.,** UHF Ch. 18 (494-500 mc); ERP 216.5 kw visual, 108.5 kw aural; antenna height above average terrain 328 ft., above ground 472 ft. Estimated construction cost $405,500, first year operating cost $368,600, revenue $250,000. Post Office address: Enfield Apartments, Enfield Road, Austin, Tex. Studio and transmitter location: Capital National Bank Bldg., 120 W. 7th St. Geographic coordinates: 30° 16′ 10″ N. Lat., 97° 44′ 35″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of Capital City Television Co. is **Charles Henry Coffield,** independent Texas oil operator and son of H. H. Coffield, who owns ⅓ partnership interest in firms which are applicants for TV stations in New Orleans, Corpus Christi, Dallas and Houston.

† **CORPUS CHRISTI, Tex.—Corpus Christi Television Co.,** VHF Ch. 10 (192-198 mc); ERP 251 kw visual, 134 kw aural; antenna height above average terrain 393 ft., above ground 410 ft. Estimated construction cost $434,000, first year operating cost $374,000, revenue $370,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: Driscoll Hotel, N.

CBC-TV Trial Program

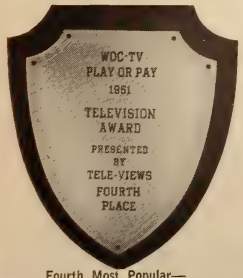
FIRST trial television programs from CBC-TV Montreal are to begin July 25, with telecasts of International Baseball League games from Montreal. Announcement was made last week by Aurele Seguin, TV director at CBC Montreal. Additionally, programs in drama, comedy, variety, music and documentary will be telecast during an experimental period.



Most Popular Program—
"Musical Moods"



Third Most Popular—
"Golden Opportunity"



Fourth Most Popular—
"Play or Pay"

THE VOTES ARE COUNTED

–it's a LANDSLIDE for WOC-TV Programs

Voting Place—"Tele-Views," TV fan magazine for the Quint-City area. . . .

Contest—"Tele-Views" readers vote on popularity of locally produced TV programs. . . .

Prizes—Bronze plaques to four programs winning most votes.

Results—THREE (left) OF THE FOUR PLAQUES NOW IN WOC-TV TROPHY ROOM. . . .

But more than that—of the 15 local programs voted "most popular," 12 were WOC-TV productions. . . .

LET THE NEAREST F & P MAN TELL YOU HOW TO GET YOUR PRODUCT OR SERVICES ON THE SALES-WINNING BALLOT IN THE QUINT-CITY AREA. . . .

OR WRITE US, DIRECT

FREE & PETERS, INC.
Exclusive National Representatives

The Quint-City Station

COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager

WOC-TV
Channel 5

Davenport, Iowa

Broadway and Antelope St. Geographic coordinates: 27° 47′ 47.5″ N. Lat., 97° 23′ 48″ W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield**, each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Dallas and Houston, Tex.

† **DALLAS, Tex. — UHF Television Co.**, UHF Ch. 23 (524-530 mc); ERP 222 kw visual, 116 kw aural; antenna height above average terrain 515 ft., above ground 577 ft. Estimated construction cost $424,500, first year operating cost $381,000, revenue $240,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas. Studio and transmitter location: Cliff Towers Hotel, Zanus Blvd. and Colorado St. Geographic coordinates: 34° 45′ 29″ N. Lat., 96° 49′ 03″ W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield**, each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Houston, Tex.

† **EL PASO, Tex.—Roderick Bcstg. Corp. (KROD)**, VHF Ch. 4 (66-72 mc); ERP 56.3 kw visual, 28.1 kw aural; antenna height above average terrain 1,052 ft., above ground 285 ft. Estimated construction cost $336,400, first year operating cost $132,000, revenue $120,000. Post Office address: Wyoming and Walnut Streets, El Paso. Studio location: 2201 Wyoming St. Transmitter location: Top of Mt. Franklin. Geographic coordinates: 31° 47′ 29″ N. Lat., 106° 28′ 49″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Edward P. Talbott, El Paso. Principals include Chairman of the Board **Dorrance D. Roderick** (78%), owner of 76% interest in *El Paso Times*, 53% owner of Southwest Network Inc. (radio time selling), and until June 1951 64% owner of KOSA Odessa, Tex., and until June 1951 owner of KSIL Silver City, N. M.; President **Val Lawrence** (10.1%), 52% owner of KAVE Carlsbad, N. M.; Vice President **Bruce Barnard Jr.** (2.5%), Secretary **Kelton B. Clark** (3.4%) and Treasurer **Dorrance D. Roderick Jr.** (3.3%).

HARLINGEN, Tex. — Rio Grande Television Corp. (KGBS) VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 600 ft., above ground 634 ft. Estimated construction cost $240,303, first year operating cost $180,000, revenue $240,303. Post Office address: P. O. Box 711, Harlingen, Tex. Studio location Harlingen, Tex. Transmitter location La Feria, Tex. Geographic coordinates 26° 09′ 31″ N. Lat., 97° 49′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Pres. **McHenry Tichenor** (50%), Vice-Pres. **J. C. Looney** (40%), Secy.-Treas. **Troy R. McDaniel** (10%).

† **HOUSTON, Tex.—UHF Television Co.**, UHF Ch. 23 (524-530 mc); ERP 176 kw visual, 88 kw aural; antenna height above average terrain 510 ft., above ground 540 ft. Estimated construction cost $430,000, first year operating cost $376,000, revenue $300,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: 4600 Calhoun Road, Houston. Geographic coordinates: 29° 43′ 27.2″ N. Lat., 95° 20′ 13.9″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield**, each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Dallas, Tex.

† **LONGVIEW, Tex. — East Texas Television Co.**, UHF Ch. 32 (578-584 mc); ERP 20 kw visual, 12 kw aural; antenna height above average terrain 287 ft., above ground 340 ft. Estimated construction cost $178,873, first year operating cost $163,500, revenue $180,000. Post Office address: Route 3, Longview, Tex. Studio location: 6 mi. SW of Longview on State Highway 26. Transmitter location: Same as studio. Geographic coordinates: 32° 26′ 37″ N. Lat., 94° 49′ 5.5″ W. Long. Transmitter GE, antenna RCA. Legal counsel: Ross K. Prescott, Dallas, Tex. Consulting engineer: Guy C. Hutcheson, Arlington, Tex. Principals include **Arlington James Henry** (sole owner), owner of Henry's appliance store.

† **WICHITA FALLS, Tex.—Wichtex Radio & Television Co. (KFDX)**, VHF Ch. 3 (60-66 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 510 ft., above ground 549.5 ft. Estimated construction cost $308,493, first year operating cost $120,000, revenue $150,000. Post Office address: 801 Scott St., City National Bank Bldg., Wichita Falls. Studio and transmitter location: State Route 30 and Old Seymour Road. Geographic coordinates: 33° 53′ 22″ N. Lat., 98° 33′ 26″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Abe Herman, Fort Worth, Tex. Consulting engineer George C. Davis, Washington. Principals include President **Darrold A. Cannan** (52.95%), Vice President **W. P. Hood** (3.33%), Vice President **Howard H. Fry** (6%), Secretary-Treasurer **M. Kuhfuss** (2.33%), **Darrold A. Cannan Jr.** (12%), **John Adams** (3.67%), **Mott Johnson** (3.33%) and **John White** (1.67%).

HARRISONBURG, Va. — Shenandoah Valley Bcstg. Corp. (WSVA), VHF Ch. 3 (60-66 mc); ERP 12.74 kw visual, 6.37 kw aural; antenna height above average terrain 1,838 ft., above ground 170 ft. Estimated construction cost $152,952.18, first year operating cost $179,853.76, revenue $193,890.24. Post Office address: Rawley Pike, Harrisonburg, Va. Studio loca-

(Continued on page 85)

Why is every major network timing the Presidential Conventions with SELF WINDING CLOCKS?



Style 37-15" SS.
Sweep Seconds; Self Winding

Yes, all the major *radio* and *television* networks (and most independents) covering the Republican and Democratic Conventions in Chicago for nation-wide audiences are relying on Self Winding Clocks for the timing and synchronization of their programs. This also holds true for other *regularly* scheduled local and national programs.

Here's WHY –

- **Can be automatically synchronized on the hour***
- **Unaffected by AC power failures (self-powered)**
- **Install anywhere (AC power line not required)**
- **One clock or a complete synchronized clock system**

You, too, can have *dependable, exact* time-keeping for your local and national broadcasts. Send the coupon today for full particulars and free estimate on recommended installation to meet your requirements.

**U. S. Naval Observatory Time*

SELF WINDING CLOCK COMPANY, INC.
Manufacturers of Standard and Specially Designed Clocks and Clock Systems for more than 65 Years
207 WILLOUGHBY AVENUE · BROOKLYN 5, NEW YORK

SELF WINDING CLOCK CO., INC.
207 Willoughby Ave., Brooklyn 5, N. Y.

Please send me complete information.

Name_____

Company_____

Street_____

City_____ State_____

DETROIT CONTEST
Brings 126,423 Entries

UNITED Detroit Radio Committee last week announced the winners of its "I Like Radio Because" contest, which drew 126,423 entries.

Seven stations used a saturation schedule of chainbreaks and minute announcements for the contest period May 19-27. Participating stations were identified as WEXL WJBK WJR WKMH WWJ WXYZ Detroit and CKLW Windsor.

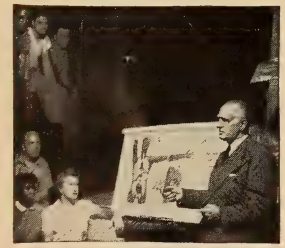
Twenty winners were announced on a special broadcast June 11, carried by all seven stations.

Grand Prize winner was Mrs. Marie Crowley of Detroit, who received a new Packard donated by the Packard Dealers Assn. of Metropolitan Detroit plus other gifts.

Contest judges were Louis Miriani, president of Detroit's City Council and acting mayor; Norman Glenn, editor of *Sponsor* magazine, and Winfield R. Levi, sales manager, BROADCASTING • TELECASTING.

An informal cocktail party and dinner were held in the Statler Hotel to celebrate the contest's successful completion. Among those present were:

J. E. Campeau, president, and E. Wilson Wardell, sales manager, CKLW; Gordon Sparks, president, and Ernie Holder, sales manager, WEXL; Gayle Grubb, manager, and Pat McInnis, promotion director, WJBK; Worth Kramer, vice president-manager, and Jim Quello, promotion manager, WJR; Edwin Wheeler, general manager, and James Eberle, sales manager, WWJ, and James Riddell, president, and Hal Neal, assistant sales manager, WXYZ. Fred Knorr, president, and George Millar, sales manager, WKMH, seventh participating station, were unable to attend.



On the job!

Our volunteer speakers are saving thousands of lives *today*... in factories and offices, at neighborhood centers and at organization meetings all over this land... showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

American Cancer Society

air-casters



BOB EVANS, program director of combined operations, WSPD-AM-TV Toledo, Ohio, named to same duties at TV outlet only. **LES DANA,** assistant to Mr. Evans, appointed program director of WSPD-AM.

BOB LEE, program director, WPEO Peoria, Ill., to WNGO Mayfield, Ky., as community service coordinator.

CARL TIBBETTS, KNOW Austin, Tex., to announcing staff, WSB-TV Atlanta.

GENE MORGAN, staff announcer, KGIL San Fernando, Calif., promoted to program director.

DONALD GREGORY SUPINSKI to WIP Philadelphia, as assistant record librarian.

POLLY KAUFMAN, West Coast editor, *Movieland* and *Screen Guide* magazines, to KFI Los Angeles as log editor.

CALEB PAINE, program supervisor, WGY Schenectady, N. Y., named director of public service for that station and WRGB (TV) that city. **BERNARD S. KRAUSE,** supervisor of science broadcasting, WGY, appointed production supervisor.



Mr. Paine



Mr. Krause

ANNE J. HOLLAND, assistant director of public affairs and education, WBAL Baltimore, awarded honorary membership in Baltimore Club of U. of Maryland Alumni.

BOB RIERSON, program director, WBT Charlotte, N. C., called to active duty with Navy. **BILL MELSON,** production manager, will handle duties until successor is appointed. **NELSON BENTON,** promotion manager, WSCO Charlotte, to WBT as publicity manager.

HOWARD S. KEEFE, promotion manager, WSPR Springfield, Mass., re-elected to executive board of Hampden County Accident Prevention Council, that city.

FRANK MORIARTY, WCBS-TV New York director, to staff of City College of New York as instructor in television and radio.

DALE SHEETS, guest relations manager, KTTV (TV) Hollywood, promoted to film director. He replaces **TOM CORRADINE,** who has resigned.

DAVID M. PLATT, program director, WPAZ Pottstown, Pa., adds duties of traffic manager.

CHARLES HEBERT, director, NBC radio *Mario Lanza Show,* signed to direct CBS Radio *Club 15* next fall.

JACK WAGNER, KGIL San Fernando, Calif.; **FRANK CARROLL,** KLAC Hollywood, and **DON CALLEN,** WKZO-TV Kalamazoo, Mich., to KHJ Hollywood as announcers.

JERRY CONWAY and **BETTY CLEVENGER,** publicists, KNXT (TV) Hollywood, to CBS-TV that city, in similar capacities. **SUSAN WISE,** secretary to **DEAN LINGER,** sales promotion-publicity manager for station, promoted to publicist. **MICHAEL DOUGHERTY,** director of public relations, Prudential Insurance Co., L. A., to station as Mr. Linger's assistant.

FRANK TEAS to announcing staff, WGNY Newburgh, N. Y., for summer months.

JACK C. KENASTON, Hollywood TV film packager, to KTTV (TV) that city, as sales promotion manager.

FRANK LOKEY, announcer, WBIG Greensboro, N. C., returns to WNOX Knoxville, Tenn., in same capacity.

LARRY THOR who portrays Danny Clover on CBS Radio *Broadway Is My Beat,* assigned role in Universal-International feature film, "Mississippi Gambler."

KATHLEEN CROWLEY, New York TV actress, assigned role in 20th Century-Fox feature film, "The Farmer Takes a Wife."

ED BRITTON to CKOK Penticton, B. C., as farm editor.

JOHN CARVER to KODY North Platte, Neb., as announcer. **ED LAUNER,** announcer there, transfers to traffic department.

MARY SINCLAIR, New York TV actress, assigned feminine lead in Paramount Pictures feature film, "The Rebel."

THOMAS HERMAN, TV actor, assigned role in M-G-M feature film trilogy, "Story of Three Loves."

LEE MORRIS, announcer, WSB Atlanta, father of girl, Jeannay Elizabeth, June 15.

BILL ARRINGTON, program director, WMRC Greenville, S. C., father of boy, June 12. **CLAUDE FREEMAN,** disc jockey there, father of boy, Phillip.

BARBARA EILER (MRS. DON NELSON), radio actress, mother of girl, Laurie Ann, June 11. Father is writer of ABC radio *Adventures of Ozzie and Harriet.*

HAL STUBBS, program director, CKVL Verdun and Ann Marino will be married July 12.

ROBERT LeMOND, staff announcer, KNX Hollywood, father of boy, Stephen, June 12.

LARRY BERRILL, disc m.c., KBIG Avalon, Calif., father of girl, Gretchen.

News • • •

WILLIAM (BILL) FITZGERALD, program manager of Armed Forces Network station, Berlin, Germany, to NBC radio as newscaster.

HUGH McCOY, World Wide Broadcasting Foundation, to KFBA Omaha, as newscaster.

JACK WALTERS, CBS newsman, to WCAU-AM-TV Philadelphia, on news staff.

RADIO FREE ASIA
Manila Operation Begun

RADIO FREE ASIA has begun to shift operations from San Francisco to the Far East, John W. Elwood, RFA director, announced last week.

Mr. Elwood disclosed that a team of four radio experts has left for Manila. Members were listed as William E. Minette, Walter Briggs, Margaret Liang Briggs and Clementine Wacula.

RFA, operated by the Committee for Free Asia, now beams programs from San Francisco six days weekly via two transmitters in the Philippines and one on Guam. Now programs will be written and broadcast directly from Manila, he added.

"Broadcasting from Asia, in cooperation with Asians, should win larger audiences for Radio Free Asia," Mr. Elwood said.

"Through our programs," he explained, "we are trying to keep alive the hopes of Asians now under Communist domination and to stiffen Asian resistance to Communist aggression."

Mr. Minette, of Palo Alto, Calif., will be RFA director for Manila. He was formerly public affairs director for KNBC San Francisco.

Mr. Briggs, native of Peoria, Ill., will be director of information. For many years, Mr. Briggs was correspondent in Asia for the United Press and for the *Christian Science Monitor.* Mrs. Briggs, born in Peiping, China, and now an American citizen, will participate in program production. During World War II, she served as a civilian teacher in Kunming, China. Miss Wacula, born in Switzerland and a former resident of Tacoma, Wash., will serve as administrative assistant. Miss Wacula formerly served at KMO Tacoma, KOOL Phoenix and KITO San Bernardino.

OPTOMETRY AD CLAIMS
D. C. Reins Proposed

TIGHTENING up of the advertising freedom of optometrists was a step nearer in the District of Columbia last week when a House District subcommittee approved for full committee action a bill (S 106) revising the D. C. Optometry Act.

Bitterly fought measure passed the Senate May 7. It is opposed by the Washington Publishers Assn., National Retail Optical Assn., and others. It is favored by the American Optometric Assn., District Optometric Assn. and the District Board of Optometry.

Opponents claimed at subcommittee hearings last month that it would create an "eye glass monopoly" and was an attempt to control newspaper, radio and television advertising.

Provisions of the legislation ban advertising of (1) fees for professional services, (2) prices, (3) terms of credit, (4) discounts and (5) guarantees. It also gives the Board of Optometry of the District of Columbia power to revoke or suspend licenses if an optometrist advertises contrary to the above-mentioned provisions, or claims professional superiority or superior performance, or offers free service or examinations.

AWRT CHAPTER

Elects Heloise Broeg

HELOISE PARKER BROEG, of WEEI Boston, was elected president of the New England chapter of American Women in Radio & Television at its organization meeting in Boston June 20 [B•T, June 23]. Some 50 women broadcasters and telecasters attended the meeting.

Other officers are: Connie Stackpole, Granite State Network, Manchester, N. H., vice president; Claire Crawford, WORL Boston, steering committee chairman; Eileen Kneeland, WHAV Haverhill, Mass., secretary; Louise Morgan, WNAC-AM-TV Boston, treasurer.

Speakers included Harold E. Fellows, NARTB president; Miss Morgan; Marjorie Mills, WBZ Boston; Mildred Carlson, WBZ and WBZ-TV; Mrs. Crawford; Jan Gilbert, Harold Cabot & Co., Doris Corwith, AWRT national president and NBC public affairs director, and Betty Stuart Smith, AWRT director-at-large and radio public relations director of J. Walter Thomspon Co. Dorothy Fuller, WBET Brockton, Mass., AWRT eastern vice president, presided.

BIELSKI SUCCEEDS KEIM

In AF Radio-TV Post

CAPT. CASS BIELSKI has been named chief of the Air Force Radio-TV Section in the Dept. of Defense, succeeding Lt. Col. Robert P. Keim, the Air Force Dept. has announced.

Col. Keim is to assume new duties as chief of the Air Force Section at the Armed Forces Public Information Center in New York Tuesday (tomorrow). He will be responsible for all AF public information activity in that area, with stress on radio-TV. At the Pentagon he was instrumental in development of the *Air Force Hour* and *Serenade in Blue*.

Capt. Bielski, who becomes chief of that section, has been serving as deputy to Col. Keim. He also has worked on radio-TV productions in recent years.

On All Accounts

(Continued from page 10)

director and agricultural journalism instructor. Because many of his students were older, he grew a mustache (he's the only one who liked it) to look a bit more mature.

When the war started, both these jobs were eliminated as the need for publicity declined when the Army moved in and teachers weren't busy. Fortunately, the head of the radio department left campus and Mr. Seaman was his successor.

He learned radio the hard way but fast. His primary assignment was to write, produce, appear in, record and mail a daily quarter-hour farm show which was carried as a public service feature by every station in the state. The war also hit the WDAY Fargo news staff, and Mr. Seaman was drafted to handle news editing and writing there three nights weekly and on Saturday and Sunday. His weekly work total: 100 hours.

His next job was serving as press and radio chief of the regional office of the U. S. Soil Conservation Service in Milwaukee, a bureau of the Dept. of Agriculture which sent out promotion and publicity. In fall of 1945, when Allis-Chalmers ventured into network radio with *The National Farm and Home Hour*, Mr. Seaman was offered the job of radio executive at the agency.

Allis-Chalmers, which collects many "firsts," is the only network TV sponsor among farm equipment manufacturers. This winter, for the fifth year, it will sponsor the judging of the grand champion steer at Chicago's International Livestock Exposition on NBC-TV.

Mr. Seaman, Allis-Chalmers and the Gittins agency work to benefit agriculture 5, 10 and 25 years from now, because a healthy and favorable agriculture industry is basic to the nation's economy. A sound industry alone will benefit Allis-Chalmers and other such companies, they believe. All company and agency activity is coordinated toward the betterment of agriculture generally, and the company is a pioneer in making the advertising industry aware of the vast farm market potential.

Mr. Seaman, in addition to his foreign business excursions, has traveled in almost every state to handle remote broadcasts for the network show. His long and busy weeks nevertheless include golf, fishing (for pike), bowling and taking care of the lawn at his home in Shorewood, a Milwaukee suburb. He is married to the former Laura Sebert, whom he met during high school days in Guthrie Center, Iowa. Their children are Charlotte, 15, and Richard, 13.

LBS CREDITORS

Hold First Meet July 8

CREDITORS of Liberty Broadcasting System Inc., which has been adjudged bankrupt, will hold their first meeting July 8 in Dallas, according to D. M. Oldham, referee in bankruptcy in the Dallas Div., Northern District of Texas, U. S. District Court.

Creditors may be asked to approve a plan to use proceeds from the sale of Liberty assets toward prosecution of the LBS $12 million suit against 13 major league baseball clubs [B•T, Feb. 25]. LBS suspended network service May 15 [B•T, May 19].

Meeting of the creditors will be held at Room 372, Federal Bank Bldg., Dallas at 10 a.m., July 8. The referee's notice said "the creditors may attend, prove their claims, appoint a trustee, appoint a committee of creditors, examine the bankrupt, and transact such other business as may properly come before said meeting."

The notice explained that Liberty "has been duly adjusted bankrupt upon an involuntary petition filed against it on June 5, 1952."

Notice of sale of Liberty assets on July 15 was given by the referee. Listed are items said to have an approximate value of $83,104, to be the highest bidder for cash, at public or private sale.

Among items are 11 Ampex console #400 tape recorders, five sets of General amplifying and rack equipment one master control room, four sub-controls, a master automatic switching control, consoles, nine Gates turntables units, two Presto master model disc recorders with amplifiers, and similar gear. Receiver is William J. Rochelle Jr., 911 Republic Bank Bldg., Dallas. The sale is subject to action by the referee at the July 8 creditors meeting.

Fry, Ingle Speak

KEN FRY, radio-television chairman for the Democratic National Committee, and Ed Ingle, his Republican counterpart, will speak tonight (Monday) before the Chicago chapter of American Women in Radio and Television. They will discuss use of media at the national political conventions.

WILLIAM C. BARNES

Was WMVA President

FUNERAL services were held June 23 for William C. Barnes, 58, president, Martinsville (Va.) Broadcasting Corp., operator of WMVA-AM-FM Martinsville. Mr. Barnes died June 21 following a heart attack.

Native of Decatur, Ill., Mr. Barnes went to Martinsville in 1937 and bought the *Daily Bulletin*, of which he served as publisher-owner until its sale in 1946.

Mr. Barnes established WMVA in 1940 and that station's FM affiliate in 1950.

His newspaper experience included publications at Decatur and Peoria, Ill., Beaumont, Tex., and Chicago. He represented the American Legion national magazine in Detroit, and had served as secretary to two congressmen in Washington. Survivors include his wife and four daughters.

Mrs. Ruth Gilbert

MRS. RUTH GILBERT, wife of Dick Gilbert, KTYL Phoenix disc jockey, and who as Ruth Wimp formed with her husband the radio and theatre singing team of Gilbert and Wimp in the early 1930s, died June 20 in an automobile accident near Wittman, Ariz. The husband and wife team also published several tunes and Mrs. Gilbert drew pen and ink portraits. Her mother and a sister also survive.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

We keep plugging it!



KWK is the radio buy in St. Louis!

KWK's LOW-low cost-per-thousand radio homes delivered makes it a real catch!

Your Katz man has the facts in booklet form . . fully documented.

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

NEC CAMPAIGN

Radio Outlets Support

NEW ENGLAND'S radio stations have lined up solidly behind a New England Council campaign to advance the region's economy.

In mid-May, each of the 124 stations in New England's six states received a transcription of 13 spot announcements produced by the council. The spots present statistics showing that employment and payrolls are running close to all-time highs in the region, and that new industries are creating thousands of new job opportunities.

To date, NEC reported, 101 stations have pledged their cooperation in using the material. All of the region's 50 kw stations have expressed willingness to cooperate, the Council added.

Vermont and Rhode Island have a 100% record, with all their stations running the spots. Of Maine's 14 outlets, 12 have responded. In New Hampshire, 10 out of 12 have agreed to cooperate; in Massachusetts, 39 out of 52, and in Connecticut, 20 out of 26.

Radio material was produced by Deuel Richardson, general manager and program director, WCRB Waltham, Mass. Wallace Dickson, NEC public relations director, said the council expects to release additional material in mid-August.

NPA RESHUFFLE

Cotton Succeeds Milling

J. A. MILLING has returned to RCA Service Co., from which he was on leave, and Richards Cotton, assistant to the president of Philco Corp., has replaced him as director of the Electronics Div. of the National Production Authority and chairman of the government's Electronics Production Board.

Mr. Milling had been division and board chief since the resignation of E. T. Morris Jr., who returned to Westinghouse Electric Corp. earlier this year. Mr. Milling came to NPA last year from RCA Service Co., of which he is a vice president.

allied arts



PATRICK J. McGANN elected vice president of International Standard Electric Corp., N. Y., subsidiary of International Telephone & Telegraph Corp.

THOMAS B. MOSELEY and **JAMES F. BECKER** appointed sales representatives, TV Transmitter Div., Allen B. DuMont Labs., in southwest with headquarters in Dallas and middlewest stationed in Chicago, respectively.

JOHN OUSE, director of purchases for American Television Inc., Chicago, TV set manufacturer, to Thomas Electronics Inc., Passaic, N. J., manufacturer of Phototron cathode ray TV picture tubes, as manager of midwest sales, headquartered in Chicago.



Mr. Ouse

JACK A. BERMAN, vice president of Shure Bros., Chicago, elected to represent Assn. of Electronic Parts & Equipment Mfrs. on board of Radio Parts & Electronic Equipment Shows, sponsor of annual Electronic Parts Show in Chicago.

CALDWELL-CLEMENTS Inc., N. Y., publisher of *Radio & Television Retailing*, announces change in name of trade monthly to *Television Retailing*.

ARTHUR B. HOGAN, chairman of board and president of Universal Recorders, Hollywood, and head of Beverly Hills brokerage firm, elected to membership in Los Angeles Stock Exchange.

SEYFFER & Co., Zurich, Switzerland, appointed general product representative in that country for Allen B. DuMont Labs., Clifton, N. J.

WILLIAM B. OGDEN RADIO OPERATIONAL ENGINEERING SCHOOL, Burbank, Calif., has moved to 1150 W. Olive Ave.

HENRY B. NELSON, assistant to sales manager of General Electric replacement tubes, appointed district sales representative for GE Tube Dept., Cincinnati.

ARTHUR C. NIELSEN, president, A. C. Nielsen Co., N. Y., honored by U. of Wisconsin Alumni Assn. for contributions to university and to field of market research.

INSULINE Corp. of America, Long Island City, N. Y., announces publication of catalog No. T-725 describing complete line of antennas, kits and accessories.

ROBERT A. PENFIELD appointed advertising manager, radio-TV picture tube division, electronics, parts, and tungsten and chemical division, Sylvania Electric Products Inc., N.Y.



Mr. Penfield

CHARLES MICHELSON Inc., N. Y., radio-TV transcription firm, has established special department for scoring background music for TV and film programs. Company will release to clients its library of E.M.I. (British) background music transcriptions.

WILLIAM BARNES, Wynn Rocamora Agency, Hollywood, has opened own talent agency at 600 N. Sepulveda St., L. A.

PHIL DAVIS MUSICAL ENTERPRISES Inc., N. Y., commissioned by W. D. Lyon Co., Cedar Rapids, Iowa, to create original musical trademark for Potosi Brewing Co. of Wisconsin.

JUSTIN R. ANDERSON, Associated Press bureau chief for Arkansas, appointed executive representative for AP's membership division.



Mr. Anderson

JAMES W. FARROW, eastern zone sales manager of Television and Radio Div., Stromberg-Carlson Co., Rochester, N. Y., named merchandise manager of company's sound equipment branch.

MARK LANSBURGH, advertising-promotion director, KLAC-TV Hollywood, starts **LANSBURGH PRODUCTIONS** to produce and package programs and commercials for TV. Unit is headquartered at 100 S. Wetherly Dr., L. A. Telephone is Crestview 4-5770.

CROSBY LABORATORIES Inc. relocates at Robbins Lane, Hicksville, N. Y., Box 233. Telephone is Hicksville 3-3191.

TELEKING Corp., Newark, N. J. (TV receiver sets), moves showroom and service department to 120 Broad St., Morgan Theatre Bldg.

Equipment • • •

GENERAL ELECTRIC Co., Syracuse, N. Y., announces production of germanium diode checker fo use in laboratories, quality control groups, service shops and wherever there is need to check static characteristics of diodes. New unit, Type ST-12-A, features general resistance checking and accurately metered power supply.

TELEVISION COMMUNICATIONS INDUSTRIES, Chicago, announces production of Stay-Brite picture tube saver to improve contrasts and restore brilliance of old tubes. Five positions permit increasing filament voltage to prolong life of all tubes for year or more.

INSULINE Corp. of America, Long Island City, N. Y., announces production of two new test leads designed to fit RCA vacuum-tube voltmeter and others equipped with screw-on microphone type connectors. No. 316 contains isolating resistor in its probe and is intended for d-c measurement. No. 317 is straight-through lead for utility applications.

Technical • • •

BUCK POOLE, engineer, WMRC Greenville, S. C., and Lyall Lunsford were married June 14.

NARFD DISTRICT

Sets Winston-Salem Meet

SECOND annual Southeastern District convention of the National Assn. of Radio Farm Directors, comprising the southeast from Virginia through Mississippi, will be held Oct. 17-19 at Winston-Salem, N. C., with delegates studying latest farming practices in Forsyth and adjoining North Carolina counties.

Other studies and an entertainment program of sightseeing have been arranged, according to the district board of directors, which includes Eric Lund, WLVA Lynchburg, Va., Frank Raymond, WDVA Danville, Va. and Harvey Dinkins, WSJS Winston-Salem.

Forum Available

PROGRAM, *The Georgetown U. Forum*, formerly presented for radio by the Liberty Broadcasting System, is now available to independent stations "on an exclusive city basis," according to Rev. Francis J. Heyden, S. J., forum's director. The program also is seen on DuMont TV in New York and Washington. Information can be obtained from Father Heyden at Georgetown U., Washington 7, D. C.

OREGON'S Only
50,000 WATT STATION
KEX
ABC Affiliate in Portland
WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
HALIFAX NOVA SCOTIA

PROPERTY SEIZURE

Senate Beats Down Vote

ATTEMPT to get the Senate to vote on the McCarran resolution (S J Res 158) prohibiting the President from seizing private property—including radio, TV and press facilities [B•T, June 2]—failed last week when the Senate voted down a surprise motion to consider the proposed constitutional amendment by vote of 42 to 32.

Motion to consider the resolution was made by Sen. Pat McCarran (D-Nev.), author of the resolution, last Saturday (June 21). It was defeated on a motion to table by Majority Leader Ernest W. McFarland (D-Ariz.). Sen. McFarland's objection to consideration of the resolution was primarily that Senate Democratic and Republican leaders had agreed to handle on Saturday nothing but calendar bills to which there were no objections.

Sen. McCarran's resolution would amend the Constitution to provide that "the executive power of the United States shall not be construed to extend at any time to any taking of private property other than in a manner prescribed by law."

Constitutional amendments must be passed by two-thirds of both the Senate and House and ratified by three-fourths of the States.

Although S J Res 158 stemmed from the steel industry seizure by the President, radio-TV and the press got into the picture last April. Responding to a question by Col. J. Hale Steinman, co-owner of the *Lancaster* (Pa.) *Intelligencer Journal* and *New Era* and of the Steinman radio-TV stations during a visit by members of the American Society of Newspaper Editors, President Truman said that under certain circumstances the President must act in the best interest of the country. A week later, he disclaimed interpretations that he said he could seize radio and TV stations and newspapers, but again at his May 22 news conference he said he felt he had inherent powers of seizure of all industries [B•T, May 26, April 28, 21].

Revision of the Communications Act last October amended Sec. 606(c) to include electromagnetic devices and to give the power of seizure to the President upon proclamation "that there exists war or threat of war, or a state of public peril or other national emergency, or in order to preserve the neutrality of the United States." In his Executive Order last December, the President delineated seizure authority to mean "use or control" of any station by a government agency.

REACHES 93,217 RADIO FAMILIES

WEOK

POUGHKEEPSIE

REPRESENTED BY EVERETT McKINNEY INC

upcoming

July 7: Republican National Convention, International Amphitheatre, Chicago.
July 14: BAB Sales Clinic, Detroit.
July 16: BAB Sales Clinic, Cleveland.
July 18: BAB Sales Clinic, Indianapolis.
July 21: BAB Sales Clinic, Chicago.
July 21: Democratic National Convention, International Amphitheatre, Chicago.
July 23: BAB Sales Clinic, Milwaukee.
July 25: BAB Sales Clinic, Minneapolis.
July 28: BAB Sales Clinic, Denver.
July 30: BAB Sales Clinic, Salt Lake City.
Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver U., Denver.
Aug. 15: BAB Sales Clinic, Dallas.
Aug. 18: BAB Sales Clinic, San Antonio.
Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.
Aug. 20: BAB Sales Clinic, Houston.
Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.
Aug. 22: BAB Sales Clinic, New Orleans.
Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.
Aug. 25: BAB Sales Clinic, Miami.
Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.
Aug. 27: BAB Sales Clinic, Winston-Salem.
Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.
Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.
Sept. 8: BAB Sales Clinic, Cincinnati.
Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.
Sept. 10: BAB Sales Clinic, Louisville.
Sept. 11-13: NARTB District 14, Cosmopolitan Hotel, Denver.
Sept. 12: BAB Sales Clinic, Nashville.
Sept. 15: BAB Sales Clinic, Little Rock.
Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.
Sept. 17: BAB Sales Clinic, Birmingham.
Sept. 18-19: NARTB District 13, Hotel Texas, Ft. Worth.
Sept. 19: BAB Sales Clinic, Atlanta.
Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.
Sept. 22-23: NARTB District 10, The Elms, Excelsior Springs, Mo.
Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.
Sept. 25-26: NARTB District 9, Hotel Plankinton, Milwaukee.

AP RADIO NEWS

Improvement Comm. Set Up

ASSOCIATED Press announced last week the formation of a seven man committee to meet with AP executives to help improve the AP radio news report.

This action was taken at the suggestion of the AP board of directors. In its annual report April 21, the board commended radio members for their increasing activity in supplying news and recommended a meeting that "might contribute to the continuing improvement of the news report of the Associated Press."

Committeemen, all of whom have accepted invitations from AP General Manager Frank J. Starzel, are:

Matthew Bonebrake, KOCY Oklahoma City; Joe H. Bryant, KCBD Lubbock, Tex.; Tom Easton, WTIC Hartford; Daniel W. Kops, WAVZ New Haven; Jack Kreuger, WTMJ Milwaukee; Jack D. Shelley, WHO Des Moines, and Les Mawhinney, KHJ Los Angeles.

The committeemen were chosen on the basis of geographical location and station power. They will meet at AP headquarters in New York in the fall, at a date to be announced.

DOUBTFUL ADS

Better Bus. Urges Review

A RECOMMENDATION to trade and business groups to form advertising boards of review to bring pressure upon advertising that "is not false but does not come clean with the truth" was sounded at the 38th annual convention of the Assn. of Better Business Bureaus in Swampscott, Mass., last week.

John N. Garver, chairman of the association's board of governors, said that "outright lies in advertising are rare today" but he added there was still the current "twilight zone" type of copy used by some national and local advertisers. He called on business groups throughout the country to cooperate in a campaign with the bureaus to "bring the full weight of business disapproval to bear upon such advertising."

Riple Leaves WLAW

WILLIAM A. RIPLE is resigning as general manager of WLAW Boston - Lawrence effective tomorrow (Tuesday) he reported last week. Mr. Riple said he planned a three-month vacation.

COPPER EASED

NPA Boosts for Radio-TV

SUPPLY of copper for radio-TV receivers was further eased by the government fortnight ago with manufacturers slated for increased allotments during the third quarter to meet these and other civilian needs.

This was revealed by the National Production Authority in a series of orders involving the import of copper from foreign countries by U. S. producers. Manufacturers are expected to realize sizable boost in overall copper supplies for consumer durables, up to 50% instead of 35% of their base period use.

Late last month NPA announced that quotes of controlled metals (copper, steel, aluminum) will be pegged higher starting July 1 to enable set-makers to meet expected seasonal demands for radio and television receivers [B•T, June 2].

The government also has announced that many plant expansion goals are either filled or pending in current applications for speedy tax writeoffs from plant manufacturers.

It was understood that companies turning out top priority or defense supporting electronics equipment, need no longer apply for tax amortization to expand their facilities. Military needs, with respect to expansion, are nearing the point of being met, it was explained.

Industry was advised generally by the Defense Production Administration that no more expansion involving tax writeoffs should be without prior consultation with the government.

Oldfield Promoted

LT. COL. Barney Oldfield, chief of public information, Headquarters, Allied Air Forces Central Europe, has been promoted to the rank of colonel, according to the U. S. Air Force, which announced a list of promotions. Col. Oldfield, a commentator at KFAB and KOIL Omaha and KFOR Lincoln before recall to military service in 1940, was transferred to Europe in early 1951. He is serving on the staff of Gen. Lauris Norstad, and previously worked in U. S. Air Force public relations directorate office at the Pentagon.



Col. Oldfield

New Pulse Service

THE PULSE Inc. has announced a new service, reporting on audience composition of all network programs, both radio and TV, with two reports to be made each year, spring and winter. Spring report is now available for industry purchase, Pulse noted. It shows the number of men, women, teen-agers and children who listen to each network-radio program and watch each network video show.



EARS THAT HEAR

IN YOUNGSTOWN ARE EARS THAT BUY!

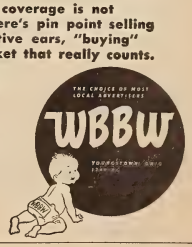
WBBW'S concentrated coverage is not wasted on cornfields. Here's pin point selling that falls on receptive ears, "buying" ears — right in a market that really counts.

WBBW — the new ABC affiliate in Youngstown — brings you . . .

Concentrated Coverage and No Waste Circulation

ABC

REP. FORJOE & CO. INC.



FOLDER has been issued by KYW Philadelphia using newspaper reprints to testify to the effectiveness of radio. Event praised by the press was city's first baseball talkathon featuring a bull session with Eddie Sawyer, manager of the Phillies and Lee Allen of KYW's staff. Pair answered questions phoned in by listeners from 11:15 p.m. to 5 a.m. Four telephone operators were kept busy all night, station reports, jotting down queries. Response prompted KYW to state: "Don't count radio short, even in a TV market."

FROM LOCAL STANDPOINT

WRITER and political analyst Gerald W. Johnson has signed a contract with WAAM (TV) Baltimore which will bring viewers information on events "as they appear from Bolton St. in Baltimore." Series will be aired weekly commencing July 4 from 9-9:15 p.m.

COVERAGE DETAILS

RED, white and blue trimmed release has been sent out by WAVE-AM-TV Louisville, Ky., pointing out details of stations' coverage of both Democratic and Republican conventions slated for July in Chicago. Complete daily schedule is offered as well as behind-the-scenes information on how telecasts and broadcasts will come to viewers and listeners.

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

GIVING
MORE PEOPLE
MORE REASONS
TO LISTEN
MORE OFTEN

EMPHASIS ON LOCAL NEWS, SPORTS, EVENTS, AND ENTERTAINMENT FAVORITES
PLUS
MUTUAL'S HEADLINERS

Nearly Everyone in the Green Bay Area has a compelling reason to listen to WJPG some time every day.

GREEN BAY IS A FAVORITE TEST MARKET

WJPG Green Bay, Wisconsin

McGILLVRA, Rep.
New York • • • • Chicago

programs promotion premiums



TWO-WAY PROMOTION

MUTUAL promotion contract running 52 weeks will be put into effect July 1 by KBIG Avalon, Calif., and Western Amusement Co. Movie concern will utilize 45-second trailer on KBIG in its 18 theatres in addition to mentions of the station in printed programs. Simultaneously, daily program, *Movietime*, starts at KBIG featuring theatres' motion picture schedules.

KCMO WINS CONTEST

BROCHURES outlining programming for community service were submitted by stations competing for the annual Community Service Award sponsored by the Kansas City Adv. & Sales Executives' Club. Judging was done at the U. of Missouri School of Journalism. Contest was won by KCMO Kansas City for the second consecutive year.

'BARNDANCE CAPERS'

NEW show featuring rotating roster of station's entertainers was begun last week on WLWT (TV) Cincinnati, featuring Louis Innis, TV personality, as m.c. *Barndance Capers*, sponsored by BC Headache Powder, will be aired weekly on Thursday, 9:30-10 p.m. Other outlets picking up the variety program will be WLWC (TV) Columbus and WLWD (TV) Dayton.

CHRISTMAS IN JUNE

FORTY merchants in Nanaimo, B. C., displayed "day-glo" signs stating "This is a Nanaimo Day Store" prior to June 20 when "Christmas bargains in June" were brought to residents of the city. Special jingles were produced by CHUB there. Station also supplied the signs and placed all advertising for the businessmen.

CRUISE NEWS

SUMMER season in Great Lakes region has inspired a new show on WGAR Cleveland. *Morgan's Melody Cruise* features disc jockey Hal Morgan cruising around Lake Erie on yachts from various local clubs. Mr. Morgan between recordings discusses regatta coming up for the week and winner of previous race over the weekend.

RACES USE RADIO

STOCK car races starting at Municipal Stadium, Phila., will receive intensive publicity and promotion over WFIL that city as part of station's "Summer Selling Plan." Promotion package will be used by George Marshman, auto racing backer, to publicize weekly Friday evening races at new and specially constructed track at the stadium.

CLEAR AND SUNNY

MIDWESTERN farmers numbering 1,500 literally prayed for rain at Farm Day sponsored in early June by KMA Shenandoah, Iowa. Featured on the day's agenda was Tom Swearingen, a "rain maker" who was unable to produce because of a cloudless sky. Those who attended contented themselves with machinery exhibits, a rodeo performance and "discussion" of weather and its effect on agriculture.

RELIGIOUS PROGRAMMING

RECORD is claimed by WCBC Anderson, Ind., in length of religious broadcasting. Station fortnight ago broadcast a two-and-one-half hour program from annual International Camp Meeting in Anderson, sponsored by Church of God. Program consisted of interviews and musical solos performed by talent from every state as well as from Canada and Europe.

REGATTA BROADCAST

ROWING regatta featuring Olympic Rowing Trials at local Lake Quinsigamond will be broadcast to central New England by WTAG Worcester July 3-5. Interconnected mike stations will be set up at beginning, middle and finish line of the mile-and-a-third course. Station will also pipe its on-the-air description over a public address system for the lakeshore grandstand.

WWDC'S BLOOD APPEAL

ALL-OUT radio campaign is being staged by WWDC Washington through July 4 to point up an appeal for blood for wounded and hospitalized military personnel. Every public service announcement, station identification break and the entire all-night show, *Yawn Patrol*, were devoted to the appeal on June 25 using slogan "Share Your Blood for Independence."

MEMORY CONTEST

NOSTALGIA paid off last month for WBOW Terre Haute, Ind., and two entertainers, in a "memory contest" conducted by the station as part of 25th anniversary observances. For a month prior to June 15, WBOW's birthday, listeners were asked to send in letters stating "What I Remember Best About WBOW." Writer of most apt letter received $100. Station reports that so many letters mentioned Gene Morgan and Guy Slover, who have been off the air seven years, that the comics have been signed by the station for a new weekly show.

RADIO PROMOTES SELLOUT

PROMOTION exclusively by radio brought sellout attendance at first Pacific Northwest Dance Championship held at Seattle's Olympic Hotel June 14. Only advance notice of event was a spot announcement campaign on KRSC Seattle with 30-second announcements every half hour during last four days of a three-week campaign. Promotion was sponsored by Veloz & Yolanda dance studios.

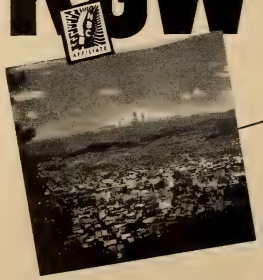
RADIO DRAMA EXPERIMENT

EXPERIMENTAL drama series has been launched at WSUI Iowa City, Iowa, for summer months. Residents of the community, in addition to students and U. of Iowa staff members, are participating in acting and writing capacities on *How To Get Away From It All.* Series is attempting to create new interest in radio drama by testing new and unusual production techniques. Programs are aired weekly for 45 minutes.

VACATION GIMMICK

SECOND phase of "Vacation Express," summer promotion tying in with 26 resorts in station's coverage area, has been launched by WCAU Philadelphia. Resorts have entered into a joint promotion which includes a special program, *Vacation Express*, highlighting a different recreation spot each week. Station in turn gets advertising in resort newspapers and pictures of WCAU's talent on boardwalks and in theatres.

KGW



THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Our Respects To

(Continued from page 46)

sociated with the late Louis G. Caldwell, dean of radio lawyers. The job was scheduled to take three days. Mr. Scharfeld, however, spent three months in Mexico. He swears it was the "mañana" attitude there that kept him so long, but his friends say it was because he found the pace so greatly to his liking.

This adherent of the art of easy living was born, not on some south sea isle as his characteristic might indicate, but in the bustling manufacturing and commercial city of Cleveland. The day was June 22, 1903.

At East High School, Cleveland, he learned the arts of the advocate. Even then, he recalls, he opposed centralized government and bureaucracy. As captain of his school debating team, he wowed 'em upholding the negative of the proposition, "The Federal Government Should Establish a Department of Education."

After Harvard Law School, Mr. Scharfeld in 1928 joined his uncle, A. E. Bernsteen, U.S. District Attorney in Cleveland. Late that year, he was in Washington on business, when someone at the Department of Justice suggested he see Mr. Caldwell, general counsel of the then new Federal Radio Commission, just organizing. Mr. Caldwell talked him into joining the FRC as assistant counsel, among the first at that agency.

It was the days of the making of radio law, and for the next two years Mr. Scharfeld was a member of the legal group who formulated the foundation of broadcasting regulations. Among his contemporaries were the following, still practicing this legal speciality: Fanney Neyman (Litvin), Ralph Walker, Paul Segal, Duke Patrick, David Deibler, Ben Fisher, and Paul Spearman.

Early Legal Battles

During those early days, Mr. Scharfeld participated in many legal cases which established the right of the FRC to regulate broadcasting and to look into the qualifications of a prospective licensee. The one he recalls best, however, was *General Electric Co.* v. *the U. S.*

This involved the grant of another station on the frequency used by the GE station in Schenectady (WGY). GE protested, took the case to the Court of Appeals, which reversed the FRC. The government appealed to the Supreme Court and that tribunal denied a writ of *certiorari* on the ground that the Court of Appeals in this case acted as an administrative agency and not as a review court.

In those days administrative law was not spelled out the way it is today. Courts not only reviewed the legality of decisions, but also the facts of the case.

The GE case was one of the decisions which spurred the FRC to get the law spelled out in more detail and to ensure that courts had legal review power only. (Today, many students of radio-TV law wish that responsibility had never been changed.)

Private Practice in 1931

In 1931, Mr. Scharfeld joined his ex-boss in private practice. Mr. Caldwell had become resident Washington partner of the Chicago law firm of Kirkland, Fleming, Green & Martin (now Kirkland, Fleming, Green, Martin & Ellis).

In those days, no one was reporting FRC regulations and orders on a regular basis. So Mr. Caldwell, as editor, and Mr. Scharfeld, as associate editor, established and published the *Journal of Radio Law*. This quarterly covered radio regulation and legislation with interpretive articles by "names" in the field, decisions, general orders, examiners' reports, and other regulatory memorabilia.

It was during his long association with Mr. Caldwell that Mr. Scharfeld was imbued with the principle that radio (and television) must be as free as newspapers in its rights as a medium of communications. Mr. Caldwell was the great advocate of free speech for radio.

Mr. Scharfeld's philosophy of radio law can be summed up in the phrase, "The less regulation the better." He feels strongly that procedural matters are just as important as the substantive factors in broadcast regulation. He thinks the FCC's practices in this respect have improved over the years but that there is still room for improvement. He is a great believer in settling matters between clients and the FCC through negotiation and compromise, rather than through a strict, inflexible following of the letter of the regulation with its concomitant long, expensive hearings and litigation.

He believes that of late—perhaps due to lack of personnel or changes in the attitude of FCC Commissioners and staff executives—the Commission is tending in that direction.

In 1936 Mr. Scharfeld joined with Philip G. Loucks, then managing director of NAB, to form Loucks & Scharfeld. It was a busy and lucrative practice. In 1943, Mr. Scharfeld volunteered for service in the Army.

After donning khaki and two bars on his shoulders, he was soon in England, attached to Gen. Montgomery's British 21st Army Group as public safety officer. After the Normandy invasion, he transferred to the U. S. Army, became military government officer in a unit training for the occupation of Bavaria. He was transferred out of that unit to a job as deputy director of the School for Military Government at Romilly, France. Following that stint, he was made a member of the military intelligence target force for General Patch's 6th Army Group which had come up through southern France into Germany. After the capitulation of Germany, Capt. Scharfeld was transferred back to the Bavarian military government unit and served in the occupation of that area.

Returns in 1945

Major Scharfeld returned home for demobilization Sept. 30, 1945.

After six months of "reorientation," Mr. Scharfeld rejoined Mr. Loucks. In the middle of 1948, he opened his own office for the practice of administrative law, with emphasis on radio and TV.

With his return to civilian pursuits, Mr. Scharfeld became active in the work of the FCBA. He held committee chairmanships, was a member of the executive committee, and early this year became president of the organization which represents attorneys practicing before the FCC. He is also a member of the American Bar Assn., the District of Columbia Bar Assn. and the American Judicature Society and the Radio Pioneers Club.

Although he still likes to play a fast game of tennis, his physician told him recently that he's getting too old for that young man's game. He also likes to watch a fast stretch at the races, and he's glad that no man ever gets too old for that.

His big hobby, however, has been breeding wire-haired fox terriers. He is a member of the American Fox Terrier Club, and started breeding the spirited canines in 1935 when he first became the owner of one. Before the war, he ran the Lucart Kennels, near Marlboro, Md., showed and won many trophies with his show dogs.

In 1933, Mr. Scharfeld was married to Lucile Hadley Speer. They were divorced in 1946. Daughter Diane was born in 1939.

WELDON & CARR

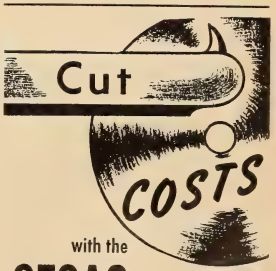
Hagaman Joins D. C. Div.

APPOINTMENT of Boynton G. Hagaman as engineer-in-charge of the Weldon & Carr laboratory facilities in the Washington Div., was announced last week. Mr. Hagaman formerly served as chief engineer for KDTH Dubuque, Iowa, and KLER Rochester, Minn., and directed their individual installations.



Mr. Hagaman

During World War II, Mr. Hagaman was project engineer on Army and Navy contracts. He distinguished himself in the invention of the cardiotachometer. Additionally, he contributed to the design of physiological instrumentation at Rochester's Mayo Clinic.



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We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Operator Proposal Comments Flood FCC

(Continued from page 28)

engineer, who spends a goodly amount of time on preventive maintenance.

When WKBI was founded in 1950, we found no difficulty in obtaining three first-class operators at $40 per week, which was in line with salaries of other staff members and of factory workers and store clerks in the area. Today, if it were possible for us to secure three first-class operators, we would have to pay nearly twice that, according to what other stations in the state who have been able to secure operators are paying. The salaries of other WKBI staff members still are in line with those of area factory and store workers, that is, with an increase of about 15% over 1950, and it seems hard to justify a 100% increase in any engineer's worth over a period of a year and a half.

In more populous areas where station revenues are higher, every staff member's salary is higher and no great difficulty is experienced in securing a full complement of engineers. But, in a small market station, it is hard to justify a disproportionately large salary to a non-productive employe such as an engineer, a bookkeeper or a custodian. Productive employes, such as programming and announcing men, salesmen, or public relations and special events men should have proportionately higher salaries, indeed, if anyone does.

A high percentage of modulation is the only way a low-powered station can serve its entire trade territory, especially at night. When we had three first-class operators fresh out of school these fellows quickly learned that it was easier to keep the modulation down and never have to get off their seat to punch the reset button, or to turn down the gain when something extra loud came on. The third-class operators have been instructed that the modulation shall never get below 85% on peaks and their compliance has been without question.

There are two towns in our service area nine and 10 miles from our transmitter, respectively, which we never were able to cover at night until we began using third class operators at night. Now, with a high percentage of modulation, we cover these towns every night.

So far as remote control of the transmitter is concerned, the necessity to maintain operators at a transmitter separate from a studio throughout the entire broadcast day places a financial burden on the small operator which is completely beyond merit. If remote control were allowed, a higher caliber of chief engineer could be afforded by each station, and the chief engineer could spend all of his time on preventive maintenance, development of new equipment and repair of other equipment, rather than merely sitting around passing time, waiting for an unlikely occurrence of trouble.

James H. Duncan, manager of 250 w KSIL Silver City, N. M., supporting the NARTB proposal, wrote FCC that "just about every small station in the country and particularly those stations in remote or rural localities are at a very decided financial disadvantage when it comes to hiring engineers as the FCC now states that only first-class licensed men may be used."

"In my opinion," he wrote, "this is not equitable because the smaller station cannot compete financially with the larger-market station when it comes to hiring first-class engineers. . . . In order to secure the three engineers required to run the average small station, an unduly large portion of the budget must be allotted to the engineering department. As a result the general listenability of the station suffers."

Mr. Duncan believes that a lesser grade operator can handle the normal operation with a first class engineer on call to make major adjustments when necessary. He sees no problems concerning adjustments to meet Conelrad requirements.

Relax Requirement

Clarence Rulong, chief engineer of WAJR Morgantown, W. Va. (250 w, 1230 kc), urged FCC to relax the operator requirements: "We feel this move is necessary in view of the fact that holders of first class licenses are becoming increasingly more difficult for the broadcaster to secure."

William A. Reeves Jr., manager of WLAY Muscle Shoals, Ala. (250 w, 1450 kc), wrote the Commission:

It has been our experience over a period of years that one trained operator is sufficient to keep equipment in first class operating condition at all times. Other first class operator employes seldom have occasion to do more than make necessary meter readings and log entries which we believe any man of average intelligence could do. Usually, when trouble occurs it is necessary to call in the chief engineer who has had more training and experience in order to have proper adjustments made.

Robert M. Wallace, managing director of WOHS Shelby, N. C. (250 w day, 730 kc), wrote in support of the proposal:

I am being continually contacted by radio stations in this area for assistance in locating first class operators. At the present time the operators here are helping by parttime work to keep on the air a station in a city 20 miles away. I know of at least five radio stations in this area in need of one or more operators.

I am chairman of a committee of the North Carolina Assn. of Broadcasters now working with North Carolina State College to set up a school to train operators. We hope to have this school started at the beginning of the scholastic year in September. This committee, however, is of the opinion that even with this school in operation, we will be unable to fill the need for operators under the present rules and regulations. This will be due in a large measure to the increased demand for operators brought on by the influx of television stations.

Hudson C. Miller Jr., manager of WKUL Cullman, Ala. (250 w, 1340 kc), wrote FCC:

WKUL is one of your smaller stations and I would like to point out to you that in my opinion we can do a much better public service if we are not required to have more than one first-class engineer. We operate with combination engineer-announcer. This will permit us to hire a much more qualified announcer. As you know, a tremendous amount of time is spent in getting a first-class ticket by memorizing the necessary material to pass the test and then to hire themselves out to a station at a higher rate of income to them and higher cost to us. These announcer - engineers know nothing about the engineering end of radio except how to read the meter and fill in the log. During all these years I have never known one other than our chief engineer who could even change a tube properly. When anything goes wrong with the transmitter they have always had to call the chief engineer.

Douglas Featherstone, president and treasurer of WCRS Greenwood, S. C. (250 w, 1450 kc), wrote that the requirement that only first class technicians can stand transmitter watch "appears to us now to be economically wasteful and injurious to stations who are desirous of doing quality broadcasting." Economies allowed in transmitter operation "would be diverted into improved program services," he contended, if FCC adopted the relaxation proposal.

Earl Hodges, engineer at Batesville, Ark., suggested the engineer "shortage" could be reduced by requesting all first class operators to register with their local employment office when they are available. He also would require stations to give detailed accounting of their efforts to acquire first class men, "which must include a canvass of U. S. employment offices in their areas," and would have stations "submit the salary or wages asked by any prospective first class licensees and the offer made by the station."

Don E. Johnson, KOIL Omaha, who termed himself "a worried transmitter engineer," opposed the NARTB petition on grounds the stations "are not interested in rendering a better public service but in cutting costs."

J. A. Brimmer, chief engineer of WLBE Leesburg, Fla., urged FCC to adopt more strict rules. He agreed remote operation would save money in the long run but pointed out a transmitter must be observed to see if it is running correctly.

"You can't depend absolutely on any form of metering to do this. A transmitter would burn up before anybody would know it," he said. He felt increased work on installation and upkeep of remote operated equipment would tend to offset any saving on payroll.

Boyd Protest

Harry R. Boyd, Louisville, an operator for 15 years, in his protest to FCC took note of the CLOSED CIRCUIT [B•T, June 9] which reported an employment firm has noted engineers are going into the set servicing field for $1.80 an hour in lieu of broadcasting's $1.10.

"There is no shortage of licensed men," he wrote, "there is just a shortage of men who don't want to work for less than a day laborer's wages. . . . This is a time when kids come out of high school and start at $50 a week as store clerks."

He asked that requirements be raised instead of lowered, suggesting a special license for chief engineers. He would require a man to serve three years before being qualified to take the chief engineer's examination.

Lewis C. Sherlock, Denver, stated he believes the U. S. Employment Service "classifies the field as overcrowded. The constantly increasing number of outstanding regular licenses also rules out any possibility of a shortage."

Acton Tillery, chief engineer of KTRC Santa Fe, N. M., protested the proposal. He wrote:

In my opinion entering the meter readings in the log is not a mere clerical function. It's to keep the operator continually informed as to the condition of the equipment as to whether the equipment is operating properly or as to whether a breakdown is imminent. Only a proper understanding of the meanings of the

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE
NBC Affiliate
570 KC
WSYR-AM-FM-TV
The Only Complete Broadcast Institution in Central New York

WARD in Johnstown is TOPS

—for the Listener

—for the Advertiser

in Central Pennsylvania Market.

1st RATINGS RESULTS RENEWALS

WARD
CBS RADIO NETWORK
WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

various meter readings will insure a safe, economical and efficient operation.

William E. Bennis Jr., Washington consulting engineer, told FCC the proposed rule changes would reduce the standard of technical operation. He pointed out:

Operation of broadcast transmitters trains a pool of technicians that can be "borrowed" if national defense needs become more important than the best operation of broadcast stations.

First class operators are available where the salary and working conditions are commensurate with their responsibility. Good combination operator-announcers are scarce; however, such a position requires a person with two talents.

Perhaps the creation of a new class of operator, a practical technician, that can operate any broadcast station under the supervision of a first-class operator might be needed.

Typical of the protests are these highlights taken from engineers' letters by the IBEW headquarters in Washington:

. . . This ill-disguised proposal for "remote" operation is really a proposal for unattended operation, which is directly contrary to the FCC's rules and attitude in the past. The fact is that transmitter tubes and components are critical materials. How anyone can possibly assume that complete lack of attention to the finer points of the conservation of those materials in the transmitters could be either in the public or private interest is beyond me. . . .

. . . It may be that the operation of modern transmitters is possible by remote control, but from the standpoint of reliable operation in a time of crisis the proposed rules make no sense whatever. Anyone who is familiar with the problem of civil defense should certainly be violently opposed to unattended operation. . . .

. . . I have had personal experience with the operation of the now-defunct WSAI [Cincinnati] booster transmitter. We found that in spite of what appeared to be practical control circuits and good engineering practices, we had almost constant trouble. Even relatively simple circuits proved erratic; we could turn it on, but couldn't turn it off, or vice versa. . . .

. . . Remote operation of even the lowest power transmitter will degenerate to a sloppy, haphazard service to the listeners. To meter and control the operation, more and more gadgets" can be added, but we will wind up with a more complicated operation than we now have. The Commission will have to revise its examinations to insure the public against "gadget" failure. . . .

. . . I am not opposed to technological progress but I can't agree with the proposal to license unattended operation. Our local FCC office admits that it can't police the present regulations. What will happen when unattended operation is allowed and even more monitoring and policing is necessary? . . .

. . . Automatic pilots are used on airplanes, but none will put their confidence in them completely. The broadcasters accepted the rules of the Commission when they got their licenses, why can't they stick to the rules now? . . .

TRANSISTORS

RCA Reports Advances

PROGRESS in transistor research which for the first time promises the use of transistors in VHF television, FM radio and point-to-point radio communications was reported last week by RCA.

The announcement that several developmental point-contact transistors were made to oscillate at frequencies well up in the 100-to-200 mc band and one at 225 mc was made by Dr. Charles B. Jolliffe, vice president and technical director of RCA. The highest frequency value previously achieved by transistors, according to published reports, has been 50 mc.

The transistor is still in the developmental stage. It consists of a speck of germanium crystal and fine contact wires and is no greater in size than a kernel of corn. It can perform many of the functions of electron tubes.

Dr. Jolliffe said that prior to the recent RCA experiments, transistors have been regarded as limited to relatively low-frequency applications in TV, FM radio, point-to-point radio communication and other electronic equipment for military and civilian use.

This latest development was accomplished by B. N. Slade, Transistor engineer of the RCA Tube Dept., RCA Victor Division, Harrison, N. J.

SHOW MUST, ETC.

WMSA, Quincy Howe Prove It

A SEVERE electrical storm played hob with but did not silence *America's Town Meeting* over ABC from Massena, N. Y., last week. Lights and power were cut off and heavy rains delayed the arrival of moderator Quincy Howe and two guest speakers—but the show went on.

The broadcast commemorated the sesquicentennial celebration of Massena and is likely to become a long-remembered event. Before the program got underway, the local committee safely ushered Mr. Howe and the guest speakers to the local movie house where *Town Meeting* program director Harriet Halsband had grappled successfully with another problem — re-establishing power. Since power at WMSA, Massena's ABC outlet, had failed, Miss Halsband had engineers hook up a battery and send the broadcast to WAGE Syracuse and thence over the network.

Rains did not prevent some 350 persons from attending the performance. They found their way to seats with the aid of flashlights and later participated in the question-and-answer period.

Commented moderator Howe after his in-the-dark appearance: "Maybe we should always work in the dark."

LONDON MISSION

Webster Heads U. S. Party

FCC COMR. E. M. Webster heads a group of government officials who will be in London for a July 9 conference with members of the British Commonwealth Communications Council on proposed modifications in the 1945 Bermuda Telecommunications Agreement. Comr. Webster flew to England ahead of the party, leaving June 20 in order to survey British marine radio systems, telecommunications and TV developments.

In addition to Comr. Webster, the U. S. group, which is slated to sail for England on the *United States* July 3, includes among others, T. H. E. Nesbitt, assistant chief of Telecommunications Policy Staff in charge of international communications, State Dept.; Jack Werner, FCC Common Carrier Bureau Chief; Marion Woodward, chief, FCC International Communications Div. The group is to return July 23.

KERG'S Coverage

GLEN M. STADLER, news analyst, KERG Eugene, Ore., is covering activities of the Oregon delegations to the Chicago political conventions. Mr. Stadler is recording interviews with delegates and sending them to KGAL Lebanon, KXL Portland and KGAE Salem.

Dept. Stores' Blue Monday

(Continued from page 26)

will break with another selling campaign to test the effectiveness of its "educational" campaign.

One result of this method of advertising has already become apparent. Traffic in the housewares department of the department store has shown a steady increase since the beginning of the test.

Whether attributable to the radio campaigns — there have been a dozen since late in March—or not, there is one seriously indicative note that has become apparent:

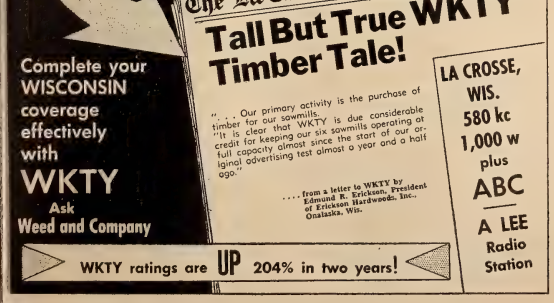
Pomeroy's total store-wide sales for the 10-day, pre-Easter season was $99,700, compared to $82,300 in the same 1951 period. This is a gain of 20.5%. Similar Allied stores in nearby markets showed increases of only 11% and 4.2% for the same period.

Federal Reserve Board reports on department store sales for the week ending April 5 showed a national increase over the previous period of 7%, and for the week ending April 12, increase of 11%. For the Philadelphia district, in which Pottsville is located, department store sales increased 13% for the week ending April 5, 3% for week ending April 12.

Results of all the tests are collated and published by Department Store Studies, c/o WPAM Pottsville, Pa. The studies include a description of the merchandise advertised, copies of announcements and scripts, a detailed analysis of costs and results. They cost $15 a month. Coordinating the entire program is Sam Cuff, radio-TV consultant to Allied Stores Corp.

Back in 1945, another Allied store was the guinea pig in a broad radio advertising study. Joske's of San Antonio, in conjunction with the Broadcast Advertising Department of NARTB (now separated and autonomous as Broadcast Advertising Bureau), conducted a lengthy study of "beamed" radio advertising—sponsoring programs directed at specific segments of the listening audience.

The study being conducted by Pomeroy's is a continuing one and is envisaged as the most complete and up-to-date test of radio advertising for department stores.





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QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.



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Operation available by combining units in rich Magnecorder cabinets.

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Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions



JUNE 20 THROUGH JUNE 26

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 83.

June 20 Applications . . .

ACCEPTED FOR FILING

Change Transmitter Location

WPRT Prestonsburg, Ky.—Mod. CP which authorized new AM to change trans. location and type of trans.

AM—1380 kc

WACB Kittanning, Pa.—CP to increase power from 500 w to 1 kw.

Renewal of License

WLOK-FM Lima, Ohio — Requests renewal of license.

Change ERP

WMCF (FM) Memphis, Tenn.—Mod. CP which authorized change in existing FM to change ERP from 330 to 325 kw; ant. height above average terrain from 430 to 476 ft.; overall height above ground from 729 to 746 ft.

TENDERED FOR FILING

Changes in DA

WISH Indianapolis, Ind. — CP to change DA system and move trans. location 450 ft. southeast of present site.

APPLICATION RETURNED

KBOX Modesto, Calif.—RETURNED voluntary transfer of control of licensee corp. from G. A. M. Lynch, Cecil Lynch and Harold Bowen, to Ralph M. Brown, William Brown and Milton Hibdon.

APPLICATION DISMISSED

WERL E. Rainelle, W. Va.—DISMISSED voluntary assignment of CP to Marvin I. Thompson.

June 20 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations were granted renewal of licenses on regular basis:

KDRS Paragould, Ark.; KTHT Houston, Tex.; KWAL Wallace, Ida.; KWCB Searcy, Ark.; KWHN Ft. Smith, Ark.; WACR Columbus, Miss.; WCAT Rapid City, S. D.; WCFV Clifton Forge, Va.; WFMB (FM) Mayodan, N. C.; WGVM Greenville, Miss.; WHOC Philadelphia, Miss.

June 23 Applications . . .

ACCEPTED FOR FILING

License for CP

KBLA Burbank, Calif.—License for CP which authorized new AM.

WQXI Atlanta—License for CP which authorized change in power, hours, installation of DA-N and change in trans. and studio location.

WBBZ Ponca City, Okla.—License for CP which authorized change in trans. and studio location.

Extension of Completion Date

KMYC Marysville, Calif.—Mod. CP which authorized change in facilities for extension of completion date.

Changes in DA

KGDM Stockton, Calif.—License for CP which authorized changes in DA.

License for CP

Change ERP

WCPO-FM Cincinnati—CP to change ERP from 10 to 12.5 kw; ant. height above average terrain from 650 to 585 ft.; overall height above ground from 560 to 545 ft.

Renewal of License

Following stations request renewal of license:

KFSA-FM Fort Smith, Ark.; WDUN-FM Gainesville, Ga.; WOMI-FM Owensboro, Ky.; WKYC (FM) Paducah, Ky.; WIBM-FM Jackson, Mich.; WOAP-FM Owosso, Mich.; WFMJ-FM Youngstown, Ohio.

June 23 Decisions . . .

BY BROADCAST BUREAU

Extension of Completion Date

WJEF-FM Grand Rapids, Mich.—Granted mod. CP for extension of completion date to 12-27-52.

KECC Pittsburg, Calif. — Granted mod. CP for extension of completion date to 9-1-52.

WSLM Salem, Ind.—Granted mod. CP for extension of completion date to 8-26-52.

WDMJ Marquette, Mich. — Granted mod. CP for extension of completion date to 8-15-52.

Change Studio Location

KSPO Spokane, Wash.—Granted license covering change in studio and trans. locations.

Change Operating Hours

WTCH Shawano, Wis.—Granted license covering change from D to unl. and installation of DA-N.

Modification of CP

WPRE Prairie du Chien, Wis.—Granted mod. CP for approval of ant., trans., and main studio location, and change type of trans.

WDWD-FM Dawson, Ga. — Granted mod. CP to make changes in type of trans. and to extend commencement and completion dates from 2 and 8 months respectively from date of grant.

Change Antenna System

WKOV Wellston, Ohio — Granted mod. CP to make changes in the ant. and ground system.

WHLN Harlan, Ky.—Granted CP to make changes in ant. and ground system.

WNVA Norton, Va.—Granted CP to make changes in the ant. and ground system.

FM—101.1 mc (Ch. 266)

WCBS-FM New York—Granted license covering changes in existing FM: 101.1 mc (Ch. 266), 1.5 kw 1,270 ft.

Cancel License

KWLK-FM Longview, Wash.—Granted request to cancel license and delete FM.

Change Transmitter Location

KTFS Texarkana, Tex.—Granted CP to change trans. and main studio location.

June 24 Applications . . .

ACCEPTED FOR FILING

License for CP

WKAB Mobile, Ala.—License for CP which authorized installation of new automatic frequency control equipment.

WORZ-FM Orlando, Fla.—License for CP which reinstated expired CP which authorized new FM.

Modification of CP

WTUS Tuskegee, Ala. — Mod. CP which authorized new AM to change type of trans.

Extension of Completion Date

KMYC-FM Marysville, Calif.—Mod. CP which authorized changes in existing FM for extension of completion date.

Renewal of License

Following stations request renewal of license:

WMLL (FM) Evansville, Ind., and **WXNJ (FM) Plainfield, N. J.**

Increase ERP

WCTN (TV) Columbus, Ohio—CP to increase ERP from 6 kw vis. 3.25 kw aur. to 100 kw vis. 50 kw aur.

TENDERED FOR FILING

AM—1550 kc

WHBS Huntsville, Ala.—Mod. CP to change from 1 to 5 kw-D and change type of trans.

Modification of License

WCMB Lemoyne, Pa.—Mod. of license to specify station location at Harrisburg and Lemoyne, Pa. and add additional main studio at Harrisburg.

June 24 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

WTOD, The Toledo Blade Co., Radio Corp. of Toledo, all of Toledo, Ohio, and The Rural Bcstg Co. of Ohio, Oak Harbor, Ohio.—Granted joint petition for extension of time to August 4, within which to file exceptions to the initial decision in this proceeding.

By Hearing Examiner

Elizabeth C. Smith

Desert Radio and Telecasting Co., Palm Springs, Calif.—Granted petition to amend application to change frequency requested from 1230 to 1450 kc and to remove application, as amended, from hearing docket.

By Hearing Examiner Fanny N. Litvin

The Heart of the Black Hills Station, Rapid City, S. D.—Granted motion for continuance of hearing in pro-

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—Established 1926—
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KANSAS CITY, MISSOURI

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1469 Church Street, N.W. DEcatur 1231
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5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

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Television Engineering Since 1929
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Consulting Television Engineer
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ATwater 4282
Washington, D. C.—REpublic 6160

eeding re application from June 24
o September 22, at Washington, D. C.

une 25 Applications . . .

ACCEPTED FOR FILING

License for CP

KPOC-FM Pocahontas, Ark.—License
or CP which authorized new FM.
WTOP-FM Washington—License for
P which authorized changes in existing FM.

Change Antenna Height

WRAL-FM Raleigh, N. C.—CP to change ant. height above average terrain from 325 to 407 ft.; overall height above ground from 354 to 536 ft.

Change ERP

WCAC (FM) Anderson, S. C.—CP to change ERP from 41 to 52 kw; ant.

(Continued on page 83)

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA. 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2556 *DUnlap 8-4871*

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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

We have openings for two district sales managers—one east of the Mississippi, the other west. Good for 5 to 10 thousand a year. These are newly created sales positions in our merchandising division. Single men with cars preferred because of extensive traveling. Contact F. P. Kendall, Executive Vice President, National Research Bureau, Inc., Chicago 10, Illinois.

Salesmen

Sales engineer under 35 for broadcast equipment sales. National organization. Excellent products. Middle west. Some travel. TV experience desirable but not necessary. Replies confidential. Box 474P, BROADCASTING • TELECASTING.

Sales manager to join group rehabilitating station. Incentive bonus and participation in ownership. Box 492P, BROADCASTING • TELECASTING.

Mountain area network affiliate in a sales management "preferred" area wants experienced salesman capable of being commercial manager and assuming additional responsibilities. Permanent. Established organization desires to advance the man selected. Include picture, references in letter to Box 538P, BROADCASTING • TELECASTING.

Young, experienced salesman with production ideas for 10 kw southwestern network affiliate; $45 week plus commission and car allowance. Submit photo with reply. Box 550P, BROADCASTING • TELECASTING.

Salesman-announcer. Old Dominion station offers fine opportunity for man in early 30's who is capable and experienced in radio sales and announcing. Seventy-five weekly to start. Box 552P, BROADCASTING • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Rumuneration on commission basis with adequate draw. Write in full giving references and experience. Box 563P, BROADCASTING • TELECASTING.

Salesman, One station market, 15,000. Midwest. Salary open. Full particulars, please. Box 544P, BROADCASTING • TELECASTING.

Salesman or announcer-salesman. 250 watt east central network affiliate. Rush references, full information. Box 558P, BROADCASTING • TELECASTING.

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted, protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting, Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Regional station in upstate New York with application filed with FCC needs qualified transmitter engineer full-time. Fine opportunity with progressive station if you have what it takes. Forty hour shift, good working conditions. Write Box 394P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be good typist. Car necessary. Possibility of working into program director. Good salary. Box 395P, BROADCASTING • TELECASTING.

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 485P, BROADCASTING • TELECASTING.

Good announcer with first ticket. $65. to start—fast ups. Inland California net affiliate. Box 489P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer. Midwest daytimer, city, 15,000. Start $45, $50 in three months. Full particulars, please. Box 545P, BROADCASTING • TELECASTING.

3 experienced engineer-announcers, heavy on announcing. $75 per week, permanent to right men. Commercial manager. For north Louisiana station. Radio Station KLIC, Monroe, La.

Combo night 42-hour week, $70.00 with quick advancement for ambitious man, two weeks vacation, fully airconditioned plant, congenial staff, live South Carolina town and company. Announcing must be good. Box 579P, BROADCASTING • TELECASTING.

Opening for experienced announcer at 1000 watt daytime independent. Must be good on news, commercial and DJ programs. Send complete information and disc to WDBL, Springfield, Tenn.

Deep-voiced, professional announcers around August 1. Prefer combos. Other personnel needed. New station near Louisville. WSLM Salem, Indiana.

Announcer-engineer wanted. South Georgia Mutual network station wants experienced announcer-engineer who can operate board and tables. $70.00 a week. WVOP, Telephone 327, Vidalia, Georgia.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Wanted—Combination man for night shift, emphasis on announcing. $75.00 weekly. Walt Gaines, WIEL, Elizabethtown, Ky.

Announcer—1st class engineer and announcer - salesman. Prefer capable sportscaster. 250 watt fulltime. Rent somewhat higher than average. Salary also higher. Located in middle of excellent hunting and fishing country. Wonderful climate. Announcer-engineer salary starts at seventy-five or better. Announcer-salesman salary plus commission. Call 789 or write Box 1117, Farmington, New Mexico.

Technical

KPET, Lamesa, Texas, has a good job for engineer-announcer. Call, write or wire collect.

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

First class engineer, key position. $75.00, forty-four hour week, State availability. Box 192P, BROADCASTING • TELECASTING.

Network affiliate, 1 kw, to employ five first phone engineers to announce AM schedule, combo men, $400 per month if experienced. Live in ideal small town bordering large metropolitan area in Illinois. Write full details Box 398P, BROADCASTING • TELECASTING.

Engineer diligent and dependable. South Texas city. Box 486P, BROADCASTING • TELECASTING.

Chief engineer wanted by South Carolina 1000 watt daytime station. Must be able to do some announcing. Good Salary. Box 523P, BROADCASTING • TELECASTING.

Engineer-announcer for Mutual station near Atlanta. Salary open. Box 546P, BROADCASTING • TELECASTING.

Engineer-announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 557P, BROADCASTING • TELECASTING.

Combiation man - Good working conditions in AM-FM installation North Carolina. Box 568P, BROADCASTING • TELECASTING.

Immediate opening for first class engineer. No experience necessary, no announcing. KVOP, Plainview, Texas.

First class engineer wanted immediately. Experience not necessary. Good pay and good working conditions. WBBP and WBBP-FM, Forest City, North Carolina.

Help Wanted (Cont'd)

Engineer, Daytimer, Write or wire Wallace Werz, Chief, KXGI, Fort Madison, Iowa.

First class engineer needed immediately for daytime station, WAPF, McComb, Miss.

Michigan station has immediate opening for first class engineer. No announcing required. Annual bonus and paid vacation time. Send complete qualifications to Chief Engineer, WHFB, Benton Harbor, Michigan.

Engineer-announcer. Starting salary $70.00 per week WIRE, Enterprise, Alabama.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

First class engineer. Control board and recorder experience necessary. WKRM, Columbia, Tennessee.

Immediate opening for two first class phone operators in a new 5,000 watt station. Consider inexperienced man; starting salary $65.00 for 48 hours. Wire or telephone Stuart G. Odell, General Manager, WVOW. Logan, W. Va.

First phone transmitter operator. WSYB, Rutland, Vermont.

Engineer-announcer for 250 watt Mutual station in Statesboro, Georgia. Nice college town, living conditions reasonable, good salary, job open August 1st. Want man who would like to settle in town, not a drifter. Write full particulars to R. H. Thompson, WWNS, Statesboro, Georgia.

Production-Programming, others

Newsman—Gather, edit, write news. Some announcing. $300.00 per month, plus mileage. Photo, audition, required. Box 424P, BROADCASTING • TELECASTING.

Experienced radio bookkeeper needed by Texas station in beautiful resort city. Box 484P, BROADCASTING • TELECASTING.

Newsman. Must have experience in gathering and writing local news to join topnotch news staff. Top 5 kw Mutual station. Send full background, photo, tape. Box 502P, BROADCASTING • TELECASTING.

Continuity writer, women's feature announcer. Ambitious, serious. Send disc, sample and photo to Box 539P, BROADCASTING • TELECASTING.

Male copywriter with some announcing experience, to work one hour early morning, hillbilly type show. Permanent offered position. KBOA, Kennett, Missouri.

Experienced copywriter. Excellent opportunity. Please send samples, salary required, full resume in first letter. KENT, Shreveport, Louisiana.

Chief copywriter. Permanent. Send snapshot and samples. WEAT-NBC. P. O. Box 421, West Palm Beach, Florida.

Progressive northwestern Ohio station wants man to take over local news operation. Send photo, disc and references to Dave Lee, WLOK, Lima, Ohio.

Sales promotion manager. Bright, aggressive young man with sales promotion experience, for WTOP, The Washington Post-CBS Radio and Television stations, Warner Building, Washington, D. C. Pleaase reply Attention: Mr. Richardson, giving full details and salary range.

Situations Wanted

Managerial

Successful manager with many years of experience—all phases radio—desires managerial position in state or vicinity of Texas only. Box 565P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced, capable manager, presently employed, desires return to west coast. Radio pioneer with proven ability in sales, programming and managing in markets up to 500,000 population. Years of mike work in sports, news special events. Family man age 43 good health. Adequate references. Box 537P, BROADCASTING • TELECASTING.

Manager. Three years present station. Excellent sales background. Not a desk sitter, but a hard hitting sales producer. Started from bottom. Know all departments. First class license. Combination announcer-engineer to network engineer to manager. Married, sober. Industry, personal and bank references. Western states only. Box 555P, BROADCASTING • TELECASTING.

Young, aggressive radio executive experienced in station operation desires manager position small station. With sound programming, live-wire sales and efficient outlet personnel management, can make profitable operation. Successful record. Would like affiliation at station with challenge and opportunity. Box 562P, BROADCASTING • TELECASTING.

Seeking step-up to general managership. Thoroughly familiar with all phases of successful radio program and saleswise, plus accounting and business background. Box 563P, BROADCASTING • TELECASTING.

Salesmen

Experienced salesman, producer, announcer, merchandiser. Adult, family, now employed, not afraid competition, wants to work for station that needs money. Fifteen percenters—don't answer. Box 564P, BROADCASTING • TELECASTING.

Top level radio sales executive, local, network experience, seeking radio or TV sales management or general managership opportunity. Married, 38, hard, consistent, solid worker having nationwide contacts with agencies. College graduate, business administration. Over $500,000 in sales last twelve months. Well known in radio circles. Suggest immediate contact. Box 575P, BROADCASTING • TELECASTING.

Announcers

Staff announcer with thorough experience, major markets. Emphasis on news. Seeks spot with solid station offering good future. Box 500P, BROADCASTING • TELECASTING.

Announcer desires permanent position with growing station. Superior, mature voice. Very strong on news, capable DJ. 3 years educational FM, commercial AM experience. College graduate, draft exempt veteran. Prefer North Atlantic states area. Disc and brochure on request. Box 525P, BROADCASTING • TELECASTING.

20 years radio. Year television. Have announced and produced top network shows. No prima donna drifter. News, MC, disc jockey. Seeking permanent position. Best references. Tape, letter and picture on request. Available within two weeks. Box 526P, BROADCASTING • TELECASTING.

Disc jockey with first class license, very experienced. Wants permanent situation as DJ personality. Immediate. Box 529P, BROADCASTING • TELECASTING.

Announcer; first phone. Veteran, married, family. Wants permanent location mountains, good hunting, fishing. College—fifteen months experience—references. Presently employed. Box 543P, BROADCASTING • TELECASTING.

Announcer. Married veteran, now employed. Desires position Virginia, North Carolina. Box 547P, BROADCASTING • TELECASTING.

Colored disc jockey, newscaster, announcer and expert control board operator, with talent and extra personality. Experience on New York stations. Single, free to travel. Resume-audition disc available upon request. Box 548P, BROADCASTING • TELECASTING.

Announcer-newsman: Three years last position. Late night shift acceptable. Appreciate opportunity with small operation offering long range plan. Responsible, draft exempt. Box 554P, BROADCASTING • TELECASTING.

Newsman-AM-TV. Proven commercial record. Mature, authoritative delivery. Professional editing, re-write. References. Available three weeks notice. Box 567P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

So you're reading the ads? Then you must be looking for someone to fill a certain niche. Well, I've an itch to fill that niche. Seven years experience AM announcing-DJ-newscasting, two years television directing. Talented special events, acting, writing, producing, teaching. Seek assignment with non-stuffy, progressive station. Box 577P, BROADCASTING • TELECASTING.

Veteran, 24, wants announcing, small sports-minded station, midwest. Disc available. Little experience, but 100% conscientious. College and SRT graduate. Box 578P, BROADCASTING • TELECASTING.

Announcer, staff, experienced. Write copy, handle board. Prefer eastern area. Box 569P, BROADCASTING • TELECASTING.

Announcer, staff, experience. Desires connection with progressive operation in Florida. Box 570P, BROADCASTING • TELECASTING.

Announcer - writer: Formerly college speech instructor, 25, experienced radio-journalist-special events, extensive sports coverage, heavy production background. NBC-TV writing, directing, training. Box 573P, BROADCASTING • TELECASTING.

Experienced announcer, MC; strong on music, news, sports. College graduate, 25, single, Veteran. Prefer northeast. Thomas R. Quain, 196 Wyoming Avenue, South Orange, New Jersey. Telephone-South Orange 2-4733.

Competent staff announcer; board and all phases: DJ and news; 11 years experience; married. Write or wire Phil Smith, 620 W. Broadway, Rockwood, Penna.

Technical

Chief engineer with 12 years experience in construction and maintenance on 250 to 5000 watt AM-FM transmitting equipment. Also on all types studio and recording equipment. Married, 35, family. Permanent position desired. Will locate anywhere. References and interview furnished. Available immediately. Box 475P, BROADCASTING • TELECASTING.

Announcer—First license. Good voice quality. Seventy-five weekly minimum. Box 531P, BROADCASTING • TELECASTING.

Chief engineer. Twelve years in radio, seven years broadcast experience. TV training. Consulting radio engineering with extensive directional experience. Desire change to progressive station. $9,000. Full particulars in first letter, please. Box 534P, BROADCASTING • TELECASTING.

Engineer experienced with first phone. Eight years experience AM and FM. Prefer Virginia, West Virginia or Tennessee. Married, mature and draft exempt. Box 535P, BROADCASTING • TELECASTING.

Radio operator first class. No experience. 3 years schooling including TV and radio service and repair. Desires position with radio broadcasting station. Box 549P, BROADCASTING • TELECASTING.

First phone. No station experience. Technical school graduate. Married, Veteran, Age 31. Box 551P, BROADCASTING • TELECASTING.

First phone, veteran, draft exempt, single, 3 years electronics schooling. No announcing. Box 560P, BROADCASTING • TELECASTING.

First phone, two years experience. Prefer southern states. Family. Box 561P, BROADCASTING • TELECASTING.

Radio operator. First class license. No experience. 3 years schooling, including TV, radio service, repair. Desires position with radio broadcasting station. Box 571P, BROADCASTING • TELECASTING.

Radio telephone operator. First class license. No experience, 3 years schooling including TV & radio service and repair. Desires position with radio broadcasting station. Box 572P, BROADCASTING • TELECASTING.

Radio engineer; three years experience, veteran, references. Available immediately. T. L. Gunter, 805 S. Washington, Greenville, Mississippi.

Summer replacement. First phone, Jack Pugsley, 306 W. 58th St., New York City.

Experienced transmitter operator available. Requirements? Lewis Sherock, General Delivery, Denver, Colorado.

Situations Wanted (Cont'd)

Production-Programming, Others

News director available immediately. Top local news reporting, special events, documentaries. Box 472P, BROADCASTING • TELECASTING.

Versatile girl. Radio and TV. Box 507P, BROADCASTING • TELECASTING.

Girl continuity writer, office work, announcing. Excellent references. Box 527P, BROADCASTING • TELECASTING.

Producer-writer for net and indie AM and TV, radio-TV personality. Actor-director legitimate stage, national ad agency association. Young ex-serviceman seeking permanent relocation. Box 528P, BROADCASTING • TELECASTING.

Experinced newsman desires work in city 50,000 population or over. Now employed as radio news editor. Local news and wire copy but no air work. University B.A. Degree. Box 556P, BROADCASTING • TELECASTING.

Production supervisor. 2 years NBC-TV, New York. Qualifications on request. Box 574P, BROADCASTING • TELECASTING.

Television

Salesmen

TV stations only. Young (31) man with seven years of sales success in postwar and prewar radio, single station. Now wants to progress with television. Box 524P, BROADCASTING • TELECASTING.

Production-Programming, others

TV newsreel pioneer is looking for connection major market. Comprehensive background includes five years TV camera work with leading TV network station. Also supervise all phases of producing TV news show. Have won several awards in TV field. Excellent references from industry leaders. Try Box 504P, BROADCASTING • TELECASTING.

Young man with 18 months excellent TV production training needs actual experience anywhere. Box 559P, BROADCASTING • TELECASTING.

For Sale

Stations

West coast FM now on air. Ideally situated for regular or special service broadcasting. Box 508P, BROADCASTING • TELECASTING.

Western station. Independent. 250 w; no competition. $40,000. Good terms to good operator. Box 533P, BROADCASTING • TELECASTING.

Equipment, etc.

Two new GE 3 kw FM amplifiers; one GE 250 watt exciter. All export packed. Very reasonable. Box 384P, BROADCASTING • TELECASTING.

Two Radio Music VL-1D vertical pickup assemblies complete with spare head. Never been used. Brush BK-403 tape recorder. Lingo antenna 194' 9" complete with guys, lighting equipment and tuning unit. Box 448P, BROADCASTING • TELECASTING.

Steel tower, 110 feet, zinc coated. Can be extended to 185 feet cheaply. New condition — immediate delivery. Box 536P, BROADCASTING • TELECASTING.

Transmitting tubes to the high dollar. 3-810, 2-813, 2-807, 1-872. All standard brands never out of cartons. Box 530P, BROADCASTING • TELECASTING.

Tower, 180 feet. Truscon self-supporting with insulators, hardware and lights. Brand new and a bargain. Box 540P, BROADCASTING • TELECASTING.

Complete one kilowatt station equipment priced for immediate sale. RCA equipment in service less than four years. Also complete directional array with four Wincharger towers, coax line and phasing equipment. KROC, Rochester, Minnesota.

New, complete M.M. Cole transcription library. $190.00 . . . you pay shipping. KTAC, 2715 Center Street, Tacoma, Washington.

500 feet Andrew type 452 - 3½" coaxial line new, crated. Three type 1452 expansion joints; four type 1052 90° elbows; twelve type 1752-3 support brackets; twelve type 2352-3 insulated mounting brackets and other Andrew fittings all new in original crates. For prices write: Herbert H. Eckstein, Technical Director, WCAN, 723 North Third St., Milwaukee, Wisconsin.

For Sale (Cont'd)

One 640AA condenser microphone and RA-1095 amplifier equipped with plug, cable and suspension ring-$350.00. WJR, Detroit.

RCA BFO, 68-B $275.00. RCA dist. & noise meter, $325.00. Presto model "Y" disc recorder, mounted in cabinet, $400. All excellent condition. WPAG, Ann Arbor, Michigan.

Stainless 200 foot tower. $1200 prepaid. Excellent condition, two years use. WPAW, Pawtucket, R. I.

Wanted to Buy

Stations

Station in south wanted. Preferably in Tennessee or Kentucky. Tell all in first letter. Box 541P, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted, used FM equipment in good shape. Send information to Radio Station WFRC, P. O. Box 990, Reidsville, N. C.

Used equipment: Frequency monitor, modulation monitor, limiting amplifier, pickups, turntables, coax line. WMAM, Marinette, Wisconsin.

Miscellaneous

Anyone knowing Jack Delahunt A.K.A. Jack Bell's address, please write to Box 542P, BROADCASTING • TELECASTING.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Managerial

COMMERCIAL MANAGER

for a 1000 watt clear channel **in market of 251,000. Sell Farm-City approach at a good guarantee against 15%. Ready to turn over $3500 billing. TV applicant. 576P, BROADCASTING • TELECASTING**

Technical

CHIEF ENGINEER

Capable and experienced Chief Engineer for 1000 watt directional AM station in large southern city. Must know all details transmitter and station operation and maintenance.

Have application pending for TV with excellent chance for early grant. Chief will be sent to television school at our expense and will then head our entire television and broadcast setup.

We want a keen young man not over thirty-eight (38) who is willing to start at a reasonable salary of $4200.00 annually, plus yearly bonus . . . with a view to advancement and a real future in the broadcast business. Give complete details of your education and experience, plus picture in first letter. Box 532P, BROADCASTING • TELECASTING.

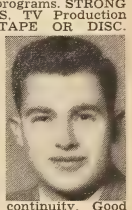
Operating engineers wanted for defense radio project. Four station chief engineers, four transmitter supervisors, four receiver supervisors, 16 transmitter operators, 16 receiver operators. Radio telegraph, radio telephone or advanced amateur license desired but not necessary. Salary, $6,000 to $9,000, per diem, travel expenses. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE



BOB DOELICKE: The small station's Tony Marvin. Terrific newscaster - announcer. Formerly 1 yr. GANG-BUSTERS; commercials for Palmolive Shave Cream; vocalist with Inter-Fraternity Glee Club . . . Coached & participated in Military Service sports programs. STRONG ON: NEWS SPORTS, TV Production & Film Editing. TAPE OR DISC.



HARRY BALDWIN: announcer - newscaster-program director: Formerly: 3 years WMS—Mass. as announcer, scripter & music director. Educated at Mercersburg Academy; Williams College; Cincinnati Conservatory of Music. Strong on all types of musical programs and continuity. Good DJ, boardman and interviewer. TAPE OR DISC.



JIM RAYMOND: Announcer-DJ with a breezy easy-to-listen-to style. RED is the effervescent-type announcer who wins friends and audiences fast. Creator of "Raymond's Record Room," and other good disc shows. Strong on NEWS, CONTINUITY & PROGRAMMING. DISC OR TAPE AVAILABLE.



TONY WARREN: Formerly with WTNS' Telephone Quiz Shows and Platter Party is extremely strong on special events and DJ programming. PD's will like his news delivery and savvy for continuity. Take advantage of his TV knowledge and Telecine Production for your future AM-TV setup. TAPE OR DISC.



JERRY CARDON: Here's a good-looking announcer with a tremendous resonant voice. Formerly with three Broadway musicals and the L.A. Civic Light Opera this "boy" knows and reads music, sings and can create programs that sponsors buy. You'll find him strong on NEWS; interviews; and record shows. TAPE OR DISC.



LEE SMALL: Take your choice Lee is a good announcer actor, newsman, DJ, and all 'round TV programmer. While he does your AM work he'll help your TV operation as floormanager, film editor, cameraman or director. He's been a freelance agency announcer and turns in a remarkable pitch job. TAPE OR DISC.

Write or Wire
Dexter Hall

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PLaza 7-2211

SRT men and women are employed in broadcasting stations all over the United States

BALLARD APPOINTED

Sales Manager at KGNC

JOHN BALLARD has been appointed sales manager of KGNC Amarillo, Tex., it has been announced. He was associated previously with the station for eight years.

From 1944 to 1951, he served the Nunn Stations as national advertising manager. He formerly was general manager of KFDA Amarillo.

RTMA (Canada) Elects

OFFICERS ELECTED for 1952-53 of Radio-Television Mfrs. Assn., of Canada were A. B. Hunt, Northern Electric Co. Ltd., Montreal, president; C. A. Pollock, Dominion Electrohome Industries, Kitchener, Ont., vice president; J. R. Longstaffe. International Resistance Co. Ltd., Toronto, vice president; S. G. Patterson, Canadian Radio Mfg. Corp. Ltd., Toronto, vice president; E. Olson, Canadian Westinghouse Co. Ltd., Hamilton, chairman, engineering committee; G. B. Elliott, Canadian General Electric Co. Ltd., Toronto, chairman, service committee; and Stuart D. Brownlee, Toronto, executive secretary.

For Sale

BEAUTIFUL STRAND THEATER
Only theater in Brookfield, Illinois, a city of approximately 18,000, offered at
Public Auction
July 7, 2 p.m.
Real Estate and equipment offered separately.
Small Down Payment—Balance Monthly. Your prior inspection invited by appointment.
Write or Call: Leonard J. Schrader, Auctioneer, 509½ East Green Street, Champaign, Illinois

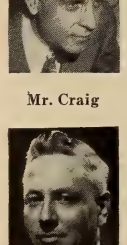
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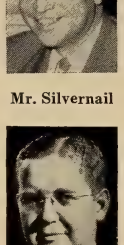
4-A COMMITTEES

Silvernail, Craig Appointed

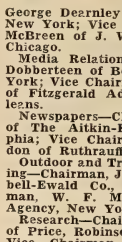
FRANK G. SILVERNAIL of BBDO, New York, was named last week to head the American Assn. of Adv. Agencies' 1952-53 standing committee on radio and television broadcasting, while Walter Craig of Benton & Bowles, New York, was appointed chairman of the standing committee on radio and television production.



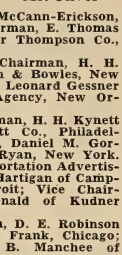
Mr. Craig



Mr. Silvernail



Mr. Roberts



Mr. Oliver

Harlow P. Roberts of Goodkind, Joice & Morgan, Chicago, was appointed vice chairman of the radio-TV broadcasting group and C. Burt Oliver of Foote, Cone & Belding, Hollywood, was named to a similar post on the radio-TV production group. The committees are two of 14 national standing committees of the 4-A's, all of which were said to have now been selected.

Chairmanships of three 4-A special committees also were announced:

James M. Cecil, of Cecil & Presbrey, New York, chairman of special committee on advertiser relations; John P. Cunningham of Cunningham & Walsh, New York, special committee on agency personnel, and Loren Stone of Compton Adv., New York. 4-A's art consultant. Mr. Cunningham also is chairman of the 4-A's board of directors.

Chairman and vice chairmen of the standing committees, in addition to radio-TV broadcasting and radio-TV production, were listed as follows:

4-A Examinations for Advertising—Chairman, S. H. Giellerup of Marschalk & Pratt Co., New York; Vice Chairman, C. L. Greenwood of Knox Reeves Adv. Inc., Minneapolis.

Agency Administration — Chairman, Walther Buchen of The Buchen Co., Chicago; Vice Chairman, D. C. Stewart of Kenyon & Eckhardt, New York.

Business Papers — Chairman, H. E. Cassidy of The McCarty Co., Los Angeles; Vice Chairman, James J. McMahon of James J. McMahon Inc., New York.

Export Advertising—Chairman, Lorimer B. Slocum of Young & Rubicam, New York; Vice Chairman, H. I. Orwig of The Buchen Co., Chicago.

Government, Public and Educator Relations — Chairman, William Reydel of Cunningham & Walsh, New York; Vice Chairman, Enno D. Winius of Winius-Brandon Co., St. Louis.

Improvement of Advertising Content —Chairman, George Reeves of J. Walter Thompson Co., Chicago; Vice Chairman, Ken R. Dyke of Young & Rubicam Inc., New York.

Magazines and Farm Papers—Chairman, Guy Richards of Compton Adv., New York; Vice Chairman, E. Ross Gamble of Leo Burnett Co., Chicago.

Mechanical Production — Chairman, George Dearnley of McCann-Erickson, New York; Vice Chairman, E. Thomas McBreen of J. Walter Thompson Co., Chicago.

Media Relations — Chairman, H. H. Dobberteen of Benton & Bowles, New York; Vice Chairman, Leonard Gessner of Fitzgerald Adv. Agency, New Orleans.

Newspapers—Chairman, H. H. Kynett of The Aitkin-Kynett Co., Philadelphia; Vice Chairman, Daniel M. Gordon of Ruthrauff & Ryan, New York.

Outdoor and Transportation Advertising—Chairman, J. J. Hartigan of Campbell-Ewald Co., Detroit; Vice Chairman, W. F. MacDonald of Kudner Agency, New York.

Research—Chairman, D. E. Robinson of Price, Robinson & Frank, Chicago; Vice Chairman, F. B. Manchee of BBDO, New York.

The 4-A board's operations committee, to oversee four main fields of organizational activity, will include:

E. E. Sylvestre of Knox Reeves Adv., Minneapolis, will be in charge of personnel activities; Earle Ludgin of Earle Ludgin & Co., Chicago, will oversee research; Henry M. Stevens of J. Walter Thompson Co., New York, who is 4-A's vice chairman, will be in charge of ethics, and Henry G. Little of Campbell-Ewald Co., Detroit, will oversee relations. In addition, William Reydel of Cunningham & Walsh, New York, will head the Committee on Qualifications for Membership, while William R. Baker Jr. of Benton & Bowles, New York, heads the Press Relations Committee.

CANADA MUSIC FEES

Protracted Hassle Looms

COPYRIGHT music fees for 1952 by Canadian broadcasters will not be paid for a long time, judging by the court actions planned by the Canadian Assn. of Broadcasters (CAB) and Composers, Authors, Publishers Assn. of Canada (CAPAC). First test case on the validity of the ruling of Canadian Copyright Appeal Board — that CAPAC may base its fees on gross revenue of stations and inspect station revenue books—will be held at Ottawa in September before the Exchequer Court. Whichever side loses, the case will appeal the decision to the Supreme Court of Canada, it has been decided by mutual agreement.

Canadian broadcasters meanwhile are paying at previous rates, based on a set sum per licensed receivers. CAB is now gathering data for test case.

RADIO INSTITUTE

WBT Offers Scholarships

CHARLES H. CRUTCHFIELD, executive vice president and general manager, Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV (TV) Charlotte, announced last week that the company again this year will make scholarship awards to the North Carolina High School Radio Institute at Chapel Hill.

Three scholarships are offered to high school pupils or recent high school graduates in North Carolina or South Carolina. Scholarships provide for all required fees.

The institute is in session from July 20 through Aug. 4. It is conducted under sponsorship of the North Carolina Assn. of Broadcasters and the U. of North Carolina's Communications Center. Deadline for scholarship applications is June 30 (today).

YESTERDAY'S (June 29) broadcast of *The People Act* concluded the program's 26-week run on CBS Radio (Sunday, 10:05-10:30 p.m. EDT) but recordings of the documentary series will be made available to stations for local use on request to the People Act Center at State College, Pa.

Midwest Network Station
$100,000.00

A well established and very profitable network property. Located in a desirable midwest market with retail sales in excess of $45,000,000,000. This is a combined operation and the equipment and installation is excellent. Financing arranged.

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FCC roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH JUNE 26

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	88	328	211
FM Stations	635	582	70	11	8
TV Stations	108	97	11	586	7

(Also see Actions of the FCC, page 78)

PROPOSED RULE MAKING

Palm Springs, Calif. — Dr. Forbes Farms Inc. FCC adopted Notice of Proposed Rule Making looking towards amending table of TV channel assignments to add UHF Ch. 14 to Palm Springs, Calif., pursuant to petition filed by Dr. Forbes Farms Inc.

TV GRANT

WXEL (TV) Cleveland—Empire Coil Co. Granted change in frequency to Ch. 8 (180-186 mc) *from* Ch. 9 (186-192 mc), increase ERP to 316 kw visual *from* 7.5 kw visual and to 160 kw aural *from* 3.8 kw aural, and move main studio to Cleveland *from* Parma, Ohio (transmitter site). No change in antenna height or transmitter location involved. After change WXEL (TV) Grade A service will be extended to about 45 mi. and Grade B service to about 63 mi. This is first grant for frequency change required of 30 existing TV stations under provisions of FCC Sixth Report and Order [B-T, April 14]. (Comr. Frieda Hennock dissented.)

AM GRANTS

Albany, Ga.—The Southeastern Bcstg. System. Granted 1050 kc, 250 w daytime; engineering condition. Estimated construction cost $24,467. Applicant owns WMJM Cordele, Ga., and 90% of WTJH East Point, Ga.

Oneonta, Ala.—Pat M. Courington. Granted 1570 kc, 250 w daytime; engineering condition. Estimated construction cost $17,600. Applicant owns WCRI Scottsboro, Ala., and 51% of WAVU-AM-FM Albertville, Ala.

TRANSFER GRANTS

KPHO-AM-TV Phoenix, Ariz. — Granted transfer of control of Phoenix Bcstg. Inc., licensee of KPHO, and Phoenix Television Inc., licensee of KPHO-TV, to Meredith Engineering Co. and Meredith Syracuse Television Corp. for $1,500,000. Meredith is licensee of WOW-AM-TV Omaha and WHEN (TV) Syracuse, N. Y.

KVEC San Luis Obispo, Calif.— Granted assignment of license from Christina M. Jacobson to herself and Leslie H. Hacker. Mr. Hacker will have ½ interest for which he pays $25,000 and Mrs. Jacobson will have ½ interest. Mr. Hacker has been general manager of KVEC since 1937 and is former licensee of KPRL Paso Robles, Calif.

WWXL Peoria, Ill.—Granted assignment of license to William H. Young, trustee in bankruptcy, under terms of court order. No monetary consideration.

KGW-AM-FM Portland, Ore.—Granted transfer of control from Donald E. Newhouse to Samuel I. Newhouse Jr. through transfer of 233⅓ shares of stock (out of 700 shares) for $116,666.67. Samuel I. Newhouse Jr. now already holds 233⅓ shares and after transfer will hold 466⅔ shares.

KAND Corsicana, Tex. — Granted transfer of control to J. C. West for $16,985 from Wesley W. West and Phil M. Stevenson. J. C. West is president of KAND.

KEPO El Paso, Tex.—Granted assignment to KEPO Inc. for $207,500. Principals in KEPO Inc. include equal stockholders Miller G. Robertson, president, who has no other business interests; Vice Presidents W. A. Porter Jr. and Ralph I. Richardson, and Secretary-Treasurer W. B. Pratt, who are associated with coal mining and construction interests in Minneapolis.

Non Docket Actions . . .

New Applications . . .

AM APPLICATIONS

Fresno, Calif. — The McMahan Co., 1340 kc, 250 w fulltime. Estimated construction cost $27,670, first year operating cost $50,000, revenue $65,000. Principals: President Robert O. McMahan, president McMahan Furniture Co.; Secretary-Treasurer George T. McMahan, secretary-treasurer of McMahan Furniture Co., and Director Robert C. Holding, general manager of McMahan Furniture Co.

Fairfield, Iowa—The Fairfield Bcstg. and Television Corp., 1580 kc, 250 w daytime. Estimated construction cost $9,901.67, first year operating cost $45,000, revenue $60,000. Principals: President Carl D. Boyer, owner-manager of Carl D. Boyer Insurance Agency, and Vice-President - Secretary - Treasurer James D . Mortwedt, commercial manager of WCOW St. Paul, Minn.

TRANSFER REQUESTS

KNBY Newport, Ark.—Acquisition of control by Harold L. Sudbury and Gladys Benson Sudbury, who now have 50% interest, from Charles William Craft and Mary M. Craft for $25,000 for the Crafts' 50% interest.

KRAI Craig, Col.—Transfer of control from Northwestern Colorado Bcstg. Co. to George O. Cory through sale of 1,000 shares of stock for $750. Mr. Cory is general manager of KRAI.

KGLN Glenwood Springs, Col.—Assignment of license from Western Slope Bcstg. Co. by R. G. Howell, executor of estate of Charles Howell, deceased, to R. G. Howell as individual. Mr. Howell formerly owned 50% interest with his father; he was appointed executor of father's estate and is now applying for assignment under terms of father's will. Mr. Howell is general manager of KGLN and KFXJ Grand Junction, Col.

KSMN Mason City, Iowa—Transfer of control from Mohawk Bcstg. Co. to Robert M. Carson through sale of 45 shares of stock for $11,250. Mr. Carson is president and general manager of KSMN.

WLEW Bad Axe, Mich., and WHLS Port Huron, Mich.—Assignment of licenses from Harmon LeRoy Stevens and Herman LeRoy Stevens, equal partners d/b as Port Huron Bcstg. Co., to the Messrs. Stevens and new partner John F. Wismer, who is joining as equal partner, reducing the Messrs. Stevens' interest to ⅓ each. Mr. Wismer pays $40,000 for his interest. Mr. Wismer is general manager of WHLS and WLEW.

WWNC Asheville, N. C.—Transfer of control from Don S. Elias to J. G. Adams and R. Stanford Webb through transfer of 62½% interest for $15,762.88 as result of settlement under consent decree from court.

WJAS Pittsburgh, Pa.—Transfer of control from Pittsburgh Radio Supply House Inc. to Sara A. Brennen, director of Radio Adv. Co. of Pittsburgh (45%); Treasurer Margaret M. Brennen, treasurer of Radio Adv. Co. (15%); Mary Thelma Bregenser (15%); President H. Kenneth Brennen, president Radio Advertising Co. of Pittsburgh (15%), and Mary J. Klein (10%), under terms of will of H. J. Brennen.

FCC Actions

(Continued from page 79)

height above average terrain from 375 to 325 ft.; overall height above ground from 418 to 347 ft.; trans. output from 10 to 8.19 kw.

TENDERED FOR FILING

AM—1010 kc

KLAS Las Vegas, Nev.—CP to change from 1230 kc 250 w to 1010 kc 1 kw-N 5 kw-D; install new trans. and DA-N.

AM—1580 kc

WPAC Patchogue, N. Y.—CP to increase power from 250 w to 1 kw and install new trans.

June 26 Decisions . . .

BY COMMISSION EN BANC

Change Operating Hours

WCAT Rapid City, S. D.—Granted mod. license to reduce hours from 11:00 a.m. to 1:00 p.m. daily to 12:30 p.m. to 1:00 p.m. daily.

AM—1600 kc

WNOW York, Pa.—Designated for hearing application change facilities from 1250 kc 1 kw-D to 1600 kc 1 kw unl. DA-N; made WWRL New York a party to the proceeding.

Change Studio Location

KWEM West Memphis, Ark.—Designated for hearing application to change main studio location from West Memphis, Ark., to Memphis, Tenn.

Install Vertical Radiator

WLAY Muscle Shoals, Ala.—Granted application to install new vertical radiator at different location.

To Remain Silent

KPRS Olathe, Kan.—Granted authority to remain silent for additional 60 days from June 9, pending consummation of assignment of license.

SSA Application Dismissed

KCBQ San Diego, Calif.—By order, dismissed application for SSA to operate station non-directional D.

Extension of SSA

KWBU Corpus Christi, Tex.—On own motion, Commission extended SSA to continue present operation on 1030 kc 50 kw-D from June 15 to Sept. 1, 1952.

Renewal of License

WILL Urbana, Ill.—Granted renewal of license on regular basis.

WVLK Versailles, Ky.—Granted renewal of license on regular basis.

WRLD-FM Lanett, Ala.—Granted renewal of license on regular basis.

Change Antenna Height

WFOB-FM Fostoria, Ohio—Granted CP to change ant. height from 95 to 215 ft.

Change ERP

WROV-FM Roanoke, Va.—Granted CP to change ERP from 285 w to 2.3 kw, and ant. from minus 5 ft. to minus 20 ft.

June 26 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WOWO Fort Wayne, Ind.; WBOW Terre Haute, Ind.; WKYB Paducah, Ky.; WHIZ Zanesville, Ohio; KNOB (FM) Long Beach, Calif.

License Renewal Returned

WSIP Paintsville, Ky.—RETURNED application for renewal of license.

Change ERP

KSL-TV Salt Lake City — CP to change trans. location, type of ant. trans. and other equipment and ERP from 18.4 kw vis. 9.2 kw aur. to 2.5 kw vis. 1.25 kw aur. AMENDED to change requested ERP from 18 kw vis. 9 kw aur.

Hyde Defends TV plan

(Continued from page 51)

the largest possible number of people at the earliest practicable date."

Comr. Hyde contended the rules requiring applicants to state their cases upon a given channel "as contemplated by the act will contribute to efficiency in the examination of application." He said it is impossible to predict whether there will be a substantial number of non-hearing cases. On the other hand he felt there would be "few if any non-hearing cases in the absence of an allocation plan."

He predicted the assignment plan and rules "should likewise conduce to efficient handling of hearing cases and to just determinations." It is still "an enormous job," he explained, pointing to the small staff available and the problem of obtaining funds from Congress.

Mr. Davis cited past FCC AM decisions leading to this conclusion: "While the Commission may and does adopt standards which are to be strictly applied, the practical effect of reasonable Commissioners giving detailed consideration to a reasonable case by an applicant will result where appropriate need is shown, in a grant."

Applying this thought to the rigid TV allocation formula, he suggested "the Commission will in all probability not insist upon provision for 100,000 w (Ch. 2-6), 316,000 w (Ch. 7-13) and 1,000,000 w (UHF) effective radiated power nor will they insist upon strict adherence to the specified mileage separations."

Mr. Davis suggested there are signs that station separation might be reduced as additional engineering information becomes available. He added, however, that substantial changes in the VHF allocation should not be expected due to the expense of engineering antenna changes, ranging from $25,000 to $50,000 each.

In a number of cases AM installations can serve as the operating point for both TV transmitter and TV studio, he said, hoping the FCC will not return applications not showing location of the main studio. Combined sites are not confronted with insoluble technical difficulties, he said, even in case of directive AM antennas. He advocated use of small ground systems for TV towers for lightning protection and doubted if serious attention need be paid to fears that high-gain TV antennas would produce nulls.

Pratt Leaves Y & R

CURTIS G. PRATT, vice president and contact supervisor, Young & Rubicam, since 1932, effective June 30 will resign from the agency on doctor's orders, it was announced last week. He will take the summer off but has opened offices at 52 Vanderbilt Ave. and starting this fall will act as a business consultant.

RTMA Election

(Continued from page 31)

of General Electric, as director of engineering. James D. Secrest continues as secretary and general manager. John W. Van Allen is retained as general counsel.

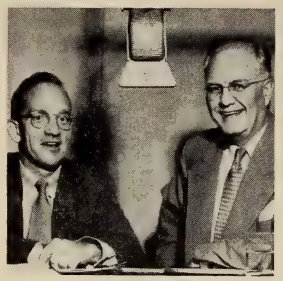
Nine new directors and eight former directors, as well as division chairmen, were chosen at the annual division meetings. New ones include B. W. Cooper, Delco Radio Div., General Motors Corp., Kokomo, Ind.; D. S. W. Kelly, Allan-Bradley Co., Milwaukee; Harry A. Ehle, International Resistance Co., Philadelphia; W. S. Parsons, Central Div., Globe-Union Inc., Milwaukee; Matt Little, Quam-Nichols Co., Chicago; Sam Morris, Amperex Electronic Corp., Brooklyn; F. W. Godsey Jr., Westinghouse Electric Corp., Baltimore; E. K. Foster, Bendix Radio Div., Bendix Aviation Corp., Baltimore, and Sidney Harman, David Bogen Co., New York.

Two new chairmen were elected among the five RTMA divisions. They are Matt Little, parts, and C. W. Miller, Westinghouse Electric, Baltimore, technical products.

John W. Craig, Crosley Div., Avco Mfg., Cincinnati, was re-elected chairman of the set division. Others re-elected were R. E. Carlson, Tung-Sol Electric Inc., Newark, tube, and A. K. Ward, RCA Victor Div., Camden, amplifier and sound equipment.

Elected as vice president representing the Parts Div. was R. G. Zender, Lenz Mfg. Co., Chicago, former parts chairman. Others re-elected vice presidents and their divisions are John W. Craig, set, R. E. Carlson, tube; H. J. Hoffman, Machlett Labs., Springdale, Conn., technical products, and Arrie Liberman, Talk-A-Phone Co., Chicago, amplifier and sound equipment.

Four former directors of the parts section were elected Honorary Directors: A. Blumenkrantz, General Instrument Corp., Elizabeth, N. J.; George R. Haase, Du-Kane Corp., St. Charles, Ill.; J. Hall, Stackpole Carbon Co., St. Marys, Pa., R. L. Triplett, triplett Electrical Instrument Co., Bluffton, Ohio.



DWIGHT COOKE (l), of CBS Radio, interviews Harry A. Bullis, General Mills board chairman, on changing world business conditions in the series, *You and the World*.

Set Sales Outlook

(Continued from page 31)

normal seasonal slump cut production.

Total radio and TV inventories were about 2,170,000 units at the end of fiscal 1950, but slightly under 1,500,000 at the end of May 1952, according to Frank W. Mansfield, Sylvania Electric Products Inc., chairman of the RTMA Industry Statistics Committee.

"Factory inventories have shown the greatest adjustment both in number of units and in per cent," Mr. Mansfield reported. "At the end of May, 410,000 sets in the hands of manufacturers represented a 391,000 unit decline from the 801,000 units at the end of last July. This represents a 48% decline. Distributor inventories declined during the same period by 119,000 units or 22% less and retailers had 186,000 fewer units or about 22% less.

"This adjustment has been accomplished in part by lower production. In fiscal 1950, more than 23 million radio and telvision sets were produced. The total for fiscal 1951 will be only slightly over 12.5 million. It should be noted, however, that this lower production has been characterized by less fluctuation than industry has enjoyed in the recent past."

Production of radio-TV and electronic components was maintained "at a remarkably high level" during the past year despite material shortages and a lower output of receivers, according to R. G. Zender, Lenz Electric Mfg. Co., chairman of the RTMA Parts Division.

"Conservation techniques developed by the industry since outbreak of the Korean War were largely responsible for the ability of parts manufacturers to continue to meet both military and industrial requirements in practically all categories," Mr. Zender reported.

The Parts Division increased membership from 228 to 240 in the year, Mr. Zender reported, with 47 also members of other RTMA divisions.

Shipments of radio and TV sets and parts to foreign countries in 1951 exceeded $70 million, according to V. S. Mameyeff, Raytheon Mfg. Co., reporting as chairman of the Export Committee. Receivers accounted for $29 million of the total, or slightly more than half the value of last year's export of receivers.

The committee report reviewed work toward adoption of U. S. TV transmission standards by foreign countries.

We Can Do the Job

(Continued from page 29)

a U. of Michigan scientist drew a heated complaint from a viewer that the lecturer had not mentioned the diety in his discourse on the birth of the earth, nor had he given any credence to the biblical story of the creation—that God created the Earth in six days.

Last week's hearing saw Methodist Bishop Wilbur E. Hammaker complete his temperance statement begun earlier this month.

Prepared to testify, but unable to because of the committee's inability to prolong the sessions, were Ralph Hardy, NARTB government relations director; Thad H. Brown, NARTB TV director; Charles R. Denny Jr., NBC executive vice president; Gordon Brown, WSAY Rochester; Melvin Gold, National Television Film Council, and Herbert Monte Levy, American Civil Liberties Union.

The ACLU witness planned to oppose any censorship of radio-TV programs on the ground that it was unconstitutional and that existing laws are adequate to deal with any problems that may arise. He also was planning to oppose the NARTB TV Code as an "improper delegation of a licensee's responsibility," and also as a combination in restraint of trade." Both these allegations were made by ACLU to the FCC early this month [B•T, June 9].

Grange Names Battles

ROY BATTLES, farm director of WLW Cincinnati, is being appointed by the National Grange as Assistant to the Master, according to an announcement Thursday from Grange headquarters.

KPHO AM-TV SALE

Approved by FCC

THE FCC Wednesday approved the $1.5 million cash sale of KPHO-AM-TV Phoenix, Ariz., to Meredith Pub. Co., publisher of *Bettter Homes & Gardens* and *Successful Farming* [B•T, May 5]. The sale was made by Phoenix Broadcasting Inc., licensee of KPHO-AM, and Phoenix Television Inc., licensee of KPHO-TV.

In other actions, the Commission authorized sale of KEPO El Paso, Tex., from Rowley-Brown Broadcasting Co. to KEPO Inc. for $207,500, and approved the purchase of one-third interest in Pioneer Broadcasters Inc., licensee of KGW-AM-FM Portland, Ore., by Samuel I. Newhouse Jr. for $116,666.67 from Donald E. Newhouse, giving the latter 66⅔% interest [FCC ROUNDUP, June 23].

Principals in KEPO Inc. include President Miller G. Robertson, who has no other business interests; Vice President W. A. Porter Jr. and Ralph I. Richardson, and Secretary-Treasurer W. B. Pratt, who are associated with Dakota Collieries Co. (coal mining) and Consolidated Construction Co., both firms in Minneapolis. The four have equal interest in KEPO Inc.

The KPHO transaction gives the Des Moines publishing firm two AM and three TV outlets, the others including WOW-AM-TV Omaha, acquired in 1951 [B•T, Oct. 1, Aug. 13, 1951], and WHEN (TV) Syracuse. Meredith also is applicant for TV outlets in Albany and Rochester, N. Y.

The Meredith purchase called for John B. Mullins, a former stockholder, to remain as managing director of KPHO-AM-TV and for the following former stockholders to remain as consultants: John B. Mills, board chairman of the two former licensee firms; Dr. J. N. Harber, secretary-treasurer of both; author Erskine Caldwell, vice president, and Riney B. Salmon, vice president.

BLAIR, HOOPER

Tiff Now in ARF's Lap

ADVERTISING Research Foundation will hand down a decision on the argument between John Blair & Co. and C. E. Hooper Inc. on the validity of the question used by Hooper interviewers — "Was anyone in your home listening to the radio or watching television just now?"

The Blair charge and Hooper denial that this double-barreled question short-changes radio [B•T, May 19] has been submitted to ARF by the Hooper organization, according to the June issue of *Hooperatings Stationews*.

Newsletter also quotes ARF as replying that "the study we have in mind will be considerably broader than just the points outlined in your letter" but these are important points to be studied.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

AUF WIEDERSEH'N, SWEETHEART*

On Records: Vera Lynn—London; Ames Brothers—Coral; Hugo Winterhalter-Billy Shepard—Vic.; Eddy Howard—Merc.; Guy Lombardo—Dec.; Champ Butler—Percy Faith—Col.; De Marco Sisters—MGM.

** Non-exclusively licensed by BMI.*

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

TV Applications Filed

(Continued from page 69)

tion: 12 mi. NW of Harrisonburg, Va. Transmitter location: 12 mi. NW of Harrisonburg. Geographic coordinates: 38° 33′ 54″ N. Lat., 79° 01′ 59″ W. Long. Transmitter RCA, antenna RCA. Legal counsel William A. Porter, Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Frederick L. Allman** (99.35%), Vice President **Mary P. Allman** (0.65%) and Secretary-Treasurer **Harold A. Wright.**

† **NEWPORT NEWS, Va.—Hampton Roads Bcstg. Corp. (WGH-AM-FM),** VHF Ch. 10 (192-198 mc); ERP 230 kw visual, 115 kw aural; antenna height above average terrain 376 ft., above ground 412 ft. Estimated construction cost $355,310, first year operating cost $406,000, revenue $430,000. Post Office address 2400 West Ave., Newport News, Va. Studio and transmitter location boat harbor, southern end of Jefferson Ave. Geographic coordinates 36° 57′ 47″ N. Lat., 76° 24′ 43″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Raymond B. Bottom,** Vice President **Edward E. Bishop** (25.36%) and Secretary-Treasurer **William R. Van Buren Sr.** The Daily Press Inc. owns 74.64% of stock.

† **RICHMOND, Va.—Larus & Bros. Co. Inc. (WRVA, WRVB-FM,WRVC-FM),** VHF Ch. 12 (204-210 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 799 ft., above ground 790 ft. Estimated construction cost $674,500, first year operating cost $600,000, revenue $699,566. Post Office address: 22d & Cary Streets, Richmond, Va. Studio location: 900 Broad Street, Richmond, Va. Transmitter location: U. S. Route #60, 1.2 miles West of Richmond. Geographic coordinates: 37° 30′ 25″ N. Lat., 77° 30′ 05″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **William T. Reed** and Vice President **Lewis G. Larus.**

† **RICHMOND, Va.—Richmond Newspapers Inc. (WRNL),** VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 816 ft., above ground 824 ft. Estimated construction cost $721,848, first year operating cost $575,000, revenue $985,000. Post Office address: 111 N. Fourth St., Richmond, Va. Studio location: 111 N. Fourth St., Richmond. Transmitter location: Opposite intersection Kirkwood St. and Kenwood Ave., Brookland Dist. Geographic coordinates: 37° 36′ 52″ N. Lat., 77° 30′ 35″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President-Treasurer **David Tennant** (2.8%), Vice President-Asst. Treasurer **J. D. Wise** (1.3%), Asst. Secretary-Treasurer **J. L. Scott** (0.1%), Secretary **R. Keith Kane** (0.2%), **Frederick Lewis** (14%), **S. L. Slover** (16.6%); R. Keith Kane, David Tennant Bryan and Stewart Bryan Jr. trustees under will of John Stewart Bryan, deceased (30.8%).

VANCOUVER, Wash. — Vancouver Radio Corp., UHF Ch. 21 (512-518 mc); ERP 107 kw visual, 62 kw aural; antenna height above average terrain 1,014 ft., above ground 254 ft. Estimated construction cost $220,387, first year operating cost $560,000, revenue $600,000. Post Office address: 707½ Main St., Vancouver, Wash. Studio location: Vancouver, Wash. Transmitter location: Portland, Ore. Geographic coordinates: 45° 29′ 21″ N. Lat., 122° 41′ 41″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Sheldon F. Sackett** (75%), Vice President **D. Elwood Caples** (20%), Secretary **Fred F. Chitty** (5%).

† **BECKLEY, W. Va.—Joe L. Smith Jr. Inc. (WJLS)** VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,209 ft., above ground 317 ft. Estimated construction cost $339,385, first year operating cost $160,218, revenue $187,598. Post Office address: WJLS Bldg., Main & Kanawha Sts., Beckley. Studio location Main & Kanawha Sts., Beckley. Transmitter location Huff Knob, Shady Spring Twp., W. Va. Geographic coordinates 37° 35′ 23″ N. Lat., 81° 06′ 51″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President-Treasurer **Joe L. Smith Jr.** (100%), Secretary **Virginia N. Cooper.**

La CROSSE, Wis.—La Crosse Brdcstg. Co. (WKTY), VHF Ch. 8 (180-186 mc); ERP 98 kw visual, 49 kw aural; antenna height above average terrain 897 ft., above ground 550 ft. Estimated construction cost $274,500, first year operating cost $135,000, revenue $125,000. Post Office address: 110 N. Fourth St., La Crosse, Wis. Studio location: 110 N. Fourth St. Transmitter location: 2.5 mi., Bearing N. 97° E. from Hokah, Minn. Geographic coordinates: 43° 45′ 27″ N. Lat., 91° 17′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **Lee P. Loomis,** Secretary-Treasurer **W. T. Burgess,** Vice President and General Manager **Verl Bratton.** La Crosse Tribune Co. is sole stockholder (100%).

† **NEENAH, Wis.—Neenah-Menasha Bcstg. Co. (WNAM-AM-FM),** UHF Ch. 42 (638-644 mc); ERP 15.53 kw visual, 7.76 kw aural; antenna height above average terrain 288 ft., above ground 287 ft. Estimated construction cost $129,950, first year operating cost $75,000, revenue $70,000. Post Office address: 101 East Wisconsin Avenue, Neenah, Wis. Studio and transmitter location: 0.7 mi. South of Neenah city limits. Geographic coordinates: 44° 09′ 36″ N. Lat., 88° 27′ 57″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Samuel N. Pickard** (80%), Secretary-Treasurer **Reinhold D. Molzow** (4%), Vice President **Don C. Wirth** (.54%), **Dorothea W. Pickard** (15.4%).

† **WAUSAU, Wis. — WSAU Inc. (WSAU),** VHF Ch. 7 (174-180 mc); ERP 210 kw visual, 105 kw aural; antenna height above average terrain 436 ft., above ground 403 ft. Estimated construction cost $298,927, first year operating cost $240,000, revenue $230,000. Post Office address: P. O. Box 29, Wausau, Wis. Studio and transmitter location: 1.8 mi. N. E. of center of Wausau. Geographic coordinates: 44° 58′ 58″ N. Lat., 89° 36′ 06″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **John R. Tomek** (51.14%) and Vice President **Charles Lemke** (48.86%).

Existing Stations

Change in Channel

(The following station requests change in frequency as required under provisions of FCC Sixth Report & Order [B•T, April 14].)

WBKB (TV) CHICAGO — Balaban & Katz Corp., VHF Ch. 2 (54-60 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 657 ft., above ground 700 ft. Estimated cost of change $129,736. Transmitter RCA, antenna RCA. Change *from* Ch. 4 (66-72 mc), ERP 25.2 kw visual, 12.6 kw aural.

Support to Educators

(Continued from page 51)

a large-scale drive to help educational television become an immediate reality on a wide scale throughout the nation. He said the offer is the first step in a three-phase program. It is designed first to encourage educators contemplating TV to make a final decision. The grants will be given to stations for purchase of capital equipment which will faciliate high-quality operation or may be used in any other way that will help provide good program service.

Second phase of the plan, Mr. Abrams reported, is the establishment of a Television Educational Council whose members will be educators, scientists and public-spirited citizens. The council will give guidance to the educational telecasters in establishing "universities of the air" and "a classroom in the home."

Final part of the plan, which Mr. Abrams said had yet to be worked out in detailed form, envisages the establishment of a fund for the purpose of promoting educational television and fostering its development. He said:

It is my hope that industrialists in this and other industries will join in a cooperative organization designed to back the educators responsible for establishing this new cultural medium. Emerson Corp. will welcome the opportunity of contributing its share to an industry fund, which should set its goal at $5 million.

When the FCC last April 14 set aside air space for 242 educational TV stations, TV manufacturers were "given a once-in-a-lifetime opportunity to influence the whole tenor of the TV industry, not only for today's public but for future generations," Mr. Abrams stated.

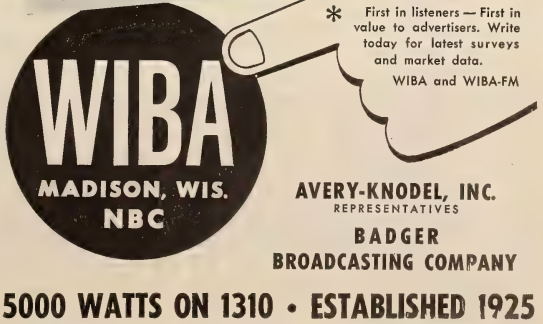
"The possibilities of these educational stations stagger the imagination," he said. "For the first time, our whole intellectual heritage can be brought directly and vividly into every classroom and almost every living room in the nation."

Commenting that "receiver manufacturers perhaps more than any other group have a responsibility to see that television serves the people well," Mr. Abrams pointed out that "it is also a matter of self-interest."

Educational television, he noted, will open up a vast new market for the sale of sets to schools, will encourage the purchase of sets by individuals who have not been attracted by today's TV programing, and, especially, will open up sales in communities where educational stations can get on the air while commercial applicants are still tied up in hearings. Educational stations also are possibilities today, he said, in communities too small to support local commercial stations.

WSAZ Appoints Katz

WSAZ Huntington, W. Va., has appointed The Katz Agency, N. Y., as its national sales representative, effective July 1.



at deadline

65 TV APPLICATIONS FILED WITH FCC

TOTAL of 65 TV bids filed at FCC Friday, two for changes in existing stations as required by Sixth Report (see early story page 52). New applications:

† **WSGN Birmingham, Ala.,** Ch. 42, ERP 1,000 kw visual, antenna height above average terrain 926 ft., construction cost $496,500.

† **WCOV Montgomery, Ala.,** Ch. 20, ERP 87.7 kw, antenna 525 ft., estimated construction cost $275,000, first year operating cost $300,000, revenue $360,000.

† **KTAR Phoenix, Ariz.,** Ch. 3, ERP 100 kw, antenna 1,586 ft., construction cost $512,595, operating cost $350,000, revenue $350,000.

KCNA Tucson, Ariz., Ch. 9, ERP 25.4 kw, antenna 68.5 ft., construction cost $255,000, operating cost $160,000, revenue $140,000.

† **KVOA Tucson, Ariz.,** Ch. 4, ERP 10.9 kw, antenna 224 ft., construction cost $249,033, operating cost $180,000, revenue $180,000.

† **Bakersfield, Calif., Lemert Bcstg. Co.,** Ch. 10, ERP 61.7 kw, antenna 548 ft., construction cost $296,629, operating cost $200,000, revenue $180,000. **Jack Benny** is 8.9% owner.

† **KFRE Fresno, Calif.,** Ch. 12, ERP 252 kw, antenna 1,943, construction cost $428,957, operating cost $355,236, revenue $415,000.

† **KCRA Sacramento, Calif.,** Ch. 3, ERP 100 kw, antenna 596 ft., construction cost $517,896, operating cost $576,000, revenue $600,000.

† **KVEC San Luis Obispo, Calif.,** Ch. 6, ERP 19.8 kw, antenna 788 ft., construction cost $131,926, operating cost $50,000, revenue $80,000.

† **KVOD Denver, Col.,** Ch. 9, ERP 238 kw, antenna 946 ft., construction cost $394,011, operating cost $444,632, revenue $400,000.

† **WDRC Hartford, Conn.,** Ch. 3, ERP 100 kw, antenna 1,000 ft., construction cost $454,800, operating cost $695,216, revenue $766,350.

† **WTHT Hartford, Conn.,** Ch. 18, ERP 210 kw, antenna 805 ft., construction cost $332,000, operating cost $480,000, revenue $325,000.

WKNB New Britain, Conn., Ch. 30, ERP 178.5 kw, antenna 919 ft., construction cost $323,879, operating cost $150,000, revenue not estimated.

† **WGBS Miami,** Ch. 10, ERP 316 kw, antenna 836 ft., construction cost $1,253,672, operating cost $720,000, revenue $720,000.

WWPG Palm Beach, Fla., Ch. 12, ERP 57.7 kw, antenna 233 ft., construction cost $171,569, operating cost $35,000-$50,000, revenue $35,000-$50,000.

St. Petersburg, Fla., Tampa Bay Area Telecasting Corp., Ch. 8, ERP 316 kw, antenna 520 ft., construction cost $501,305, operating cost $437,500, revenue $600,000. Principals: President **Robert James** (12.7%), real estate and building; Treasurer **R. W. Evans** (12.7%), truck dealer; **John Trevor Adams Jr.** (8.2%), general manager WJZ-TV New York; **Harry W. Bennett Jr.** (8.2%), vice president Sherman & Marquette, N. Y.

† **WROK Rockford, Ill.,** Ch. 13, ERP 316 kw, antenna 314 ft., construction cost $447,000, operating cost $250,000, revenue $300,000.

Urbana, Ill., Illinois Bcstg. Co., Ch. 3, ERP 100 kw, antenna 525 ft., construction cost $338,250, operating cost $261,760, revenue $270,890. Applicant licensee WSOY Decatur.

WGBF Evansville Ind., Ch. 7, ERP 105.3 kw, antenna 543 ft., construction cost $350,000, operating cost $190,000, revenue $190,000.

WANE Ft. Wayne, Ind., Ch. 21, ERP 98.2 kw, antenna 473 ft., construction cost $197,900, operating cost $195,940, revenue $229,950.

WHOT South Bend, Ind., Ch. 46, ERP 91.6 kw, antenna 418 ft., construction cost $206,285, operating cost $192,600, revenue $221,400.

† **KCRG Cedar Rapids, Iowa,** Ch. 9, ERP 35.5 kw, antenna 343 ft., construction cost $200,049, operating cost $190,000, revenue $210,000.

† **KSCJ Sioux City, Iowa,** Ch. 4, ERP 100 kw, antenna 577 ft., construction cost $290,235, operating cost $200,000, revenue $225,000.

KWBW Hutchinson, Kan., Ch. 12, ERP 59 kw, antenna 295 ft., construction cost $176,256, operating cost $120,000, revenue $120,000.

KOAM Pittsburg, Kan., Ch. 7, ERP 105 kw, antenna 540, ft., construction cost $300,323, operating cost $229,020, revenue $237,890.

KAKE Wichita, Kan., Ch. 10, ERP 316 kw, antenna 443 ft., construction cost $571,802, operating cost $402,000, revenue $405,756.

WOMI Owensboro, Ky., Ch. 14, ERP 184 kw, antenna 390 ft., construction cost $279,941, operating cost $245,000, revenue $255,500.

† **KPLC Lake Charles, La.,** Ch. 7, ERP 52.7 kw, antenna 438 ft., construction cost $250,820, operating cost $175,000, revenue $175,000.

KNOE Monroe, La. (resubmitted), Ch. 8, ERP 183 kw, antenna 739 ft., construction cost $331,920, operating cost $214,690, revenue $195,260.

WNOE New Orleans, Ch. 4, ERP 100 kw, antenna 1,005 ft., construction cost $836,000, operating cost $789,080, revenue $784,519.

† **WCHS Portland, Me.,** Ch. 6, ERP 100 kw, antenna 590 ft., construction cost $275,800, operating cost $220,560, revenue $170,000.

WBRK Pittsfield, Mass., Ch. 64, ERP 1.32 kw, antenna 977 ft., construction cost $133,000, operating cost $160,000, revenue $170,000.

† **KROC Rochester, Minn.,** Ch. 10, ERP 107.3 kw, antenna 620.5 ft., construction cost $241,162, operating cost $115,000, revenue $120,000.

WMIN St. Paul, Minn., Ch. 11, ERP 316 kw, antenna 514 ft., construction cost $435,000, operating cost $400,000, revenue $450,000.

† **KXOK St. Louis,** Ch. 4, ERP 100 kw, antenna 547 ft., construction cost $553,803, operating cost $700,000, revenue $950,000.

† **KFOR Lincoln, Neb.,** Ch. 10, ERP 55 kw, antenna 248 ft., construction cost $300,781, operating cost $170,000, revenue $150,000.

†**WROW Albany, N. Y.,** Ch. 41, ERP 200 kw, antenna 1,160 ft., construction cost $365,474, operating cost $229,660, revenue $250,000.

† **Elmira, N. Y., Corning Leader Inc.,** Ch. 18, ERP 58.3 kw, antenna 783 ft., construction cost $236,270, operating cost $144,000, revenue $192,000. Ex-licensee WCLI Corning and WELM Elmira, N. Y., applicant is owned equally by **William A. Underhill** and **Edwin S. Underhill Jr.,** each 50% owner of stations.

† **WVET Rochester, N. Y.,** Ch. 10, ERP 26.2 kw, antenna 450 ft., construction cost $176,000, operating cost $230,000, revenue $315,000.

† **WTRY Troy, N. Y.,** Ch. 23, ERP 261 kw, antenna 927 ft., construction cost $343,642, operating cost $175,000, revenue $110,000.

† **WTIK Durham, N. C.,** Ch. 11, ERP 316 kw, antenna 523 ft., construction cost $436,000, operating cost $240,000, revenue $350,000.

† **WSJS Winston-Salem, N. C.,** Ch. 12, ERP 316 kw, antenna 500 ft., construction cost $544,553, operating cost $400,000, revenue $450,000.

WTOB Winston-Salem, N. C., Ch. 12, ERP 316 kw, antenna 363 ft., construction cost $412,092, operating cost $329,040, revenue $341,120.

† **WAKR Akron, Ohio,** Ch. 49, ERP 145 kw, antenna 319 ft., construction cost $352,755, operating cost $165,300, revenue $175,000.

WSTV Steubenville, Ohio, Ch. 9, ERP 200 kw, antenna 992 ft., construction cost $500,800, operating cost $300,000, revenue $400,000.

KTUL Muskogee, Okla., Ch. 8, ERP 316 kw, antenna 1,000 ft., construction cost $613,265, operating cost $294,400, revenue $347,000.

† **KOMA Oklahoma City,** Ch. 9, ERP 316 kw, antenna 887 ft., construction cost $676,153, operating cost $500,000, revenue $550,000.

Harrisburg, Pa., Kendrick Bcstg. Co., Ch. 27, ERP 20.4 kw, antenna 947 ft., construction cost $246,730, operating cost $250,000, revenue $200,000. **Herbert Kendrick,** 50%, of WHGB Harrisburg and Triangle Publications, Inquirer Div. (WFIL-AM-FM-TV Philadelphia), 50%.

† **WBRE Wilkes-Barre, Pa.,** Ch. 28, ERP 1,000 kw, antenna 1,223 ft., construction cost $438,572, operating cost $340,000, revenue $379,000.

† **WRAK Williamsport, Pa.,** Ch. 36, ERP 20.6 kw, antenna 1,281 ft., construction cost $137,700, operating cost $50,000, revenue $70,000.

WPRO Providence, R. I., Ch. 12, ERP 316 kw, antenna 510 ft., construction cost $1,012,991, operating cost $530,000, revenue $600,000.

WORD Spartanburg, S. C., Ch. 7, ERP 316 kw, antenna 2,000 ft., construction cost $376,671, operating cost $430,470, revenue $494,258.

† **KELO Sioux Falls, S. D.,** Ch. 11, ERP 57.5 kw, antenna 503 ft., construction cost $200,500, operating cost $240,000, revenue $260,000.

† **WMPS Memphis, Tenn.,** Ch. 13, ERP 316 kw, antenna 1,026 ft., construction cost $716,025, operating cost $508,230, revenue $550,000.

† **Galveston, Tex., Mirador Television-Radio Corp.,** Ch. 11, ERP 226 kw, antenna 500 ft., construction cost $616,817, operating cost $411,527, revenue $309,136. Co-owners are **D. W., R. Lee, S. E.** and **H. L. Kempner,** having banking and cotton interests.

† **Fort Worth, Tex., Tarrant County Television Co.,** Ch. 20, ERP 272 kw, antenna 315.7 ft., construction cost $402,500, operating cost $351,000, revenue $360,000. Principals are **K. K. Kellam** (30%), **A. H. Lightfoot** (40%) and **Basil S. Roper** (30%), all associated with Texas Motors, Fort Worth, Ford distributor.

† **KFYO Lubbock, Tex.,** Ch. 5, ERP 100 kw, antenna 750 ft., construction cost $700,000, operating cost $330,000, revenue $350,000.

Lubbock, Tex., Bryant Radio and Television Inc., Ch. 11, ERP 93.1 kw, antenna 751 ft., construction cost $342,100, operating cost $312,000, revenue $350,000. Applicant 52.5% owned by **KCBD** there.

† **KWTX Waco, Tex.,** Ch. 11, ERP 9.9 kw, antenna 590 ft., construction cost $229,475, operating cost $114,600, revenue $125,000.

KVOS Bellingham, Wash., Ch. 12, ERP 20 kw, antenna 550 ft., construction cost $82,500, operating cost $140,000, revenue $150,000.

† **KJR Seattle, Wash.,** Ch. 7, ERP 316 kw, antenna 1,291 ft., construction cost $645,675, operating cost $460,000, revenue $500,000.

† **WWVA Wheeling, W. Va.,** Ch. 9, ERP 282 kw, antenna 1,041 ft., construction cost $1,232,312, operating cost $525,000, revenue $360,000.

Madison, Wis., Television of Wisconsin Inc., Ch. 3, ERP 100 kw, antenna 712 ft., construction cost $480,242, operating cost $240,000, revenue $240,000. Principals: **William E. Walker, Bernhard M. Moutz** and **Frank A. Jones.**

Existing Stations—Change in Channels

WDTV (TV) Pittsburgh, Ch. 2, ERP 100 kw visual, antenna height above average terrain 808 ft., cost of change $166,450 (change *from* Ch. 3, ERP 16.6 kw visual; change required under provisions of FCC Sixth Report & Order).

WTTV (TV) Bloomington, Ind., Ch. 4, ERP 100 kw, antenna 1,000 ft., cost of change about $275,000 (change *from* Ch. 10, ERP 27.2 kw; change required under provisions of FCC Sixth Report & Order).

† Indicates pre-thaw application refiled.

THEATRE TV REPORT

INCOMPLETE tabulation of figures by Theatre Network Television (TNT) indicated Friday theatre telecast of Maxim-Robinson bout filled 90% of total capacity of 38 theatres in 24 cities. TNT said telecast was carried by movie circuits, including those of Paramount Pictures, Loew's, Warner's and RKO.

LUX RATING TOP

Lux Radio Theatre (CBS, Mon., 9-10 p.m. EDT) with 11.1 rating in 4,751,000 homes, was highest once-a-week evening program according to national Nielsen ratings of top network radio programs for week of May 18-24. Top rated programs in other categories included evening, multi-weekly—*One Man's Family* (NBC, 7:45-8 p.m.), 5.2 in 2,226,000 homes; week day, daily—*Romance of Helen Trent* (CBS, 12:30-45 p.m.), 8.4 in 3,595,000 homes; Sunday—*Hollywood Star Playhouse* (NBC, 5-5:30 p.m.), 4.0 in 1,712,000 homes, and Saturday—*Theatre of Today* (CBS, 12-12:30 p.m.), 6.4 in 2,739,000 homes.

PEOPLE...

HARTLEY SAMUELS, formerly responsible for retail sales at WOR New York, will join sales staff of WJZ New York tomorrow (Tuesday) as supervisor of retail sales, William (Bud) Materne announced last Thursday. He replaced Joseph Weisenberg, who will shift to ABC national spot sales department.

EDWARD W. SCUDDER JR., president of WNJR Newark, has been named Essex county chairman for 1952 Sister Elizabeth Kenny Foundation fund-raising campaign.

ROBERT H. DOLBEAR has been appointed sales engineer for instrument division, Allen B. DuMont Labs, Clifton, N. J., according to announcement from E. G. Nichols, technical sales manager. Mr. Dolbear was formerly field service engineer for electronics division of Curtiss-Wright Corp.

JANET (JAN) GILBERT, Henry Cabot Agency, Boston, expected to join Sherman & Marquette, N. Y., as media buyer (radio-TV included), effective July 7.

TRANSISTORS BY BULOVA

BULOVA WATCH Co., New York, called television its principal advertising medium in its annual report last week. John H. Ballard, president, announced that Bulova has concluded licensing arrangement with Western Electric Co. for development and production of transistors. Report listed Bulova earnings for year ended March 31, 1952, of $2,646,063 compared with $3,911,195 in fiscal year.

IN THE HEART OF AMERICA...

It's The

KMBC KFRM

Team and It's

Wholehearted and "Wise"



*"Program-Wise"...**

Does the farmer stop milking his cows during the summer? Ridiculous! No more than the KMBC-KFRM Service Farms stop farming during the summer—or no more than Phil Evans, Bob Riley or Jim Leathers stop passing out that vital farm information to the Heart of America farmer who turns on the radio in his barn to catch KMBC-KFRM farm programs while he gets his milking done. Or no more than the Team's News Department stops disseminating the latest news in eleven daily newscasts. Yes indeed, KMBC-KFRM is "program-wise." Summer time—wintertime, the Team is on-the-air with the kind of programming that it knows from thirty years of broadcasting experience the largest share of the audience will return to, and listen for, day after day.

It is this program wisdom which has long since placed The KMBC-KFRM Team in top spot in The Heart of America—and continues to keep The Team in that spot by a comfortable margin.

* This is the first of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.



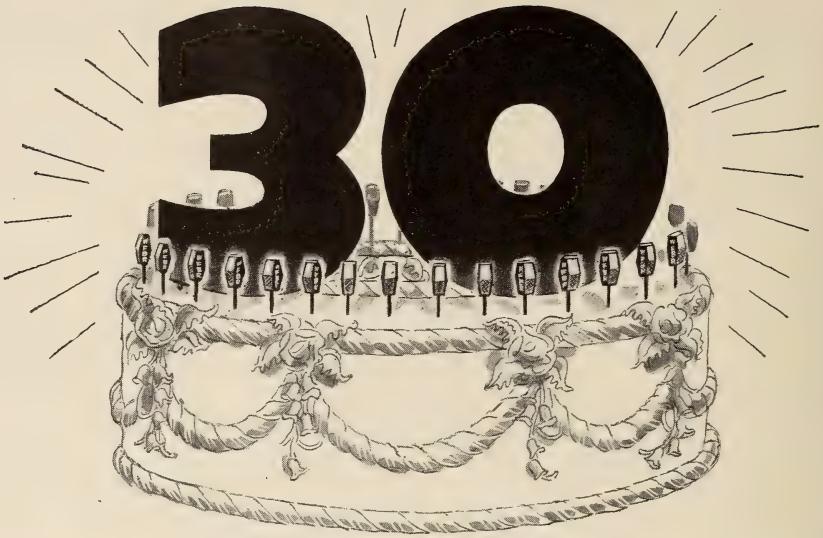
Call KMBC-KFRM or your nearest Free & Peters Colonel for the KMBC-KFRM program story. BE WISE--REALIZE . . . to sell the Whole Heart of America Wholeheartedly it's . . .



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



Happy Birthday to Us!

Maryland's pioneer radio station is proud and happy to be among the early birds who celebrate 30 years in radio in 1952.

They've been good years, too. We've done a lot of trailblazing in our community. We originated the first live speech by a President of the United States, we introduced the mobile unit to Maryland, we originated the first regularly sponsored newscast in the whole country, and many, many more.

We intend to continue intelligent pioneering wherever possible. We believe that radio stations have learned much in the past and have much to learn in the future.

Here's a gentle reminder. If you're out to do a real selling job in the Baltimore market, just cut yourself a slice of



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